



香港品牌發展局
Hong Kong Brand
Development Council

推廣
PROMOTION

交流
EXCHANGES

bdc

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

培育
NURTURING

選舉
AWARDS

2018-2019 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



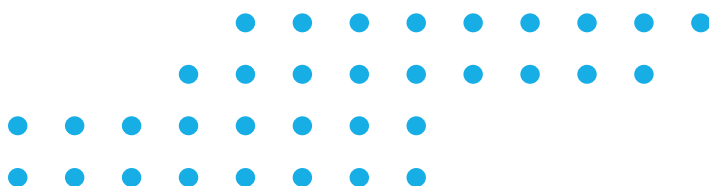
香港品牌發展局
Hong Kong Brand
Development Council

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

香港經濟在過去一年裡起伏跌宕；中美貿易摩擦持續、貿易保護主義升溫、外圍市場劇烈波動以及內地經濟走弱等，一連串的考驗接踵而來。對香港品牌來說，這個極具挑戰性的多事之秋又是一個多重機遇疊加的窗口期。一方面，創新科技加速應用，數碼化轉型的浪潮興起，正推動本地的品牌經營出現「範式轉移」；中國消費結構升級、內銷市場進一步開放，加上國家「一帶一路」戰略穩步推進，為港商打開了廣闊的業務增長空間。另一方面，隨著「粵港澳大灣區發展規劃綱要」的實施，以及多項連接香港和內地的大型跨境基礎設施陸續開通，一個規模龐大、高度融合的区域大市場已呼之欲出，為香港品牌帶來了既深且廣的業務腹地 and 前所未有的發展機會。

當前這個充滿不確定的變革時期，正是香港品牌發展的「最好的時代」。為了協助香港業界駕馭局勢，透過打造「品牌競爭力」應對環境的轉變和把握湧現的機遇，香港品牌發展局（品牌局）圍繞著探索商機、拓展網絡、提升能力和樹立典範等四大主軸展開了一系列實務性工作。

配合港商積極分散市場和開拓業務新版圖的趨勢，品牌局在過去一年裡繼續強化在內地和新興市場的「外展」推廣活動，並參與在廣州、印度孟買等地舉行的產品展示，向外地消費者推介「香港名牌標識（TOP嘜）計劃」下的優秀品牌，宣傳「TOP嘜」這一代表「優質、名望和信心」的標誌。同時，品牌局發揮「外聯內交」的橋樑角色，與多個內地省市的品牌促進機構增進交流，建立夥伴關係；更與香港中華廠商聯合會（廠商會）合辦駐港領事交流酒會，藉以加強本港工商界與「一帶一路」國家領事的聯繫，擴闊營商的人脈網絡。

Hong Kong economy hurtled through a choppy sea over the past year, as the haunting China-US trade disputes, rising trade protectionism, external market volatility and a weakening Mainland economy posed serious unremitting challenges. For many Hong Kong brands, this nerve-racking and eventful time has nevertheless opened up a window of opportunity. The accelerating diffusion of innovative technologies, in addition to the rising tide of digital transformation, has set in train a “paradigm shift” in the realm of brand management. Meanwhile, China’s upgrading consumption structure, the further opening up of the country’s domestic market and steady unfolding of “Belt and Road” strategy are creating ample room for Hong Kong businesses to grow and thrive. Following the implementation of the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area and the completion of several cross-border mega infrastructure projects connecting Hong Kong with the Mainland, a sizeable and highly-integrated regional market is quick to take shape, presenting Hong Kong brands an immense hinterland with unprecedented breadth, depth and opportunities.

This critical time of change and uncertainty constitutes the “best era” for the development of Hong Kong brands. In order to assist local industries to get the better of the situation and boost “brand competitiveness” in face of evolving environment and emerging opportunities, the Hong Kong Brand Development Council (the BDC) kicked off a number of practical initiatives along with four major dimensions, that is, exploring business opportunities, expanding networks, enhancing capabilities and establishing role models.

In line with the growing trend of market and business diversification among Hong Kong companies, the Council continued to strengthen its “outreach” promotional drive in Mainland China and overseas markets. In particular, it took part in the product exhibitions in Guangzhou and Mumbai, India to showcase premium products of brands under the “Hong Kong Top Brand Mark Scheme”, with an eye to promoting this “Hallmark of Quality, Reputation and Confidence” to consumers in the emerging markets. In the meantime, the BDC enhanced its bridging role of “connecting the world, liaising with homeland”. While stepping up exchanges and fostering partnership with various brand-promotion bodies across Mainland provinces, it also joined hands with the Chinese Manufacturers’ Association of Hong Kong (the CMA) in organising a cocktail reception with Consulates General in Hong Kong, in an effort to strengthen ties between local industries and the consulates of “Belt and Road” countries and to facilitate the expansion of business network.

主席序辭

Chairman's Statement

粵港澳大灣區為香港品牌未來的發展構築了更高、更廣闊平台；品牌局提出共建「品牌大灣區」的願景，倡導發揮「香港品牌」的優勢，深耕區域市場，引領大灣區的品牌創建，促進區內的品牌合作。除了積極為大灣區建設建言獻策以及加強與其他城市政府部門的互動之外，品牌局屬下的專責委員會亦密鑼緊鼓地進行籌劃，以冀儘快推行大灣區版的「香港品牌節」，打造推廣香港品牌集體形象的標誌性項目。

數碼化時代的來臨引發了消費模式和營商模式的顛覆性改變；品牌局近年一直將推廣數碼轉型的概念與實踐作為工作重點，以鼓勵和協助業界提升知識裝備，善用創新思維和先進科技來提升品牌經營、推廣與管理的水平。除了更新、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，品牌局還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：變革時代・創新視野」的大型研討會；並與香港數碼化聯盟合作推出一系列工作坊，攜手培養本地數碼營銷的專才。

由品牌局和廠商會合辦的「品牌選舉」是本港最具代表性的品牌獎項之一，其中歷史最悠久的「香港名牌」獎項已踏入二十周年；而隨著43個2018年得獎者的誕生，歷屆得獎品牌的累計數目已超過430個。多年來，「品牌選舉」見證了「建品牌，創名牌」的風氣在香港紮根、發芽和成長，並在此過程中擔當了引領者、促成者和推廣者的角色。

為了進一步弘揚香港品牌文化和深化「引領香港工商界立品創名」的使命，品牌局經過精心籌備，於今年年中啟動了「香港傑出品牌領袖獎」，以表彰積極投身品牌創建工作並取得卓越成就的香港企業家。新獎項開創了本地的先河，代表著「品牌選舉」向全新領域和更高層次的延伸；更將透過樹立成功典範發揮示範作用，為業界帶來啟迪，進一步將香港品牌精神發揚光大。

在過去一年裡，得蒙各界的熱心支持，品牌局的各項會務得以順利推展。我謹代表理事會向會員公司致以衷心的感謝；並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席、顧問的精心指導，全體理事的鼎力協助，秘書處職員的辛勤工作，以及政府有關部門及各界團體的精誠合作。

我衷心希望品牌局能夠繼續得到社會各方的襄助，讓我們群策群力，迎接香港品牌發展的創新時代！

The Greater Bay Area presents a higher and wider platform for the future development of Hong Kong brands. The Council proposes to build a “Brand Greater Bay Area” vision, leveraging on our “Hong Kong Brand” advantage to deep plough the regional markets, lead the way of branding in the Greater Bay Area and foster brand collaboration within the region. Aside from actively submitting policy suggestions on advancing the development of Greater Bay Area and strengthening interaction with various government departments in the region, the Council's related committees have spared no efforts in drawing up plans to accelerate the launch of a large-scale promotion project in Greater Bay Area, drawing on the successful experience of “Hong Kong Brand Festival”, which would serve as a flagship initiative towards uplifting the collective image of Hong Kong brands in the region.

The arrival of the era of digitalisation has brought forth disruptive changes to consumption model and business modus operandi. The Council has in the recent years focused its sights on the promotion of digital transformation concepts and practices, in an attempt to stimulate local industries to adopt innovative thinking and advanced technology and to help equip them with the state-of-the-art techniques for enhancing the level of brand-building, promotion and management. Aside from updating and enriching the content of its training programmes and the “SME Branding Club” activities, the Council joined forces with the Trade and Industry Department and Hong Kong Trade Development Council to hold the large-scale “Branding To Win Seminar: New Era • New Vision” and launched a series of workshops in collaboration with the Digital Transformation Alliance to nurture local digital marketing talents.

The “Brand Awards” jointly organised by the Council and the CMA has become one of the most representative recognition schemes in Hong Kong, with its longest established award category “Hong Kong Top Brand” having celebrated its 20th anniversary. With the addition of 43 winners of 2018 Brand Awards, the total number of awarded brands has reached more than 430. Over the years, “Brand Awards” has witnessed the brand-building culture take root, sprout and grow in Hong Kong and has been during this process playing the role as catalyst, facilitator and promoter.

