



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

2013-2014

年報 Annual Report

願景

- 引領工商界立品創名，推動香港成為名牌薈萃之都

宗旨

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



香港品牌發展局

Hong Kong Brand Development Council

Vision

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

Mission

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

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主席序辭 Chairman's Statement



香港品牌發展局主席
陳淑玲太平紳士
Chairman of the
Hong Kong Brand Development Council
Ms Shirley Chan, JP

在世界經濟復甦尚未穩固、內地經濟增長放緩、營運成本繼續上升、以及環球金融局勢欠明朗的複雜形勢下，業界的經營環境充滿挑戰。令人感到鼓舞的是，香港工商界對發展品牌的熱誠和承擔從未減弱。香港中華廠商聯合會對屬下會員在「珠三角」營運狀況的調查顯示，有自我品牌的企業佔回應公司之比重從2010年的37.7%攀升至2013年的46.6%，今年更高達49.0%；同時，OBM業務在港商營業額中的佔比從2010年的22.0%增加至近兩年的超過27%。這些數字勾劃了一個持續上升的趨勢，反映了無論是在經濟順境或者逆境，本港企業均以穩健而堅定的步伐在品牌發展道路上鼓勇前行。

事實上，香港是全球數一數二的最佳營商城市，更是一個適合原創品牌發展的「品牌福地」。憑藉自身的固有優勢以及作為中國市場「南大門」的特殊定位，香港已成為環球品牌匯聚一堂的「品牌薈萃之都」；本港企業更可借助「近水樓台」的有利條件，在內地找到品牌發展的機遇、市場腹地和合作夥伴。香港品牌發展局近年在華中、閩南和西部地區的消費者調查均印證了，「香港品牌」作為一個地域品牌概念，能夠在國內消費者的心目中產生「優質」、「誠信」、「時尚」、「物有所值」和「良好服務」等正面聯想。正是這種有利的「原產地效應」，賦予了香港品牌得天獨厚的起步優勢，亦直接帶動了近年香港企業以「創品牌、促升級、拓內銷」的「BUD策略」推動業務轉型的熱潮。

有見於港商拓展內銷的足跡正由南向北、從東向西拓展，品牌局加緊在內陸省份以及二三線城市舉行品牌推廣活動。繼「武漢香港品牌周」和「廈門香港品牌節」之後，品牌局再接再厲，舉辦了「重慶香港品牌節」，並獲得「發展品牌、升級轉型及拓展內銷的專項基金」的資助。這項為期11個月的大型項目，包含了一系列內容豐富、形式創新的活動；除了組織培訓工作坊、互動式消費者焦點小組以及對西部市場的商務考察等市場研究活動之外，亦在重慶市舉辦大型的品牌展示和宣傳活動。今次的品牌展示特地以「喜·愛香港」為主題，匯集90多個本地原創品牌，向重慶及西部消費者展現香港品牌優越、時尚、富有魅力及文化底蘊的集體形象；更首次引入名為「『喜·愛香港』婚嫁品牌

With global economic recovery remaining fragile, economic growth in Mainland China slowing down, operation costs relentlessly rising and financial uncertainties persisting, Hong Kong's business environment is still fraught with challenges. Nevertheless, it is encouraging that our industries' enthusiasm for and efforts in brand-building continue. According to a survey conducted by the Chinese Manufacturers' Association of Hong Kong on its members with operation in the Pearl River Delta, the number of companies having self-owned brands as a percentage of the respondents stands at 49.0% this year, up from 37.7% in 2010 and 46.6% in 2013; and the contribution of OBM (Original Brand Manufacturing) business to the turnover of the responding companies has climbed up from 22.0% in 2010 to over 27% in the recent two years. These figures point at an upward trend, indicating that, whether in economic prosperity or adversity, Hong Kong enterprises have been bravely striding forward on the road of branding with steady and firm steps.

Hong Kong is held in high regard as one of the top cities to do business, and it beyond doubt is a blessed place for branding, providing a benign environment that nurtures original brands. Owing to our inherent advantages and unique position as a "Southern Gateway" to the vast market of Mainland China, Hong Kong has become a star-studded "brands hub". Moreover, leveraging on the unrivalled geographic proximity to the Mainland, our enterprises have ready access to business opportunities, hinterland market as well as partnership for brand development across the border.

As revealed by the serial consumer studies conducted by the Hong Kong Brand Development Council in Central China, Southern Fujian and Western China, "Hong Kong brands" as a location brand concept could trigger associations with positive attributes like "high quality", "trustworthiness", "trendiness", "value for money" and "good service". Indeed, it is such favourable "country of origin effect" that has endowed Hong Kong brands with an initial advantage and provided an impetus for our enterprises to press ahead with industrial up-scaling and competitiveness rebuilding through a three-pronged "BUD (Branding, Upgrading and Domestic Sales) approach".

Seeing that Hong Kong companies are extending their footprints in the Mainland market from South China to the North, and from the coastal East to inland West, the BDC has staged a series of promotion campaigns in the inland provinces as well as the 2nd- and 3rd-tier cities. On the back of the successful "Wuhan Hong Kong Brand Week" and "Xiamen Hong Kong Brand Festival", the BDC implemented the "Chongqing Hong Kong Brand Festival" Project under the sponsorship of "Dedicated Fund on Branding, Upgrading and Domestic Sales". A host of diversified and innovative activities were included in this 11-month large-scale project. Apart from conducting market researches in the form of interactive consumer focus group, training workshop and study tour to investigate Western China market, the BDC also rolled out brand showcase and promotional programmes in Chongqing. In particular, the showcase gallery under the banner of "Lovely • Loving Hong Kong" assembled over 90 home-grown labels with strong innovation, design or cultural elements, serving as a window to demonstrate the emotional values as well as the superior, stylish and charming image of Hong Kong brands. As a groundbreaking initiative, the BDC also set up a specially-designed thematic zone named "Love • Loving Hong

圈」的特色展覽，以「講故事」的感性手法細說香港品牌的傳承與創新。

同時，品牌局馬不停蹄地帶領「香港名牌標識計劃」的核准品牌參與了青島、長春、長沙等地的展覽會，讓更多內地消費者認識「TOP 嘜」這一代表香港品牌最高水準的信心標誌。本局正密鑼緊鼓地籌辦「哈爾濱香港品牌節」，於今年下半年帶領近百個品牌揮師北上，提升香港品牌在哈爾濱及東北地區的影響力，亦協助業界發掘當地市場和邊貿的商機。

由品牌局和廠商會合辦的「香港名牌選舉」和「香港服務名牌選舉」是本港歷史最悠久、最具代表性的品牌獎項之一。有賴於業界的努力和社會各方的支持，2013的「名牌選舉」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；而第四年舉行的「香港新星品牌選舉暨香港新星服務品牌選舉」吸引了眾多的年青品牌和中小企業參加角逐，參賽品牌的數目更創下了歷年最高紀錄。摘取今屆「品牌選舉」各項桂冠的37個品牌，無論在知名度、經營特色、創新意念，還是品質、形象、環保及社會責任等方面，均有出類拔萃的表現，展示了香港品牌的最新風貌和彪炳成就；他們一步一個腳印的奮鬥故事更為業界樹立了參照的典範。

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，促進品牌知識的轉移和信息的交流；並夥拍香港特區政府工業貿易署、香港貿易發展局等機構合辦大型的培訓活動，例如「品牌『智』勝系列研討會」以及「品牌內銷策略培訓工作坊」等，系統化地幫助中小企業提升品牌管理的知識和技巧。品牌局更與香港大學、香港理工大學等建立緊密的合作關係，透過舉辦聯合文憑課程、「最佳品牌策劃獎」、學生企業顧問計劃以及研究項目等，發揮業界與學術界的協同作用，提升香港的品牌研究水平和人才儲備。

時間飛馳。第四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選舉；而不知不覺間，品牌局亦將迎來創立十周年的大喜日子。作為品牌局三任理事會的主席，能夠與香港業界並肩攜手迎接「品牌時代」的挑戰，與大家一起見證品牌局從創立、起步到穩紮根基的歷程並參與其中，本人深感榮幸。我謹代表理事會由衷感謝會員在過去一年裏的熱心支持，並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席的精心指導，全體理事的鼎力協助，秘書處職員的辛勤工作，以及政府有關部門及各界團體的精誠合作。

我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！

Kong' Wedding Brand Ring" at the centre of the gallery, which employed a story-telling approach to epitomise the heritage and evolution of Hong Kong's brand culture.

Meanwhile, the BDC took part in exhibitions held in Qingdao, Changchun and Changsha, and set up showcases there to display products of selected licensees of "Hong Kong Top Brand Mark Scheme", with an eye to promoting this "Hallmark of Quality, Reputation and Confidence" to Mainland consumers. More recently, the BDC has unfolded the serial activities of "Harbin Hong Kong Brand Festival". By lining up around 100 brands, this government-funded project aims to step up the presence of Hong Kong brands in Northeast China especially Harbin, while assisting local companies to explore market opportunities in the region and to thrive on the bustling border trade between China and its neighbouring countries.

Co-organised by the BDC and the CMA, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards are the pioneers in brand accreditation with long history. Thanks to local companies' unswerving efforts and the support of our community, the 2013 Awards turned out to be another great success, with both the quantity and the quality of entries remaining at high levels. In their fourth running, the 2013 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards attracted a large number of outstanding young labels and SMEs, reaching a new high in terms of the number of entries. All the 37 brands selected as laureates of the four award schemes have exhibited remarkable performance in respect of Reputation, Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility, showcasing the latest developments and admirable achievements of Hong Kong brands; and their hard-earned success stories have set up role models for and give inspirations to the industries.

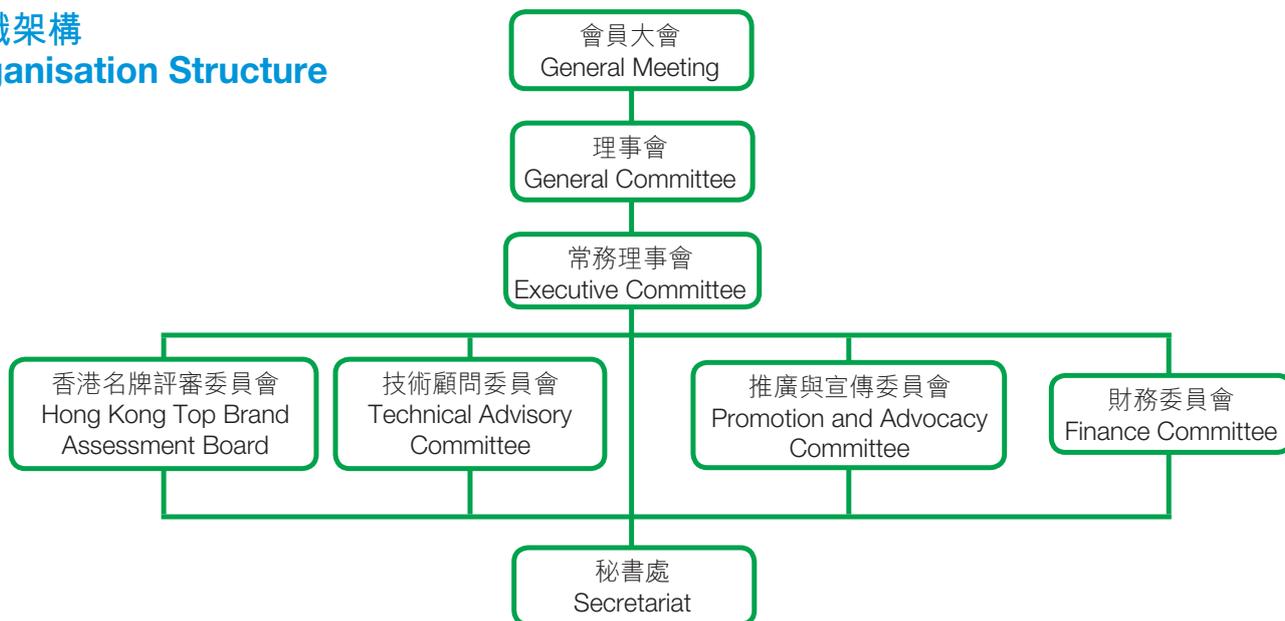
SMEs are the backbone of Hong Kong economy and the "fresh blood" for brand development as well. To encourage and assist SMEs to set foot on branding, the BDC has been regularly hosting seminars and talks via its SME Branding Club, a facility dedicated to promoting brand knowledge transfer and information sharing among SMEs. The Council also joined force with the Trade and Industry Department of the HKSAR Government and Hong Kong Trade Development Council to organise large-scale training activities, such as "Branding to Win Serial Seminar" and "Training Workshop on Branding and Domestic Sales", in an attempt to equip local SMEs with brand management knowledge and practical skills in a systematic way. In addition, the BDC continued to partner with local tertiary institutions including the University of Hong Kong and the Hong Kong Polytechnic University in co-organising a variety of educational and research programmes, e.g. diploma course, "Best Brand Idea Award", student management consulting scheme and consumer surveys. 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 a pool of local brand talents.

Time flies. The Fourth General Committee is going to complete its three-year term in six months; and the BDC is approaching its 10th anniversary. As the Chairman of the General Committee for three consecutive terms, I am so pleased to have been able to answer the call of "branding era" shoulder to shoulder with our industries, and it is such a great honour for me to have witnessed the establishment and growing-up of the Council and play a part in this meaningful undertaking. 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, and 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, under the continued support of the industries and our community, the BDC will scale new heights hand-in-hand with Hong Kong brands.

理事會 General Committee

組織架構 Organisation Structure



主席 Chairman:

陳淑玲女士, 太平紳士 Ms Shirley S L Chan, JP

副主席 Vice Chairmen:

吳清煥先生 Mr Ng Ching Wun
黃家和先生, 太平紳士 Mr Simon K W Wong, JP
李惠中先生 Mr Charlie W C Lee

派任理事 Nominated Members:

唐偉章教授, 太平紳士 Professor Timothy Tong, JP
周允成先生 Mr Winston Chow
利德裕博士 Dr Edmund Lee
葉澤恩先生 Mr Raymond Yip
雷詠閏女士 Ms Daisy Lui

選任理事 Elected Members:

陳國民博士 Dr Edward K M Chan
劉健華博士, 太平紳士 Dr Kevin K W Lau, JP
余立明先生 Mr Michael L M Yu
沈運龍博士 Dr Aaron W L Shum
盧金榮博士 Dr Lo Kam Wing
查毅超博士 Dr Sunny Chai
鍾國斌議員 The Hon Felix K P Chung
白富鴻先生, 太平紳士 Mr Frank F H Pak, JP
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

總裁 Chief Executive Officer:

黃靜文女士, 太平紳士 Ms Adeline Wong, JP

名譽贊助人 Honorary Patron:

蘇錦樑先生, GBS 太平紳士 The Hon Gregory K L So, GBS, JP

名譽顧問 Honorary Advisors:

麥靖宇先生, 太平紳士 Mr Kenneth C Y Mak, JP
廖永亮先生 Mr Jerry W L Liu

名譽主席 Honorary Chairman:

施榮懷先生, 太平紳士 Mr Irons Sze, 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, BBS 太平紳士 Dr David Y K Wong, BBS, JP
倪錦輝博士, 太平紳士 Dr Danny Kam Fai Ngai, JP

義務法律顧問 Honorary Legal Advisor:

周紹榮先生 Mr Joseph S W Chow

行政人員 Management Staff:

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

核數師 Auditor:

吳焯仁執業會計師
Ng Cheuk Yan, Certified Public Accountant

公司秘書 Company Secretary:

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

大事紀

BDC Chronology

1999年

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。

2004年

1. 廠商會會長(2004-2005年度)楊孫西於2003年「香港十大名牌選舉」頒獎典禮的致辭中宣佈籌組「香港品牌發展局」(品牌局)。
2. 2004年9月,「香港十大名牌選舉」正式更名為「香港名牌選舉」;同時,「香港名牌標識(TOP嘜)計劃」正式推行。

2005年

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. 品牌局組織「中小企品牌群策營」,10月舉行首次活動。

2006年4月

品牌局引入「香港製造標識(HK嘜)計劃」,於8月正式啟動並頒發第一批「香港製造標識使用准許證」。

2006年8月

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、中國名牌戰略推進委員會等國內品牌推進機構,首次提出將品牌合作納入「CEPA」以及推動兩地品牌獎項的互動與互認等建議。

2006年9月

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。

1999

Starting from 1999, the Chinese Manufacturers' Association of Hong Kong (the CMA) organised the "Hong Kong Top Ten Brandnames Awards" (The Award) every year to give recognition to outstanding brands established by Hong Kong companies.

