



香港名牌選舉暨香港服務名牌選舉
HONG KONG TOP BRAND AWARDS &
HONG KONG TOP SERVICE BRAND AWARDS



香港新星品牌選舉暨香港新星服務品牌選舉
HONG KONG EMERGING BRAND AWARDS &
HONG KONG EMERGING SERVICE BRAND AWARDS

2013 頒獎典禮暨慶祝晚宴

Awards Presentation Ceremony-cum-Gala Dinner



主辦機構：
Organisers



香港品牌發展局
Hong Kong Brand
Development Council



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

活動贊助及義務核數師：
Event Sponsor &
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獎座贊助：
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六福珠寶
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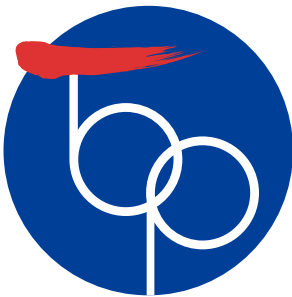
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Awards Presentation, Ceremony-cum-Gala, Dinner

紀念特刊
*Commemorative
Issue*



選舉宗旨 Awards' Objective



「香港名牌選舉」和「香港服務名牌選舉」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。

Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards aim to give recognition to outstanding brandnames established by Hong Kong companies; to encourage local enterprises to pursue excellence; to promote Hong Kong products and services; and to enhance the profile of Hong Kong industries both locally and internationally.



「香港新星品牌選舉」和「香港新星服務品牌選舉」旨在表彰香港公司創立的新興品牌，激勵業界銳意進取，透過創建品牌提升香港產品和服務的附加價值和競爭能力。

Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards give recognition to up-and-coming young brandnames established by Hong Kong companies, with an aim to encourage the industries to embrace an enterprising spirit and to enhance the value-added attributes and competitive edges of Hong Kong products and services through brand-building.

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主席獻辭

Message from the Chairman



香港品牌發展局主席

陳淑玲太平紳士

Ms Shirley Chan, JP

Chairman, the Hong Kong Brand Development Council

剛剛踏入 2014 年，萬象更新，生機勃勃；這幾個字正是香港品牌發展現狀的最佳寫照。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、能夠為環球品牌增值的「品牌福地」。香港擁有先進的市場基建、一流的商業設施、齊全的配套服務、完善的知識產權制度以及有利的政策環境；更處於優越的地理位置，是本地以及海外品牌進入內地的首要門戶以及向亞洲市場擴展業務版圖的踏腳石。近幾年，香港已成為各地品牌匯聚一堂的「品牌薈萃之都」；而作為享譽世界的「城市品牌」，香港本身更發揮著強大的「地域名牌效應」，為我們的產品、服務及企業帶來一種得天獨厚的「原產地」優勢，有利於本土品牌衝出香港，飛得更高、更遠。

更難能可貴的是，香港的業界一向都勇於創建品牌，並且善於打造、推廣品牌。在上個世紀中葉，當香港步入新興工業化階段，一批從事消費品的本地優質品牌迅速冒起；後來隨著產業結構趨向服務化，大量以高效率、時尚、客戶至上而著稱的香港服務品牌亦應運而生。在近幾年，越來越多的香港企業包括中小型企業正迎難而上，加緊升級轉型，從傳統的 OEM 向 OBM 營運模式進發。業界堅持不懈的努力，令本地原創品牌的發展開啟了嶄新景象，為香港晉身星光熠熠的「品牌港」奠定了基石。


由香港品牌發展局和香港中華廠商聯合會每年舉行的品牌選舉，見證了香港品牌的最新發展和彪炳成就。經過嚴格的甄選和激烈的競爭，又有 37 個傑出品牌摘取了今屆「香港名牌選舉」、「香港服務名牌選舉」以及「香港新星品牌選舉暨香港新星服務品牌選舉」的各項桂冠。這些得獎品牌堪稱香港品牌故事的一個濃縮精華版。其中，既有陪伴幾代香港人一起成長的經典字號，亦有走在時代前端的潮流先鋒，更有憑著敏銳的市場觸覺、無限創意以及進取的創業精神而崛起的「明日之星」。他們不論在知名度、經營特色、創新意念，還是

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 could nurture and add values to worldwide brands. Apart from advanced market infrastructure, first-class commercial facilities, all-around support services, sound intellectual property framework and friendly government policies, Hong Kong enjoys a unique geographic position, posed to be the best stepping-stone for brands to tap into Asian market and the natural gateway to Mainland China. The recent years have seen Hong Kong rising up as a star-studded “brands hub”; and its strong city brand image imparts a positive “country of origin effect” to our products, services and enterprises, enabling them to have a good start in the international arena.

Hong Kong is also proud to have a business community that is keen and adept in branding. Indeed, our industries have a long tradition of brand building. From the high-quality consumer product brands emerging in the middle of the twentieth century when Hong Kong embarked on the Newly Industrialized Economy stage, to the various service brands which mushroomed with the advent of service economy and cut a fine figure because of high efficiency, trendiness and customer-first spirit, Hong Kong companies have demonstrated admirable courage, strong ability and fine skills in pursuing excellence through branding.

Recently, more and more Hong Kong enterprises including SMEs have been pressing ahead with brand building, notably moving from OEM (Original Equipment Manufacturing) to OBM (Original Brand Manufacturing), in an attempt to climb up the value ladder and sharpen long-term competitive edge. With the strenuous efforts of our industries, Hong Kong is now ushering in a “golden era” of brand development.

The Brand Awards co-organised by the Hong Kong Brand Development Council and the Chinese Manufacturers' Association of Hong Kong every year bear witness to the latest developments and enviable achievements of Hong Kong's home-grown brands. Through rigorous selection, another 37 brands have become laureates of the Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards. As you would agree, these award-winning brands represent an epitome of Hong Kong's fascinating brand story. Among them, there are household names having accompanied us for decades through thick and thin, fashion icons well-known as trend-setters and innovation drivers, as well as up-and-coming stars that are rising to fame by dint of phenomenal



品質、形象、環保和社會責任等方面，均有出類拔萃的表現；而且都有自己獨特的奮鬥歷程，一步一個腳印，走出一條品牌「智」勝的成功路，為香港膾炙人口的品牌故事增添了閃亮的篇章。