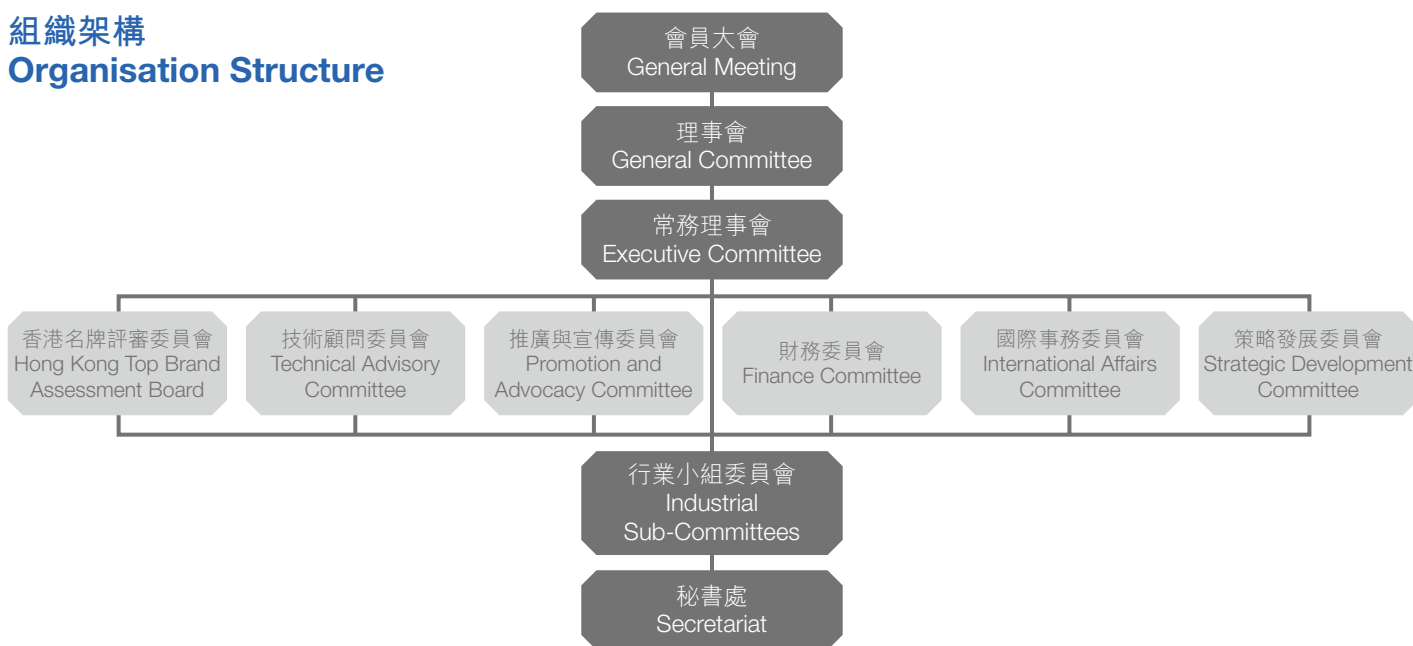
To further inculcate Hong Kong brand culture and to take forward the mission of “Steering our industries towards brand-building”, the Council in the middle of this year launched the meticulously-planned “Hong Kong Distinguished Brand Leader Award” (Brand Leader Award). This new award aims at acknowledging Hong Kong entrepreneurs who have been earnestly devoted to the cause of brand-building and made extraordinary achievements. As the first of its kind locally, the Brand Leader Award signifies the extension of the “Brand Awards” to a new arena and higher level. Through building successful role models, it will help illustrate best practices and inject inspiration into the industries, while carrying forward the Hong Kong brand spirit.

The enthusiastic support from many parties contributed enormously to the successful implementation of the Council's various initiatives over the past year. On behalf of the BDC, I would like to express my heartfelt gratitude to the Council's member companies. I would thank Honorary Patron, Honorary Advisors, Honorary Chairman, Emeritus Chairmen as well as Advisors for the solicitous guidance and the General Committee Members for the able leadership. I am also indebted to the secretariat staff for their hard work and to relevant government departments and organisations for their sincere collaboration.

The Council is looking forward to continued support from all walks of life in our society. Together, we work hand-in-hand to embrace a brand-new era for 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 :

謝邱安儀女士 Mrs Annie Yau Tse
盧永強先生 Mr David Lo
梁國浩先生 Mr Stephen Liang
黃亮博士 Dr Alwin L Wong
李賢雄先生 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)

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



1999年	1999
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.
2003年	2003
《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.
2004年	2004
「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.
2005年	2005
<ol style="list-style-type: none"> 1. 由廠商會牽頭的香港品牌發展局於5月完成組建工作, 並召開第一次理事會; 隨後於8月舉行成立典禮, 由工商及科技局常任秘書長俞宗怡主禮。 2. 自2005年起, 「香港名牌選舉」和「香港名牌標識計劃」成為品牌局和廠商會的合辦項目; 主辦機構並舉辦首屆「香港服務名牌選舉」。 3. 品牌局創立「中小企品牌群策營」並舉行首次活動。 	<ol style="list-style-type: none"> 1. Initiated by the CMA, the BDC was formed and the first General Committee Meeting was convened in May 2005. In August, the BDC Inauguration Ceremony was officiated by the Permanent Secretary for Commerce and Industry Ms Denise Yu. 2. From 2005 onwards, the Hong Kong Top Brand Awards has become a joint project of the BDC and the CMA. The Hong Kong Top Service Brand Awards was launched in 2005. 3. The SME Branding Club was established and the first gathering was held in October.
2006年4月	2006 April
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.
2006年8月	2006 August
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.



2006年9月	2006 September
<ol style="list-style-type: none"> 1. 品牌局召開第一次會員大會。 2. 品牌局擔任國家商務部「品牌萬里行」香港站活動之支持單位。 	<ol style="list-style-type: none"> 1. The first BDC Annual General Meeting was held. 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.
2007年5月	2007 May
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”.
2007年7月	2007 July
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”.
2008年10月	2008 October
品牌局與香港大學專業進修學院合作開辦「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.
2009年1月	2009 January
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.
2009年6月	2009 June
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”.
2009年6月至2010年2月	2009 June to 2010 February
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.
2009年10月	2009 October
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”.

2009年12月	2009 December
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.
2010年7月	2010 July
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.
2010年10月	2010 October
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”.
2011年6月	2011 June
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餐及座談會。	The BDC dispatched a delegation to Guangdong Province to visit related government departments and hosted a networking luncheon and a discussion meeting in Guangzhou.
2011年11月至2012年8月	2011 November to 2012 August
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”.
2012年11月至2017年4月	2012 November to 2017 April
獲「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」資助，先後赴廈門、重慶、哈爾濱、天津、大連舉辦「香港品牌節」。	The BDC organised “Hong Kong Brand Festival” in Xiamen, Chongqing, Harbin, Tianjin and Dalian in a row under the sponsorship of the “Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)”.
2014年7月至2015年8月	2014 July to 2015 August
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”.
2015年8月	2015 August
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.



<p>2016年8月</p>	<p>2016 August</p>
<p>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。</p>	<p>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.</p>
<p>2017年6月至7月</p>	<p>2017 June to July</p>
<p>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。</p>	<p>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.</p>
<p>2017年11月</p>	<p>2017 November</p>
<p>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，隨後舉辦「2017香港品牌發展論壇」。</p>	<p>The BDC published an e-book titled “Branding: To Do Hong Kong Proud”; and the launching ceremony, for which Under Secretary for Commerce and Economic Development Dr Bernard Chan Pak-li acted as the officiating guest, was followed by the “Hong Kong Brand Development Forum 2017”.</p>
<p>2018年3月至12月</p>	<p>2018 March to December</p>
<p>參與香港貿易發展局舉辦的「香港時尚館•成都」、「香港時尚生活館•福州」以及「時尚生活滙展•孟買」，組織「香港名牌」及「香港新星品牌」得獎公司進行產品展示。</p>	<p>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 Chengdu”, “Style Hong Kong Pavilion in Fuzhou” and “Lifestyle Expo in Mumbai”.</p>
<p>2018年11月</p>	<p>2018 November</p>
<p>為促進香港工商業界與「一帶一路」沿線國家的聯繫，品牌局與廠商會合辦「駐港領事交流酒會」。</p>	<p>To strengthen the economic ties between the industries and countries along the Belt and Road, the BDC and the CMA co-hosted a networking cocktail reception for Consul-Generals in Hong Kong.</p>
<p>2019年1月</p>	<p>2019 January</p>
<p>2018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。</p>	<p>The 2018 Awards Presentation Ceremony was officiated by the Financial Secretary Hon Paul Chan, followed by a Gala Dinner with around 700 distinguished guests.</p>

政策建言 Policy Suggestions

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

建立大灣區商標互認機制的倡議

品牌局早在2011年就提出「大中華商標註冊互認機制」，以冀在內地、香港、澳門、台灣建立一個統一的商標註冊機制。有見於粵港澳大灣區建設的全面推進為推動區內實現市場一體化帶來了新的契機，品牌局倡議，粵港澳政府可把握大灣區發展的歷史性機遇，透過加強制度合作與創新，率先在大灣區內建立商標註冊的互認機制和知識產權保護的協調制度，為企業在區內營運提供更大的便利，同時亦可促進企業發展自我品牌，提高增值創富能力。

香港知識產權署和廣東省市場監督管理局(知識產權局)於2019年5月7日聯合舉辦以「特色老店／老字號的品牌發展：品牌重塑」為主題的「粵港澳商標品牌國際化」交流活動；品牌局的代表在會上提議，粵港澳大灣區可建立一個區域性、統一的商標註冊制度。為此，粵港澳三地可組建一個統籌機構「大灣區商標聯盟」；初期先為三地建立知識產權的信息交流渠道，推動互設辦事處、代理相互間的註冊服務等，同時著手進行「大灣區馳名商標」的認定工作。

在條件成熟時，聯盟更可提供類似《馬德里議定書》項下的綜合註冊服務，即「一註三用」；按統一的流程受理企業於粵港澳三地的商標註冊申請，並協調各地的收費水平、保護範圍、上訴機制等，推動大灣區內商標註冊與管理便捷化。



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

Proposal on “Mutual Trademark Recognition Mechanism in Greater Bay Area”

The BDC in 2011 broached the idea of establishing a region-wide trademark mutual recognition and reconciliation mechanism in the Greater China, i.e. Mainland China, Hong Kong, Taiwan and Macao. Seeing that the development of Guangdong-Hong Kong-Macao Greater Bay Area has provided a new impetus for the economic integration in the region, the BDC therefore suggests that the governments of Hong Kong, Guangdong and Macao could grasp this historic opportunities and take the lead to pursue trademark mutual recognition within the Greater Bay Area through G2G cooperation and institutional innovation.

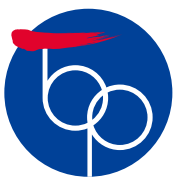
At the exchange programme on “Branding Globalisation in Guangdong, Hong Kong and Macao” under the theme of “Brand Development of Classic Old Shops/Time-honoured Brands: Rebranding” co-organised by the Intellectual Property Department of Hong Kong SAR and the Guangdong Province Administration for Market Regulation (Guangdong Intellectual Property Office) on 7 May 2019, the representative of the BDC suggested that members of the Greater Bay Area could join forces to establish a region-wide unified trademark registration system. Inter alia, the trademark registration authorities of Guangdong, Hong Kong and Macao could consider setting up an organisation namely the “Greater Bay Area Trademark Alliance”, which, in the beginning, might focus on strengthening the exchange of information among the three members, assisting to provide trademark registration services in each other’s territory, and conducting accreditation for “Well-known Trademarks of Greater Bay Area”.

At a later stage, it is suggested that the Alliance could offer an integrated registration service, drawing on the Madrid System, which means one single registration will be valid for all the three members. The Alliance would implement measures to facilitate trademark registration and management in the Greater Bay Area; for example, it would handle trademark application according to a standardised procedure and coordinate the service fee scheme, trademark protection scope, appeal and review process among the three members, thus uplifting the IP environment of the region.

