



香港品牌發展局

Hong Kong Brand Development Council

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

Annual Report 年報
2016-2017

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

全球經濟進入了增長放緩的「新常态」，加上科技日新月異的發展和消費者心態的潛移默化，引發了商業經營的「範式轉移」。儘管許多行業正面臨嚴峻壓力，但香港品牌發展卻呈現生機勃勃的可喜景象；越來越多本地企業加快了品牌創建的步伐，透過打造品牌競爭力迎接環境變遷的挑戰，更藉以搶攻新市場和提升自身在價值鏈上的位置。

憑著「香港品牌」的正面形象和多方面的獨特優勢，香港品牌紛紛把握當前市場結構和消費文化變革的新趨勢，加緊將業務版圖擴展至大江南北，並逐漸向「一帶一路」沿線國家延伸。配合港商業務發展的需要，香港品牌發展局（品牌局）繼續加強「外展」推廣工作，在過去一年裏除了組織「香港名牌標識(TOP 嘜)計劃」的核准品牌參與寧波、廣州、澳門等城市的展覽活動之外，亦再次遠赴中東迪拜推廣香港的優質產品，讓更多新興市場的消費者認識「TOP 嘜」這一代表著「優質、名望和信心」的標誌。

在政府的「發展品牌、升級轉型及拓展內銷市場的專項基金」的資助下，品牌局去年成功舉辦了「香港品牌+大連」系列活動；今年再下一城，展開了聲勢浩大的「香港品牌節•北京」項目，帶領逾百個香港原創品牌「登陸」首都。這亦是繼武漢、廈門、重慶、哈爾濱、天津之後，「香港品牌節」第六次和第七次進駐內地的城市。「大連+香港品牌節」打造了一個匯聚110多個品牌的大型體驗區，將主題性產品展示、互動式示範攤位以及具香港特色的文娛表演節目融為一體，營造出多元化、多層次的「感受香港，體驗品牌」氛圍，彰顯香港品牌的創意新潮形象和「非一般」的情感價值。

品牌局還組織高層代表團前赴大連和瀋陽市進行商務考察，與當地業界建立聯繫，為遼港的品牌合作開道探路；並委託專家團隊，對大連和周邊地區的市場環境和分銷渠道開展多方位研究，包括與分銷商的深度訪談、港商內銷實戰經驗的案例分析及對當地零售企業的觀摩研習等，以多維角度透視遼東半島的商業環境以及市場進入和推廣策略，協助香港品牌探索內銷商機。

The global economy is entering the “New Normal” of slowing growth, which, coupled with the sea-changes in consumer mindsets and the rapid technological advancements, has brought about a paradigm shift in business. While the industry is striving against the current, we also see new and promising prospects for the development of Hong Kong brands. More and more Hong Kong enterprises have quickened their pace of brand-building, using branding competitiveness as a means to tide over the challenging time as well as a game plan to tap into new markets and move up the value chain.

Leveraging on the positive image of “Hong Kong Brand”, Hong Kong brands are carving out their path across the nation and making their way towards “One Belt One Road” countries. To tie in with the latest developments of our industries, the Hong Kong Brand Development Council (the BDC) has continued its efforts in outbound promotion. In the past year, the BDC took part in a number of exhibitions held in Ningbo, Guangzhou, Macau and other cities; and it also embarked on the second voyage to Dubai, UAE for showcasing the premium products of “Hong Kong Top Brand Mark Scheme” licensees, with an eye to promoting this “Hallmark of Quality, Reputation and Confidence” to consumers in the emerging markets.

Under the sponsorship of the Government's Dedicated Fund on Branding, Upgrading and Domestic Sales, the BDC successfully staged the “Hong Kong Brand + Dalian” serial activities in 2016 and has made the further move to roll out the “Hong Kong Brand Festival • Beijing” Project this year, leading over 100 Hong Kong brands to “land” on the Capital City. These also represent the sixth and seventh running of the “Hong Kong Brand Festival” (Brandfest), on the back of the past success in Mainland's major cities like Wuhan, Xiamen, Chongqing, Harbin and Tianjin. The mainstay of Dalian Brandfest was a large-scale experience zone assembling over 110 brands, which integrated thematic product showcases, interactive demonstration kiosks and a variety of performance programmes with distinctive “Hong Kong flavours”, culminating in a multidimensional and dynamic “Experiencing Hong Kong, Experiencing Brands” ambience to highlight the innovative and trendy image as well as remarkable emotional values of Hong Kong brands.

Last year, the BDC dispatched a high-level delegation to Dalian and Shenyang City, as an initiative to blaze a trail in fostering the brand cooperation between Hong Kong and Liaoning. The Council also commissioned a team of marketing experts to conduct a comprehensive research on the distribution channel of Liaodong Peninsula along three dimensions, including in-depth interviews with distributors, case studies on the real-life experience of Hong Kong brands in developing domestic sales, and a study tour to investigate the retail outlets in Dalian, in an attempt to gain insights into local business environment and to explore effective strategies for developing domestic sales and promoting brands in the Mainland market.

主席序辭 Chairman's Statement

2017年適逢香港回歸祖國二十周年，賦予了「香港品牌節•北京」與別不同的意義。今年的「品牌節」獲特區政府認可為成立二十周年的慶典活動之一，以「『喜•愛香港』品牌聚京城」為主題，同時融匯了商業元素與社會價值；在向北京市民推廣香港品牌集體形象的同時，亦精心組織一系列別開生面的活動，包括設立宣傳香港經濟成就的品牌形象展示和動員了逾百間港資品牌店的聯乘推廣行動等，藉此向特區的「生日」獻禮，亦彰顯香港業界「同心愛港」的精神。

由香港品牌發展局和香港中華廠商聯合會（廠商會）聯合舉辦的「品牌選舉」是歷史悠久、最具代表性的品牌獎項之一，更被視為香港品牌發展的重要「方向標」和「閱兵場」。有賴於業界的努力和社會各方的支持，2016年的選舉一如既往地取得美滿的成績，參賽者的數目和質素均保持相當高的水平。與往屆的得獎者一樣，46位新一屆「摘星者」堪稱「香港品牌」的典範，他們以品牌締造價值的奮鬥故事傳遞了品牌「智」勝的訊息，為正迎難而上、鼓勇前行的業界帶來了激勵與啟示。

中小企業是香港經濟的中流砥柱，亦是香港品牌發展的生力軍。為促進和協助中小企踏上品牌發展之路，品牌局透過屬下的「中小企品牌群策營」定期組織內容豐富的講座，並夥拍特區政府工業貿易署、香港貿易發展局等合辦大型的「品牌『智』勝系列研討會2016」，促進品牌知識的轉移和信息的交流。品牌局與大專院校保持緊密的夥伴關係，發揮學術界和業界的協同作用，透過聯袂舉辦文憑課程、「最佳品牌策劃獎2016」、學生企業顧問計劃以及市場研究項目等多形式的合作，攜手提升香港的品牌研究水平和人才儲備。

時間飛馳。第五屆理事會的任期已過了大半，品牌局將於明年初舉行新一屆的理事會選舉。能夠在品牌局這個特別的崗位上，與香港業界並肩迎接「品牌時代」的挑戰，共同見證香港「品牌盛世」的來臨；我與品牌局同寅均感與有榮焉！我衷心感謝會員在過去一年裡的熱心支持，並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席的精心指導，全體理事的鼎力協助，秘書處職員的辛勤工作，以及政府有關部門及各界團體的精誠合作。

我衷心希望品牌局能夠繼續得到社會各方的襄助，群策群力，攜手開創香港品牌的新里程！

This year marks the 20th anniversary of Hong Kong's return to our Motherland, which gives a special meaning to the "Hong Kong Brand Festival • Beijing". Centering on the theme of "Happy Birthday to Hong Kong, Shining Brands in Beijing", the Beijing Brandfest has been accredited for inclusion in the official Events Calendar for the 20th Anniversary Celebration, and it per se has created both significant commercial and social values. Not only has the Festival helped to promote the collective image of Hong Kong brands to Beijing consumers, but also opened up a window to illustrate HKSAR's remarkable economic achievements and demonstrated the patriotic spirits of the industries, through a host of orchestrated programmes like the image gallery to illustrate the branding achievements of local companies and the joint promotion scheme that mobilised over 100 retail outlets of Hong Kong brands.

The Brand Awards jointly organised by the BDC and the Chinese Manufacturers' Association of Hong Kong (the CMA) are the pioneers in brand accreditation; and they are an effective "leading indicator" and "testing ground" for the latest development of Hong Kong brands. Thanks to local companies' unswerving efforts and the support of our community, the 2016 Awards was another great success, with both the quantity and the quality of entries remaining at high levels. Like their predecessors, the 46 new laureates are paragons of "Hong Kong Brands" and the role models for creating values through branding, whose success stories have brought inspirations and encouragements to others in the industries.

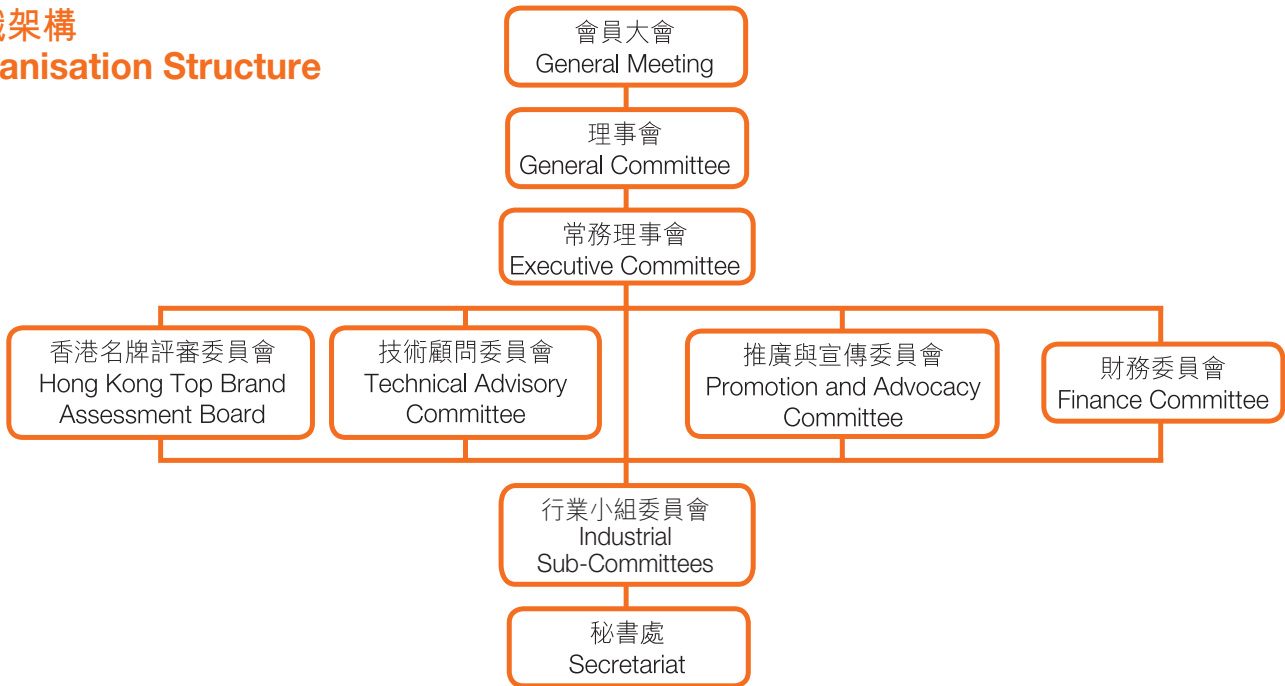
SMEs are the backbone of Hong Kong economy and the "fresh blood" for brand development. To encourage and assist SMEs to set off on their branding journey, the BDC has been regularly hosting talks via its SME Branding Club; and it joined hands with the Trade and Industry Department of the HKSAR Government and Hong Kong Trade Development Council to organise the large-scale "Branding to Win Serial Seminar 2016", in an effort to facilitate brand knowledge transfer and information sharing among the industries. Meanwhile, the BDC continued to partner with local tertiary institutions in co-organising a variety of educational and research programmes, e.g. diploma course, "Best Brand Idea Award", "Student Management Consulting Scheme" and market studies. Such joint initiatives, by leveraging on the synergy of the industries and the academia, have added value to Hong Kong's brand research and helped to build up the reserve of local brand talents.

Time flies. The Fifth General Committee is going to complete its three-year term in some six months. In the capacity of BDC General Committee, I and fellow Committee Members are so honoured to have been able to answer the call of the "branding era" shoulder to shoulder with our industries and witness the flourishing of Hong Kong brands. Taking this opportunity, I would like to thank the BDC members for their unfailing support and the Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus, as well as members of the General Committee for their able leadership. I am also indebted to the devoted secretariat and the supportive Government departments and other organisations.

I am confident that, with the continuous support of the industries and our community, the BDC would not fail to scale new heights hand in hand with 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
沈運龍博士 Dr Aaron W L Shum
陳國民博士 Dr Edward K M Chan

派任理事 Nominated Members:

鄭偉雄先生 Mr Thomson Cheng
利德裕博士 Dr Edmund T Y Lee
葉澤恩先生 Mr Raymond C Y Yip
老少聰先生 Mr Gordon S C Lo
黃亮博士 Dr Alwin L Wong
曹天麗女士 Ms Tina T L Chao

選任理事 Elected Members:

盧金榮博士, 太平紳士 Dr Lo Kam Wing, JP
劉健華博士, 太平紳士 Dr Kevin K W Lau, JP
楊華勇先生, 太平紳士 Mr Johnny Yu, JP
李慧芬小姐 Ms Stella W F Lee
吳國安先生 Mr Dennis K O Ng
孫榮良先生 Mr Warren Y L Sun
張呈峰先生 Mr Cheung Ching Fung
鄧錦添博士 Dr Tang Kam Tim
王象志先生 Mr Thomas C C Wong
白富鴻先生, 太平紳士 Mr Frank F H Pak, JP
陳家偉先生 Mr Calvin K W Chan
黃偉常先生 Mr Wong Wai Sheung
黃偉雄先生, MH Mr Addy W H Wong, MH
吳秋全先生 Mr Charles C C Ng
黃偉鴻博士 Dr Ellis W H Wong
謝寶達先生 Mr Tse Po Tat

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:

容偉雄先生, 太平紳士 Mr Philip Yung Wai-hung, JP
甄美薇女士, 太平紳士 Ms Salina Yan, JP
廖永亮先生 Mr Jerry Liu

名譽主席 Honorary Chairman:

李秀恒博士, GBS, BBS, 太平紳士 Dr Li S H, Eddy, GBS, BBS, JP

首屆暨榮譽主席 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 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
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 Hillson 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 Wallace Wong (經理 Manager)
霍穎椿小姐 Ms Rachel Fok (助理經理 Assistant Manager)

核數師 Auditor:

子辰會計師事務所 JS CPA & Co

公司秘書 Company Secretary:

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

大事紀

BDC Chronology

<p>1999年</p> <p>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。</p>	<p>1999</p> <p>Starting from 1999, the Chinese Manufacturers' Association of Hong Kong (the CMA) has organised the "Hong Kong Top Ten Brandnames Awards" (The Award) every year to give recognition to outstanding brands established by Hong Kong companies.</p>
<p>2003年</p> <p>《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。</p>	<p>2003</p> <p>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.</p>
<p>2004年</p> <p>「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。</p>	<p>2004</p> <p>The Award was renamed "Hong Kong Top Brand Awards" and the "Hong Kong Top Brand Mark Scheme" was first implemented.</p>
<p>2005年</p> <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。 	<p>2005</p> <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 first launched in 2005. 3. The SME Branding Club was established and the first gathering was held in October.
<p>2006年4月</p> <p>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」。</p>	<p>2006 April</p> <p>The BDC introduced the Made in Hong Kong Mark Scheme, and the first batch of HK Mark Licences were issued in August.</p>
<p>2006年8月</p> <p>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。</p>	<p>2006 August</p> <p>The BDC dispatched a high-level delegation to Beijing and visited Ministry of Commerce; General Administration of Quality Supervision, Inspection and Quarantine; State Administration for Industry and Commerce; State Trademark Office and other organisations. During the visit, the BDC broached the proposal of incorporating brand cooperation into CEPA.</p>
<p>2006年9月</p> <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。 	<p>2006 September</p> <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.
<p>2007年5月</p> <p>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。</p>	<p>2007 May</p> <p>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".</p>

大事紀

BDC Chronology

2007年7月

廠商會及品牌局合辦慶祝香港特區成立十周年午餐會及「香港品牌發展論壇」。

2008年10月

品牌局與香港大學專業進修學院合辦「行政人員文憑(品牌策略管理)」課程。

2009年1月

於2008年「香港名牌選舉暨香港服務名牌選舉」頒獎典禮上，首次頒發「香港名牌十年成就獎」榮譽獎項。

2009年6月

品牌局與《文匯報》聯合出版《品牌故事@香港》；並舉行新書首發儀式及「香港名牌選舉十周年慶祝午宴」，由商務及經濟發展局副局長蘇錦樑擔任主禮嘉賓。

2009年6月至2010年2月

於香港國際機場設立「香港名牌巡禮」展示廊，展出「香港名牌選舉」和「香港服務名牌選舉」部分得獎品牌的產品。

2009年10月

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。

2009年12月

國家質量監督檢驗檢疫總局副局長蒲長城到訪品牌局。

2010年7月

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。

2010年10月

品牌局與香港大學專業進修學院合辦首屆「最佳品牌策劃獎」。

2011年6月

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

2011年11月至2012年8月

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。

2007 July

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 October

As a joint initiative of the BDC and HKU SPACE, the “Executive Diploma in Strategic Brand Management” programme was launched.

2009 January

The first “Hong Kong Top Brand Ten Year Achievement Award” made debut at the Presentation Ceremony of 2008 Brand Awards.

2009 June

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 June to 2010 February

“The Parade of Hong Kong Top Brands Gallery” was set up in the Hong Kong International Airport to display products of selected Awardees.

2009 October

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 December

Mr Pu Changcheng, the Vice-Minister of the General Administration of Quality Supervision, Inspection and Quarantine visited the BDC.

2010 July

“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 October

The BDC and HKU SPACE co-organised the first “Best Brand Idea Award”.