創立於 1999 年的「香港名牌選舉」今屆已踏入了第十五個年頭。從一個配合「工展會」的小型活動發展成為本地最具代表性的品牌評審機制，並由單一的獎項「開枝散葉」，帶動了「香港服務名牌選舉」以及後來增設的「香港新星品牌選舉」及「香港新星服務品牌選舉」；歷年的得獎品牌累計已超過 270 個。選舉之所以能夠經得起時間的考驗，歷久常新，正正反映了香港業界對發展品牌的熱誠以及持之以恆的承擔，亦與政府、社會各界以及廣大市民的支持密不可分。

本人謹代表主辦機構，向已第六次擔任頒獎典禮嘉賓的曾俊華司長致敬；並向鼎力支持 2013 年選舉的政府部門以及社會各方表示衷心感謝，包括出任各評審團主席的黃灝玄常任秘書長、梁敬國副局長、麥靖宇署長及各位評審委員，「活動贊助」及義務核數師畢馬威會計師事務所、獎座贊助商「六福珠寶」，協助宣傳的香港貿易發展局和各傳媒機構，以及用各種形式參與及支持慶祝晚宴的機構和個人！

讓我們一起向得獎者致以熱烈祝賀！

business acumen, thrilling creativity and strong enterprising spirit. All the winners have exhibited high-level performance in respect of Reputation, Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility; and their hard-earned success stories have added remarkable chapters to the legendary epic of Hong Kong's brand development.

Founded in 1999, the Hong Kong Top Brand Awards is now in its 15th running. Starting from a small-scale programme organised in tandem with the Hong Kong Brands and Product Expo, it has nowadays become the most representative brand accreditation scheme in Hong Kong and has branched out into wider award categories, including the Hong Kong Top Service Brand Awards and the more recent Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards, with over 270 winners cumulatively to date. Suffice it to say, the smooth running and long-lasting high performance of the Awards over these years could be attributed to the unfailing support of the Government and our community on one hand, and to local companies' unrelenting passion for and unswerving commitment to brand-building on the other.

Taking this opportunity, let me pay tribute to our Financial Secretary, who has been the officiating guest of the Awards Presentation Ceremony for six years. At the same time, I would like to express our sincere gratitude to Government departments, organisations and individuals that have contributed enormously to the 2013 Awards. Our special thanks go to the Judging Panels respectively led by Permanent Secretary for Commerce and Economic Development Mr. Andrew Wong, Under Secretary for Commerce and Economic Development Mr. Godfrey Leung, and Director-General of Trade and Industry Mr. Kenneth Mak; the Official Honorary Auditor-cum-Event Sponsor KPMG; and the Trophy Sponsor Lukfook Jewellery. Likewise, we sincerely thank the Hong Kong Trade Development Council and the media, for their invaluable assistance in promoting the Awards.

Please join me in congratulating all winners of the 2013 Awards.

嘉賓題辭

Congratulatory Apothegms



香港特別行政區財政司司長曾俊華 GBM 太平紳士
The Hon John Tsang Chun-wah, GBM, JP
Financial Secretary, Hong Kong Special Administrative Region

江碑截道
績耀香江

二零一三年香港名牌選舉、香港服務名牌選舉、
香港新品牌選舉暨香港新品牌服務名牌選舉

財政司司長曾俊華



嘉賓題辭

Congratulatory Apothegms



香港特別行政區商務及經濟發展局局長蘇錦樑 GBS 太平紳士
The Hon Gregory So Kam-leung, GBS, JP
Secretary for Commerce and Economic Development
Hong Kong Special Administrative Region

嘉績懋著
駿聲遠揚

二零一三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

商務及經濟發展局局長蘇錦樑



嘉賓題辭

Congratulatory Apothegms



香港特別行政區商務及經濟發展局常任秘書長 (工商及旅遊)
黃灝玄太平紳士

Mr Andrew H Y Wong, JP

Permanent Secretary for Commerce and Economic
Development (Commerce, Industry and Tourism)

Hong Kong Special Administrative Region

揚名立範
裕業惠羣

二零一三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

商務及經濟發展局
常任秘書長(工商及旅遊)黃灝玄



嘉賓題辭

Congratulatory Apothegms



香港特別行政區創新科技署署長王榮珍太平紳士
Miss Janet Wong, JP
Commissioner for Innovation and Technology
Hong Kong Special Administrative Region

創優樹楷
裕港弘商

二零一三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

創新科技署署長王榮珍

嘉賓題辭

Congratulatory Apothegms



香港特別行政區工業貿易署署長麥靖宇太平紳士
Mr Kenneth Mak, JP
Director-General of Trade and Industry
Hong Kong Special Administrative Region

二零一三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

品 牌 顯 赫
譽 滿 華 洋

工業貿易署署長麥靖宇



嘉賓題辭

Congratulatory Apothegms



香港特別行政區創意香港辦公室創意總監廖永亮先生
Mr Jerry Liu
Head of Create Hong Kong
Hong Kong Special Administrative Region

二零一三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉頒獎典禮

卓 越 品 牌
譽 滿 華 洋

創意香港總監廖永亮



嘉賓題辭

Congratulatory Apothegms



香港中華廠商聯合會會長施榮懷太平紳士

Mr Irons Sze, JP

President, the Chinese Manufacturers' Association of Hong Kong

嘉許香港典範
確立傑出品牌

二零一三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

香港中華廠商聯合會
會長施榮懷太平紳士敬賀

二零一三年品牌選舉評審委員

Final Judging Panels of 2013 Brand Awards

「香港名牌選舉」決賽評審團成員：

- 香港特區政府工業貿易署署長麥靖宇太平紳士 (主席評判)
- 香港中華廠商聯合會會長施榮懷太平紳士
- 香港工業總會主席劉展灝 BBS, MH, 太平紳士
- 香港品牌發展局副主席吳清煥先生
- 香港生產力促進局副主席伍志強 MH
- 香港貿易發展局助理總裁葉澤恩先生
- 香港設計師協會主席李躍華先生

「香港服務名牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局副局長梁敬國太平紳士 (主席評判)
- 香港品牌發展局主席陳淑玲太平紳士
- 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
- 香港中華總商會副會長曾智明先生
- 香港零售管理協會副主席葉焯德先生
- 香港總商會總裁袁莎妮小姐

「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局常任秘書長 (工商及旅遊) 黃灝玄太平紳士 (主席評判)
- 香港品牌發展局副主席黃家和太平紳士
- 香港中小型企業總商會會長吳家榮先生
- 香港品質保證局副主席何志誠工程師
- 香港設計中心行政總裁利德裕博士
- 香港城市大學資訊系統與電子商務講座教授、傳訊及公關處處長李國安教授