品牌選舉 Brand Awards

2018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2018年已踏入第二十屆。



2018年「香港名牌選舉」初賽及決賽分別於2018年11月19日及2019年1月7日舉行。主辦機構並於2018年12月15日至2019年1月5日期間在第53屆「工展會」舉行公眾投票。

在入圍決賽的20個產品品牌中，有13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「曲奇4重奏」、「福泰珠寶」、「四海魚蛋」、「FX Creations」、「軒琴居」、「JaneClare」、「Labkable」、「中大中藥傳承」、「萬希泉」和「MOMAX」。另外，三家往屆「香港名牌」的獲獎者，即「恆香」、「捷榮」和「美味棧」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「茲曼尼」、「五色靈芝」和「維新烏絲素」。

2018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、時任香港工業總會主席郭振華、香港品牌發展局副主席吳清煥、香港設計師協會會長葉小卡、以及香港貿易發展局助理總裁梁國浩。

2018 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 20th running in 2018.

The Preliminary Judging of the 2018 Awards was held on 19 November 2018, with 20 local brands shortlisted for Final Judging. The Organisers then staged public polling at the 53rd Hong Kong Brands and Products Expo (HKBPE) from 15 December 2018 to 5 January 2019.

At the Final Judging held on 7 January 2019, 13 brands were selected as winners. Awardees of “2018 Hong Kong Top Brand” included “Cookies Quartet”, “Fook Tai Jewellery”, “Four Seas Fishballs”, “FX Creations”, “HECOM”, “JaneClare”, “Labkable”, “LEGEND”, “Memorigin” and “MOMAX”. Three past winners namely “Hang Heung”, “Tsit Wing” and “Yummy House” 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 “GIORMANI”, “Vita Green Lingzhi” and “Vita Hair” 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.

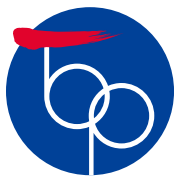
Chaired by the Director-General of Trade and Industry Ms Salina Yan, the Final Judging Panel of 2018 Hong Kong Top Brand Awards comprised Dr Dennis Ng, President of the CMA; Mr Willy Lin, Chairman of the Hong Kong Productivity Council; Mr Jimmy Kwok, the then Chairman of the Federation of Hong Kong Industries; Mr Ng Ching Wun, Vice Chairman of the BDC; Mr Karr Yip, Chairman of Hong Kong Designers Association; and Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council.



2018年「香港名牌選舉」決賽評審團成員與品牌局總裁合照(左起)：張梓昌(林宣武代表)、葉小卡、吳宏斌、甄美薇(工業貿易署署長)、吳清煥、梁國浩、陳允誠(郭振華代表)及品牌局總裁楊立門。
Final Judging Panel of 2018 Hong Kong Top Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Dr Lawrence Cheung (representative of Mr Willy Lin), Mr Karr Yip, Dr Dennis Ng, Ms Salina Yan (Director-General of Trade and Industry), Mr Ng Ching Wun, Mr Stephen Liang, Mr Bryant Chan (representative of Mr Jimmy Kwok), and CEO of the BDC Mr Raymond Young.

2018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。



2018年「香港服務名牌選舉」已是第十四次舉辦，吸引了來自餐飲、旅遊、倉儲、教育、資訊科技服務、醫療保健及照顧服務等多個行業的代表性品牌報名參賽。初賽及決賽分別於2018年11月19日及2019年1月8日舉行；並於2018年12月15日至2019年1月5日期間在第53屆「工展會」舉行公眾投票。

在入圍的22個品牌中，有13個出類拔萃的服務品牌摘取了第十四屆「香港服務名牌選舉」的主要獎項。膺獲「香港服務名牌」者包括：「翠明假期」、「購票通」、「清晰醫療集團」、「髮再生」、「香港街市」、「滙港資訊」、「意樂餐廳」、「環亞機場貴賓室」、「寶湖」和「頤和園護老集團」。另外，三家往屆「香港服務名牌」的獲獎者「亞洲國際博覽館」、「遵理」及「DR REBORN」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「大昌食品」和「儲存易迷你倉集團」。

2018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、香港理工大學暫任校長陳正豪、時任香港旅遊發展局主席林建岳、香港中華總商會副會長劉鐵成、香港零售管理協會董事會成員鄭偉雄、以及香港總商會總裁袁莎妮。

2018 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 2018 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as catering, travel agency, storage, education, information technology, medical and healthcare, as well as care-giving services.

The Preliminary Judging was held on 19 November 2018, while the Final Judging was conducted on 8 January 2019. The Organisers staged public polling at the 53rd HKBPE from 15 December 2018 to 5 January 2019. After fierce competition, 13 brands stood out from the 22 shortlisted entries.

Awardees of “2018 Hong Kong Top Service Brand” included “Charming Holidays”, “Cityline”, “Clarity Medical Group”, “Hair Again 2000”, “Hong Kong Market”, “Infocast”, “Itamomo”, “Plaza Premium Lounge”, “Treasure Lake” and “Yi Wo Yuen Aged Sanatorium Centre”. At the same time, “AsiaWorld-Expo”, “Beacon Group” and “DR REBORN” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Besides, “DCH Foods” and “Storefriendly” were selected as the 2018 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 2018 Hong Kong Top Service Brand Awards, which consisted of Mr Simon Wong, Chairman of the BDC; Prof Philip Chan, Interim President of the Hong Kong Polytechnic University; Dr Peter Lam, the then Chairman of Hong Kong Tourism Board; Mr Brandon Liu, Vice Chairman of the Chinese General Chamber of Commerce; Mr Thomson Cheng, Member of Board of Directors of Hong Kong Retail Management Association; and Miss Shirley Yuen, Chief Executive Officer of the Hong Kong General Chamber of Commerce.



2018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)：曹天麗(林建岳代表)、鄭偉雄、黃家和、陳百里(商務及經濟發展局副局長)、劉鐵成、黃亮(陳正豪代表)、陳利華(袁莎妮代表)及品牌局總裁楊立門。
Final Judging Panel of 2018 Hong Kong Top Service Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Ms Tina Chao (representative of Dr Peter Lam), Mr Thomson Cheng, Mr Simon Wong, Dr Bernard Chan (Under Secretary for Commerce and Economic Development), Mr Brandon Liu, Dr Alwin Wong (representative of Prof Philip Chan), Mr Watson Chan (representative of Miss Shirley Yuen), and CEO of the BDC Mr Raymond Young.

2018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。



第九屆「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2018年11月19日及12月14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商務及經濟發展局常任秘書長(工商及旅遊)利敏貞；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22個品牌中，有6個產品品牌及6個服務品牌脫穎而出，成為第九屆的「摘星新一代」。「香港新星品牌」得獎者包括：「回味」、「azure」、「寶寶百味」、「暖之織」、「The Lederer」和「ZiGaaDaai」；而獲得「香港新星服務品牌」的品牌為：「e-banner」、「Elite Hair」、「好好生活」、「香港仁和體檢」、「柴犬工房」和「銀鑲灣渡假酒店」。

品牌選舉宣傳片

品牌局於2018年推出全新的電視廣告宣傳片，以「更上一層樓」的主題，巧妙地帶出良好的「知名度」、「品質」、「形象」等乃「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，展現「香港名牌選舉」與業界攜手再攀高峰的願景。

廣告宣傳片於2018年7月至8月期間於有線電視、奇妙電視、以及電子和社交媒體上播放。



品牌局於2018年7月舉行的新聞發佈會宣佈2018年各項品牌選舉正式啟動。
The BDC held a press conference in July 2018 to announce the kick-off of 2018 Awards.

2018 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 9th running, the 2018 Emerging Awards Preliminary Judging took place on 19 November 2018; and the Final Judging was conducted on 14 December 2018, under the chairmanship of Miss Eliza Lee, 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 22 entries shortlisted for the Final Judging, 6 product labels and 6 service brands stood out as the new batch of “emerging stars” after fierce competition. Awardees of “2018 Hong Kong Emerging Brand” included “After Taste”, “azure”, “BabyBasic”, “KnitWarm”, “The Lederer” and “ZiGaaDaai”; while winners of “Hong Kong Emerging Service Brand” were “e-banner”, “Elite Hair”, “HOHOLIFE”, “re:HEALTH”, “SHIBAINC” and “Silvermine Beach Resort”.



2018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)：李娟(李國安代表)、巢國明、商務及經濟發展局副秘書長(工商)吳麗敏(常任秘書長利敏貞代表)、陳國民、何志誠、利德裕及品牌局總裁楊立門。

Final Judging Panel of 2018 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): Prof Julie Li (representative of Prof Matthew Lee), Mr Joe Chau, Deputy Secretary for Commerce and Economic Development (Commerce and Industry) Miss Erica Ng (representative of Permanent Secretary Miss Eliza Lee), Dr Edward Chan, Ir C S Ho, Dr Edmund Lee, and CEO of the BDC Mr Raymond Young.

TV Commercial for Brand Awards

The BDC launched a brand-new TV commercial in 2018. Based on the theme of “moving up the ladder of success”, the TVC naturally and innovatively brings out the salient characteristics and key success factors of Hong Kong Top Brand, notably “Reputation”, “Quality” and “Image”. It also employs movie shooting techniques with a mysterious touch to illustrate the Awards’ vision of “Scaling new heights hand-in-hand with the industries”.

The TV commercial was broadcasted on Cable TV, Fantastic TV and digital and social media from July to August 2018.

