



香港品牌發展局  
Hong Kong Brand  
Development Council

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

推廣 Promotion

選舉 Awards

交流 Exchanges

培育 Nurturing

2017-2018

年報 ANNUAL REPORT

## 願景

- 引領工商界立品創名，推動香港成為名牌薈萃之都

## 宗旨

- 提高香港品牌的知名度
- 弘揚原創精神
- 締造有利於品牌發展的社會環境
- 促進品牌方面的企業交流、聯誼與合作



## 香港品牌發展局

### Hong Kong Brand Development Council

## Vision

- Steering our industries towards brand-building, and developing Hong Kong into a brands hub

## Mission

- To promote Hong Kong brands
- To advocate innovations and creativity
- To foster an environment conducive to brand-building
- To enhance exchange, association and cooperation among companies in regard to brand development

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# 主席序辭 Chairman's Statement



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

香港是一個聞名遐邇的「營商福地」，更是一個適合創建和推廣品牌的「品牌福地」；除了得天獨厚的地理位置、雄厚的經濟實力、完善的商貿基礎以及優越的制度環境之外，香港還擁有「背靠祖國、面向世界」的特殊優勢。對香港品牌來說，當前正處於多重機遇相互疊加的有利時機：一方面，伴隨著科技與創新的突破性進展、新經濟強勢崛起以及中國市場消費結構升級，新業態、新模式和新商機正層出不窮；另一方面，香港處於多項國家發展策略的交匯點，特別是「粵港澳大灣區」建設和「一帶一路」倡議的逐步推行，為香港品牌的發展打開了前所未有的巨大空間。

在這個動力澎湃的變革時代，香港企業紛紛把握「時勢造品牌」的黃金時機，於品牌發展上作出新投資、引入新策略，或是探索新市場、開闢業務的新「藍海」，藉以打造「品牌競爭力」，佔領未來發展的制高點。配合港商業務拓展的需要，香港品牌發展局（品牌局）在過去一年裏繼續強化外展「推廣」工作，加緊在各地市場宣傳香港品牌的集體形象；並組織「香港名牌標識（TOP嘜）計劃」的核准品牌參與長春、福州、成都以及迪拜等地的產品展示，向內地和新興市場的消費者推介「TOP嘜」這一代表著「優質、名望和信心」的標誌。

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，品牌局去年舉辦了聲勢浩大的「『喜·愛香港』品牌聚京城」系列活動，成功將「香港品牌節」推展至第七個內地城市。「香港品牌節·北京」把握香港特區成立二十周年的特殊時點，帶領130多個香港品牌「登陸」首都；透過大型的產品展覽、主題性形象展示、特色文娛表演以及品牌聯乘推廣、京港商業配對交流會等別開生面的活動，推廣香港品牌文化的核心價值，亦為特區的經濟成就「點讚」，更藉此凝聚香港企業，傳達「同心愛港，共創繁榮」的信息。

由品牌局和香港中華廠商聯合會（廠商會）聯合舉辦的「品牌選舉」是本港歷史悠久、最具代表性的品牌獎項之一，堪稱香港品牌發展的重要「方向標」。有賴於業界的努力和社會各方的支持，2017年的選舉一如既往地取得美滿的成績。44位新一屆「摘星者」以出類拔萃的表現，展示了香港品牌發展的最新風貌和最高水準；他們在品牌「智」勝路上砥礪奮進、勇於超越的故事，為業界帶來了激勵與啟示，更為「香港精神」增添了新的意義。

Hong Kong is renowned for its favourable business environment that is conducive to business growth as well as brand development and promotion. In addition to the unrivalled geographical location, robust economic strength, well-developed commercial infrastructure and benign institutional environment, Hong Kong possesses a unique advantage of “leveraging on the Mainland and engaging ourselves globally”. For Hong Kong enterprises, it is now an opportune time when various opportunities converge. On the one hand, with the breakthroughs in technology and innovation, the burgeoning of new economies and the upgrading of consumption structure in the Mainland market, there is a plethora of new business operations, models as well as opportunities emerging. On the other hand, Hong Kong is situated at the intersection point of several national strategies. In particular, the development of Guangdong-Hong Kong-Macao Bay Area and the unfolding of Belt and Road Initiative have opened up unprecedented room for Hong Kong brands to grow and thrive.

In this era of changes, Hong Kong enterprises are capitalising on golden opportunities to develop their own brands. Through making new investments, adopting new strategies or tapping into new markets, they are seeking to explore “Blue Ocean” of business and build up brand competitiveness, in an attempt to seize the commanding heights of future development. To support Hong Kong enterprises’ business expansion, the Hong Kong Brand Development Council (the BDC) has continued to strengthen its outreach marketing efforts, further promoting the collective image of Hong Kong brands in markets worldwide. It took part in exhibitions held in Changchun, Fuzhou, Chengdu and Dubai to showcase premium products of the “Hong Kong Top Brand Mark Scheme” licensees, with an eye to promoting this “Hallmark of Quality, Reputation and Confidence” to consumers in the Mainland and emerging markets.

With the support of the Dedicated Fund on Branding, Upgrading and Domestic Sales, the BDC staged a series of spectacular events in Beijing last year on the theme of “Celebration! Loving Hong Kong”, bringing “Hong Kong Brand Festival” to the seventh city in Mainland China. Riding on the momentum of the 20th anniversary of the HKSAR, “Hong Kong Brand Festival • Beijing” led more than 130 Hong Kong brands to land on our capital city and lined up a variety of activities including large-scale product showcase, thematic image display, entertainment performances, joint promotion scheme and Beijing-Hong Kong business matching. The Festival not only promoted the core value of Hong Kong brand culture but also demonstrated the economic achievements of the HKSAR, while bringing together Hong Kong enterprises in propagating the message of “Together, We Love and Build Hong Kong”.



# 主席序辭 Chairman's Statement

網絡經濟的興起引發了消費模式、商業經營模式的顛覆性改變，品牌經營、推廣和管理的模式正出現「範式轉移」。品牌局近年積極倡導數碼化轉型的概念與實踐；除了持續更新、豐富屬下培訓課程以及「中小企品牌群策營」活動的內容之外，亦夥拍政府工業貿易署和香港貿易發展局舉辦題為「品牌『智』勝：數碼轉『型』新視界」的大型研討會；更出版名為《品牌•成就•非凡香港》的第一本電子書，希望透過無遠弗屆、方便快捷的數碼化媒介，將香港品牌的驕人風采推廣至海外市場以及網絡世界的每個角落。

今年年初，品牌局順利完成了理事會的換屆工作。第六屆理事會陣容鼎盛，理事人數比往屆有所增加，進一步強化了領導團隊。為了更好地引領和配合香港品牌在新形勢下的發展，今屆理事會還增設了「國際事務委員會」、「策略發展委員會」、「顧問」等新架構，力求以更具前瞻性的視野來審視和加強品牌局的服務，並集合業界的智慧，開拓會務發展的新平台；同時亦為推進業界的品牌創建工作特別是提升香港品牌在「粵港澳大灣區」和國際市場的影響力，探索新的路向。

一直以來，「市場主導、政府協助、社會支持」既是品牌局獨特的創辦模式，亦是香港品牌得以不斷發展壯大的強有力支撐。我衷心感謝各位會員在過去一年裏的熱心支持，並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席的精心指導、全體理事的鼎力協助、秘書處職員的辛勤工作，以及政府有關部門及各界團體的精誠合作。我相信，新一屆品牌局理事會定能繼續得到社會各方的襄助；讓我們群策群力，攜手開創香港品牌發展的新時代！

Jointly organised by the BDC and the Chinese Manufacturers' Association of Hong Kong (the CMA), the Brand Awards are among the most representative brand accreditation schemes with long history, and they are hailed as an important "leading indicator" for the development of Hong Kong brands. Thanks to the hard work of the industry and the support from the society, the 2017 awards was another remarkable success. The outstanding achievements of the 44 awardees have demonstrated the latest trends and the highest standards of Hong Kong's brand development. Their success stories especially the incessant endeavour to innovate and excel are a source of encouragement and inspirations for our industries, and they have instilled new meaning into the "Hong Kong Spirit".

The rise of Internet economy has triggered fundamental changes in consumption models and the ways of doing business, which have also engineered paradigm shifts in the modus operandi of brand operation, promotion and management. In recent years, the Council has actively promoted the concepts and practices of digital transformation. Apart from continuously upgrading and enhancing its training programmes and the activities of SME Branding Club, the BDC partnered with the Trade and Industry Department and the Hong Kong Trade Development Council in organising a large-scale seminar under the banner of "Branding to Win: New Horizon of Digitalisation". The Council also published its first e-book entitled "Branding: To Do Hong Kong Proud", in an attempt to leverage on the convenient, ubiquitous and boundless digital medium to bring the glory of Hong Kong brands to overseas markets and across the Internet.

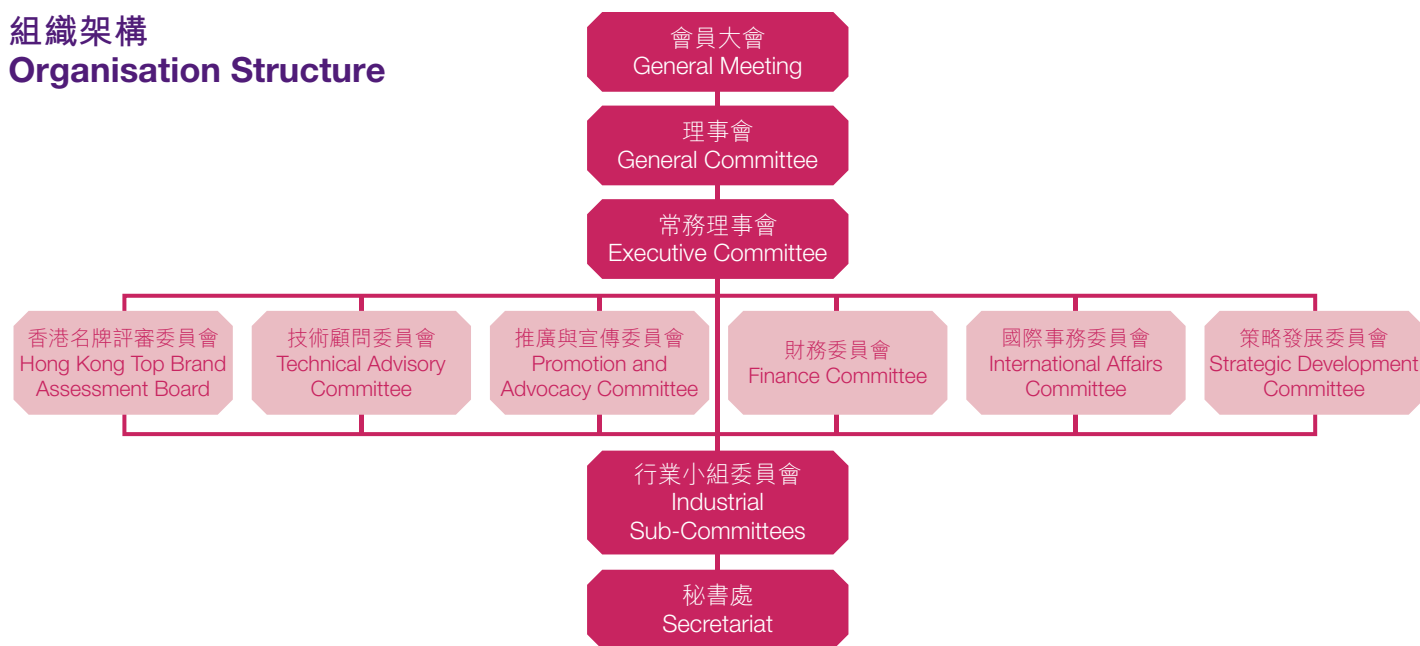
At the start of this year, the new General Committee of the BDC was successfully formed. The 6th General Committee includes an increased number of committee members as compared to the previous Committees, which have further strengthened the leadership for the Council. To further spearhead and support the development of Hong Kong brands through the changing times, the current General Committee has been expanded with the addition of new components including the International Affairs Committee, Strategic Development Committee and Advisors. With this enhanced organisation structure, the Council sets out to examine and strengthen its services from a more forward-looking perspective, while drawing on the wisdom of the industries to explore new platforms for future developments. Meanwhile, the Council will also look for new directions in fostering the industries' brand-building efforts, in particular accentuating the influences of Hong Kong brands in the Guangdong-Hong Kong-Macao Bay Area and the international market.

Besides being the cornerstone of the Council, the "market leads, government facilitates, community supports" model has always provided solid support for the continuous growth of Hong Kong brands. I would like to extend my heartfelt thanks to every member for their support over the past year; to our Honorary Patron, Honorary Advisors, Honorary Chairman and Chairmen Emeritus for their guidance; to the General Committee for their assistance; to the staff of the Secretariat for their hard work; and to the relevant government departments and various organisations for their cooperation. I believe the new General Committee of the Council will continue to garner extensive support from the community. Let us strive together and carve out the new era of Hong Kong brands!

# 理事會 General Committee



## 組織架構 Organisation Structure



### 主席 Chairman :

黃家和先生, BBS, 太平紳士 Mr Simon K W Wong, BBS, JP

### 副主席 Vice Chairmen :

吳清煥先生 Mr Ng Ching Wun  
陳國民博士 Dr Edward K M Chan  
盧金榮博士, 太平紳士 Dr Lo Kam Wing, JP  
陳家偉先生 Mr Calvin K W Chan  
沈運龍博士 Dr Aaron W L Shum  
黃偉鴻博士 Dr Ellis W H Wong

### 顧問 Advisors :

黃偉常先生 Mr Wong Wai Sheung  
吳秋全先生 Mr Charles C C Ng

### 派任理事 Nominated Members :

鄭偉雄先生 Mr Thomson Cheng  
盧永強先生 Mr David Lo  
梁國浩先生 Mr Stephen Liang  
黃亮博士 Dr Alwin L Wong  
曹天麗女士 Ms Tina T L Chao  
李寶雄先生 Mr Clement P H Li

### 選任理事 Elected Members :

李慧芬小姐 Ms Stella W F Lee  
楊華勇先生, 太平紳士 Mr Johnny Yu, JP  
劉健華博士, 太平紳士 Dr Kevin K W Lau, JP  
王象志先生 Mr Thomas C C Wong  
吳懿容小姐 Ms Susanna Y Y Ng  
張呈峰先生 Mr Cheung Ching Fung  
鄧錦添博士 Dr Tang Kam Tim  
孫榮良先生 Mr Warren Y L Sun  
駱百強先生 Mr Robert P K Lok  
顏明秀小姐 Ms Candy M S Ngan  
楊靜博士 Dr Sally C Yeung  
黃偉雄先生, MH Mr Addy W H Wong, MH  
謝寶達先生 Mr Tse Po Tat  
曾維博士 Dr Tsang Wai

### 總裁 Chief Executive Officer :

楊立門先生, GBS, 太平紳士 Mr Raymond L M Young, GBS, JP

### 名譽贊助人 Honorary Patron :

邱騰華先生, GBS, 太平紳士 The Hon Edward Yau Tang-wah, GBS, JP

### 名譽顧問 Honorary Advisors :

利敏貞女士, 太平紳士 Miss Eliza Lee Man-ching, JP  
甄美薇女士, 太平紳士 Ms Salina Yan, JP

### 名譽主席 Honorary Chairman :

吳宏斌博士, BBS, MH Dr Dennis W P Ng, BBS, MH

### 首屆榮譽主席 Chairman Emeritus-cum-Inaugural Chairman :

尹德勝先生, SBS, BBS, 太平紳士 Mr Paul T S Yin, SBS, BBS, JP

### 榮譽主席 Chairmen Emeritus :

楊孫西博士, GBM, GBS, SBS, 太平紳士  
Dr the Hon Jose Sun Say Yu, GBM, GBS, SBS, JP  
洪克協先生 Mr Peter H H Hung  
黃友嘉博士, GBS, BBS, 太平紳士  
Dr David Y K Wong, GBS, BBS, JP  
施榮懷先生, BBS, 太平紳士 Mr Irons Sze, BBS, JP  
李秀恒博士, GBS, BBS, 太平紳士 Dr Eddy S H Li, GBS, BBS, JP  
陳淑玲女士, BBS, 太平紳士 Ms Shirley S L Chan, BBS, JP  
倪錦輝博士, 太平紳士 Dr Danny Kam Fai Ngai, JP  
李惠中先生 Mr Charlie W C Lee

### 義務法律顧問 Honorary Legal Advisor :

周紹榮先生 Mr Joseph S W Chow

### 行政人員 Management Staff :

顏紅曉先生 Mr Hilson Yan (總經理 General Manager)  
謝素霞小姐 Ms Eva Tse (高級經理 Senior Manager)  
呂頌恩小姐 Ms Joey Lui (經理 Manager)  
王威麟先生 Mr Wallance Wong (經理 Manager)  
霍穎椿小姐 Ms Rachel Fok (助理經理 Assistant Manager)

### 核數師 Auditor :

子辰會計師事務所 JS CPA & Co

### 公司秘書 Company Secretary :

香港中華廠商聯合會秘書服務有限公司  
CMA Secretarial Services Limited



## 大事紀 BDC Chronology

<b>1999年</b>	<b>1999</b>
香港中華廠商聯合會(廠商會)自1999年起, 每年均舉辦「香港十大名牌選舉」, 以表揚香港公司創立的傑出品牌。	Starting from 1999, the Chinese Manufacturers' Association of Hong Kong (the CMA) has organised the "Hong Kong Top Ten Brandnames Awards" every year to give recognition to outstanding brands established by Hong Kong companies.
<b>2003年</b>	<b>2003</b>
《香港十大名牌巡禮》(自2005年起更名為《香港名牌巡禮》)首次出版。	The maiden edition of "The Parade of Hong Kong Top Ten Brandnames" (renamed "The Parade of Hong Kong Top Brands" as of 2005) was published.
<b>2004年</b>	<b>2004</b>
「香港十大名牌選舉」更名為「香港名牌選舉」, 「香港名牌標識(TOP嘜)計劃」正式推行。	The Award was renamed "Hong Kong Top Brand Awards" and the "Hong Kong Top Brand Mark Scheme" was first implemented.
<b>2005年</b>	<b>2005</b>
<ol style="list-style-type: none"><li>1. 由廠商會牽頭的香港品牌發展局於5月完成組建工作, 並召開第一次理事會; 隨後於8月舉行成立典禮, 由工商及科技局常任秘書長俞宗怡主禮。</li><li>2. 自2005年起, 「香港名牌選舉」和「香港名牌標識計劃」成為品牌局和廠商會的合辦項目; 主辦機構並舉辦首屆「香港服務名牌選舉」。</li><li>3. 品牌局創立「中小企品牌群策營」並舉行首次活動。</li></ol>	<ol style="list-style-type: none"><li>1. Initiated by the CMA, the BDC was formed and the first General Committee Meeting was convened in May 2005. In August, the BDC Inauguration Ceremony was officiated by the Permanent Secretary for Commerce and Industry Ms Denise Yu.</li><li>2. From 2005 onwards, the Hong Kong Top Brand Awards has become a joint project of the BDC and the CMA. The Hong Kong Top Service Brand Awards was first launched in 2005.</li><li>3. The SME Branding Club was established and the first gathering was held in October.</li></ol>
<b>2006年4月</b>	<b>2006 April</b>
品牌局引入「香港製造標識(HK嘜)計劃」, 並於8月頒發第一批「香港製造標識使用准許證」。	The BDC introduced the Made in Hong Kong Mark Scheme, and the first batch of HK Mark Licences were issued in August.
<b>2006年8月</b>	<b>2006 August</b>
品牌局組織赴北京高層代表團, 拜訪國家商務部、國家質量監督檢驗檢疫總局、國家工商行政管理總局、國家商標局等機構, 首次提出將品牌合作納入「CEPA」等建議。	The BDC dispatched a high-level delegation to Beijing and visited Ministry of Commerce; General Administration of Quality Supervision, Inspection and Quarantine; State Administration for Industry and Commerce and State Trademark Office. During the visit, the BDC broached the proposal of incorporating brand cooperation into CEPA.



# 大事紀

## BDC Chronology

<b>2006年9月</b>	<b>2006 September</b>
<ol style="list-style-type: none"><li>1. 品牌局召開第一次會員大會。</li><li>2. 品牌局擔任國家商務部「品牌萬里行」香港站活動之支持單位。</li></ol>	<ol style="list-style-type: none"><li>1. The first BDC Annual General Meeting was held.</li><li>2. The BDC acted as a supporting organisation for the last leg (Hong Kong) of “China Brand World Promotion” campaign organised by the Ministry of Commerce, PRC.</li></ol>
<b>2007年5月</b>	<b>2007 May</b>
發表《香港品牌發展策略與行動綱領》，提出將香港發展成為「國際品牌中心」的十項建議。	The report on “Hong Kong Brand Development Strategies and Action Agenda” was published, which put forward 10 strategic proposals on developing Hong Kong into an “International Branding Centre”.
<b>2007年7月</b>	<b>2007 July</b>
廠商會及品牌局合辦慶祝香港特區成立十周年午餐會及「香港品牌發展論壇」。	To celebrate the 10th Anniversary of the Establishment of HKSAR, the CMA and the BDC jointly organised a luncheon and the “Hong Kong Brand Development Forum”.
<b>2008年10月</b>	<b>2008 October</b>
品牌局與香港大學專業進修學院合辦「行政人員文憑(品牌策略管理)」課程。	As a joint initiative of the BDC and HKU SPACE, the “Executive Diploma in Strategic Brand Management” programme was launched.
<b>2009年1月</b>	<b>2009 January</b>
於2008年「香港名牌選舉暨香港服務名牌選舉」頒獎典禮上，首次頒發「香港名牌十年成就獎」榮譽獎項。	The first “Hong Kong Top Brand Ten Year Achievement Award” made debut at the Presentation Ceremony of 2008 Brand Awards.
<b>2009年6月</b>	<b>2009 June</b>
品牌局與《文匯報》聯合出版《品牌故事@香港》；並舉行新書首發儀式及「香港名牌選舉十周年慶祝午宴」，由商務及經濟發展局副局長蘇錦樑擔任主禮嘉賓。	The BDC and “Wen Wei Po” co-organised a Launching Ceremony for a jointly-published book namely “Brand Stories @ Hong Kong”, which was officiated by Mr Gregory So, Under Secretary for Commerce and Economic Development; and the ceremony was followed by the “Luncheon in Celebration of the 10th Anniversary of Hong Kong Top Brand Awards”.
<b>2009年6月至2010年2月</b>	<b>2009 June to 2010 February</b>
於香港國際機場設立「香港名牌巡禮」展示廊，展出「香港名牌選舉」和「香港服務名牌選舉」部分得獎品牌的產品。	“The Parade of Hong Kong Top Brands Gallery” was set up in the Hong Kong International Airport to display products of selected Awardees.
<b>2009年10月</b>	<b>2009 October</b>
獲工業貿易署「中小企業發展支援基金」資助，聯同廠商會以及香港理工大學推行為期17個月的「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃。	Under the sponsorship of the SME Development Fund, the BDC joined forces with the CMA and the Hong Kong Polytechnic University in implementing a 17-month research and training project, namely “Branding for Returns: The Path to Strong Brands for SMEs”.