2004

1. Dr Jose Yu, the CMA President (Year 2004-2005), announced at the 2003 Hong Kong Top Ten Brandnames Awards Presentation Ceremony that the preparatory work for the establishment of the Hong Kong Brand Development Council (the BDC) was under way.
2. In September 2004, the Award was re-named "Hong Kong Top Brand Awards" and the "Hong Kong Top Brand Mark Scheme" was first implemented.

2005

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 first gathering was held in October.

2006 April

The BDC introduced the Made in Hong Kong Mark Scheme. In August 2006, the Scheme was launched and the first batch of HK Mark Licences were issued.

2006 August

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; China Promotion Committee for Top Brand Strategy and other brand-facilitation organisations. During the visit, the BDC broached proposals of incorporating brand cooperation into CEPA and stepping up interaction and mutual recognition of brand awards between Hong Kong and Mainland.

2006 September

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.

大事紀

BDC Chronology

2007年5月

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。

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，展出歷屆「香港名牌選舉」和「香港服務名牌選舉」得獎名單以及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，品牌局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

品牌局增設「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；首屆選舉的10個得獎品牌於2011年1月誕生。

2010年8月至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」。

2007 May

The report on “Hong Kong Brand Development Strategies and Action Agenda” was published, which put forward 10 strategic proposals on developing Hong Kong into an “International Branding Centre”.

2007 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 2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony.

2009 June

The BDC and “Wen Wei Po” co-organised a Launching Ceremony to mark the joint publication of a 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 promote winners of the Awards and 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. 10 brands were selected as the first batch winners in January 2011.

2010 August to October

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

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，品牌局聯同廠商會、廠商會展覽服務有限公司推行為期10個月的「武漢香港品牌週」項目。

2012年11月至2013年9月

獲「發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)」資助，推行為期11個月的「廈門香港品牌節」系列活動。

2013年8月至10月

參與香港貿易發展局於青島、長春及長沙舉辦的「香港時尚購物展」，並組織「香港名牌」及「香港新星品牌」得獎公司進行產品展示。

2013年11月至2014年9月

獲「BUD專項基金」資助，推行為期11個月的「重慶香港品牌節」系列活動；2014年4月30日至5月5日期間於重慶國際會議中心設立「『囍·愛香港』婚嫁品牌圈」的主題展區以及「『喜·愛香港』品牌站」產品展示，陳列近90個香港品牌的產品及資料；期間並舉辦多場富有香港特色的舞台表演，以及組織「內銷商務考察」和「互動式消費者焦點小組」。

2014年2月

2013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」頒獎典禮由財政司司長曾俊華擔任主禮嘉賓；並以隆重的晚宴形式舉行。

2014年6月

品牌局發表「重慶及中國西部市場消費者購買行為及消費模式研究報告」。

2011 June

The BDC dispatched a delegation to Guangdong Province to visit related government departments, and also 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, in collaboration with the CMA and the CMA Exhibition Services Ltd, organised a 10-month project namely “Wuhan Hong Kong Brand Week”.

2012 November to 2013 September

Under the sponsorship of the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD), the BDC implemented the 11-month project “Xiamen Hong Kong Brand Festival” Serial Activities.

2013 August to October

Products of winners of “Hong Kong Top Brand Awards” and “Hong Kong Emerging Brand Awards” were showcased at the “Style Hong Kong Show” organised by the Hong Kong Trade Development Council in Qingdao, Changchun and Changsha.

2013 November to 2014 September

Under the sponsorship of the BUD fund, the BDC implemented an 11-month project namely “Chongqing Hong Kong Brand Festival” Serial Activities. A showcase gallery consisted of “‘Love • Loving Hong Kong’ Wedding Brand Ring” and “‘Lovely • Loving Hong Kong’ Brand Frontline” was set up at the Chongqing International Conference and Exhibition Centre from 30 April to 5 May 2014 to display products and information of nearly 90 Hong Kong brands. Stage performance programmes, a business study tour and an interactive consumer focus group discussion also rolled out in Chongqing.

2014 February

Officiated by Financial Secretary Hon John Tsang, the Presentation Ceremony of 2013 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was hosted in tandem with a Gala Dinner.

2014 June

The BDC released findings of the Study on the Purchasing Behaviour and Consumption Pattern of Chongqing and Western China Consumers.

品牌研究 Brand Research

重慶及中國西部市場消費者購買行為及消費模式研究

品牌局獲香港特區政府「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，推行名為「『重慶香港品牌節』系列活動」的項目，協助香港品牌拓展中國西部市場。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2014年上半年進行一連串的市場研究活動。

本次研究對象為重慶及西部消費者，以焦點小組訪談(Focus Group Discussion)的定性研究方式為主，輔以簡單的訪談前問卷調查，藉此瞭解受訪者的人生追求、個性特徵、購買模式、消費習慣、對香港品牌的認知與評價等。品牌局亦組織港商代表團對重慶市內一家有代表性的商場以及一家已成功建立產品品牌的當地企業進行實地考察與交流，為港商進行商圈和內銷平台選擇的決策收集第一手資訊和具有啟示性的同業經驗。

研究的主要結論包括：

1. 重慶及西部消費者的人生追求較為傳統且實在。雖然不同年齡層的消費觀念有顯著差異；但總體而言，消費者選擇品牌最重要的四大考慮因素為「產品質量」、「性價比」、「口碑」及「服務」。
2. 80後、90後已成為重慶及西部消費力量的中流砥柱。青年消費者追崇時尚、潮流、個性的產品及服務；對比國內品牌而言，他們在經濟能力許可的條件下更喜歡購買國外品牌，網購已成為這一群體購物的重要方式。隨著家庭收入的增加以及退休政策的改善，50歲以上的中、老年中產階層的消費潛力明顯提升，而且受社會媒介、互聯網和移動網的影響，他們的消費習慣以及認知、購買品牌的行為正逐漸改變。同時，中年消費者在對於子女的教育花費上甚為開明，而老年消費者則更鍾情於國內品牌。
3. 受益於品牌來源地所賦予的正面形象，「香港品牌」作為一個地域品牌概念在重慶及西部市場獲得消費者廣泛認同。當提及香港品牌，當地消費者一般會提及「安全」、「質量好」、「時尚」、「風險低」等正面的品牌聯想價值。最受歡迎的香港品牌產品和服務類別為食品及飲品、服裝及配飾、餐飲服務、珠寶鐘錶、中藥及保健品等；而消費者瞭解香港品牌的主要資訊渠道為互聯網、口碑、巴士站廣告及社交媒體，傳統媒體如報紙、雜誌、電視等的重要性較低。值得注意的是，重慶及西部消費者大多可以接受香港品牌比同類產品的國內品牌享有20%至30%的溢價。

Study on the Purchasing Behaviour and Consumption Pattern of Chongqing and Western China Consumers

Under the sponsorship of the Organisation Support Programme of the Dedicated Fund on Branding, Upgrading and Domestic Sales, the BDC implemented “Chongqing Hong Kong Brand Week” Serial Activities. As one of the major deliverables of the Project, the BDC commissioned the Brand Strategy and Innovation Centre of Hong Kong Polytechnic University to conduct a series of market researches (the Study) during the first half of 2014.

With consumers in Chongqing and the Western China as the research subjects, the Study mainly relied on qualitative research methodology, i.e. focus group discussion, supplemented by simple questionnaire survey on the participants before the interview, in an attempt to gain insights into interviewees' goals of life, personalities, as well as buying patterns, spending habits and perception of Hong Kong brands. The BDC also organised a business study tour in Chongqing, during which Hong Kong brand operators visited a representative shopping mall and a local enterprise that had successfully built up a renowned product brand. The first-hand and in-depth market intelligence gained during the tour helps shed light on the strategies for Hong Kong companies to choose business districts and marketing platforms when starting domestic sales in Chongqing.

The main findings of the Study are as follows:

1. As far as the pursuits of life are concerned, consumers in Chongqing and the Western China are relatively traditional and realistic. Consumption attitudes vary significantly among people at different ages; yet generally speaking, the four most important factors that consumers would take into account in the brand selection process are “quality”, “value for money”, “word of mouth” and “services”.
2. The post-80s and post-90s generations have become the mainstay of the purchasing power in Chongqing and Western China. Local young consumers are fond of fashionable, trendy and personalised products and services; and they are inclined to go for foreign brands rather than domestic ones when the financial conditions allow. Besides, on-line shopping has become a popular purchasing mode for this consumer group. Along with the increase in household income and the improvement in retirement policies, the consumption potential of the middle class aged 50 years or over has been growing substantially; and under the influence of social media, internet and mobile network, their consumption habits, perception of brands, as well as brand purchasing behaviours have gradually changed. Moreover, middle-aged consumers are quite generous in spending

- 然而，香港品牌在西部地區的宣傳及推廣力度仍嫌不足，導致品牌認知度較低，大部分香港中小企品牌在重慶及西部市場上仍然鮮為人知；而且消費者對香港品牌的印象模糊，甚至將香港品牌與其他地區的品牌相混淆。
- 重慶及西部消費者已不再認為「Made in China」是一個象徵著低質素、低價格的負面標籤。在品牌名稱的選擇方面，簡單、易拼讀、有高辨識度的英文品牌名稱會較易受中、青年消費者的歡迎，更可凸顯出時尚、高雅的品牌元素。
- 研究團隊建議，有意在重慶及西部地區發展的香港企業，可善用香港品牌在「來源地」以及聯想價值方面的優勢，結合自家品牌的核心價值和形象特點，再針對目標客戶，釐定合適的市場區域、推廣方式及宣傳渠道；港商尤應重視新媒體及社交媒體等網絡平台，充分利用其靈活性高、覆蓋面廣、影響力大的優勢，並透過整合線上線下的品牌推廣活動和品牌體驗，贏取消費者的支持。



- Benefiting from the positive “country of origin effect”, “Hong Kong brands” as a regional brand concept is widely recognised by consumers in Chongqing and Western China. When it comes to Hong Kong brands, local consumers would usually refer to positive brand attributes such as “safe”, “good-quality”, “fashionable” and “low-risk”; and the most popular product and service categories include food and beverage, fashion and accessories, catering service, jewellery and watches, traditional Chinese medicine and health-care products. Consumers learn Hong Kong brands mainly via internet, word of mouth, advertisement in bus stations as well as social media, while traditional media like newspaper, magazine and TV are relatively less important as channels of information acquisition. It is worth noting that most consumers in Chongqing and Western China would accept a 20% to 30% premium for Hong Kong brands as compared to similar products under domestic brands.
- However, Hong Kong brands seem to fall short of marketing and promotion, resulting in relatively low brand awareness in Western China. Most of Hong Kong’s SME brands are still unfamiliar to Chongqing and Western China people; and consumers have a vague impression of Hong Kong brands, and they even mix up Hong Kong brands with brands from other regions.
- The Study also reveals that consumers in Chongqing and Western China have no longer regarded “Made in China” as a negative label indicating “poor quality” and “cheap”. In regard to choosing a name for a brand, it is found that simple, easy-to-read and highly distinguishable English name would be more welcomed by young and middle-aged consumers, while helping to highlight such brand characteristics as trendiness and elegance.
- According to the Research Team, Hong Kong enterprises, when going to Chongqing and Western China market, could consider capitalise on the superior image and association values enjoyed by “Hong Kong brands”; and they should try to match the core value and features of their own brands with such “country of origin effects”, while carefully determining the proper market segments, promotional modes and communication channels to fit in well with target customers. In particular, the rise of “new media” and social media should not be ignored; and Hong Kong enterprises should pay heed to the various advantages of internet marketing such as high flexibility, wide coverage and imposing influences, and try to win the support of local consumers by integrating on-line and off-line (OTO) brand promotion and brand experiences.

品牌選舉 Brand Awards

2013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產品品牌，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2013年已踏入第十五屆。

2013年「香港名牌選舉」初賽及決賽分別於2013年11月21日及2014年1月6日舉行。主辦機構並於2013年12月14日至2014年1月4日期間在第48屆「工展會」會場舉行公眾投票。

在入圍決賽的15個產品品牌中，有9個傑出的品牌脫穎而出，獲得「選舉」的各類獎項；其中，榮膺「香港名牌」的7個獲獎者包括：「藍盒寶寶」、「衍生」、「菁雲」、「澳至尊」、「寧心」、「穩健」及「巨浪大切」。另外，兩家往屆「香港名牌」的獲獎者「官燕棧」及「八珍」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「雅蘭」、「德國寶」、「六福珠寶」和「壽桃牌」。

2013年「選舉」的決賽評審團由香港特區政府工業貿易署署長麥靖宇擔任主席，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施榮懷、香港工業總會主席劉展灝、香港品牌發展局副主席吳清煥、香港生產力促進局副主席伍志強、香港貿易發展局助理總裁葉澤恩及香港設計師協會主席李躍華。



2013 Hong Kong Top Brand Awards

Founded in 1999, the Hong Kong Top Brand Awards recognise outstanding product brands established by Hong Kong manufacturers 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 its 15th running in 2013.

The Preliminary Judging of the 2013 Awards was held on 21 November 2013, with 15 local brands short-listed for the Final Judging. The Organisers also staged public polling at the venue of the 48th Hong Kong Brands and Products Expo (HKBPE) from 14 December 2013 to 4 January 2014. At the Final Judging held on 6 January 2014, 9 brands were selected as winners.

Winners of “2013 Hong Kong Top Brand” included “B Kids”, “Hin Sang”, “J’s Garden”, “Organic Nature”, “Vita Calm”, “Winner” and “巨浪大切”. Two past winners namely “Imperial Bird’s Nest” and “Pat Chun” also participated in this year’s competition, and they were conferred the “Hong Kong Premier Brand”, an upper echelon to commend past winners that have exhibited sustainable success in brand-building.

Since 2008, the Organiser has introduced a new award category namely the “Hong Kong Top Brand Ten Year Achievement Award”. It is an honorary award aiming to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance for years. A 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. In 2013, “Airland”, “German Pool”, “Lukfook Jewellery” and “Sau Tao” were awarded with this cachet.

Chaired by Director-General of Trade and Industry Mr Kenneth Mak, the Final Judging Panel of 2013 Hong Kong Top Brand Awards comprised Mr Irons Sze, President of the CMA; Mr Stanley Lau, Chairman of the Federation of Hong Kong Industries; Mr Ng Ching Wun, Vice Chairman of the BDC; Mr Victor Ng, Deputy Chairman of the Hong Kong Productivity Council; Mr Raymond Yip, Assistant Executive Director of the Hong Kong Trade Development Council; and Mr Francis Lee, Chairman of Hong Kong Designers Association.



2013年「香港名牌選舉」決賽評審團成員合照（左起）：李躍華、吳清煥、施榮懷、麥靖宇（工業貿易署署長）、劉展灝、伍志強及周瑞麒（葉澤恩代表）。

Final Judging Panel of 2013 Hong Kong Top Brand Awards (from left): Mr Francis Lee, Mr Ng Ching Wun, Mr Irons Sze, Mr Kenneth Mak (Director-General of Trade and Industry), Mr Stanley Lau, Mr Victor Ng and Mr Ralph Chow (representative of Mr Raymond Yip).