Final Judging Panel of Hong Kong Top Brand Awards:

- Mr Kenneth Mak, JP, Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Irons Sze, JP, President of the Chinese Manufacturers' Association of Hong Kong
- Mr Stanley Lau, 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 Victor Ng, MH, Deputy Chairman of the Hong Kong Productivity Council
- Mr Raymond Yip, Assistant Executive Director of the Hong Kong Trade Development Council
- Mr Francis Lee, Chairman of Hong Kong Designers Association

Final Judging Panel of Hong Kong Top Service Brand Awards:

- Mr Godfrey Leung King-kwok, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Ms Shirley Chan, JP, Chairman of the Hong Kong Brand Development Council
- Prof Timothy Tong, JP, 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
- Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce

Final Judging Panel of Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards:

- Mr Andrew H Y Wong, JP, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Simon Wong, JP, Vice Chairman of the Hong Kong Brand Development Council
- 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
- Prof Matthew K O Lee, Chair Professor of Information Systems & Electronic Commerce and Director of Communications & Public Relations of City University of Hong Kong

二零一三年品牌選舉得獎品牌名單

List of 2013 Brand Awards Winners

香港名牌選舉 Hong Kong Top Brand Awards



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

主要產品：床褥、床上用品、木器傢俬
Main Products: Mattress,
Bedding Products, Furniture



德國寶
German Pool

德國寶 (香港) 有限公司
German Pool (HK) Ltd

主要產品：光波萬能煮食鍋、自然養生機、
電熱水器、抽油煙機、廚櫃
Main Products: Halogen Cooking Pot,
Food Processor, Electric Water Heater,
Range Hood, Kitchen Cabinet



六福珠寶
Lukfook Jewellery

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

主要產品：黃金、鉑金、鑽石首飾，
天然翡翠，其他配飾
Main Products: Gold, Platinum,
Gem-set Jewellery; Natural Jadeite;
Other Accessory Items



壽桃牌
Sau Tao

新順福食品有限公司
Sun Shun Fuk Foods Co Ltd

主要產品：生麵皇系列、麵食禮盒系列、
小橋米線系列、掛麵系列、麵餅系列
Main Products: Noodle King Series,
Noodles Gift Pack Series, Rice Vermicelli Series,
Hanging Noodles Series, Noodle Cake Series



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

主要產品：燕窩、簡易燕窩系列、
名貴藥材、中藥材、乾貨海味
Main Products: Bird's Nest, Imperial Bird's
Nest - Simple Series, Rare Medical Herb &
Material, Chinese Medical & Material,
Dried Sea Foods



八珍
Pat Chun

八珍國際有限公司
Pat Chun International Co Ltd

主要產品：甜醋、豉油、調味醬料、
月餅、節令食品
Main Products: Vinegar, Soy Sauce,
Seasoning Sauce, Mooncakes,
Festive Food

二零一三年品牌選舉得獎品牌名單

List of 2013 Brand Awards Winners

香港名牌選舉 Hong Kong Top Brand Awards



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

主要產品：嬰兒玩具（安睡玩具、
牙膠及搖鈴、音樂及動感玩具、
學前學習玩具、沐浴玩具）

Main Products: Baby Toy (Sleeping Aid Toy,
Teether & Rattler, Music & Movement Toy,
Pre-school Learning Toy, Bath Toy)



衍生
Hin Sang

衍生行有限公司
Hin Sang Hong Co Ltd

主要產品：食用補充品（養生系列）、
中藥保健產品（小兒系列）

Main Products:
Healthcare Dietary Supplement,
Chinese Medicine Healthcare Product
(Baby Care)



菁雲
J's Garden

聯記號有限公司
Luen Kee Hoo Co Ltd

主要產品：乾貨野生菌類食品、
茶葉、調味醬料

Main Products: Dried Wild Fungus Foods,
Tea, Seasoning Sauce



澳至尊

澳至尊
Organic Nature

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

主要產品：食用補充品（蜂皇漿、
深海魚油丸、藍莓精華素、蜂膠丸、
保肝精）

Main Products: Healthcare Dietary
Supplement (Royal Jelly, Omega-3,
Bilberry, Propolis, Liver Tonic)



寧心
Vita Calm

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

主要產品：中藥保健產品（寧心）
Main Product: Chinese Medicine Healthcare
Product (Vita Calm)



穩健
Winner

穩健醫療（香港）有限公司
Winner Medical (HK) Ltd

主要產品：傷口護理產品、包紮護理產品、
防護感染控制產品

Main Products: Surgical Dressing
Products, Wound Care Dressing Products,
Infection Control Products



巨浪大切
巨浪大切

僑豐行有限公司
Kiu Fung Hong Ltd

主要產品：零食
（薯片、薯條、水果片、蔬菜片）
Main Products: Snacks (Potato Chips,
French Fries, Fruit Chips, Vegetable Chips)

二零一三年品牌選舉得獎品牌名單

List of 2013 Brand Awards Winners

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



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

主要服務：旅行團、自由行套票、
海外婚旅、郵輪假期、獎勵旅遊

Main Services: Group Tour, FIT Packages, Overseas
Wedding Consultancy, Cruise Agency, Incentives Tours



太子珠寶鐘錶 Prince Jewellery & Watch

太子珠寶鐘錶公司
Prince Jewellery & Watch Co

主要服務：
零售（鐘錶、珠寶首飾）

Main Services:
Retail (Watch, Jewellery)



噴射飛航 TurboJET

信德中旅船務管理有限公司
Shun Tak-China Travel Ship
Management Ltd

主要服務：客運渡輪服務
Main Service: Passenger Ferry Services



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

主要服務：迷你倉出租、
特許經營（儲存倉）、運輸、信箱服務

Main Services: Rental of Storage Room,
Franchising (Storage), Transportation, Mail Box Services



BannerSHOP BannerSHOP

BannerSHOP Hong Kong Ltd
BannerSHOP Hong Kong Ltd

主要服務：數碼噴畫服務
Main Service: Digital Printing Services



時間廊 City Chain

時間廊鐘錶有限公司
City Chain Co Ltd

主要服務：手錶零售
Main Service: Retail (Watch)



會所1号 ClubONE

時代生活集團有限公司
The Lifestyle Group Ltd

主要服務：婚宴服務、餐飲服務
Main Services: Wedding Banquet Service,
Catering Service



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

主要服務：批發及零售（長者用品、醫療復康產品）
Main Services: Wholesale & Retail (Elderly &
Rehabilitation Products)