<b>2009年12月</b>	<b>2009 December</b>
國家質量監督檢驗檢疫總局副局長蒲長城到訪品牌局。	Mr Pu Changcheng, the Vice-Minister of the General Administration of Quality Supervision, Inspection and Quarantine visited the BDC.
<b>2010年7月</b>	<b>2010 July</b>
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” was introduced to give recognition to young and up-and-coming brands established by Hong Kong companies.
<b>2010年10月</b>	<b>2010 October</b>
品牌局與香港大學專業進修學院合辦首屆「最佳品牌策劃獎」。	The BDC and HKU SPACE co-organised the first “Best Brand Idea Award”.
<b>2011年6月</b>	<b>2011 June</b>
品牌局組織赴廣東省考察團，拜會多個省政府主管部門，並於廣州舉行交流午宴及座談會。	The BDC dispatched a delegation to Guangdong Province to visit related government departments and hosted a networking luncheon and a discussion meeting in Guangzhou.
<b>2011年11月至2012年8月</b>	<b>2011 November to 2012 August</b>
獲「中小企業發展支援基金」資助，推行為期10個月的「武漢香港品牌週」項目。	Under the sponsorship of the SME Development Fund, the BDC implemented the 10-month project “Wuhan Hong Kong Brand Week”.
<b>2012年11月至2013年9月</b>	<b>2012 November to 2013 September</b>
率先申請「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)」(「BUD專項基金」)，推行「廈門香港品牌節」系列活動。	The BDC took the lead in applying for “Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)” and the “Xiamen Hong Kong Brand Festival” Project was implemented under the sponsorship of the Fund.
<b>2013年11月至2017年4月</b>	<b>2013 November to 2017 April</b>
獲「BUD專項基金」資助，先後赴重慶、哈爾濱、天津、大連舉辦「香港品牌節」。	The BDC organised “Hong Kong Brand Festival” in Chongqing, Harbin, Tianjin and Dalian in a row under the sponsorship of the BUD Fund.
<b>2014年7月至2015年8月</b>	<b>2014 July to 2015 August</b>
為慶祝成立十周年，品牌局圍繞「十年豐盛，一路領先」的主題舉辦一連串慶祝和宣傳活動。	To celebrate its 10th anniversary, the BDC lined up a host of events and programmes under the banner of “Leading the Way, Branding for Excellence”.
<b>2015年8月</b>	<b>2015 August</b>
與《香港經濟日報》聯合出版《香港品牌•新•經典》書籍；並舉行新書首發儀式，由署理商務及經濟發展局局長梁敬國擔任主禮嘉賓。	The BDC and “Hong Kong Economic Times” co-organised a launching ceremony for a new book titled “Hong Kong Brands: New • Classic”, which was officiated by Acting Secretary for Commerce and Economic Development Mr Godfrey Leung.



# 大事紀

## BDC Chronology

<b>2016年8月</b>	<b>2016 August</b>
品牌局組織代表團赴遼寧省大連市和瀋陽市考察，與遼寧省工商業聯合會舉行交流會及午宴，並參觀多家當地知名企業。	The BDC dispatched a delegation to Liaoning Province. During the study tour, the BDC hosted a networking luncheon to meet with Liaoning Commercial Federation and visited several well-known enterprises in Dalian and Shenyang City.
<b>2017年6月至7月</b>	<b>2017 June to July</b>
獲「BUD專項基金」資助舉辦「香港品牌節•北京」系列活動，並於2017年6月27日至7月2日期間在北京全國農業展覽館設立「品牌•成就•非凡香港」形象廊及「喜•愛香港品牌巡禮」展示區，展出超過130個香港品牌的產品及資料。	Under the sponsorship of the BUD Fund, the BDC organised the “Hong Kong Brand Festival • Beijing” Serial Activities. An image gallery namely “Branding: To Do Hong Kong Proud” together with an exhibition zone “Celebration! The Parade of Hong Kong Brands” was set up at the National Agriculture Exhibition Center from 27 June to 2 July 2017 to display products and information of over 130 Hong Kong brands.
<b>2017年9月至2018年5月</b>	<b>2017 September to 2018 May</b>
參與香港貿易發展局舉辦的「香港時尚館•長春」、「時尚生活匯展•阿聯酋杜拜」、「香港時尚館•成都」及「香港時尚生活館•福州」，組織「香港名牌」及「香港新星品牌」得獎公司進行產品展示。	Under the coordination of the BDC, products of winners of “Hong Kong Top Brand Awards” and “Hong Kong Emerging Brand Awards” were showcased at trade fairs organised by the Hong Kong Trade Development Council, including “Style Hong Kong Pavilion in Changchun”, “Lifestyle Expo in Dubai”, “Style Hong Kong Pavilion in Chengdu” and “Style Hong Kong Pavilion in Fuzhou”.
<b>2017年11月</b>	<b>2017 November</b>
<ol style="list-style-type: none"><li>1. 出版《品牌•成就•非凡香港》電子書，由商務及經濟發展局副局長陳百里擔任首發儀式的主禮嘉賓。</li><li>2. 舉辦「2017香港品牌發展論壇」。</li></ol>	<ol style="list-style-type: none"><li>1. The BDC published an e-book titled “Branding: To Do Hong Kong Proud” and the launching ceremony was officiated by Under Secretary for Commerce and Economic Development Dr Bernard Chan Pak-li.</li><li>2. The BDC hosted the “Hong Kong Brand Development Forum 2017”.</li></ol>
<b>2018年2月</b>	<b>2018 February</b>
2017年頒獎典禮由財政司司長陳茂波擔任主禮嘉賓；隨後舉行盛大的慶祝晚宴，近700位嘉賓歡聚一堂。	The 2017 Awards Presentation Ceremony was officiated by the Financial Secretary Hon Paul Chan, followed by a Gala Dinner with around 700 distinguished guests.

## 品牌研究 Brand Research

### 「香港品牌於京津冀市場的發展策略」跟進研究

香港品牌發展局藉推行「香港品牌節•北京」項目之機，委託專業的市場研究團隊，就京津冀地區市場的最近發展以及香港品牌的進入和推廣策略進行了一項跟進研究，並發表題為《因勢而動，在京津冀市場創建品牌》研究簡報。

「研究簡報」列舉了近年京、津、冀市場發生的多個重大變化：

1. 不同地區的消費水平差距以及消費習慣差異日益顯著。例如，北京市民對較高品質以及能夠提升個人生活質素的產品和服務需求日殷，包括輕奢侈品、休閒娛樂等；但河北等地居民的主要支出仍用於生活日用品及餐飲等服務。
2. 零售渠道日益分散，渠道商對品牌管理能力的要求大幅提高。當地百貨公司及商場更加重視具長期合作的戰略夥伴關係，對純粹代理港商或外企品牌而對品牌投資無甚作為的經銷商較為抗拒。
3. 品牌傳播管道出現改變，越來越多消費者透過上網而非傳統的大眾媒介取得產品及品牌訊息。另一方面，各地紛紛興建地鐵、城際鐵路及高鐵，加上打工一族遷往城市外沿，「三鐵」在品牌和產品宣傳上扮演更重要角色。
4. 消費者品牌意識及對品牌期望提升。隨著品質及功能漸次同質化，消費者已從簡單地注重品牌的知名度和形象，轉為更加重視品牌體驗和給予他們的感覺或情感。

### Follow-up Study on the Strategies for Hong Kong Brands to Tap into Beijing-Tianjin-Hebei Region

In tandem with the “Hong Kong Brand Festival • Beijing” Project, the Hong Kong Brand Development Council commissioned a professional team to carry out a follow-up study on the market environment and the latest developments of Beijing-Tianjin-Hebei Region, with an eye to exploring the strategies for Hong Kong enterprises to penetrate into this regional market and conduct effective brand promotion. A brief note entitled “Branding up in the Beijing-Tianjin-Hebei Market” was published to recap findings of the research.

The research note summarised several major changes taking place in the Beijing-Tianjin-Hebei market:

1. There are significant and increasing differences within the regional market in respect of consumption level and consumption habits. For example, Beijing citizens have a growing appetite for higher-end products and services that could help enhance the quality of life, such as light luxuries and leisure & entertainment; while people in the Hebei Province tend to spend more money on daily supplies and catering.
2. With further diversification of retail channels, channel operators have attached greater importance to retailers' competences in brand management. Local department stores and shopping malls are interested in developing long-term strategic partnership with Hong Kong companies and overseas brand operators per se, rather than dealing with some intermediary parties who act only as agents and generally make no commitment to brand investment.
3. Brand communication channels are undergoing sea-changes, with more and more consumers turning to on-line platforms for brand and product information instead of various traditional media. At the same time, the rapid development of underground railway, high-speed railway and intercity railway, coupled with the trend of working population moving to outskirts of the city, have enabled railway network to play a significant role in brand promotion.
4. Both brand awareness and the consumer's expectations are on the rise. Now that product quality and functions have become homogeneous, consumers have been shifting their attention from brand publicity or brand image to brand experience and brand's sensational values.

## 回顧 Review

研究團隊指出，香港企業要將品牌打入京津冀市場及創建強勢品牌，除了應注重獲取及時的資訊和掌握當地市場的變化之外，並需因時制宜，改變自身管理思維，有創意地規劃和提高品牌推廣與管理的能力。

According to the Research Team, for Hong Kong enterprises to tap into Beijing-Tianjin-Hebei region and establish their brand presence, they should keep abreast of the latest developments in the market and obtain the market intelligences timely. At the same time, they should accommodate themselves to the changing situations by adjusting business mindsets and developing pertinent competences in brand promotion and management.

### 京津冀市場的品牌「智」勝策略

- 針對地緣的消費差距和習慣調整產品組合。
- 根據不同類型商場的特色，精準地選址開店或物色零售管道。
- 鑑於零售商網點分散，物流服務的重要性不容忽視。
- 增強自身對品牌的管控，與管道合作夥伴一同管理和宣傳品牌。
- 利用社交媒體、網購設施、戶外廣告、口碑等渠道開展立體化宣傳；網上宣傳、評論和促銷的內容須具故事性、娛樂性和能鼓勵消費者參與。
- 除產品品質外，健康及安全的保障亦是核心，還須多提供附加價值服務。
- 地鐵、城鐵及高鐵站是有效創造品牌知名度的傳播點，尤以「三鐵」交匯點最佳。
- 善用合作夥伴的資源網路以及當地的推廣服務公司。

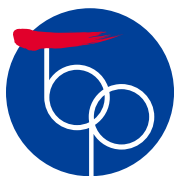
### Winning Strategies for Tapping into Beijing-Tianjin-Hebei Market

- Adjust product combinations for different locations to accommodate the differences in economic level and consumption habits.
- Be mindful of the distinctiveness of different shopping malls when choosing location and mode of retail outlet.
- Provide efficient logistic services to support stretched-out retail network.
- Enhance control over the brand and partner with channel operators to manage and promote the brand.
- Orchestrate multi-media promotion via, for example, social media, on-line shopping facility, outdoor advertisement and mouth of words. The contents of on-line promotion, opinion and publicity had better be story-telling, entertaining and engaging.
- Health and safety are top concerns of the consumer in addition to product quality; and value-added services are always welcomed.
- Make use of underground railway, high-speed railway and intercity railway especially their interchanges for brand communications.
- Leverage on the resources of local partners and promotion service providers.

## 品牌選舉 Brand Awards

### 2017年香港名牌選舉

「香港名牌選舉」旨在表彰香港企業創立的傑出品牌，激勵廠商精益求精，並提升香港產品的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。這項選舉首創於1999年，至2017年已踏入第十九屆。



2017年「香港名牌選舉」初賽及決賽分別於2017年11月20日及2018年1月8日舉行。主辦機構並於2017年12月16日至2018年1月8日期間在第52屆「工展會」會場舉行公眾投票。

在入圍決賽的18個產品品牌中，有15個優勝者脫穎而出，獲得「選舉」的主要獎項；其中，榮膺「香港名牌」的10個獲獎者包括「張榮記」、「甜品二重奏」、「Kool」、「冠珍醬園」、「萬勝廚」、「馬世良堂」、「Maxcare」、「明茶房」、「世家」以及「鯉魚門•紹香園」。另外，五家往屆「香港名牌」的獲獎者，即「卡撒天嬌」、「KONSTAR」、「保濟丸」、「壹品」及「五色靈芝」再度參賽，成績彪炳，獲主辦機構頒授更高殊榮的獎項—「香港卓越名牌」。

自2008年起，主辦機構增設了「香港名牌十年成就獎」榮譽獎項，以表彰在品牌創建方面作出持續努力並取得傑出成就的往屆得獎者；獲此獎項的品牌必須是「香港卓越名牌」的得獎者，而且首次獲獎的歷史不少於10年。今屆「香港名牌十年成就獎」得主包括「阿波羅」和「家得路」。

2017年「選舉」的決賽評審團由香港特區政府工業貿易署署長甄美薇擔任主席，其他評審委員則來自本港主要的工商機構，包括香港中華廠商聯合會會長吳宏斌、香港生產力促進局主席林宣武、香港工業總會主席郭振華、香港品牌發展局副主席吳清煥、香港貿易發展局副總裁葉澤恩以及香港設計師協會名譽司庫黃偉文。

### 2017 Hong Kong Top Brand Awards

Founded in 1999, the Hong Kong Top Brand Awards recognise outstanding product brands established by Hong Kong companies through a well-designed competition, with the objective of promoting Hong Kong products and enhancing the profile of Hong Kong industries. The Award embarked on the 19th running in 2017.

The Preliminary Judging of the 2017 Awards was held on 20 November 2017, with 18 local brands shortlisted for Final Judging. The Organisers also staged public polling at the venue of the 52nd Hong Kong Brands and Products Expo (HKBPE) from 16 December 2017 to 8 January 2018.

At the Final Judging held on 8 January 2018, 15 brands were selected as winners. Awardees of “2017 Hong Kong Top Brand” included “Cheung Wing Kee”, “Dessert Duet”, “Kool”, “Koon Chun Sauce Factory”, “M.X. Cuisine”, “Ma Sai Leung Tong”, “Maxcare”, “MingCha”, “SAGA” and “The Walnut Shop”. Five past winners namely “Casablanca”, “KONSTAR”, “Po Chai Pills”, “Top Soya” and “Vita Green Lingzhi” also participated in this year’s competition; and they were conferred the “Hong Kong Premier Brand”, an upper echelon award to commend past winners that have exhibited sustainable success in brand-building.

As of 2008, the Organisers have introduced an honorary award category namely the “Hong Kong Top Brand Ten Year Achievement Award”; and “Appolo” and “CATALO” were selected as this year’s awardees. The Achievement Award is an honorary award aiming to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance over the years. Winner of the Achievement Award should be an awardee of “Hong Kong Premier Brand” and it should have been conferred “Hong Kong Top Brand” for at least ten years.

Chaired by the Director-General of Trade and Industry Ms Salina Yan, the Final Judging Panel of 2017 Hong Kong Top Brand Awards comprised Dr Dennis Ng, President of the CMA; Mr Willy Lin, Chairman of the Hong Kong Productivity Council; Mr Jimmy Kwok, Chairman of the Federation of Hong Kong Industries; Mr Ng Ching Wun, Vice Chairman of the BDC; Mr Raymond Yip, Deputy Executive Director of the Hong Kong Trade Development Council; and Mr Raymond Wong, Honorary Treasurer of Hong Kong Designers Association.

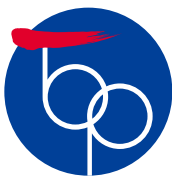


2017年「香港名牌選舉」決賽評審團成員與品牌局總裁合照(左起)：老少聰(林宣武代表)、吳清煥、吳宏斌、甄美薇(工業貿易署署長)、郭振華、黃偉文、黎華慧君(葉澤恩代表)及品牌局總裁楊立門。  
Final Judging Panel of 2017 Hong Kong Top Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Mr Gordon Lo (representative of Mr Willy Lin), Mr Ng Ching Wun, Dr Dennis Ng, Ms Salina Yan (Director-General of Trade and Industry), Mr Jimmy Kwok, Mr Raymond Wong, Mrs Regina Lai (representative of Mr Raymond Yip), and CEO of the BDC Mr Raymond Young.



## 2017年香港服務名牌選舉

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



2017年「香港服務名牌選舉」已是第十三次舉辦，吸引了來自公用事業、電訊、零售、餐飲、旅遊、倉儲、教育等多個行業的代表性品牌報名參賽。初賽及決賽分別於2017年11月20日及2018年1月9日舉行；並於2017年12月16日至2018年1月8日期間在第52屆「工展會」會場舉行公眾投票。

在入圍的21個品牌中，有13個出類拔萃的服務品牌摘取了第十三屆「香港服務名牌選舉」的主要獎項。獲膺「香港服務名牌」者包括：「英識教育」、「百份百餐廳」、「大昌行汽車服務中心」、「Dogaroo」、「崔藹璇芭蕾舞學校」、「Ensec Solutions」、「金怡假期」、「南丫天虹」、「SINOMAX」及「煤氣」。另外，三家往屆「香港服務名牌」的獲獎者「大昌食品」、「儲存易迷你倉集團」及「滙港電訊」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

主辦機構自2014年起增設「香港服務名牌十年成就獎」榮譽獎項，以表彰在品牌創建方面作出持續努力並取得傑出成就的往屆得獎者；獲此獎項的品牌必須是「香港卓越服務名牌」的得獎者，而且首次獲獎的歷史不少於10年。今屆獲頒「香港服務名牌十年成就獎」的品牌包括「太興」和「噴射飛航」。

2017年「選舉」由香港特區政府商務及經濟發展局副局長陳百里擔任主席，其他評判包括香港品牌發展局主席黃家和、香港理工大學校長唐偉章、香港旅遊發展局主席林建岳、香港中華總商會副會長袁武、香港零售管理協會副主席周允成、以及香港總商會總裁袁莎妮。

## 2017 Hong Kong Top Service Brand Awards

Launched in 2005, the Hong Kong Top Service Brand Awards give recognition to outstanding brands established by service providers, aiming to set up role models and best-practice benchmark in branding for local service industries.

The 2017 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as utility, telecommunication, retail, catering, travel agency, storage service and education.

The Preliminary Judging was held on 20 November 2017, while the Final Judging was conducted on 9 January 2018. The Organisers also staged public polling at the venue of the 52nd HKBPE from 16 December 2017 to 8 January 2018. After fierce competition, 13 brands stood out from the 21 shortlisted entries.

Awardees of “2017 Hong Kong Top Service Brand” included “Britannia StudyLink”, “Café 100%”, “Dah Chong Hong Motor Service Centre”, “Dogaroo”, “Doris Chui School of Ballet”, “Ensec Solutions”, “Goldjoy Holidays”, “Lamma Rainbow”, “SINOMAX” and “Towngas”. At the same time, “DCH Foods”, “Storefriendly” and “WTT” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Besides, “Tai Hing” and “TurboJET” were selected as the 2017 awardees of “Hong Kong Top Service Brand Ten Year Achievement Award”. This honorary Award was first introduced in 2014, in recognition of service brands that have made persistent commitment to branding and sustained outstanding performance over the years. The winner of the Achievement Award should be a winner of “Hong Kong Premier Service Brand” and it should have been conferred “Hong Kong Top Service Brand” for at least ten years.

Under Secretary for Commerce and Economic Development Dr Bernard Chan headed the Final Judging Panel of the 2017 Hong Kong Top Service Brand Awards, which consisted of Mr Simon Wong, Chairman of the BDC; Prof Timothy Tong, President of the Hong Kong Polytechnic University; Dr Peter Lam, Chairman of Hong Kong Tourism Board; Mr Yuen Mo, Vice Chairman of the Chinese General Chamber of Commerce; Mr Winston Chow, Vice Chairman of Hong Kong Retail Management Association; and Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce.



2017年「香港服務名牌選舉」決賽評審團成員與品牌局總裁合照(左起)：陳利華(袁莎妮代表)、周允成、黃家和、陳百里(商務及經濟發展局副局長)、袁武、曹天麗(林建岳代表)、杜漪紅(唐偉章代表)及品牌局總裁楊立門。

Final Judging Panel of 2017 Hong Kong Top Service Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Mr Watson Chan (representative of Miss Shirley Yuen), Mr Winston Chow, Mr Simon Wong, Dr Bernard Chan (Under Secretary for Commerce and Economic Development), Mr Yuen Mo, Ms Tina Chao (representative of Dr Peter Lam), Ms Ivy To (representative of Prof Timothy Tong), and CEO of the BDC Mr Raymond Young.

