



香港名牌選舉 暨 香港服務名牌選舉

Hong Kong Top Brand Awards &
Hong Kong Top Service Brand Awards

2018

宗旨

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

OBJECTIVES

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

主辦機構
Organisers:



活動贊助及義務核數師
Event Sponsor &
Official Honorary Auditor:



獎座贊助
Trophy Sponsor:



特別鳴謝
Special Acknowledgement:



選舉組別 AWARD CATEGORIES

「香港名牌選舉」¹主要針對產品品牌，一般情況下應以已預先包裝之產品上的商標為依據；「香港服務名牌選舉」主要面向服務品牌，通常指有關公司或其營運場所的商標或者名稱。

Hong Kong Top Brand Awards¹ are conferred to product brands, which are normally represented by the trademarks or logos printed on prepackaged goods; whereas the Hong Kong Top Service Brand Awards are presented to brands engaged in service industries, which often refer to the trademarks or logos shown at the service locations or the brands of the entry companies.

主辦機構 ORGANISER

香港品牌發展局和香港中華廠商聯合會為選舉之主辦機構。同時，「二零一八年選舉」之「公眾投票」亦是第五十三屆「工展會」（於二零一八年十二月十五日至二零一九年一月七日假香港維多利亞公園舉行）之重要活動。

The Hong Kong Brand Development Council and the Chinese Manufacturers' Association of Hong Kong are the co-organisers of the Awards (The Organiser). The Public Polling of the Awards is also an important activity in tandem with the 53rd Hong Kong Brands and Products Expo (HKBPE), which will be held from 15 December, 2018 to 7 January, 2019 at the Victoria Park, Hong Kong.

參賽資格 ELIGIBILITY

- 1 參賽品牌必須在香港創立或者與香港有實質的密切聯繫，例如，所屬公司之控股股東為香港人；以香港為主要生產或營運基地；對香港工商業或經濟發展有顯著的貢獻或影響等。
 - 2 參賽品牌必須在香港註冊，或者能夠提供足夠的文件證明其原創地位和產權。
 - 3 參賽公司必須在香港註冊並於香港有實質業務運作，且擁有對所提交之參賽品牌的製造、銷售或經營專有權。
 - 4 往屆得獎者（包括「香港名牌」、「香港服務名牌」）暫停參賽資格一年（得獎次年），之後可再參加比賽。
- a To be eligible, the entry brand should be established in Hong Kong or have substantially close relations with Hong Kong, e.g. the controlling shareholders of the entry company being Hong Kong residents, the manufacturing or operating sites mainly based in Hong Kong, or the brand having significant contribution to or influences on Hong Kong's industrial and economic development.
 - b The entry brand should have been registered with the Intellectual Property Department, HKSAR. Otherwise, the entry company should produce sufficient evidence to demonstrate originality and proprietorship of the brand.
 - c The entry company should hold a valid Hong Kong Business Registration Certificate and have substantive business operation in Hong Kong, and it must demonstrate to the satisfaction of the Organiser that it has exclusive rights to fully control the production, distribution or other operational activities under the entry brand.
 - d Previous winners of the Awards (including "Hong Kong Top Brand" and "Hong Kong Top Service Brand") are subject to a one-year moratorium and will resume entitlement in the third year after winning the first Awards.





獎項 AWARD STRUCTURE

- 1 「二零一八年香港名牌選舉」設「香港名牌」獎項，授予成績領先之「新晉品牌」（過往未曾獲此獎項之品牌）；往年曾獲得「香港名牌」獎項的品牌（「重賽品牌」），如果重新參賽，成績表現突出者可獲頒「香港卓越名牌」。「香港名牌」及「香港卓越名牌」之名額均由評審團視乎參賽情況決定，原則上各以十個為限。
 - 2 「香港服務名牌選舉」設有「香港服務名牌」獎項，授予成績領先之「新晉品牌」；往年曾獲得「香港服務名牌」獎項的「重賽品牌」，成績表現突出者可獲頒「香港卓越服務名牌」。「香港服務名牌」及「香港卓越服務名牌」之名額均由評審團視乎參賽情況決定，原則上各以十個為限。
 - 3 二零一八年「香港名牌選舉」和「香港服務名牌選舉」亦分別設立「香港名牌十年成就獎」及「香港服務名牌十年成就獎」，以表彰在品牌創建方面作出持續努力並取得傑出成績的往屆得獎者。有關榮譽獎項的候選品牌必須已獲頒「香港卓越名牌」或「香港卓越服務名牌」，並且其擁有「香港名牌」或「香港服務名牌」稱號的歷史不少於十年(包括得獎當年)²。
 - 4 「香港名牌選舉」和「香港服務名牌選舉」各類獎項之得獎者將獲頒證書和獎座。
- a Under the 2018 Hong Kong Top Brand Awards, "Hong Kong Top Brand" will be granted to "new comer entries" (entries that have never won such Awards before) of the most outstanding merits, while "veteran entries" (past Awardees) exhibiting continuously superior performance may be conferred "Hong Kong Premier Brand". Usually capped at 10, the exact number of Awardees at each level will be at the discretion of the Judging Panel.
 - b The 2018 Hong Kong Top Service Brand Awards will select winners of "Hong Kong Premier Service Brand" and "Hong Kong Top Service Brand" from "veteran entries" and "new comer entries" respectively. The number of "Hong Kong Premier Service Brand" and "Hong Kong Top Service Brand" will be at the discretion of the Judging Panel and is usually capped at 10 for each level.
 - c The 2018 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards will present "Ten Year Achievement Award" to selected past Awardees who have demonstrated persistent commitment to branding and sustained outstanding performance over the years. To be eligible, candidate of this honorary award should be a winner of "Hong Kong Premier Brand" or "Hong Kong Premier Service Brand", and it has been conferred the title of "Hong Kong Top Brand" or "Hong Kong Top Service Brand" for at least ten years (the winning year inclusive).²
 - d Winner of the above award categories will receive a trophy and certificate, as a memento of achievement.