DR-Max DR-Max

DR-Max Ltd
DR-Max Ltd

主要服務：教材編輯、出版、零售及代理
Main Services: Teaching Materials Editing,
Publishing, Retail & Agency



景鴻移民 EK Immigration

景鴻移民顧問有限公司
EK Immigration Consulting
Ltd

主要服務：移民顧問服務
Main Service: Immigration
Consulting Services



奇華餅家 Kee Wah Bakery

奇華餅家有限公司
Kee Wah Bakery Ltd

主要服務：零售（食品、茶、
飲品）、網上零售
Main Services: Retail (Food, Tea,
Beverages), Online Retail



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

主要服務：茶餐廳
Main Service: Hong Kong-Style
Tea Café



眼鏡88 Optical 88

眼鏡88有限公司
Optical 88 Ltd

主要服務：眼鏡零售附驗配服務、
全面眼科視光檢查、眼睛護理服務
Main Services: Optical Dispensing &
Retail Service, Comprehensive Eye
Examination, Eye Care Services

二零一三年品牌選舉得獎品牌名單

List of 2013 Brand Awards Winners

香港新星品牌選舉 Hong Kong Emerging Brand Awards



**輝煌
FH**

輝煌復康產品製造有限公司
FH Rehabilitation Products Mfg Co Ltd
主要產品：輪椅、輔助及復康器具
Main Products: Wheelchair, Aid & Rehabilitation Products



**Lexnfanf
Lexnfanf**

誠信行貿易有限公司
Lexington Ltd
主要產品：矽膠嬰幼兒餐具及用品
Main Products: Silicone Infant Tableware & Appliance



**LOTOPIA
LOTOPIA**

恒和珠寶首飾廠有限公司
Continental Jewellery (Mfg) Ltd
主要產品：珠寶首飾
Main Product: Jewellery



**浚達
Smartech**

浚達國際市務有限公司
Smartech International Marketing Ltd
主要產品：小型家庭電器
Main Product: Small Household Appliance



**瞳理心
TonySame**

瞳理心國際有限公司
TonySame (International) Ltd
主要產品：眼鏡
Main Product: Glasses



**Ye!!
Ye!!**

譽明有限公司
Advance Bright Ltd
主要產品：外置充電電池、便攜式藍芽喇叭、
汽車充電電池、手機周邊產品
Main Products: External Rechargeable Battery, Portable Bluetooth Speaker, Vehicle Rechargeable Battery, Mobile Phone Accessory

香港新星服務品牌選舉 Hong Kong Emerging Service Brand Awards



**Ample Design
Ample Design**

Ample Design Co Ltd
Ample Design Co Ltd
主要服務：室內設計、項目管理
Main Services: Interior Design, Project Management



**高清製作
Best Video**

高清製作有限公司
Best Video Ltd
主要服務：多媒體製作、廣告顧問服務
Main Services: Multi-media Production, Advertisement Consultation Services



**碗然一新
Diwash**

力星貿易有限公司
Leader Star Trading Ltd
主要服務：餐具清洗服務
Main Service: Tableware Cleaning Services



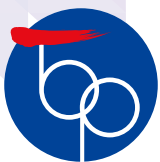
**Magnum Club
Magnum Club**

Magnum Entertainment Group Holdings Ltd
Magnum Entertainment Group Holdings Ltd
主要服務：酒吧、活動策劃
Main Services: Club, Event Planning



**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
主要服務：脊醫治療、物理治療、
辦公室人體工學顧問及講座
Main Services: Chiropractic, Physiotherapy, Office Ergonomic Consulting & Seminar



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

立品創名 精益求精

Branding for Excellence

「香港名牌選舉」和「香港服務名牌選舉」分別創立於1999年及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。

「選舉」秉承「紮根香港」的定位，其參賽品牌必須在香港創立或與香港有實質的密切聯繫；而參賽公司須在香港註冊，並擁有對參賽品牌的生產、銷售或經營專有權。



「選舉」主要依照六項標準進行評審，包括知名度（香港、中國內地及海外）、經營特色、創新意念、品質、形象、環保及社會責任等；評審程序由「專家評議」、「公眾投票」和「實地審核」等三個環節組成，全面而深入地評估品牌的整體表現。主辦機構更透過「香港名牌標識 (TOP 嘜) 計劃」，以准許證制度評估和認可品牌得獎後的持續發展。

經過多年的努力，「香港名牌選舉」和「香港服務名牌選舉」累計的得獎品牌已達230個；成為備受業界推崇和政府認同的一項殊榮，亦是香港市民和海外消費者心目中象徵名望和優質的信心標誌，更是一個推廣、支援和提升香港品牌的獨特平台。

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

With a positioning of “rooted in Hong Kong”, the Awards have set it as an eligibility requirement that entries must be established in Hong Kong or have substantially close associations with the territory. Besides, the entry company should have been registered in Hong Kong, and possess exclusive rights to fully control the production, distribution or other operational activities under the entry brandname.

Entrants have to go through a rigorous and comprehensive vetting process that combines “Panel Review”, “Public Polling” and “On-site Assessment”; and the judging is primarily based on six criteria, namely Reputation (Hong Kong, Mainland & Overseas), Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility. The Organisers have also introduced a licensing system, i.e. “Hong Kong Top Brand Mark (TOP Mark) Scheme” to assess and recognise the continued development of the Awardees.

With the cumulative number of Awardees reaching 230, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards have nowadays become a cachet pursued by the industries and recognised by the Government, a symbol of confidence cherished by our citizens and overseas consumers, as well as a unique platform to promote and foster Hong Kong brands.



「香港名牌標識」設計意念

「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。

Design Concept of “Hong Kong Top Brand Mark”

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 letters “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.



香港名牌十年成就獎

Hong Kong Top Brand Ten Year Achievement Award

十年卓越 一路領先

Salute to the First and Best in Branding

自 2008 年起，主辦機構特別設立「香港名牌十年成就獎」榮譽獎項，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「香港名牌選舉」得獎品牌。

「香港名牌十年成就獎」的參加品牌必須是「香港卓越名牌」的得獎者，而且首次獲獎的歷史不少於 10 年；其評審標準主要參考三個方面，包括業務表現與成績、品牌策略與管理、以及對行業和社會的貢獻。

至今，共有 18 個品牌榮獲「香港名牌十年成就獎」，包括「雅芳婷」、「李錦記」、「榮華」、「鱷魚恤」、「刀嘜」、「獅球嘜」、「余仁生」、「金妹牌」、「雞仔嘜」、「四洲」、「海馬牌」、「位元堂」、「金至尊」、「美心」、「雅蘭」、「德國寶」、「六福珠寶」及「壽桃牌」。



Starting from 2008, the Organisers have presented "Hong Kong Top Brand Ten Year Achievement Award" every year to selected past Awardees who have demonstrated persistent commitment to branding and having sustained outstanding performance for years.