## 2017年香港新星品牌選舉暨香港新星服務品牌選舉

為推動香港企業樹立品牌文化，品牌局與廠商會自2010年起舉辦「香港新星品牌選舉」和「香港新星服務品牌選舉」，表彰香港公司創立、不超過八年的新興品牌，激勵中小企透過創立品牌提升增值能力和競爭能力，並喚起社會對「品牌創業者」的重視。



第八屆「香港新星品牌選舉」和「香港新星服務品牌選舉」初賽及決賽分別於2017年11月20日及12月15日舉行；兩個選舉由同一個評審團負責遴選。決賽評審團的主席為香港特區政府時任商務及經濟發展局常任秘書長（工商及旅遊）容偉雄；多位知名人士出任決賽評判，包括香港品牌發展局副主席陳國民、香港城市大學副校長（發展及對外關係）兼資訊系統與電子商務講座教授李國安、香港中小型企業總商會會長巢國明、香港品質保證局副主席何志誠以及香港設計中心行政總裁利德裕。

經過激烈的競爭，在入圍的21個品牌中，有5個產品品牌及7個服務品牌脫穎而出，成為第八屆的「摘星新一代」。「香港新星品牌」得獎者包括：「歐馬仕」、「GPD\*」、「Lexngo」、「納司」和「Pro-Balance」；而獲得「香港新星服務品牌」的品牌為：「博雅思教育中心」、「意樂餐廳」、「cafe330」、「易充站」、「eMotionLAB」、「Gift Something」和「p-EGFR」。



2017年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員與品牌局總裁合照(左起)：何志誠、李國安、商務及經濟發展局副秘書長(工商)吳麗敏(時任常任秘書長容偉雄代表)、陳國民、巢國明、利德裕及品牌局總裁楊立門。  
Final Judging Panel of 2017 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Ir C S Ho, Prof Matthew Lee, Deputy Secretary for Commerce and Economic Development (Commerce and Industry) Miss Erica Ng (representative of the then Permanent Secretary Mr Philip Yung), Dr Edward Chan, Mr Joe Chau, Dr Edmund Lee, and CEO of the BDC Mr Raymond Young.

## 品牌選舉宣傳片

為進一步向業界和公眾推廣「品牌選舉」，品牌局透過報章、電視、電台、網絡以及社交媒體，展開了「立體式」的宣傳；並在2017年7月至8月期間於港鐵月台電視以及於「YouTube」播放電視廣告宣傳片。

宣傳片透過「品牌論英雄」的主題情節，巧妙地帶出「名望」、「優質」、「創意」、「社會責任」、「良好形象」等「香港名牌」的核心特質和成功要素；並以略有神秘感的電影拍攝手法，營造震撼性的效果，凸顯「香港名牌選舉」的權威性和卓越地位。

## 2017 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

To foster a brand culture among the industries, the BDC and the CMA have organised Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards since 2010. The Awards aim to give recognition to up-and-coming young brands aged not more than 8 years, with the objective of giving a boost to “brand entrepreneurs” and encouraging Hong Kong industries especially the SMEs to embrace an enterprising spirit and enhance the value-added attributes and competitiveness through branding.

Embarking on its 8th running, the 2017 Emerging Awards Preliminary Judging took place on 20 November 2017; and the Final Judging was conducted on 15 December 2017, under the chairmanship of Mr Philip Yung, the then Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism). Members of the Final Judging Panel comprised Dr Edward Chan, Vice Chairman of the BDC; Prof Matthew Lee, Vice-President (Development and External Relations) and Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong; Mr Joe Chau, 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; and Dr Edmund Lee, Executive Director of Hong Kong Design Centre.

Among the 21 entries shortlisted for the Final Judging, 5 product labels and 7 service brands stood out as the new batch of “emerging stars” after fierce competition. Awardees of “2017 Hong Kong Emerging Brand” included “ARROWMAX”, “GPD\*”, “Lexngo”, “NASK” and “Pro-Balance”; while winners of “Hong Kong Emerging Service Brand” were “Boaz International Education Institute”, “Café de Itamomo”, “cafe330”, “E-Charge”, “eMotionLAB”, “Gift Something” and “p-EGFR”.

## TV Commercial for Brand Awards

To further promote the Brand Awards, the BDC launched a multi-dimensional promotional campaign that covered newspapers, TV, radio, internet and social media.

A TV commercial for the Brand Awards was broadcast on MTR’s station platform TV and “YouTube” during the period from July to August 2017. Based on the storyline of “a call for branding heroes”, the TVC naturally and innovatively brought out the salient characteristics and key success factors of Hong Kong Top Brand, i.e. Reputation, Quality, Creativity, Social Responsibility and Image. It also employed movie shooting techniques with a mysterious touch to create sensual impacts, so as to highlight the authoritative and superiority of the Hong Kong Top Brand Awards.



品牌局於2017年7月舉行的新聞發佈會宣佈2017年各項品牌選舉正式啟動。  
The BDC held a press conference in July 2017 to announce the kick-off of 2017 Awards.

## 二零一七年香港名牌選舉得獎名單 List of 2017 Hong Kong Top Brand Awards Winners

	品牌 Brand	公司 Company
香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award		
	阿波羅 Appolo	阿波羅雪糕有限公司 Appolo Ice-Cream Co Ltd
	家得路 CATALO	美國家得路天然健康食品有限公司 CATALO Natural Health Foods Ltd
香港卓越名牌 Hong Kong Premier Brand		
	卡撒天嬌 Casablanca	卡撒天嬌香港有限公司 Casablanca Hong Kong Ltd
	KONSTAR KONSTAR	康加實業有限公司 Konstar Industries Ltd
	保濟丸 Po Chai Pills	李眾勝堂(集團)有限公司 Li Chung Shing Tong (Holdings) Ltd
	壹品 Top Soya	新佛香食品有限公司 Sun Fat Heung Food Products Ltd
	五色靈芝 Vita Green Lingzhi	維特健靈健康產品有限公司 Vita Green Health Products Co Ltd
香港名牌 Hong Kong Top Brand		
	張榮記 Cheung Wing Kee	張榮記粉麵廠有限公司 Cheung Wing Kee Noodles Factory Co Ltd
	甜品二重奏 Dessert Duet	栢凌有限公司 Partlink Ltd
	Kool Kool	高明利有限公司 Kool Ltd
	冠珍醬園 Koon Chun Sauce Factory	冠珍興記醬園有限公司 Koon Chun Hing Kee Soy & Sauce Factory Ltd
	萬勝廚 M.X. Cuisine	王子食品廠有限公司 Prince Foods Manufactory Ltd
	馬世良堂 Ma Sai Leung Tong	香港馬世良堂製藥有限公司 H.K. Ma Sai Leung Tong Medicine Manufacturing Ltd
	Maxcare Maxcare	美斯凱實業有限公司 Maxcare Industrial Ltd
	明茶房 MingCha	明茶房有限公司 MingCha Ltd
	世家 SAGA	得利鐘錶製品廠有限公司 Dailywin Watch Products Mfg Ltd
	鯉魚門·紹香園 The Walnut Shop	鯉魚門紹香園有限公司 Lei Yue Mun Shiu Heung Yuen Ltd



## 二零一七年香港服務名牌選舉得獎名單 List of 2017 Hong Kong Top Service Brand Awards Winners

品牌 Brand	公司 Company
香港服務名牌十年成就獎 Hong Kong Top Service Brand Ten Year Achievement Award	
	太興 Tai Hing 太興飲食集團有限公司 Tai Hing Catering Group Ltd
	噴射飛航 TurboJET 信德中旅船務管理有限公司 Shun Tak-China Travel Ship Management Ltd
香港卓越服務名牌 Hong Kong Premier Service Brand	
	大昌食品 DCH Foods 大昌行集團有限公司 Dah Chong Hong Holdings Ltd
	儲存易迷你倉集團 Storefriendly 儲存易迷你倉集團有限公司 Store Friendly Self Storage Group Ltd
	滙港電訊 WTT 滙港電訊有限公司 WTT HK Ltd
香港服務名牌 Hong Kong Top Service Brand	
	英識教育 Britannia StudyLink 英識教育(亞洲)有限公司 Britannia Study Link (Asia) Ltd
	百份百餐廳 Café 100% 亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
	大昌行汽車服務中心 Dah Chong Hong Motor Service Centre 大昌貿易行汽車服務中心有限公司 Dah Chong Hong (Motor Service Centre) Ltd
	Dogaroo Dogaroo 奧美(集團)有限公司 Dogaroo Group Ltd
	崔藹璇芭蕾舞學校 Doris Chui School of Ballet 藝術天地樂淘教育有限公司 Ballet Art Joywaves Learning Centre Ltd
	Ensec Solutions Ensec Solutions Ensec Solutions Hong Kong Ltd Ensec Solutions Hong Kong Ltd
	金怡假期 Goldjoy Holidays 金怡旅行社有限公司 Goldjoy Travel Ltd
	南丫天虹 Lamma Rainbow 南丫天虹海鮮酒家有限公司 Lamma Rainbow Seafood Restaurant Ltd
	SINOMAX SINOMAX 聖諾盟健康家居用品有限公司 Sinomax Health & Household Products Ltd
	煤氣 Towngas 香港中華煤氣有限公司 The Hong Kong and China Gas Co Ltd



## 二零一七年香港新星品牌選舉暨香港新星服務品牌選舉得獎名單 List of 2017 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards Winners

	品牌 Brand	公司 Company
香港新星品牌 Hong Kong Emerging Brand		
	歐馬仕 ARROWMAX	飛馬仕科技有限公司 Freemax Technology Co Ltd
	GPD* GPD*	雲充科技有限公司 Green Power Design Astri Ltd
	Lexngo Lexngo	誠信行貿易有限公司 Lexington Ltd
	納司 NASK	盈宗製藥有限公司 Profit Royal Pharmaceutical Ltd
	Pro-Balance Pro-Balance	金昇家品有限公司 Golden Sun Home Products Ltd
香港新星服務品牌 Hong Kong Emerging Service Brand		
	博雅思教育中心 Boaz International Education Institute	博雅思教育中心有限公司 Boaz International Education Institute Ltd
	意樂餐廳 Café de Itamomo	亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
	cafe330 cafe330	新生精神康復會 New Life Psychiatric Rehabilitation Association
	易充站 E-Charge	香港電動能源有限公司 Hong Kong EV Power Ltd
	eMotionLAB eMotionLAB	eMotionLab Ltd eMotionLab Ltd
	Gift Something Gift Something	創庫集團有限公司 The Trunk Group Ltd
	p-EGFR p-EGFR	善覓有限公司 Sanomics Ltd



主禮嘉賓財政司司長陳茂波(前排左六)、廠商會會長吳宏斌(前排左五)、品牌局主席黃家和(前排右五)、評審團成員及得獎公司代表於2018年2月1日舉行之頒獎典禮上合照。  
Guest of Honour Financial Secretary Hon Paul Chan (6th from left, first row), CMA President Dr Dennis Ng (5th from left, first row), BDC Chairman Mr Simon Wong (5th from right, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the Awards Presentation ceremony on 1 February 2018.

## 2017年選舉頒獎典禮暨慶祝晚宴

2017年「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」的頒獎典禮暨慶祝晚宴於2018年2月1日假香港會議展覽中心會議廳舉行。頒獎典禮由財政司司長陳茂波、廠商會會長吳宏斌及品牌局主席黃家和主禮，並由陳司長、商務及經濟發展局副局長陳百里、副秘書長(工商)吳麗敏頒發獎座予得獎公司。

晚宴筵開58席，近700位嘉賓歡聚一堂，場面熱鬧；豐富的特備節目精彩紛呈，包括祝酒儀式、啦啦隊表演及管弦樂演奏等，令氣氛高潮迭起。主辦機構亦於頒獎典禮之前舉辦酒會，並在會場設置大型資料板，以彰顯和慶賀得獎品牌的驕人成就。



品牌局主席黃家和陪同財政司司長陳茂波及商務及經濟發展局副局長陳百里參觀設於頒獎典禮現場的「香港名牌巡禮」展覽。  
Accompanied by BDC Chairman Mr Simon Wong, Financial Secretary Hon Paul Chan and Under Secretary for Commerce and Economic Development Dr Bernard Chan toured around the "Parade of Hong Kong Top Brands" exhibition at the venue of 2017 Awards Presentation Ceremony.



廠商會會長吳宏斌(左)及品牌局主席黃家和(右)致送感謝狀予二零一七年選舉頒獎典禮暨慶祝晚宴主禮嘉賓財政司司長陳茂波(中)。  
CMA President Dr Dennis Ng (left) and BDC Chairman Mr Simon Wong (right) presented Certificate of Appreciation to Guest of Honour of the 2017 Awards Presentation Ceremony-cum-Gala Dinner Financial Secretary Hon Paul Chan (centre).



品牌局主席黃家和致歡迎辭。  
BDC Chairman Mr Simon Wong delivered welcome remarks.



主禮嘉賓財政司司長陳茂波於頒獎典禮上致辭。  
Guest of Honour Financial Secretary Hon Paul Chan delivered a speech at the Awards Presentation Ceremony.

## 2017 Awards Presentation Ceremony-cum-Gala Dinner

The Presentation Ceremony-cum-Gala Dinner of the 2017 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was held at the Convention Hall of Hong Kong Convention and Exhibition Centre on 1 February 2018.

Financial Secretary Hon Paul Chan, CMA President Dr Dennis Ng and BDC Chairman Mr Simon Wong officiated at the Ceremony. Hon Paul Chan, along with Under Secretary for Commerce and Economic Development Dr Bernard Chan, Deputy Secretary for Commerce and Economic Development (Commerce and Industry) Miss Erica Ng, presented awards to the winners.

About 700 distinguished guests attended the Gala Dinner. A strong line-up of spectacular programmes, which included toasting ceremony, "Ten Year Achievement Awards" brand video show, cheerleading performance and orchestra concert, brought the event to a climax. The Organisers also hosted a cocktail reception prior to the Ceremony and set up large-scale display boards at the venue to showcase and celebrate the remarkable achievements of the Awardees.

# 回顧 Review



廠商會會長吳宏斌、品牌局主席黃家和及副主席吳清煥(右一)致送感謝狀予商務及經濟發展局副局長陳百里(左二)。  
CMA President Dr Dennis Ng, BDC Chairman Mr Simon Wong and Vice Chairman Mr Ng Ching Wun (1st from right) presented Certificate of Appreciation to Under Secretary for Commerce and Economic Development Dr Bernard Chan (2nd from left).



廠商會會長吳宏斌、品牌局主席黃家和及副主席吳清煥致送感謝狀予商務及經濟發展局副秘書長(工商)吳麗敏(左二)。  
CMA President Dr Dennis Ng, BDC Chairman Mr Simon Wong and Vice Chairman Mr Ng Ching Wun presented Certificate of Appreciation to Deputy Secretary for Commerce and Economic Development (Commerce & Industry) Miss Erica Ng (2nd from left).



品牌局主席黃家和致送感謝狀予選舉「活動贊助」之代表畢馬威會計師事務所合夥人許昭淳(左)。  
BDC Chairman Mr Simon Wong presented Certificate of Appreciation to the representative of Event Sponsor Mr Daniel Hui, Partner of KPMG (left).



品牌局副主席吳清煥致送感謝狀予選舉「獎座贊助」之代表六福集團執行董事黃蘭詩(右)。  
BDC Vice Chairman Mr Ng Ching Wun presented Certificate of Appreciation to the representative of Trophy Sponsor Ms Nancy Wong, Executive Director of Lukfook Group (right).



主辦機構於頒獎典禮會場設置大型展板。  
Exhibition Panels were displayed at the venue of the Awards Presentation Ceremony.



一眾嘉賓於簽名板前駐足留影。  
Honourable guests arrived at the signing board.



慶祝晚宴筵開六十席，出席嘉賓近700人。  
Around 700 guests attended the Award Presentation Ceremony-cum-Gala Dinner.



主辦機構代表合照。  
Representatives of the Organisers posed for a group picture.



慶祝晚宴之前設有酒會，嘉賓雲集，氣氛熱烈。  
Guests gathered at the cocktail reception before the Gala Dinner.

# 回顧 Review



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 01.02.2018

主辦機構  
Organisers  
香港品牌發展局  
Hong Kong Brand Development Council

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

活動總監及  
嘉賓總監  
Event Sponsor &  
Official Honorary Auditor



政商名流和社會賢達歡聚一堂，同申慶賀，包括商務經濟發展局副局長陳百里、副秘書長(工商)吳麗敏、中聯辦經濟部副部長劉亞軍、多位立法會議員和多國駐港領事館的代表等。  
Government officials, celebrities and distinguished guests, including Under Secretary for Commerce and Economic Development Dr Bernard Chan, Deputy Secretary (Commerce & Industry) Miss Erica Ng, Deputy Director General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR Mr Liu Yajun, Legislative Council members and representatives of consulates, joined this "Sumptuous Feast for Hong Kong Brands".



廠商會會長吳宏斌帶領一眾嘉賓及主辦機構代表舉杯祝酒。  
Cheers! Led by CMA President Dr Dennis Ng, honourable guests and representatives of Organisers drank a toast.



豐富表演節目精彩紛呈，令現場氣氛高潮迭起。  
Joyful stage performances brought the Gala Dinner to a climax.

## 2017最佳品牌策劃獎

自2010年起，品牌局與香港大學專業進修學院合辦「最佳品牌策劃獎」，對修讀由兩個機構合辦之「行政人員證書(品牌策略管理)」課程的學員所創作的品牌計劃書進行評審，從中遴選出優秀的品牌策略和執行方案。這項選舉旨在檢驗教學的成效，促進理論與實踐相結合，推動品牌研究以及本地品牌知識儲備的提升，同時亦增強公眾對品牌發展的重視。

根據選舉的安排，學員以小組形式參加比賽。評審團則參照兩方面的指標進行評選，包括學員的表達能力以及計劃書的內容；後者主要從計劃書「是否能夠令品牌增值」、「是否具策略性、現實性及可操作性」、「是否有創新意念」、「是否具備商業價值」等角度進行評估。

2017年「最佳品牌策劃獎」於2017年2月4日舉行評審，由香港大學專業進修學院金融商業學院副總監陳潔貞以及證書課程講師鄭佩芳出任評審委員，最終選出2組得獎者。

今屆「最佳品牌策劃獎」的頒獎典禮於2017年11月16日舉行，由主禮嘉賓品牌局主席黃家和致辭，並頒發獎項予得獎者。隨後舉行品牌講座，邀得莎莎零售(香港)市務副總裁左蘊嫻小姐擔任主講嘉賓，分享如何與顧客互動以打造品牌親和力；講座吸引超過80人出席。

## 2017 Best Brand Idea Award

Starting from 2010, the BDC has joined forces with HKU's School of Professional and Continuing Education (HKU SPACE) in presenting "Best Brand Idea Award". The Award selects outstanding brand proposals formulated by students of the Executive Programme in Strategic Brand Management, a joint programme of the BDC and HKU SPACE. The Organisers believe that this Award, while serving as a tool to test teaching effectiveness and to promote the integration of theory and practice, would help to enhance Hong Kong's brand research and boost brand awareness among the public.

In the competition, programme students are divided into groups; each group shall submit a proposal and is required to make a presentation to the Judging Panel. The judging is primarily based on the presentation skills of students as well as the contents of the brand proposal, with emphasis on a host of factors such as the business plan's strategic thinking, feasibility, creativity and commercial value.

The judging of the 2017 Best Brand Idea Award was held on 4 February 2017 with two brand proposals selected as the winners. Panellists of the Judging were Ms Flora Chan and Ms Julie Cheng, Associate Head of College of Business and Finance of HKU SPACE and Lecturer of the Executive Programme respectively.

At the Award Presentation Ceremony held on 16 November 2017, BDC Chairman Mr Simon Wong delivered welcome remarks and presented prizes to the winners. The Ceremony was followed by a brand seminar, at which, Ms Peggy Jor, Vice President of Marketing of Sa Sa International Holdings Limited, shared with over 80 audiences the skills to interact with customers and create brand intimacy.



品牌局主席黃家和於「2017最佳品牌策劃獎」頒獎典禮上致辭。  
BDC Chairman Mr Simon Wong delivered a speech at the presentation ceremony of "2017 Best Brand Idea Award".



品牌局主席黃家和頒發證書予「2017最佳品牌策劃獎」得獎者。  
BDC Chairman Mr Simon Wong presented certificates to winners of "2017 Best Brand Idea Award".

# 回顧 Review



## 參與其他獎項

品牌局協助其他機構舉辦和宣傳多個與品牌相關的評審活動，包括由廠商會主辦的「第52屆工展會－Teen創商機比賽」、《資本企業家》之「Entrepreneur of the Year 2017」、《都市日報》及《都市盛世》合辦的「都市卓越品牌大獎2017」、以及《am730》及good morning CLASS聯合主辦之「第三屆全港中學學界廣告責橋王」等。

## Participating in Other Awards

Over the past year, the BDC acted as Supporting Organisation or provided assistance to a number of brand-related awards, e.g. “The 52nd HKBPE: Teen’s Startup Business Competition” organised by the CMA, “Entrepreneur of the Year 2017” by Capital Entrepreneur, “Metro Awards for Brand Excellence” by Metro Daily and Metro Prosperity, and “3rd Inter-school Advertising Competition” co-organised by am730 and good morning CLASS.



品牌局理事顏明秀頒發予「第52屆工展會－Teen創商機比賽」的得獎者。  
BDC General Committee Member Ms Candy Ngan presented award to a winner of “The 52nd HKBPE: Teen’s Startup Business Competition”.