(表一) (Table 1)

二零一八年香港名牌選舉得獎名單 List of 2018 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		
	茲曼尼 GIORMANI	歐達傢俱有限公司 Arredamenti Co 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
	維新烏絲素 Vita Hair	維特健靈健康產品有限公司 Vita Green Health Products Co Ltd
香港卓越名牌 Hong Kong Premier Brand		
	恆香 Hang Heung	恆香老餅家有限公司 Hang Heung Cake Shop Co Ltd
	捷榮 Tsit Wing	捷榮咖啡有限公司 Tsit Wing Coffee Co Ltd
	美味棧 Yummy House	美味棧國際有限公司 Yummy House International Ltd
香港名牌 Hong Kong Top Brand		
	曲奇4重奏 Cookies Quartet	曲奇四重奏有限公司 Cookies Quartet Ltd
	福泰珠寶 Fook Tai Jewellery	福泰珠寶集團有限公司 Fook Tai Jewellery Group Ltd
	四海魚蛋 Four Seas Fishballs	四海環球食品有限公司 Four Seas Global Food Co Ltd
	菲爾詩 FX Creations	豐盛創意國際有限公司 FX Creations International Ltd
	軒琴居 HECOM	七海化工(集團)有限公司 Seven Sea Chemicals (Holdings) Ltd
	JaneClare JaneClare	珍卡兒藥妝有限公司 Laboratory JaneClare Ltd
	Labkable Labkable	Labkable Asia Ltd Labkable Asia Ltd
	中大中藥傳承 LEGEND	仍志中大中藥傳承有限公司 CU Legend Co Ltd
	萬希泉 Memorigin	萬希泉鐘錶有限公司 Memorigin Watch Co Ltd
	摩米士 MOMAX	摩米士科技(香港)有限公司 Momax Technology (Hong Kong) Ltd

二零一八年香港服務名牌選舉得獎名單 List of 2018 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		
	大昌食品 DCH Foods	大昌貿易行有限公司 Dah Chong Hong, 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
香港卓越服務名牌 Hong Kong Premier Service Brand		
	亞洲國際博覽館 AsiaWorld-Expo	亞洲國際博覽館管理有限公司 AsiaWorld-Expo Management Ltd
	遵理 Beacon Group	遵理學校有限公司 Beacon College Ltd
	DR REBORN DR REBORN	香港醫思醫療集團有限公司 Union Medical Healthcare Ltd
香港服務名牌 Hong Kong Top Service Brand		
	翠明假期 Charming Holidays	翠明假期有限公司 Charming Holidays Ltd
	購票通 Cityline	購票通(香港)有限公司 Cityline (Hong Kong) Ltd
	清晰醫療集團 Clarity Medical Group	尚方有限公司 Saintford Ltd
	髮再生 Hair Again 2000	創生興業有限公司 New Cynosure Co Ltd
	香港街市 Hong Kong Market	建華(街市)管理有限公司 Uni-China (Market) Management Ltd
	滙港資訊 Infocast	滙港資訊有限公司 Infocast Ltd
	意樂餐廳 Itamomo	亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
	環亞機場貴賓室 Plaza Premium Lounge	環亞機場服務管理有限公司 Plaza Premium Lounge Management Ltd
	寶湖 Treasure Lake	寶湖飲食集團有限公司 Treasure Lake Catering Holdings Ltd
	頤和園護老集團 Yi Wo Yuen Aged Sanatorium Centre	頤和園護老中心有限公司 Yi Wo Yuen Aged Sanatorium Centre Ltd

(表三) (Table 3)

二零一八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 2018 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		
	回味 After Taste	溢興貿易(香港)有限公司 Yat Hing Trading (Hong Kong) Ltd
	azure azure	美康居國際有限公司 Azureliving International Ltd
	寶寶百味 BabyBasic	健康創建(香港)有限公司 Health Basis (HK) Ltd
	暖之織 KnitWarm	逢發織造有限公司 Fung Fat Knitting Manufactory Ltd
	The Lederer The Lederer	The Lederer Ltd The Lederer Ltd
	ZiGaaudaai ZiGaaudaai	思佳智能有限公司 C Smart Technologies Co Ltd
香港新星服務品牌 Hong Kong Emerging Service Brand		
	e-banner e-banner	e-banner Ltd e-banner Ltd
	Elite Hair Elite Hair	晝暉控股集團有限公司 Sunlight Enterprises Holding Ltd
	好好生活 HOHOLIFE	好好集團有限公司 HOHO Group Ltd
	香港仁和體檢 re:HEALTH	香港醫思醫療集團有限公司 Union Medical Healthcare Ltd
	柴犬工房 SHIBAINC	柴犬工房有限公司 Shibainc Ltd
	銀鑛灣渡假酒店 Silvermine Beach Resort	銀鑛灣渡假酒店有限公司 Silvermine Beach Resort 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(前排右六)、品牌局主席黃家和(前排左五)、評審團成員及得獎公司代表於2019年1月29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 (6th from right, first row), BDC Chairman Mr Simon Wong (5th from left, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the Awards Presentation Ceremony on 29 January 2019.

2018年選舉頒獎典禮暨慶祝晚宴

2018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2019年1月29日假香港會議展覽中心會議廳舉行。頒獎典禮由香港特區政府財政司司長陳茂波、廠商會會長吳宏斌及品牌局主席黃家和主禮，並由陳司長、商務及經濟發展局常任秘書長(工商及旅遊)利敏貞、副局長陳百里和工業貿易署署長甄美薇頒發獎座予得獎公司。

晚宴筵開55席，近700位嘉賓歡聚一堂，盛況空前；豐富的特備節目精彩紛呈，包括祝酒儀式、絲帶舞表演、燈舞表演及中西樂器演奏等，令氣氛高潮迭起。主辦機構亦於頒獎典禮之前舉辦酒會，以及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。



廠商會會長吳宏斌與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常任秘書長利敏貞參觀設於頒獎典禮現場的「香港名牌巡禮」展覽。
Accompanied by CMA President Dr Dennis Ng and BDC Chairman Mr Simon Wong, Financial Secretary Hon Paul Chan and Permanent Secretary for Commerce and Economic Development Miss Eliza Lee toured around the "Parade of Hong Kong Top Brands" exhibition at the venue of 2018 Awards Presentation Ceremony.



廠商會會長吳宏斌(右)致送感謝狀予2018年選舉頒獎典禮暨慶祝晚宴主禮嘉賓財政司司長陳茂波。
CMA President Dr Dennis Ng (right) presented Certificate of Appreciation to Guest of Honour of the 2018 Awards Presentation Ceremony-cum-Gala Dinner Financial Secretary Hon Paul Chan.



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.



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

2018 Awards Presentation Ceremony-cum-Gala Dinner

The Presentation Ceremony-cum-Gala Dinner of the 2018 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was held at the Hong Kong Convention and Exhibition Centre on 29 January 2019.

Financial Secretary Hon Paul Chan, CMA President Dr Dennis Ng and BDC Chairman Mr Simon Wong officiated at the Ceremony. The Hon Paul Chan presented trophies to the winners, together with Miss Eliza Lee, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism); Dr Bernard Chan, Under Secretary for Commerce & Economic Development; and Ms Salina Yan, Director-General of Trade and Industry.

Near 700 guests attended the Awards Presentation Ceremony-cum-Gala Dinner; and the strong line-up of spectacular programmes, including toasting ceremony, dancing performances 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.



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1. 廠商會會長吳宏斌致送感謝狀予商務及經濟發展局常任秘書長(工商及旅遊)利敏貞(左)。
CMA President Dr Dennis Ng presented Certificate of Appreciation to Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Miss Eliza Lee (left).
2. 廠商會會長吳宏斌致送感謝狀予商務及經濟發展局副局長陳百里(左)。
CMA President Dr Dennis Ng presented Certificate of Appreciation to Under Secretary for Commerce and Economic Development Dr Bernard Chan (left).
3. 廠商會會長吳宏斌致送感謝狀予工業貿易署署長甄美薇(右)。
CMA President Dr Dennis Ng presented Certificate of Appreciation to Director-General of Trade and Industry Ms Salina Yan (right).
4. 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(右)。
BDC Chairman Mr Simon Wong presented Certificate of Appreciation to the representative of Event Sponsor Mr Daniel Hui, Partner of KPMG (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.

回顧 Review



1. 一眾嘉賓於簽名板前駐足留影。
Honourable guests arrived at the signing board.
2. 慶祝晚宴筵開55席，出席嘉賓近700人。
Around 700 guests attended the Award Presentation Ceremony-cum-Gala Dinner.
3. 主辦機構代表合照。
Representatives of the Organisers posed for a group picture.
4. 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.



1. 政商名流和社會賢達歡聚一堂，同申慶賀，包括保安局局長李家超、商務及經濟發展局副局長陳百里、工業貿易署署長甄美薇、商務及經濟發展局副秘書長(工商)吳麗敏、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 Secretary for Security Hon John Lee, Under Secretary for Commerce and Economic Development Dr Bernard Chan, Director-General of Trade and Industry Ms Salina Yan, Deputy Secretary for Commerce and Economic Development (Commerce and Industry) Miss Erica Ng, Legislative Council members and representatives of consulates, joined this "Sumptuous Feast for Hong Kong Brands".

2. 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.

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



2018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。

2018年「最佳品牌策劃獎」分別於2018年6月23日及8月25日舉行第一階段及第二階段評審；兩個階段的評審共選出4組得獎者。其中，第二階段評審由品牌局副主席黃偉鴻博士以及證書課程講師林穎芝出任評審委員。

今屆「最佳品牌策劃獎」的頒獎典禮於2018年11月30日舉行，由主禮嘉賓品牌局副主席吳清煥致辭，並頒發獎項予得獎者。隨後舉行「創意品牌講座」，邀得藍山環宇有限公司首席營運總監林靜芝小姐擔任主講嘉賓，分享如何結合科技與藝術在零售業打造全新品牌體驗；講座吸引50多人出席。



品牌局副主席吳清煥於「2018最佳品牌策劃獎」頒獎典禮上致辭。
BDC Vice Chairman Mr Ng Ching Wun delivered a speech at the Presentation Ceremony of "2018 Best Brand Idea Award".

2018 Best Brand Idea Award

Starting from 2010, the BDC has joined forces with HKU 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 first-phase and the second-phase Judging of the 2018 Best Brand Idea Award were held on 23 June and 25 August 2018 respectively. All together four outstanding brand proposals were selected as the winners. The Panellists of the second-phase Judging were BDC Vice Chairman Dr Ellis Wong and Lecturer of the Executive Programme Ms Sharon Lam.

At the Award Presentation Ceremony held on 30 November 2018, BDC Vice Chairman Mr Ng Ching Wun delivered welcome remarks and presented prizes to the winners. The Ceremony was followed by a brand seminar, at which, Ms April Lam, Chief Operating Officer of Blue Mount International Limited, shared with over 50 audiences on how technology and arts could work together to reinvent brand experience in retail.



品牌局副主席吳清煥(右一)及黃偉鴻(左一)頒發證書予「2018最佳品牌策劃獎」得獎者。
BDC Vice Chairman Mr Ng Ching Wun (1st from right) and Dr Ellis Wong (1st from left) presented certificates to winners of "2018 Best Brand Idea Award".