To be eligible, candidate of this honorary award should be a winner of "Hong Kong Premier Brand" and has been conferred the title of "Hong Kong Top Brand" for at least ten years. The assessment is conducted based on three sets of factors, including Business Performance and Track of Success, Brand Strategies and Management, and Contribution to Industries and Society.

Up to date, 18 brands have become laureates of "Hong Kong Top Brand Ten Year Achievement Awards", including "A-Fontane", "Lee Kum Kee", "Wing Wah", "Crocodile", "Knife Brand", "Lion & Globe Brand", "Eu Yan Sang", "Maid Brand", "Chicks", "Four Seas", "Sea Horse", "Wai Yuen Tong", "3D-Gold", "Maxim's", "Airland", "German Pool", "Lukfook Jewellery" and "Sau Tao".

得獎年份 Conferment Year	得獎品牌 Winning Brands
2008	A-FONTANE 雅芳婷, LEE KUM KEE 李錦記, WING WAH 榮華
2009	CROCODILE 鱷魚恤, 刀嘜, 獅球嘜
2010	余仁生, 金妹牌, 雞仔嘜
2011	四洲, 位元堂, 海馬牌
2012	金至尊 3D-GOLD, 美心, 壽桃牌
2013	雅蘭, GERMAN POOL 德國寶, 六福珠寶 LUKFOOK JEWELLERY

「香港名牌十年成就獎」設計意念

「香港名牌十年成就獎」的專用標誌由吳秋全先生擔任名譽設計顧問；以「香港卓越名牌」的標誌（由靳埭強先生於 2004 年設計）和代表一流、領先的「1」字嵌合而成「10」字形輪廓，寓意「十年卓越，一路領先」。

Design Concept of "Hong Kong Top Brand Ten Year Achievement Award Logo"

The logo of Hong Kong Top Brand Ten Year Achievement Award was designed under the guidance of the Honorary Advisor Mr Charles Ng. Taking the shape of Arabic numeral "10", it is a seamless combination of the Hong Kong Premier Brand Mark (designed by Mr Kan Tai-Keung in 2004) and the number "1", which literally implies "the first" and "the best".





香港新星品牌選舉暨 香港新星服務品牌選舉

Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

為品牌創業者喝采加油

Acclaiming our "Brand Entrepreneurs"

「香港新星品牌選舉暨香港新星服務品牌選舉」（「新星選舉」）遴選由香港公司創立、年資不超過八年的新興品牌，旨在鼓勵業界特別是中小企業銳意進取，透過創建品牌提升香港產品及服務的附加價值和競爭力。主辦機構亦希望「新星選舉」能夠喚起社會對「品牌創業者」的重視，推動香港品牌文化的建立。

「新星選舉」的參賽品牌必須在香港創立或與香港有實質的密切聯繫；評選程序包括「專家評議」和「實地審核」，評審標準為知名度（香港、中國內地及海外）、經營特色、創新意念、品質、形象、環保及社會責任等六項。

自 2010 年創立以來，「香港新星品牌選舉暨香港新星服務品牌選舉」已連續舉行四屆，累計得獎品牌 42 個，展示了香港品牌發展的又一道亮麗風景線。



The Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards ("Emerging Awards") give recognition to up-and-coming young brands aged under 8 years, with an aim to encourage the industries especially SMEs to embrace an enterprising spirit and to enhance the value-added attributes and the competitive edges of Hong Kong products and services through brand-building. The Organisers also hope that the Emerging Awards would give a boost to "brand entrepreneurs", thus helping to foster a branding culture in Hong Kong.

The Emerging Awards are open for brands that are established in or have substantially close relations with Hong Kong. There are six judging criteria namely Reputation (Hong Kong, Mainland & Overseas), Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility; and the final decision is based on "Judging Panel Review" with the results of "On-site Assessment" taken into consideration.

Since 2010, 42 young brands have been selected as winners of the Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, demonstrating a new horizon of Hong Kong's brand development.



「香港新星品牌標識」設計意念

「香港新星品牌標識」由吳秋全先生擔任名譽設計顧問。標識的主體為一顆從「H」字背後蘗露頭角的彩星，象徵著蓄勢而發、光芒初綻；星號更幻化成「K」字，令整個構圖呈現「HK」字形輪廓，寓意紮根香港，向無限空間進發；標誌採用品牌局徽號的紅藍原色，輔以金色光束，盡顯專業、莊重、活力澎湃。

Design Concept of "Hong Kong Emerging Brand Mark"

"Hong Kong Emerging Brand Mark" was designed by the Honorary Advisor Mr Charles Ng. It features a splendid star emerging from the back of letter "H" to symbolise "enterprising" and "promising". The asterisk also takes the shape of letter "K" to make the logo a perfect incarnation of "HK", implying "originating from Hong Kong" and "reaching out to new horizons". The Mark inherits the primary red and blue from the BDC's corporate colour, which together with a touch of shining golden signify "dignity", "professionalism" and "vitality".



香港名牌標識 (TOP 嘜) 計劃

Hong Kong Top Brand Mark (TOP Mark) Scheme

優質、名望和信心的標誌

The Hallmark of Reputation, Quality and Confidence

香港品牌發展局和香港中華廠商聯合會自 2004 年起推行「香港名牌標識 (TOP 嘜) 計劃」，透過規範化的審核和授權制度，對「香港名牌選舉」及「香港服務名牌選舉」的得獎品牌進行覆審和監管。

參加「計劃」的歷屆得獎品牌每年須按照產品或服務類別接受主辦機構的審核評估，以辦理准許證的簽發和續牌手續。合格者可獲准使用特別設計的「香港名牌標識 (TOP 嘜)」進行商業推廣，以方便消費者識別香港引以為傲的優質和信心之選。



目前獲得「香港名牌標識 (TOP 嘜) 計劃」核准的「香港名牌」及「香港服務名牌」已將近 190 個。

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 recognise the sustainable achievement in branding of Hong Kong companies.