品牌局主席黃家和擔任「Entrepreneur of the Year 2017」頒獎嘉賓。  
BDC Chairman Mr Simon Wong was invited to be an award-presenting guest of “Entrepreneur of the Year 2017”.



品牌局顧問吳秋全及理事李慧芬頒發予「第三屆全港中學學界廣告責橋王」的獲獎學生。  
BDC Advisor Mr Charles Ng and General Committee Member Ms Stella Lee presented awards to students who won the “3rd Inter-school Advertising Competition”.



## 標識及認證計劃 Marking and Certification Schemes

### 香港名牌標識計劃

為表彰香港公司在發展原創品牌方面的持續努力，提升本地品牌的形象，品牌局和廠商會自2004年起推行「香港名牌標識(TOP嘜)計劃」。「計劃」引入統一的「香港名牌標識」系統(TOP嘜)，並透過規範化的審核和授權制度，對合格者頒發准許證和進行牌照延期，准予其使用「TOP嘜」進行商業推廣。

「TOP嘜計劃」完善了「香港名牌選舉」和「香港服務名牌選舉」的評審和後續發展機制。參與「計劃」的企業必須是兩個「選舉」的獲獎公司，並且每年須按照產品或服務類別接受主辦機構的審核評估，以辦理准許證的續牌手續。

至2018年8月，「TOP嘜計劃」核准品牌超過210個，涉及1,000多個產品／服務類別。



### Hong Kong Top Brand Mark Scheme

Jointly organised by the BDC and the CMA since 2004, the Hong Kong Top Brand Mark Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognise the sustainable achievement in brand development of local companies. Eligible applicants, after successful completion of due registration and review process, would be conferred a licence and entitled to use "Top Mark" for business promotion, subject to annual renewal.

The Scheme is exclusively open to winners of the Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, and it factually is a mechanism to enhance the review process and continuing development of the two Awards. An applicant or licensee has to go through an On-site Assessment that is generally conducted by product/service category and on an annual basis.

Up to August 2018, the Scheme has more than 210 licensees, covering over 1,000 categories of products and services.

### 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



座檯卡  
Tent Cards



襟章  
Badge



襟針  
Pin



標貼  
Stickers



## 香港製造標識計劃

品牌局自2006年起推行「香港製造標識(HK嘜)計劃」。是項計劃以現行的來源證制度為基礎，透過簡單易行、規範化的准許證制度，授權符合香港原產地規則的產品使用特別設計的「香港製造(Made in Hong Kong)」標識，藉此將香港原產地證明圖示化、統一化和品牌化，提升香港產品的形象和附加價值，推動「香港製造」成為國際認可的代表優質、高水準和信譽的標誌。

「計劃」的適用範圍包括出口產品以及在本港市場銷售的產品。出口貨品可以憑著本港法定機構簽發的香港原產地證，包括一般香港產地來源證以及依照《內地與香港建立更緊密經貿關係的安排》所簽發之產地來源證，向廠商會簽證服務中心申請「HK嘜」使用准許證；而本銷貨品則可向廠商會申領「香港原產地證明書—本地銷售」(DO)作為簽發「HK嘜」的認可文件。

獲准使用「香港製造標識」的本地品牌包括「大班」、「金寶」、「東東」、「青洲牌」、「紅雙喜」、「蘇太名醬」、「閃電」、「BodiBra」、「獅球嘜」、「駱駝嘜」、「GE」、「SS」、「特寶」、「西苑」等。

## Made in Hong Kong Mark Scheme

Since 2006, the BDC has been running a certification scheme namely “Made in Hong Kong Mark (HK Mark) Scheme”. Based on the existing Certificate of Origin regime, the Scheme grants qualified applicants the licence to use a unified visual symbol, i.e. “Made in Hong Kong Mark (HK Mark)”, to represent the geographic origin of goods produced within the territory of Hong Kong, with the objective of raising the profile of Hong Kong products, enhancing their value-added attributes, and promoting “Made in Hong Kong” as an internationally-recognised location brand that symbolises high quality, outstanding performance and superior reputation.

The scope of Made in Hong Kong Mark Scheme covers both goods for exports and goods for domestic sales. For export goods, “HK Mark” licence is granted on the basis of “Certificate of Hong Kong Origin (CHKO)” or “Certificate of Origin – CEPA (CO (CEPA))” issued by Government-approved certification bodies. Besides, the CMA also provides certification service for goods destined for Hong Kong’s local market; and such certificate namely “Document of Hong Kong Origin – Domestic Sales” (DO) is also accepted as supporting document for the issue of “HK Mark” licence.

A number of local brands have become licensees of Made in Hong Kong Mark Scheme, such as “Taipan”, “Campbell”, “Easteast”, “Special Green Island”, “Double Happiness”, “Mrs So’s XO Sauce”, “ZAAN”, “BodiBra”, “Lion & Globe Brand”, “Camel Brand”, “GE”, “SS”, “Topper” and “West Villa Pastry”.

### 香港製造標識計劃

### Made in Hong Kong Mark Scheme



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



香港製造標識  
Made in Hong Kong Mark

「HK嘜」使用許可證  
HK Mark Licence

香港原產地證明書(本地銷售)  
Document of Hong Kong Origin – Domestic Sales



## 品牌培育與教育 Brand Nurturing and Education

### 中小企品牌群策營

為推動和協助中小型企業邁上品牌發展之路，品牌局組織「中小企品牌群策營」，定期舉辦講座和交流活動，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的互動平台；目前的註冊會員企業超過400家。

「中小企品牌群策營」於過去一年舉行了4次活動；而自2005年創立以來，累計舉行的活動已達64次。

#### 近期「中小企品牌群策營」活動一覽

(表四)

舉辦日期	內容主題	出席人數
2017年		
7月13日	「型」銷新世代	約40人
9月13日	打造企業家網紅 微信推廣新趨勢	約70人
2018年		
4月13日	內容行銷及跨品牌合作推廣策略	約50人
5月30日	利用「互聯網+」和數碼營銷提升企業品牌形象	約40人



培訓顧問林淑儀講解如何將九型性格學應用於銷售以提升前線人員的銷售技巧。  
Training consultant Ms Bonnie Lam spoke on how to apply Enneagram to enhance the selling technique of frontline staff.



數碼媒體專家趙柏豪及謝雅櫻分享打造企業網紅以及利用社交平台吸納「粉絲」的訣竅。  
Digital media expert Mr Parcoo Chiu and Ms Inky Tse gave advice on the ways to build a professional KOL and attract followers via social media.



# 回顧 Review



## SME Branding Club

In order to inculcate a branding culture among local SMEs, the BDC has since 2005 operated the SME Branding Club, an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. The Club hosts activities pertinent to SME branding on a regular basis, and the number of its registered corporate members has surpassed 400.

Since its inception, SME Branding Club has organised 64 gatherings, of which 4 were held in the past year.

### Recent Activities of SME Branding Club

(Table 4)

Date	Topic	Number of Participants
Year 2017		
13 July	Ennea-Marketing Strategy	About 40
13 September	Build CEO to be KOL? The New Trend of WeChat Marketing	About 70
Year 2018		
13 April	Content Marketing Strategy for Crossover Campaign	About 50
30 May	Enhance Brand Image through "Internet +" and Digital Marketing	About 40



營銷專家鄭海翔分享如何建構成功的品牌合作方案。  
Marketing expert Mr Rono Kwong shared with audience on how to develop successful brand crossover campaigns.



數碼營銷專家林贊生分析香港和內地的數碼營銷趨勢以及線上線下融合的品牌營銷策略。  
Digital marketing expert Mr Salim Rumjahn shed light on the latest trends of digital marketing in Hong Kong and Mainland as well as the effective strategies for "Online to Offline" marketing.

## 品牌策略管理證書課程

品牌局與香港大學專業進修學院自2008年起合辦「行政人員文憑(品牌策略管理)」課程，是香港首個由學術界和工商界透過發揮協同性而聯合舉辦的品牌管理教育項目。該課程由兩個行政人員證書課程組成，已分別於2018年4月及7月開辦第十班，深受業界好評和歡迎。

主辦機構於2018年對課程進行革新，除了將證書課程名稱更改為「行政人員證書(創意品牌及品牌管理)」及「行政人員證書(數碼品牌傳播)」之外，亦在內容上加入創意品牌管理、數碼營銷策略等新課題。課程由具有豐富的品牌傳播及管理實踐經驗的業內人士任教，講授品牌建立的策略性原則、如何將「設計思維」應用於品牌創造、數碼時代的品牌管理技巧，以及整合營銷傳播的概念、特性和數碼媒體的運用等。

為了加強業界的品牌意識和進一步宣傳證書課程，品牌局與香港大學專業進修學院合辦了一系列以品牌發展及管理為主題的活動。其中，「2017品牌講座」及「愛Brand才會贏」工作坊分別於2017年11月16日及2018年3月2日舉行，由多位品牌專家分享品牌傳訊的技巧及實戰經驗；兩次活動共吸引超過90人出席。



行政人員證書課程導師鄭佩芳於「愛Brand才會贏」工作坊上講解品牌傳訊的概念。  
Lecturer of Executive Certificate Ms Julie Cheng interpreted the key concepts on brand communication at "Brand: We are Loving It" Workshop.

## Executive Programme in Strategic Brand Management

The BDC and the School of Professional and Continuing Education of the University of Hong Kong have since 2008 joined hands to organise a programme namely "Executive Diploma in Strategic Brand Management", which comprises two certificate courses. This programme marks the first diploma-level brand management course in town that is co-organised by two prestigious organisations, leveraging the synergy of the industries and the academia. It has been gaining popularity among local industries, and the tenth intake of the two certificate courses took place in April and July 2018 respectively.

The programme was revamped in 2018 to include a host of new contents such as the insights into creative brand management and digital marketing strategies, with the two certificate courses accordingly renamed as "Executive Certificate in Creative Branding and Brand Management" and "Executive Certificate in Digital Brand Communications". The programme is taught by veteran brand experts; and its enhanced syllabus cover the effective strategic principles for branding, application of "design thinking" to brand-building, brand management in the digital age, concepts and features of integrated marketing communications as well as digital marketing.

To promote the certificate courses and help local entrepreneurs understand the essential concepts of branding, the BDC and HKU SPACE jointly hosted a series of activities related to brand development and management. "2017 Brand Seminar" and a workshop namely "Brand: We are Loving It" were held on 16 November 2017 and 2 March 2018 respectively, at which brand experts shared with audience the techniques and practices of brand communication. The two activities attracted over 90 participants in total.



「2017品牌講座」邀得莎莎零售(香港)市場副總裁左蘊嫻小姐擔任主講嘉賓，分享如何與顧客互動以打造品牌親和力。

At the "2017 Brand Seminar", Vice President of Marketing from Sa Sa International Holdings Limited Ms Peggy Jor illustrated how to interact with customers and create brand intimacy.



## 研討會／培訓項目

品牌局不時主辦或與其他機構合作舉辦研討會、培訓課程和工作坊，以促進品牌相關知識的轉移和資訊傳播，提高大眾的品牌意識，並促進業界樹立品牌文化。

### 品牌局舉辦之研討會及工作坊

(表五)

舉辦日期	內容主題	出席人數
2017年		
7月24日	「刁難客人的服務技巧」工作坊	約20人
8月8日	品牌局、工業貿易署、香港貿易發展局及廠商會合辦之「品牌『智』勝研討會：數碼轉『型』新視界」	約300人
9月18日	「新世代的管理模式」工作坊	約10人
9月22日	「數碼營銷基礎」工作坊	約10人
10月17日	「業務員及前線人員的人際技巧」工作坊	約10人
11月7日	2017香港品牌發展論壇：新時代•新思維	約150人
11月16日	品牌局及香港大學專業進修學院合辦之「2017品牌講座」	約40人
2018年		
1月12日	「2018數碼營銷」工作坊	約20人
3月2日	品牌局與香港大學專業進修學院合辦之「愛Brand才會贏」工作坊	約50人
3月7日	「微信企業家網紅新趨勢」工作坊	約10人
3月13日	「運用讀心技巧以提升銷售效益」工作坊	約10人
4月16日	「高效電話應對技巧」工作坊	約20人
6月21日	「Facebook營銷必勝」工作坊	約20人



「品牌『智』勝研討會」吸引大批聽眾。  
"Branding to Win Seminar" attracted a large audience.



「2017香港品牌發展論壇：新時代•新思維」吸引近150名企業代表出席。  
"2017 Hong Kong Brand Development Forum: New Era • New Thinking" attracted near 150 participants.



培訓顧問謝寶昇於「高效電話應對技巧」工作坊上講解提升接聽及處理來電的技巧。  
At the Workshop on "Effective Telephone Communication Skill", training consultant Mr Eddy Tse gave a lecture on the techniques to improve call answering and handling.

## Seminars and Training

The BDC from time to time hosts or co-organises seminars and training workshops on brand-related topics, in order to disseminate information and facilitate knowledge transfer, to raise the brand awareness of the public and to foster a branding culture among our industries.

### Seminars and Training Programmes Organised by the BDC

(Table 5)

Date	Activity	Audience Number
Year 2017		
24 July	Workshop on “Service Skills for Handling Difficult Customers”	About 20
8 August	“Branding To Win Seminar: New Horizon of Digitalisation” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA	About 300
18 September	Workshop on “Working with the New Generation”	About 10
22 September	Workshop on “The Basics of Digital Marketing”	About 10
17 October	Workshop on “Interpersonal Skills for Sales and Frontline Personnel”	About 10
7 November	2017 Hong Kong Brand Development Forum: New Era • New Thinking	About 150
16 November	“2017 Brand Seminar” by the BDC and HKU SPACE	About 40
Year 2018		
12 January	Workshop on “Latest Trends of Digital Marketing and Social Media 2018”	About 20
2 March	“Brand: We are Loving it” Workshop by the BDC and HKU SPACE	About 50
7 March	Workshop on “New Trend of WeChat Marketing: Building CEO to be KOL?”	About 10
13 March	Workshop on “Mind Reading Skills for Sales Professionals”	About 10
16 April	Workshop on “Effective Telephone Communication Skill”	About 20
21 June	Workshop on “Winning Strategies for Facebook Marketing”	About 20



## 品牌「智」勝系列研討會

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

品牌局與工業貿易署、香港貿易發展局及廠商會於2017年8月8日聯合舉辦第十四個「品牌「智」勝系列研討會」。研討會於香港會議展覽中心舉行，以「數碼轉「型」新視界」為主題，邀請學者、專業顧問、營銷專家以及品牌掌舵人暢談數碼化浪潮下的品牌致勝之道；當日的出席者逾300人。

## Branding to Win Serial Seminar

Since 2005, the BDC has regularly organised a seminar series namely "Branding to Win". Addressing different aspects of brand development, this serial seminar is an effective catalyst to boost brand consciousness among the public, while serving as a forum whereby experts from a wide range of professional arenas exchange views on branding.

The 14th "Branding to Win" Serial Seminar was held on 8 August 2017 under the banner of "New Horizon of Digitalisation"; and it was a joint project of the BDC, the Trade and Industry Department, Hong Kong Trade Development Council and the CMA. With over 300 participants, the Seminar featured a strong line-up of speakers, including renowned scholar, professional advisor, marketing experts and brand owner, who shared their "winning strategies" in the era of digitalisation.



品牌局副主席沈運龍(右)致送紀念品予演講嘉賓。  
BDC Vice Chairman Dr Aaron Shum (right) presented Certificate of Appreciation to a speaker.



香港大學專業進修學院企業研究院高級課程主任暨學院首席講師陳焯博士講述數碼化時代的機遇以及品牌策略。  
Senior Programme Director and College Principal Lecturer of HKU SPACE Executive Academy Dr Alexander Chan expounded the new opportunities and effective branding strategies in the era of digitalisation.



Fimmick聯合創辦人及業務總監賴志偉講解如何善用社交平台中獲得的大數據。  
Co-founder and Business Director of Fimmick Limited Mr Willy Lai illustrated on how to make use of the big data obtained in social platform.



畢馬威會計師事務所全球戰略服務副總監江偉軒分析企業數碼轉型和發展電子商務的關鍵要素。  
Associate Director for Global Strategy Group of KPMG Mr Alvis Kong analysed the key success factors of digital transformation and e-business.



數碼化聯盟副主席兼You Find董事及創辦人朱俊昌介紹多種適合中小企業的數碼行銷策略。  
Vice Chairman of the Digital Transformation Alliance and the Director and Founder of You Find Limited Mr Jeffrey Chu gave an account of various digital marketing strategies pertinent to SMEs.



同昌海味董事李漢與分享老字號「同昌海味」推行數碼化轉型的經驗。  
Director of Tung Cheong Ho Company Limited Mr Albert Li shared with audience the experience of "Tung Cheong", a decades-old brand, in carrying out digital transformation.



主辦機構代表包括時任廠商會副會長楊志雄(右四)、品牌局副主席沈運龍(左四)、工業貿易署助理署長王婉蓉(右三)及香港貿易發展局製造業拓展總監黎華慧君(右二)等與演講嘉賓合照。  
Representatives of Organisers including the then CMA Vice President Mr Johnny Yeung (4th from right), BDC Vice Chairman Dr Aaron Shum (4th from left), Assistant Director-General of the TID Ms Belinda Wong (3rd from right) and Director of Product Promotion of the TDC Mrs Regina Lai (2nd from right) posed for a photo with the speakers.



## 品牌推廣及交流 Brand Promotion and Exchanges

### 「香港品牌節 • 北京」系列活動

配合香港特別行政區成立20周年的特殊時點，品牌局與廠商會聯合推行「舉辦『喜•愛香港』品牌聚京城系列活動以提升香港品牌的集體形象」項目（又稱「香港品牌節 • 北京」）。該項目得到香港特區政府「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）」的資助，並獲政府慶典統籌辦公室批准列為「香港特區成立二十周年的認可活動」之一；項目於2016年12月至2017年12月期間推行，為期13個月。



「香港品牌節 • 北京」項目圍繞「喜•愛香港」品牌聚京城的主題，舉辦一系列品牌形象塑造和推廣活動，配合具針對性的市場探知和企業培訓，旨在協助香港品牌瞭解內地一線城市的營商環境和開拓華北市場的商機；並從品牌發展的角度，展示香港回歸祖國以來的經濟成就，藉此提升香港品牌的集體形象，彰顯香港業界「同心愛港，共創繁榮」的凝聚力。

項目的主要內容包括在「2017香港時尚產品博覽 • 北京工展會」中設立展現香港品牌及產品最新風貌的大型展區，並透過特別設計的形象廊以及一系列具濃厚香港特色的舞台表演和文娛節目，推廣香港品牌文化的核心價值，宣揚香港的品牌發展成就；發動和組織已進駐北京的香港品牌進行聯乘推廣，透過向市民提供優惠，傳達香港特區成立20周年的喜訊；舉辦商務交流對接會，為香港企業瞭解一線城市以及華北市場的營商環境、進入渠道和品牌營銷策略搜集第一手資料。品牌局還發表了輯錄多個原創品牌成功故事的電子書，並舉辦以品牌創建和拓展內銷為主題的論壇，為業界提供具啟示性的借鑑範例和策略建議。

品牌局在2017年2月15日召開新聞發佈會，由時任廠商會會長李秀恒、品牌局主席黃家和、時任廠商會展覽服務有限公司主席戴澤良向傳媒和業界宣佈活動項目的詳細情況及日程安排。



主辦機構代表於「香港品牌節 • 北京」的新聞發佈會上合照。  
Representatives of Organisers posed for a group photo at the press conference for "Hong Kong Brand Festival • Beijing".

### “Hong Kong Brand Festival • Beijing” Serial Activities

Capitalising on a special time when the Hong Kong Special Administrative Region ushered in the 20th anniversary, the BDC joined hands with the CMA in implementing the “Celebration! Loving Hong Kong’ Brand Festival in Beijing Serial Activities to Promote Hong Kong Brands’ Collective Image” Project (also referred to as “Hong Kong Brand Festival • Beijing”) under the sponsorship of the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme). This 13-month Project was conducted during the period from December 2016 to December 2017, and it was accredited as a celebration event for the 20th anniversary of the establishment of HKSAR.

The Project staged a series of brand image-building and promotion campaigns supplemented by targeted market research and training programmes, with a focus on the Beijing Municipality. Under the banner of “Celebration! Loving Hong Kong’ Brand Festival in Beijing”, it aimed to advance Hong Kong brands’ understanding of the commercial environment of Mainland’s first-tier cities and assist them to explore business opportunities in the North China. At the same time, by demonstrating the branding achievements of Hong Kong enterprises especially after SAR’s handover, the Project helped to promote the collective image of Hong Kong brands and ignite the cohesive power of “Loving Hong Kong” among the industries.

The major deliverables of the Project included a large-scale brand exhibition zone set up at the “2017 Hong Kong Trendy Products Expo, Beijing” (the Expo) to promote the core values of Hong Kong’s brand culture and demonstrate the SAR’s enviable economic achievements, centering on a specially-designed image display gallery and accompanied by a line-up of stage performances and entertainment programmes; a joint promotion scheme to call for Hong Kong brands to give out preferential offers to Beijing citizens as a token in celebration of the 20th anniversary of HKSAR; and a business exchange meeting between Beijing distributors and Hong Kong brand operators with an eye to garnering first-hand intelligences on market environment, entry channel and branding strategies pertinent to North China and first-tier cities. Meanwhile, the BDC also published an e-book that collects the success stories of representative Hong Kong brands and organised a brand development forum, in an attempt to inculcate effective branding strategies and best practices into local industries.

The BDC hosted a press conference on 15 February 2017, at which the then CMA President Dr Eddy Li, BDC Chairman Mr Simon Wong, the then CMAESL Chairman Dr Tony Tai announced the commencement of the Project and introduced the details and schedule of the Project to the media.