2011 June

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 November to 2012 August

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2013年9月

率先申請「發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)」(「BUD專項基金」)，推行「廈門香港品牌節」系列活動。

2013年11月至2016年2月

獲「BUD專項基金」資助，先後赴重慶、哈爾濱、天津舉辦「香港品牌節」。

2014年7月至2015年8月

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。

2015年8月

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。

2016年3月至2017年4月

獲「BUD專項基金」資助，舉辦「大連+香港品牌節」系列活動；於2016年8月26至29日期間在大連世界博覽廣場設立「香港品牌+動感生活體驗區」及「香港品牌+互動體驗營」，展示逾110個香港品牌的產品及資料。

2016年8月

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。

2016年11月

參與香港貿易發展局舉辦的「香港時尚購物展•寧波」及迪拜的「時尚生活匯展」，組織「香港名牌」及「香港新星品牌」得獎公司進行產品展示。

2016年12月

品牌局發表「遼東市場攻略：分銷商透視及對香港品牌的啟示」研究報告。

2017年2月

2016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。

2017年6月至7月

獲「BUD專項基金」資助，開展「『喜•愛香港』品牌聚京城」系列活動；項目獲特區政府慶典統籌辦公室批准列為「香港特區成立二十周年的認可活動」之一。

2012 November to 2013 September

The BDC took the lead in applying for “Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)” and the “Xiamen Hong Kong Brand Festival” Project was implemented under the sponsorship of the Fund.

2013 November to 2016 February

The BDC organised “Hong Kong Brand Festival” in Chongqing, Harbin and Tianjin in a row under the sponsorship of the BUD Fund.

2014 July to 2015 August

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 August

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.

2016 March to 2017 April

Under the sponsorship of the BUD Fund, the BDC organised the “Dalian + Hong Kong Brand Festival” Serial Activities. A showcase area namely “Hong Kong Brand + Dynamic Lifestyle Experience Zone” together with a thematic zone “Hong Kong Brand + Interactive Experience Camp” was set up at Dalian World Expo Centre from 26 to 29 August 2016 to display products and information of over 110 Hong Kong brands.

2016 August

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.

2016 November

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 Show in Ningbo” and “Lifestyle Expo” in Dubai.

2016 December

The BDC released findings of the research report on “Tapping the Market Potential of Liaodong Peninsula: Local Distributors’ Perspective and Tips for Hong Kong Brands”.

2017 February

The 2016 Awards Presentation Ceremony was officiated by the Financial Secretary Hon Paul Chan, followed by a Gala Dinner with around 700 distinguished guests.

2017 June to July

The BDC rolled out the serial activities of the “‘Celebration! Loving Hong Kong’ Brand Festival in Beijing” Project, which was sponsored by the BUD Fund and listed on the 20th Anniversary celebration programmes of the HKSAR.

品牌研究 Brand Research

遼東市場分銷商透視及對香港品牌的啟示研究

香港品牌發展局獲得香港特區政府「發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)」資助，與香港中華廠商聯合會合作推行名為「大連+香港品牌節」的系列活動，協助香港企業探索遼東半島及周邊地區的商機。

作為項目的重點活動，主辦機構委託香港理工大學品牌戰略及創新中心於2016年年中對遼東半島進行多方面的市場研究；採用定性研究的方式，以多維角度考察當地的分銷渠道。研究團隊對3家來自不同行業的香港品牌企業進行個案研究，將他們於遼東及周邊市場拓展內銷的實戰經驗文檔化；同時，亦鎖定遼東地區的重要城市瀋陽、大連、丹東及錦州，對當地10家代表性分銷商的管理人員進行深度訪談，藉此收集第一手資料，幫助港商瞭解遼東及周邊市場的商業環境特別是分銷商的取態。

研究的主要結論：

1. 香港品牌雖然在遼東市場名聲不顯，但當問及香港品牌時，分銷商們均以「時尚前衛」、「品質可靠」等正面詞語評價香港品牌，更表達了與香港企業合作的期待。分銷商亦強調香港品牌在東北市場採取直營的優勢，建議有條件的港商宜跳過代理直接在內地經營自己的品牌。
2. 隨著曾風靡一時的炫耀攀比式消費觀念逐漸淡化，遼東地區的消費者更趨理性，轉為首重品牌的性價比，以品質、價格、外觀和服務為主要選擇條件。80後、90後消費者成為市場的主力軍；80後更注重品質和服務，90後則追求個性化，而年長的消費群組往往有較高的品牌忠誠度。
3. 不同城市的市場環境及消費行為亦各有特點。瀋陽和大連經濟實力強，均為中端消費市場。大連的城市文化更為多元化，消費者對境外品牌接受度高；瀋陽的消費者追求實際和個性化需求，對品牌較不敏感。錦州亦具一定的消費潛力，對餐飲業的需求尤為旺盛；丹東與朝鮮隔江相望，邊貿是當地市場活動的重要組成部分。

Study on Liaodong Peninsula Market from the Perspective of Distributors and the Implications for Hong Kong Brands

Under the sponsorship of the Organisation Support Programme of the Dedicated Fund on Branding, Upgrading and Domestic Sales, the Hong Kong Brand Development Council joined hands with the Chinese Manufacturers' Association of Hong Kong to implement "Dalian + Hong Kong Brand Festival" Serial Activities, with the objective of assisting Hong Kong brands to explore the business opportunities of Liaodong Peninsula and the adjacent areas (the Region).

As one of the major deliverables of the Project, the BDC commissioned the Brand Strategy and Innovation Centre of Hong Kong Polytechnic University to carry out a series of market researches (the Study) in Liaodong Peninsula around mid-2016, employing qualitative research methodologies to look into the local distribution channel from a multi-dimensional perspective. Apart from documenting the real-life experience of three Hong Kong companies, who came from different industrial sectors and had successfully developed domestic sales business in the Region, the Research Team also conducted in-depth interviews with managements of 10 representative distributors based in four major cities, i.e. Shenyang, Dalian, Dandong and Jinzhou. The Study aimed to gather first-hand market intelligence especially the views of channel operators, helping to shed light on the effective strategies for Hong Kong brands to tap into the regional market.

Main findings:

1. Hong Kong brands generally do not enjoy high awareness in the Liaodong Peninsula. Nevertheless, when it comes to the impression of Hong Kong brands, most local distributors associated them with positive attributes like "fashion" and "good quality"; and most of them had showed interest in cooperating with Hong Kong brand operators. Distributors also emphasised the benefits of self-managed retail business in Northeast China market; and they hence suggested that Hong Kong companies, whenever conditions permit, should directly operate the brands by themselves rather than entrusting with an agency.
2. With the tapering off of the culture of ostentatious consumption that had once prevailed, the consumption attitude of Liaodong consumers are now more rational as well as more focused on a brand's price-performance ratio. They are now more concerned about the quality, price, exterior design and services in their purchasing decision. At present, the post-80s and post-90s generations have become the mainstay of the market, with the former attaching much importance to product quality as well as services and the latter eagerly pursuing personalised items. As for the older generation consumer groups, they are prone to have a higher brand loyalty.
3. Different cities have their own characteristics in terms of market environment and consumer behaviours. Shenyang and Dalian can be classified as middle-range market, pursuant to their relatively strong economic stature. Due to the pluralistic city culture, Dalian consumers are more receptive to foreign brands; while consumers in Shenyang prefer products that are practical and fit well with their personal needs, resulting in a lower sensitivity to brand. In Jinzhou, there is an impressively strong demand for catering services, which could also be a manifestation of the City's considerable consumption potential. As for Dandong, a city facing North Korea across a river, border trade is an integral part of local market.

4. 網購的興起對實體店帶來衝擊，但這種趨勢正在放緩；主要分銷商紛紛自建網上商貿設施，不少渠道商更會讓合作的品類免費使用其網絡資源。品牌的營銷方式亦在改變；傳統的打折讓利對消費者的吸引力正在下降，新興的營銷方式如體驗營銷、文化營銷等大行其道，帶來不俗的經濟效益。
5. 分銷商對國家政策可為當地帶來的正面影響普遍存有良好預期：「京津冀一體化」正促成一部分中高端消費者進行跨區域消費；「中韓自由貿易協定」的簽署帶動更多優質、實惠的韓國產品輸送到遼東市場，亦令當地的市場競爭更加激烈；「一帶一路」戰略尚處於基礎設施建設和試驗階段，對東北的影響有待觀察。
6. 分銷商認為，香港企業雖早已涉足遼東，但深耕當地市場者較少，導致香港品牌在當地知名度不高，於市場滲透方面仍有巨大空間。國際品牌正加緊進入遼東市場，香港企業可參考和借鑑韓國、日本及台灣等企業的品牌營運之道；亦可採用協同方式或者在特區政府的幫助下，設立直接與當地分銷商交流對話的平台。港商還須執行產品與文化相結合的全方位推廣策略，並嚴格監管品牌行銷的實際操作流程。
7. 部分香港企業已在遼東市場成功立足，他們對有意拓展進駐當地市場的港商提出的建議包括：善用藍海戰術填補市場空缺；摸底顧客需求，以制定合適的市場規劃；積極順應市場變化；規範特許經營，減少管理中間環節，提升消費者對品牌的情感體驗。此外，誠信及合法經營亦是香港企業必須始終堅持的基本原則。
8. 研究團隊建議，為更好地拓展遼東市場，香港企業需根據不同年齡層的消費者特徵和不同城市的市場差異，選擇具有針對性的產品組合和媒體渠道組合；同時，可積極利用分銷商的免費資源並輔以更多元化的營銷方式，才能有效地切入目標市場。在經營過程中，香港企業需對國家政策的走向持續保持關注，以便及時調整經營策略，把握箇中的商機。

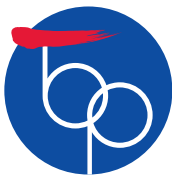


4. Although online shopping has been growing by leaps and bounds at the expense of physical stores, there are signs that such negative impacts have somehow mitigated. Major distributors have pressed ahead with the establishment of their own online business facilities, and many of them are willing to share the internet resources with cooperative brands for free. Meanwhile, the modus operandi of brand marketing is changing, as traditional ways like offering discount is losing to emerging strategies such as experiential marketing and culture marketing.
5. Distributors are looking forward to the positive effects that relevant national policies might bring to the Region. In particular, the coordinated development of Beijing, Tianjin and Hebei would become a catalyst for cross-regional spending of high-end and middle-level consumers; and the implementation of China-Korea Free Trade Agreement would facilitate the importation of Korean products with better quality and price to Liaodong, while intensifying the competition in local market. In regard to Belt and Road Initiative, which is still in the pilot-run stage with focus on infrastructure construction, its impacts are yet to be seen.
6. According to the distributors, although many Hong Kong companies have set foot on Liaodong a long time ago, few of them have engaged in the market deeply enough, which might be one of the reasons for the insufficient awareness of Hong Kong brands among local consumers. To step up market penetration in Liaodong, Hong Kong companies could learn from the experiences of international brands especially those from Korea, Taiwan and Japan; at the same time, they should try to establish direct dialogues with local distributors through teaming up or under the assistance of HKSAR Government if possible. Also, Hong Kong companies should implement holistic promotional strategy with emphasis on both product functionality and brand culture, while strictly monitoring the implementation process of brand marketing.
7. Several Hong Kong brands that have successfully established a foothold in Liaodong gave some useful tips to companies intending to enter this market, including: seeking Blue Ocean Strategy to fill market vacancies; fully understanding the needs of customers before developing marketing plans; adapting swiftly to changes in the market; regulating the operation of franchise and reducing intermediary steps, so as to enhance consumers' emotional experiences. Also, it is vital for a company to act with integrity and in compliance with the laws.
8. According to the Research Team, in order to tap the market potential of Liaodong, Hong Kong companies should carefully choose the product portfolio and channel mix, in line with consumer characteristics of different age groups and the market environment of different cities; they should also try to make use of the distributor's free resources and diversify their marketing channels. Besides, Hong Kong enterprises are suggested to pay heed to government policies, so as to adjust their strategies and grasp new opportunities in a timely and effective way.

品牌選舉 Brand Awards

2016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2016年已踏入第十八屆。



2016年「香港名牌選舉」初賽及決賽分別於2016年11月16日及2017年1月4日舉行。主辦機構並於2016年12月10日至31日期間在第51屆「工展會」會場舉行公眾投票。

在入圍決賽的20個產品品牌中，有14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「陳老二」、「Clip Fresh」、「帝朗」、「金寶麗」、「好而得」、「好利來」、「唐太宗」、「多多」、「胃仙U」及「楊氏水產」。另外，四家往屆「香港名牌」的獲獎者包括「4M」、「阿波羅」、「B.DUCK」及「維新烏絲素」等再度參賽，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「鴻福堂」、「御藥堂」、「盛威」和「SINOMAX」。

2016年「選舉」的決賽評審團由香港特區政府工業貿易署署長甄美薇擔任主席，其他評審委員則來自本港主要的工商機構，包括香港中華廠商聯合會會長李秀恒、香港理工大學校長唐偉章、時任香港工業總會主席鄭文聰、香港生產力促進局主席林宣武、香港品牌發展局副主席吳清煥以及香港設計師協會副會長林偉文。

2016 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 industry. The Award embarked on the 18th running in 2016.

The Preliminary Judging of the 2016 Awards was held on 16 November 2016, with 20 local brands shortlisted for Final Judging. The Organisers also staged public polling at the venue of the 51st Hong Kong Brands and Products Expo (HKBPPE) from 10 to 31 December 2016.

At the Final Judging held on 4 January 2017, 14 brands were selected as winners. Awardees of “2016 Hong Kong Top Brand” included “Chan Lo Yi”, “Clip Fresh”, “DeLong”, “Goldfully”, “Hemidex”, “Hollyland”, “Tong Tai Chung”, “Torto”, “Weisen-U” and “楊氏水產”. Four past winners namely “4M”, “Appollo”, “B.Duck” and “Vita Hair” 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.

Since 2008, the Organiser introduced an honorary award category namely the “Hong Kong Top Brand Ten Year Achievement Award”; and “Hung Fook Tong”, “Royal Medic”, “Safewell” and “SINOMAX” 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 for years. Winner of the Achievement Award should be a winner 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 2016 Hong Kong Top Brand Awards comprised Dr Eddy Li, President of the CMA; Prof Timothy Tong, President of the Hong Kong Polytechnic University; Prof Daniel Cheng, the then Chairman of the Federation of Hong Kong Industries; Mr Willy Lin, Chairman of the Hong Kong Productivity Council; Mr Ng Ching Wun, Vice Chairman of the BDC; and Mr Terry Lam, Vice Chairman of Hong Kong Designers Association.

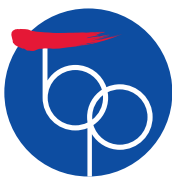


2016年「香港名牌選舉」決賽評審團成員合照。左起：黃亮(唐偉章代表)、吳清煥、李秀恒、甄美薇(工業貿易署署長)、鄭文聰、麥鄧碧儀(林宣武代表)及林偉文。

Final Judging Panel of 2016 Hong Kong Top Brand Awards posed for a picture. From left, Dr Alwin Wong (representative of Prof Timothy Tong), Mr Ng Ching Wun, Dr Eddy Li, Ms Salina Yan (Director-General of Trade and Industry), Prof Daniel Cheng, Mrs Agnes Mak (representative of Mr Willy Lin) and Mr Terry Lam.

2016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。



2016年「香港服務名牌選舉」已是第十二次舉辦，吸引了來自交通運輸、零售、餐飲、酒店、娛樂、商業服務等行業的代表性品牌參賽。初賽及決賽分別於2016年11月16日及2017年1月3日舉行；並於2016年12月10日至31日期間在第51屆「工展會」會場舉行公眾投票。

在入圍的19個品牌中，共有13個出類拔萃的服務品牌獲取了第十二屆「香港服務名牌選舉」的主要獎項。榮膺「香港服務名牌」者包括：「太平洋酒吧」、「珠江船務」、「DR REBORN」、「東海飲食集團」、「香港航空」、「香港電車」、「唯港薈」、「史偉莎」、「昂坪360」及「大舞臺」。另外，三家往屆「香港服務名牌」的獲獎者「太興」、「翠華餐廳」及「娛藝院線」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

自2014年起，主辦機構增設了「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「新時代卡拉OK」、「偉邦」和「惠康」。

2016年「選舉」由香港特區政府時任商務及經濟發展局副局長梁敬國擔任主席，其他評判包括香港品牌發展局主席黃家和、香港旅遊發展局主席林建岳、香港零售管理協會副主席周允成、香港總商會總裁袁莎妮、以及香港貿易發展局副總裁葉澤恩。

2016 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 2016 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as transportation, retail, catering, hospitality, entertainment, and commercial service.

The Preliminary Judging was held on 16 November 2016, while the Final Judging was conducted on 3 January 2017. The Organisers also staged public polling at the venue of the 51st HKBPE from 10 to 31 December 2016. After fierce competition, 13 brands stood out from the 19 shortlisted entries.

Awardees of “2016 Hong Kong Top Service Brand” included “Bar Pacific”, “CKS”, “DR REBORN”, “East Ocean Gourmet Group”, “Hong Kong Airlines”, “Hong Kong Tramways”, “Hotel ICON”, “LBS Hygiene”, “Ngong Ping 360” and “On Stage”; and “Tai Hing”, “Tsui Wah Restaurant” and “UA Cinemas” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Besides, “Neway Karaoke Box”, “Well Born” and “Wellcome” were selected as the 2016 awardees of “Hong Kong Top Service Brand Ten Year Achievement Award”. This honorary Award was first introduced in 2014, as recognition for service brands that have made persistent commitment to branding and sustained outstanding performance for 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.

The then Under Secretary for Commerce and Economic Development Mr Godfrey Leung headed the Final Judging Panel of the 2016 Hong Kong Top Service Brand Awards, which consisted of Mr Simon Wong, Chairman of the BDC; Dr Peter Lam, Chairman of Hong Kong Tourism Board; Mr Winston Chow, Vice Chairman of Hong Kong Retail Management Association; Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce; and Mr Raymond Yip, Deputy Executive Director of the Hong Kong Trade Development Council.