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53屆工展會—Teen創商機攤位創業計劃」、《經濟一週》主辦的「實力品牌大獎2019」、亞太品牌發展及加盟協會主辦之「亞太特許經營卓越品牌2018」和「亞太自主卓越品牌2018」、以及香港O2O電子商務總會主辦的「O2O領先典範大獎2019」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, including “The 53rd HKBPE: Teen’s Startup Biz” organised by the CMA, “The Outstanding Brand Awards 2019” by Economic Digest, “ABFA Award” by Asia Brand & Franchising Association, and “O2O Award” by Hong Kong O2O E-Commerce Federation.



品牌局副主席吳清煥擔任「實力品牌大獎2019」頒獎嘉賓。
BDC Vice Chairman Mr Ng Ching Wun was invited to be an award-presenting guest of “The Outstanding Brand Awards 2019”.



品牌局主席黃家和頒獎予「O2O領先典範大獎2019」的得獎者。
BDC Chairman Mr Simon Wong presented award to a winner of “O2O Award”.

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」(TOP嘜)系統，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2019年8月，「TOP嘜計劃」核准品牌超過230個，涉及1,100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 2019, the Scheme has more than 230 licensees, covering over 1,100 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」、「珍品李家」、「e-緋蝶」、「蘇太名醬」、「青洲英坭」、「Bodibra」、「東東」、「獅球嘜」、「駱駝嘜」、「GE」、「SS」、「特寶」、「紅雙喜」、「閃電」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”, “Zhen Pin Li Jia”, “Effective”, “Mrs So’s XO Sauce”, “Green Island Cement”, “Bodibra”, “East East”, “Lion & Globe”, “Camel Brand”, “GE”, “SS”, “Topper”, “Double Happiness” and “ZAAN”.

香港製造標識計劃

Made in Hong Kong Mark Scheme



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68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
2018年		
8月28日	如何製作社交平台企業官方影片	約110人
10月19日	中小企品牌如何把握內地市場營銷的新趨勢	約40人
2019年		
4月30日	「砌」出品牌	約40人
5月23日	如何避免決策錯誤影響企業品牌	約50人



數碼媒體專家謝珊珊分享製作企業官方影片的心得。
Digital media expert Ms Tse Shan Shan demonstrated the ways to create a successful corporate video.



數碼營銷專家呂浩欣講解內地數碼營銷的最新趨勢及策略。
Digital marketing expert Ms Karen Lui shed light on the latest trends and strategies for digital marketing in Mainland China.

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 68 gatherings, of which 4 were held in the past year.

Recent Activities of SME Branding Club

(Table 4)

Date	Topic	Number of Participants
Year 2018		
28 August	Corporate Official Video for Social Media Use	About 110
19 October	Rising China Advertising Platforms for SME	About 40
Year 2019		
30 April	Brand-Building by Using LEGO® SERIOUS PLAY® Materials and Methodology	About 40
23 May	How to Avoid Making Critical Mistakes that Affect Corporate Brand	About 50



培訓顧問余修賢講解如何利用[LEGO® SERIOUS PLAY®]協助品牌策略規劃。
Training consultant Mr Kenneth Yu elaborated on how to make use of LEGO® SERIOUS PLAY® to facilitate brand strategy formulation.



品牌顧問馬穎釗分析妨礙品牌發展的常見錯誤。
Brand consultant Mr Desmond Marshall analysed some common management mistakes that undermined the value of a brand.

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年起合辦品牌管理行政人員證書課程，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。該課程圍繞「創意品牌及品牌管理」及「數碼品牌傳播」兩大主題，邀請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，「2018創意品牌講座」及「愛Brand才會贏」工作坊分別於2018年11月30日及2019年3月14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。

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 education programme in brand management. This Programme comprises two certificate courses, i.e. “Executive Certificate in Creative Branding and Brand Management” and “Executive Certificate in Digital Brand Communications”. It marks the first brand management course in town that is co-organised by two prestigious organisations, leveraging on the synergy of the industries and the academia.

The Programme is taught by veteran brand experts; and its contents 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. “2018 Creative Brand Seminar” and a workshop namely “Brand: We are Loving It” were held on 30 November 2018 and 14 March 2019 respectively, at which brand experts shared with audience the techniques and practices of brand communication. The two activities attracted over 90 participants in total.



「2018創意品牌講座」邀得藍山環宇有限公司首席營運總監林靜芝擔任主講嘉賓，分享如何結合科技與藝術在零售業打造全新品牌體驗。

At the “2018 Creative Brand Seminar”, Chief Operating Officer of Blue Mount International Limited Ms April Lam spoke on how technology and arts could help to reinvent brand experience in retail.



行政人員證書課程導師鄭佩芳於「愛Brand才會贏」工作坊上講解品牌管理及品牌傳訊的主要概念。

Lecturer of Executive Certificate Ms Julie Cheng elaborated on the key concepts of brand management and brand communication at “Brand: We are Loving It” Workshop.

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
2018年		
7月12日	「數碼化轉『型』新時代」研討會	約60人
7月25日	「策略營銷」工作坊	約20人
8月3日	「銷售談判雙贏技巧」工作坊	約10人
9月3日	「國內網上營銷實戰攻略」工作坊	約10人
9月11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：變革時代・創新視野」	約300人
10月5日	「提升銷售能力以達至最佳銷售效益」工作坊	約10人
10月31日	數碼轉「型」系列之一：「企業數碼轉化策略」高層管理人員工作坊	約10人
11月14日	數碼轉「型」系列之二：「數碼營銷實戰」工作坊	約10人
11月30日	品牌局與香港大學專業進修學院合辦之「2018創意品牌講座」	約50人
2019年		
1月4日	「手機『拉人』法！」工作坊	約20人
2月27日	「2019數碼營銷」工作坊	約10人
3月14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40人
3月15日	「個人品牌」工作坊	約10人
4月3日	「策略營銷」工作坊	約10人
5月3日	「服務禮儀與品酒技巧」工作坊	約10人
6月21日	「刁難客人的服務技巧」工作坊	約20人
6月26日	「以『對話智能』來提升客戶和團隊的互信及人際關係」工作坊	約10人



數碼營銷專家張天秀於「企業數碼轉化策略」高層管理人員工作坊上講解企業實行數碼轉化策略的益處。
Digital marketing expert Mr Daniel Cheung analysed the benefits of digitalisation for an enterprise at the Workshop on "Digital Transformation Strategies for Senior Management".



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

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 the industries.

Seminars and Training Programmes Organised by the BDC

(Table 5)

Date	Activity	Audience Number
Year 2018		
12 July	Seminar on “New Era of Digitalisation”	About 60
25 July	Workshop on “Strategic Marketing”	About 20
3 August	Workshop on “Win-win Sales Negotiation”	About 10
3 September	Workshop on “Strategic Guide to China Digital Marketing”	About 10
11 September	“Branding To Win Seminar: New Era • New Vision” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA	About 300
5 October	Workshop on “Achieving the Best Marketing Effectiveness for Sales Executive”	About 10
31 October	Serial Workshops on Digitalisation: “Digital Transformation Strategies for Senior Management”	About 10
14 November	Serial Workshops on Digitalisation: “Practical Skills for Digital Marketing”	About 10
30 November	“2018 Creative Brand Seminar” by the BDC and HKU SPACE	About 50
Year 2019		
4 January	Workshop on “Strategic Mobile Marketing”	About 20
27 February	Workshop on “The Latest Trends of Digital Marketing and Social Media 2019”	About 10
14 March	“Brand: We are Loving it” Workshop by the BDC and HKU SPACE	About 40
15 March	Workshop on “Personal Branding”	About 10
3 April	Workshop on “Strategic Marketing”	About 10
3 May	Workshop on “Business Etiquette and Wine Tasting”	About 10
21 June	Workshop on “Service Skills for Handling Difficult Customers”	About 20
26 June	Workshop on “Using Conversational Intelligence® (C-IQ) to Build Great Trust and Relationship with Clients and Peers”	About 10



品牌顧問周志基於「個人品牌」工作坊上講解建立個人品牌故事以及化解品牌危機的策略。
At the Workshop on “Personal Branding”, brand consultant Mr William Chau elaborated on the ways to build a personal brand story and the strategies for managing brand crisis.



營銷管理專家黃嘉輝及歐陽偉文於「國內網上營銷實戰攻略」工作坊上講解香港及國內網上推廣的最新趨勢及市場策略。
At the Workshop on “Strategic Guide to China Digital Marketing”, marketing expert Mr Patrick Wong and Mr Wyman Au Yeung gave a lecture on the latest trend and strategies of online marketing in Hong Kong and Mainland China.

「數碼化轉『型』新時代」研討會

為了向業界提供數碼轉型的最新資訊，品牌局、廠商會及數碼化聯盟於2018年7月12日聯合舉辦「數碼化轉『型』新時代」研討會，邀請知名的營銷專家以及數碼化轉型的「先行者」企業分享在數碼化新時代下的營商策略。研討會吸引了逾60家公司代表出席。

Seminar on “New Era of Digitalisation”

In order to help the industries keep abreast of the latest developments on digital transformation, the BDC, the CMA and the Digital Transformation Alliance (DTA) jointly held a seminar titled “New Era of Digitalisation” on 12 July 2018.

Attracting more than 60 participants, the Seminar featured renowned marketing experts and industry pioneers, who shared with the audience the business strategies in the age of digitalisation and local experience in implementing digital transformation.



主辦機構代表與演講嘉賓合照。
Speakers and the representatives of Organisers posed for a group photo.



數碼化聯盟創會主席兼香港大學經濟及工商管理學院客席助理教授張天秀介紹制定及實行數碼轉化策略的步驟。
President of DTA and Adjunct Assistant Professor of Faculty of Business and Economics of the University of Hong Kong Mr Baniel Cheung introduced the steps to design and implement a digitally-integrated organisation strategy.



Abiqos Limited業務發展經理王德祥(左)及Velocity Business Solutions Limited方案顧問羅天宏(右)分享應用數據分析提升企業管理和市場推廣效率的個案。

Business Development Manager of Abiqos Limited Mr Stephen Wong (left) and Solutions Consultant of Velocity Business Solutions Limited Mr Kelvin Law (right) shared with audience several cases on the commercial application of data analytics.



數碼化聯盟副主席兼You Find創辦人朱俊昌講解如何善用社交平台上獲得的大數據進行有效的數碼營銷和品牌推廣。
Vice Chairman of DTA and Founder of You Find Limited Mr Jeffrey Chu illustrated on how to make use of the big data obtained in social platform to conduct effective digital marketing and brand promotion.