## 回顧 Review

品牌局並於2017年6月27日在北京全國農業展覽館舉行隆重的啟動儀式，為「香港品牌節•北京」的主題活動揭開序幕。開幕式由時任廠商會會長李秀恒、品牌局主席黃家和聯同一眾內地和香港特區政府的官員主禮，包括北京市政協主席吉林、香港特區政府時任商務及經濟發展局局長蘇錦樑、國務院港澳事務辦公室副主任宋哲、北京市政協副主席趙文芝、北京市人民政府副市長盧彥、中央人民政府駐香港特別行政區聯絡辦公室協調部副部長郭亨斌、北京市政協秘書長周毓秋以及香港特區政府駐北京辦事處主任傅小慧等。



香港特區政府時任商務及經濟發展局局長蘇錦樑於「香港品牌節•北京」開幕式上致辭。  
The then Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So delivered a speech at the opening ceremony of "Hong Kong Brand Festival • Beijing".

On 27 June 2017, a grand opening ceremony was held at the National Agriculture Exhibition Center to kick off the Beijing-based activities of the Festival. The Ceremony was officiated by the then CMA President Dr Eddy Li and BDC Chairman Mr Simon Wong, together with a number of officials representing the local Governments and HKSAR Government, including Chairman of Beijing Municipal Committee of the Chinese People's Political Consultative Conference Mr Ji Lin, the then Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So, Deputy Director of the Hong Kong and Macao Affairs Office of the State Council Mr Song Zhe, Vice Chairman of Beijing Municipal Committee of the Chinese People's Political Consultative Conference Ms Zhao Wenzhi, Vice Mayor of the People's Government of Beijing Municipality Mr Lu Yan, Deputy Director-General of the Coordination Department of the Liaison Office of the Central People's Government in the HKSAR Mr Guo Hengbin, Secretary General of Beijing Municipal Committee of the Chinese People's Political Consultative Conference Ms Zhou Yuqiu and Director of the Office of HKSAR Government in Beijing Ms Gracie Foo.



一眾嘉賓主持「香港品牌節•北京」的開幕式。  
Guests-of-honour officiated the opening ceremony of "Hong Kong Brand Festival • Beijing".



廠商會及品牌局組織高層代表團赴北京訪問並出席「香港品牌節•北京」開幕式。  
The CMA and BDC dispatched a high-level delegation to Beijing.

## 品牌展覽

「2017香港時尚產品博覽•北京工展會」於2017年6月27日至7月2日期間在北京全國農業展覽館舉行。「香港品牌節•北京」的多項重要活動與「北京工展會」相輔相成，包括在展會內設立大型品牌展示區：分為「品牌•成就•非凡香港」形象廊及「喜•愛香港品牌巡禮」展示區兩大部分。

品牌局精心挑選了20個具代表性的品牌作為「品牌•成就•非凡香港」形象廊的展示主體，並參照香港經濟發展的不同歷史階段將它們劃分為五大部分，包括「經典•不老的傳說」、「創造•品牌是永恆」、「蛻變•多元煥精彩」、「成長•在紫荊旗下」和「夢想•與城市齊飛」；透過宣揚香港企業在品牌發展方面取得的豐碩成果，為特區成立二十周年獻禮。

形象廊以飄逸的紫荊花作為整體設計意念，在花瓣輪廓的佈局上豎立起五個溢彩流光、以爛漫花樹為造型的展示區域；採用圖、文、物並茂的手法，生動地描繪參與品牌膾炙人口的成功故事，帶領觀眾穿越時空，領略香港品牌發展的歷史傳承和最新風貌，為香港驕人的經濟成就「點讚」。

「『喜•愛香港』品牌巡禮」展示區則展出超過110個具創意、優質、富有特色或含有文化元素的原創品牌，藉以彰顯香港品牌優越、時尚和富有文化底蘊的形象。展區以「潮」、「型」、「尚」、「智」、「味」、「美」、「逸」及「頤」為標題劃分為8個區域，分門別類地陳列參與品牌旗下共300多件消費性產品，包括服裝、配飾、珠寶、鐘錶、精品、玩具、家用電器、電子產品、食品、美容產品、生活用品、中藥及保健品等。

為確保按公平、公開和高透明度的原則選擇展示區的參展品牌，主辦機構成立了由不同界別代表組成的品牌展示督導委員會，成員包括：品牌局主席黃家和、時任廠商會副會長兼廠商會展覽服務有限公司主席戴澤良、香港中小型企業總商會會長巢國明、香港設計文化協會秘書長冼子光、香港生產力促進局管理諮詢部總經理李寶雄以及香港貿易發展局製造業拓展高級經理陳嘉賢。委員會於2017年3月3日召開會議，遴選參加展示的品牌，並就展示區的設計方案提供意見。



品牌展示督導委員會成員合照(左起)：李寶雄、巢國明、黃家和、戴澤良、冼子光及陳嘉賢。  
Members of Steering Committee on Brand Showcase posed for a picture (from left): Mr Clement Li, Mr Joe Chau, Mr Simon Wong, Dr Tony Tai, Mr Sin Tze Kong and Mr Kevin Chan.

## Brand Exhibition

While the “2017 Hong Kong Trendy Products Expo, Beijing” (The Expo) was held at the National Agriculture Exhibition Center from 27 June to 2 July 2018, the BDC unfolded a host of highlighted activities of the “Hong Kong Brand Festival • Beijing” in parallel, including setting up a large-scale brand exhibition area at the exhibition hall. The exhibition consisted of two main sections, i.e. “Branding: To Do Hong Kong Proud” Image Gallery and “Celebration! The Parade of Hong Kong Brands” Exhibition Zone.

The specially-designed “Branding: To Do Hong Kong Proud” Image Gallery assembled 20 indigenous brands founded at different historical phases that epitomised the developmental trajectory of Hong Kong economy, vividly illustrating their success stories through photos, graphics, literary description and product showcases. The 20 brands exhibited were subsumed under 5 time-serial sub-sections namely “Classic • The Legend Continues”, “Manufacture-Creating • Brand Be Eternity”, “Transform • Diversity That Glitters”, “Flourishing • Under The Bauhinia Flag” and “Dream-Maker • Soaring With Our City”.

The layout of the Gallery was in the shape of a gorgeous bauhinia flower with splendid flowery tree mounting on each petal to host the five sub-sections. While demonstrating the charming image of Hong Kong brands, the Gallery at the same time was designed to pay tribute to the 20th Anniversary of HKSAR. It created a time tunnel taking visitors on an excursion to revisit the heritage and evolution of Hong Kong brands and to appreciate the enviable economic achievements that Hong Kong has made especially after its return to the motherland.

Meanwhile, the “Celebration! The Parade of Hong Kong Brands” Exhibition Zone assembled around 300 product items under 115 Hong Kong brands, in an attempt to showcase the superior quality of life and metropolitan lifestyle of Hong Kong. The exhibits consisted mainly of stylish products with strong innovation, design, quality or cultural elements; and the Exhibition Zone was divided into eight sub-sections, which were named after “Trendy”, “Stylish”, “Prestigious”, “Smart”, “Tasty”, “Charming”, “Relaxing” and “Healthy” to accommodate different product categories, such as fashion & bags, watches, jewellery & accessories, fine living & toys, home appliances & electronic products, food, beauty products, household products and Chinese medicine & healthcare products.

To ensure fairness and transparency in selecting participants of showcase gallery, a Steering Committee was formed, which comprised Chairman of the BDC Mr Simon Wong, the then CMA Vice President and CMAESL Chairman Dr Tony Tai, President of the Hong Kong General Chamber of Small and Medium Business Mr Joe Chau, Secretary General of Mode of Design Alliance Mr Sin Tze Kong, General Manager (Management Consulting) of Hong Kong Productivity Council Mr Clement Li and Senior Product Promotion Manager of Hong Kong Trade Development Council Mr Kevin Chan. The Committee held a meeting on 3 March 2017 to conduct a screening on brands applying for the brand exhibition and advise on the design layout of the Gallery.



「喜·愛香港品牌巡禮」展示區展出超過110個富香港特色的產品品牌。  
 "Celebration! The Parade of Hong Kong Brands" Exhibition Zone showcased over 110 brands with strong Hong Kong characteristics.



# 回顧 Review



「品牌•成就•非凡香港」形象廳展示20個具代表性的品牌，並參照香港經濟發展的不同歷史階段將它們劃分為五大部分。  
"Branding: To Do Hong Kong Proud" Image Gallery featured 20 indigenous brands founded at different development stages of Hong Kong economy.



品牌局主席黃家和(左一)及副主席吳清煥(右一)陪同北京市政協主席吉林(中)參觀品牌展示區。  
Accompanied by BDC Chairman Mr Simon Wong (1st from left) and Vice Chairman Mr Ng Ching Wun (1st from right), the Chairman of Beijing Municipal Committee of the Chinese People's Political Consultative Conference Mr Ji Lin (middle) toured around the Exhibition.



主辦機構代表與香港特區政府時任商務及經濟發展局局長蘇錦樑(左五)於品牌展示區合照。  
The then Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So (5th from left) posed for a picture with representatives of BDC and CMA at the Brand Exhibition Zone.

# 回顧 Review



## 文娛表演節目

品牌局在品牌展示區內設立大型表演舞台，分時段舉辦近20場具香港特色的舞台表演節目，包括「香港品牌大匯演」模特兒天橋走秀、「金茶王」港式奶茶沖泡示範、港式創意點心製作示範、創新瑜珈表演、花式跳繩表演及香港特色手工皂製作示範，讓觀眾「親嘗」香港品牌的多元精彩和時尚生活品味。

## Performances and Entertaining Programmes

A series of stage performances and entertaining programmes with “Hong Kong flavour” were lined up at the Expo venue, scattering over the exhibition period. Nearly 20 shows were put on, including model catwalk shows to display participating brands of the exhibition zone, brewing of Hong Kong-style milk tea, demonstration of creative dim sum cooking, innovative yoga performance, homemade soap making workshops and fancy rope skipping, which demonstrated the diversity and lifestyle-orientation of Hong Kong brands while enhancing the participation and enjoyment of the visitors.



「Dickson Yoga」總教練劉泓泓的高難度瑜珈動作令人嘆為觀止。  
Chief Master of “Dickson Yoga” Mr Dickson Lau impressed the audience with amazing yoga poses.



「香港花式跳繩學社」的代表展示高超的跳繩技巧。  
Representatives from “Hong Kong Institute of Rope Skipping” showed their superb rope skipping skills.



「譜然美品」的代表關麗珠示範手工皂製作過程。  
Ms Winnie Kwan from “Nuviro Gift Soap” gave a demonstration of soap making process.





「飲茶」的代表李頌璋和葉駿文分享港式創意點心的製作方法。  
Mr Li Chung Wai and Mr Yip Chun Man from "YUM CHA" shared with audience the "secret" recipes of Hong Kong-style "dim sum".



「金茶王」的冠軍得主陳子平師傅沖泡港式奶茶。  
Mr Chan Tsz Ping, Champion of Hong Kong International KamCha Competition, is preparing Hong Kong-style milk tea.



專業模特兒於「香港品牌大匯演」環節表演天橋走秀，向觀眾展示香港品牌產品。  
Catwalk models presented exhibits of the Brand Exhibition Zone.



# 回顧 Review

## 「愛·香港品牌送『京』喜」聯乘推廣行動

於2017年6月至7月期間，品牌局發起「『愛·香港』品牌送『京』喜」聯乘推廣行動，號召和組織於北京市設有商舖、分銷點或者電子銷售渠道的香港企業共同參與，向市民提供購物折扣或贈送禮品；藉此創造節日消費的氣氛，帶動市民體驗香港的產品和服務，同時亦傳達香港特區成立20周年的喜訊，彰顯香港企業「喜慶回歸，同心愛港」的凝聚力。

推廣行動共獲29個香港品牌旗下逾100家商店或網店參與，累計接近3,700人次於「香港品牌節·北京」網站或官方微信下載電子優惠券。

推廣行動採用一個由名譽設計顧問吳秋全先生設計的統一的視覺辨別標誌。標誌的基本圖形為一個嵌有「京」字的紅色「喜」字，底部以草書筆畫勾勒出一個開心笑「口」，寓意香港品牌喜聚京城，與北京市民同申慶賀。



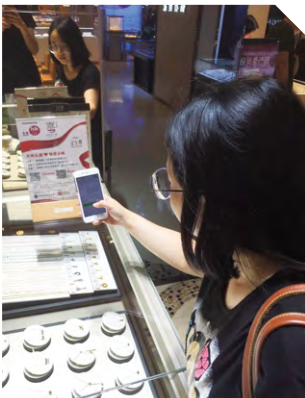
## “Loving Hong Kong • Brand Gift-Away Surprise” Campaign

A joint promotion scheme namely “Loving Hong Kong • Brand Gift-Away Surprise” Campaign was unfolded from 1 June to 31 July 2017. Through the Campaign, Hong Kong brands offered special discounts or special gifts to customers at their retail points in Beijing and/or online outlets.

The campaign disseminated the joyful message of “Happy Anniversary to Hong Kong” around the Capital city, and it per se was a creative “holiday marketing” attempt to boost the awareness of Hong Kong products and services among Beijing citizens. At the same time, by leveraging on the initiative and cohesive force of Hong Kong companies, the Campaign not only helped to build up promotional momentum for the “Hong Kong Brand Festival • Beijing”, but also manifested the patriotic spirits of Hong Kong industries.

A total of 29 brands with over 100 sales points including e-shops participated in the Campaign; and over 3,700 downloads of the e-coupons were recorded at the official website or WeChat account of “Hong Kong Brand Festival • Beijing”.

A Logo designed under the supervision of BDC’s Honorary Design Advisor Mr Charles Ng was used as the unified visual identity of the Campaign. It basically takes the form of Chinese character “喜” in red, which means happiness and celebration literally, with a Chinese abbreviation of Beijing “京” embedded in the upper part. Meanwhile, the base of the Logo is deliberately presented in Chinese cursive calligraphy, which also projects the shape of an open “laughing mouth”. The Logo carried the message that Hong Kong brands gathered in Beijing to celebrate the 20th anniversary of the HKSAR together with Beijing citizens.



北京市民在參與商店內掃描宣傳板上的二維碼以獲取購物優惠。  
A Beijing consumer was scanning the QR code on promotional foam board set up at a participating shop for obtaining preferential offer.



參與品牌商店積極向顧客推介聯乘推廣行動。  
Participating brand shops actively promoted the Campaign to customers.





## 商務交流對接會

品牌局於2017年6月28日在北京市政協會議中心舉辦「香港品牌@北京」商務交流對接會。交流會得到北京市人民政府的大力協助；與會者包括50多家香港企業的代表，以及約50名北京的分銷商和百貨公司、商場的採購人員等。

在交流會上，京港兩地的業界除了洽談業務合作之外，亦就香港品牌在京津冀市場發展內銷的前景熱烈地交換意見；多位特邀的北京分銷商代表還介紹了當地的市場動態和消費趨勢，藉以幫助香港企業瞭解北京及周邊市場的營商環境、分銷渠道以及進行品牌推廣的有效策略。

## Business Exchange Meeting

Under the support of the People's Government of Beijing Municipality, the BDC organised the "Hong Kong Brand @ Beijing" Business Exchange Meeting on 28 June 2017 in the Beijing Zhengxie Conference Centre. It attracted over 100 participants, including some 50 representatives of Hong Kong enterprises and over 50 Beijing distributors and merchandisers of local department stores and shopping centres.

While exploring opportunities for business cooperation, the participants enthusiastically exchanged views on the prospects for Hong Kong brands in developing domestic sales in the Beijing-Tianjin-Hebei Region. Several Beijing distributors were invited to deliver briefing talk on the latest trends of local consumer market, helping Hong Kong brand operators to gain better understanding of the commercial environment, distribution channels as well as the effective brand promotion strategies pertinent to Beijing and the adjacent markets.



商務交流對接會由品牌局副主席吳清煥主持。  
The Business Exchange Meeting was moderated by the BDC Vice Chairman Mr Ng Ching Wun.



時任廠商會會長李秀恒於交流會上致辭。  
The then CMA President Dr Eddy Li gave a welcome speech at the Meeting.



廠商會會長吳宏斌及時任廠商會副會長徐炳光發表主旨演講。  
CMA President Dr Dennis Ng and the then CMA Vice President Dr Edward Tsui delivered keynote speeches at the Business Exchange Meeting.



# 回顧 Review



時任廠商會會長李秀恒(左)致送紀念品予支持機構代表北京市投資促進局副局長蘇宏。  
The then CMA President Dr Eddy Li (left) presented souvenir to representative of supporting organisation Mr Su Hong, Deputy Director General of Beijing Investment Promotion Bureau.



品牌局副主席吳清煥(左)致送紀念品予支持機構北京國際民間交流促進會的代表張彤。  
BDC Vice Chairman Mr Ng Ching Wun (left) presented souvenir to Mr Zhang Tong, representative of another supporting organisation.



主辦機構代表合照。  
Representatives of Organisers posed for a group photo.



超過100名北京的分銷商及香港品牌企業代表出席交流對接會。  
Over 100 Hong Kong brand operators and Mainland distributors attended the Meeting.



北京的分銷商與香港品牌企業把握機會洽談業務合作。  
Mainland distributors and Hong Kong brand operators availed themselves of the opportunity to explore business cooperation.

## 宣傳活動

除了於香港報章雜誌及社交媒體刊登「品牌節」的廣告之外，品牌局亦於北京展開密集式的宣傳，包括在多份當地報章刊登廣告、透過主要門戶網站發布信息、邀請網紅於微博和微信等社交媒體上進行「軟性」推廣，以及於地鐵燈箱、當地公交車車身、樓宇電梯框架等投放大量廣告等。

「香港品牌節·北京」設立了官方網站([www.hkbrandfest.org](http://www.hkbrandfest.org))及官方微信號，詳載各項精彩活動的資料及定期發佈活動花絮。「品牌節」微信號更設有「幸運大輪盤」、「開心分享微信」等有獎遊戲，送出多款精美禮品，包括紀念版雨傘、二合一數據線連匙扣及創意造型毛巾等；在短短的六天展期內共吸引近2,000人參與「幸運大輪盤」遊戲。

主辦機構還製作了一系列精美的印刷品，包括「品牌·成就·非凡香港」形象廊的宣傳冊、輯錄展示區參與品牌資料的宣傳單張和場刊，以及圓珠筆和環保袋等紀念品，向當地市民派發，以進一步擴大推廣的層面和範圍。

## Promotional Campaign

Apart from newspaper advertising in Hong Kong, the BDC also carried out an intensive promotional campaign in Beijing, which consisted of advertisements on local newspapers, advertorials in popular information portal/websites, news feeds/recommendations from key opinion leaders on WeiBo and WeChat, together with advertisements on buses, MTR lightbox and elevators in residential buildings.

Moreover, the official website ([www.hkbrandfest.org](http://www.hkbrandfest.org)) and official WeChat account of “Hong Kong Brand Festival • Beijing” were put into operation. Apart from providing news feeds about the various activities of the Festival, the BDC also gave out a variety of premium gifts, e.g. commemorative edition umbrellas, 2-in-1 USB cable with key chains and creative origami towels, to followers who took part in the “Lucky Roulette” and “Happy Sharing” WeChat games; and the “Lucky Roulette” attracted nearly 2,000 participants during the six-day exhibition.

Besides, a set of printing materials and souvenirs, e.g. brochure of “Branding: To Do Hong Kong Proud” Image Gallery, leaflets and directory for the Brand Exhibition Zone, pens and recycle bag, were distributed to local citizens so as to reach out to a wider promotion targets.



品牌局向市民派發「香港品牌節·北京」的小冊子及紀念品。  
The BDC dispensed brochures and souvenirs of “Hong Kong Brand Festival • Beijing” to local citizens.



市民排隊換領微信有獎遊戲禮品。  
Local citizens who took part in WeChat games queued up to redeem premium gifts.

# 回顧 Review



## 《品牌·成就·非凡香港》電子書

品牌局委託香港經濟日報對「品牌·成就·非凡香港」形象廊參加公司進行採編，將他們的品牌「智」勝之道文檔化，輯錄成為一本同名電子書。《品牌·成就·非凡香港》電子書由香港特區政府財政司司長陳茂波先生撰寫序辭；除刊載20個香港原創品牌在發展業務、拓展內銷和創建品牌方面的策略與實踐以及掌舵人的心得體會之外，亦收錄了7位品牌管理專家的精闢點評。



## “Branding: To Do Hong Kong Proud” Brand Story e-Book

The BDC entrusted the Hong Kong Economic Times to interview the participating companies of the “Branding: To Do Hong Kong Proud” Image Gallery and compile an e-book in the same title, with an eye to providing an up-to-date literature to document the remarkable achievements and the latest developments of Hong Kong brands, and to inspiring the industries with the best practices in brand-building. In addition to the 20 brand stories, the e-Book also collects wisdom of words in branding contributed by 7 brand experts and domain professionals, and features a prologue written by the Hon Paul Chan, the Financial Secretary of HKSAR Government.

The BDC hosted a launching ceremony at HKTDC SME Centre on 7 November 2017 to officially announce the publication of “Branding: To Do Hong Kong Proud” e-Book. The Ceremony was officiated by Under Secretary for Commerce and Economic Development Dr Bernard Chan.

品牌局於2017年11月7日假香港貿發局中小企服務中心舉行「《品牌·成就·非凡香港》電子書首發儀式」，邀得特區政府商務及經濟發展局副局長陳百里主禮。



商務及經濟發展局副局長陳百里致辭。  
Under Secretary for Commerce and Economic Development Dr Bernard Chan delivered a speech.



品牌局主席黃家和致歡迎辭。  
BDC Chairman Mr Simon Wong gave welcome remarks.