2013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。



2013年「香港服務名牌選舉」是第九年舉辦，吸引了來自零售、餐飲、旅遊、運輸、印刷、出版、倉儲、專業服務等行業的代表性品牌報名參賽。初賽及決賽分別於2013年11月21日及2014年1月7日舉行；並於2013年12月14日至2014年1月4日期間在第48屆「工展會」會場舉行公眾投票。

在入圍的20個品牌中，共有13個出類拔萃的服務品牌摘取了第九屆「香港服務名牌選舉」的各項桂冠。獲膺「香港服務名牌」者包括：「蘋果迷你倉」、「BannerSHOP」、「時間廊」、「會所1號」、「文化村」、「DR-Max」、「景鴻移民」、「奇華餅家」、「銀龍粉麵茶餐廳」及「眼鏡88」。另外，三家往屆「香港服務名牌」的獲獎者「東瀛遊」、「太子珠寶鐘錶」及「噴射飛航」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

2013年「選舉」由香港特區政府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陳淑玲、香港理工大學校長唐偉章、香港旅遊發展局主席林建岳、香港中華總商會副會長曾智明、香港零售管理協會副主席葉焯德及香港總商會總裁袁莎妮。

2013 Hong Kong Top Service Brand Awards

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

The 2013 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of sectors, such as retail, food catering, travel agency, transportation, printing, publishing, storage and professional services. The Preliminary Judging was held on 21 November 2013, while the Final Judging was conducted on 7 January 2014. The Organisers also staged public polling at the venue of the 48th HKBPE from 14 December 2013 to 4 January 2014. After fierce competition, 13 brands stood out from the 20 shortlisted entries.

Awardees of “2013 Hong Kong Top Service Brand” included “Apple Storage”, “BannerSHOP”, “City Chain”, “ClubONE”, “Culture Homes”, “DR-Max”, “EK Immigration”, “Kee Wah Bakery”, “Ngan Lung Restaurant” and “Optical 88”. Furthermore, “EGL Tours”, “Prince Jewellery & Watch” and “TurboJET” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Under Secretary for Commerce & Economic Development Mr Godfrey Leung headed the Final Judging Panel of the 2013 Hong Kong Top Service Brand Awards, which consisted of Ms Shirley Chan, Chairman of the BDC; Prof Timothy Tong, President of the Hong Kong Polytechnic University; Dr Peter Lam, Chairman of Hong Kong Tourism Board; Mr Ricky Tsang, Vice Chairman of the Chinese General Chamber of Commerce; Mr Henry Yip, Vice Chairman of Hong Kong Retail Management Association; and Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce.



2013年「香港服務名牌選舉」決賽評審團成員合照(左起)：雷詠聞(林建岳代表)、黃楚恒(曾智明代表)、陳淑玲、梁敬國(商務及經濟發展局副局長)、陳正豪(唐偉章代表)、傅承蔭(葉焯德代表)及盧靜儀(袁莎妮代表)。

Final Judging Panel of 2013 Hong Kong Top Service Brand Awards (from left): Ms Daisy Lui (representative of Dr Peter Lam), Mr Stanley Wong (representative of Mr Ricky Tsang), Ms Shirley Chan, Mr Godfrey Leung (Under Secretary for Commerce & Economic Development), Prof Philip Chan (representative of Timothy Tong), Mr William Fu (representative of Mr Henry Yip) and Ms Shirley Lo (representative of Ms Shirley Yuen).

2013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。



第四屆「香港新星品牌選舉」和「香港新星服務品牌選舉」初賽及決賽分別於2013年11月21日及12月18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)黃灝玄，評審委員包括香港品牌發展局副主席黃家和、香港中小型企業總商會會長吳家榮、香港品質保證局副主席何志誠、香港設計中心行政總裁利德裕，以及香港城市大學資訊系統與電子商務講座教授兼傳訊及公關處處長李國安。

經過激烈的競爭，在入圍的21個品牌中，有6個產品品牌及5個服務品牌脫穎而出，成為第四屆的「摘星新一代」。「香港新星品牌」得獎者包括：「輝煌」、「Lexnfan」、「LOTOPIA」、「浚達」、「瞳理心」及「Ye!!」；而獲得「香港新星服務品牌」的品牌為：「Ample Design」、「高清製作」、「碗然一新」、「Magnum Club」及「紐約醫療集團」。

品牌選舉宣傳片

品牌局於2013年推出全新的電視廣告宣傳片，以充滿生活氣息的筆觸，宣揚「香港名牌選舉」和「香港服務名牌選舉」作為「優質、名望與信心的標誌」的核心價值，亦彰顯其代表著「香港原創，品牌殿堂」的獨特定位和卓越地位。

廣告宣傳片於2013年8月份於巴士電視「路訊通」以及有線電視網絡「CABLE TV」新聞台、財經台及娛樂台等主要頻道播放。品牌局並委託「路訊通」為2013年品牌選舉頒獎典禮拍攝活動花絮及訪問片段，並製作特輯於巴士電視、展覽會及其他場合播出。



品牌局於2013年7月舉行的新聞發佈會宣佈2013年各項品牌選舉正式啟動。
The BDC held a press conference in July 2013 to announce the kick-off of 2013 Awards.

2013 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 enhance value-added attributes and competitiveness through branding.

Embarking on its fourth running, the 2013 Emerging Awards held the Preliminary Judging on 21 November 2013, while the Final Judging was conducted on 18 December 2013 under the chairmanship of Mr Andrew Wong, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism). Members of the Final Judging Panel comprised Mr Simon Wong, Vice Chairman of the BDC; Mr Eric Ng, President of the Hong Kong General Chamber of Small and Medium Business; Ir C S Ho, Deputy Chairman of the Hong Kong Quality Assurance Agency; Dr Edmund Lee, Executive Director of Hong Kong Design Centre; and Prof Matthew K O Lee, Chair Professor of Information Systems & Electronic Commerce and Director of Communications & Public Relations of City University of Hong Kong.

Among the 21 entries shortlisted for the Final Judging, 6 product labels and 5 service brands stood out as the fourth batch of “emerging stars” after fierce competition. Awardees of “2013 Hong Kong Emerging Brand” included “FH”, “Lexnfan”, “LOTOPIA”, “Smartech”, “TonySame” and “Ye!!”; and winners of “Hong Kong Emerging Service Brand Awards” were “Ample Design”, “Best Video”, “Diwash”, “Magnum Club” and “New York Medical Group”.



2013年「香港新星品牌暨香港新星服務品牌選舉」決賽評審團成員合照(左起)：利德裕、吳家榮、黃灝玄(商務及經濟發展局常任秘書長)、黃家和、何志誠及李國安。
Final Judging Panel of 2013 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards (from left): Dr Edmund Lee, Mr Eric Ng; Mr Andrew Wong (Permanent Secretary for Commerce and Economic Development), Mr Simon Wong, Ir C S Ho and Prof Matthew Lee.

TV Commercial for Brand Awards

The Council launched a new TV commercial in 2013 to promote Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards. By using compelling real-life stories, the TVC vividly advocated the Awards' core values of “Being the Hallmark of Reputation, Quality and Confidence”, and highlighted its distinctive positioning as “The Hall of Fame for Hong Kong Original Brands”.

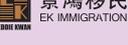
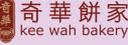
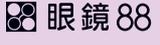
The TV commercial was broadcasted on bus TV “RoadShow” and the News, Finance and Entertainment channels of Cable TV in August. The BDC also commissioned RoadShow to produce a video segment that captured the highlights of 2013 Awards Presentation Ceremony for broadcasting on Bus TV, exhibitions and other occasions.

(表一)(Table 1)

二零一三年香港名牌選舉得獎名單 List of 2013 Hong Kong Top Brand Awards Winners

	品牌 <i>Brand Name</i>	公司 <i>Company</i>
香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award		
	雅蘭 Airland	雅蘭企業有限公司 Airland Enterprise Co. Ltd.
	德國寶 German Pool	德國寶(香港)有限公司 German Pool (HK) Ltd.
	六福珠寶 Lukfook Jewellery	六福集團(國際)有限公司 Luk Fook Holdings (International) Ltd.
	壽桃牌 Sau Tao	新順福食品有限公司 Sun Shun Fuk Foods Co. Ltd.
香港卓越名牌 Hong Kong Premier Brand		
	官燕棧 Imperial Bird's Nest	官燕棧國際有限公司 Imperial Bird's Nest International Co. Ltd.
	八珍 Pat Chun	八珍國際有限公司 Pat Chun International Co. Ltd.
香港名牌 Hong Kong Top Brand		
	藍盒寶寶 B Kids	藍盒國際有限公司 Blue Box International Ltd.
	衍生 Hin Sang	衍生行有限公司 Hin Sang Hong Co. Ltd.
	菁雲 J's Garden	聯記號有限公司 Luen Kee Hoo Co. Ltd.
	澳至尊 Organic Nature	信基國際企業有限公司 Truth & Faith International Ltd.
	寧心 Vita Calm	維特健靈健康產品有限公司 Vita Green Health Products Co. Ltd.
	穩健 Winner	穩健醫療(香港)有限公司 Winner Medical (HK) Ltd.
	巨浪大切 巨浪大切	僑豐行有限公司 Kiu Fung Hong Ltd.

二零一三年香港服務名牌選舉得獎名單 List of 2013 Hong Kong Top Service Brand Awards Winners

	品牌 <i>Brand Name</i>	公司 <i>Company</i>
香港卓越服務名牌 Hong Kong Premier Service Brand		
	東瀛遊 EGL Tours	東瀛遊旅行社有限公司 EGL Tours Co. Ltd.
	太子珠寶鐘錶 Prince Jewellery & Watch	太子珠寶鐘錶公司 Prince Jewellery & Watch Co.
	噴射飛航 TurboJET	信德中旅船務管理有限公司 Shun Tak-China Travel Ship Management Ltd.
香港服務名牌 Hong Kong Top Service Brand		
	蘋果迷你倉 Apple Storage	大有倉集團有限公司 Tai Yau Storage Group Ltd.
	BannerSHOP BannerSHOP	BannerSHOP Hong Kong Ltd. BannerSHOP Hong Kong Ltd.
	時間廊 City Chain	時間廊鐘錶有限公司 City Chain Co. Ltd.
	會所1号 ClubONE	時代生活集團有限公司 The Lifestyle Group Ltd.
	文化村 Culture Homes	文化村(長者用品展銷中心)有限公司 Culture Homes (Outlet Stores Wholesale Centre) Ltd.
	DR-Max DR-Max	DR-Max Ltd. DR-Max Ltd.
	景鴻移民 EK Immigration	景鴻移民顧問有限公司 EK Immigration Consulting Ltd.
	奇華餅家 Kee Wah Bakery	奇華餅家有限公司 Kee Wah Bakery Ltd.
	銀龍粉麵茶餐廳 Ngan Lung Restaurant	銀龍飲食集團有限公司 Ngan Lung Catering (Holdings) Ltd.
	眼鏡88 Optical 88	眼鏡88 有限公司 Optical 88 Ltd.

(表三) (Table 3)

二零一三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 2013 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards Winners

	品牌 <i>Brand Name</i>	公司 <i>Company</i>
香港新星品牌 Hong Kong Emerging Brand		
	輝煌 FH	輝煌復康產品製造有限公司 FH Rehabilitation Products Mfg. Co. Ltd.
	Lexnfant Lexnfant	誠信行貿易有限公司 Lexington Ltd.
	LOTOPIA LOTOPIA	恒和珠寶首飾廠有限公司 Continental Jewellery (Mfg) Ltd.
	浚達 Smartech	浚達國際市務有限公司 Smartech International Marketing Ltd.
	瞳理心 TonySame	瞳理心國際有限公司 TonySame (International) Ltd.
	Ye!! Ye!!	譽明有限公司 Advance Bright Ltd.
香港新星服務品牌 Hong Kong Emerging Service Brand		
	Ample Design Ample Design	Ample Design Co. Ltd. Ample Design Co. Ltd.
	高清製作 Best Video	高清製作有限公司 Best Video Ltd.
	碗然一新 Diwash	力星貿易有限公司 Leader Star Trading Ltd.
	Magnum Club Magnum Club	Magnum Entertainment Group Holdings Ltd. Magnum Entertainment Group Holdings Ltd.
	紐約醫療集團 New York Medical Group	紐約醫療脊椎痛症中心有限公司 New York Medical Group (Pain Center) Ltd.



主禮嘉賓財政司司長曾俊華(前排左四)、廠商會會長施榮懷(前排右四)、品牌局主席陳淑玲(前排左三)、評審團成員及得獎公司代表於2014年2月13日舉行之頒獎典禮上合照。
Guest of Honour Financial Secretary Hon John Tsang (4th from left, first row), CMA President Mr Irons Sze (4th from right, first row), BDC Chairman Ms Shirley Chan (3rd from left, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the Awards Presentation Ceremony on 13 February 2014.

2013年選舉頒獎典禮暨慶祝晚宴

2013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」頒獎典禮於2014年2月13日假香港會議展覽中心會議廳舉行，隨後並舉行慶祝晚宴。頒獎典禮由香港特區政府財政司司長曾俊華、廠商會會長施榮懷以及品牌局主席陳淑玲主禮，並由曾司長、商務及經濟發展局副局長梁敬國及工業貿易署署長麥靖宇擔任頒獎嘉賓。

慶祝晚宴筵開近60席，逾600位嘉賓歡聚一堂，盛況空前；豐富的特備節目精彩紛呈，包括品牌聯播、祝酒儀式、青春街舞及弦樂表演等，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，以展示得獎品牌的驕人風采。



2013 Awards Presentation Ceremony-cum-Gala Dinner

The Presentation Ceremony of the 2013 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 13 February 2014. Financial Secretary Hon John Tsang, CMA President Mr Irons Sze and BDC Chairman Ms Shirley Chan officiated at the Ceremony. Hon John Tsang, together with Under Secretary for Commerce & Economic Development Mr Godfrey Leung and Director-General of Trade and Industry Mr Kenneth Mak presented awards to the winners.

This year's Presentation Ceremony was followed by a Gala Dinner. The dinner turned out to be another "sumptuous feast" with the presence of over 600 distinguished guests; and the line-up of a host of programmes including brand video show, toasting ceremony, Hip Hop performance and string band performance had 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 the remarkable achievements of the Awardees.

廠商會會長施榮懷(右)致送感謝狀予二零一三年選舉頒獎典禮暨慶祝晚宴主禮嘉賓財政司司長曾俊華。
CMA President Mr Irons Sze (right) presented Certificate of Appreciation to Guest of Honour of the 2013 Awards Presentation Ceremony-cum-Gala Dinner Financial Secretary Hon John Tsang.



品牌局主席陳淑玲致歡迎辭。
BDC Chairman Ms Shirley Chan delivered welcome remarks.



主禮嘉賓財政司司長曾俊華於頒獎典禮上致辭。
Guest of Honour Financial Secretary Hon John Tsang delivered a speech at the Awards Presentation Ceremony.



廠商會會長施榮懷致送感謝狀予商務及經濟發展局副局長梁敬國(右)。
CMA President Mr Irons Sze presented Certificate of Appreciation to Under Secretary for Commerce and Economic Development Mr Godfrey Leung (right).



廠商會會長施榮懷致送感謝狀予工業貿易署署長麥靖宇(左)。
CMA President Mr Irons Sze presented Certificate of Appreciation to Director-General of Trade and Industry Mr Kenneth Mak (left).