Freehunter創辦人鄭康桁分享數碼轉化對未來勞動市場的影響。
Founder of Freehunter Mr Harris Cheng shed light on the impacts of digital transformation upon future labour market.

回顧 Review

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，分享品牌「智」勝之道。

品牌局與工業貿易署、香港貿易發展局及廠商會於2018年9月11日聯合舉辦第十五個「品牌「智」勝系列研討會」。研討會於香港會議展覽中心舉行，以「變革時代・創新視野」為主題，多位本地學者、稅務專家、專業顧問以及品牌掌舵人匯聚一堂，剖析當今商業環境的顛覆性變化對品牌發展帶來的機遇與挑戰，暢談新時代下香港品牌的創新和持續發展策略；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 15th "Branding to Win" Serial Seminar was held on 11 September 2018 under the banner of "New Era • New Vision"; 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, tax expert, professional advisor and brand owner, who shared their views on the revolutionary changes that were reshaping the business world and shed light on the effective branding strategies in a rapidly changing environment.



品牌局副主席吳清煥(左)致送紀念品予演講嘉賓。
BDC Vice Chairman Mr Ng Ching Wun (left) presented Certificate of Appreciation to a speaker.



香港中文大學(深圳)經濟管理學院及深圳高級金融學院院長講席教授賈建民講述大數據的「時空關」概念及其於品牌價值創造的應用。

Presidential Chair Professor of Shenzhen Finance Institute and the School of Management and Economics of the Chinese University of Hong Kong (Shenzhen) Dr Jamie Jia expounded the concept of "Time-Space-Connections Framework" and its applications on the brand value creation in big data age.



畢馬威會計師事務所中國稅務合夥人許昭淳分析電子商務發展帶來的稅務問題及挑戰。

Partner of China Tax of KPMG Mr Daniel Hui gave an account of the tax challenges brought by digitalisation.



八達通控股有限公司營業及市場總監李玉兒講解流動支付在香港的應用情況及未來發展。
Sales and Marketing Director of Octopus Holdings Limited Ms Rita Li illustrated the adoption of mobile payment in Hong Kong and its future developments.



歐斯析企業管理諮詢公司大中華區合夥人Pascal Martin介紹多種適合香港品牌的社交電商模式和網絡營銷策略。
Partner of Greater China of OC&C Strategy Consultants Mr Pascal Martin introduced the latest developments of social commerce and various social media marketing strategies pertinent to Hong Kong brands.



林和成貿易有限公司總經理林亭亭分享其以創新產品及數碼營銷活化經典品牌「多多」的經驗。

General Manager of Ettason (HK) Limited Ms Diana Lam shared with audience her experience in rejuvenating the classic brand "Torto" with innovative products and digital marketing techniques.



主辦機構代表包括品牌局副主席吳清煥(左五)和黃偉鴻(左二)、工業貿易署助理署長衛懿欣(右五)及香港貿易發展局製造業拓展總監黎華慧君(右三)等與演講嘉賓合照。

Representatives of Organisers including the BDC Vice Chairmen Mr Ng Ching Wun (5th from left) and Dr Ellis Wong (2nd from left), Assistant Director-General of the TID Ms Christine Wai (5th from right) and Director of Product Promotion of the TDC Mrs Regina Lai (3rd from right) posed for a photo with the speakers.

品牌推廣及交流 Brand Promotion and Exchanges

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

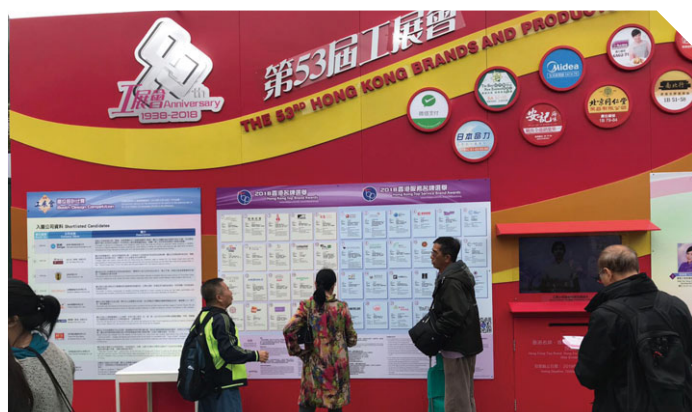
(表六)

舉辦日期	活動名稱	地點	展示內容
2018年			
10月10日至13日	第15屆中國國際中小企業博覽會	廣州	設置攤位
12月19至20日	時尚生活滙展 • 孟買	印度孟買	設置產品展示專櫃；展示26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
12月15日至2019年1月7日	第53屆香港工展會	香港	設立資料展板及網站宣傳
2019年			
1月29日	2018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43個得獎品牌資料



品牌局組織「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「時尚生活滙展 • 孟買」，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 "Lifestyle Expo in Mumbai" organised by the Hong Kong Trade Development Council.



2018年「香港名牌選舉」及「香港服務名牌選舉」於第53屆「香港工展會」進行公眾投票。

2018 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 53rd Hong Kong Brands and Products Expo.

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 2018			
10 to 13 October	The 15th China International SMEs Fair	Guangzhou	Booth
19 to 20 December	Lifestyle Expo in Mumbai	Mumbai, India	Display board and product showcase (for 26 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
15 December to 7 January, 2019	The 53rd Hong Kong Brands and Products Expo	Hong Kong	Display board and Internet promotion
Year 2019			
29 January	2018 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 43 winners of the 2018 Awards)



2018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 2018 Awards Presentation Ceremony.

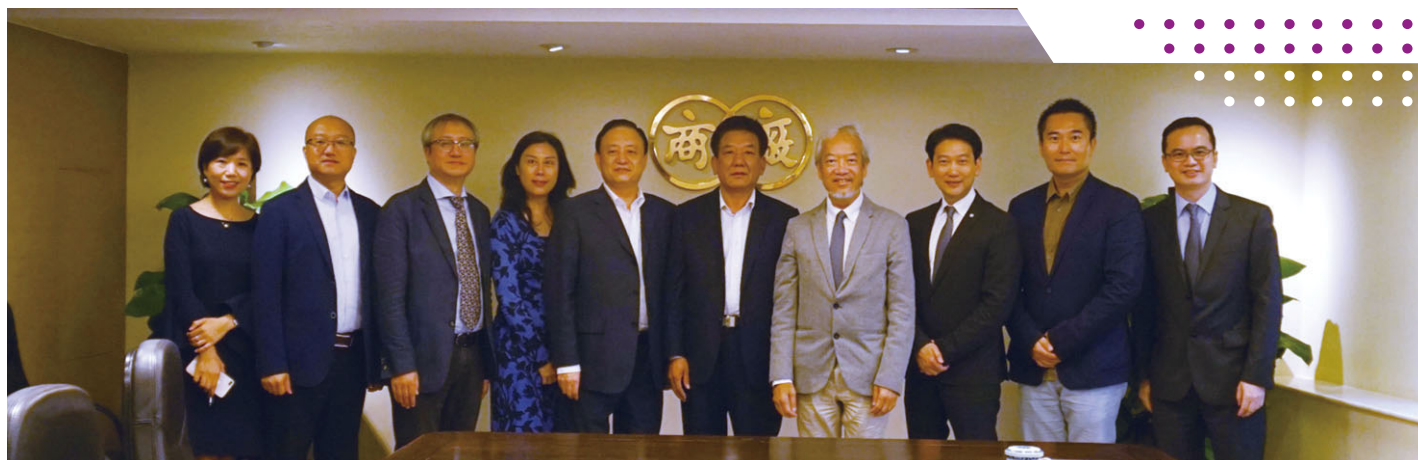
交流與互動

品牌局透過參與本港和內地的論壇、交流會、聯誼活動以及接洽來自國內和海外的訪問團等渠道，積極與各地政府和工商組織保持聯繫，就品牌發展互換意見和探討合作。

品牌局參與之交流活動

(表七)

舉辦日期	內容主題	地點	品牌局角色
2018年			
7月31日	成都市人民政府主辦之「2018香港•成都商貿合作周」之「對話沙龍：蓉港協同發展 品牌消費西進」	香港	協辦單位
8月17日	山東省商務廳代表團	香港	接待訪問團
11月12日	品牌局與廠商會合辦之「駐港領事交流酒會」	香港	合辦
2019年			
3月4日	中山市沙溪鎮代表團訪會	香港	接待訪問團
4月29日	成都市人民政府主辦之「首店經濟發展交流大會」	成都	協辦單位
5月7日	香港知識產權署及廣東省市場監督管理局合辦之「粵港澳商標品牌國際化交流活動」	廣州	出席



山東省商務廳代表團到訪品牌局，雙方互就品牌發展及合作交換意見。
A delegation from Department of Commerce of Shandong Province visited the BDC to exchange views on brand development and future cooperation.

Exchanges and Networking

The BDC maintains close links with governments, industrial organisations and enterprises in Hong Kong, Mainland and overseas, through attending forums, participating in social gatherings and exchange programmes, receiving delegations, and other channels.

BDC on Exchange Programmes

(Table 7)

Date	Activity	Location	Role of BDC
Year 2018			
31 July	Forum on “Tapping Into Western China Market Through Leveraging on the Synergy of Chengdu and Hong Kong” by Chengdu Municipal People’s Government	Hong Kong	Supporting Organisation
17 August	Visit by the Department of Commerce of Shandong Province	Hong Kong	Receiving Delegation
12 November	Networking Cocktail Reception for Consul-Generals by the BDC and the CMA	Hong Kong	Co-organiser
Year 2019			
4 March	Delegation of Zhongshan Shaxi Town Government	Hong Kong	Receiving Delegation
29 April	“Exchange Conference on the Development of First Store Economy” by the Chengdu Municipal People’s Government	Cheungdu	Supporting Organisation
7 May	Exchange Programme on “Branding Globalisation in Guangdong, Hong Kong and Macao” by the Intellectual Property Department of HKSAR and the Guangdong Province Administration for Market Regulation	Guangzhou	Participant



品牌局副主席沈運龍參與「粵港澳商標品牌國際化交流團」。
BDC Vice Chairman Dr Aaron Shum joined the Exchange Programme on “Branding Globalisation in Guangdong, Hong Kong and Macao”.