2016年「香港服務名牌選舉」決賽評審團成員合照。左起：陳利華(袁莎妮代表)、周允成、梁敬國(時任商務及經濟發展局副局長)、黃家和、曹天麗(林建岳代表)、黎華慧君(葉澤恩代表)。
Final Judging Panel of 2016 Hong Kong Top Service Brand Awards posed for a picture. From left, Mr Watson Chan (representative of Miss Shirley Yuen), Mr Winston Chow, Mr Godfrey Leung (the then Under Secretary for Commerce and Economic Development), Mr Simon Wong, Ms Tina Chao (representative of Dr Peter Lam), and Mrs Regina Lai (representative of Mr Raymond Yip).

2016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。



第七屆「香港新星品牌選舉」和「香港新星服務品牌選舉」的初賽及決賽分別於2016年11月16日及12月15日舉行；兩個選舉由同一個評審團負責遴選。決賽評審團的主席為香港特區政府商務及經濟發展局常任秘書長（工商及旅遊）容偉雄，多位知名人士出任決賽評判，包括香港城市大學副校長（發展及對外關係）兼資訊系統與電子商務講座教授李國安、時任香港中小型企業總商會會長林國良、香港品牌發展局理事盧金榮、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20個品牌中，有6個產品品牌及6個服務品牌脫穎而出，成為第七屆的「摘星新一代」。「香港新星品牌」得獎者包括：「AMAZINGthing」、「Jouetle」、「樂道」、「飛鏢工房」、「永嘉諾」及「XPower」；而獲得「香港新星服務品牌」的服務商為：「尊家」、「數學思維教育」、「新亞生命」、「S.A.Y.」、「敏兒安」及「中央」。



2016年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員合照。左起：何志誠、林國良、商務及經濟發展局副秘書長吳麗敏（常任秘書長容偉雄代表）、李國安、盧金榮、利德裕。

Final Judging Panel of 2016 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards posed for a picture. From left, Ir C S Ho, Mr Lam Kwok-leung, Deputy Secretary for Commerce and Economic Development Miss Erica Ng (representative of Permanent Secretary Mr Philip Yung), Prof Matthew Lee, Dr Lo Kam Wing and Dr Edmund Lee.

品牌選舉宣傳片

為進一步向業界和公眾推廣「品牌選舉」，品牌局透過報章、電視、電台、網絡以及社交媒體，展開了「立體式」的宣傳；並在2016年7月至8月期間，於港鐵車廂之「有線新聞快遞」以及於「YouTube」播放電視廣告宣傳片。

宣傳片透過「品牌論英雄」的主題情節，帶出「名望」、「優質」、「創意」、「社會責任」、「良好形象」等「香港名牌」的核心特質和成功要素；並以略帶神秘感、效果強烈的電影拍攝手法，凸顯「香港名牌選舉」的權威性和卓越地位。

2016 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 7th running, the 2016 Emerging Awards Preliminary Judging took place on 16 November 2016; and the Final Judging was conducted on 15 December 2016, under the chairmanship of Mr Philip Yung, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism). Members of the Final Judging Panel comprised 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 Lam Kwok-leung, the then President of the Hong Kong General Chamber of Small and Medium Business; Dr Lo Kam Wing, General Committee Member of the BDC; 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 20 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 “2016 Hong Kong Emerging Brand” included “AMAZINGthing”, “Jouetle”, “LogosArt”, “The Darts Factory”, “Winkler” and “XPower”; while winners of “Hong Kong Emerging Service Brand” were “H-Privilege”, “MathConcept Education”, “Pangenia”, “S.A.Y.”, “safeT21express” and “Zentral”.

TV Commercial for Brand Awards

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

A TV commercial for the Brand Awards was broadcast on MTR’s “Newsline Express” and “YouTube” during the period from July to August 2016. Based on the storyline of “a call for branding heroes”, the TVC naturally brings out the salient characteristics and key success factors of Hong Kong Top Brand, i.e. “Reputation”, “Quality”, “Creativity”, “Social Responsibility” and “Image”; and it also employs movie shooting techniques with a suspenseful and sensuous touch, so as to highlight the authoritative and superiority of the Hong Kong Top Brand Awards.



品牌局於2016年7月舉行的新聞發佈會宣佈2016年各項品牌選舉正式啟動。
The BDC held a press conference in July 2016 to announce the kick-off of 2016 Awards.

(表一)(Table 1)

二零一六年香港名牌選舉得獎名單 List of 2016 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		
	鴻福堂 Hung Fook Tong	鴻福堂集團有限公司 Hung Fook Tong Holdings Ltd
	御藥堂 Royal Medic	御藥堂(控股)有限公司 Royal Medic (Holdings) Ltd
	盛威 Safewell	盛威安全設備有限公司 Safewell Equipment Ltd
	SINOMAX SINOMAX	聖諾盟健康家居用品有限公司 Sinomax Health & Household Products Ltd
香港卓越名牌 Hong Kong Premier Brand		
	4M 4M	科文實業有限公司 4M Industrial Development Ltd
	阿波羅 Appolo	阿波羅雪糕有限公司 Appolo Ice-Cream Co Ltd
	B.Duck B.Duck	森科產品有限公司 Semk Products 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
香港名牌 Hong Kong Top Brand		
	陳老二 Chan Lo Yi	香港陳老二藥廠有限公司 Hong Kong Chan Lo Yi Medicine Co Ltd
	Clip Fresh Clip Fresh	潮安發展有限公司 Chase On Development Ltd
	帝朗 Delong	敏寶有限公司 Main Plan Ltd
	金寶麗 Goldfully	金寶麗寢室用品有限公司 Goldfully Bedroom Article Ltd
	好而得 Hermidex	華興文儀集團有限公司 Wah Hing Office Supplies Group Ltd
	好利來 Hollyland	好利來有限公司 Hollyland Co Ltd
	唐太宗 Tong Tai Chung	捷成有限公司 Jetstar Co Ltd
	多多 Torto	林和成貿易有限公司 Ettason (H.K.) Ltd
	胃仙U Weisen-U	建豐胃仙U有限公司 Kin Fung Weisen-U Co Ltd
	楊氏水產 楊氏水產	楊氏水產有限公司 Yeungs Marine Products Ltd

二零一六年香港服務名牌選舉得獎名單 List of 2016 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		
	新時代卡拉OK Neway Karaoke Box	新時代卡拉OK有限公司 Neway Karaoke Box Ltd
	偉邦 Well Born	偉邦物業管理有限公司 Well Born Real Estate Management Ltd
	惠康 Wellcome	牛奶有限公司 The Dairy Farm Co., Ltd
香港卓越服務名牌 Hong Kong Premier Service Brand		
	太興 Tai Hing	太興飲食集團有限公司 Tai Hing Catering Group Ltd
	翠華餐廳 Tsui Wah Restaurant	翠華餐廳(集團)有限公司 Tsui Wah Restaurant (Holding) Ltd
	娛藝院線 UA Cinemas	娛藝院線有限公司 UA Cinema Circuit Ltd
香港服務名牌 Hong Kong Top Service Brand		
	太平洋酒吧 Bar Pacific	太平洋娛樂有限公司 Bar Pacific Entertainment Ltd
	珠江船務 CKS	珠江船務企業(集團)有限公司 Chu Kong Shipping Enterprises (Holdings) Co Ltd
	DR REBORN DR REBORN	香港醫思醫療集團有限公司 Union Medical Healthcare Ltd
	東海飲食集團 East Ocean Gourmet Group	東海(集團)管理有限公司 East Ocean (Group) Management Ltd
	香港航空 Hong Kong Airlines	香港航空有限公司 Hong Kong Airlines Ltd
	香港電車 Hong Kong Tramways	香港電車有限公司 Hong Kong Tramways, Ltd
	唯港薈 Hotel ICON	唯港薈有限公司 Hotel ICON Ltd
	史偉莎 LBS Hygiene	史偉莎集團有限公司 LBS Corporation Ltd
	昂坪360 Ngong Ping 360	昂坪360有限公司 Ngong Ping 360 Ltd
	大舞臺 On Stage	大舞臺節目及傳訊有限公司 On Stage Events and Communications Ltd

(表三) (Table 3)

二零一六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 2016 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards Winners

	品牌 <i>Brand</i>	公司 <i>Company</i>
香港新星品牌 Hong Kong Emerging Brand		
	AMAZINGthing AMAZINGthing	第一網絡國際有限公司 Top One Network International Ltd
	Jouetle Jouetle	高榮實業有限公司 Global Glory Industrial Ltd
	樂道 LogosArt	樂道藝創有限公司 Logos Art Co Ltd
	飛鏢工房 The Darts Factory	飛鏢工房有限公司 The Darts Factory Ltd
	永嘉諾 Winkler	永嘉諾有限公司 Winkler Ltd
	XPower XPower	皇者國際貿易有限公司 XPower International Trading Ltd
香港新星服務品牌 Hong Kong Emerging Service Brand		
	尊家 H-Privilege	尊家管業有限公司 H-Privilege Ltd
	數學思維教育 MathConcept Education	數學思維教育有限公司 MathConcept Education Ltd
	新亞生命 Pangenia	新亞生命科技有限公司 Pangenia Lifesciences Ltd
	S.A.Y. S.A.Y.	欣德製作及培訓有限公司 Unlimited Power Production And Training Ltd
	敏兒安 safeT21express	雅士能基因科技有限公司 Xcelom Ltd
	中央 Zentral	Success Deal Ltd Success Deal Ltd



主禮嘉賓財政司司長陳茂波 (前排左五)、廠商會會長李秀恒 (前排左四)、品牌局主席黃家和 (前排右五)、評審團成員及得獎公司代表於2017年1月25日舉行之頒獎典禮上合照。
Guest of Honour Financial Secretary Hon Paul Chan (5th from left, first row), CMA President Dr Eddy Li (4th from left, first row), BDC Chairman Mr Simon Wong (5th from right, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the Awards Presentation Ceremony on 25 January 2017.

2016年選舉頒獎典禮暨慶祝晚宴

2016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2017年1月25日假香港會議展覽中心會議廳舉行。頒獎典禮由財政司司長陳茂波、廠商會會長李秀恒、品牌局主席黃家和主禮，並由陳司長、時任商務及經濟發展局局長蘇錦樑、常任秘書長(工商及旅遊)容偉雄、時任副局長梁敬國及工業貿易署署長甄美薇頒發獎座予各得獎公司。

晚宴筵開55席，近700位嘉賓歡聚一堂，場面熱鬧；豐富的特備節目精彩紛呈，包括祝酒儀式、花式滾軸溜冰表演及中樂演奏等，令氣氛高潮迭起。主辦機構亦於頒獎典禮之前舉辦酒會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。



廠商會會長李秀恒(左)致送感謝狀予二零一六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 Eddy Li (left) presented Certificate of Appreciation to Guest of Honour of the 2016 Awards Presentation Ceremony-cum-Gala Dinner Financial Secretary Hon Paul Chan.

2016 Awards Presentation Ceremony-cum-Gala Dinner

The Presentation Ceremony-cum-Gala Dinner of the 2016 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was held at the Convention Hall of Hong Kong Convention and Exhibition Centre on 25 January 2017.

Financial Secretary Hon Paul Chan, CMA President Dr Eddy Li and BDC Chairman Mr Simon Wong officiated at the Ceremony. Hon Paul Chan, along with the then Secretary for Commerce and Economic Development Hon Gregory So, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Mr Philip Yung, the then Under Secretary for Commerce and Economic Development Mr Godfrey Leung, and Director-General of Trade and Industry Ms Salina Yan, presented awards to the winners.

The Gala Dinner was attended by nearly 700 distinguished guests; and the strong line-up of spectacular programmes, including toasting ceremony, "Ten Year Achievement Awards" brand video show, artistic roller skating and Chinese music performance, 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.



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



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



廠商會會長李秀恒致送感謝狀予商務及經濟發展局(工商及旅遊)常任秘書長容偉雄(右)。
CMA President Dr Eddy Li presented Certificate of Appreciation to Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Mr Philip Yung (right).



廠商會會長李秀恒致送感謝狀予時任商務及經濟發展局副局長梁敬國(左)。
CMA President Dr Eddy Li presented Certificate of Appreciation to the then Under Secretary for Commerce and Economic Development Mr Godfrey Leung (left).



廠商會會長李秀恒致送感謝狀予工業貿易署署長甄美薇(右)。
CMA President Dr Eddy Li presented Certificate of Appreciation to Director-General of Trade and Industry Ms Salina Yan (right).



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稅務服務主管合夥人(香港)及房地產行業主管合夥人(香港)伍耀輝(左)。
BDC Chairman Mr Simon Wong presented Certificate of Appreciation to the representative of Event Sponsor Mr Curtis Ng, Head of Tax (Hong Kong) and Head of Real Estate (Hong Kong) of KPMG (left).



品牌局副主席吳清煥致送感謝狀予選舉「獎座贊助」之代表六福集團副主席兼副總經理謝滿全(右)。
BDC Vice Chairman Mr Ng Ching Wun presented Certificate of Appreciation to the representative of Trophy Sponsor Mr Vincent Tse, Deputy Chairman and Deputy General Manager of Lukfook Group (right).



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

回顧 Review



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



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



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



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



政商名流和社會賢達歡聚一堂，同中慶賀，包括商務經濟發展局(工商及旅遊)常任秘書長容偉雄、時任副局長梁敬國、工業貿易署署長甄美薇、中聯辦經濟部副部長劉亞軍、多位立法會議員和多國駐港領事館的代表等。
Government officials, celebrities and distinguished guests, including Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Mr Philip Yung, the then Under Secretary Mr Godfrey Leung, Director-General of Trade and Industry Ms Salina Yan, Deputy Director General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR Mr Liu Yajun, Legislative Council members and representatives of consulates, joined this "Sumptuous Feast for Hong Kong Brands".



廠商會會長李秀恒帶領一眾嘉賓及主辦機構代表舉杯祝酒。
Cheers! Led By CMA President Dr Eddy Li, honourable guests and representatives of Organisers drank a toast.



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

2016 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「行政人員文憑（品牌策略管理）」課程的學員所創作的品牌計劃書進行評審，從中遴選出優秀的品牌策略和執行方案。這項選舉旨在檢驗教學的成效，促進理論與實踐相結合，推動品牌研究以及本地品牌知識儲備的提升，同時亦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，即學員的表達能力和計劃書內容；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。

2016年「最佳品牌策劃獎」分別於2016年1月16日及8月27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理事盧金榮、香港大學專業進修學院金融商業學院副總監陳潔貞以及文憑課程講師鄭佩芳出任評審委員。

「2016 最佳品牌策劃獎」的頒獎典禮於2016年10月14日舉行，由主禮嘉賓品牌局副主席陳國民致辭，並頒發獎項予得獎者。隨後舉行「香港品牌故事」系列講座，邀得奇華餅家有限公司執行董事黃嘉信先生擔任主講嘉賓，分享品牌的成功經驗；講座吸引超過80人出席。

2016 Best Brand Idea Award

Starting from 2010, the BDC has joined forces with HKU's School of Professional and Continuing Education (HKU SPACE) in presenting "Best Brand Idea Award". The Award selects outstanding brand proposals formulated by students of the Executive Diploma 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 the 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 plan's strategic thinking, feasibility, creativity and commercial value.

The first-phase and the second-phase judging of the 2016 Best Brand Idea Award were held on 16 January and 27 August 2016 respectively. All together four outstanding brand proposals were selected as the winners. The panellists of second phase Judging were BDC General Committee Member Dr Lo Kam Wing, Associate Head of College of Business and Finance of HKU SPACE Ms Flora Chan and Lecturer of the Executive Diploma Programme Ms Julie Cheng.

At the Award Presentation Ceremony held on 14 October 2016, BDC Vice Chairman Dr Edward Chan delivered welcome remarks and presented prizes to the winners. The Ceremony was followed by the "Hong Kong Brand Stories" Serial Seminar, at which Mr Karlson Wong, Executive Director of Kee Wah Bakery Limited, shared with over 80 audiences the inspiring success story of this classic brand.



品牌局副主席陳國民於「2016 最佳品牌策劃獎」頒獎典禮上致辭。
BDC Vice Chairman Dr Edward Chan delivered a speech at the presentation ceremony of "2016 Best Brand Idea Award".



品牌局副主席陳國民頒發予「2016 最佳品牌策劃獎」得獎者。
BDC Vice Chairman Dr Edward Chan presented awards to winners of "2016 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《資本壹週》主辦之「服務大獎2016」、香港咖啡紅茶協會主辦之「金茶王大賽2016」、香港優質顧客服務協會主辦之「優質顧客服務大獎」、RoadShow路訊通主辦之「一路最愛品牌大獎2016」、廠商會主辦之「第51屆工展會—Teen創商機比賽」、《經濟一週》主辦之「實力品牌大獎2017」以及社會企業研究所主辦之「社會關愛諾貝爾學人頒獎典禮」等。

Participating in Other Awards

Over the past year, the BDC acted as Supporting Organisation or provided assistance to a number of brand-related awards, e.g. "Service Awards 2016" by Capital Weekly, "International KamCha Competition 2016" by Association of Coffee & Tea of Hong Kong, "Customer Service Excellence Awards" by Hong Kong Association for Customer Service Excellence, "RoadShow Best Loved Awards 2016" by RoadShow, "The 51st HKBPE: Teen's Startup Business Competition" by the CMA, "Outstanding Brand Awards 2017" by Economic Digest, "Nobel Laureate Series: Social Caring Pledge Awards" by Social Enterprise Research Institute.



品牌局主席黃家和擔任「RoadShow 一路最愛品牌大獎2016」頒獎嘉賓。
BDC Chairman Mr Simon Wong was invited to be an award-presenting guest for the "RoadShow Best Loved Awards 2016".



品牌局主席黃家和頒發予「2017年實力品牌大獎」的得獎企業代表。
BDC Chairman Mr Simon Wong presented award to a winning company at the presentation ceremony of "Outstanding Brand Awards 2017".



品牌局主席黃家和擔任「社會關愛諾貝爾學人頒獎典禮」主禮及頒獎嘉賓。
BDC Chairman Mr Simon Wong was one of the honourable guests to present "Nobel Laureate Series: Social Caring Pledge Awards".