品牌局副主席吳清煥致送感謝狀予主禮嘉賓陳百里副局長(右)。  
BDC Vice Chairman Mr Ng Ching Wun presented Certificate of Appreciation to Guest-of-Honour Dr Bernard Chan (right).



商務及經濟發展局副局長陳百里(左三)、品牌局主席黃家和(右三)、品牌局副主席吳清煥(左二)、時任廠商會展覽服務有限公司主席戴澤良(右二)、品牌局副主席陳國民(左一)及品牌局總裁楊立門(右一)主持電子書首發儀式。  
Under Secretary for Commerce and Economic Development Dr Bernard Chan (3rd from left), BDC Chairman Mr Simon Wong (3rd from right), BDC Vice Chairman Mr Ng Ching Wun (2nd from left), the then Chairman of CMAESL Dr Tony Tai (2nd from right), BDC Vice Chairman Dr Edward Chan (1st from left) and BDC Chief Executive Officer Mr Raymond Young (1st from right) officiated at the e-book launching ceremony.



一眾嘉賓與主辦機構及電子書參與公司的代表合照。  
Honourable Guests posed for a group photo with representatives of Organisers and participating companies of e-book.

## 2017香港品牌發展論壇：新時代・新思維

「2017香港品牌發展論壇：新時代・新思維」是「香港品牌節・北京」項目的總結活動，於2017年11月7日假香港貿發局中小企服務中心舉行；邀得多位重量級的學者及相關領域的專家、知名品牌的掌舵人擔任演講嘉賓，探討新經濟時代的「贏」商之道和香港品牌的未來發展路向。

在論壇上，香港中文大學劉佐德全球經濟及金融研究所常務所長莊太量及恩迪安(香港)有限公司創辦人兼行政總裁安宇昭分別以「新經濟時代與香港品牌發展的機遇」及「數碼環境下的品牌營銷致勝之道」為題發表了主旨演講。

在隨後的「品牌『贏』商多聲道」討論環節，市場學專家陸定光教授擔任主持人，帶領鴻福堂集團有限公司主席兼執行董事謝寶達、親子王國有限公司創辦人兼行政總裁薛嘉龍及萬希泉鐘錶有限公司創辦人兼行政總裁沈慧林等一眾演講嘉賓，分享拓展內銷市場和創建品牌的心得體會，並與台下聽眾作互動式交流。論壇吸引了超過150名工商企業代表出席。



## 2017 Hong Kong Brand Development Forum: New Era • New Thinking

As concluding session of the “Hong Kong Brand Festival • Beijing” Project, a forum under the banner of “2017 Hong Kong Brand Development Forum: New Era • New Thinking” was held right at HKTDC SME Centre on 7 November 2017. It featured heavy-weighted scholars, domain expert and founders of renowned brands, who shared their views on the winning strategies in the New Economy Era and explored the ways to take forwards the development of Hong Kong brands.

At the Forum, Prof Terence Chong, who was the Executive Director of Lau Chor Tak Institute of Global Economics and Finance of the Chinese University of Hong Kong, delivered a speech on the topic of “New Opportunities for Hong Kong Brands in the New Economic Age”. And Mr Andy Ann, Founder and Chief Executive Officer of NDN Group, gave a presentation entitled “Branding Tour in the Digitalisation Environment”.

The keynote speeches were followed by the “Walking with Brand Builders” panel discussion, which was moderated by Dr Sherriff Luk, a well-known marketing professor. Three famous brand leaders joined the discussion, including Chairman and Executive Director of Hung Fook Tong Group Holdings Limited Mr Tse Po Tat, Chief Executive Officer and Founder of Baby-Kingdom.Com Limited Mr Rainer Sip, Founder and Chief Executive Officer of Memorigin Watch Company Limited Mr William Shum. Apart from sharing their experiences in developing domestic sales and brand-building, the panelists also exchanged views with the audience in the interactive Q&A session. The Forum attracted more than 150 representatives from the industries.

品牌局主席黃家和(左)致送紀念狀予演講嘉賓莊太量教授。  
BDC Chairman Mr Simon Wong (left) presented Certificate of Appreciation to guest speaker Prof Terence Chong.



主辦機構代表與一眾嘉賓及演講嘉賓合照。  
Representatives of Organisers posed for a group photo with honourable guests and speakers.



品牌局副主席吳清煥(左)致送感謝狀予謝寶達先生。  
BDC Vice Chairman Mr Ng Ching Wun (left) presented Certificate of Appreciation to Mr Tse Po Tat.



品牌局副主席陳國民(右)致送感謝狀予薛嘉龍先生。  
BDC Vice Chairman Dr Edward Chan (right) presented Certificate of Appreciation to Mr Rainer Sip.



恩迪安(香港)有限公司創辦人兼行政總裁安宇昭分享數碼環境下的品牌營銷之道。  
Founder and Chief Executive Officer of NDN Group Mr Andy Ann elaborated on the branding strategies in the digitalisation environment.



香港中文大學劉佐德全球經濟及金融研究所常務所長莊太量教授講述新經濟時代為香港品牌帶來的新機遇。  
Executive Director of Lau Chor Tak Institute of Global Economics and Finance of the Chinese University of Hong Kong Prof Terence Chong expounded the new opportunities for Hong Kong brands in the new economic age.



市場學專家陸定光(中)、鴻福堂集團有限公司主席兼執行董事謝寶達(左二)、親子王國有限公司創辦人兼行政總裁薛嘉龍(右二)及萬希泉鐘錶有限公司創辦人兼行政總裁沈慧林(左一)分享拓展內銷市場和創建品牌的心得體會。  
Marketing Professor Sherrif Luk (middle), Chairman and Executive Director of Hung Fook Tong Group Holdings Limited Mr Tse Po Tat (2nd from left), CEO and Founder of Baby-Kingdom.Com Limited Mr Rainer Sip (2nd from right) and Founder and CEO of Memorigin Watch Company Limited Mr William Shum (1st from left) shared their experiences in developing domestic sales and brand-building.

## 展覽及產品展示

品牌局不時參加在本港、內地及海外舉行的各種展覽會和產品展銷會，以設立展板和產品展示專櫃等形式，推介屬下品牌選舉的得獎者；透過這些活動展示香港品牌的整體形象，提升得獎公司的市場影響力，並為本地和海內外消費者提供認識和瞭解香港品牌的窗口。

### 品牌局參與之展覽會及展示活動

(表六)

舉辦日期	活動名稱	地點	展示內容
2017年			
6月27日至7月2日	「『喜•愛香港』品牌巡禮」品牌展示	北京	設立資料展板、展示專櫃、網站及官方微信號，展出115個香港的產品品牌
6月27日至7月2日	「品牌•成就•非凡香港」形象廊	北京	設立5個立體展示亭，以圖、文、物並茂的形式，介紹20個、具代表性的香港品牌
9月1日至5日	香港時尚館•長春	長春	設置產品展示專櫃；展示25個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
9月25日至26日	時尚生活匯展•阿聯酋迪拜	迪拜	設置產品展示專櫃；展示25個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
10月10日至13日	第14屆中國國際中小企業博覽會	廣州	設置攤位
12月16日至 2018年1月8日	第52屆香港工展會	香港	設立資料展板及網站宣傳
2018年			
2月1日	2017年香港名牌選舉及香港服務名牌選舉、香港新星品牌選舉及香港新星服務品牌選舉頒獎典禮暨慶祝晚宴	香港	大型展板介紹44個得獎品牌資料
3月22日至24日	香港時尚館•成都	成都	設置產品展示專櫃；展示25個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
5月18日至22日	香港時尚生活館•福州	福州	設置產品展示專櫃；展示28個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品



## Exhibitions and Product Showcases

From time to time, the BDC takes part in various exhibitions held in Hong Kong, Mainland China and overseas; and promotes winners of the brand awards through display boards and product showcases. Such promotional activities help to boost the collective image of Hong Kong brands, while providing a window to raise their awareness among consumers, both locally and overseas.

### BDC's Presence in Exhibitions and Showcases

(Table 6)

Period	Event	Location	Promotion Activity
Year 2017			
27 June to 2 July	"Celebration! The Parade of Hong Kong Brands" Exhibition Zone	Beijing	Display board, product showcase, website and WeChat to promote 115 Hong Kong brands
27 June to 2 July	"Branding: To Do Hong Kong Proud" Image Gallery	Beijing	5 pavilion decorated with photos, graphics, literary description and product showcases to introduce 20 representative brands
1 to 5 September	Style Hong Kong Pavilion in Changchun	Changchun	Display board and product showcase (for 25 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
25 to 26 September	Lifestyle Expo in Dubai	Dubai	Display board and product showcase (for 25 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
10 to 13 October	The 14th China International SMEs Fair	Guangzhou	Booth
16 December to 8 January, 2018	The 52nd Hong Kong Brands and Products Expo	Hong Kong	Display board and Internet promotion
Year 2018			
1 February	2017 Presentation Ceremony of Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	Hong Kong	Large-scale display board (for 44 winners of the 2017 Awards)
22 to 24 March	Style Hong Kong Pavilion in Chengdu	Chengdu	Display board and product showcase (for 25 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
18 to 22 May	Style Hong Kong Pavilion in Fuzhou	Fuzhou	Display board and product showcase (for 28 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")





「『喜·愛香港』品牌巡禮」品牌展示帶領115個香港品牌「登陸」北京。  
"Celebration! The Parade of Hong Kong Brands" Exhibition brought 115 Hong Kong brands to Beijing.



「品牌·成就·非凡香港」的形象廊讓觀眾如同漫步歷史走廊，領略香港品牌文化的演變。  
"Branding: To Do Hong Kong Proud" Image Gallery created a time tunnel for visitors to discover the living history of Hong Kong brand culture.



2017年「香港名牌選舉」及「香港服務名牌選舉」於第52屆「香港工展會」進行公眾投票。  
2017 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 52nd Hong Kong Brands and Products Expo.

# 回顧 Review



品牌局帶領「香港名牌」及「香港新星品牌」得獎公司參加由香港貿易發展局舉辦的「香港時尚館・長春」、「時尚生活匯展・阿聯酋迪拜」、「香港時尚館・成都」及「香港時尚生活館・福州」，並進行產品展示。 Under the coordination of the BDC, selected Awardees of Hong Kong Top Brand and Hong Kong Emerging Brand showcased their products at "Style Hong Kong Pavilion in Changchun", "Lifestyle Expo in Dubai", "Style Hong Kong Pavilion in Chengdu" and "Style Hong Kong Pavilion in Fuzhou" organised by the Hong Kong Trade Development Council.



2017年「品牌選舉」頒獎典禮設有大型的得獎品牌資料板。  
Large information panels were set up at the venue of 2017 Awards Presentation Ceremony.

## 2017《香港名牌巡禮》

2017《香港名牌巡禮》於2017年7月出版，合計295頁；以中英對照、圖文並茂的形式，收錄近250個香港原創品牌的成功故事和資料，同時亦記載了「香港名牌選舉」、「香港服務名牌選舉」和「香港新星品牌選舉暨香港新星服務品牌選舉」的歷史沿革和最新發展。自2003年創刊以來，《香港名牌巡禮》已是第十五次出版。

2017《香港名牌巡禮》共發行近3,000冊；除各得獎公司惠存之外，還寄予超過800個政府部門、各國駐港領事館、酒店、學校、報社、工商團體及社會知名人士；並利用本港及國內展覽會、訪問團及其他推廣活動，向國內及海外的機構和人士派發。



## 官方網站

品牌局官方網站(www.hkbrand.org)是品牌局向公眾介紹各項工作和服務的重要渠道，亦是推廣香港品牌的一個專門的網上平台；其主要內容包括「關於品牌局」、「品牌局活動」、「品牌選舉」、「認證計劃」、「名牌巡禮」、「品牌推廣」、「品牌培訓」、「資源中心」等。

配合「香港品牌節•北京」等「BUD」資助項目的開展，品牌局網站在「品牌推廣」內設立專門網頁，發佈系列活動的信息，並上載品牌展示區參展品牌的資料以及項目的其他成果。

此外，2017《香港名牌巡禮》的電子版本亦上載於網站的「名牌巡禮」欄目，透過互聯網進一步向海內外的商家與消費者宣傳香港的優秀品牌。



## The Parade of Hong Kong Top Brands 2017

The 2017 edition of “The Parade of Hong Kong Top Brands” was published in July 2017. This 295-page bilingual publication collected the information and success stories of about 250 Hong Kong brands; and it on the other hand was the official publication of Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, giving a comprehensive account of the Awards’ history and latest developments. Making debut in 2003, “The Parade 2017” was the 15th edition.

With a circulation volume of 3,000, the publication was distributed to over 800 organisations, including Government departments, chambers, associations, media, universities and consulates; and it also stepped up presence in exhibitions and other events held in Hong Kong, Mainland China and overseas.

## BDC Website

The BDC official website (www.hkbrand.org) is an important channel to update the public of the Council’s activities and services, while serving as a unique online platform for promoting Hong Kong brands. The website provides rich and versatile information through several content sections, e.g. “About the Council”, “Council in Action”, “Brand Awards”, “Marking Scheme”, and “Top Brands Gallery”, “Brand Promotion”, “Brand Education” and “Resource Centre”.

As an online promotional avenue for the “Hong Kong Brand Festival • Beijing” and other BUD funding projects, dedicated sub-sections have been created under the “Brand Promotion” to provide updates of the serial activities, and to host the details of brands participating in the exhibitions as well as other deliverables of the Projects.

Besides, the electronic version of “The Parade of Hong Kong Top Brands 2017” was uploaded onto the BDC website under the column of “Top Brands Gallery”, in an attempt to extend the promotion coverage to overseas business communities and consumers via Internet.



## 回顧 Review

### 會務活動 Council Activities

#### 第六屆理事會的產生

品牌局於2018年初順利完成理事會的換屆工作。依照品牌局章程規定，理事會的成員包括由廠商會委任之「委任理事」、由會員投票選舉之「選任理事」，以及由主要工商組織委派之「派任理事」。

廠商會於2018年1月初委任黃家和、陳國民及陳家偉為品牌局第六屆理事會的「委任理事」，其中黃家和再次獲委任為新一屆理事會主席；廠商會並依照章程規定，提名了18名「選任理事」的候選人。「選任理事」選舉於2018年3月9日至19日舉行，並於3月20日在首屆暨榮譽主席尹德勝和總裁楊立門的監察下完成點票工作；18名候選人均以高票當選。

品牌局第六屆理事會於4月1日正式就職並於4月16日舉行第一次會議，議決通過由吳清煥、陳國民、盧金榮、陳家偉、沈運龍及黃偉鴻理事出任副主席，以及邀請香港貿易發展局、香港生產力促進局、香港旅遊發展局、香港理工大學、香港零售管理協會及香港設計中心等六個機構委派代表出任「派任理事」。

第六屆理事會由特區政府商務及經濟發展局局長邱騰華擔任名譽贊助人，商務及經濟發展局(工商及旅遊)常任秘書長利敏貞和工業貿易署署長甄美薇擔任名譽顧問；廠商會會長吳宏斌為品牌局名譽主席，而周紹榮律師則續任義務法律顧問。

此外，品牌局設有「榮譽主席」職銜，以頒授予往屆的名譽主席、主席及副主席(累計出任副主席兩屆或以上者)。除了尹德勝(首屆暨榮譽主席)、楊孫西、洪克協、黃友嘉、施榮懷、陳淑玲、倪錦輝及李惠中之外，李秀恒亦獲第六屆理事會委任為「榮譽主席」。第六屆理事會還決議增設「當屆顧問」榮譽職銜，邀請在品牌發展及相關範疇有顯著建樹或者對品牌局有重大貢獻的人士出任；今屆由黃偉常及吳秋全擔任「顧問」。



「選任理事」選舉在首屆暨榮譽主席尹德勝和總裁楊立門的監察下進行開票及核點選票。  
The ballots of "Elected Member" Election were counted under the scrutiny of Chairman Emeritus-cum-Inaugural Chairman Mr Paul Yin and Chief Executive Officer Mr Raymond Young.

#### Formation of the Sixth General Committee

The Sixth General Committee of the BDC was formed in early 2018. In accordance with the Memorandum and Articles of the Association of the BDC, the General Committee may comprise "Appointed Members" (who are appointed by the CMA), "Elected Members" (elected by BDC members) and "Nominated Members" (nominated by major organisations upon the invitation of the BDC).

In January 2018, the CMA appointed Mr Simon Wong, Dr Edward Chan and Mr Calvin Chan to the Sixth General Committee of the BDC, with Mr Simon Wong re-appointed as the Chairman. Moreover, 18 candidates for the "Elected Members" were nominated by the CMA pursuant to the Election Rules of the BDC, and the voting took place from 9 to 19 March 2018. After the voting tickets were counted under the scrutiny of Chairman Emeritus-cum-Inaugural Chairman Mr Paul Yin and Chief Executive Officer Mr Raymond Young on 20 March 2018, it was announced that all the 18 candidates were elected by a high number of votes.

The Sixth General Committee took office on 1 April and the first meeting was held on 16 April 2018, at which Mr Ng Ching Wun, Dr Edward Chan, Dr Lo Kam Wing, Mr Calvin Chan, Dr Aaron Shum and Dr Ellis Wong were elected as Vice Chairmen. The General Committee also resolved to invite "Nominated Members" from 6 organisations, namely the Hong Kong Trade Development Council, Hong Kong Productivity Council, Hong Kong Tourism Board, Hong Kong Polytechnic University, Hong Kong Retail Management Association and Hong Kong Design Centre.

The General Committee is honoured to have Secretary for Commerce and Economic Development Hon Edward Yau as the Honorary Patron, with Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Miss Eliza Lee, Director-General of Trade and Industry Ms Salina Yan being the Honorary Advisors. Dr Dennis Ng, President of the CMA, is the Council's Honorary Chairman, and Mr Joseph Chow has been re-appointed as the Honorary Legal Advisor.

Besides, the BDC has conferred "Chairman Emeritus", an honorary title, upon the past Honorary Chairmen, Chairmen and Vice Chairmen (those having held this post for at least two terms). In addition to Mr Paul Yin (Chairman Emeritus-cum-Inaugural Chairman), Dr Jose Yu, Mr Peter Hung, Dr David Wong, Mr Irons Sze, Ms Shirley Chan, Dr Danny Ngai and Mr Charlie Lee, Dr Eddy Li was appointed by the Sixth General Committee as Chairman Emeritus. The Sixth General Committee also invited Mr Wong Wai Sheung and Mr Charles Ng to be "Advisors", a newly-introduced title in honour of persons who have attained significant achievements in branding or made great contributions to the Council.



品牌局舉行傳媒茶敘，主席黃家和(前排右五)與新一屆理事會成員合照。  
BDC Chairman Mr Simon Wong (5th from right, first row) and members of the new General Committee posed for a group photo during a tea gathering with the media.



主席黃家和在傳媒茶敘上致辭。  
BDC Chairman Mr Simon Wong gave an opening remark at the tea gathering with the media.



品牌局理事會成員接受傳媒採訪。  
BDC General Committee Members were interviewed by the media.

# 回顧 Review



## 2017會員大會

品牌局於2017年9月26日假廠商會會議廳舉行周年大會，由品牌局主席黃家和擔任大會主席並致辭；出席會議者包括品牌局理事及會員公司代表等近20人。

黃家和主席回顧了品牌局在過去一年的多項主要工作，包括協助香港品牌拓展內地及新興市場、推動業界實踐數碼化轉型以及加強品牌研究與教育培訓等。大會並一致通過財務報告及理事會和核數師報告，以及續聘子辰會計師事務所擔任品牌局核數師。

## 委員會工作

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管商務經濟的政府官員擔任名譽贊助人和顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」、「財務委員會」、「國際事務委員會」、「策略發展委員會」等工作委員會。

為了促進行業的品牌發展，品牌局設立多個行業小組，包括「製造業小組」、「服務業小組」、「專業服務業小組」、「創意香港小組」、「社會服務小組」及「批發及零售業小組」，分別由理事劉健華、謝寶達、李慧芬、王象志、黃偉雄以及楊靜出任召集人；行業小組就加強品牌局與相關行業的聯繫及合作提供意見。

## 2017 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 26 September 2017. Mr Simon Wong, the BDC Chairman was the Chairman of AGM. In his speech, he reviewed the major work of the BDC in the past year, including assisting local brands to explore markets in Mainland and emerging economies, advocating the practice of digital transformation, and strengthening brand research and education.

The AGM resolved that the Statement of Accounts of the Council and Reports of the General Committee and Auditors be received and JS CPA & Co be re-appointed as the Auditor. Nearly 20 General Committee members and registered representatives of member companies attended the meeting.

## Work of Committees

The BDC is established on the principle of “market leads, government facilitates, community supports”. The Council has invited Government officials as Honorary Patron and Honorary Advisors, and it has a General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academics, and professional services. Besides, several working committees including “Hong Kong Top Brand Assessment Board”, “Technical Advisory Committee”, “Promotion and Advocacy Committee”, “Finance Committee”, “International Affairs Committee” and “Strategic Development Committee” have been set up as the operational arms to carry out the Council’s various initiatives.

The Sixth General Committee has set up six industrial sub-committees to study the strategic directions for fostering the brand development of selected sectors, including “Manufacturing”, “Services”, “Professional Service”, “Creative Hong Kong”, “Social Service” and “Wholesale & Retail”, with Dr Kevin Lau, Mr Tse Po Tat, Ms Stella Lee, Mr Thomas Wong, Mr Addy Wong and Dr Sally Yeung being the Convenors.



會員公司代表於2017年度會員大會上合照。  
Representatives of BDC Members posed for a group photo at 2017 Annual General Meeting.

## 理事會

理事會為品牌局的決策和管理機構，負責對品牌局的活動制定方向性指引，並對香港品牌的整體發展策略和推進措施進行研究；理事會監察品牌局的日常運作並協調屬下各委員會的工作。

理事會現任主席為黃家和。理事會於2017年9月26日及2018年4月16日舉行會議，分別就籌備第六屆理事會選舉以及新一屆理事會的人事架構等進行討論。



品牌局召開第六屆理事會第一次會議。  
The BDC convened the first meeting of the 6th General Committee.