中山市沙溪鎮代表團到訪品牌局。
Visit by the Delegation of Zhongshan Shaxi Town Government.

與各國駐港領事交流酒會

為促進香港工商業界與「一帶一路」沿線國家的聯繫，品牌局聯同廠商會於2018年11月12日假香港會舉辦「駐港領事交流酒會」；逾100名本港企業家與近20個國家的駐港領事館的代表匯聚一堂，在輕鬆愉快的氣氛中互相交流，暢談國際經貿合作的商機。

酒會邀得商務及經濟發展局署理局長陳百里、中華人民共和國外交部駐香港特別行政區特派員公署國際部副主任張建新及領事部處長姜暘擔任主禮嘉賓；並由品牌局榮譽主席兼廠商會國際事務委員會主席陳淑玲致歡迎辭，以及廠商會第一副會長史立德致祝酒辭。



品牌局榮譽主席陳淑玲致歡迎辭。
BDC Chairlady Emeritus Ms Shirley Chan delivered welcome remarks.



品牌局榮譽主席陳淑玲及品牌局主席黃家和迎接駐港領事。
BDC Chairlady Emeritus Ms Shirley Chan and BDC Chairman Mr Simon Wong greeted a Consul-General.

Networking Cocktail Reception for Consul-Generals

To strengthen the economic ties between the industries and countries along the Belt and Road, the BDC and the CMA co-hosted a networking cocktail reception on 12 November 2018. In a relaxing and delighted ambience, the Cocktail Reception assembled over 100 representatives of Hong Kong companies and nearly 20 members of the consular corps.

Acting Secretary for Commerce and Economic Development Dr Bernard Chan, together with Mr Zhang Jian Xin and Mr Jiang Yang who are Deputy Director of the Department of International Organisations and Conferences and the Division Chief of the Consular Department of the Office of the Commissioner of the Ministry of Foreign Affairs of the PRC in the HKSAR respectively, officiated at the Cocktail Reception. BDC Chairlady Emeritus cum Chairlady of CMA International Affairs Committee Ms Shirley Chan delivered a welcome remark, followed by a toast led by Dr Allen Shi, First Vice President of the CMA.



品牌局及廠商會代表與駐港領事舉行祝酒儀式。
BDC and CMA Leaders together with representatives of consulates drank a toast.



業界代表與駐港領事在酒會上歡聚一堂。
The Cocktail Reception provided a pleasant meet-and-mingle networking occasion for representatives of local industries and consular corps.

蓉港品牌合作

由成都市人民政府主辦的「『2018香港·成都商貿合作周』成都高端商貿推介會」於2018年7月31日假九龍香格里拉酒店舉行啟動儀式；品牌局擔任推介會屬下「對話沙龍：蓉港協同發展 品牌消費西進」環節的支持機構，並與成都零售商協會簽署了一項戰略合作協議。

在「對話沙龍：蓉港協同發展 品牌消費西進」上，成都和香港兩地的業界領袖與學者進行熱烈討論，交流拓展市場的心得和推動品牌合作的前景；逾20多家香港企業的代表出席。

繼香港推介會之後，成都市人民政府於2019年4月29日在成都舉辦「首店經濟發展交流大會」，品牌局應邀擔任活動的支持單位。多個著名的香港餐飲及食品業品牌赴蓉出席了交流大會，包括「点点綠」、「翠華餐廳」及「銀龍粉麵茶餐廳」等；品牌局主席黃家和並擔任演講嘉賓，向近600位與會人士分享香港品牌的發展情況。

Hong Kong – Chengdu Brand Cooperation

In the opening ceremony of “Hong Kong • Chengdu Business Cooperation Week 2018” organised by the Chengdu Municipal People’s Government in Kowloon Shangri-La Hotel on 31 July 2018, the BDC signed a Memorandum of Understanding with Chengdu Retailers Business Association and acted as supporting organisation for the “Salon Dialogue on Brand Cooperation Between Chengdu and Hong Kong”.

The Salon Dialogue was a forum for business leaders and academia from both sides to exchange views on the prospects for brand cooperation and business development strategies, with the participation of representatives from more than 20 Hong Kong companies.

Following the Salon Dialogue, the BDC was invited to be a supporting organisation for the “Exchange Conference on the Development of First Store Economy” organised by the Chengdu Municipal People’s Government on 29 April 2019. Several Hong Kong food and catering brands including “Greenodotdot”, “Tsui Wah Restaurant” and “Ngan Lung Restaurant” attended the Conference in Chengdu; and BDC Chairman Mr Simon Wong gave a keynote speech on Hong Kong brand development to an audience of about 600 participants.



黃家和主席(右一)代表品牌局與成都零售商協會簽署戰略合作協議。
On behalf of the BDC, Mr Simon Wong (1st from right) signed a MOU with Chengdu Retailers Business Association.



品牌局主席黃家和(中)於「對話沙龍」上分享他在成都的營商經驗。
BDC Chairman Mr Simon Wong (middle) shared his experience in developing Chengdu market at the Salon Dialogue.



品牌局領導與成都市人民政府代表合影留念。
Representatives of the Chengdu Municipal People’s Government and the BDC posed for a group photo.



品牌局主席黃家和於「首店經濟發展交流大會」上發表演說。
BDC Mr Simon Wong spoke at the “Exchange Conference on the Development of First Store Economy”.

2018《香港名牌巡禮》



2018《香港名牌巡禮》於2018年7月出版，合計303頁；以中英對照、圖文並茂的形式，將近250個香港原創品牌的成功故事和心得經驗集結成書，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》已是第十六次出版。

2018《香港名牌巡禮》共發行近4,000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、報館、工商團體及社會知名人士；並利用本港及國內展覽會、訪問團及其他推廣活動，向國內及海外的機構和人士派發。

官方網站

品牌局官方網站(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。

此外，2018《香港名牌巡禮》首次以電子書的形式上載於網站的「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 2018

The 2018 edition of “The Parade of Hong Kong Top Brands” was published in July 2018. This 303-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 2018” was the 16th edition.

With a circulation volume of 4,000, 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 under 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”.

Besides, “The Parade of Hong Kong Top Brands 2018” was uploaded onto the BDC website under the column of “Top Brands Gallery”. Adopting the format of e-book for the first time, the electronic version helped to extend the promotion coverage of the Parade to overseas business communities and consumers via Internet.



會務活動 Council Activities

2018會員大會

品牌局於2018年9月21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、倡導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。

2018 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 21 September 2018. 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, promoting the practices 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2018年度會員大會上合照。
Representatives of BDC Members posed for a group photo at 2018 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2018年9月21日及2019年4月16日舉行會議，分別就「名牌選舉」增設新獎項以及申請「工商機構支援基金」的項目等進行討論。



品牌局召開第六屆理事會第二次會議。
The BDC convened the second 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2019年4月16日舉行了聯席會議，審議品牌局2019年度財政收支概算。

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 21 September 2018 and 16 April 2019, to study the feasibility of introducing new award category under the “Hong Kong Top Brand Awards” and to review the proposal of a project that would apply for the “Trade and Industrial Organisation Support Fund” 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 16 April 2019 to approve the 2019 financial budget of the Council.

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2018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2018年11月19日完成四個「選舉」入圍品牌的遴選工作。委員會在2019年舉行了多次會議，包括：於3月13日的會議上就「名牌選舉」增設新獎項的可行方案進行討論；於5月10日舉行會議商討2019年「品牌選舉」的日程及安排，同日並與技術顧問委員會舉行聯席會議，研究「香港傑出品牌領袖獎」的執行及技術細節；於5月24日進行「2019年品牌領袖獎」的預選。

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2019年5月10日與香港名牌評審委員會舉行聯席會議，就「香港傑出品牌領袖獎」的執行提供技術指導。

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2018年11月26日舉行會議，討論2018年「品牌選舉」頒獎典禮暨慶祝晚宴的具體安排；在2019年5月30日的會議上，委員會審議了品牌局2019年重要活動的宣傳計劃。

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 2018 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 19 November 2018.

The Committee held a meeting on 13 March 2019 to discuss the implementation details of introducing a new award category. On 10 May 2019, it held a joint meeting with Technical Advisory Committee to study the technical issues related to the “Hong Kong Distinguished Brand Leader Award”, followed by a supplementary meeting to discuss the schedule and arrangements for 2019 Brand Award. The Committee also convened a meeting on 24 May 2019 to conduct pre-screening of the perspective candidates and their affiliated brands for the “2019 Brand Leader Award”.

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 joint meeting with Hong Kong Top Brand Assessment Board on 10 May 2019 to give technical advices on the implementation of “Hong Kong Distinguished Brand Leader Award”.

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 26 November 2018 to discuss the logistic arrangements for the 2018 Awards Presentation Ceremony-cum-Gala Dinner. It convened another meeting on 30 May 2019 to endorse the promotional programmes of the Council's major activities in 2019.

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2019年4月11日舉行會議，就推展「香港傑出品牌領袖獎」的方向收集意見。

會員招募

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

品牌局歡迎任何認同品牌局理念、支持香港品牌發展的公司和組織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。

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 a brainstorming meeting on 11 April 2019 to explore the ways to take forward "Hong Kong Distinguished Brand Leader Award".

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 Hong Kong company holding a valid business registration certificate or any Hong Kong association registered with the relevant Government authority are eligible to apply to become a Corporate Member of the Hong Kong Brand Development Council. Companies or associations incorporated outside Hong Kong can apply to be 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.



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 and 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」、「香港新星服務品牌選舉」和「香港傑出品牌領袖獎」，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", "Hong Kong Emerging Service Brand Awards" and "Hong Kong Distinguished Brand Leader Award", 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, apart from staging large-scale projects like "Hong Kong Brand Festivals" in major Mainland cities. 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.