香港名牌標識的使用 HONG KONG TOP BRAND MARK

各類獎項之得獎公司須就有關品牌所適用之產品或服務向主辦機構報備。其中，「香港卓越名牌」、「香港名牌」、「香港卓越服務名牌」、「香港服務名牌」之得獎公司可按產品或服務的類別向主辦機構申請使用「香港名牌標識（TOP嘜）」；經審核合格者，可獲頒准許證，准予在有效期內使用標識推廣有關品牌、公司及核准類別之產品或服務³。

All awardees should report to the Organiser regarding products or services under the winning brands. For winners of "Hong Kong Premier Brand", "Hong Kong Top Brand", "Hong Kong Premier Service Brand" and "Hong Kong Top Service Brand", they could apply for "Hong Kong Top Brand Mark" (Top Mark) by product/service category and will, if meeting the assessment requirements, be conferred a Licence to use Top Mark for business promotion in relation to the brand, the winning company or certified product/service categories.³

參賽方法及截止日期 APPLICATION PROCEDURE AND DEADLINE

- 1 參賽者必須標明所參加的選舉組別；填妥有關的參加表格，向主辦機構報名。
 - 2 參賽者須根據主辦機構之通知，提供詳細、準確、客觀的資料，連同參賽品牌之專有權證明文件，有關代表性產品或服務之說明、相片、目錄、圖片、樣本，以及已簽署的參加表格正本等，於二零一八年八月三十一日或以前遞交主辦機構。
 - 3 參賽者須向主辦機構申報參賽品牌所適用之產品或服務，並就其代表性產品或服務按類別（至少一項）進行「香港名牌標識使用准許證」之預先登記；參賽者須協助主辦機構進行實地審核⁴。
 - 4 凡進入決賽之各參賽者須向評審團作約為十分鐘之講解，以介紹各自之品牌。
 - 5 報名費用全免，惟參賽公司須分擔實地審核的費用，每個產品或服務類別通常為港幣三千元。進入決賽者須支付部分行政費用，用於設置會場展板、製作專題網頁、以及其他宣傳推廣活動；香港品牌發展局會員或第五十三屆「工展會」參展商每家港幣二萬二千元，其他參賽者每家港幣二萬四千元。
- a Companies wishing to enter the competition should indicate the award category and complete the corresponding "Entry Form" for submission to the Organiser.
 - b Participating companies should, upon the request of the Organiser, provide complete, accurate and objective information about the entry brand, together with relevant materials such as product/service description, photographs, catalogues, technical drawings and samples, if appropriate. Such information and materials as well as the signed original copy of "Entry Form" should be submitted to the Organiser no later than 31 August, 2018.
 - c Entrants should report to the Organiser regarding the products or services under the entry brand and submit major product/service categories (at least one item) for pre-registration with "Hong Kong Top Brand Mark Scheme", and it should provide due assistance to the Organiser in conducting On-site Assessment.⁴
 - d Entrants selected as candidates for Final Judging will be required to give a presentation (about 10 minutes) to the Judging Panel.
 - e No admission fee is charged but entrants should share part of the On-site Assessment fees, normally at HK\$3,000 per product/service category. A company entering the Final Judging should also pay HK\$22,000 (if it is a Corporate Member of the BDC or an exhibitor of the 53rd HKBPE) or HK\$24,000 (if it is not a BDC member nor an exhibitor), to cover part of the costs of promotional activities as well as the production of displaying board and webpage.