## 常務理事會及財務委員會

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

財務委員會的職能是指導及監察品牌局的財務工作，研究改善品牌局長遠財務狀況的策略。財務委員會由品牌局副主席吳清煥兼任主席。

常務理事會和財務委員會在2018年5月2日舉行了聯席會議，審議品牌局2018年度財政收支概算。

## 香港名牌評審委員會

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

香港名牌評審委員會現任主席由品牌局副主席陳國民兼任主席。委員會擔任2017年「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」及「香港新星服務品牌選舉」初賽的評審團，於2017年11月20日完成四個「選舉」入圍品牌的遴選工作；委員會亦於2018年5月16日舉行會議，討論2018年「品牌選舉」的日程及安排。

## General Committee

The General Committee is the governing body of the Council, which provides guidance on the developmental directions of the Council and also looks into the overall strategy and policies related to the development of Hong Kong brands. The General Committee supervises the operation of the Council and coordinates the work of sub-committees.

Currently chaired by the BDC Chairman Mr Simon Wong, the General Committee held meetings on 26 September 2017 and 16 April 2018 to discuss the logistic arrangements for the 6th General Committee Election and to study the personnel structure of General Committee respectively.

## Executive Committee & Finance Committee

The BDC has an Executive Committee consisting of the Chairman, Vice Chairmen and the CEO. The Executive Committee is empowered by the General Committee to conduct, manage and supervise the affairs of the Council. The BDC Chairman Mr Simon Wong is the Chairman of the Executive Committee.

The Finance Committee is set up to advise on and monitor the financial affairs of the BDC, and to study the strategies for improving the Council's financial soundness in the long run. It is chaired by the BDC Vice Chairman Mr Ng Ching Wun.

Executive General Committee and Finance Committee held a joint meeting on 2 May 2018 to approve the 2018 financial budget of the Council.

## Hong Kong Top Brand Assessment Board

Hong Kong Top Brand Assessment Board is responsible for organising brand awards and other brand-related recognition programmes, implementing Hong Kong Top Brand Mark Scheme, and overseeing the awardees and licensees thereof. Besides, it is the issuing body of the Hong Kong Top Brand Mark Licence.

The Board is currently chaired by the BDC Vice Chairman Dr Edward Chan. It acted as the Preliminary Judging Panel of the 2017 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards to select the shortlisted entries on 20 November 2017. The Committee also held a meeting on 16 May 2018 to discuss the schedule and arrangements for 2018 Brand Awards.

# 回顧 Review



## 技術顧問委員會

技術顧問委員會就品牌選舉的評審標準和認證計劃提供技術指導；亦致力促進品牌局與學術、專業服務等界別的聯繫和合作。

技術顧問委員會由品牌局副主席盧金榮兼任主席，委員主要是來自工商、學術、法律、設計、品質管理等界別的專業人士。委員會於2018年9月6日舉行了會議，就個別公司參加「品牌選舉」的資格進行研究。

## 推廣與宣傳委員會

推廣與宣傳委員會的職能是提升業界與公眾的品牌意識，協助香港品牌在本地、內地和國際市場的發展，以及宣傳品牌局的宗旨和活動。

推廣與宣傳委員會由品牌局副主席陳家偉兼任主席。委員會於2017年12月1日舉行了會議，討論2017年「品牌選舉」頒獎典禮暨慶祝晚宴的具體安排；在2018年5月24日的會議上，委員會審議了品牌局2018年重要活動的宣傳計劃。

## 國際事務委員會

國際事務委員會負責協助推廣香港品牌的國際形象，以及促進品牌局與海外機構的品牌交流與聯繫；由品牌局副主席沈運龍兼任主席。

## 策略發展委員會

策略發展委員會負責研究品牌局的長遠發展策略，以及指導品牌局會員的招募、管理及服務工作。

策略發展委員會由品牌局副主席黃偉鴻兼任主席。委員會於2018年6月25日舉行了會議，探討品牌局拓展服務範圍和開辦新項目的方向。

## 會員招募

會員網絡是品牌局倡導和推行其創立理念的重要基礎，更是品牌局聯繫業界、服務業界必不可少的介面。

品牌局歡迎任何認同品牌局宗旨、支持香港品牌發展的公司及機構加入成為公司會員或贊助會員。自2005年8月成立以來，已有350多家公司成為品牌局的公司會員。



## Technical Advisory Committee

The Technical Advisory Committee advises on the judging criteria of brand awards and technical aspects of the certification schemes, and it is also devoted to fostering the communications and cooperation between the Council and academics, professionals and other sectors.

Currently chaired by the BDC Vice Chairman Dr Lo Kam Wing, the Committee is made up of domain experts who are industrialist, academic, legal advisor, designer, quality management expert and other professionals. The Committee held a meeting on 6 September 2018 to study cases related to the eligibility of entries for the Brand Awards.

## Promotion and Advocacy Committee

The Promotion and Advocacy Committee is set up to raise the brand awareness among the industries and the general public; to facilitate local brands' development in domestic, Mainland and overseas markets; and to promote the objective and activities of the Council.

Currently chaired by the BDC Vice Chairman Mr Calvin Chan, the Committee held a meeting on 1 December 2017 to discuss the logistic arrangements for Gala Dinner. It convened another meeting on 24 May 2018 to endorse the promotional programmes of the Council's major activities in 2018.

## International Affairs Committee

The International Affairs Committee aims to promote the image of Hong Kong brands in the international arena, and to enhance the exchanges and networking between the Council and overseas organisations. The Committee is currently chaired by BDC Vice Chairman Dr Aaron Shum.

## Strategic Development Committee

The Strategic Development Committee is set up to study the strategies for the Council's long-term development; as well as to provide guidance on memberships affairs such as recruitment, administration and services.

Currently chaired by BDC Vice Chairman Dr Ellis Wong, the Committee held its first meeting on 25 June 2018 to explore the directions for the BDC to expand its service scope and develop new projects.

## Member Recruitment

Membership is not only an important base for the BDC to advocate and implement its founding missions, but also an indispensable interface for the Council to connect and serve the industries.

The BDC welcomes all companies and organisations in sympathy of its objectives to become Corporate Members or Associate Members. Since the establishment in August 2005, the BDC has admitted over 350 Corporate Members.





# 會員福利 Member Benefits

## 入會資格

凡持有香港商業登記證明的公司，或已向香港特區政府相關主管當局註冊的工商社會團體，均有資格申請成為香港品牌發展局之公司會員。境外註冊之公司或工商社會團體，可申請為贊助會員。

## 會員福利

公司會員有權參加品牌局的會員大會，擁有投票表決權。公司會員及贊助會員均可尊享多元化的服務，包括：

- 利用品牌局的平台，就品牌發展的政策和相關事宜表達意見。
- 參與品牌局在香港、內地和海外舉辦的展覽、產品展示和市場推廣活動。
- 以會員優惠價或免費(特定活動)參加研討會、培訓課程、營商考察團等。
- 接受品牌局方面的最新資訊。
- 分享品牌局所推行之研究和發展項目的成果。
- 使用品牌局構建之品牌發展支援體系，例如專家庫、免費諮詢、顧問引介服務等。
- 免費取得品牌局的刊物，包括《香港名牌巡禮》、《年報》、會員通告及電郵簡訊等。
- 羅列公司簡介於品牌局官方網站。
- 依託品牌局的網絡，開展業界間的商業配對、合作、交流、聯誼與互惠活動。
- 享有廠商會之團體會員優惠，例如培訓、保險服務費用折扣等。

## Membership Eligibility

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

## Member Benefits

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

- Become part of a collective voice to express views and concerns on government's policies and issues pertaining to brand development.
- Have opportunities to participate in various exhibitions, product showcases, and promotional activities organised by the BDC in Hong Kong, Mainland and overseas.
- Attend seminars, training programmes, business study trips and other activities at a discounted rate or free-of-charge (for specified events).
- Acquire updated information on branding.
- Share findings of research and development projects conducted by the BDC.
- Get access to brand development supporting facilities established by the BDC, e.g. brand expert database, free consultancy, and consultant referral services.
- Receive free publications, including "The Parade of Hong Kong Top Brands", "Annual Report", member circular, e-mail broadcast, etc.
- Upload company information on the BDC's official website.
- Leverage on the BDC's network to facilitate business matching, experience sharing, strategic alliance, inter-company liaison and mutually preferential arrangements.
- Enjoy benefits entitled to CMA Group Members, such as discounts on training and insurance services.

# 品牌局簡介

## About the Council



## 香港品牌發展局

### Hong Kong Brand Development Council

香港品牌發展局(品牌局)是由香港中華廠商聯合會(廠商會)牽頭成立的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提升香港品牌和產品的知名度、弘揚原創精神、構築有利於品牌發展的社會環境、以及促進品牌方面的企業的交流、聯誼和國際合作。

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管工商及經濟的政府官員擔任名譽贊助人和顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」、「財務委員會」、「國際事務委員會」及「策略發展委員會」等工作委員會和專責秘書處。

品牌局從全局性層面和戰略的高度探索、倡議和推進香港品牌的整體發展策略，並發揮統籌和協調的角色，力求成為香港品牌發展的領航旗艦。

除了積極敦促、協助政府政策的制定和執行之外，品牌局亦活躍於品牌評審、培育、推廣、研究、交流和國際合作等各個領域，包括：每年主辦「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」和「香港新星服務品牌選舉」，並協助策劃其他名牌評審與比賽，藉以表彰先進，樹立借鑒典範和參照基準；推行「香港名牌標識計劃」和「香港製造標識計劃」，透過規範化的審核和准許證制度，開創品牌相關認證之先河；帶領企業參加本港、中國內地和海外的展覽和推廣活動，包括在內地不同城市舉辦「香港品牌節」系列活動；定期舉辦「中小企品牌群策營」，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的平台；並推行研究計劃、培訓項目、觀摩與交流活動，扶植後起之秀，倡導「建品牌、創名牌」的行業風尚；透過加強公眾宣傳和教育，增進消費者的品牌意識，培養「重視品牌、保護品牌」的社會氛圍。

隨著「品牌時代」的來臨，品牌策略已越來越成為企業賴以維持競爭力的不二法門。香港品牌發展局將引領業界身體力行，立品創名，打造「香港製造、香港原創」的金漆招牌，推動香港成為名牌薈萃之都。

Initiated by the Chinese Manufacturers' Association of Hong Kong, the Hong Kong Brand Development Council is a non-profit-making institution aiming to promote the development of Hong Kong brands by pooling together the efforts of all walks of life. It is committed to promoting Hong Kong brands and products, advocating innovation and creativity, fostering an environment conducive to brand-building, and enhancing exchanges and cooperation among companies in regard to brand development.

The Council is established on the principle of “market leads, government facilitates, community supports”. Apart from having invited Government officials as Honorary Patron and Honorary Advisors, the Council has a prestigious General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academic, and professional services. A devoted secretariat and several working committees including “Hong Kong Top Brand Assessment Board”, “Technical Advisory Committee”, “Promotion and Advocacy Committee”, “Finance Committee”, “International Affairs Committee” and “Strategic Development Committee” have been set up as the operational arms to carry out the Council's various initiatives.

The Council has set itself the task of becoming a flagship to lead the way in Hong Kong's brand development, being a driver for the pursuit of an overall strategy, a facilitator for the formulation and implementation of related policies, and a coordinator for the branding efforts of local organisations. The Council has been playing an active role in every key area, sharpening its leadership in brand accreditation, nurturing, promotion, research, exchanges and international cooperation.

Besides hosting the renowned brand awards like “Hong Kong Top Brand Awards”, “Hong Kong Top Service Brand Awards”, “Hong Kong Emerging Brand Awards” and “Hong Kong Emerging Service Brand Awards”, the Council also provides assistance to other brand competitions or prizes, in an attempt to identify role models and set up best-practice benchmark in branding. It is the organiser of the “Hong Kong Top Brand Mark Scheme” and “Made in Hong Kong Mark Scheme”, which, as the first of their kinds, have blazed the trail of brand-related certification based on well-structured assessment and licensing system.

In order to enhance the profile of Hong Kong brands, the Council has been actively participating in various exhibitions, product showcases and other promotional events, domestically and overseas. Serial projects under the banner of “Hong Kong Brand Festival” have been staged in different cities in the Mainland. It organises “SME Branding Club” regularly, in an attempt to foster brand-building culture among local SMEs and to build up an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. Furthermore, a number of training, research, study, and exchange programmes as well as public education campaigns have been rolling out under the Council's aegis, as part of its efforts to step up brand awareness among local enterprises and the public in general.

With the advent of “brand era”, brand-building is becoming a must for an organisation to stay competitive. Hand in hand with our industries, the Hong Kong Brand Development Council is devoted to promoting “Made by Hong Kong, Originated from Hong Kong” as a world-class label and developing Hong Kong into a star-studded brands hub.

## 屬下委員會 Sub-Committees

### 香港名牌評審委員會 Hong Kong Top Brand Assessment Board

#### 主席 Chairman :

陳國民 Dr Edward K M Chan

#### 顧問 Advisors :

黃家和 Mr Simon K W Wong, BBS, JP  
楊立門 Mr Raymond L M Young, GBS, JP

#### 副主席 Vice Chairmen :

吳清煥 Mr Ng Ching Wun  
盧金榮 Dr Lo Kam Wing, JP

#### 委員 Committee Members :

陳家偉 Mr Calvin K W Chan  
沈運龍 Dr Aaron W L Shum  
黃偉鴻 Dr Ellis W H Wong  
梁兆賢 Mr Jackson S Y Leung  
孫榮良 Mr Warren Y L Sun  
賴偉星 Mr Wilson W S Lai  
周紹榮 Mr Joseph S W Chow  
梁湘東 Mr Thomas Leung  
顏明秀 Ms Candy M S Ngan

### 技術顧問委員會 Technical Advisory Committee

#### 主席 Chairman :

盧金榮 Dr Lo Kam Wing, JP

#### 技術顧問 Technical Advisors :

劉健華 Dr Kevin K W Lau, JP  
鄭偉雄 Mr Thomson Cheng  
巢國明 Mr Joe Chau  
梁昆剛 Mr Ron Leung  
曾慶才 Dr Albert Tsang  
陸定光 Dr Sherriff Luk  
張天秀 Mr Baniel Cheung  
周紹榮 Mr Joseph S W Chow  
湯達熙 Mr Anthony Tong  
林俊康 Mr Dominic Lam

### 財務委員會 Finance Committee

#### 主席 Chairman :

吳清煥 Mr Ng Ching Wun

#### 委員 Committee Members :

黃家和 Mr Simon K W Wong, BBS, JP  
陳國民 Dr Edward K M Chan  
盧金榮 Dr Lo Kam Wing, JP  
陳家偉 Mr Calvin K W Chan  
沈運龍 Dr Aaron W L Shum  
黃偉鴻 Dr Ellis W H Wong  
楊立門 Mr Raymond L M Young, GBS, JP

### 推廣與宣傳委員會 Promotion and Advocacy Committee

#### 主席 Chairman :

陳家偉 Mr Calvin K W Chan

#### 顧問 Advisors :

吳清煥 Mr Ng Ching Wun  
陳國民 Dr Edward K M Chan  
吳秋全 Mr Charles C C Ng

#### 委員 Committee Members :

王象志 Mr Thomas C C Wong  
鄧錦添 Dr Tang Kam Tim  
何偉權 Dr Ken W K Ho  
梁承傑 Mr Vincent S K Leung  
駱百強 Mr Robert P K Lok  
余瓊峰 Mr Kevin K F Shea  
王淑筠 Ms Diana Wong  
楊靜 Dr Sally C Yeung  
黃偉雄 Mr Addy W H Wong, MH  
謝寶達 Mr Tse Po Tat  
郭勇維 Mr Garic Y W Kwok  
林國興 Mr Wilfred K H Lam, JP, BH  
黃浩鈞 Mr Howard Ken Wong



# 附件 Appendices

## 國際事務委員會 International Affairs Committee

### 主席 Chairman :

沈運龍 Dr Aaron W L Shum

### 顧問 Advisors :

徐晉暉 Mr Marvin T F Hsu  
黃家和 Mr Simon K W Wong, BBS, JP  
陳淑玲 Ms Shirley S L Chan, BBS, JP

### 委員 Committee Members :

陳國民 Dr Edward K M Chan  
陳家偉 Mr Calvin K W Chan  
李世傑 Mr Eric Lee  
蔡少森 Mr Philip S S Choi  
王象志 Mr Thomas C C Wong  
吳懿容 Ms Susanna Y Y Ng  
張呈峰 Mr Cheung Ching Fung  
黃偉雄 Mr Addy W H Wong, MH

## 行業小組委員會 Industrial Sub-Committees

製造業小組召集人 Convenor of Manufacturing Sub-Committee  
服務業小組召集人 Convenor of Services Sub-Committee  
專業服務業小組召集人 Convenor of Professional Service Sub-Committee  
創意香港小組召集人 Convenor of Creative Hong Kong Sub-Committee  
社會服務小組召集人 Convenor of Social Service Sub-Committee  
批發及零售業小組召集人 Convenor of Wholesale & Retail Sub-Committee

## 策略發展委員會 Strategic Development Committee

### 主席 Chairman :

黃偉鴻 Dr Ellis W H Wong

### 顧問 Advisors :

黃家和 Mr Simon K W Wong, BBS, JP  
盧金榮 Dr Lo Kam Wing, JP  
吳秋全 Mr Charles C C Ng

### 委員 Committee Members :

李慧芬 Ms Stella W F Lee  
劉健華 Dr Kevin K W Lau, JP  
張呈峰 Mr Cheung Ching Fung  
駱百強 Mr Robert P K Lok  
顏明秀 Ms Candy M S Ngan  
謝寶達 Mr Tse Po Tat  
曾維 Dr Tsang Wai

劉健華 Dr Kevin K W Lau, JP  
謝寶達 Mr Tse Po Tat  
李慧芬 Ms Stella W F Lee  
王象志 Mr Thomas C C Wong  
黃偉雄 Mr Addy W H Wong, MH  
楊靜 Dr Sally C Yeung

## 會員名錄 Directory of BDC Members

大中實業股份有限公司  
Dah Chung Industrial Co Ltd  
雅田實業有限公司  
Artin Industrial Co Ltd  
YGM貿易有限公司  
YGM Trading Ltd  
香港生產力促進局  
Hong Kong Productivity Council  
香港貿易發展局  
Hong Kong Trade Development Council  
力勁機械國際有限公司  
L.K Machinery International Ltd  
漢生堂藥業有限公司  
Han Sheng Tang Herbal Technologies Co Ltd  
古珀行珠寶有限公司  
Aaron Shum Jewelry Ltd  
美昌玩具製品廠有限公司  
May Cheong Toy Products Fty Ltd  
三友實業(集團)有限公司  
Sanyu Industrial (Holdings) Co Ltd  
寶星首飾廠有限公司  
Polaris Jewellery Manufacturer Ltd  
諾天時有限公司  
Time Mission Ltd  
金百加發展有限公司  
Kampery Development Ltd  
MCL品牌顧問有限公司  
Maxi Communications Ltd  
恒通資源有限公司  
Hang Tung Resources Ltd  
其士國際集團有限公司  
Chevalier International Holdings Ltd  
南洋兄弟煙草股份有限公司  
Nanyang Brothers Tobacco Co Ltd  
雅芳婷集團有限公司  
A-Fontane Groups Ltd  
余仁生(香港)有限公司  
Eu Yan Sang (HK) Ltd  
南順(香港)有限公司  
Lam Soon (HK) Ltd  
四洲貿易有限公司  
Four Seas Mercantile Ltd  
新順福食品有限公司  
Sun Shun Fuk Foods Co Ltd  
香港天廚有限公司  
The Tien Chu (HK) Co Ltd  
合興食油集團有限公司  
Hop Hing Oil Group Ltd  
德國寶(香港)有限公司  
German Pool (HK) Ltd  
福田科技有限公司  
Fook Tin Technologies Ltd  
龍發製藥(香港)有限公司  
Long Far Herbal Medicine Manufacturing (HK) Ltd  
六福集團(國際)有限公司  
Luk Fook Holdings (International) Ltd

捷榮咖啡有限公司  
Tsit Wing Coffee Co Ltd  
錦興粉麵食品有限公司  
Kam Hing Noodles Food Co Ltd  
震歐線衫廠有限公司  
Chun Au Knitting Factory Ltd  
香港米聯企業有限公司  
H.K. Rice Merchants Enterprises Ltd  
關東百源堂(靈藥德興堂)聯合藥廠有限公司  
Kwan Tung Pak Yuen Tong (Ling Yok Tack Hing Tong) Union  
Medicine Factory Ltd  
威信珠寶有限公司  
Wilson Designs & Jewellery Ltd  
豐葉電器製造廠有限公司  
Fung Yip Electrical Manufacturing Ltd  
日昇實業有限公司  
Sunnex Products Ltd  
三生中藥廠有限公司  
Sam Seng Herbal Pharmaceutical Co Ltd  
榮華食品製造業有限公司  
Wing Wah Food Manufactory Ltd  
威馬企業有限公司  
Goodway Electrical Enterprise Ltd  
大南玩具實業有限公司  
Tai Nam Industrial Co Ltd  
李錦記有限公司  
Lee Kum Kee Co Ltd  
燕之家燕窩專門店有限公司  
Home of Swallows Ltd  
官燕棧國際有限公司  
Imperial Bird's Nest International Co Ltd  
喜居樂有限公司  
Hekura Co Ltd  
美康居國際有限公司  
Azureliving International Ltd  
大班麵包西餅有限公司  
Tai Pan Bread & Cakes Co Ltd  
美心食品有限公司  
Maxim's Caterers Ltd  
莎莎國際控股有限公司  
Sa Sa International Holdings Ltd  
信達企業有限公司  
Shun Tat Enterprises Ltd  
康泰旅行社有限公司  
Hong Thai Travel Services Ltd  
香港中國旅行社有限公司  
China Travel Service (HK) Ltd  
鏞記酒家集團有限公司  
Yung Kee Restaurant Group Ltd  
韓泰麗蔘(集團)有限公司  
Hong Tai Ginseng (Group) Co Ltd  
中原地產代理有限公司  
Centaline Property Agency Ltd  
芝柏婚禮殿堂  
GP Wedding