Appendices

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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
謝邱安儀 Mrs Annie Yau Tse
巢國明 Mr Joe Chau
葉小卡 Mr Karr Yip
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

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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

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芝柏婚禮殿堂
GP Wedding
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
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
雞仔餅大王有限公司
King of Chicken Cake Ltd

奧麗有限公司
Oceanic Leader Ltd
美國家得路天然健康食品有限公司
Catalo Natural Health Foods Ltd
盈創(疊高)實業有限公司
Kado Industrial Co Ltd
金至尊珠寶(香港)有限公司
3D-Gold Jewellery (HK) Ltd
璋基咖啡有限公司
Grand Coffee Co Ltd
同珍公司
Tung Chun Co
順利建材潔具有限公司
Shun Lee Bldg Materials & Sanitary Wares Ltd
Banner SHOP Hong Kong Ltd
Banner SHOP Hong Kong Ltd
自然怡家有限公司
Natural Home Collections Ltd
香港小輪(集團)有限公司
Hong Kong Ferry (Holdings) Co Ltd
百成堂參茸行有限公司
Pak Shing Tong Ginseng Co Ltd
穩健醫療(香港)有限公司
Winner Medical (HK) Ltd
三聯書店(香港)有限公司
Joint Publishing (HK) Co Ltd
偉澳照明實業有限公司
Rio Industrial Ltd
康業服務有限公司
Hong Yip Service Co Ltd
蛋撻王控股有限公司
King Bakery Holdings Ltd
海皇國際有限公司
Ocean Empire International Ltd
大寧有限公司
Dialink Ltd
英記茶莊有限公司
Ying Kee Tea Co Ltd
南北行參茸葯材有限公司
Nam Pei Hong Sum Yung Drugs Co Ltd
天虹海鮮酒家
Lamma Rainbow Seafood Restaurant Ltd
安記海味有限公司
On Kee Dry Seafood Co Ltd
麗安(工業)有限公司
Lai On Products (Industrial) Ltd
信和物業管理有限公司
Sino Estates Management Ltd
萬希泉鐘錶有限公司
Memorigin Watch Co Ltd
楊氏水產有限公司
Yeungs Marine Products Ltd
大有倉集團有限公司
Tai Yau Storage Group Ltd
恆香老餅家有限公司
Hang Heung Cake Shop Co Ltd
太子珠寶鐘錶公司
Prince Jewellery and Watch Co

專業國際旅運有限公司
Travel Expert Ltd
信譽科技發展有限公司
Faith Technology Development Ltd
致富集團有限公司
Chief Group Ltd
榮利集團(國際)有限公司
Wing Li Group (International) Ltd
美味棧國際有限公司
Yummy House International Ltd
銀龍飲食集團有限公司
Ngan Lung Catering (Holdings) Ltd
添福餐飲食品發展有限公司
Timfold Catering and Food Service Ltd
煌府集團有限公司
Palace Group Management Ltd
梳化倉有限公司
Sofamark Ltd
簡約養生有限公司
Pristine Living Ltd
合和土木發展有限公司
Hop Wo Development Ltd
昇鋒國際有限公司
Pro Logic International Ltd
康盟有限公司
Concord Alliance Ltd
泉昌有限公司
Chuan Chiong Co Ltd
原味家作有限公司
Original Taste Workshop Ltd
譽宴集團有限公司
U Banquet Group Ltd
福滿臨珠寶集團有限公司
Fook Moon Lam Jewellery Holdings Co Ltd
華潤堂有限公司
CR Care Co Ltd
復興貿易發展有限公司
Fok Hing Trading Development Co Ltd
穎明實業有限公司
Makebest Industries Ltd
貴族國際貿易有限公司
Yaki Champion Boutique Ltd
輝捷製造有限公司
FMC Manufacturing Co Ltd
阿一鮑魚公主(香港)有限公司
Ah Yat Abalone Princess (HK) Ltd
卡撒天嬌國際有限公司
Casablanca International Ltd
高來國際集團有限公司
Top Loyal International Holdings Ltd
一心旅遊有限公司
Instant Travel Service Ltd
天澄閣投資有限公司
Crystal Harbour Restaurant Ltd
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

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Appendices

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
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
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
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

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
龐蓓有限公司
Pompei Ltd
新佛香食品有限公司
Sun Fat Heung Food Products 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
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
富邦帽袋實業有限公司
Richbond Caps & Bags Manufacturing Ltd
京都念慈菴總廠有限公司
Nin Jiom Medicine Manufactory (HK) Ltd
中大捲閘有限公司
Chung Tai Roller Shutters Co Ltd
許留山食品製造有限公司
Hui Lau Shan Food Manufacturing Co Ltd
蒙妮坦學院有限公司
CMM Monita Academy Ltd
歐惠芳公關廣告有限公司
Sharon Au & Associates Ltd
瑞典歐化(遠東)有限公司
Ulferts of Sweden (Far East) Ltd
三和貿易公司
Sanwa Trading Co
森科產品有限公司
Semk Products Ltd
娛藝院線有限公司
UA Cinema Circuit Ltd

香港嘉捷藥業有限公司 Hong Kong Kamax Pharmacy Ltd	綜合工程(香港)有限公司 Octopus Engineering (HK) Ltd
偉安發展有限公司 Right Horn Development Ltd	康加實業有限公司 Konstar Industries Ltd
立基環球有限公司 Tanco Pacific Co Ltd	智盛財經媒體有限公司 GenNex Financial Media Ltd
香江國際有限公司 HKI Co Ltd	會所1號有限公司 ClubOne Ltd
李琳明金屬製品廠有限公司 Lee Lim Ming Metal Works Ltd	穎業國際有限公司 Wing Yip International Ltd
領天國際企業有限公司 Leadsky International Enterprise Ltd	冠華食品菓子廠有限公司 Koon Wah Food & Preserved Fruit Factory Ltd
文化村(長者用品展銷中心)有限公司 Culture Homes (Outlet Stores Wholesale Centre) Ltd	聖諾盟健康家居用品有限公司 Sinomax Health & Household Products Ltd
佳寧娜食品(香港)有限公司 Carrianna Food (HK) Ltd	金寶麗寢室用品有限公司 Goldfully Bedroom Article Ltd
恒益物業管理有限公司 Hang Yick Properties Management Ltd	高榮實業有限公司 Global Glory Industrial Ltd
全港藝術發展有限公司 Hong Kong Art Development Co Ltd	香港國際文藝交流協會有限公司 Hong Kong International Exchange of Artist & Culture Association Ltd
保諾時網上印刷有限公司 Promise Network Printing Ltd	天利藥業國際有限公司 Tin Lee Medicine International Ltd
欣德製作及培訓有限公司 Unlimited Power Production and Training Ltd	數學思維教育有限公司 MathConcept Education Ltd
太興集團控股有限公司 Tai Hing Group Holdings Ltd	明豐(樂見)國際發展有限公司 Ming Fung (Lok Keen) International Development Ltd
新世界(國際)免稅集團有限公司 New Era (International) Duty Free Group Co Ltd	Ensec Solutions Hong Kong Ltd Ensec Solutions Hong Kong Ltd
新時代卡拉OK有限公司 Neway Karaoke Box Ltd	林和成貿易有限公司 Ettason (HK) Ltd
萬麗行有限公司 Manley Co Ltd	美斯凱實業有限公司 Maxcare Industrial Ltd
正意工作室有限公司 QConcept Ltd	敏寶有限公司 Main Plan Ltd
智信企業融資顧問有限公司 Keystone Financial Consultancy Ltd	捷成有限公司 Jetstar Co Ltd
沁濤美念亞洲有限公司 Samko Concept Asia Co Ltd	好利來有限公司 Hollyland Co Ltd
華人策略控股有限公司 Chinese Strategic Holdings Ltd	建豐胃仙-U有限公司 Kin Fung Weisen-U Co Ltd
行健堂保健集團有限公司 XJT Healthy Life Group Ltd	世壯有限公司 Century Strong Ltd
合豐投資控股有限公司 Hopeful Investment Holdings Ltd	萬智商標印刷有限公司 Marche Label & Printing Ltd
活色生香國際有限公司 Wonderlife Universal Ltd	廣豪服飾(香港)有限公司 Grand Concord Garment (HK) Ltd
得利龍百貨有限公司 Delicron (HK) Ltd	香港陳老二藥廠有限公司 Hong Kong Chan Lo Yi Medicine Co Ltd
李眾勝堂(集團)有限公司 Li Chung Shing Tong (Holdings) Ltd	惠康環境服務有限公司 Waihong Environmental Services Ltd
寬泰貿易有限公司 Foon Tai Trading Co Ltd	亞洲國際博覽館管理有限公司 AsiaWorld-Expo Management Ltd
我愛廚房有限公司 I Love Kitchen Ltd	柯伍陳律師事務所 ONC Lawyers
星月珠寶首飾(香港)有限公司 Star & Moon Jewellery (HK) Co Ltd	耀才證券金融集團有限公司 Bright Smart Securities & Commodities Group Ltd
英識教育(亞洲)有限公司 Britannia Study Link (Asia) Ltd	並豐生物科技有限公司 Twin Wealth Biotech Ltd

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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
潮安發展有限公司
Chase On Development Ltd
駿隆專業保險顧問有限公司
Gain Miles Assurance Consultants Ltd
恒宇仁龍拳協會有限公司
Heng Yue Yen Long Kwon Association Ltd
嘉禾(香港)國際貿易公司
Ka Woo (HK) International Trading Co
健康創建(香港)有限公司
Health Basis (HK) Ltd
曉熙國際有限公司
Excellent Life International Ltd
銀鑛灣渡假酒店有限公司
Silvermine Beach Resort Ltd
躍思教育出版社
Jumpstart Publishers
曲奇四重奏有限公司
Cookies Quartet Ltd
奧迪美(香港)有限公司
Optimix (HK) Ltd
太和洞藥廠有限公司
Tai Wo Tung Medicine Co Ltd
伊勢珠寶有限公司
Ise Jewellery Co Ltd
四海環球食品有限公司
Four Seas Global Food Co Ltd
Labkable Asia Ltd
Labkable Asia Ltd
達發織造有限公司
Fung Fat Knitting Mfy Ltd
中信醫藥科技有限公司
Reliable Medicine Technology Co Ltd
奧美(集團)有限公司
Dogaroo Group Ltd
樂濤國際企業有限公司
Winning International Enterprises Co Ltd
柴犬工房有限公司
Shibainc Ltd
綠盈環保有限公司
Green Intellect Co Ltd
香港馬世良堂製藥有限公司
H.K. Ma Sai Leung Tong Medicine Manufacturing Ltd
傳承科技有限公司
Inheritance Technology Co Ltd
金怡旅行社有限公司
Goldjoy Travel Ltd
張榮記粉麵廠有限公司
Cheung Wing Kee Noodles Factory Co Ltd
比比美容化妝有限公司
BB Beauty & Cosmetic Ltd
宏俊創建有限公司
Great Smart Creation Ltd
太平洋娛樂有限公司
Bar Pacific Entertainment Ltd
Oveco Industries Ltd
Oveco Industries Ltd



香港品牌發展局
Hong Kong Brand
Development Council



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