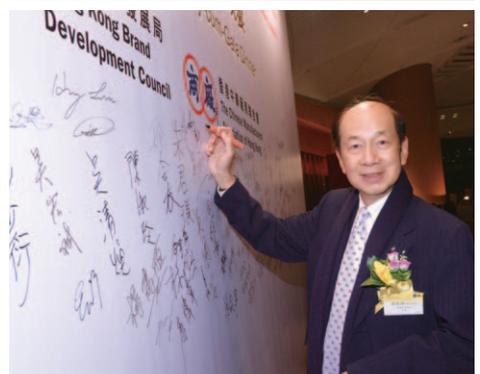
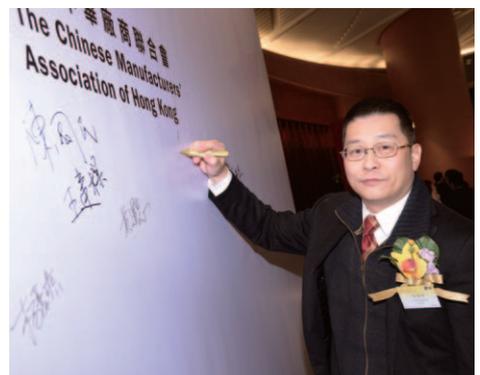


品牌局主席陳淑玲致送感謝狀予選舉「活動贊助」之代表畢馬威會計師事務所香港市場主管合夥人劉麥嘉軒(左)。
BDC Chairman Ms Shirley Chan presented Certificate of Appreciation to the representative of Event Sponsor Mrs Ayesha Lau, Partner in Charge, Hong Kong Market of KPMG (left).

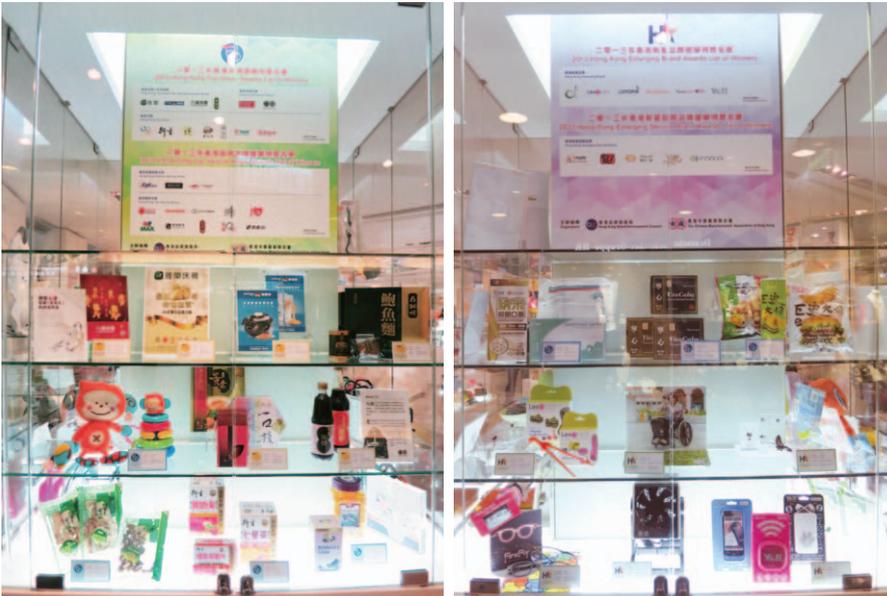


品牌局副主席吳清煥致送感謝狀予選舉「獎座贊助」之代表六福集團總經理區國球(右)。
BDC Vice Chairman Mr Ng Ching Wun presented Certificate of Appreciation to the representative of Award Trophy Sponsor Mr Au Kwok Kau, Group General Manager of Lukfook Group (right).

回顧 Review



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



二零一三年「品牌選舉」得獎名單以及得獎公司的產品於香港會議展覽中心地下之香港貿易發展局「設計廊」展出。
List of winners of 2013 Awards together with products of the winning companies were showcased at the Design Gallery of the Hong Kong Trade Development Council at the Hong Kong Convention and Exhibition Centre.



- 1, 2. 慶祝晚宴筵開近六十席，出席嘉賓逾600人。
More than 600 guests attended the Awards Presentation Ceremony-cum-Gala Dinner.
3. 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.
4. 廠商會會長施榮懷與品牌局主席陳淑玲陪同財政司司長曾俊華參觀頒獎典禮現場的展板。
Accompanied by CMA President Mr Irons Sze and BDC Chairman Ms Shirley Chan, Financial Secretary Hon John Tsang looked around the exhibition panels at the venue of the 2013 Awards Presentation Ceremony.
5. 主辦機構於二零一三年頒獎典禮會場內設置大型展板。
The exhibition panels at the venue of the 2013 Awards Presentation Ceremony.

回顧 Review



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



政商名流和社會賢達歡聚一堂，同申慶賀，包括中聯辦經濟部副部長兼貿易處負責人楊益以及多國駐港領事館的代表等。
Government officials, celebrities and distinguished guests joined this "Sumptuous Feast for Hong Kong Brands", including Deputy Director General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR Mr Yang Yi, and representatives of consulates.



廠商會會長施榮懷帶領一眾嘉賓及主辦機構代表舉杯祝酒。
Cheers! Led by CMA President Mr Irons Sze, Honourable Guests and representatives of Organisers drank a toast.



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

2013 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的內容；後者主要從計劃書「是否能夠令品牌增值」、「是否具有策略性、現實性及可操作性」、「是否有創新意念」、「是否具有商業價值」等角度進行評估。

2013年「最佳品牌策劃獎」於2013年7月20日舉行評審，由品牌局香港名牌評審委員會委員陳家偉、獎項贊助企業「金至尊」代表林國興與太平紳士、以及文憑課程講師蕭麗君出任評審委員，選出2組共8人的得獎團隊。

「2013最佳品牌策劃獎」的頒獎典禮於2013年9月23日舉行，由品牌局主席陳淑玲致辭及頒發獎項予得獎學員；隨後並舉辦「品牌專題講座：運用社交媒體在中國建立品牌」，邀請品牌顧問講解如何運用社交媒體在中國建立品牌。有關活動共吸引200多人出席。

2013 Best Brand Idea Award

Starting from 2010, the BDC has joined force with 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 the teaching effectiveness and to promote the integration of theory and practice, would help to enhance Hong Kong's brand research, enrich the related knowledge reserve, 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 bevy of factors such as "If the plan would increase the brand value", "If the plan is strategic, realistic and executable", "If the plan has creative idea", and "If the plan has commercial value".

The Final Judging of the 2013 Best Brand Idea Award was held on 20 July 2013 and two outstanding brand proposals were selected as the winners. The Judging Panel comprised Mr Calvin Chan, Committee Member of BDC Hong Kong Top Brand Assessment Board; Mr Wilfred Lam, JP, representative of Cash Prize Sponsor "3D-Gold"; and Ms Anna Siu, Lecturer of the Executive Diploma Programme.

At the Award Presentation Ceremony held on 23 September 2013, the BDC Chairman Ms Shirley Chan delivered welcome remarks and presented prizes to the winners. The Ceremony was followed by the "Professional Brand Seminar: Social Media and Branding in China", at which a brand expert shared with over 200 audiences the key concepts of social media marketing and the e-strategies for branding in the Mainland Market.



品牌局主席陳淑玲於「2013最佳品牌策劃獎」頒獎典禮上致辭。
BDC Chairman Ms Shirley Chan delivered a speech at the presentation ceremony of "2013 Best Brand Idea Award".



品牌局主席陳淑玲頒發「2013最佳品牌策劃獎」得獎者。
BDC Chairman Ms Shirley Chan presented award to a winner of "2013 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《資本雜誌》主辦之「資本傑出行政品牌2013」、維多利亞青年商會主辦之「InnoBrand 2013」、《成報》主辦之「2013香港十大卓越中小企業評選」、RoadShow路訊通主辦之「一路最愛品牌大獎2013」、《經濟一週》主辦之「2014年實力品牌大獎」、《ib雅舍》主辦之「2014室內設計及家品品牌大獎」、由廠商會主辦之「第48屆工展會全港中學生廣告短片創作比賽」以及滙豐銀行主辦之2014年「滙豐營商新動力獎勵計劃」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. "Capital Best of the Best for Executives 2013" by Capital Publications Limited, "InnoBrand 2013" by Victoria Junior Chamber, "HK Top 10 SME Excellence Awards 2013" by Sing Pao, "RoadShow Best Loved Awards 2013" by RoadShow, "Outstanding Brand Awards 2014" by Economic Digest, "InteriorBeaute Residential Design and Home Products Brand Award 2014" by "Interior Beaute", "The 48th HKBPE Secondary School Short Film Competition" by the CMA, and "HSBC Living Business Awards 2014" by HSBC.



品牌局主席陳淑玲頒發予「2014室內設計及家品品牌大獎」的得獎企業代表。
BDC Chairman Ms Shirley Chan presented award to a winning company at the presentation ceremony of "Interior Beaute Residential Design and Home Products Brand Award 2014".



品牌局主席陳淑玲擔任「Roadshow一路最愛品牌大獎2013」頒獎嘉賓。
BDC Chairman Ms Shirley Chan was invited to be award-presenting guest of "RoadShow Best Loved Awards 2013".



品牌局主席陳淑玲(右一)於「2013香港十大卓越中小企業評選」頒獎典禮上與其他頒獎嘉賓合照。
BDC Chairman Ms Shirley Chan (1st from right) posed for a photo with other award presenters at the presentation ceremony of "HK Top 10 SME Excellence Awards 2013".



品牌局副主席吳清煥於「資本傑出行政品牌2013」頒獎典禮上頒發予得獎企業。
BDC Vice Chairman Mr Ng Ching Wun presented award to a winning company at the presentation ceremony of "Capital Best of the Best for Executives 2013".



品牌局副主席黃家和與「2014年實力品牌大獎」的評審團成員、得獎公司代表於頒獎典禮上合照。
BDC Vice Chairman Mr Simon Wong, Judging Panelists and winning companies of "Outstanding Brand Awards 2014" posed for a group photo at the Awards' presentation ceremony.

標識及認證計劃 Marking and Certification Schemes

香港名牌標識計劃

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

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

至2014年8月，「TOP嘜計劃」核准品牌有170多個，涉及逾700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 (Top Mark) Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognize the sustainable achievement in brand-building of local companies. Eligible applicants, after successful completion of due registration and review process, would be conferred a license 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 is a mechanism to enhance the review process and continuing development of the two Awards. An applicant or licensee has to go through an annual On-site Assessment that is conducted on the basis of product/service category.

Up to August 2014, the Scheme had more than 170 licensees, covering over 700 categories of products and services.

香港名牌標識計劃 Hong Kong Top Brand Mark Scheme



普通標識
Ordinary Mark



卓越標識
Premier Mark



座檯卡
Tent Cards



襟章
Badge



襟針
Pin



標貼
Stickers

香港製造標識計劃

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

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

獲准使用「香港製造標識」的本地品牌包括「大班」、「金寶鐘」、「東東」、「青洲英坭」、「翡翠」、「紅雙喜」、「蘇太名醬」及「海潔」等。

Made in Hong Kong Mark Scheme

Since 2006, the BDC has implemented 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 would be 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 are licensees of Made in Hong Kong Mark Scheme, such as “Taipan”, “Campbell”, “Easteast”, “Green Island Cement”, “Jade”, “Double Happiness”, “Mrs So’s XO Sauce” and “Sea Clean”.

香港製造標識計劃

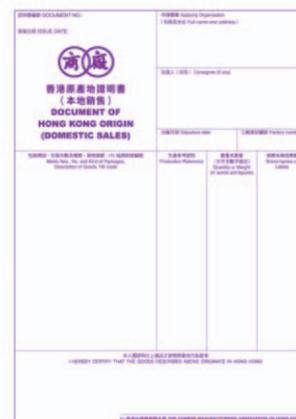
Made in Hong Kong Mark Scheme



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

為推動和協助業界特別是中小型企業邁出品牌發展的第一步，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4次活動；而自2005年創立以來，累計舉行活動46次，目前的註冊會員超過350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
2013年		
8月20日	條碼市務推廣新趨勢	約40人
12月6日	走出困局 重建成功品牌	約50人
2014年		
4月25日	品牌建立的藝術	約30人
6月30日	專業銷售團隊對品牌的重要性	約30人



品牌局定期舉辦「中小企品牌群策營」。
The BDC organises SME Branding Club regularly.

SME Branding Club

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 46 gatherings, of which 4 were held in the past year. And the number of registered members has currently surpassed 350.

Recent Activities of SME Branding Club

(Table 4)

Date	Topic	Number of Participants
Year 2013		
20 August	Barcode Digital Marketing Strategies	About 40
6 December	Building a Successful Brand	About 50
Year 2014		
25 April	The Arts of Brand-Building	About 30
30 June	Professional Sales Team Leading to Brand Success	About 30



1. 品牌專家白智慧剖析為何建立品牌是一種「藝術」。
Brand expert Ms Viola Pak explained why brand-building is an "art".
2. 品牌顧問陳建威分析如何透過「銷售方程式」建構品牌形象。
Brand consultant Mr William Chan illustrated the "sales formula" approach to building brand image.
3. 香港貨品編碼協會代表唐樹權(左)及岑智康(右)講解如何利用條碼技術進行數碼化的市務推廣。
Mr Dominic Tong (left) and Mr Terry Shum (right), representatives of GS1 Hong Kong, demonstrated how to develop digital marketing by making use of barcode technology.
4. 品牌顧問黃耀強講解企業建立品牌前應有的裝備。
Brand consultant Mr Tony Wong elaborated on how to get well prepared before starting to build a brand.

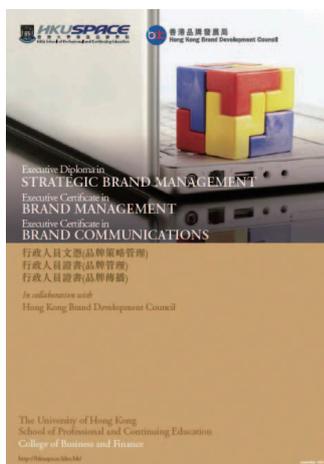
回顧 Review

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。兩個證書課程分別於2013年10月及2014年4月開辦第六班。

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，「品牌專題講座：運用社交媒體在中國建立品牌」及「愛Brand才會贏」工作坊分別於2013年9月23日及2014年3月21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200多人出席。



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 namely “Executive Diploma in Strategic Brand Management”, which in turn 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 through synergy of the industries and the academia. It is well-received by local industries, and the sixth intake of the two certificate courses took place in October 2013 and April 2014 respectively.

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. The “Professional Brand Seminar: Social Media and Branding in China” and a workshop entitled “Brand: We are Loving It” were held on 23 September 2013 and 21 March 2014 respectively, at which brand experts shared with audience concepts and techniques of brand management. The two activities attracted over 200 participants in total.



「品牌專題講座」邀得品牌傳訊專家陳一枋介紹社交媒體的最新發展以及如何運用新媒體營銷在中國建立品牌。

At the “Professional Brand Seminar”, brand communication expert Ms Viveca Chan introduced the latest development of social media marketing and its applications to China branding.



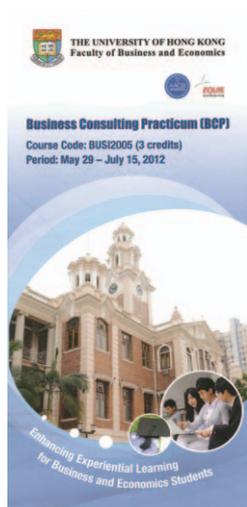
「行政人員文憑(品牌策略管理)」課程導師許子康於「愛Brand才會贏」工作坊上講解品牌管理及品牌傳訊的概念。

Lecturer of Executive Diploma in Strategic Brand Management Mr Aris Hui spoke upon the key concepts on brand management and brand communication at “Brand: We are Loving It” Workshop.