標識及認證計劃 Marking and Certification Schemes

香港名牌標識計劃

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

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

至2017年8月，「TOP嘜計劃」核准品牌超過200個，涉及980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 2017, the Scheme has more than 200 licensees, covering over 980 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式化、統一化和品牌化，提升香港產品的形象和附加價值，推動「香港製造」成為國際認可的代表優質、高水準和信譽的標誌。

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

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

Made in Hong Kong Mark Scheme

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

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

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

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 Incubation 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」，以專家主持、業界自發的方式，定期舉行講座和交流活動，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的互動平台。

「中小企品牌群策營」於過去一年舉行了5次活動；而自2005年創立以來，累計舉行的活動已達60次，目前的註冊會員超過380家。

近期「中小企品牌群策營」活動一覽

(表四)

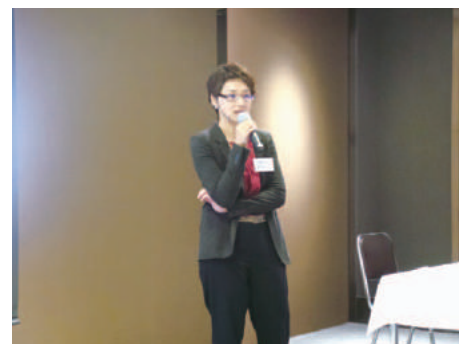
舉辦日期	內容主題	出席人數
2016年		
8月19日	小本打開六億九千萬個微信錢包	約70人
11月3日	品牌的力量	約30人
11月18日	商逢恨晚？	約40人
2017年		
3月14日	如何利用數據分析處理社交媒體危機	約40人
5月24日	從公開活動中提升個人及品牌的魅力	約40人



電商營運專家朱健邦講述微信公眾號在拓展內地市場方面的巨大功效。
E-commerce expert Mr Edward Chu illustrated the immense power of certified official WeChat account as an alternative means to develop domestic sales in the Mainland market.



香港城市大學專業進修學院講師官慧慈博士及吳偉傑博士講解品牌形象的管理。
Lecturers of CityU SCOPE Dr Olivia Koon and Dr Paul Ng gave a talk on brand image management.



營銷管理顧問周焯琳講解如何制定合適的市場推廣策略吸引潛在客戶。
Marketing management consultant Ms Christy Chau elaborated on how to adopt appropriate marketing strategy to reach potential customers.

SME Branding Club

In an attempt 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. Facilitated by brand experts and leveraging on the participants' own initiative, the Club hosts activities pertinent to SME branding on a regular basis.

Since its inception, the Club has organised 60 gatherings, of which 5 were held in the past year. And the number of registered members of the Club has currently surpassed 380.

Recent Activities of SME Branding Club

(Table 4)

Date	Topic	Number of Participants
Year 2016		
19 August	Reach Your Customers with Minimum Cost via WeChat	About 70
3 November	The Power of Branding	About 30
18 November	It's Never Too Late to be Successful!	About 40
Year 2017		
14 March	Managing Social Media Crisis Through Data Analysis	About 40
24 May	How to Enhance Personal and Brand Attractiveness in Public Events	About 40



營銷專家朱俊昌分享運用社交媒體捕捉商機的技巧。
Marketing expert Mr Jeffrey Chu shared with the audience the techniques of social media marketing.



培訓顧問霍彩玲講解如何在商業活動中提升個人與公司品牌的形象。
Training consultant Ms Amanda Fok expounded on the ways to enhance the image of personal and corporate brands in commercial events.

品牌策略管理文憑課程

品牌局與香港大學專業進修學院自2008年起合辦「行政人員文憑(品牌策略管理)」課程。課程由「行政人員證書(品牌管理)」及「行政人員證書(品牌傳播)」兩部分組成；由具有豐富的品牌傳播及管理實踐經驗的業內人士教授建立品牌的理論與實務、本地及環球國際品牌的管理模式以及如何評估及規劃品牌的市場定位，並探討建立品牌的條件以及營銷、傳媒活動的策略。

該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，深受業界好評和歡迎。「行政人員證書(品牌管理)」課程於2016年10月開辦第九班。

為了加強業界的品牌意識和進一步宣傳「品牌策略管理文憑課程」，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，「香港品牌故事」系列講座及「愛Brand才會贏」工作坊分別於2016年10月14日及2017年4月25日舉行，由多位品牌專家分享品牌管理的技巧及實戰經驗；兩次活動共吸引120多人出席。



「行政人員文憑(品牌策略管理)」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概念。

Lecturer of Executive Diploma in Strategic Brand Management Ms Julie Cheng interpreted the key concepts on brand management and brand communication at "Brand: We are Loving It" Workshop.

Executive Diploma in Strategic Brand Management

The BDC and the School of Professional and Continuing Education of the University of Hong Kong have since 2008 joined hands to organise a diploma programme named "Executive Diploma in Strategic Brand Management", which comprises two certificate courses, i.e. "Executive Certificate in Brand Management" and "Executive Certificate in Brand Communication". The programme is taught by veteran brand experts; and its contents cover the theories and practices of brand-building, management models of local and global brands, different brand segmentation and positioning strategies, analysis of brand elements as well as planning of marketing communication.

This programme marks the first diploma-level brand management course in town that is co-organised by two prestigious organisations, leveraging the synergy of the industries and the academia. It is well-received by local industries, and the ninth intake of the "Executive Certificate in Brand Management" took place in October 2016.

To 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. "Hong Kong Brand Stories" Serial Seminar and a workshop entitled "Brand: We are Loving It" were held on 14 October 2016 and 25 April 2017 respectively, at which brand experts shared with audience the techniques and practices of brand management. The two activities attracted over 120 participants in total.



「香港品牌故事」系列講座邀得奇華餅家有限公司執行董事黃嘉信分享品牌的成功故事和致勝策略。

At the "Hong Kong Brand Stories" Serial Seminar, Mr Karlson Wong, Executive Director of Kee Wah Bakery Ltd, shared the intriguing brand story and winning strategies of "Kee Wah Bakery".

「2017 Live Project」 學生顧問計劃

香港城市大學專業進修學院推行「2017 Live Project」學生顧問計劃，由資深導師帶領市場營銷管理學士課程學生，免費為企業提供度身訂造的商業顧問服務。

品牌局於2017年擔任「計劃」的支持機構，推介17間會員或聯繫企業參與，並以品牌管理及推廣、新市場開發及發展、人力資源管理及數碼營銷策劃等作為顧問服務的範疇。



“2017 Live Project” (Student Consultancy Scheme)

The School of Continuing and Professional Education of the City University of Hong Kong (CityU SCOPE) organised the “2017 Live Project” (Student Consultancy Scheme), which provided free-of-charge tailor-made business consulting service for SMEs. The consultant team was made up of third year university students, supervised by veteran lecturers.

Acting as a supporting organisation for the Project, the BDC helped to line up 17 members or associated companies, which were admitted as the participants to receive consultancy on selected management areas, notably brand management and promotion, new market development, human resources management and digital marketing planning.

中小企業「營商友導」計劃

香港特區政府工業貿易署中小企業支援與諮詢中心推行2017至2018年「中小企業營商友導計劃」。「計劃」專為中小型企業而設，旨在讓新進的中小企業東主，以一對一的形式免費向經驗豐富的企業家、高級行政人員及專業人士請教營商技巧。品牌局為「中小企業營商友導計劃」的協辦機構之一，協助招募具經驗的企業家作為「計劃」的導師以及進行導師和參與企業的配對。

工業貿易署中小企業支援與諮詢中心還推行「問問專家」業務諮詢服務，就開設、經營或拓展業務的範疇向中小企業提供免費的業務諮詢服務；品牌局擔任有關服務的支持機構之一。



SME Mentorship Programme

The Support and Consultation Centre for SMEs (SUCCESS) of Trade and Industry Department, HKSAR Government has launched the 2017/18 SME Mentorship Programme. The Programme aims to provide SME entrepreneurs with the opportunity to learn from and be guided by mentors with rich experience in business operation through one-on-one free counselling. As one of the supporting organisations of the Programme, the BDC provides assistance in recruiting entrepreneurs as mentors and matching mentors with mentees.

The SUCCESS also provides “Meet-the-Advisors” Business Advisory Service (BAS), through which SMEs receive free consulting services from experts on aspects related to starting, running and expanding a business. The BDC is one of the collaborating organisations of BAS.

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／參與之研討會及工作坊

(表五)

舉辦日期	內容主題	出席人數	品牌局角色
2016年			
7月19日	「國際貿易談判技巧」工作坊	約10人	主辦
8月16日	「數碼營銷贏盡商機2016」工作坊	約10人	主辦
9月12日	香港董事學會主辦之「2016董事研討會」	約100人	支持機構
9月30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：勇創新天『逆轉勝』」	約300人	合辦
10月14日	品牌局與香港大學專業進修學院合辦之「香港品牌故事」系列講座	約80人	合辦
10月27日	「激勵員工－提升心理正向能量」工作坊	約10人	主辦
11月2日	「在中國市場內品牌管理與市場計劃的技巧及應用」工作坊	約10人	主辦
12月1日	香港中小型企業總商會主辦之「第六屆國際中小企高峰論壇」	約50人	支持機構
12月1至2日	香港特別行政區政府、香港貿易發展局及香港設計中心主辦之「亞洲知識產權營商論壇」	約200人	支持機構
12月2日	「品牌內銷：東北起行」研討會	約80人	主辦
12月2日	香港中小型企業總商會主辦之「兩岸四地大中華中小企業高峰論壇－中亞細亞中小企業新商機」	約50人	支持機構
2017年			
2月9日	「數碼營銷開創商機」工作坊	約10人	主辦
2月22日	「高效銷售演說技巧」工作坊	約10人	主辦
3月9日	「市場推廣及營運管理」工作坊	約10人	主辦
4月7日	「打造知識產權軟實力」研討會	約60人	主辦
4月10日	香港中小型企業總商會主辦之「與CEO暢談營商求變之道座談會」	約50人	支持機構
4月25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	合辦
5月8日	「服務禮儀與品酒技巧」工作坊	約10人	主辦



「品牌『智』勝研討會」吸引近300名企業代表出席。
"Branding to Win Seminar" attracted nearly 300 participants.



商業顧問徐燕珊於「服務禮儀與品酒技巧」工作坊上講授品酒知識以及提供優質服務質素的技巧。
At the Workshop on "Business Etiquette and Wine Tasting", business consultant Ms Rebekah Chui gave a lecture on wine tasting techniques and the skills in delivering quality service.



營銷管理專家黃嘉輝於「數碼營銷開創商機」工作坊上講解如何利用社交平台拓展網上業務。
At the Workshop on "The Latest Trends of Digital Marketing and Social Media", marketing expert Mr Patrick Wong illustrated how to expand online business through social media platforms.

Seminars and Training

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

Seminars and Training Programmes Organised or Supported by the BDC

(Table 5)

Date	Activity	Audience Number	Role of BDC
Year 2016			
19 July	Workshop on “International Trade Negotiation”	About 10	Organiser
16 August	Workshop on “The Latest Trends of Digital Marketing and Social Media 2016”	About 10	Organiser
12 September	“Directors’ Symposium 2016” by Hong Kong Institute of Directors	About 100	Supporting Organisation
30 September	“Branding to Win Seminar: Turning Adversity into Opportunity” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA	About 300	Co-organiser
14 October	“The Hong Kong Brand Stories” Serial Seminar by the BDC and HKU SPACE	About 80	Co-organiser
27 October	Workshop on “The Key to Positive Thinking”	About 10	Organiser
2 November	Workshop on “Brand Management and Marketing Planning in the China Market”	About 10	Organiser
1 December	“The 6th World SME Summit” by the Hong Kong General Chamber of Small and Medium Business	About 50	Supporting Organisation
1 to 2 December	“Business of IP Asia Forum” by the HKSAR Government, the Hong Kong Trade Development Council and Hong Kong Design Centre	About 200	Supporting Organisation
2 December	Experience Sharing Seminar on “Branding Up in the Northeast China Market”	About 80	Organiser
2 December	“Greater China SME Forum – New Business Opportunities in Central Asia for SMEs” by the Hong Kong General Chamber of Small and Medium Business	About 50	Supporting Organisation
Year 2017			
9 February	Workshop on “The Latest Trends of Digital Marketing and Social Media”	About 10	Organiser
22 February	Workshop on “Effective Sales Presentation”	About 10	Organiser
9 March	Workshop on “Marketing Promotion and Operation Management”	About 10	Organiser
7 April	Seminar on “Building Up Intellectual Property Soft Power”	About 60	Organiser
10 April	“CEO Seminar” by the Hong Kong General Chamber of Small and Medium Business	About 50	Supporting Organisation
25 April	“Brand: We are Loving it” Workshop by the BDC and HKU SPACE	About 40	Co-organiser
8 May	Workshop on “Business Etiquette and Wine Tasting”	About 10	Organiser

品牌「智」勝系列研討會

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

品牌局與工業貿易署、香港貿易發展局及廠商會於2016年9月30日聯合舉辦第十三個「品牌『智』勝系列研討會」。研討會於香港會議展覽中心舉行，以「勇創新天『逆轉勝』」為題，邀請學者、市場營銷專家、經濟師以及品牌掌舵人剖析經濟和市場環境變化對商業經營的影響，探討香港品牌迎難自強、轉危為機的「智」勝之道；當日的出席者近300人。

Branding to Win Serial Seminar

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

The thirteenth Serial Seminar was held on 30 September 2016 under the banner of “Turning Adversity into Opportunity”; and it was a joint project of the BDC, Trade and Industry Department, the Hong Kong Trade Development Council and the CMA. With nearly 300 participants, the Seminar featured a strong line-up of speakers, including renowned scholar, brand consultant, economist and brand marketer, who analysed the repercussions of changing market environment on brand management and shared their views on the “winning strategies” in the times of adversity.



1. 主辦機構代表包括品牌局副主席沈運龍(右三)、工業貿易署高級政務主任吳文裕(左三)及香港貿易發展局助理總裁梁國浩(右四)等與演講嘉賓合照。
Representatives of Organisers including BDC Vice Chairman Dr Aaron Shum (3rd from right), Senior Administrative Officer of TID Mr Mike Ng (3rd from left) and Assistant Executive Director of the TDC Mr Stephen Liang (4th from right) posed for a photo with the speakers.
2. 品牌局副主席沈運龍(左)致送紀念品予演講嘉賓。
BDC Vice Chairman Dr Aaron Shum (left) presented a souvenir to a speaker.
3. 亞太策略研究所研究總監李卓駿講解品牌面對經濟衰退時的進攻與防守策略。
Research Director of Asia Pacific Institute for Strategy Dr Mark Lee introduced several defensive and offensive strategies for a brand to tackle the economic downturn.
4. 以諾顧問亞洲有限公司創辦人及首席策略師張天秀講解淡市中出奇制勝的品牌營銷策略。
Founder and Chief Strategist of Integral Consulting Asia Ltd Mr Baniel Cheung illustrated how to promote a brand creatively and effectively in a gloomy market.
5. 香港貿易發展局經濟師馬穎德分析內地網購的發展趨勢以及港商所面臨的機遇與挑戰。
Economist of the TDC Ms Wenda Ma gave an account of the evolving online shopping ecology in Mainland China and analysed the opportunities and challenges faced by Hong Kong brand operators.
6. 周大福珠寶集團有限公司企業規劃副總經理及集團品牌總監陳義邦分享「周大福」對抗經濟逆境、為品牌增值的經驗。
Deputy General Manager of Corporate Planning & Director of Group Branding Department of Chow Tai Fook Jewellery Group Ltd Mr Alan Chan shared Chow Tai Fook's experience in pursuing a value-approach amidst adversity.

「打造知識產權軟實力」研討會

為了向業界提供品牌知識產權保護的最新資訊，品牌局及廠商會於2017年4月7日聯合舉辦「打造知識產權軟實力」研討會，並由國際專業發展聯盟擔任協辦機構；多位資深律師和專家講解了中港知識產權的註冊與保護制度，並分析知識產權管理對產品創新的重大作用以及「一帶一路」的知識產權注意事項。研討會吸引了超過60家公司代表出席。

Seminar on “Building Up Intellectual Property Soft Power”

To help the industries keep abreast of the latest developments of intellectual property protection, the BDC and the CMA jointly held a seminar titled “Building Up Intellectual Property Soft Power” on 7 April 2017, with International Union of Professional Development Institutions (IUPDI) acting as supporting organisation. At the Seminar, several experienced lawyers and experts introduced the regimes of intellectual property registration and protection in Hong Kong and China, the interactive relationships between product innovation and intellectual property rights, as well as the IP aspects of “Belt and Road” Initiative. The Seminar attracted more than 60 participants.



1. 主辦機構代表與演講嘉賓合照。
Speakers and the representatives of Organisers posed for a group photo.
2. 品牌局義務法律顧問周紹榮律師指出商標註冊的七大常見錯誤。
BDC Legal Advisor Mr Joseph Chow dissected the seven common mistakes in trademark registration.
3. 版權審裁處副主席兼喬立本廖依敏律師行合夥人湯達熙律師介紹「一帶一路」政策相關的知識產權事宜。
Vice Chairman of Copyright Tribunal and Partner of Robin Bridge & John Liu Solicitors & Notaries Mr Anthony Tong touched on the intellectual property aspect of “Belt & Road” Initiative.
4. 香港城市大學工程博士生會副會長廖德榮以創新的理論架構示範如何將知識產權與產品開發相結合。
Vice President of Engineering Doctorate Society of the City University of Hong Kong Dr T W Liu elaborated on an innovative approach to integrating IP strategies with product development.
5. 北京市萬慧達律師事務所合夥人王虎律師分享實現知識產權價值的個案。
Partner of Wan Hui Da Law Firm Mr Wang Hu shared with the audience several case studies and illustrated how to realise the value of intellectual property.