## 附件 Appendices

金瓶實業有限公司  
Golden Cup Industries Ltd  
嘉頓有限公司  
The Garden Co Ltd  
鴻福堂集團有限公司  
Hung Fook Tong Holdings Ltd  
雅琪塑膠機器製造廠有限公司  
Akei Plastic-Machine Manufactory Ltd  
鱷魚恤有限公司  
Crocodile Garments Ltd  
天泰良友清潔用品有限公司  
Tin Tai Leung Yao Cleaning Supplies Ltd  
偉邦物業管理有限公司  
Well Born Real Estate Management Ltd  
皇室實業集團有限公司  
Majestic Holding Ltd  
香港復康會  
The Hong Kong Society for Rehabilitation  
美國冒險樂園有限公司  
Jumpin Gym USA Ltd  
大昌貿易行有限公司  
Dah Chong Hong Ltd  
卓悅控股有限公司  
Bonjour Holdings Ltd  
阿波羅雪糕有限公司  
Appolo Ice-cream Co Ltd  
活力健國際有限公司  
Holistol International Ltd  
中華製漆(一九三二)有限公司  
The China Paint Manufacturing Co (1932) Ltd  
彩適化工製品有限公司  
Colour Chemical Industrial Ltd  
和興白花油藥廠有限公司  
Hoe Hin Pak Fah Yeow Manufactory Ltd  
淘化大同食品有限公司  
Amoy Food Ltd  
零食物語有限公司  
Fancy Talent Ltd  
雅蘭企業有限公司  
Airland Enterprise Co Ltd  
環保冰專門店有限公司  
GE-Ice Specialty Shop Ltd  
天冰有限公司  
Ice Master Ltd  
君政國際有限公司  
Cross International Ltd  
八珍國際有限公司  
Pat Chun International Ltd  
陳記食品有限公司  
Chan Kee Foods Ltd  
日本城(香港)有限公司  
Japan Home Centre (HK) Ltd  
安莉芳(香港)有限公司  
Embry (HK) Ltd  
牛奶有限公司  
The Dairy Farm Co Ltd  
草姬國際有限公司  
Herbs Generation International Ltd  
Dr Kong健康鞋專門店  
Dr Kong Footcare Ltd

權智有限公司  
Group Sense Ltd  
實惠家居有限公司  
Pricerite Stores Ltd  
盾牌保險箱有限公司  
Guarda Safe Industrial Ltd  
盛威安全設備有限公司  
Safewell Equipment Ltd  
百昌隆藥業有限公司  
Bai Cheong Lung Medicine Ltd  
標緻活水有限公司  
Beauty & Health Magic Water Purify Ltd  
維特健靈健康產品有限公司  
Vita Green Health Products Co Ltd  
富城物業管理有限公司  
Urban Property Management Ltd  
樓上有限公司  
HK JEBN Ltd  
滙港電訊有限公司  
WTT HK Ltd  
衍生集團(國際)控股有限公司  
Hin Sang Group (International) Holding Co Ltd  
建業五金塑膠廠有限公司  
Kin Hip Metal & Plastic Factory Ltd  
太古糖業有限公司  
Taikoo Sugar Ltd  
時富金融服務集團有限公司  
CASH Financial Services Group Ltd  
富臨集團有限公司  
Foo Lum Holdings Ltd  
米蘭站(香港)有限公司  
Milan Station (HK) Ltd  
大記食品有限公司  
Dai Kee Food Co Ltd  
中華商務聯合印刷(香港)有限公司  
C&C Joint Printing Co (HK) Ltd  
御藥堂(控股)有限公司  
Royal Medic (Holdings) Ltd  
儲存易迷你倉集團有限公司  
Store Friendly Self Storage Group Ltd  
青洲英坭有限公司  
Green Island Cement Co Ltd  
通用磨坊食品亞洲有限公司  
General Mills Foods Asia Ltd  
歐達傢俱有限公司  
Arredamenti Co Ltd  
樂域實業有限公司  
Lomak Industrial Co Ltd  
美時文儀有限公司  
Lamex Trading Co Ltd  
雅香園食品有限公司  
YHY Food Products Ltd  
科譽(香港)有限公司  
Posh Office Systems (HK) Ltd  
七海化工(集團)有限公司  
Seven Sea Chemicals (Holdings) Ltd  
保心安藥廠有限公司  
Po Sum On Medicine Factory Ltd  
加零壹集團有限公司  
Aman Group Ltd

雞仔餅大王有限公司 King of Chicken Cake Ltd	恆香老餅家有限公司 Hang Heung Cake Shop Co Ltd
奧麗有限公司 Oceanic Leader Ltd	太子珠寶鐘錶公司 Prince Jewellery and Watch Co
美國家得路天然健康食品有限公司 Catalo Natural Health Foods Ltd	專業國際旅運有限公司 Travel Expert Ltd
盈創(疊高)實業有限公司 Kado Industrial Co Ltd	信譽科技發展有限公司 Faith Technology Development Ltd
金至尊珠寶(香港)有限公司 3D-Gold Jewellery (HK) Ltd	致富集團有限公司 Chief Group Ltd
聖安娜餅屋有限公司 Saint Honore Cake Shop Ltd	榮利集團(國際)有限公司 Wing Li Group (International) Ltd
璋基咖啡有限公司 Grand Coffee Co Ltd	美味棧國際有限公司 Yummy House International Ltd
同珍公司 Tung Chun Co	焯榮(香港)有限公司 Pro-Wins (HK) Ltd
心窗非洲鼓樂聚 Sharings African Drumming Arena	銀龍飲食集團有限公司 Ngan Lung Catering (Holdings) Ltd
順利建材潔具有限公司 Shun Lee Bldg Materials & Sanitary Wares Ltd	添福餐飲食品發展有限公司 Timfold Catering and Food Service Ltd
Banner SHOP Hong Kong Ltd Banner SHOP Hong Kong Ltd	友發有限公司 Friend Rich Ltd
溢豐閣羽絨寢品有限公司 Natural Home Collections Ltd	梳化倉有限公司 Sofamark Ltd
香港小輪(集團)有限公司 Hong Kong Ferry (Holdings) Co Ltd	簡約養生有限公司 Pristine Living Ltd
百成堂參茸行有限公司 Pak Shing Tong Ginseng Co Ltd	合和土木發展有限公司 Hop Wo Development Ltd
穩健醫療(香港)有限公司 Winner Medical (HK) Ltd	昇鋒國際有限公司 Pro Logic International Ltd
三聯書店(香港)有限公司 Joint Publishing (HK) Co Ltd	康盟有限公司 Concord Alliance Ltd
偉澳照明實業有限公司 Rio Industrial Ltd	泉昌有限公司 Chuan Chiong Co Ltd
康業服務有限公司 Hong Yip Service Co Ltd	原味家作有限公司 Original Taste Workshop Ltd
蛋撻王控股有限公司 King Bakery Holdings Ltd	譽宴集團有限公司 U Banquet Group Ltd
海皇國際有限公司 Ocean Empire International Ltd	福滿臨珠寶集團有限公司 Fook Moon Lam Jewellery Holdings Co Ltd
大寧有限公司 Dialink Ltd	華潤堂有限公司 CR Care Co Ltd
英記茶莊有限公司 Ying Kee Tea Co Ltd	復興貿易發展有限公司 Fok Hing Trading Development Co Ltd
南北行參茸葯材有限公司 Nam Pei Hong Sum Yung Drugs Co Ltd	穎明實業有限公司 Makebest Industries Ltd
天虹海鮮酒家 Lamma Rainbow Seafood Restaurant Ltd	貴族國際貿易有限公司 Yaki Champion Boutique Ltd
安記海味有限公司 On Kee Dry Seafood Co Ltd	輝捷製造有限公司 FMC Manufacturing Co Ltd
麗安(工業)有限公司 Lai On Products (Industrial) Ltd	阿一鮑魚公主(香港)有限公司 Ah Yat Abalone Princess (HK) Ltd
信和物業管理有限公司 Sino Estates Management Ltd	卡撒天嬌國際有限公司 Casablanca International Ltd
萬希泉鐘錶貿易公司 Memorign Trading Co	高來國際集團有限公司 Top Loyal International Holdings Ltd
楊氏水產有限公司 Yeungs Marine Products Ltd	一心旅遊有限公司 Instant Travel Service Ltd
大有倉集團有限公司 Tai Yau Storage Group Ltd	天澄閣投資有限公司 Crystal Harbour Restaurant Ltd



## 附件 Appendices

華發行(香港)貿易發展有限公司  
Wah Fat Hong (HK) Trading Development Co Ltd  
佳力酒店管理有限公司  
Galaxy Hotel Management Co Ltd  
生歷奇教育統籌有限公司  
Synergy Education Provider Co Ltd  
錢氏玩具中心有限公司  
M & C Toy Centre Ltd  
尚芳保健有限公司  
Shang Healthcare Ltd  
傳繫創意有限公司  
T-Link Inspiration Ltd  
雅麗斯中國有限公司  
Alice Chan China Ltd  
天比廣告有限公司  
Greenbase Ad Ltd  
珈冕環球有限公司  
Aqueen International Ltd  
西雅有限公司  
Zear Corporation Ltd  
高登設計有限公司  
Golden Design Ltd  
意高域國際有限公司  
Ecoventure International Ltd  
摩米士科技(香港)有限公司  
Momax Technology (HK) Ltd  
親子王國有限公司  
Baby-Kingdom.Com Ltd  
奧美斯傢具有限公司  
Offmax Ltd  
星華發展有限公司  
Sing Wah Development Ltd  
裕昇實業有限公司  
Yusan Industries Ltd  
捷旅集團有限公司  
Jetour Holding Ltd  
遵理學校有限公司  
Beacon College Ltd  
FlexSystem Ltd  
FlexSystem Ltd  
翠華控股有限公司  
Tsui Wah Holdings Ltd  
現代美容控股有限公司  
Modern Beauty Salon Holdings Ltd  
沙嗲王(集團)有限公司  
Satay King (Holdings) Co Ltd  
奇華餅家有限公司  
Kee Wah Bakery Ltd  
九龍維記牛奶有限公司  
The Kowloon Dairy Ltd  
十二星繡國際集團有限公司  
Twelve Constellation International Holdings Ltd  
諾亞香港藥業有限公司  
Noah Hong Kong Ltd  
迅榮貿易有限公司  
Fast Fame Trading Ltd  
美好生活  
Perfect Trading Co  
亞洲國際餐飲集團有限公司  
Taste of Asia Group Ltd

品味香江有限公司  
Gourmet Orient Ltd  
高志(遠東)有限公司  
Gochi (Far East) Ltd  
乾隆 1492 俱樂部有限公司  
Kinlonz 1492 Club Ltd  
譽明有限公司  
Advance Bright Ltd  
高清製作有限公司  
Best Video Ltd  
環貿亞洲有限公司  
World Mark Asia Ltd  
健力五金有限公司  
Kent Metal Co Ltd  
金煌(亞太區)有限公司  
Golden King (Asia Pacific) Ltd  
DR-Max Ltd  
DR-Max Ltd  
富康玩具製品有限公司  
Fu Hong Industries Ltd  
誠信行貿易有限公司  
Lexington Ltd  
藍盒國際有限公司  
Blue Box International Ltd  
龐蓓有限公司  
Pompei Ltd  
盈健醫療(香港)有限公司  
Human Health (HK) Ltd  
新佛香食品有限公司  
Sun Fat Heung Food Products Ltd  
駿和科技發展有限公司  
Legend World Technology Development Ltd  
恒和珠寶首飾廠有限公司  
Continental Jewellery (Mfg) Ltd  
時間廊鐘錶有限公司  
City Chain Co Ltd  
東瀛遊旅行社有限公司  
EGL Tours Co Ltd  
眼鏡 88 有限公司  
Optical 88 Ltd  
怡峰興業有限公司  
Happy Hill Corporation Ltd  
傲群活動製作有限公司  
Alcon Events & Production Co Ltd  
科文實業有限公司  
4M Industrial Development Ltd  
再見寵兒有限公司  
Goodbye Dear Co Ltd  
信基國際企業有限公司  
Truth & Faith International Ltd  
鎮通控股有限公司  
Foron Holdings Ltd  
僑豐行有限公司  
Kiu Fung Hong Ltd  
Iconlady Ltd  
Iconlady Ltd  
嘉嬰寶有限公司  
Karibu Baby Ltd  
西德寶富麗(遠東)有限公司  
Profilia of West Germany (Far East) Ltd



艾寶萊貿易公司 AA Buy Trading Co	新世界(國際)免稅集團有限公司 New Era (International) Duty Free Group Co Ltd
富邦帽袋實業有限公司 Richbond Caps & Bags Manufacturing Ltd	新時代卡拉 OK 有限公司 Neway Karaoke Box Ltd
京都念慈菴總廠有限公司 Nin Jiom Medicine Manufactory (HK) Ltd	萬麗行有限公司 Manley Co Ltd
彩豐行有限公司 Choi Fung Hong Co Ltd	正意工作室有限公司 QConcept Ltd
大右有限公司 Ever System Ltd	宜泰針織廠有限公司 Elite Knitting Factory Co Ltd
中大捲閘有限公司 Chung Tai Roller Shutters Co Ltd	香港三凱科技有限公司 Hong Kong San Kai Technology Co Ltd
許留山食品製造有限公司 Hui Lau Shan Food Manufacturing Co Ltd	木美衛浴實業香港有限公司 Mumei Sanitary Ware (HK) Co Ltd
蒙妮坦學院有限公司 CMM Monita Academy Ltd	劉國康·執業會計師 Lau Kwok Hong, Certified Public Accountant (Practising)
歐惠芳公關廣告有限公司 Sharon Au & Associates Ltd	智信企業融資顧問有限公司 Keystone Financial Consultancy Ltd
瑞典歐化(遠東)有限公司 Ulferts of Sweden (Far East) Ltd	迪詩臣時裝(香港)有限公司 Decision Fashion (HK) Ltd
三和貿易公司 Sanwa Trading Co	三興貿易公司 Sam Hing Trading Company
森科產品有限公司 Semk Products Ltd	藍澳威電池(香港)有限公司 Lanaowei Battery (HK) Ltd
娛藝院線有限公司 UA Cinema Circuit Ltd	天域發展香港有限公司 Horizon (HK) Development Co Ltd
倩肌堂國際集團有限公司 Pretty Skin International Group Co Ltd	沁濤美念亞洲有限公司 Samko Concept Asia Co Ltd
Maiyeah Co Ltd Maiyeah Co Ltd	華人策略控股有限公司 Chinese Strategic Holdings Ltd
偉安發展有限公司 Right Horn Development Ltd	行健堂保健集團有限公司 XJT Healthy Life Group Ltd
亨亞(香港)有限公司 Hinasia (HK) Industrial Co Ltd	合豐投資控股有限公司 Hopeful Investment Holdings Ltd
立基環球有限公司 Tanco Pacific Co Ltd	活色生香國際有限公司 Wonderlife Universal Ltd
香江國際有限公司 HKI Co Ltd	得利龍百貨有限公司 Delicron (HK) Ltd
李琳明金屬製品廠有限公司 Lee Lim Ming Metal Works Ltd	志生食品貿易有限公司 Jianzeng Food Trading Ltd
領天國際企業有限公司 Leadsky International Enterprise Ltd	李眾勝堂(集團)有限公司 Li Chung Shing Tong (Holdings) Ltd
文化村(長者用品展銷中心)有限公司 Culture Homes (Outlet Stores Wholesale Centre) Ltd	寬泰貿易有限公司 Foon Tai Trading Co Ltd
佳寧娜食品(香港)有限公司 Carrianna Food (HK) Ltd	我愛廚房有限公司 I Love Kitchen Ltd
恒益物業管理有限公司 Hang Yick Properties Management Ltd	星月珠寶首飾(香港)有限公司 Star & Moon Jewellery (HK) Co Ltd
全港藝術發展有限公司 Hong Kong Art Development Co Ltd	雅寶(國際)工作室有限公司 I & M International Ltd
保諾時網上印刷有限公司 Promise Network Printing Ltd	英識教育(亞洲)有限公司 Britannia Study Link (Asia) Ltd
欣德製作及培訓有限公司 Unlimited Power Production and Training Ltd	綜合工程(香港)有限公司 Octopus Engineering (HK) Ltd
漢順潔具香港有限公司 Hanshun Sanitary Ware (HK) Co Ltd	康加實業有限公司 Konstar Industries Ltd
家寶紅木家具(香港)有限公司 Luxury Home (HK) Co Ltd	智盛財經媒體有限公司 GenNex Financial Media Ltd
太興環球發展有限公司 Tai Hing Worldwide Development Ltd	時代生活集團有限公司 The Lifestyle Group Ltd



## 附件 Appendices

穎業國際有限公司  
Wing Yip International Ltd  
冠華食品菓子廠有限公司  
Koon Wah Food & Preserved Fruit Factory Ltd  
聖諾盟健康家居用品有限公司  
Sinomax Health & Household Products Ltd  
仲盛國際有限公司  
Joneston International Ltd  
金寶麗寢室用品有限公司  
Goldfully Bedroom Article Ltd  
高榮實業有限公司  
Global Glory Industrial Ltd  
香港國際文藝交流協會有限公司  
Hong Kong International Exchange of Artist & Culture Association Ltd  
天利藥業國際有限公司  
Tin Lee Medicine International Ltd  
新谷發展有限公司  
Sungroup Development Ltd  
數學思維教育有限公司  
MathConcept Education Ltd  
明豐(樂見)國際發展有限公司  
Ming Fung (Lok Keen) International Development Ltd  
Ensec Solutions Hong Kong Ltd  
Ensec Solutions Hong Kong Ltd  
林和成貿易有限公司  
Ettason (HK) Ltd  
美斯凱實業有限公司  
Maxcare Industrial Ltd  
敏寶有限公司  
Main Plan Ltd  
捷成有限公司  
Jetstar Co Ltd  
好利來有限公司  
Hollyland Co Ltd  
建豐胃仙-U有限公司  
Kin Fung Weisen-U Co Ltd  
世壯有限公司  
Century Strong Ltd  
萬智商標印刷有限公司  
Marche Label & Printing Ltd  
廣豪服飾(香港)有限公司  
Grand Concord Garment (HK) Ltd  
香港陳老二藥廠有限公司  
Hong Kong Chan Lo Yi Medicine Co Ltd  
惠康環境服務有限公司  
Waihong Environmental Services Ltd  
亞洲國際博覽館管理有限公司  
AsiaWorld-Expo Management Ltd  
柯伍陳律師事務所  
ONC Lawyers  
耀才證券金融集團有限公司  
Bright Smart Securities & Commodities Group Ltd  
並豐生物科技有限公司  
Twin Wealth Biotech Ltd  
夏德建國術會有限公司  
Ha Tak Kin Martial Art Society Ltd  
啟泰藥業(集團)有限公司  
Kai Tai Chinese Medicine (Holdings) Co Ltd  
香港榮源茶行有限公司  
Wing Yuen Tea (HK) Co Ltd

飛馬仕科技有限公司  
Freemax Technology Co Ltd  
叱吒(香港)有限公司  
All Power (HK) Ltd  
高崎國際控股有限公司  
Goki International Holding Co Ltd  
信德中旅船務管理有限公司  
Shun Tak - China Travel Ship Management Ltd  
澤群顧問有限公司  
B2A Consulting Ltd  
環球印館控股有限公司  
Universe Printshop Holdings Ltd  
得利鐘錶製品廠有限公司  
Dailywin Watch Products Mfg Ltd  
懷舊傢俱公司  
Style50s Home Decor  
冠珍興記醬園有限公司  
Koon Chun Hing Kee Soy & Sauce Factory Ltd  
維昌歷高(國際)有限公司  
Webber & Nickel (Int'l) Co Ltd  
Total Loyalty Co Ltd  
Total Loyalty Co Ltd  
栢凌有限公司  
Partlink Ltd  
藝采國際企業公司  
Arte Moda International Enterprises  
未來照明有限公司  
Future Lighting Collection Ltd  
明茶房有限公司  
MingCha Ltd  
昇華在線有限公司  
You Find Ltd  
高明利有限公司  
Kool Ltd  
百匯珠寶(香港)有限公司  
Pak Wui Jewellery (HK) Ltd  
億達再生資源有限公司  
E. Tech Management (HK) Ltd  
王子食品廠有限公司  
Prince Foods Manufactory Ltd  
雙建成衣有限公司  
Shuang Jian Garments Co Ltd  
華興文儀集團有限公司  
Wah Hing Office Supplies Group Ltd  
宏發電聲(香港)有限公司  
HongFa Electroacoustic (HK) Co Ltd  
四季養生茶館  
四季養生茶館  
史偉莎集團有限公司  
LBS Corporation Ltd  
銀河消防服務有限公司  
Galaxy Fire Services Co Ltd  
大埔振興有限公司  
Tai Po Chun Hing Ltd  
Union Medical Healthcare Ltd  
Union Medical Healthcare Ltd  
永嘉諾有限公司  
Winkler Ltd  
潮安發展有限公司  
Chase On Development Ltd



香港品牌發展局  
Hong Kong Brand  
Development Council

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