評審標準 JUDGING CRITERIA

- 1 選舉將參照以下六個標準對參賽品牌進行評定：
 - 知名度（香港、中國內地及海外）
 - 經營特色
 - 創新意念
 - 品質
 - 形象
 - 環保及社會責任
 - 2 選舉活動分初賽和決賽進行；其中，決賽包括評審團面試以及於「工展會」會場舉行的公眾投票。決賽評審團在面試的基礎上，綜合考慮公眾投票和實地審核之結果，決定得獎名單。
 - 3 決賽評審團和主辦機構對有關獎項之一切事宜有最終決定權，其決定均具約束力。
- a Assessment is primarily based on the following factors:
 - Reputation (Hong Kong, Mainland and Overseas)
 - Distinctiveness
 - Innovation
 - Quality
 - Image
 - Environmental Performance and Social Responsibility
 - b Entries should go through a Preliminary Screening before entering the Final Judging, which in turn consists of an interview by the Final Judging Panel and a Public Polling held at the HKBPE venue. Final decision is based on review by Judging Panel with the results of Public Polling and On-site Assessment taken into consideration.
 - c All decisions made by the Judging Panel and the Organiser will be final and binding in all respects of all matters relating to the Awards.

1. 「香港名牌選舉」的前身為「香港十大名牌選舉」。2. 有關「香港名牌十年成就獎」和「香港服務名牌十年成就獎」的參選資格、參加方法、評定標準以及其他細節，由主辦機構另行規定。3. 「香港名牌標識使用准許證」每年均須辦理延期手續；若得獎品牌項下的產品或服務均未能辦理准許證延期，則有關公司祇可用文字表達所獲獎項，並必須清楚表明得獎年份、獎項及主辦機構全名；且不能將獎項用於任何特定產品或服務的推廣。4. 參賽者若已持有相應類別的「香港名牌標識使用准許證」，且「准許證」於初賽日的剩餘有效期不少於兩個月，則無須進行實地審核。
1. The forerunner of Hong Kong Top Brand Awards is Hong Kong Top Ten Brandnames Awards. 2. The eligibility requirement, application procedure, selection criteria and further details of the "Hong Kong Top Brand Ten Year Achievement Award" and "Hong Kong Top Service Brand Ten Year Achievement Award" are stipulated in a separate document. 3. The Hong Kong Top Mark Licence is subject to renewal on a yearly basis. If a winning company fails to renew Licence for any product or service, it should not in any case promote individual product or service by means of the Awards; and should clearly indicate the full title of the award, the year of conferment and the name of the Organiser whenever quoting the Awards in literature. 4. An entrant may be exempted from On-site Assessment if it holds a Hong Kong Top Brand Mark Licence for the pre-registered product/service category and the Licence's residual validity period will be not less than 2 months by the time of Preliminary Screening.

評審團成員 JUDGING PANEL

1 「香港名牌選舉」決賽評審團成員包括：

- 香港特區政府工業貿易署署長甄美薇太平紳士 (主席評判)
- 香港中華廠商聯合會會長吳宏斌博士, BBS, MH
- 香港生產力促進局主席林宣武SBS, 太平紳士
- 香港工業總會主席郭振華BBS, MH, 太平紳士
- 香港品牌發展局副主席吳清煥先生
- 香港設計師協會主席梁昆剛先生
- 香港貿易發展局助理總裁梁國浩先生

2 「香港服務名牌選舉」決賽評審團成員包括：

- 香港特區政府商務及經濟發展局副局長陳百里博士, 太平紳士 (主席評判)
- 香港品牌發展局主席黃家和BBS, 太平紳士
- 香港理工大學校長唐偉章教授, 太平紳士
- 香港旅遊發展局主席林建岳博士, GBS
- 香港中華總商會副會長劉鐵成太平紳士
- 香港零售管理協會主席鄭偉雄先生
- 香港總商會總裁袁莎妮小姐

a Final Judging Panel of Hong Kong Top Brand Awards comprises:

- Ms Salina Yan, JP, Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Dennis Ng, BBS, MH, President of the Chinese Manufacturers' Association of Hong Kong
- Mr Willy Lin Sun Mo, SBS, JP, Chairman of the Hong Kong Productivity Council
- Mr Jimmy Kwok Chun Wah, BBS, MH, JP, Chairman of the Federation of Hong Kong Industries
- Mr Ng Ching Wun, Vice Chairman of the Hong Kong Brand Development Council
- Mr Ron Leung Kwan Kong, Chairman of Hong Kong Designers Association
- Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council

b Final Judging Panel of Hong Kong Top Service Brand Awards comprises:

- Dr Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Simon Wong, BBS, JP, Chairman of the Hong Kong Brand Development Council
- Prof Timothy Tong, JP, President of the Hong Kong Polytechnic University
- Dr Peter Lam, GBS, Chairman of Hong Kong Tourism Board
- Mr Brandon Liu, JP, Vice Chairman of the Chinese General Chamber of Commerce
- Mr Thomson Cheng, Chairman of Hong Kong Retail Management Association
- Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce

頒獎典禮

PRESENTATION CEREMONY

2018年選舉頒獎典禮暨慶祝晚宴定於二零一九年一月二十九日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府財政司司長陳茂波GBM, GBS, MH, 太平紳士和其他官員擔任主禮嘉賓。

The Presentation Ceremony-cum-Gala Dinner of 2018 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards will be held on the evening of 29 January 2019 at Convention Hall, Hong Kong Convention and Exhibition Centre, to be officiated by Financial Secretary The Honourable Paul Chan, GBM, GBS, MH, JP and top officials of the HKSAR Government.

選舉日程

AWARDS SCHEDULE

日期 (暫定) Date (Tentative)	事項 Item
2018年7月至8月31日 July - 31 Aug 2018	接受報名 Enrolment
2018年11月19日 19 Nov 2018	初賽評審 Preliminary Screening
2018年12月15日至2019年1月5日 15 Dec 2018 - 5 Jan 2019	「工展會」會場投票 Public Polling
2019年1月7日 7 Jan 2019	香港名牌選舉決賽評審 Final Judging - Hong Kong Top Brand Awards
2019年1月8日 8 Jan 2019	香港服務名牌選舉決賽評審 Final Judging - Hong Kong Top Service Brand Awards
2019年1月29日 29 Jan 2019	頒獎典禮暨慶祝晚宴 Awards Presentation Ceremony-cum-Gala Dinner

查詢 ENQUIRIES

香港品牌發展局 | HONG KONG BRAND DEVELOPMENT COUNCIL

聯絡人：呂小姐 (香港名牌) / 林小姐 (香港服務名牌)

地址：香港中環干諾道中64號廠商會大廈3字樓

電話：2542 8632 / 2542 5780

傳真：3421 1092 / 2815 4836

網址：www.hkbrand.org

電郵：mr3@cma.org.hk / eor5@cma.org.hk

Contact Person : Ms Lui (Hong Kong Top Brand) /
Ms Lam (Hong Kong Top Service Brand)

Address : 3/F, CMA Building, 64 Connaught Road Central, Hong Kong

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Website : www.hkbrand.org

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香港服務名牌選舉得獎品牌 (2005年至今)

Winners of Hong Kong Top Service Brand Awards (Since 2005)





香港名牌選舉得獎品牌 (1999年至今)

Winners of Hong Kong Top Brand Awards (Since 1999)





2018 香港名牌選舉 / 香港服務名牌選舉參加回條 2018 Hong Kong Top Brand Awards / Hong Kong Top Service Brand Awards Reply Slip

本公司有興趣參加以下選舉，請惠寄有關資料及詳細表格。

We are interested to participate in the Award below. Please send relevant details and Entry Form to us.

(請於適當方格內，填上✓號。 Please mark a ✓ in the appropriate box.)

- 香港名牌選舉 Hong Kong Top Brand Awards
- 香港服務名牌選舉 Hong Kong Top Service Brand Awards

參賽品牌: (中文)	Brand: (English)
公司名稱 Company Name:	
公司地址 Company Address:	
聯絡人 Contact Person:	聯絡電話 Contact Tel No:
電子郵件 Email:	圖文傳真 Fax No:
網址 Website:	品牌創立年份 Year Establishing the Brand:
主要產品 / 服務類別 Major Product / Service Categories:	

「香港名牌標識」設計意念 Design Concept of "Hong Kong Top Brand Mark"



「香港名牌標識」的設計顧問為靳埭強先生，標識以豐潤飽滿的圓點，形如一擲千鈞的印章，內嵌英文「TOP」字，寓意傑出超群；又隱含「b」字，正是名牌(Top Brand)的縮寫。「普通標識」以紅、藍原色為主；「卓越標識」採用金色，象徵高貴尊尚，更有金漆招牌之形意。

The "Top Mark" was designed under the supervision of Mr Kan Tai Keung. The Mark is mainly a combination of a seal and a "TOP", signifying authority, credential and prominence; the letter "T" and "O" are tangential to make up a letter "b", which together imply "Top Brand". The Ordinary Mark is in primary blue and red, while the Premier Mark is gold in colour to signify prestige and superiority.