An applicant, who by legitimacy should be a winner of Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, has to go through an annual On-site Assessment that is conducted on the basis of product/service category. And it would, after successful completion of due registration and review process, be conferred a license and entitled to use "Hong Kong Top Brand Mark (TOP Mark)", a distinctive visual identity, for business promotion.

Currently, the Scheme has about 190 registered brands under its aegis.

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



座檯咭 Tent Cards



標貼 Sticker



襟章 Badge



襟針 Pin

品牌 • 創新里程

On Branding Journey

1999

「香港十大名牌選舉」初試啼聲，旋即得到業界熱烈響應。

“Hong Kong Top Ten Brandnames Awards” made its debut, receiving enthusiastic response from the industry.



2004

推行了三項革新，包括將「香港十大名牌選舉」更名為「香港名牌選舉」、引入新標誌、啟動「香港名牌標識(TOP 嘜)計劃」。

A re-branding campaign was orchestrated to enhance the Award through three major new initiatives, i.e. renaming of the Award, introduction of new logo, and the implementation of “Hong Kong Top Brand Mark (TOP Mark) Scheme”.



2006

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、國家商標局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。

The BDC dispatched a high-level delegation to Beijing and met with Ministry of Commerce; General Administration of Quality Supervision, Inspection and Quarantine; State Trademark Office and other brand-facilitation organisations. During the visit, the BDC broached proposals of incorporating brand cooperation into CEPA and stepping up the interaction and mutual recognition of brand awards between Hong Kong and Mainland.



2005

由廠商會牽頭的「香港品牌發展局」完成組建工作，隨後於同年 8 月份隆重舉行成立典禮。

Initiated by the CMA, the Hong Kong Brand Development Council was formed. In August 2005, the BDC held a grand ceremony to celebrate its inauguration.



「香港名牌選舉」正式成為香港品牌發展局和香港中華廠商聯合會的合辦項目。主辦機構並增設「香港服務名牌選舉」，以表彰香港服務業創立的優秀品牌。

Hong Kong Top Brand Awards became a joint project of the BDC and the CMA. The Organisers launched the “Hong Kong Top Service Brand Awards”, as a new initiative to recognise the outstanding brands in Hong Kong's service sector.



2007

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」；「論壇」獲得特區政府慶典統籌辦公室批准列為「十周年紀念慶祝活動」之一。

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”. The Forum was listed in the 10th Anniversary Celebration Programmes of the HKSAR.



2003

《香港十大名牌巡禮》(二零零三年版)宣傳小冊(二零零五年改名為《香港名牌巡禮》)首次出版。

The maiden edition of “The Parade of Hong Kong Top Ten Brandnames” (renamed as “The Parade of Hong Kong Top Brands” since 2005) was published.

2008

舉辦「香港名牌選舉」創辦十周年慶典活動，包括增設「香港名牌十年成就獎」榮譽獎項，以及與《文匯報》聯合出版《品牌故事 @ 香港》。

The BDC launched a series of activities in celebration of the 10th Anniversary of Hong Kong Top Brand Awards, including the introduction of an honorary award – “Hong Kong Top Brand Ten Year Achievement Award”; and jointly published a book namely “Brand Stories @ Hong Kong” with “Wen Wei Po”.



2010

新增設「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；是屆「選舉」頒獎典禮由財政司司長曾俊華 GBM 太平紳士擔任主禮嘉賓。

“Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards” were introduced to give recognition to young up-and-coming brandnames established by Hong Kong companies. The Presentation Ceremony of 2010 Brand Awards was officiated by Financial Secretary Hon John Tsang, GBM, JP.



2012-2013

獲「發展品牌、升級轉型及拓展內銷市場的專項基金」(BUD) 資助，推行「廈門香港品牌節」系列活動，協助香港品牌進軍閩南市場。

Under the sponsorship of Dedicated Fund on Branding, Upgrading and Domestic Sales(BUD), the BDC implemented the “Xiamen Hong Kong Brand Festival” Serial Activities, to assist Hong Kong enterprises in tapping into the vast domestic market in Southern Fujian.



2009

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」得獎品牌的名單及近 20 個品牌的代表性產品，展期為 2009 年 6 月至 2010 年 2 月。

“The Parade of Hong Kong Top Brand Gallery” was set up in the Hong Kong International Airport to promote the Awardees and showcase products of about 20 winning brands during the period from June 2009 to February 2010.



2011

獲「中小企業發展支援計劃」資助，舉辦「武漢香港品牌週」系列活動，並於 4 月底至 5 月初於武漢國際會展中心設立「品牌香港·時尚廊」，展示部分「香港名牌」及 50 多個香港中小型企業品牌的產品。

Under the sponsorship of the SME Development Fund, the BDC organised the “Wuhan Hong Kong Brand Week” Serial Activities. A showcase namely “Brand Hong Kong – Stylish Gallery” was set up at the Wuhan International Conference & Exhibition Centre from late April to early May to display products of selected Hong Kong Top Brand Awardees and over 50 SME brands.



2013-2014

品牌局舉辦「重慶香港品牌節」系列活動，首次引入主題展示區，以體驗式的創新方法提升香港品牌的情感價值。

The BDC is rolling out the “Chongqing Hong Kong Brand Festival” Serial Activities. By staging a thematic showcase, it attempts to promote the emotional value of Hong Kong brands by employing an innovative experience-based approach.