商業顧問實習計劃

香港大學經濟及工商管理學院自2009年起每年均推行「商業顧問實習計劃」，由駐院顧問及資深講師帶領二、三年級的經濟及工商管理的學生，免費為中小企業提供度身訂造之商業顧問服務。

品牌局於2014年繼續第五年擔任「計劃」的支持機構，並推介3間會員或聯繫企業參與，以品牌發展、開拓內地市場、企業社會責任、電子營銷等作為顧問服務的範疇。



Business Consulting Practicum

The Faculty of Business and Economics of the University of Hong Kong has been running the “Business Consulting Practicum” every year since 2009, which provides free-of-charge business consulting service for SMEs. The consultant team is made up of second and third year university students, supervised by project consultant and a team of veteran lecturers.

The BDC has been a supporting organisation for the Project since its inception. Under recommendation of the BDC, three members or associated companies have been admitted as the participants of the 2014 Project to receive consultancy on selected management areas, such as brand development, business strategies for Mainland market, Corporate Social Responsibility and e-marketing.

中小企業「營商友導」計劃

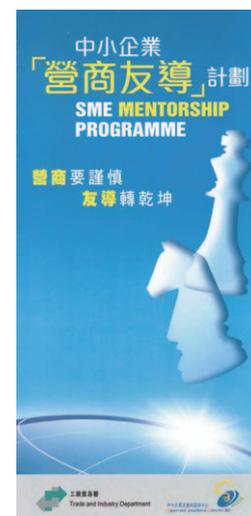
香港特區政府工業貿易署中小企業支援與諮詢中心於2014至2015年期間推行「中小企業營商友導計劃」。「計劃」專為中小型企業而設，旨在讓新進的中小企業東主，以一對一的形式免費向經驗豐富的企業家、高級行政人員及專業人士請教營商技巧。品牌局為「中小企業營商友導計劃」的協辦機構之一，協助招募具經驗的企業家作為「計劃」的導師以及進行導師和參與企業的配對。

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；品牌局亦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 2014/15 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 could 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，推動業界樹立品牌文化，並提高大眾的品牌意識。

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
2013年			
7月11日	品牌局、廠商會、工業貿易署及香港貿易發展局合辦之「品牌『智』勝研討會：品牌知我心」	約300人	合辦
9月11日	香港董事學會主辦之「2013董事研討會」	約100人	支持機構
9月13日	創造成功的「個人品牌」工作坊	約10人	主辦
9月18日	「網上營商及社交平台新趨勢」工作坊	約20人	主辦
9月23日	品牌局與香港大學專業進修學院合辦之「品牌專題講座：運用社交媒體在中國建立品牌」	約200人	合辦
9月25日	應對難纏客戶工作坊	約10人	主辦
10月21日、22日、28日及29日	品牌局、廠商會、工業貿易署、香港理工大學合辦之「品牌內銷策略2013」培訓工作坊	約70人	合辦
12月5日及6日	香港貿易發展局及香港設計中心合辦之「亞洲知識產權營商論壇」	約200人	支持機構
2014年			
3月18日	「拓展西部內銷市場實務」工作坊	約50人	主辦
3月21日	品牌局與香港大學專業進修學院合辦之「愛Brand才會贏」品牌工作坊	約40人	合辦
4月7日	「網上營商及社交平台新趨勢」工作坊(2014)	約20人	主辦
4月15日	香港資訊科技商會主辦之「『融入資訊科技，連向商機無界限』SME 2.6座談會」	約100人	支持機構
5月15日	香港零售管理協會主辦之「『卓越零售·持續成就』2014零售研討會」	約100人	支持機構
5月28日	應對難纏客戶工作坊(2014)	約10人	主辦
6月17日	「進軍西部內銷市場」經驗分享會	約80人	主辦



營銷管理專家黃嘉輝於「網上營商及社交平台新趨勢」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 Online Marketing and Social Media", marketing expert Mr Patrick Wong illustrated how to expand on-line business through social media marketing.



人力資源顧問朱浩雲於「應對難纏客戶」工作坊上講授處理客戶投訴的技巧。
Human resources consultant Mr Wilson Chu taught the techniques for dealing with customer's complaints at the Workshop on "Practical Skills for Handling Difficult Customers".



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

Seminars and Training

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

Seminars and Training Programmes Organised or Supported by the BDC

(Table 5)

Date	Activity	Audience Number	Role of BDC
Year 2013			
11 July	“Branding to Win Seminar: Branding With Heart and Soul” by the BDC, the CMA, Trade and Industry Department and Hong Kong Trade Development Council	About 300	Co-organiser
11 September	“Directors’ Symposium 2013” by Hong Kong Institute of Directors	About 100	Supporting Organisation
13 September	Workshop on “Create A Successful Personal Brand”	About 10	Organiser
18 September	Workshop on “The Latest Trends of On-line Marketing and Social Media”	About 20	Organiser
23 September	“Professional Brand Seminar: Social Media and Branding in China” by the BDC and HKU SPACE	About 200	Co-organiser
25 September	Workshop on “Practical Skills for Handling Difficult Customers”	About 10	Organiser
21, 22, 28, & 29 October	Training Workshop on “Branding and Domestic Sales 2013” by the BDC, the CMA, Trade and Industry Department and Hong Kong Polytechnic University	About 70	Co-organiser
5 & 6 December	“Business of IP Asia Forum” by the Hong Kong Trade Development Council and Hong Kong Design Centre	About 200	Supporting Organisation
Year 2014			
18 March	Training Workshop on “Developing Domestic Sales in Western China”	About 50	Organiser
21 March	“Brand: We are Loving It” Workshop by the BDC and HKU SPACE	About 40	Co-organiser
7 April	Workshop on “The Latest Trends of On-line Marketing and Social Media” (2014)	About 20	Organiser
15 April	“Going Social, Mobile & Cloud for Business Success” SME2.6 Conference by Hong Kong Information Technology Federation	About 100	Supporting Organisation
15 May	“2014 Retail Conference: Success & Sustainability” by the Hong Kong Retail Management Association	About 100	Supporting Organisation
28 May	Workshop on “Practical Skills for Handling Difficult Customers” (2014)	About 10	Organiser
17 June	Experience Sharing Seminar on “Exploring Western China Market”	About 80	Organiser

回顧 Review

「中小企品牌內銷策略2013」培訓工作坊

為了更系統化地幫助本地中小型企業提升品牌管理的知識和能力，品牌局聯同香港特區政府工業貿易署、廠商會以及香港理工大學中國商業中心合辦「品牌內銷策略2013」培訓工作坊。免費「工作坊」為期四天，共24課時，於2013年10月舉行，吸引超過70名中小企業代表報讀。

「工作坊」以理論分析、案例研判結合小組討論的形式進行教學；由香港理工大學中國商業中心培訓主任陸定光博士主講，並邀請多位著名學者、設計顧問及營銷專家講授相關的課題，包括品牌戰略、市場形勢分析、中國消費者行為分析及市場細分、網上品牌的建立、服務品牌的挑戰及機遇等。



陸定光博士擔任「品牌內銷策略2013」培訓工作坊的主講導師。
Dr Sherriff Luk was the principal lecturer of the Training Workshop on "Branding and Domestic Sales 2013".



商業管理顧問李世文講解如何善用網上媒體推廣品牌。
Business management consultant Mr Simon Lee spoke on how to leverage on on-line media to promote brand.



設計師黃安分享設計對強化品牌體驗的作用。
Mr Angus Wong, a top designer, explained the role of design in enhancing brand experience.

Training Workshop on "Branding and Domestic Sales 2013"

In order to equip local SMEs with systematic knowledge of brand management, the BDC joined force with the Trade and Industry Department of the HKSAR Government, the CMA and the China Business Centre of the Hong Kong Polytechnic University in organising a free-of-charge training project, namely "Training Workshop on Branding and Domestic Sales 2013". The 24-hour workshop consisted of 4 full-day sessions held in October 2013.

With over 70 SME participants, the serial workshop was delivered in the form of theoretical review, case studies as well as group discussion. The lectures were mainly given by Dr Sherriff Luk, Training Director of the China Business Centre of the Hong Kong Polytechnic University, whereas several experts were invited to share on related topics such as brand strategies, market trend analysis, consumer behavior profiling and market segmentation, on-line brand building, and challenges and opportunities of service brands.



國奎尼派克大學商學院營銷管理學教授劉少青博士講授制定品牌策略的步驟。
Dr Ben Liu, Professor of Marketing of Quinnipiac University, illustrated how to formulate branding strategies step by step.



香港理工大學深圳研究院品牌戰略及創新中心管理顧問阮北勝剖析服務品牌的挑戰與機遇。
Mr Kenneth Yuen, Associate Consultant of Brand Strategy and Innovation Centre of the Hong Kong Polytechnic University analysed the opportunities and challenges faced by service brands.



「品牌內銷策略2013」培訓工作坊的導師與學員合照。
Students of the Training Workshop on "Branding and Domestic Sales 2013" posed for a group photo with the lecturers.

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。

品牌局與廠商會、工業貿易署及香港貿易發展局於2013年7月11日聯合舉辦第十個「品牌『智』勝系列研討會」。講座以「品牌知我心」為題，於香港會議展覽中心舉行，邀請知名學者、品牌顧問、質量系統管理專家、以及品牌企業代表分享顧客關係管理的成功訣竅；當日的出席者近300人。

Branding to Win Serial Seminar

Since 2005, the BDC has regularly organised a seminar series under the banner of "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 for experts from a wide range of professional arenas to exchange views on branding.

The tenth Serial Seminar was had on 11 July 2013 on the theme of "Branding with Heart and Soul". It was a joint project of the BDC, the CMA, the Trade and Industry Department and Hong Kong Trade Development Council. With nearly 300 participants, the Seminar featured renowned scholar, brand consultant, quality system expert and brand founder to share the winning strategies for Customer Relationship Management.



品牌局主席陳淑玲(左)致送紀念品予演講嘉賓。
BDC Chairman Ms Shirley Chan (left) presented a souvenir to a speaker.



主辦機構代表品牌局主席陳淑玲(左三)、工業貿易署助理署長蘇碧珊(中)及香港貿易發展局製造業拓展總監周瑞麒(右三)與演講嘉賓合照。
Representatives of Organisers including BDC Chairman Ms Shirley Chan (3rd from left), Assistant Director-General of the Trade and Industry Department Ms Linda So (centre), and Director of Product Promotion of the Hong Kong Trade Development Council Mr Ralph Chow (3rd from right) posed for a photo with the speakers.



香港公開大學李兆基管理學院名譽教授游漢明提出品牌營銷真偽性的觀點。
Dr Oliver Yau, Honorary Professor of Lee Shau Kee School of Business and Administration of the Open University of Hong Kong broached the concept of branding authenticity.



管理顧問伍康球與聽眾分享訓練員工成為前線品牌大使的竅門。
Business management consultant Mr Ricky Ng gave the audience tips for training front-line staff as brand ambassadors.



香港品質保證局市場調研部總經理丁國滔講解如何透過神秘顧客評核提升品牌表現。
Mr K T Ting, General Manager – Market Research Business of the Hong Kong Quality Assurance Agency, elaborated on how to enhance brand performance through mystery shopper assessment.



沈運龍博士以獲得「香港名牌」獎項的自家原創品牌「冠玲瓏」為例，演繹如何以卓越服務打動顧客心。
Dr Aaron Shum shed light on how to win the heart of customers based on the experience of his award-winning brand "Coronet Solitaire".

品牌推廣及交流 Brand Promotion and Exchanges

「重慶香港品牌節」項目

香港品牌紛紛加快拓展內地市場的步伐；他們大多面向中檔消費市場，並且以二三線城市為業務發展的重點。重慶是中國面積最大的直轄市、長江上游地區的經濟中心以及西部的商貿重鎮和交通樞紐。憑藉龐大的人口規模、豐厚的經濟發展潛力以及對周邊廣闊市場的輻射能力，重慶無疑是香港品牌拓展內銷的一個上佳的切入點以及進軍西部地區的踏腳石。



配合香港企業在內地市場發展的趨勢和需要，品牌局獲香港特區政府工業貿易署「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，推行名為「舉辦『重慶香港品牌節』系列活動以協助香港品牌拓展中國西部市場」的專項計劃，並由廠商會、廠商會展覽服務有限公司分別擔任合辦機構及執行機構。項目由2013年11月至2014年9月期間舉行，為期11個月。

項目圍繞「重慶香港品牌節」的主題，舉辦一系列豐富而務實的活動，包括在「2014香港時尚產品博覽·重慶工展會」中設立展現香港品牌最新風貌的大型產品展示，並特設別具特色的主題展區，以反映香港品牌文化的傳承與創新；於展示期間分階段舉辦宣揚香港品牌以及特色產品和服務的舞台表演節目；舉辦一系列的研究、考察及培訓活動，包括於重慶及香港舉辦互動式消費者座談會、組織香港企業赴重慶進行商務考察以及於香港舉辦以品牌內銷策略為主體內容的實務工作坊及經驗分享會，協助香港企業瞭解內地市場尤其是中國西部市場的營商環境和消費者偏好，以及掌握拓展內銷市場的品牌策略和推廣技巧。



品牌局副主席吳清煥（左三）、廠商會展覽服務有限公司主席吳永嘉（右三）、廠商會副會長楊志雄（左二）、品牌局副主席黃家和（右二）、展覽公司副主席李慧芬（左一）及品牌局總裁黃靜文（右一）主持「重慶香港品牌節」的新聞發佈會。
BDC Vice Chairman Mr Ng Ching Wun (3rd from left), CMAESL Chairman Mr Jimmy Ng (3rd from right), CMA Vice President Mr Johnny Yeung (2nd from left), BDC Vice Chairman Mr Simon Wong (2nd from right), CMAESL Vice Chairman Ms Stella Lee (1st from left), and BDC Chief Executive Officer Ms Adeline Wong (1st from right) posed for a photo at the press conference of "Chongqing Hong Kong Brand Festival".

“Chongqing Hong Kong Brand Festival” Project

Hong Kong brands have quickened their pace in developing Mainland's domestic market, and the majority of them tend to target at middle-range segments with focus on the second- and third-tier cities. As the largest (by areas) municipality directly under the Central Government, the foremost economic centre of upstream Yangtze Basin, as well as a renowned commercial and transportation hub of Western China, Chongqing has drawn increasing attention from Hong Kong companies by dint of its phenomenal population stature, remarkable economic potential and strong “radiation effects” over the neighboring regions. It is beyond doubt a strategic foothold for Hong Kong brands to expand domestic sales and the best stepping-stone for tapping into the vast Western China market.

In line with Hong Kong industries' recent developments in the Mainland market, the BDC implemented the “Assisting Hong Kong Brands to Explore Western China Market through Organising ‘Chongqing Hong Kong Brand Festival’ Serial Activities” Project under the sponsorship of the “Dedicated Fund on Branding, Upgrading and Domestic Sales – Organisation Support Programme” (BUD), with the CMA Exhibition Services Ltd (CMAESL) acting as the Implementation Agent and the CMA as Collaborating Organisation. This 11-month Project commenced on November 2013.

The Project staged a promotional campaign under the banner of “Chongqing Hong Kong Brand Festival”, aiming to promote the collective image of Hong Kong brands and help Hong Kong enterprises to better understand the market environment and to explore business opportunities in the Western China particularly Chongqing.