品牌推廣及交流 Brand Promotion and Exchanges

「香港品牌+大連」系列活動

配合香港品牌在內地積極擴展內銷版圖的趨勢，品牌局與香港中華廠商聯合會聯合推行「舉辦『香港品牌+大連』系列活動協助港商探索遼東半島及周邊市場」項目（又稱「大連+香港品牌節」）。該項目於2016年3月至2017年4月期間推行，為期13個月；並獲香港特區政府「發展品牌、升級轉型及拓展內銷市場的專項基金（機構支援計劃）」資助，由廠商會展覽服務有限公司承辦。



「香港品牌+大連」系列活動以中國東北部的商貿樞紐、素有「北方明珠」之稱的遼寧省大連市為落腳點，圍繞「香港品牌+」的主題，舉辦一系列豐富而務實的品牌推廣和市場考察研究活動，藉此協助香港業界瞭解當地市場，探索遼東半島及周邊地區的商機，並以創新的體驗手法提升香港品牌的集體形象和市場影響力。

項目屬下的品牌推廣活動包括在「2016香港時尚產品博覽•大連工展會」中舉辦大型品牌展示、互動式示範攤位以及具香港特色的文娛表演節目，構建一個多維度的品牌體驗區，讓觀眾「親•嚐」香港品牌的創意新潮形象和豐富的情感價值。市場研究方面的活動則有分銷商深度訪談、港商內銷實戰經驗的案例分析及商務考察等，藉以透視當地的商業環境，並探討香港品牌的市場拓展策略。隨著項目的推行，品牌局在香港和大連展開一連串的宣傳推廣活動，包括運用新媒體工具和多種信息介面進行「立體式」市場溝通以及舉辦一個以品牌內銷策略和實務為主題的研討會等。

品牌局於2016年4月20日召開新聞發佈會，由廠商會會長李秀恒、品牌局主席黃家和及廠商會展覽服務有限公司主席戴澤良向傳媒和業界宣佈活動項目的詳細情況及日程安排。

品牌局並於2016年8月26日在大連世界博覽廣場舉行隆重的啟動儀式，為「大連+香港品牌節」的主題活動揭開序幕。開幕式由廠商會會長李秀恒、品牌局主席黃家和聯同一眾內地和香港特區政府的官員主禮，包括遼寧省人民政府副省長邴志剛、香港特區政府時任商務及經濟發展局局長蘇錦樑、時任中聯辦經濟部副部長兼貿易處負責人楊益、香港特區政府駐北京辦事處主任傅小慧以及大連市人民政府市長肖盛峰等。

“Hong Kong Brand + Dalian” Serial Activities

In line with Hong Kong brands' recent moves to expand business frontier nationwide, the BDC implemented the “Assisting Hong Kong Enterprises to Explore Liaodong Peninsula and Adjacent Markets through Organising ‘Hong Kong Brand + Dalian’ Serial Activities” Project (also referred to as “Dalian + Hong Kong Brand Festival”) under the sponsorship of the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme). With the Chinese Manufacturers' Association of Hong Kong acting as the Collaborating Organisation and the CMA Exhibition Services Limited (CMAESL) being the Implementation Agent, this 13-month Project was conducted during the period from March 2016 to April 2017.

The Project stages a large-scale brand promotional campaign supplemented by a bevy of market research activities, with a focus on Dalian, the primary commercial hub of Northeast China and China's “Pearl of the North”. Under the banner of “Hong Kong Brand +”, it aimed to help Hong Kong enterprises to better understand the market environment and explore business opportunities in Liaodong Peninsula and the neighbouring regions, while enhancing the collective image and market influences of Hong Kong brands through an innovative experience-based approach.

On the brand promotion dimension, the major deliverables of “Dalian + Hong Kong Brand Festival” included a large-scale brand showcase, five interactive demonstration kiosks and a variety of performance programmes with distinctive Hong Kong flavours at the “2016 Hong Kong Trendy Products Expo, Dalian” (the Expo), which constituted a multi-dimensional brand experience area to promote the innovative trendy image and emotional values of Hong Kong brands. On the market research dimension, in-depth interviews with distributors, case study of Hong Kong brands, and a study tour were carried out in a row, with an eye to investigating the business environment of Liaodong Peninsula and exploring the effective strategies for Hong Kong brands to develop the regional market. Meanwhile, an array of diversified publicity activities were rolled out in Hong Kong and Dalian as well, including an all-around marketing communication programme leveraging on new media and various information channels, as well as an experience sharing seminar with emphasis on the strategies and practices of Hong Kong brands in tapping into Mainland market.

The BDC hosted a press conference on 20 April 2016, at which CMA President Dr Eddy Li, BDC Chairman Mr Simon Wong, CMAESL Chairman Dr Tony Tai announced the commencement of the Project and introduced the details and schedule.

On 26 August 2016, a grand opening ceremony was held at the Dalian World Expo Centre to kick off the Dalian-based activities of the Festival. The Ceremony was officiated by CMA President Dr Eddy Li and BDC Chairman Mr Simon Wong, together with a number of officials representing the local Governments and HKSAR Government, including Vice Governor of the Liaoning Province People's Government Mr Bing Zhigang, the then Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So, the then Deputy Director General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR Mr Yang Yi, Director of the Office of HKSAR Government in Beijing Ms Gracie Foo and Mayor of Dalian Municipal People's Government Mr Xiao Shengfeng.



主辦機構代表於「大連+香港品牌節」的新聞發佈會上合照(左起)：品牌局副主席陳國民；廠商會副會長史立德；廠商會展覽服務有限公司主席戴澤良；廠商會會長李秀恒；品牌局主席黃家和；品牌局副主席吳清煥、沈運龍；時任品牌局總裁梁世華。

Representatives of Organisers posed for a group photo at the press conference for "Dalian + Hong Kong Brand Festival". From left: BDC Vice Chairman Dr Edward Chan; CMA Vice President Dr Allen Shi; CMAESL Chairman Dr Tony Tai; CMA President Dr Eddy Li; BDC Chairman Mr Simon Wong; BDC Vice Chairman Mr Ng Ching Wun, Dr Aaron Shum; and the then BDC Chief Executive Officer Mr Paul Leung.



廠商會會長李秀恒(右六)及品牌局主席黃家和(左二)、聯同遼寧省人民政府副省長邵志剛(左七)、香港特區政府時任商務及經濟發展局局長蘇錦傑(右七)、時任中聯辦經濟部副部長兼貿易處負責人楊益(右四)、香港特區政府駐北京辦事處主任傅小慧(右五)、大連市人民政府市長肖盛峰(左六)、以及一眾品牌局及廠商會代表主持「大連+香港品牌節」的開幕式。

CMA President Dr Eddy Li (6th from right), BDC Chairman Mr Simon Wong (2nd from left), Mr Bing Zhigang (7th from left), Hon Gregory So (7th from right), Mr Yang Yi (4th from right), Ms Gracie Foo (5th from right), Mr Xiao Shengfeng (6th from left) and other Guest-of-honour officiated at the opening ceremony of "Dalian + Hong Kong Brand Festival".



香港特區政府時任商務及經濟發展局局長蘇錦傑於「大連+香港品牌節」開幕式上致辭。

The then Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So delivered a speech at the opening ceremony of "Dalian + Hong Kong Brand Festival".



廠商會及品牌局組織高層代表團赴大連訪問並出席「大連+香港品牌節」開幕式。
The CMA and BDC dispatched a high-level delegation to Dalian.

品牌體驗區

「2016香港時尚產品博覽•大連工展會」於2016年8月26日至29日期間在大連世界博覽廣場舉行。「大連+香港品牌節」的多項重要活動與「大連工展會」相輔相成，包括在展會內設立了體驗式的「香港品牌+」專區，再現「最香港」的地標和最繁華的都市場景，並分為「『香港品牌+』互動體驗營」及「『香港品牌+』動感生活體驗區」品牌展示兩大部分。

「『香港品牌+』互動體驗營」由5個互動式示範攤位組成，錯落有致地穿插於展示區內；特選的香港品牌舉辦形式豐富、手法新穎而富趣味性的消費者體驗活動，包括「黏土DIY美工勞作」、「夢『裳』成真皮革小飾物製作坊」、「分子料理『鮮』嘗試」、「PhotoBOOTH瘋狂拍照館」及「港式婚禮拍樂真人秀」，營造出「感受香港，體驗品牌」的濃厚氛圍，令參觀者流連忘返。

「動感生活體驗區」則展出超過110個香港原創品牌，陳列其旗下近300件具創意、富有特色、品質優良以及能夠體現「香港元素」的品牌產品。設有「潮」、「型」、「尚」、「智」、「味」、「魅」、「逸」及「頤」8個區域，分別展出各類型的服裝、配飾、珠寶、鐘錶、精品、家用電器、電子產品、食品、美容產品、生活用品、中藥及保健品，淋漓盡致地呈現香港作為國際都會的優越生活品質及品味。

為確保按公平、公開和高透明度的原則選擇展示區的參展品牌，主辦機構成立了由不同界別代表組成的品牌展示督導委員會，成員包括：廠商會會長李秀恒、品牌局主席黃家和、時任香港中小型企業總商會會長林國良、香港理工大學企業發展院院長黃亮、香港設計文化協會秘書長冼子光、香港貿易發展局製造業拓展高級經理陳嘉賢。委員會於2016年3月25日召開會議，遴選參加展示的品牌，並就展示區的設計方案提供意見。

Brand Experience Zone

While the “2016 Hong Kong Trendy Products Expo, Dalian” (The Expo) was held at Dalian World Expo Centre from 26 to 29 August 2016, the BDC unfolded a host of highlighted activities of the “Dalian + Hong Kong Brand Festival” in parallel, including setting up a large-scale showcase gallery that replicated Hong Kong’s bustling street scene with a variety of landmark buildings and iconic vehicles. The Gallery consisted of two major zones, i.e. “Hong Kong Brand + Dynamic Lifestyle” Experience Zone and “Hong Kong Brand +” Interactive Experience Camp.

As a focal point of the brand experience area, the “Hong Kong Brand +” Interactive Experience Camp featured 5 demonstration kiosks interspersed among the Gallery, at which 5 Hong Kong brand operators presented a variety of innovative and interactive activities, including clay workshops, fur accessories craft, molecular cuisine, photo-taking kiosk and Hong Kong-style wedding simulation. The Experience Camp kiosks delivered unique consumer experiences, and they together created a strong dynamic “Experiencing Hong Kong, Experiencing Brands” ambience that fascinated many visitors.

Meanwhile, the showcase gallery was shaped into a “Hong Kong Brand + Dynamic Lifestyle” Experience Zone that assembled around 300 product items under 111 Hong Kong brands, in an attempt to epitomise the superior quality of life and charming metropolitan lifestyle of Hong Kong. The exhibits consisted mainly of stylish products with strong innovation, design, quality or cultural elements with distinctive “Hong Kong flavours”; and the gallery was divided into eight product sections, named after “Trendy”, “Stylish”, “Prestigious”, “Smart”, “Tasty”, “Charming”, “Relaxing” and “Healthy”, to accommodate fashion & accessories, watches & clocks, fine living, home appliances & electronic products, food, beauty products, household products and Chinese medicine & healthcare products respectively.

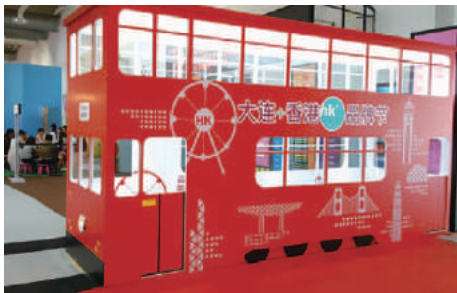
To ensure fairness and transparency in selecting participants of showcase gallery, a Steering Committee was formed, which comprised President of the CMA Dr Eddy Li, Chairman of the BDC Mr Simon Wong, the then President of the Hong Kong General Chamber of Small and Medium Business Mr Lam Kwok Leung, Director of Institute of Entrepreneurship of the Hong Kong Polytechnic University Dr Alwin Wong, Secretary General of Mode of Design Alliance Mr Sin Tze Kong, General Manager of Corporate Communications of Hong Kong Productivity Council Mr Jonathan Ho and Senior Product Promotion Manager of Hong Kong Trade Development Council Mr Kevin Chan. The Committee held a meeting on 25 March 2016 to conduct a screening on brands applying for the showcase and advise on the design layout of the Gallery.



品牌展示督導委員會成員合照(左起)：時任品牌局總裁梁世華；督導委員何富豪、陳嘉賢、林國良、李秀恒、冼子光、黃家和及黃亮。

Members of Steering Committee on Brand Showcase posed for a picture (from left): the then BDC Chief Executive Officer Mr Paul Leung; Committee Member Mr Jonathan Ho, Mr Kevin Chan, Mr Lam Kwok Leung, Dr Eddy Li, Mr Sin Tze Kong, Mr Simon Wong and Dr Alwin Wong.

回顧 Review



「動感生活體驗區」展出超過 110 個富香港特色的產品品牌。

"Hong Kong Brand + Dynamic Lifestyle" Experience Zone showcased over 110 brands with strong Hong Kong characteristics.



品牌局主席黃家和(右一)及品牌局副主席吳清煥(左一)陪同遼寧省人民政府副省長鄧志剛(中)、香港特區政府時任商務及經濟發展局局長蘇錦標(左二)及大連市人民政府市長肖盛峰(右二)巡視品牌展示區。

Accompanied by BDC Chairman Mr Simon Wong (1st from right) and BDC Vice Chairman Mr Ng Ching Wun (1st from left), the Vice Governor of the Liaoning Province People's Government Mr Bing Zhigang (middle), the then Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So (2nd from left) and Mayor of Dalian Municipal People's Government Mr Xiao Shengfeng (2nd from right) toured around the Gallery.



1. 參觀人士魚貫進入「映物誌」的「PhotoBOOTH 快樂照相亭」內拍照留念。
Visitors queued up in front of the photo-taking booth of "PhotoGIFT".
2. 「卡樂淘」的黏土導師與參加者一起體驗黏土的樂趣。
Participants savoured the fun of clay handicraft with instructors from "Colorato".
3. 「Della Verna」皮草藝工匠教授參加者製作皮草小飾物。
Fur craftsmen from "Della Verna" demonstrated to participants the techniques of making fur accessories.
4. 「品味香江」的師傅烹調分子料理。
Chef from "Gourmet Orient" was preparing molecular cuisine.
5. 市民參加「歐惠芳婚禮顧問」組織的模擬婚禮，沉浸在港式婚禮的奇妙體驗中。
Participants immersed themselves in a joyful and special moment through the Hong Kong-style wedding ceremony simulation organised by "Sharon Au Wedding Consultants".

香港品牌+体验区



文娛表演節目

品牌局於品牌體驗區內搭建大型表演舞台，分時段呈獻24場具香港特色的文娛表演以及與「互動體驗營」相呼應的遊戲節目，包括「香港品牌大匯演」模特兒天橋走秀、「金茶王」港式奶茶沖泡示範、分子料理製作示範、創新插花藝術示範、花式跳繩表演、形象大變身、港式婚禮體驗等；同時亦組織微信互動有獎遊戲，既展現香港品牌的多元精彩和時尚生活文化，亦增添參觀者的參與樂趣。

Performances and Entertaining Programmes

A series of stage performances with Hong Kong flavour and entertaining programmes echoing the Interactive Experience Camp were lined up at the Brand Experience Zone.

A total of 24 shows were put on, including model catwalk shows to display participating brands of the brand gallery, brewing of Hong Kong-style milk tea, demonstration of molecular cuisine, innovative floral art, rope skipping, image makeover, Hong Kong-style wedding experience and WeChat interactive games, in an attempt to demonstrate the diversity and lifestyle of Hong Kong brands while enhancing the participation and enjoyment of the visitors.



1. 「品味香江」的代表毛俊杰介紹分子烹飪法。
Mr Mo Chun Kit from "Gourmet Orient" illustrated the process of molecular cuisine.
2. 「CMM 蒙妮坦學院」的導師示範「完美無瑕」的化妝技巧。
Instructor from "CMM Monita Academy" demonstrated the technique of "flawless" makeup.
3. 「金茶王」的冠軍得主錢寶信及畢潤超師傅沖泡港式奶茶。
Mr Tsiun Po Shun and Mr Ricky But, Champions of Hong Kong International KamCha Competition, were preparing Hong Kong-style milk tea.
4. 「香港花式跳繩學社」的代表展示高超的跳繩技巧。
Representatives from "Hong Kong Institute of Rope Skipping" showed their superb rope skipping skills.
5. 「歐惠芳婚禮顧問」的創辦人講解如何將中國傳統與西方禮儀的優點「珠聯璧合」。
Founder of "Sharon Au Wedding Consultants" expounded how to seamlessly integrate Chinese traditions with Western etiquettes in a "mixed" wedding ceremony.
6. 「Ambassador 大使花禮」的代表殷惠蘭和周淑嫻教授創新的插花藝術。
Ms Julie Yan and Ms Chow Suk Han from "Ambassador Flowers & Gifts" gave a demonstration of innovative floral art.
7. 專業模特兒於「香港品牌大匯演」環節表演天橋走秀，向觀眾展示香港品牌產品。
Catwalk models presented exhibits of the "Hong Kong Brand + Dynamic Lifestyle" Experience Zone.

內銷商務考察

品牌局於8月26日在大連市舉辦了一個半天的商務考察活動。品牌局主席黃家和帶領20多名香港企業代表拜訪當地著名品牌企業棒極島食品集團，參觀了集團屬下的肉類副食品加工基地，並聽取「棒極島」拓展品牌業務的經驗分享；隨後前往人流密集的購物中心一大商集團進行現場考察，藉以瞭解當地的營商環境和分銷渠道，並與大商集團的管理層進行交流，探討市場進入和品牌推廣策略。

Business Study Tour

A half-day business study tour was organised on 26 August 2016 in Dalian. Led by Chairman of the BDC Mr Simon Wong, a delegation made up of over 20 Hong Kong brand operators paid a visit to Bangchuidao Food Group. The Group's representative showed the delegation around a meat processing production facility and shared with them the experience in developing the well-known brand "Bangchuidao".