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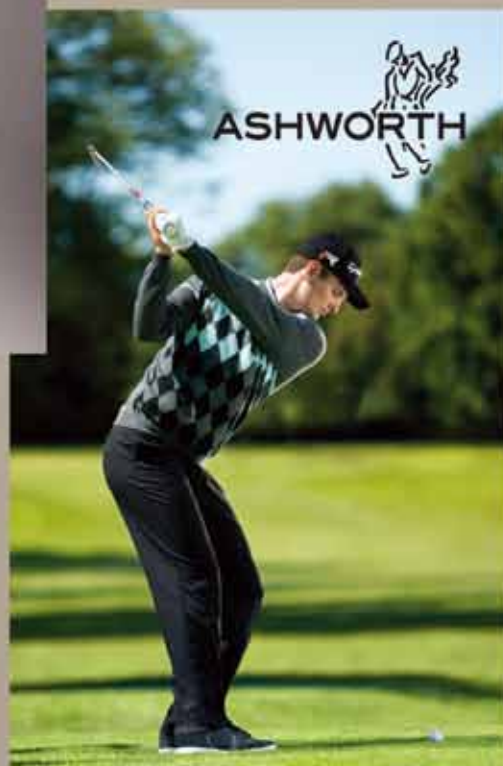
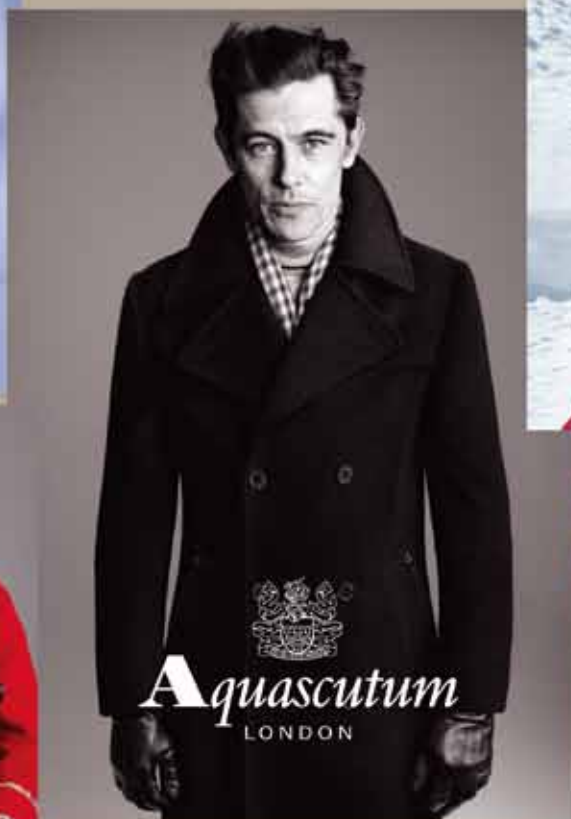
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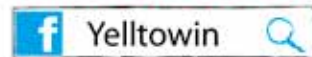
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(機構支援計劃)」資助，香港品牌發展局及香港中華廠商聯合會合辦「重慶

香港品牌節」系列活動，並由廠商會展覽服務有限公司承辦；透過品牌展示、舞台表演

節目、商務考察活動、互動式消費者座談會、工作坊及分享會，協助香港品牌拓展中國西部市場龐大的內銷商機。

「『囍·愛香港』妝嫁品牌圖」主題展覽

2014年4月30日至5月5日 (重慶舉行)

拓展西部內銷市場實務工作坊 (3小時)

2014年3月18日 (香港舉行)

「『喜·愛香港』品牌站」產品展示

2014年4月30日至5月5日 (重慶舉行)

內銷商務考察 (半天)

2014年4月30日 (重慶舉行)

互動式消費者座談會 (共3場)

2014年3月15日及29日 (香港舉行)

拓展西部內銷市場經驗分享會 (3小時)

2014年6月中旬 (香港舉行)

2014年5月1日 (重慶舉行)

主辦機構：



香港品牌發展局
Hong Kong Brand
Development Council

合辦機構：



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

執行機構：



香港中華廠商聯合會
展覽服務有限公司
CMA Exhibition Services Ltd.

資助機構：



「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。項目由香港品牌發展局主辦，香港中華廠商聯合會合辦；香港中華廠商聯合會展覽服務有限公司擔任執行機構，並獲香港特別行政區政府「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)」撥款資助。在此刊物上/活動內(或項目小組成員)表達的任何意見、研究結果、結論或建議，並不代表香港特別行政區政府、工業貿易發展局、中小企業發展支援基金及發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)評審委員會的觀點。

活動參與對象：香港企業
活動費用：所有活動費用全免
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香港中華廠商聯合會簡介

About the Chinese Manufacturers' Association of Hong Kong

香港中華廠商聯合會（廠商會）創立於 1934 年，歷史悠久；為香港註冊之非牟利工商團體，擁有各行各業會員超過 3,000 家，乃香港最大的工商團體之一。廠商會致力促進香港工業與貿易的發展、代表工業界就政府政策之訂定與執行反映意見、參與社會發展工作以及促進國際間瞭解與合作。



廠商會獲香港政府指定為工業界功能組別代表團體。廠商會經常組織貿易團或參加國際商貿展覽會，並已在內地設有代表處，與中央及各省市建立緊密的聯繫。廠商會於 1938 年創辦「香港國際工業出品展覽會」（工展會），推動香港產品的本銷和對外貿易。廠商會亦是香港政府授權之來源證簽發機構以及電子服務中心，旗下「廠商會檢定中心」成立於 1979 年，獲香港實驗所認可計劃認可，業務範疇涵蓋產品檢定、驗貨、認證和技術顧問。

廠商會一向注重人力資源的培育，分別於 1976 年及 1984 年創辦「廠商會中學」和「廠商會蔡章閣中學」，每年亦頒發獎學金以獎勵各大專院校之勤奮學生；更透過「廠商會培訓中心」，組織大量研討會、培訓課程及企業顧問項目，向業界傳授營商資訊和管理技能。

廠商會秉承務實進取的作風，提供優質、多元化的營商支援服務，包括：

- 展覽服務
- 品牌推廣服務
- 檢定及認證服務
- 公司秘書服務
- 市場策劃及推廣
- 內地支援服務
- 研究及培訓服務
- 簽證及電子商貿服務
- 保險中介服務

網址 website: www.cma.org.hk

查詢電話 Enquiry Hotline: (852) 2545 6166

Established in 1934, the Chinese Manufacturers' Association of Hong Kong (CMA) is a non-profit-making chamber of commerce and industry. With over 3,000 member companies from various business sectors currently, the CMA is one of the oldest and most representative industrial associations in Hong Kong. The CMA devotes itself to promoting Hong Kong's trade and industrial development, representing industry in the formulation and implementation of Government policies, participating in community development and fostering international understanding and cooperation.

CMA has been designated as a functional constituency to represent industry, such that CMA members have the voting right to elect a representative to sit in the Legislative Council. It regularly dispatches trade missions to overseas countries and international fairs, with a view to promoting Hong Kong industry and fostering international co-operation. It has set up offices in Mainland China and established close connections with the Central, provincial and municipal governments. Making debut in 1938, the Hong Kong Brands & Products Expo is a renowned exhibition organised by the CMA to promote the domestic sales and exports of Hong Kong products. Also, the CMA is authorized by the Government to issue all kinds of Certificates of Origin and to operate EDI Services Centers. Founded in 1979 and accredited by Hong Kong Laboratory Accreditation Scheme, CMA Testing and Certification Laboratories is an independent quality assurance institution whose services range from inspection, testing, certification, to technical consulting.