It featured a series of diversified activities that tied in with the needs of Hong Kong enterprises, including setting up a large-scale product gallery at the “2014 Hong Kong Trendy Products Expo, Chongqing” (the Expo) to showcase the latest development of Hong Kong brands, centering on a specially-designed thematic zone that highlighted the heritage and evolution of Hong Kong's brand culture; lining up a host of publicity activities in Hong Kong, and rolling out stage performances and programmes in Chongqing with an eye to promoting Hong Kong brands and representative products and services; organising a training workshop and an experience sharing seminar with emphasis on the strategies and practices of brand-building in the domestic market, supplemented by interactive consumer panel discussions and a study tour to investigate the retail market and distribution channels in Chongqing, in an attempt to look into the characteristics and consumption behaviours of Western China consumers and help Hong

品牌局於2013年11月19日舉行新聞發佈會，由副主席吳清煥及廠商會展覽服務有限公司主席吳永嘉向傳媒和業界宣佈活動項目的詳細情況及日程安排；並於2014年4月30日在重慶國際會議展覽中心舉行隆重的開幕式，由廠商會會長施榮懷、品牌局副主席吳清煥聯同一眾政府官員主禮，包括香港特區政府商務及經濟發展局局長蘇錦樑、工業貿易署署長麥靖宇，中聯辦經濟部副部長兼貿易處負責人楊益，重慶市人民政府港澳事務辦公室副主任劉光術等。

Kong companies to explore the effective strategies for market entry and brand promotion.

A press conference was held on 19 November 2013, at which BDC Chairman Mr Ng Ching Wun and CMAESL Chairman Mr Jimmy Ng announced the commencement of the Project and introduced its details and schedule to the media.

On 30 April 2014, the organiser held a grand opening ceremony at the Chongqing International Convention and Exhibition Centre to kick off the Chongqing-based activities of the Festival. The ceremony was officiated by CMA President Mr Irons Sze, BDC Vice Chairman Mr Ng Ching Wun and government officials, including Mr Gregory So, Secretary for Commerce and Economic Development Bureau of HKSAR Government; Mr Kenneth Mak, Director-General of Trade and Industry of HKSAR Government; Mr Yang Yi, Deputy Director General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR; Ms Liu Guangshu, Deputy Director of Hong Kong and Macao Affairs Office of Chongqing Municipal People's Government.



香港特區政府商務及經濟發展局局長蘇錦樑於「重慶香港品牌節」開幕式上致辭。
Secretary for Commerce and Economic Development Bureau Mr Gregory So delivered a speech at the opening ceremony of "Chongqing Hong Kong Brand Festival".



品牌局副主席吳清煥致歡迎辭。
BDC Vice Chairman Mr Ng Ching Wun delivered welcome remarks.



廠商會及品牌局組織高層代表團赴重慶訪問並出席「重慶香港品牌節」開幕式。
The CMA and BDC dispatched a high-level delegation to Chongqing. The delegates posed for a group picture at the opening ceremony of "Chongqing Hong Kong Brand Festival".



施榮懷會長(右五)、吳清煥副主席(右三)、蘇錦樑局長(左六)、麥靖宇署長(右四)、楊益副部長(左四)、劉光術副主任(左五)，以及一眾品牌局及廠商會代表出席「重慶香港品牌節」開幕式。
Mr Irons Sze (5th from right), Mr Ng Ching Wun (3rd from right), Mr Gregory So (6th from left), Mr Kenneth Mak (4th from right), Mr Yang Yi (4th from left), Ms Liu Guangshu, and other representatives from CMA and BDC officiated at the opening ceremony of "Chongqing Hong Kong Brand Festival".

「喜·愛香港」品牌展示區

「2014香港時尚產品博覽·重慶工展會」於2014年4月30日至5月5日期間在重慶國際會展中心舉行。「重慶香港品牌節」的多項重要活動與「重慶工展會」相輔相成，包括在展會內設立以「喜·愛香港」為主題的大型品牌展示區，分為「『囍·愛香港』婚嫁品牌圈」和「『喜·愛香港』品牌站」兩大部分。

「『囍·愛香港』婚嫁品牌圈」設於展示區的中心位置，特選18家與婚嫁喜慶活動相關的代表性香港品牌，利用生動有趣的「說故事」敘事手法，配合婚嫁相關的產品及資料，凸顯香港品牌如何配合社會變遷而與時並進，將香港婚嫁文化的傳統與特色活靈活現於觀眾眼前，亦帶領他們體驗香港品牌的傳承與創新。

「『喜·愛香港』品牌站」匯聚了71個香港原創品牌，透過展出他們具創意、設計獨特以及能夠反映香港文化特色的消費性產品，彰顯香港品牌的優越、時尚、富有魅力及文化底蘊的形象，亦藉此提升香港品牌的情感價值。

「品牌站」設有「儷影霓裳」、「璀璨流金」、「精緻心意」、「優游生活」、「繽紛美饌」、「煥彩美顏」、「愜意家居」及「健康養生」等8個區域，涵蓋了服裝配飾、珠寶手錶、精品、家用電器及電子產品、食品、美容產品、生活用品、中藥及保健品等類別，陳列的品牌產品160多件。

為確保依照公平、公開和高透明度的原則選擇參展品牌，主辦機構特別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：廠商會副會長吳永嘉、品牌局副主席黃家和、香港中小型企業總商會會長吳家榮、香港品牌協會主席吳秋全、香港理工大學工商管理學院副院長（外務及發展事務）萊韻詩、香港零售管理協會執行總監余麗姚、香港生產力促進局智力資本發展部總經理胡國光以及香港旅遊發展局市場推廣總監曹天麗。委員會於2014年2月28日召開會議，遴選參加展示的品牌以及就展示區的設計意念提供意見。



“Loving Hong Kong” Showcase Gallery

While the “2014 Hong Kong Trendy Products Expo, Chongqing” (The Expo) was held at Chongqing International Convention and Exhibition Centre from 30 April to 5 May, 2014, the BDC unfolded a host of highlighted activities of the “Chongqing Hong Kong Brand Festival” in parallel, including setting up a large-scale showcase gallery namely “Loving Hong Kong” at the exhibition hall. The Gallery consisted of two major zones, i.e. “Love • Loving Hong Kong’ Wedding Brand Ring” and “Lovely • Loving Hong Kong’ Brand Frontline”.

The “Love • Loving Hong Kong’ Wedding Brand Ring” was located at the centre of the gallery. Featuring a vivid introduction of Hong Kong’s wedding culture and 18 representative brands engaged in wedding-related products or services, it employed a story-telling approach to illustrate how Hong Kong brands keep moving with time and revolute their products and services in tandem with the evolution of socio-cultural trends, striking a dynamic balance between heritage and innovation.

With a scrupulous selection of 71 stylish labels, “Lovely • Loving Hong Kong’ Brand Frontline” displayed over 160 product items with strong innovation, design or cultural elements, in an attempt to promote the adorable image and emotional values of Hong Kong brands. The exhibits were subsumed under 8 sections, i.e. fashion & accessories, jewellery & watches, fine living goods, home appliances & electronic products, food, beauty products, household products, and Chinese medicine & healthcare products.

To ensure fairness and transparency in the selection of participants, a Steering Committee was formed, which comprised Mr Jimmy Ng, Vice President of the CMA; Mr Simon Wong, Vice Chairman of the BDC; Mr Eric Ng, President of the Hong Kong General Chamber of Small and Medium Business; Mr Charles Ng, Chairman of Hong Kong Brands Association; Dr Alison Lloyd, Associate Dean (External Relations and Development) of the Faculty of Business, Hong Kong Polytechnic University; Ms Ruth Yu, Executive Director of Hong Kong Retail Management Association; Mr Dennis Wu, General Manager of Intellectual Capital Development, Hong Kong Productivity Council; and Ms Tina Chao, Director of Marketing, Hong Kong Tourism Board. The Committee held a meeting on 28 February 2014 to conduct a screening on brands applied for the showcase and to advise on the design layout of the Gallery.

品牌展示督導委員會成員合照(左起): 胡國光、曹天麗、吳家榮、萊韻詩、吳永嘉、黃家和、吳秋全及余麗姚。

Members of Steering Committee on Brand Showcase posed for a group picture (from left): Mr Dennis Wu, Ms Tina Chao, Mr Eric Ng, Dr Alison Lloyd, Mr Jimmy Ng, Mr Simon Wong, Mr Charles Ng and Ms Ruth Yu.



「『喜•愛香港』品牌站」展出70多個富香港特色的產品品牌。
“Lovely • Loving Hong Kong” Brand Frontline” showcased over 70 brands with strong Hong Kong characteristics.

品牌展示區的中心位置特設「『喜•愛香港』婚嫁品牌圈」。
The “‘Love • Loving Hong Kong’ Wedding Brand Ring” was located at the centre of Showcase Gallery.



1. 重慶市委書記孫政才(中)和重慶市市長黃奇帆(左)在品牌局副主席吳清煥(右)陪同下參觀「喜•愛香港」品牌展示區。
Accompanied by BDC Vice Chairman Mr Ng Ching Wun (right), Secretary of CPC Chongqing Municipal Committee Mr Sun Zhengcai (centre) and Mayor of Chongqing Municipal Government Mr Huang Qifan (left) inspected the Gallery.
2. 香港特區政府商務及經濟發展局局長蘇錦樑(左一)、重慶市人民政府港澳事務辦公室主任朱晞顏(右二)、廠商會會長施榮懷(左二)及品牌局副主席吳清煥(右一)等同參觀展示區。
Secretary for Commerce and Economic Development Bureau of HKSAR Government Mr Gregory So (1st from left), Director of Hong Kong and Macao Affairs Office of Chongqing Municipal People's Government Mr Zhu Xiyan (2nd from right), CMA President Mr Irons Sze (2nd from left) and BDC Vice Chairman Mr Ng Ching Wun (1st from right) toured around the Gallery.
3. 廠商會會長施榮懷(左三)、品牌局副主席吳清煥(右三)、廠商會副會長吳永嘉(右一)、香港特區政府商務及經濟發展局局長蘇錦樑(中)、以及重慶市人民政府代表於展示區內合照。
CMA President Mr Irons Sze (3rd from left), BDC Vice Chairman Mr Ng Ching Wun (3rd from right), CMA Vice President Mr Jimmy Ng (1st from right), Secretary for Commerce and Economic Development Bureau Mr Gregory So (centre) and representatives from the Chongqing Municipal People's Government posed for a photo at the Gallery.

回顧 Review

舞台表演節目

品牌局於「喜·愛香港」品牌展示區內搭建大型的表演舞台，分時段舉辦富有香港特色的舞台表演節目，以展現香港品牌的多元精彩以及時尚生活品味。

為期六天的展覽共舉行了16場內容豐富的「喜·愛香港」舞台表演節目；除了一系列以婚嫁潮流為主題的講座，例如裙褂的習俗演變、婚嫁珠寶揀選、異國風情婚禮場地等之外，還有香港「金茶王」港式奶茶沖泡示範、港式創意點心製作示範以及「品牌大匯演」，即展示「『喜·愛香港』品牌站」參與品牌的模特兒天橋走秀。

Thematic Performance Programmes

A series of stage performances were lined up at the venue of “Loving Hong Kong” Showcase Gallery to demonstrate the diversity, vitality and lifestyle-orientation of Hong Kong brands.

Scattered over the six-day exhibition period, 16 shows were put on, including brewing of Hong Kong-style milk tea; demonstrations of “dim sum” cooking; serial wedding-related talks on the topic of Chinese-style wedding gown, selection of wedding jewellery, exotic wedding venues and etc.; and catwalk shows to display participating brands of the “‘Lovely • Loving Hong Kong’ Brand Frontline”.



1. 「冠南華」的代表林卓怡(右)介紹中國經典的嫁衣裙褂。
Ms Winnie Lam (right) from “Koon Nam Wah” introduced classic Chinese wedding gowns.
2. 「六福珠寶」的代表陳峰講解婚嫁珠寶的設計潮流。
Mr Vincent Chan from “Lukfook Jewellery” illustrated the trend in wedding jewellery design.
3. 「康泰旅行社」的代表梁劍豪(右)暢談世界各地婚禮的趨勢。
Mr Terrence Leung (right) from “Hong Thai Travel” spoke on the global trend of wedding.
4. 「金茶王」得主莫佩玲師傅在沖泡港式奶茶。
Ms Mok Pui Ling, Champion of Hong Kong International KamCha Competition, was preparing Hong Kong-style milk tea.
5. 「鴻星」的代表蔡秀龍和尹諾軒示範港式卡通點心的製作方法。
Mr Choi Sau Lung and Mr Wun Lok Hin from “Super Star” demonstrated the cooking methods of Hong Kong-style “dim sum”.
- 6, 7. 模特兒於「品牌大匯演」向觀眾展示「『喜·愛香港』品牌站」參展品牌的產品。
Catwalk models presented exhibits of the “‘Lovely • Loving Hong Kong’ Brand Frontline”.

內銷商務考察

品牌局於2014年4月30日在重慶舉辦為期半天的「內銷商務考察」活動，由品牌局副主席吳清煥率領20多家香港企業的代表參觀富有內銷經驗的重慶有友實業有限公司及人流密集的重慶新世紀百貨公司觀音橋店；藉此實地考察重慶的營商環境和分銷渠道，並探討市場進入和品牌推廣策略，為港商進行商圈和內銷平台選擇的決策收集第一手資訊和具有啟示性的同業經驗。



品牌局副主席吳清煥(前排中)、考察團團員與重慶著名品牌「有友」的代表合照。
BDC Vice Chairman Mr Ng Ching Wun (centre, front row) and delegates posed for a group photo with representatives of "You You".

互動式消費者焦點小組

作為「重慶香港品牌節」的另一項重點活動，品牌局舉辦合共三場「互動式消費者焦點小組」；其中的前兩場於2014年3月15日和3月29日假香港理工大學舉行，第三場於5月1日在重慶國際會展中心舉行。

焦點小組由香港理工大學管理及市場學系副教授陸定光博士擔任主持人，訪問了30多位重慶及西部地區市民；採用深度會談及小組討論的定性研究方式形式，輔之以簡單的訪談前問卷調查，藉此瞭解受訪者的人生追求、個性特徵、購買模式、消費習慣、對香港品牌的認知與評價等。每次的焦點小組訪談還特別安排互動環節，先後邀請共40多家香港品牌企業與受訪者進行交流。

研究團隊綜合了焦點小組及商務考察的研究結果，輯錄成「重慶及中國西部市場消費者購買行為及消費模式研究報告」，並於2014年6月發表。

Business Study Tour

The BDC organised a half-day business study tour on the afternoon of 30 April 2014. Led by BDC Vice Chairman Mr Ng Ching Wun, a delegation of over 20 Hong Kong brand operators visited Chongqing Youyou Food Sales Co. Ltd. and the Guanyinqiao Branch of Chongqing Xin Shi Ji Department Store. The tour provided first-hand, in-depth market intelligence on Chongqing's business environment and distribution channels, helping to shed light on the strategies for market entry and brand promotion.



考察團參觀重慶新世紀百貨公司。
The delegation visited Chongqing Xin Shi Ji Department Store.

Interactive Consumer Focus Group Discussions

As one of the core activities of the "Chongqing Hong Kong Brand Week", three "Interactive Consumer Focus Group Discussions" were conducted. The first two sessions were held in the Polytechnic University of Hong Kong on 15 March and 29 March 2014 respectively, whereas the third one took place in Chongqing International Convention and Exhibition Centre on 1 May 2014.

Led by Dr Sherriff Luk, Associate Professor of Department of Management and Marketing of the Hong Kong Polytechnic University, the Focus Group consisted of over 30 consumers from Chongqing City and Western China provinces. The study mainly relied on qualitative research methodologies, i.e. in-depth interview and group discussion, supplemented by simple questionnaire survey on the participants before the interview, in an attempt to gain insights into interviewees' goals of life, personalities, as well as buying patterns, spending habits and perception of Hong Kong brands. An interactive session was arranged at the end of each focus group discussion, and a total of over 40 Hong Kong brand operators were invited to exchange views with the interviewees.

The research team wrapped up a "Study Report on Purchasing Behaviour and Consumption Pattern of Chongqing and Western China Consumers" based on the findings of the focus group discussions as well as the business study tour, and the report was released in June 2014.

回顧 Review



參加第一場「互動式消費者焦點小組」的香港企業代表與重慶籍的受訪者合照。
Participants of the first Interactive Consumer Focus Group Discussion, including Hong Kong brand operators and interviewees from Chongqing, posed for a group picture.