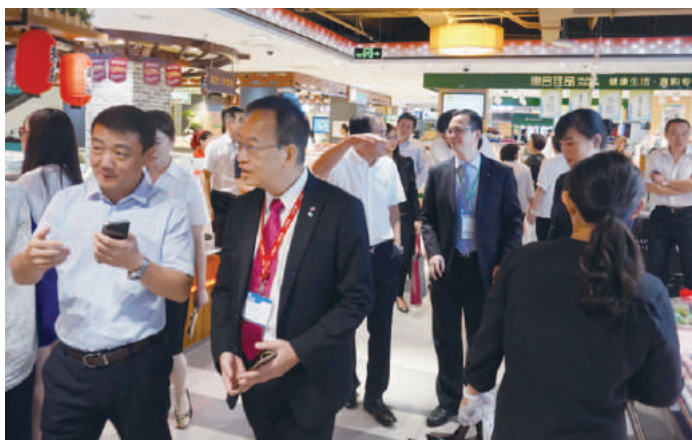
The second leg of the study tour was a visit to the shopping malls operated by Dashang Group. While having an opportunity to enhance the understanding of local business environment and the distribution channels, the delegates also exchanged views with the top management of the Dashang Group in regard to the strategies for market entry and brand promotion.



品牌局主席黃家和(前排中)與考察團團員於棒極島食品集團的營業部合照。
BDC Chairman Mr Simon Wong (middle, front row) and delegates posed for a group photo at a retail outlet of Bangchuidao Food Group.



品牌局主席黃家和率領考察團團員拜訪棒極島食品集團。
BDC Chairman Mr Simon Wong led the delegation to visit Bangchuidao Food Group.



考察團團員參觀大商集團的購物中心。
Delegates toured around shopping malls operated by Dashang Group.



考察團獲大商集團管理層熱情接待。
The delegation was warmly received by the management of Dashang Group.

宣傳活動

除了於香港報章及雜誌刊登「品牌節」的廣告之外，品牌局亦於大連展開密集式的宣傳，包括於多份當地報章刊登廣告、透過大連廣播交通電台進行宣傳、在網站刊登橫額廣告、邀請「網紅」於微博及微信等新媒體上進行推廣，並於商場戶外電視、當地公共車車身、樓宇框架等投放大量廣告。

「大連+香港品牌節」設立了官方網站(www.hkbrandfest.org)及官方微信號，詳載各項精彩活動的資料及定期發佈活動花絮。「品牌節」微信號更設有「幸運大輪盤」及「開心分享微信」等有獎遊戲，送出多款精美禮品，包括紀念版雨傘、手機魚眼配鏡、運動水壺及創意造型毛巾等；在短短的四天展期內共吸引近5,000人參與「幸運大輪盤」遊戲。

主辦機構還製作了一系列的印刷品，包括輯錄了『「香港品牌+」互動體驗營』及「動感生活體驗區」參與品牌資料的宣傳單張、場刊，以及圓珠筆和環保袋等紀念品，向當地市民派發，以進一步擴大推廣的層面和範圍。



品牌局向市民派發「大連+香港品牌節」的小冊子及紀念品。
The BDC dispensed brochures and souvenirs of "Dalian + Hong Kong Brand Festival" to local citizens.

Promotional Campaign

Apart from newspaper advertising in Hong Kong, the BDC also carried out an intensive promotional campaign in Dalian, which consisted of advertisements on local newspapers, radio broadcasting, website banner advertising, as well as news feeds / recommendations from Key Opinion Leaders on Weibo and WeChat, together with outdoor advertisements on buses, shopping mall TVCs and residential buildings.

Moreover, the official website (www.hkbrandfest.org) and official WeChat account of "Dalian + Hong Kong Brand Festival" were set up. Apart from providing news feeds about the various activities of the Festival, the BDC also gave out a variety of premium gifts, including commemorative edition umbrellas, fisheye lens for mobile, sports bottle and creative origami towels, to followers who took part in the "Lucky Roulette" and "Happy Sharing" WeChat games; and the "Lucky Roulette" had attracted nearly 5,000 participants during the four days of exhibition.

Besides, a set of printing materials and souvenirs, e.g. leaflets and directory of the participating brands of "Hong Kong Brand +" Interactive Experience Camp and "Hong Kong Brand + Dynamic Lifestyle" Experience Zone", pens and recycle bags, were distributed to local citizens, so as to reach out to a wider promotion targets.



微信互動有獎遊戲得獎者到台上領獎。
Winners of WeChat interactive game received souvenirs on the stage.

分銷商深度訪談

品牌局委託由香港理工大學專家帶領的研究團隊，深入到遼東地區的重要城市包括瀋陽、大連、丹東及錦州等，與10家大連市及附近地區分銷商進行深度訪談，探討當地的商業環境、消費者偏好、分銷網絡和支援系統以及品牌銷售與推廣的策略等，為港商瞭解遼東及周邊市場特別是分銷商的取態搜集第一手資料。



香港理工大學的研究團隊訪問當地的分銷商。
Research team of the Hong Kong Polytechnic University interviewed local distributors.

In-depth Interviews with Mainland Distributors

Commissioned by the BDC, a research team led by the experts of the Hong Kong Polytechnic University visited 10 distributors based in four major cities, i.e. Shenyang, Dalian, Dandong and Jinzhou, and conducted in-depth interviews with their managements. Through gathering views from the perspective of channel operators, these interviews helped to provide first-hand, in-depth market intelligences that could advance Hong Kong companies' understanding of the commercial environment, consumers' preference, distribution channels, and supporting facilities in Liaodong and the adjacent markets and shed light on the effective strategies for branding and marketing.

香港企業個案研究

由香港理工大學專家等組成的研究團隊還對3家不同行業的香港品牌企業進行個案研究，包括「周大福」、「EDO Pack」和「malimarihome」；將他們於遼東或周邊市場拓展內銷的實戰經驗文檔化，並透過檢視和分析其業務營運、品牌管理和市場推廣策略，為香港企業提供借鑑範例和具洞察力的建議。

Case Studies on Hong Kong Brands

The research team led by the experts of the Hong Kong Polytechnic University also conducted case studies on 3 Hong Kong companies, i.e. "Chow Tai Fook", "EDO Pack" and "malimarihome", which represented different industrial sectors and had successfully developed domestic sales business in Liaodong or the adjacent regions. The studies documented the participating brand's real-life experience in developing domestic sales and also reviewed their brand management strategies, business operation mode as well as marketing tactics, with an eye to extracting relevant insights for Hong Kong companies' reference.



專家與研究對象的代表進行面談。
Researchers had meetings with representatives of the case study subjects.



「品牌內銷：東北起行」研討會

於2016年12月2日於香港舉行的「品牌內銷：東北起行」研討會是「大連+香港品牌節」項目的總結活動。在分享會上，香港珠海學院一帶一路研究所所長陳文鴻首先分析了「一帶一路」政策為東北市場帶來的發展機遇；接著，李錦記健康產品集團有限公司高級副總裁楊國晉分享了中藥健康產品品牌「無限極」於國內創業並取得成功的經歷，周大福珠寶集團有限公司中國營運管理中心行政部高級經理包建豪則介紹了「周大福」在大連開展零售業務網絡的經驗，闡述品牌如何適時轉變以迎合內地的消費者文化和市場需求。

在分享會的下半部分，香港理工大學深圳產學研基地品牌戰略及創新中心主任陸定光就品牌局當日發表的「遼東市場攻略：分銷商透視及對香港品牌的啟示」研究報告進行了要點解讀，並分析香港品牌進入遼東市場的策略和注意事項。最後，僑豐行有限公司行政總裁黃偉鴻以「EDO Pack」及「巨浪大切」為例，講解如何善用「香港品牌」的優勢和整合有限的資源有效地拓展內地市場，以達致「資源匯聚，品牌輻射」。

品牌局主席黃家和及理事劉建華出席了研討會，並致送紀念品予各演講嘉賓。分享會反應熱烈，吸引近80位業界代表參與。

Experience Sharing Seminar on “Branding Up in the Northeast China Market”

As concluding session of the “Dalian + Hong Kong Brand Festival” Project, a seminar under the banner of “Branding Up in the Northeast China Market” was held on 2 December 2016.

The Seminar started with a speech by Prof Thomas Chan, Director of One Belt One Road Research Institute of Chu Hai College of Higher Education, who analysed the opportunities brought to the Northeast China by the “Belt and Road Initiative”. Then Mr Harry Yeung, Senior Vice President of LKK Health Products Group Ltd shared LKK’s entrepreneurial practices of building “Infinitus”, a Chinese medicine product brand, in the Mainland China. And the third speaker, Mr Pau Kin Ho, who was the Senior Manager of Executive Office of Mainland China Management Centre of Chow Tai Fook Jewellery Group Ltd, illustrated how “Chow Tai Fook” evolved to meet the changing consumer culture and market demand, based on the brand’s experience in developing retailing network in Dalian.

In the second part of the Seminar, Prof Sherriff Luk, Director of Brand Strategy and Innovation Center of the Hong Kong Polytechnic University, introduced gist of the research report namely “Tapping the Market Potential of Liaodong Peninsula: Local Distributors’ Perspective and Tips for Hong Kong Brands” published by the BDC, followed by some recommendations on the strategies for tapping into Liaodong Peninsula and adjacent markets. At last, Chief Executive Officer of Kiu Fung Hong Ltd Dr Ellis Wong, based on the success story of “EDO Pack” and “巨浪大切”, shed light on the effective way to promote a brand across the border by leveraging on the advantages of “Hong Kong Brand” and pooling together limited resources.

BDC Chairman Mr Simon Wong and BDC General Committee Member Dr Kevin Lau attended the Seminar and presented souvenirs to the speakers on behalf of the organisers. The Seminar attracted about 80 participants.



品牌局主席黃家和(中)與演講嘉賓合照。
BDC Chairman Mr Simon Wong (middle) posed for a group picture with guest speakers.



品牌局主席黃家和(右)致送紀念品予演講嘉賓。
BDC Chairman Mr Simon Wong (right) presented souvenir to a guest speaker.



品牌局理事劉建華(右)致送紀念品予演講嘉賓。
BDC General Committee Member Dr Kevin Lau (right) presented souvenir to a guest speaker.



香港珠海學院一帶一路研究所所長陳文鴻講解東北市場的經濟發展及「一帶一路」政策帶來的機遇和挑戰。
Prof Thomas Chan, Director of One Belt One Road Research Institute of Chu Hai College of Higher Education elaborated on recent economic performance of Northeast market and the opportunities and challenges brought by "Belt and Road Initiative".



李錦記健康產品集團有限公司高級副總裁楊國晉分享對內地保健產品市場的看法。
Mr Harry Yeung, Senior Vice President of LKK Health Products Group Ltd shared his observations on Mainland's healthcare products market.



周大福珠寶集團有限公司中國營運管理中心行政部高級經理包建豪分享品牌如何迎合大連消費者需求的經驗。
Mr Pau Kin Ho, Senior Manager of Executive Office of Mainland China Management Centre of Chow Tai Fook Jewellery Group Ltd shared CTF's experience in catering to the demand of customers in Dalian.



陸定光教授公佈遼東市場研究的結果。
Prof Sherriff Luk announced findings of the market research on Liaodong Peninsula.



僑豐行有限公司行政總裁黃偉鴻分享將品牌打進內地市場的實戰經驗。
Dr Ellis Wong, Chief Executive Officer of Kiu Fung Hong Ltd shared with the audience his brand-building experience in Mainland China.



「品牌內銷：東北起行」研討會吸引眾多的企業代表出席。
Experience Sharing Seminar on "Branding Up in the Northeast China Market" attracted a large number of participants from various industries.

「香港品牌節 • 北京」項目

配合香港特別行政區成立20周年的特殊時點，品牌局與廠商會聯合推行「舉辦『喜·愛香港』品牌聚京城」系列活動以提升香港品牌的集體形象」項目（又稱「香港品牌節 • 北京」）。該項目得到香港特區政府「發展品牌、升級轉型及拓展內銷市場的專項基金（機構支援計劃）」的資助，並獲政府慶典統籌辦公室批准列為「香港特區成立二十周年的認可活動」之一；為期13個月，已於2016年12月啟動。

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

項目的主要內容包括：在「2017香港時尚產品博覽 • 北京工展會」中設立展現香港品牌及產品最新風貌的大型展區，並透過特別設計的形象廊以及一系列具濃厚香港特色的舞台表演和文娛節目，推廣香港品牌文化的核心價值，宣揚香港的品牌發展成就；發動和組織已進駐北京的香港品牌進行聯乘推廣，透過向市民提供優惠，傳達香港特區成立20周年的喜訊；舉辦商務交流對接會，為香港企業瞭解一線城市以及華北市場的營商環境、進入渠道和品牌營銷策略搜集第一手資料。品牌局還將發表輯錄多個原創品牌成功故事的電子書，並舉辦一場以品牌創建和拓展內銷為主題的論壇，為業界提供具啟示性的借鑑範例和策略建議。

品牌局在2017年2月15日舉行新聞發佈會公布活動詳情；廠商會會長李秀恒、品牌局主席黃家和、廠商會展覽服務有限公司主席戴澤良等一眾主辦機構的代表共同主持啟動儀式，宣布「香港品牌節 • 北京」系列活動正式展開。



“Hong Kong Brand Festival • Beijing” Project

Capitalising on a special time when the Hong Kong Special Administrative Region ushers in the 20th anniversary, the BDC is joining hands with the CMA in implementing the “Organising ‘Celebration! Loving Hong Kong’ Brand Festival in Beijing Serial Activities to Promote Hong Kong Brands’ Collective Image” Project (also referred to as “Hong Kong Brand Festival • Beijing”) under the sponsorship of the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme). This 13-month Project officially commenced on 1 December 2016 and it has been accredited as a celebration event for the 20th anniversary of the establishment of HKSAR.

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

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

The BDC hosted a press conference on 15 February 2017 to introduce the details and schedule of the Project to the media. CMA President Dr Eddy Li, BDC Chairman Mr Simon Wong, CMAESL Chairman Dr Tony Tai and leaders of Organisers officiated at the kick-off ceremony and announced the commencement of the Project.



廠商會會長李秀恒(中)、品牌局主席黃家和(左四)、廠商會展覽服務有限公司主席戴澤良(右四)、廠商會副會長徐炳光(左三)、楊志雄(右三)、品牌局副主席吳清煥(左二)、廠商會副會長史立德(右二)、品牌局副主席沈運龍(左一)及陳國民(右一)，一同主持「香港品牌節 • 北京」的新聞發佈會。

CMA President Dr Eddy Li (middle), BDC Chairman Mr Simon Wong (4th from left), CMAESL Chairman Dr Tony Tai (4th from right), CMA Vice President Dr Edward Tsui (3rd from left), Mr Johnny Yeung (3rd from right), BDC Vice Chairman Mr Ng Ching Wun (2nd from left), CMA Vice President Dr Allen Shi (2nd from right), BDC Vice Chairman Dr Aaron Shum (1st from left) and Dr Edward Chan (1st from right) officiated at the kick-off ceremony of “Hong Kong Brand Festival • Beijing”.

「愛·香港品牌送『京』喜」聯乘推廣行動

於2017年6月至7月期間，品牌局發起「『愛·香港』品牌送『京』喜」聯乘推廣行動，號召和組織於北京市設有商舖、分銷點或者電子銷售渠道的香港企業共同參與，向市民提供購物折扣或贈送禮品；藉此創造節日消費的氣氛，帶動市民體驗香港的產品和服務，同時也傳達香港特區成立20周年的喜訊，彰顯香港企業「喜慶回歸，同心愛港」的凝聚力。此推廣行動共獲29個香港品牌旗下逾100家商店或網店參與，累計接近3,800人次於「香港品牌節·北京」網站或官方微信下載電子優惠券。

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

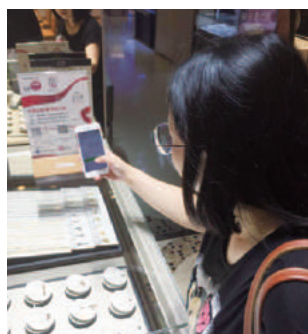


“Loving Hong Kong • Brand Gift-Away Surprise” Campaign

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

The Campaign disseminated the joyful message of “Happy Anniversary to Hong Kong” around the Capital city, and it per se was a creative “holiday marketing” attempt to boost the awareness of Hong Kong products and services among Beijing citizens. At the same time, by leveraging on the initiative and cohesive force of Hong Kong companies, the Campaign not only helped to build up promotional momentum for the “Hong Kong Brand Festival • Beijing”, but also manifested the patriotic spirits of Hong Kong industries. A total of 29 brands with over 100 sales points including e-shops participated in the Campaign; and over 3,800 downloads of the e-coupons were recorded at the official website or WeChat account of “Hong Kong Brand Festival • Beijing”.

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



市民在參與商店內掃描宣傳板上的二維碼以獲取購物優惠。
Citizens redeemed the offers by scanning the QR code on the promotional foam boards set up at the participating shops.



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，並透過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
2016年			
8月26日至29日	「香港品牌+」大型展示	大連	設立資料展板、展示專櫃、網站及官方微信號，推廣超過110個香港的產品品牌
8月26日至29日	「香港品牌+」互動體驗營	大連	設立5個互動式示範攤位，舉辦超過80場消費者體驗活動
10月10日至13日	第13屆中國國際中小企業博覽會	廣州	設置攤位
10月20日至22日	第21屆澳門國際貿易投資展覽會	澳門	設立資料展板
11月4日至7日	香港時尚購物展 • 寧波	寧波	設置產品展示專櫃；展示16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
11月6日至7日	時尚生活滙展 • 阿聯酋迪拜	迪拜	設置產品展示專櫃；展示13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10日至 2017年1月2日	第51屆香港工展會	香港	設立資料展板及網站宣傳
2017年			
1月25日	2016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46個得獎品牌資料

Exhibitions and Product Showcases

From time to time, the BDC takes part in various exhibitions held in Hong Kong, China's major cities and overseas; and promotes the 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 2016			
26 to 29 August	"Hong Kong Brand+" Showcase Gallery	Dalian	Display board, product showcase, website and WeChat to promote over 110 Hong Kong brands
26 to 29 August	"Hong Kong Brand+" Interactive Experience Camp	Dalian	5 demonstration kiosks and over 80 interactive activities
10 to 13 October	The 13th China International SMEs Fair	Guangzhou	Booth
20 to 22 October	The 21st Macau International Trade and Investment Fair	Macau	Display board
4 to 7 November	Style Hong Kong Ningbo	Ningbo	Display board and product showcase (for 16 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
6 to 7 November	Lifestyle Expo in Dubai	Dubai	Display board and product showcase (for 13 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
10 December to 2 January, 2017	The 51st Hong Kong Brands and Products Expo	Hong Kong	Display board and internet promotion
Year 2017			
25 January	2016 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 46 winners of the 2016 Awards)

回顧 Review



於大連舉辦的「香港品牌+」品牌展示區匯集超過110個香港品牌。
"Hong Kong Brand+" Showcase Gallery assembled over 110 Hong Kong brands in Dalian.