CMA places much emphasis on human resource development. Besides founding CMA Secondary School and CMA Choi Cheung Kok Secondary School in 1976 and 1984 respectively, it also awards scholarships annually to outstanding students from post-secondary institutions. To disseminate business information and transfer state-of-the-art management skills, CMA delivers a variety of seminars, training courses and consulting services through the CMA Training Center.



Adhering to the principle of being pragmatic and proactive, the CMA provides members with diversified, high-quality support. CMA's major services include:

- Exhibition Services
- Brand Promotion Services
- Testing and Quality Assurance Services
- Company Secretary Services
- Marketing & Promotion Services
- Mainland Supporting Services
- Research and Training Services
- CO & E-business Services
- Insurance Agent Services



香港品牌發展局簡介

About the Hong Kong Brand Development Council

香港品牌發展局（品牌局）創立於 2005 年，是由香港中華廠商聯合會牽頭成立，按「市場主導、政府促進、社會支持」模式組建的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提高香港品牌的知名度、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交流和合作；現擁有公司會員超過 300 家。



品牌局從全局性層面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，品牌局更活躍於品牌評審、培育、推廣、研究、交流和國際合作等各個領域，以多元化的服務為香港品牌構築「一站式」的支援平台。

近年，品牌局身體力行，帶領企業參加在本港和國內的各種展覽和推廣活動；並舉辦「武漢香港品牌週」、「廈門香港品牌節」和「重慶香港品牌節」等大型系列活動，進一步彰顯其在推廣香港品牌整體形象以及協助業界拓展內銷市場方面的積極角色。

品牌局的標誌性活動包括：

- 香港名牌選舉、香港服務名牌選舉
- 香港新星品牌選舉暨香港新星服務品牌選舉
- 香港名牌標識 (TOP 嘜) 計劃
- 香港製造標識 (Made in Hong Kong 嘜) 計劃
- 中小企品牌群策營
- 《香港名牌巡禮》刊物
- 品牌策略管理文憑課程
- 「香港品牌節」推廣活動

網址 website: www.hkbrand.org
查詢電話 Enquiry Hotline: (852) 2542 8634

Founded in 2005, the Hong Kong Brand Development Council (the BDC) 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. The Council was initiated by the Chinese Manufacturers' Association of Hong Kong on the principle of "Market leads, Government facilitates, Community supports", and it currently has a strong membership network with over 300 companies. For years, the BDC has been 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 branding.

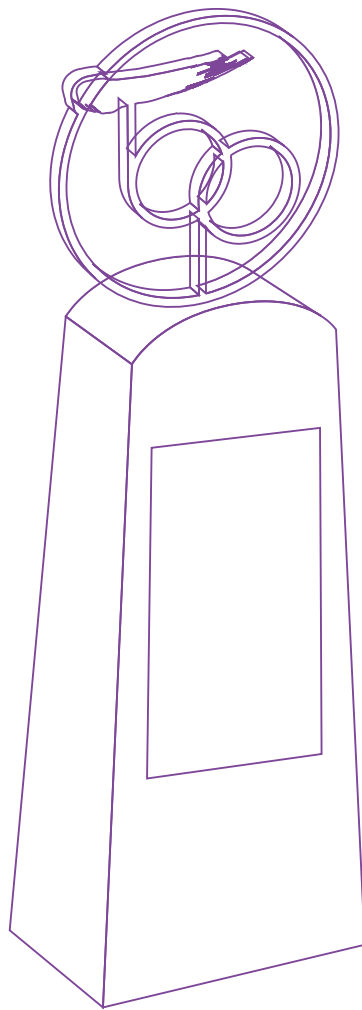
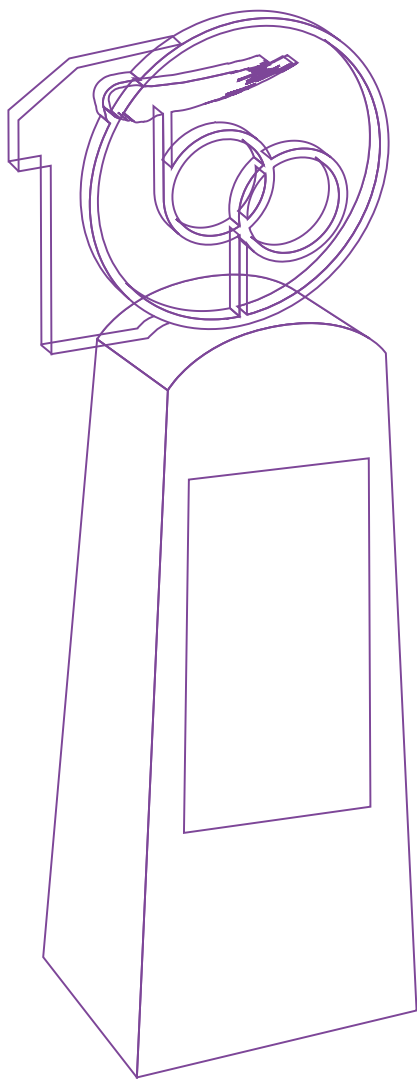
The BDC has set itself the task of becoming a flagship to lead the way in Hong Kong's brand development, being a driver for the pursuit of an overall strategy, a facilitator for the formulation and implementation of related policies, and a "one-stop" service platform to support Hong Kong brands. The Council has been playing an active role in every key area, sharpening its leadership in brand accreditation, incubation, promotion, research, exchanges and international cooperation.

The BDC has been actively participating in various exhibitions, product showcases, and other promotional events, both domestically and across the border. With the launch of landmark projects like "Wuhan Hong Kong Brand Week", "Xiamen Hong Kong Brand Festival" and "Chongqing Hong Kong Brand Festival", the BDC has further strengthened its pivotal role as a promoter for the collective image of Hong Kong brands as well as a mentor to assist companies in tapping into Mainland's vast domestic market.



Some of the BDC's major activities include:

- Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards
- Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards
- Hong Kong Top Brand Mark (Top Mark) Scheme
- Made in Hong Kong Mark (HK Mark) Scheme
- SME Branding Club
- "The Parade of Hong Kong Top Brands" Booklet
- Executive Diploma in Strategic Brand Management
- "Hong Kong Brand Festival" Promotion Activities



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

香港品牌發展局 Hong Kong Brand Development Council

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