第二場「焦點小組」邀請了10名來自西部地區不同省份的消費者出席。
The second Focus Group Discussion had a panel of 10 consumers representing different provinces or cities in Western China.



第三場「焦點小組」於重慶舉行。
The third Focus Group Discussion was held at Chongqing.

Promotional Campaign

Apart from newspaper and magazine advertising in Hong Kong, the BDC also carried out an intensive promotional campaign in Chongqing, which consisted of advertisements on local newspapers and magazine, SMS broadcasting; website banner advertising, shopping mall TVCs as well as lamppost bunting.

Besides, a set of printing materials e.g. leaflets and directory of the participating brands of “‘Loving Hong Kong’ Wedding Brand Ring” and “‘Lovely • Loving Hong Kong’ Brand Frontline” as well as souvenirs like touchscreen stylus pens and recycle bags were distributed to local citizens to reach out to a wider audience.

宣傳活動

除了於香港以報章及雜誌廣告進行「品牌節」的宣傳之外，品牌局於重慶展開密集式的宣傳，包括於多份當地報章及雜誌刊登廣告，向重慶市民發放宣傳短訊，於網站刊登橫額廣告，以及在商場戶外電視、街道燈柱主掛旗等投放廣告。

主辦機構並製作了一系列的印刷品，包括輯錄了「『囍•愛香港』婚嫁品牌圈」及「『喜•愛香港』品牌站」參與品牌資料的宣傳單張、場刊，以及具屏幕觸控功能的圓珠筆和環保袋等紀念品，向當地市民派發，進一步擴大推廣的層面和範圍。



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

「拓展西部內銷市場實務」工作坊

為了幫助中小企業瞭解中國西部市場的最新資訊以及掌握在內地開展品牌營銷的技能，品牌局於2014年3月18日舉行共三小時的培訓工作坊，吸引超過50名中小企業代表出席。

在工作坊上，香港理工大學管理及市場學系副教授陸定光博士及香港理工大學管理深圳研究院品牌顧問宗第先生分別講授重慶及西部地區的市場環境以及拓展內銷市場的實務技能。



陸定光博士分析重慶及西部地區的經濟形勢和商業環境。
Dr Sherriff Luk analysed the economic and commercial environment of Chongqing and Western China.

Training Workshop on “Developing Domestic Sales in Western China”

To equip SMEs with practical knowledge related to branding and help them better understand the market environment of Western China, the BDC organised a 3-hours training workshop on 18 March 2014, which attracted over 50 SME representatives.

Dr Sherriff Luk, Associate Professor of Department of Management and Marketing of the Hong Kong Polytechnic University analysed the business environment of Chongqing and Western China; and Mr Anthony Chung, Brand Consultant of Hong Kong Polytechnic University Shenzhen Base, shared with audience the business practices of domestic market.



香港理工大學管理深圳研究院顧問宗第先生在內地經營品牌零售業務的親身體會。
Mr Anthony Chung, Brand Consultant of Hong Kong Polytechnic University Shenzhen Base shared his experience and lessons learnt from developing retailing business in Mainland.

「進軍西部內銷市場」經驗分享會

於6月17日於香港舉行的「進軍西部內銷市場經驗分享會」是「重慶香港品牌節」的總結活動。分享會先由德國寶(香港)有限公司董事長陳國民博士分享「德國寶」在內地市場拓展業務的「『贏』商錦囊」，隨後任其昌李鴻生律師行合伙人李鴻生律師講解了拓展內銷於法律上的注意事項。

在分享會的後半部分，香港理工大學管理及市場學系副教授陸定光博士發表有關重慶及西部市場消費者研究的主要結果，並提出多項拓展西部市場的策略建議。分享會反應熱烈，吸引近80位業界代表參與。

Experience Sharing Seminar on “Exploring Western China Market”

As concluding session of the Project, a seminar under the banner of “Tapping into Western China Market” was held on 17 June 2014. The Seminar started with a sharing by Dr Edward Chan, Managing Director of German Pool (HK) Ltd, who gave audience some practical tips based on German Pool’s successful experience in developing Mainland market. Mr. Jacky Lee, Partner of Johnnie Yam, Kacky Lee & Co. then elaborated on some legal issues related to domestic sales business.

After the sharing, Dr Sherriff Luk, Associate Professor of Department of Management and Marketing of the Hong Kong Polytechnic University, introduced the gist of the “Study on the Purchasing Behaviour and Consumption Pattern of Chongqing and Western China Consumers” and put forward some suggestions on how to get well prepared before entering the Western China market. The Seminar attracted about 80 participants.

回顧 Review



1. 品牌局副主席吳清煥(左二)與演講嘉賓合照。
BDC Vice Chairman Mr Ng Ching Wun (2nd from left) posed for a group picture with guest speakers.
2. 德國寶(香港)有限公司董事長陳國民博士分享內銷的實戰經驗。
Dr Edward Chan, Managing Director of German Pool (HK) Ltd., shared German Pool's experience in exploring Mainland market.
3. 任其昌李鴻生律師行合夥人李鴻生律師探討在中國西部經商須注意的法律事項。
Mr Jacky Lee, Partner of Johnnie Yam, Kacky Lee & Co. brought out the legal issues that Hong Kong companies need to pay attention to when doing business in Western China.
4. 陸定光博士公佈重慶及西部市場消費者研究的結果。
Dr Sherriff Luk announced findings of the study on Chongqing and Western China consumers.
5. 「進軍西部內銷市場」經驗分享會吸引約80名企業代表出席。
Experience Sharing Seminar on "Exploring Western China Market" attracted about 80 participants.

展覽及產品展示

品牌局不時參加在本港及內地不同城市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，並為本地和內地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
2013年			
8月22至26日	香港時尚購物展·青島	青島	設立資料展板；並展示7個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
9月6至11日	香港時尚購物展·長春	長春	設立資料展板；並展示26個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
9月25至28日	第十屆中國國際中小企業博覽會	廣州	設立資料展板
10月31日至 11月4日	香港時尚購物展·長沙	長沙	設立資料展板；並展示26個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
12月5至7日	國際中小企博覽、設計及創新科技博覽	香港	設立資料展板
12月14日至 2014年1月6日	第48屆香港工展會	香港	設立資料展板；網站及手機應用程式宣傳
2014年			
2月13日	2013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37個得獎品牌資料
2月13至20日	香港貿易發展局設計廊展示	香港	展示2013年「品牌選舉」得獎品牌的資料及產品
4月30日至5月5日	「喜·愛香港」品牌展示	重慶	設立資料展板、電視屏幕及展示專櫃展出89個香港產品及服務品牌

Exhibitions and Product Showcases

From time to time, the BDC takes part in various exhibitions held in Hong Kong and China's major cities, 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 for consumers, both locally and across the border, to know more about Hong Kong brands.

BDC's Presence in Exhibitions and Showcases

(Table 6)

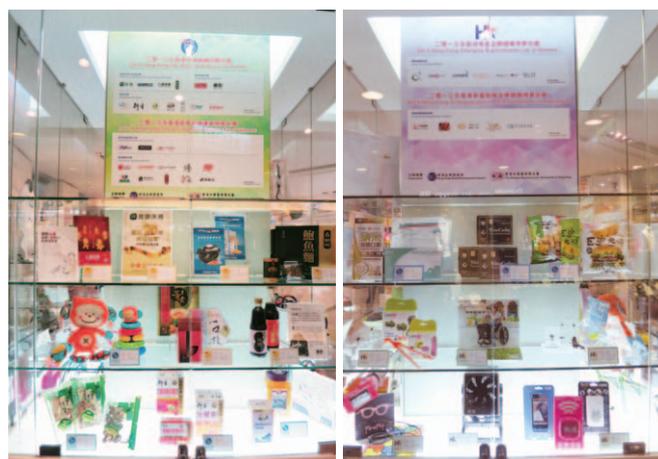
Period	Event	Location	Promotion Activity
Year 2013			
22 to 26 August	Style Hong Kong Show in Qingdao	Qingdao	Display board and product showcase (for 7 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
6 to 11 September	Style Hong Kong Show in Changchun	Changchun	Display board and product showcase (for 26 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
25 to 28 September	The 10th China International SMEs Fair	Guangzhou	Display board
31 October to 4 November	Style Hong Kong Show in Changsha	Changsha	Display board and product showcase (for 26 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
5 to 7 December	World SME Expo, Inno Design Tech Expo	Hong Kong	Display board
14 December to 6 January, 2014	The 48th Hong Kong Brands and Products Expo	Hong Kong	Display board; internet and mobile application promotion
Year 2014			
13 February	2013 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 37 winners of the 2012 Awards)
13 to 20 February	Showcase at the Design Gallery of Hong Kong Trade Development Council	Hong Kong	Product showcase and display board (for winners of 2013 Awards)
30 April to 5 May	"Loving Hong Kong" Showcase Gallery	Chongqing	Display board and product showcase for 89 Hong Kong brands



品牌局於2013年8月至10月期間帶領「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・青島」（左）、「香港時尚購物展・長春」（中）、「香港時尚購物展・長沙」（右），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 Show in Qingdao" (left), "Style Hong Kong Show in Changchun" (centre) and "Style Hong Kong Show in Changsha" (right) from August to October 2013.



「喜・愛香港」品牌展示區匯集89個香港品牌。
"Loving Hong Kong" Showcase Gallery showcased 89 Hong Kong brands.



2013年「品牌選舉」得獎公司的產品和資料於「設計廊」展出。
Products and information of the winners of 2013 Awards were displayed at the Design Gallery.



品牌局副主席吳清煥於「第十屆中國國際中小企業博覽會」香港區推介會上致辭。
BDC Vice Chairman Mr Ng Ching Wun delivered a speech at the briefing meeting of "The 10th China International SMEs Fair".



2013年「香港名牌選舉」及「香港服務名牌選舉」於第48屆「香港工展會」進行公眾投票。
2013 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the "48th Hong Kong Brands and Products Expo".

交流與互動

品牌局透過參與本港和內地的論壇、交流會、聯誼活動以及接洽來自國內和海外的訪問團等渠道，積極與各地政府和工商組織建立聯繫，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
2013年			
7月2至6日	香港設計中心「設計『智』識周2013」	香港	支持機構
7月26日	浙江省永康市赴港交流團	香港	接待訪問團
9月9日	香港文匯報創刊65周年慶典酒會	香港	出席
12月2至7日	香港設計中心「設計營商周2013」	香港	支持機構
12月7日	香港工業總會、香港生產力促進局、珠三角工業協會「香港珠三角工商界合作交流會」	廣州	支持機構
2014年			
4月4日	中國社科院財經戰略研究院代表團	香港	接待訪問團
4月7日	消費者委員會「消費者委員會成立四十周年誌慶活動酒會」	香港	出席
4月30日	「重慶香港品牌節」之「內銷商務考察」	重慶	主辦
6月5日	香港中小型企業總商會「成立十八周年會慶晚宴」	香港	出席



浙江省永康市赴港交流團到訪品牌局，雙方互就商貿合作及品牌發展交換意見。

A delegation from Yongding of Zhejiang Province visited the BDC to exchange views on business cooperation and brand development.

Exchanges and Networking

The BDC has been actively expanding its networking with governments, industrial organisations and enterprises in Hong Kong, Mainland and overseas, through attending forums, participating in social gatherings and exchange programmes, receiving delegations, and other channels.

BDC on Exchange Programmes

(Table 7)

Date	Activity	Location	Role of BDC
Year 2013			
2 to 6 July	“Knowledge of Design Week” by Hong Kong Design Centre	Hong Kong	Supporting Organisation
26 July	Delegation of Yongding, Jiejiang Province	Hong Kong	Receiving delegation
9 September	65th Anniversary Cocktail Reception by Wen Wei Po	Hong Kong	Participant
2 to 7 December	“Business of Design Week” by Hong Kong Design Centre	Hong Kong	Supporting Organisation
7 December	“Hong Kong – PRD Industrial Promotion Networking Meeting” by the Federation of Hong Kong Industries, Hong Kong Productivity Council and PRD Council	Guangzhou	Supporting Organisation
Year 2014			
4 April	Delegation of National Academy of Economic Strategy, Chinese Academy of Social Sciences	Hong Kong	Receiving delegation
7 April	40th Anniversary Cocktail Reception by Consumer Council	Hong Kong	Participant
30 April	Business Study Tour of “Chongqing Hong Kong Brand Festival”	Chongqing	Organiser
5 June	18th Anniversary Dinner Reception by the Hong Kong General Chamber of Small and Medium Business	Hong Kong	Participant



品牌局組織「內銷商務考察」赴重慶參觀「有友」及新世紀百貨。

The BDC organised a business study tour to Chongqing and visited “YouYou” and Xin Shi Ji Department Store.

2013《香港名牌巡禮》

《2013香港名牌巡禮》於2013年7月出版，合計328頁；以中英對照、圖文並茂的形式，將100多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》已是第十一次出版。

《2013香港名牌巡禮》共發行近3,000冊；除各得獎公司惠存之外，還寄予超過600個政府部門、各國駐港領事館、酒店、學校、報館、工商團體及社會知名人士；並利用本港及國內展覽會、訪問團及其他推廣活動，向國內及海外的機構和人士派發。

官方網站

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

配合「重慶香港品牌節」項目的開展，品牌局網站特別在「品牌資源中心」內設立專門網頁，發佈系列活動的信息，並上載「喜·愛香港」品牌展示區參展品牌的資料以及項目的其他成果。

此外，《香港名牌巡禮2013》的電子版本亦上載於網站的「名牌巡禮」欄目，透過互聯網進一步向海內外的商家與消費者宣傳香港的優秀品牌。



The Parade of Hong Kong Top Brands 2013

The 2013 edition of “The Parade of Hong Kong Top Brands” was published in July 2013. This 328-page bilingual booklet collects the success stories of over 100 representative brands of Hong Kong; and it on the other hand is the official publication to take stock of the history and latest developments of Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards. Making debut in 2003, “The Parade” was in its 11th edition.



With a circulation volume of 3,000, the booklet was distributed to over 600 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 even overseas.

BDC Website

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

As an on-line promotional avenue for the “Chongqing Hong Kong Brand Festival” Project, a dedicated sub-section has been created under the “Brand Resource Centre” to provide updates of the serial activities, and to host the details of brands participating in the “Loving Hong Kong” Showcase Gallery as well as other deliverables of the Project.

Besides, the electronic version of “The Parade of Hong Kong Top Brands 2013” was uploaded onto the BDC website under the column of “Top Brand Gallery”, in an attempt to extend the promotion coverage to overseas business communities and consumers via internet.

會務活動 Council Activities

2013 會員大會

品牌局於2013年9月23日假廠商會議廳舉行周年大會，由陳淑玲主席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近40人。

陳淑玲主席回顧了品牌局在過去一年的多項主要工作，包括透過多種渠道向特區和內地政府反映業界的訴求、協助香港品牌拓展中國內銷市場、以及加強品牌研究與教育等。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。



陳淑玲主席主持2013年度會員大會。
BDC Chairman Ms Shirley Chan chaired the 2013 Annual General Meeting.

2013 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 23 September 2013. Ms Shirley Chan, the BDC Chairman was the Chairman of AGM. In her speech, she reviewed the major work of the BDC in the last year, including conveying the views of the industries to the governments of both HKSAR and Mainland through various channels, assisting local brands to explore the domestic market of Mainland China, and pressing ahead with 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 be re-appointed as the Auditor. About 40 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 comprise 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.



會員公司代表於2013年度會員大會上合照。
Member representatives posed for a group photo at 2013 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。

理事會現任主席為陳淑玲；於2013年9月23日及2014年4月8日舉行了會議，分別就申請「發展品牌、升級轉型及拓展內銷市場的專項基金」的項目及品牌局2014年工作計劃等進行討論。



品牌局舉行第四屆理事會第四次會議。
The BDC held the fourth meeting of the 4th General Committee.