「香港品牌+」互動體驗營設立5個互動式示範攤位，提供創新而富趣味性的體驗活動。
"Hong Kong Brand+" Interactive Experience Camp consisted of 5 demonstration kiosks and presented engaging and enlightening activities.



品牌局帶領「香港名牌」及「香港新星品牌」得獎公司參加由香港貿易發展局舉辦的「香港時尚購物展・寧波」及「時尚生活滙展・阿聯酋迪拜」，並進行產品展示。
Under the coordination of the BDC, selected Awardees of Hong Kong Top Brand and Hong Kong Emerging Brand showcased their products at "Style Hong Kong Ningbo" and "Lifestyle Expo in Dubai" organised by the Hong Kong Trade Development Council.



2016年「香港名牌選舉」及「香港服務名牌選舉」於第51屆「香港工展會」進行公眾投票。
2016 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 51st Hong Kong Brands and Products Expo.



2016年「品牌選舉」頒獎典禮設有大型的得獎品牌資料板。
Large information boards were set up at the venue of 2016 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，組織商務考察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
2016年			
8月12日至13日	香港咖啡紅茶協會「國際金茶王大賽2016」	香港	支持機構
8月25日至28日	赴遼寧省代表團	大連、瀋陽	主辦
9月30日	《都市日報》周年晚宴	香港	出席
10月10日	「第13屆中國國際中小企業博覽會」香港館開幕式	廣州	出席
11月5日至11日	香港貿易發展局「香港商貿考察團」	迪拜及伊朗德黑蘭	出席
11月11日	香港品質保證局「香港葡萄酒註冊計劃啟動儀式暨第8屆『葡萄酒儲存管理體系認證』計劃證書頒授典禮」	香港	支持機構
12月1日至3日	香港貿易發展局「設計及創新科技博覽」	香港	支持機構
12月5日	香港化粧品同業協會周年晚宴	香港	出席
12月6日	香港零售管理協會周年晚宴	香港	出席
12月9日	香港工業總會、香港生產力促進局、珠三角工業協會「第15屆香港珠三角工商界合作交流會」	深圳	支持機構
12月23日	「第51屆工展會－Teen創商機」頒獎典禮	香港	支持機構
2017年			
1月9日至10日	香港貿易發展局「亞洲授權業會議2017」	香港	支持機構
2月16日	香港O2O電子商務總會啟動禮暨O2O電子初體驗高峰論壇	香港	出席
3月3日	城市青年商會「第21屆創意創業大賞」開幕禮	香港	支持機構
3月9日	香港鐘錶業總商會70周年誌慶暨董事會就職典禮	香港	出席
4月13日	「2017香港工展會•澳門」開幕禮	澳門	出席
5月19日至20日	創意創業會「跨產業『創』+『造』配對計劃展覽2017」	香港	支持機構



品牌局主席黃家和參加由香港貿易發展局舉辦的考察團，前往阿聯酋迪拜及伊朗德黑蘭瞭解當地的經濟發展。
BDC Chairman Mr Simon Wong joined the business mission to Dubai, UAE and Tehran organised by the Hong Kong Trade Development Council.

Exchanges and Networking

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

BDC on Exchange Programmes

(Table 7)

Date	Activity	Location	Role of BDC
Year 2016			
12 to 13 August	“International KamCha Competition” by Association of Coffee and Tea of Hong Kong	Hong Kong	Supporting Organisation
25 to 28 August	BDC Delegation to Liaoning Province	Dalian and Shenyang	Organiser
30 September	Annual Dinner of Metro Daily	Hong Kong	Participant
10 October	“The 13th China International SMEs Fair” Hong Kong Zone Opening Ceremony	Guangzhou	Participant
5 to 11 November	“Hong Kong Business Mission” by HKTDC	Dubai and Tehran, Iran	Participant
11 November	“Hong Kong Wine Registration Scheme Kick-off Ceremony cum Wine Storage Management Systems Certificate Presentation Ceremony” by Hong Kong Quality Assurance Agency	Hong Kong	Supporting Organisation
1 to 3 December	“Inno Design Tech Expo” by HKTDC	Hong Kong	Supporting Organisation
5 December	Annual Dinner of the Cosmetic & Perfumery Association of Hong Kong	Hong Kong	Participant
6 December	Annual Dinner of the Hong Kong Retail Management Association	Hong Kong	Participant
9 December	“Hong Kong-PRD Industrial Promotion Networking Meeting” by Federation of Hong Kong Industries, Hong Kong Productivity Council and PRD Council	Shenzhen	Supporting Organisation
23 December	“The 51st HKBPE-TEEN Startup Business Competition Presentation Ceremony” by the CMA	Hong Kong	Supporting Organisation
Year 2017			
9 to 10 January	“Asian Licensing Conference 2017” by HKTDC	Hong Kong	Supporting Organisation
16 February	Hong Kong O2O eCommerce Federation Opening Ceremony cum O2O Ecommerce Forum	Hong Kong	Participant
3 March	“The 21st Innovative Entrepreneur Awards Opening Ceremony” by Junior Chamber International City	Hong Kong	Supporting Organisation
9 March	The 70th Anniversary cum Board of Directors’ Inauguration Ceremony of the Federation of Hong Kong Watch Trades & Industries	Hong Kong	Participant
13 April	“2017 Hong Kong Brands & Products Expo, Macau” Opening Ceremony	Macau	Participant
19 to 20 May	“Showcasing Creative Works to Inspire Cross Industry Matching in Commercial Applications Exhibition 2017” by Innovative Entrepreneur Association	Hong Kong	Supporting Organisation

赴遼寧省考察團

香港品牌發展局主席黃家和率領一行二十多人的代表團，於2016年8月25日至28日前赴遼寧省考察。考察團由黃家和主席擔任團長，副團長為品牌局副主席吳清煥，團員包括瀋陽市人民政府駐深圳辦事處代表葉天勇及楊帆，廠商會常務會董黃震、會董陳長有，品牌局理事吳秋全、黃偉鴻，推廣與宣傳委員會委員符策雄、駱百強，技術顧問委員會技術顧問陸定光，廠商會婦女委員會主席陳陳燕兒，以及10多家會員公司的代表等。

代表團除了出席「大連+香港品牌節」的活動之外，亦在大連市及瀋陽市進行商務考察；於8月26日參觀了大連市棒極島食品集團的生產設施及大商集團屬下的大型百貨購物中心，藉此瞭解當地的營商環境和拓展零售業務的成功要素。

8月27日，代表團前往瀋陽，假瀋陽天倫瑞格酒店舉行交流會及午餐；多位遼寧省工商業聯合會的代表包括副主席單偉等出席了交流會，雙方就兩地品牌合作的前景進行深入討論。午後，代表團參觀了當地人流密集的購物中心「瀋陽興隆大家庭」，並與商場管理層就內地的消費潮流趨勢、市場進入策略和品牌推廣實務等議題交換意見。

BDC's Delegation to Liaoning Province

The Council dispatched a high-level delegation to Liaoning Province from 25 to 28 August 2016. Led by the BDC Chairman Mr Simon Wong and Vice Chairman Mr Ng Ching Wun, the delegation had over 20 members including Mr Ye Tianyong and Mr Yang Fan from the Shenzhen Branch of Shenyang Municipal Government Trade & Economic Promotion Office; CMA Executive Committee Member Mr Wong Chun; CMA General Committee Member Mr Victor Chan; BDC General Committee Members Mr Charles Ng, Dr Ellis Wong; BDC Promotion and Advocacy Committee Member Mr Fu Chak Hung, Mr Robert Lok; BDC Technical Advisor Prof Sherriff Luk; CMA Ladies Committee Chairman Mrs Candy Chan; and representatives of over 10 member companies.

Apart from attending the activities of “Dalian + Hong Kong Brand Festival”, the delegates also paid visit to several well-known enterprises in Dalian and Shenyang. On 26 August, the delegation toured around the production facility of Bangchuidao Food Group and the shopping malls operated by the Dashang Group in Dalian, so as to have better understanding of local business environment as well as the success factors for developing retailing business in the regional market.

In the following day, the delegation headed for Shenyang and hosted a networking luncheon at the Tianlun Regar Hotel. Representatives from Liaoning Commercial Federation including Vice Chairman Mr Shanwei attended the luncheon and discussed the opportunities for brand cooperation with the delegates. In the afternoon, the delegation visited Shenyang Xinglong Happy Family Shopping Mall and had a fruitful meeting with the management of the Mall, who shared their views on extensive topics such as consumption trends, market entry strategies and brand promotion practice.

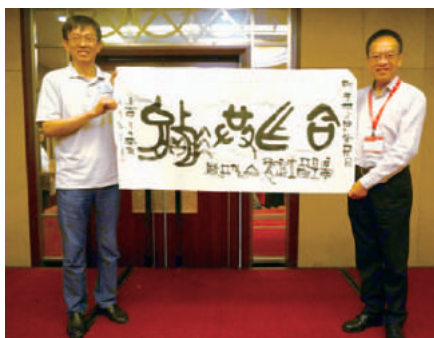


代表團拜訪大連著名品牌棒極島食品集團。
The delegation visited Bangchuidao Food Group, a well-known manufacturing brand in Dalian.





代表團在大商集團總裁王冰帶領下，參觀旗下多個購物中心。
Mr Wang Bing, President of Dashang Group, showed the delegation around the shopping malls operated by the Group.



代表團與遼寧省工商業聯合會舉行交流會及午宴。
The delegation hosted a luncheon to meet with representatives of Liaoning Commercial Federation.



代表團與「瀋陽興隆大家庭」總經理肖紅濤進行交流。
The delegation exchanged views with Mr Xiao Hongtao, General Manager of Shenyang Xinglong Happy Family Shopping Mall.

2016《香港名牌巡禮》

2016《香港名牌巡禮》於2016年7月出版，合計291頁；以中英對照、圖文並茂的形式，將近100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》已是第十四次出版。



2016《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。

全新官方網站

品牌局在2016年年底推出全新的官方網站(www.hkbrand.org)。新網站採用富時代感的設計，帶來煥然一新的視覺效果，亦豐富了資訊內容及功能。

網站既是品牌局向公眾介紹其各項工作和服務的重要渠道，亦是推廣香港品牌的一個專門的網上平台；其主要欄目包括「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，2016《香港名牌巡禮》的電子版本亦上載於網站的「名牌巡禮」欄目，透過互聯網進一步擴大讀者群的範圍。



The Parade of Hong Kong Top Brands 2016

The 2016 edition of “The Parade of Hong Kong Top Brands” was published in July 2016. This 291-page bilingual publication collected the information and success stories of about 100 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” was in its 14th 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.

Brand-New BDC Website

The BDC launched the new version of its official website (www.hkbrand.org) in late 2016. By adopting a modern and user-friendly design, the new website has been enhanced with richer contents and stronger functionality.

The BDC website 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 new website provides abundant and versatile information through several content sections, e.g. “About the Council”, “Council in Action”, “Brand Awards”, “Marking Scheme”, “Top Brands Gallery”, “Brand Promotion”, “Brand Education” and “Brand Resource Centre”.

Besides, an electronic version of “The Parade of Hong Kong Top Brands 2016” was uploaded onto the BDC website under the column of “Top Brands Gallery”, in an attempt to expand the readership/viewership via internet.

會務活動 Council Activities

2016 會員大會

品牌局於2016年9月20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20多人。

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新興市場、推動業界拓展網絡營銷、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，以及續聘吳焯仁執業會計師（現已更名為子辰會計師事務所）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」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「批發及零售業小組」、「製造業小組」、「飲食業小組」、「專業服務業小組」、「香港時尚小組」以及「非牟利機構小組」，分別由白富鴻理事、劉健華理事、謝寶達理事、李慧芬理事、王象志理事以及黃偉雄理事出任召集人；行業小組致力於研究促進各行各業發展品牌的策略。

2016 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 20 September 2016. Mr Simon Wong, the BDC Chairman was the Chairman of AGM. In his speech, he reviewed the major work of the BDC in the last year, including assisting local brands to explore the emerging markets, advocating the application of online marketing, 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 Mr Ng Cheuk Yan (currently re-named as JS CPA & Co.) be re-appointed as the Auditor. Over 20 General Committee members and registered representatives of member companies attended the meeting.

Work of Committees

The BDC is established on the principle of “Market leads, Government facilitates, Community supports”. The Council has invited Government officials as Honorary Patrons and Honorary Advisors, and it has a General Committee whose membership 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”, and “Finance Committee” have been set up as the operational arms to carry out the Council’s various initiatives.

The Fifth General Committee has set up six industrial sub-committees to study the strategic directions for fostering the brand development of selected sectors, including wholesale & retail, manufacturing, food & catering, professional service, stylish Hong Kong and Non-profit Organisations (NPO), with Mr Frank Pak, Dr Kevin Lau, Mr Tse Po Tat, Ms Stella Lee, Mr Thomas Wong and Mr Addy Wong being the Convenors.



會員公司代表於2016年度會員大會上合照。
Representatives of BDC Members posed for a group photo at 2016 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2016年9月20日及2017年4月21日舉行會議，分別就「香港品牌節•北京」的推行方案以及2017年度的工作計劃等進行討論。



品牌局召開第五屆理事會第四次會議。
The BDC convened the fourth meeting of the 5th 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沈運龍兼任主席。

常務理事會和財務委員會在2017年4月21日舉行了聯席會議，審議品牌局2017年度財政收支概算。

香港名牌評審委員會

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

香港名牌評審委員會現任主席由品牌局主席黃家和兼任。委員會擔任2016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2016年11月16日完成四個「選舉」入圍品牌的遴選工作。委員會亦於2017年4月24日舉行會議，討論2017年「品牌選舉」的日程及安排，並研究了調整公眾投票權重對「名牌選舉」決賽結果可能帶來的影響。

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 20 September 2016 and 21 April 2017 to review the implementation plan of “Hong Kong Brand Festival • Beijing” and the 2017 year plan of the Council 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 Dr Aaron Shum.

Executive General Committee and Finance Committee held a joint meeting on 21 April 2017 to approve the 2017 financial budget of the Council.

Hong Kong Top Brand Assessment Board

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

The Board is currently chaired by the BDC Chairman Mr Simon Wong. It acted as the Preliminary Judging Panel of the 2016 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards to select the shortlisted entries on 16 November 2016. The Committee also held a meeting on 24 April 2017 to discuss the schedule and arrangements for 2017 Brand Awards, as well as the influences that changes on the weighting of public polling might exert upon the result of the final judging of “Top Brand Awards”.

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陳國民兼任主席，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2017年9月1日舉行了會議，就個別公司參加「品牌選舉」的資格進行研究，並探討了調整「名牌選舉」中公眾投票佔評分比重的技術細節。

推廣與宣傳委員會

推廣與宣傳委員會的職能是提升業界與公眾的品牌意識，協助香港品牌在本地、內地和國際市場的發展，宣傳品牌局的宗旨和活動，以及加強與其他品牌促進機構的聯繫。同時，委員會亦負責指導會員的招募、管理及服務工作。

推廣與宣傳委員會由品牌局副主席吳清煥兼任主席。委員會於2016年11月28日舉行了會議，討論2016年「品牌選舉」頒獎典禮暨慶祝晚宴的具體安排；在2017年5月26日的會議上，委員會審議了品牌局2017年重要活動的宣傳計劃，並就2017年「品牌選舉」頒獎典禮的初步工作方案進行討論。

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 Edward Chan, the Committee is made up of domain experts who are industrialist, academic, legal advisor, designer, quality management expert and other professionals. The Committee held a meeting on 1 September 2017 to study cases related to the eligibility of entries for the Brand Awards and give technical advices on the weighting adjustment of public polling for the final judging of "Top Brand Awards".

Promotion and Advocacy Committee

The Promotion and Advocacy Committee is set up to raise the brand awareness among the industries and the general public; to facilitate local brands' development in domestic, Mainland and overseas markets; to promote the objective and activities of the Council; and to enhance liaisons and cooperation with other brand-facilitating organisations. Besides, it also provides guidance on membership affairs such as recruitment, administration and services.

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 28 November 2016 to discuss the logistic arrangements for Gala Dinner. It convened another meeting on 26 May 2017 to endorse the promotional programmes of the Council's major activities in 2017 and discuss the preliminary implementation plan of 2017 Gala Dinner.

會員招募

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

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



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

Member Benefits

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

- Become part of a collective voice to express views and concerns on government's policies and issues pertaining to brand development.
- Have opportunities to participate in various exhibitions, product showcases, and promotional activities organised by the BDC in Hong Kong, Mainland and overseas.
- Attend seminars, training programmes, business study trips and other activities at a discounted rate or free-of-charge (for specified events).
- Acquire updated information on branding.
- Share findings of research and development projects conducted by the BDC.
- Get access to brand development supporting facilities established by the BDC, e.g. brand expert database, free consultancy, and consultant referral services.
- Receive free publications, including "The Parade of Hong Kong Top Brands", "Annual Report", member circular, e-mail broadcast, etc.
- Upload company information on the BDC's official website.
- Leverage 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和顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」及「財務委員會」等工作委員會和專責秘書處。

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

除了積極敦促、協助政府政策的制定和執行之外，品牌局亦活躍於品牌評審、培育、推廣、研究、交流和國際合作等各個領域，包括：每年主辦「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」和「香港新星服務品牌選舉」，並協助策劃其他名牌評審與比賽，藉以表彰先進，樹立借鑒典範和參照基準；推行「香港名牌標識計劃」和「香港製造標識計劃」，透過規範化的審核和准許證制度，開創品牌相關認證之先河；帶領企業參加本港、國內和海外的展覽和推廣活動，包括在國內不同城市舉辦「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。

全球一體化和知識經濟的崛起，催谷了「品牌時代」的來臨，品牌策略已越來越成為企業賴以維持競爭力的不二法門。香港品牌發展局將引領業界身體力行，立品創名，打造「香港製造、香港原創」的金漆招牌，推動香港成為名牌薈萃之都。

Initiated by the Chinese Manufacturers' Association of Hong Kong, the 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 Patrons and Honorary Advisors, the Council has a prestigious General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academic, and professional services. A devoted secretariat and several working committees including "Hong Kong Top Brand Assessment Board", "Technical Advisory Committee", "Promotion and Advocacy Committee", and "Finance 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, incubation, promotion, research, exchanges and international cooperation.