常務理事會及財務委員會

品牌局亦設立由主席、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陳淑玲。

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李惠中兼任主席。

常務理事會和財務委員會在2014年4月8日舉行了聯席會議，審議品牌局2014年度財政收支概算，並就「香港新星品牌選舉暨香港新星服務品牌選舉」的財務效益進行檢討。

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主席由品牌局主席陳淑玲兼任。委員會擔任2013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2013年11月22日完成四個「選舉」入圍品牌的遴選工作。委員會並於2014年5月15日舉行會議，討論2014年「名牌選舉」的日程和安排以及增設「香港服務名牌十年成就獎」等議題，並跟進2013年選舉決賽評審團提出的多個事項。

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.

Chaired by the BDC Chairman Ms Shirley Chan, the General Committee held meetings on 23 September 2013 and 8 April 2014 to study BDC's projects submitted to apply for the BUD fund and to review the 2014 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 Ms Shirley Chan is the Chairman of the Executive Committee.

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

Executive General Committee and Finance Committee held a joint meeting on 8 April 2014 to approve the 2014 budget of the Council and to review the financial efficiency of Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards.

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 monitoring over the awardees and licensees thereof. Besides, it is the issuing body of the Hong Kong Top Brand Mark License.

The Board is chaired by the BDC Chairman Ms Shirley Chan. It acted as the Preliminary Judging Panel of the 2013 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 22 November 2013. The Committee also held a meeting on 15 May 2014 to discuss the schedule and arrangements for 2014 Awards, the introduction of a new award category "Hong Kong Top Service Brand Ten Year Achievement Award", and how to follow-up on issues raised by the Final Judging Panels of the 2013 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黃家和兼任主席，委員主要是來自工商、學術、法律、設計等界別的专业人士。委員會於2014年8月25日舉行了會議，就個別公司參加「品牌選舉」的資格進行研究。

推廣與宣傳委員會

推廣與宣傳委員會的職能是提升業界與公眾的品牌意識，協助香港品牌在本地、內地和國際市場的發展，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2013年11月29日舉行了會議，討論2013年品牌選舉頒獎典禮暨慶祝晚宴的具體安排。在2014年5月30日的會議上，委員會審議了品牌局2014年的各項重要活動的宣傳計劃，並就品牌局成立十周年系列慶祝活動的宣傳安排以及2014年品牌選舉頒獎典禮的執行方案進行討論。

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320多家公司成為品牌局的公司會員。



Technical Advisory Committee

The Technical Advisory Committee advises on the judging criteria of brand awards and technical aspects of the certification scheme, 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 Mr Simon Wong, the Committee is made up of domain experts who are industrialist, academic, legal expert, designer or other professionals. The Committee held a meeting on 27 August 2014 to study cases related to the eligibility of entries for the Brand Awards.

Promotion and Advocacy Committee

The Promotion and Advocacy Committee is set up to raise the brand awareness among the industries and the general public, to facilitate local brands' development in domestic, Mainland and overseas markets, 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 memberships affairs such as recruitment, administration and services.

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 29 November 2013 to discuss the logistic arrangements for the Presentation Ceremony-cum-Gala Dinner of 2013 Awards. The Committee also held a meeting on 30 May 2014 to endorse the promotional plans of the Council's major activities in 2014 and to discuss the marketing campaign for serial activities in celebration of the BDC 10th Anniversary as well as the implementation details of the 2014 Gala Dinner.

Member Recruitment

Membership is not only an important base for the BDC to advocate and implement its founding missions, but also constitutes 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 320 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 on the BDC's network to facilitate business matching, experience sharing, strategic alliance, inter-company liaison and mutually preferential arrangements.
- Enjoy benefits entitled to CMA Group Members, such as discounts on training and insurance services.



香港品牌發展局

Hong Kong Brand Development Council

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

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管工商及經濟的政府官員擔任名譽贊助人和顧問，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，尤其是在國內不同城市舉辦聲勢浩大的「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 knowledge economy, has ushered in a "brand era", where brand-building is becoming a must strategy 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

屬下各委員會 Sub-Committees

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

主席 Chairman :

陳淑玲 Ms Shirley S L Chan, JP

副主席 Vice Chairmen :

吳清煥 Mr Ng Ching Wun
黃家和 Mr Simon K W Wong, JP
李惠中 Mr Charlie W C Lee

委員 Committee Members :

李慧芬 Ms Stella W F Lee
余立明 Mr Michael L M Yu
楊華勇 Mr Johnny Yu
盧金榮 Dr Lo Kam Wing
查毅超 Dr Sunny Chai
梁兆賢 Mr Jackson S Y Leung
陳家偉 Mr Calvin Chan
梁啟洲 Mr Michael Liang
周紹榮 Mr Joseph S W Chow
鍾國斌 The Hon Felix K P Chung
盧毓琳 Mr Lo Yuk Lam
蔡志婷 Ms Eva C T Choy

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附件 Appendices

會員名錄 Directory of BDC Members

大中實業股份有限公司
Dah Chung Industrial Co Ltd

雅田實業有限公司
Artin Industrial Co Ltd

YGM貿易有限公司
YGM Trading Ltd

香港生產力促進局
Hong Kong Productivity Council

香港貿易發展局
Hong Kong Trade Development Council

力勁機械國際有限公司
L.K Machinery International Ltd

漢生堂藥業有限公司
Han Sheng Tang Herbal Technologies Co Ltd

古珀行珠寶有限公司
Aaron Shum Jewelry Ltd

美昌玩具製品廠有限公司
May Cheong Toy Products Fty Ltd

三友實業(集團)有限公司
Sanyu Industrial (Holdings) Co Ltd

鍾偉明織造廠有限公司
Chungweiming Knitting Factory 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 (Hong Kong) 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

清泉純蒸餾水有限公司
Aqua Pure Distilled Water Co Ltd

香港天廚有限公司
The Tien Chu (HK) Co Ltd

合興集團有限公司
Hop Hing Holdings 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 (H.K.) 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

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

JMI精美工業有限公司
Jing Mei Industrial Ltd

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

德爾斯控股有限公司
DSC Holdings 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

鑪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

稻香集團有限公司
Tao Heung Holding Ltd

芝柏婚禮殿堂
GP Wedding

金瓶實業有限公司
Golden Cup Industries Ltd

滙達帽業有限公司
Global One Headwear 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

森美廚櫃有限公司
Sammy's Kitchen & Bath Ltd

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

皇室實業有限公司
Majestic Industry 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

海通國際證券集團有限公司
Haitong International Securities Group 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

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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

千里眼控股有限公司
TeleEye Holdings 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(國際)有限公司
Group Sense (International) Ltd

創盛(國際)金融有限公司
Global Best (Int'l) Financial Ltd

實惠傢居廣場有限公司
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

樓上燕窩莊有限公司
Hing Kee Java Edible Bird's Nest Co Ltd

九倉電訊有限公司
Wharf T&T Ltd

衍生行有限公司
Hin Sang Hong Co Ltd

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

領匯管理有限公司
The Link Management 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

由加利生物科技有限公司
Eucalyptus Bio Technology Co 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

威揚集團控股有限公司
Dynasty International Group Holdings Ltd

唯達時國際有限公司
Vidus International 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

珍卡兒藥妝有限公司
Laboratory Janeclare Ltd

科譽(香港)有限公司
Posh Office Systems (HK) Ltd

Le Homme Branche
Le Homme Branche

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

加美敦有限公司
Carmelton Co Ltd

奧麗有限公司
Oceanic Leader Ltd

玩具易控股有限公司
Toy2r (Holdings) Co Ltd

家得路美國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

Network Box Hong Kong Ltd
Network Box Hong Kong 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

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BannerSHOP 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

奧的亮照明國際有限公司
Optiled Lighting International 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

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Winner Medical (HK) Ltd

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Joint Publishing (Hong Kong) Co Ltd

JS Theme
JS Theme

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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

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Ocean Empire Int'l 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

宏希貿易公司
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

冠威管理有限公司
Goodwill Management Ltd

致富集團(香港)有限公司
Chief Holdings (H.K.) Ltd

香港調解服務有限公司
Hong Kong Mediation Services Ltd

好安心專業陪月服務有限公司
Mother's Angel Care Service Co 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

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Sanwa Technologies Ltd

緣來這麼近
So Klose.com

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Dr I-Kids Education Centre

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Timfold Catering and Food Service Ltd

安達旅運有限公司
Lotus Tours Ltd

友發有限公司
Friend Rich Ltd

O.D.M. Design & Marketing Ltd
O.D.M. Design & Marketing 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

香港禾雪萬康生物科技有限公司
Hongkong Hexuewankang Biotechnology Co. Ltd

昇鋒國際有限公司
Pro Logic International Limited

康盟有限公司
Concord Alliance Limited

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	和橋企業管理有限公司 S & F Enterprise Management Co Ltd
福滿臨珠寶集團有限公司 Fook Moon Lam Jewellery Holdings Co Ltd	生歷奇教育統籌有限公司 Synergy Education Provider Co Ltd
華潤堂有限公司 CR Care Co Ltd	配帽站有限公司 Stop Accessories Ltd
復興貿易發展有限公司 Fok Hing Trading Development Co Ltd	一齊買香港有限公司 Buy Together Hong Kong Ltd
捷鷹有限公司 Eagle Victory Ltd	志豐環球發展有限公司 Chi Fung Global Development Ltd
穎明實業有限公司 Makebest Industries Ltd	錢氏玩具中心有限公司 M & C Toy Centre Ltd
貴族國際貿易有限公司 Yaki Champion Boutique Ltd	時尚密碼 Chic Code Design Co
輝捷電子有限公司 Forward Electronics Manufacturing Co Ltd	尚芳保健有限公司 Shang Healthcare Ltd
阿一鮑魚公主(香港)有限公司 Ah Yat Abalone Princess (HK) Ltd	傳繫創意有限公司 T-Link Inspiration Ltd
卡撒天嬌國際有限公司 Casablanca International Ltd	惠健國際有限公司 Vitanatura International Ltd
高來國際集團有限公司 Top Loyal International Holdings Ltd	新偉達國際集團有限公司 New Globe International Group Ltd
TLC Group Ltd TLC Group Ltd	雅麗斯中國有限公司 Alice Chan China Ltd
情永在寵物服務有限公司 Love Forever Pet's Service Ltd	iKinder Education Ltd iKinder Education Ltd
海耀科技有限公司 Ocean Digital Technology Ltd	匯港國際企業有限公司 Way Kong International Enterprises Ltd
一心旅遊有限公司 Instant Travel Service Ltd	天比廣告有限公司 Greenbase Ad Ltd
天澄閣投資有限公司 Crystal Harbour Restaurant Ltd	建豐公司 Kin Fung Co
華發行(香港)貿易發展有限公司 Wah Fat Hong (H.K.) Trading Development Co Ltd	珈冕國際有限公司 Aqueen Ltd
彪成有限公司 Pure Glory Ltd	甘薈韓國生活品味有限公司 Glourish Korean Lifestyle Ltd
電訊盈科企業方案有限公司 PCCW Solutions Ltd	志領珠寶有限公司 G-Link Jewelry Design Ltd
佳力酒店管理有限公司 Galaxy Hotel Management Co Ltd	領事酒店集團 Embassy Hotel Group

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Lighthouse Technologies Ltd

西雅有限公司
Zear Corporation Ltd

高登設計有限公司
Golden Design Ltd

品牌培育有限公司
Brand Breeder Ltd

一絕有限公司
aMagic Ltd

Green Mobility Innovations Ltd
Green Mobility Innovations Ltd

饗蒼銀河有限公司
Foods Galaxy Ltd

名樂居有限公司
Mingle Place Ltd

盛滙商機有限公司
Bridgeway Business Builder and Broker Co Ltd

意高域國際有限公司
Ecoventure International Ltd

全新織造廠有限公司
Chuen Sun Knitting Fty Ltd

摩米士科技(香港)有限公司
Momax Technology (Hong Kong) Ltd

創動力有限公司
Dynamix (Hong Kong) Ltd

親子王國有限公司
Baby-Kingdom.Com Ltd

奧美斯傢具有限公司
Offmax Ltd

一合環球有限公司
One Community Worldwide Ltd

泛亞環球物業顧問有限公司
AP Assets Ltd

星華發展有限公司
Sing Wah Development Ltd

裕昇實業有限公司
Yusan Industries Ltd

捷旅集團有限公司
Jetour Holding Ltd

遵理學校有限公司
Beacon College Ltd

宏邦國際有限公司
Kingbond International Ltd

FlexSystem Ltd
FlexSystem Ltd

荷花集團有限公司
Eugene Group Ltd

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

現代美容控股有限公司
Modern Beauty Salon Holdings Ltd

沙嗲王(集團)有限公司
Satay King (Holdings) Co Ltd

奇華餅家有限公司
Kee Wah Bakery Ltd

中科健康國際(香港)有限公司
Zhongke Health International (H.K) Co Ltd

九龍維記牛奶有限公司
The Kowloon Dairy Ltd

十二星繡國際集團有限公司
Twelve Constellation International Holdings Ltd

香港聯合知識產權交易所有限公司
HKIPEX.com.hk Ltd

諾亞香港藥業有限公司
Noah Hong Kong Ltd

迅榮貿易有限公司
Fast Fame Trading Ltd

香港知識產權新聞網有限公司
HKIPnews Ltd

美好生活
Perfect Trading Co

永其國際有限公司
Winky International Ltd

亞洲國際餐飲集團有限公司
Taste of Asia Group Ltd

品味香江有限公司
Gourmet Orient Ltd

高志(遠東)有限公司
Gochi (Far East) Ltd

奇妙數據有限公司
Wonderfuldata.com Ltd

乾隆文化有限公司
Kinlonz Culture Ltd

快意辦公室傢俬
Finest Office Furnitures Supplies

香港泰康食品股份有限公司
HK Taikang Food Stock Ltd

譽明有限公司
Advance Bright Ltd

百喜海味
Pak Hei Marine Products

Best Video Ltd
Best Video Ltd

環貿亞洲有限公司
World Mark Asia Ltd

健力五金有限公司
Kent Metal Co Ltd

睿智商務中心有限公司
Smartoffice Business Centre Ltd

金益香港有限公司
Goldwell Hong Kong Ltd

杰甜品有限公司
J-Sweets Co Ltd

DR-Max Ltd
DR-Max Ltd

富康玩具製品有限公司
Fu Hong Industries Ltd

誠信行貿易有限公司
Lexington Ltd

藍盒國際有限公司
Blue Box International Ltd

龐蓓有限公司
Pompei Limited

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 (H.K.) 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

Pink Box Ltd
Pink Box Ltd

利記集團有限公司
Lee Kee Group Ltd

眼鏡88有限公司
Optical 88 Ltd

怡峰興業有限公司
Happy Hill Corporation Ltd

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

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

再見寵兒有限公司
Goodbye Dear Co Ltd

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

嘉麗華有限公司
Kanawa Co Ltd

鎮通控股有限公司
Foron Holdings Ltd

港月企業有限公司
China Moon Enterprises Ltd

豬八戒有限公司
EPIG Marketing Ltd

僑豐行有限公司
Kiu Fung Hong Ltd

附件 Appendices

Iconlady Ltd

Iconlady Ltd

嘉嬰寶有限公司

Karibu Baby Ltd

信域集團有限公司

Towervision Group Ltd

Promessa Beauty Ltd

Promessa Beauty Ltd

NEO Dream Medical Centre Ltd

NEO Dream Medical Centre Ltd

裕中有限公司

Bestjoin Ltd

普思力特有限公司

PO: Selected Company 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 Company

富邦帽袋實業有限公司

Richbond Caps & Bags Manufacturing Ltd





香港品牌發展局

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