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

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

The tidal wave of globalisation, coupled with the rise of the knowledge economy, has ushered in a "brand era", where 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.

附件 Appendices

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 :

黃家和 Mr Simon K W Wong, BBS, JP

副主席 Vice Chairmen :

吳清煥 Mr Ng Ching Wun
沈運龍 Dr Aaron W L Shum
陳國民 Dr Edward K M Chan

委員 Committee Members :

盧金榮 Dr Lo Kam Wing, JP
蔡志婷 Ms Eva C T Choy
盧毓琳 Mr Lo Yuk Lam
李慧芬 Ms Stella W F Lee
孫榮良 Mr Warren Y L Sun
梁啟洲 Mr Michael Liang
周紹榮 Mr Joseph S W Chow
梁兆賢 Mr Jackson S Y Leung
陳家偉 Mr Calvin K W Chan
黃偉鴻 Dr Ellis W H Wong

技術顧問委員會 Technical Advisory Committee

主席 Chairman :

陳國民 Dr Edward K M Chan

技術顧問 Technical Advisors :

吳宏斌 Dr Dennis Ng, BBS, MH
劉健華 Dr Kevin K W Lau, JP
鄭偉雄 Mr Thomson Cheng
梁昆剛 Mr Ron Leung
曾慶才 Dr Albert Tsang
譚沛灝 Dr Nicholas Tam
陸定光 Dr Sherriff Luk
周紹榮 Mr Joseph S W Chow
林俊康 Mr Dominic Lam

行業小組委員會 Industrial Sub-Committees

批發及零售業小組召集人 Convenor of Wholesale & Retail Sub-Committee
製造業小組召集人 Convenor of Manufacturing Sub-Committee
飲食業小組召集人 Convenor of Food & Catering Sub-Committee
專業服務業小組召集人 Convenor of Professional Service Sub-Committee
香港時尚小組召集人 Convenor of Stylish Hong Kong Sub-Committee
非牟利機構小組召集人 Convenor of Non-Profit Organisations Sub-Committee

白富鴻 Mr Frank F H Pak, JP
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

財務委員會 Finance Committee

主席 Chairman :

沈運龍 Dr Aaron W L Shum

委員 Committee Members :

黃家和 Mr Simon K W Wong, BBS, JP
吳清煥 Mr Ng Ching Wun
陳國民 Dr Edward K M Chan
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 :

吳清煥 Mr Ng Ching Wun

顧問 Advisors :

史立德 Dr Allen L T Shi, BBS, MH, JP
沈運龍 Dr Aaron W L Shum
陳國民 Dr Edward K M Chan

委員 Committee Members :

楊華勇 Mr Johnny Yu, JP
吳國安 Mr Dennis K O Ng
張呈峰 Mr Cheung Ching Fung
鄧錦添 Dr Tang Kam Tim
王象志 Mr Thomas C C Wong
丘偉基 Mr Tony Hugh
白富鴻 Mr Frank F H Pak, JP
何偉權 Mr Ho Wai Kuen
符策雄 Mr Fu Chak Hung
駱百強 Mr Robert P K Lok
黃偉雄 Mr Addy W H Wong, MH
吳秋全 Mr Charles C C Ng
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

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 Factory 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 Mfg (HK) Ltd

六福集團(國際)有限公司
Luk Fook Holdings (International) Ltd

捷榮咖啡有限公司
Tsit Wing Coffee Co Ltd

錦興粉麵食品有限公司
Kam Hing Noodles Food Co Ltd

震歐線衫廠有限公司
Chun Au Knitting Factory Ltd

香港米聯企業有限公司
H.K. Rice Merchants Enterprises Ltd

新海洋塑膠工業(香港)有限公司
New Ocean Industrial (HK) Co 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

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燕之家燕窩專門店有限公司
Home of Swallows Ltd

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

喜居樂有限公司
Hekura Co Ltd

美康居國際有限公司
Azureliving International Ltd

大班麵包西餅有限公司
Tai Pan Bread & Cakes Co Ltd

美心食品有限公司
Maxim's Caterers Ltd

莎莎國際控股有限公司
Sa Sa International Holdings Ltd

信達企業有限公司
Shun Tat Enterprises Ltd

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

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

鏞記酒家集團有限公司
Yung Kee Restaurant Group Ltd

韓泰麗蔘(集團)有限公司
Hong Tai Ginseng (Group) Co Ltd

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

芝柏婚禮殿堂
GP Wedding

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 Mfy Ltd

鱷魚恤有限公司
Crocodile Garments Ltd

天泰良友清潔用品有限公司
Tin Tai Leung Yao Cleaning Supplies Ltd

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 Holdings 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 Mfg Co (1932) Ltd

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

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

淘化大同食品有限公司
Amoy Food Ltd

零食物語有限公司
Fancy Talent Ltd

雅蘭企業有限公司
Airland Enterprise Co Ltd

環保冰專門店有限公司
GE-Ice Specialty Shop Ltd

天冰有限公司
Ice Master Ltd

君政國際有限公司
Cross International Ltd

八珍國際有限公司
Pat Chun International Ltd

陳記食品有限公司
Chan Kee Foods Ltd

日本城(香港)有限公司
Japan Home Centre (HK) Ltd

安莉芳(香港)有限公司
Embry (HK) Ltd

牛奶有限公司
The Dairy Farm Co Ltd

草姬國際有限公司
Herbs Generation International Ltd

Dr Kong 健康鞋專門店
Dr Kong Footcare Ltd

權智有限公司
Group Sense Ltd

實惠家居有限公司
Pricerite Stores Ltd

盾牌保險箱有限公司
Guarda Safe Industrial Ltd

盛威安全設備有限公司
Safewell Equipment Ltd

百昌隆藥業有限公司
Bai Cheong Lung Medicine Ltd

標緻活水有限公司
Beauty & Health Magic Water Purify Ltd

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

富城物業管理有限公司
Urban Property Management Ltd

樓上有限公司
HK JEBN Ltd

滙港電訊有限公司
WTT HK Ltd

衍生集團(國際)控股有限公司
Hin Sang Group (International) Holding Co Ltd

建業五金塑膠廠有限公司
Kin Hip Metal & Plastic Factory Ltd

太古糖業有限公司
Taikoo Sugar Ltd

時富金融服務集團有限公司
CASH Financial Services Group Ltd

富臨集團有限公司
Foo Lum Holdings Ltd

米蘭站(香港)有限公司
Milan Station (HK) Ltd

大記食品有限公司
Dai Kee Food Co Ltd

中華商務聯合印刷(香港)有限公司
C&C Joint Printing Co (HK) Ltd

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

儲存易迷你倉集團有限公司
Store Friendly Self Storage Group Ltd

青洲英坭有限公司
Green Island Cement Co Ltd

康進企業有限公司
Gazelle Enterprises Ltd

通用磨坊食品亞洲有限公司
General Mills Foods Asia Ltd

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

時昌物流有限公司
SC Logistics Co Ltd

七海化工(集團)有限公司
Seven Sea Chemicals (Holdings) Ltd

保心安藥廠有限公司
Po Sum On Medicine Factory Ltd

加零壹集團有限公司
Aman Group Ltd

雞仔餅大王有限公司
King of Chicken Cake Ltd

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

聖安娜餅屋有限公司
Saint Honore Cake Shop Ltd

璋基咖啡有限公司
Grand Coffee Co Ltd

同珍公司
Tung Chun Co

心窗非洲鼓樂聚
Sharings African Drumming Arena

順利建材潔具有限公司
Shun Lee Bldg Materials & Sanitary Wares Ltd

Banner SHOP Hong Kong Ltd
Banner SHOP Hong Kong Ltd

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

海洲實業有限公司
Sealand Industrial Co Ltd

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

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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

南北行參茸藥材有限公司
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

皓山創作坊有限公司
HosannArt Creative Co Ltd

麗安(工業)有限公司
Lai On Products (Industrial) Ltd

信和物業管理有限公司
Sino Estates Management Ltd

萬希泉鐘錶貿易公司
Memorigin Trading Co

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

焯榮(香港)有限公司
Pro-Wins (HK) Ltd

銀龍飲食集團有限公司
Ngan Lung Catering (Holdings) Ltd

緣來這麼近
So Klose.com

添福餐飲食品發展有限公司
Timfold Catering and Food Service Ltd

友發有限公司
Friend Rich 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

科韻動力有限公司
iMusicTech 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	FlexSystem Ltd FlexSystem Ltd
天澄閣投資有限公司 Crystal Harbour Restaurant Ltd	翠華控股有限公司 Tsui Wah Holdings Ltd
華發行(香港)貿易發展有限公司 Wah Fat Hong (HK) Trading Development Co Ltd	現代美容控股有限公司 Modern Beauty Salon Holdings Ltd
佳力酒店管理有限公司 Galaxy Hotel Management Co Ltd	沙嗲王(集團)有限公司 Satay King (Holdings) Co Ltd
生歷奇教育統籌有限公司 Synergy Education Provider Company Ltd	奇華餅家有限公司 Kee Wah Bakery Ltd
錢氏玩具中心有限公司 M & C Toy Centre Ltd	九龍維記牛奶有限公司 The Kowloon Dairy Ltd
尚芳保健有限公司 Shang Healthcare Ltd	十二星繡國際集團有限公司 Twelve Constellation International Holdings Ltd
傳繫創意有限公司 T-Link Inspiration Ltd	諾亞香港藥業有限公司 Noah Hong Kong Ltd
雅麗斯中國有限公司 Alice Chan China Ltd	迅榮貿易有限公司 Fast Fame Trading Ltd
天比廣告有限公司 Greenbase Ad Ltd	香港知識產權新聞網有限公司 HKIPnews Ltd
珈冕環球有限公司 Aqueen International Ltd	美好生活 Perfect Trading Co
甘薈韓國生活品味有限公司 Glourish Korean Lifestyle Ltd	亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
領事酒店集團 Embassy Hotel Group	品味香江有限公司 Gourmet Orient Ltd
西雅有限公司 Zear Corporation Ltd	高志(遠東)有限公司 Gochi (Far East) Ltd
高登設計有限公司 Golden Design Ltd	乾隆 1492 俱樂部有限公司 Kinlonz 1492 Club Ltd
意高域國際有限公司 Ecoventure International Ltd	香港泰康食品股份有限公司 HK Taikang Food Stock Ltd
摩米士科技(香港)有限公司 Momax Technology (HK) Ltd	譽明有限公司 Advance Bright Ltd
親子王國有限公司 Baby-Kingdom.Com Ltd	高清製作有限公司 Best Video Ltd
奧美斯傢具有限公司 Offmax Ltd	環貿亞洲有限公司 World Mark Asia Ltd
星華發展有限公司 Sing Wah Development Ltd	健力五金有限公司 Kent Metal Co Ltd
裕昇實業有限公司 Yusan Industries Ltd	金煌(亞太區)有限公司 Golden King (Asia Pacific) Ltd
捷旅集團有限公司 Jetour Holding Ltd	DR-Max Ltd DR-Max Ltd
遵理學校有限公司 Beacon College Ltd	富康玩具製品有限公司 Fu Hong Industries Ltd

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誠信行貿易有限公司
Lexington Ltd

藍盒國際有限公司
Blue Box International Ltd

龐蓓有限公司
Pompei Ltd

瞳理心國際有限公司
Tonysame (International) Ltd

宏智國際調查顧問有限公司
Global Investigation and Security Consultancy Ltd

盈健醫療(香港)有限公司
Human Health (HK) Ltd

新佛香食品有限公司
Sun Fat Heung Food Products Ltd

駿和科技發展有限公司
Legend World Technology Development Ltd

恒和珠寶首飾廠有限公司
Continental Jewellery (Mfg) Ltd

時間廊鐘錶有限公司
City Chain Co Ltd

東瀛遊旅行社有限公司
EGL Tours Co Ltd

New China Material Co
New China Material Co

眼鏡 88 有限公司
Optical 88 Ltd

怡峰興業有限公司
Happy Hill Corporation Ltd

傲群活動製作有限公司
Alcon Events & Production Co Ltd

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

再見寵兒有限公司
Goodbye Dear Co Ltd

錦誠國際有限公司
M.R. SIMAK International Ltd

信基國際企業有限公司
Truth & Faith International Ltd

鎮通控股有限公司
Forn 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

Promessa Beauty Ltd
Promessa Beauty Ltd

裕中有限公司
Bestjoin 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

彩豐行有限公司
Choi Fung Hong Co Ltd

大右有限公司
Ever System Ltd

科研美肌中心有限公司
V Beauty Concept 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
GMM 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

株式會社有限公司
Kabushikigaisha Ltd

叙福樓集團有限公司
Lucky House Group Ltd

森科產品有限公司
Semk Products Ltd

娛藝院線有限公司
UA Cinema Circuit Ltd

倩肌堂國際集團有限公司
Pretty Skin International Group Co Ltd

Maiyeah Co Ltd
Maiyeah Co Ltd

偉安發展有限公司
Right Horn Development Ltd

亨亞(香港)有限公司
Hinasia (HK) Industrial Co Ltd

立基環球有限公司 Tanco Pacific Co Ltd	智信企業融資顧問有限公司 Keystone Financial Consultancy Ltd
香江國際有限公司 HKI Co Ltd	迪詩臣時裝(香港)有限公司 Decision Fashion (HK) Ltd
李琳明金屬製品廠有限公司 Lee Lim Ming Metal Works Ltd	三興貿易公司 Sam Hing Trading Co
領天國際企業有限公司 Leadsky International Enterprise Ltd	藍澳威電池(香港)有限公司 Lanaowei Battery (HK) Ltd
文化村(長者用品展銷中心)有限公司 Culture Homes (Outlet Stores Wholesale Centre) Ltd	天域發展香港有限公司 Horizon (HK) Development Co Ltd
佳寧娜食品(香港)有限公司 Carrianna Food (HK) Ltd	沁濤美念亞洲有限公司 Samko Concept Asia Co Ltd
恒益物業管理有限公司 Hang Yick Properties Management Ltd	華人策略控股有限公司 Chinese Strategic Holdings Ltd
全港藝術發展有限公司 Hong Kong Art Development Co Ltd	行健堂保健集團有限公司 XJT Healthy Life Group Ltd
保諾時網上印刷有限公司 Promise Network Printing Ltd	合豐投資控股有限公司 Hopeful Investment Holdings Ltd
欣德製作及培訓有限公司 Unlimited Power Production and Training Ltd	活色生香國際有限公司 Wonderlife Universal Ltd
漢順潔具香港有限公司 Hanshun Sanitary Ware (HK) Co Ltd	得利龍百貨有限公司 Delicron (HK) Ltd
東來順(銅鑼灣) Dong Lai Shun (Causeway Bay)	志生食品貿易有限公司 Jianzeng Food Trading Ltd
家寶紅木家具(香港)有限公司 Luxury Home (HK) Co Ltd	李衆勝堂(集團)有限公司 Li Chung Shing Tong (Holdings) Ltd
太興環球發展有限公司 Tai Hing Worldwide Development Ltd	寬泰貿易有限公司 Foon Tai Trading Co Ltd
新世界(國際)免稅集團有限公司 New Era (International) Duty Free Group Co Ltd	我愛廚房有限公司 I Love Kitchen Ltd
新時代卡拉 OK 有限公司 Neway Karaoke Box Ltd	星月珠寶首飾(香港)有限公司 Star & Moon Jewellery (HK) Co Ltd
萬麗行有限公司 Manley Co Ltd	雅寶(國際)工作室有限公司 I & M International Ltd
正意工作室有限公司 QConcept Ltd	英識教育(亞洲)有限公司 Britannia Study Link (Asia) Ltd
宜泰針織廠有限公司 Elite Knitting Factory Co Ltd	佛記粉麵廠有限公司 Fat Kee Noodle Factory Ltd
香港三凱科技有限公司 Hong Kong San Kai Technology Co Ltd	綜合工程(香港)有限公司 Octopus Engineering (HK) Ltd
木美衛浴實業香港有限公司 Mumei Sanitary Ware (HK) Co Ltd	康加實業有限公司 Konstar Industries Ltd
劉國康·執業會計師 Lau Kwok Hong, Certified Public Accountant (Practising)	智盛財經媒體有限公司 GenNex Financial Media Ltd
Awa Asia Ltd Awa Asia Ltd	時代生活集團有限公司 The Lifestyle Group Ltd

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穎業國際有限公司 Wing Yip International Ltd	香港陳老二藥廠有限公司 Hong Kong Chan Lo Yi Medicine Co Ltd
冠華食品菓子廠有限公司 Koon Wah Food & Preserved Fruit Factory Ltd	惠康環境服務有限公司 Waihong Environmental Services Ltd
聖諾盟健康家居用品有限公司 Sinomax Health & Household Products Ltd	亞洲國際博覽館管理有限公司 AsiaWorld-Expo Management Ltd
仲盛國際有限公司 Joneston International Ltd	柯伍陳律師事務所 ONC Lawyers
金寶麗寢室用品有限公司 Goldfully Bedroom Article Ltd	耀才證券金融集團有限公司 Bright Smart Securities & Commodities Group Ltd
高榮實業有限公司 Global Glory Industrial Ltd	並豐生物科技有限公司 Twin Wealth Biotech Ltd
香港國際文藝交流協會有限公司 Hong Kong International Exchange of Artist & Culture Association Ltd	夏德建國術會有限公司 Ha Tak Kin Martial Art Society Ltd
天利藥業國際有限公司 Tin Lee Medicine International Ltd	啟泰藥業(集團)有限公司 Kai Tai Chinese Medicine (Holdings) Co Ltd
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地址 : 香港中環干諾道中64號廠商會大廈5字樓
Address : 5/F, CMA Building, 64 Connaught Road Central, Hong Kong
電話Tel : (852) 2542 8634
圖文傳真Fax : (852) 3421 1092 / 2815 4836
網址Website : www.hkbrand.org
電郵E-mail : info@hkbrand.org