



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

# 2012 頒獎典禮暨慶祝晚宴

*Awards Presentation Ceremony-cum-Gala Dinner*  
紀念特刊 *Commemorative Issue*

主辦機構 :  
Organizers



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

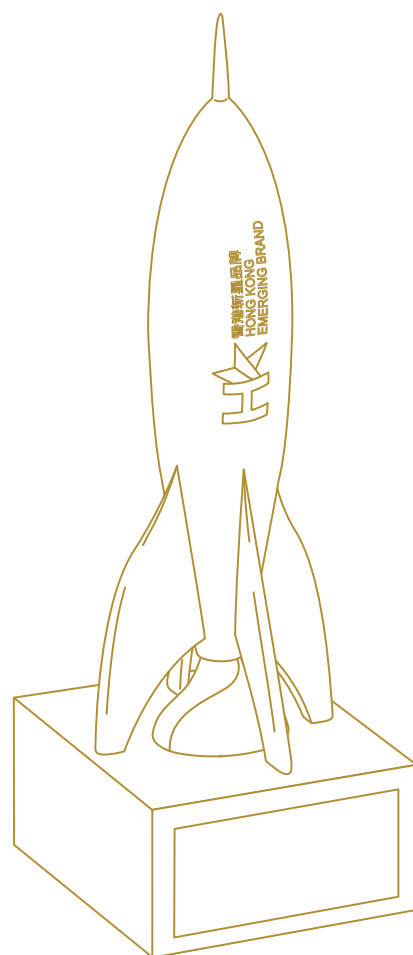
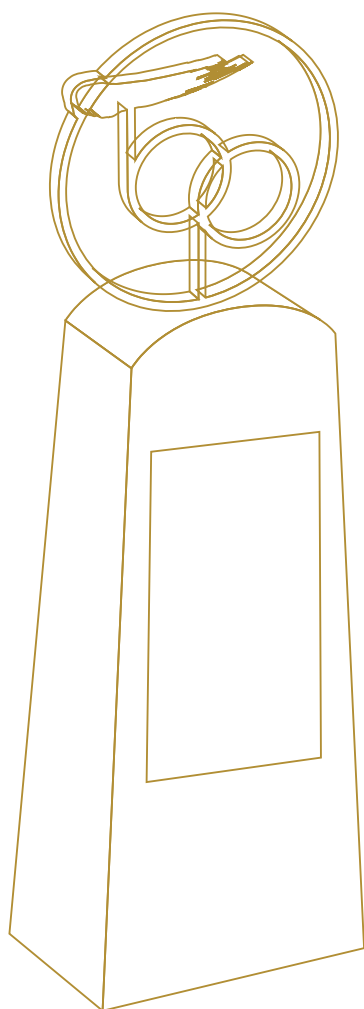
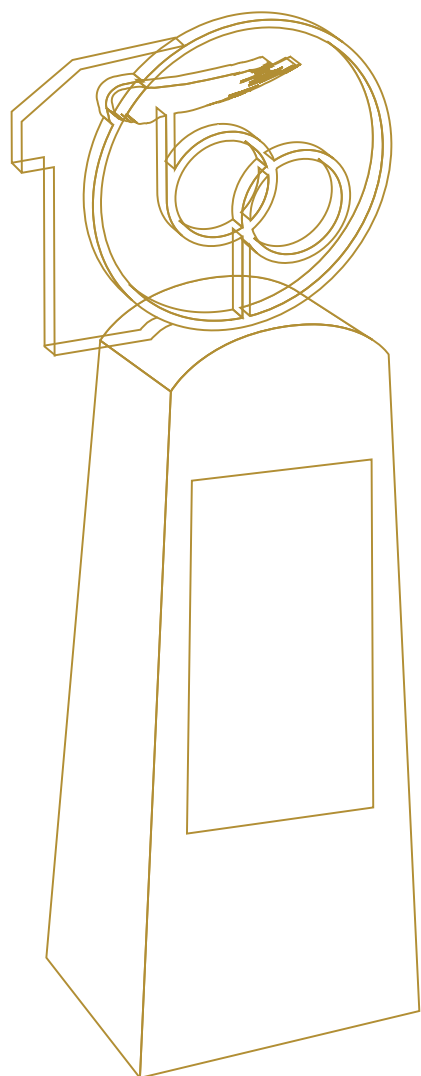
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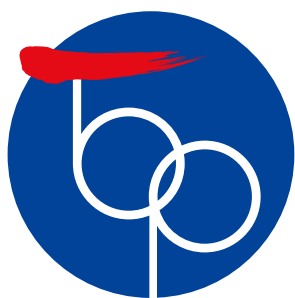
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## 選舉宗旨 Awards' Objective



「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 in pursuit of 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.

# 目錄

## Contents

<b>主席獻辭</b> <b>Message from the Chairman</b>	3 - 4
<b>嘉賓題辭</b> <b>Congratulatory Apothegms</b>	
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	5
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	6
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	7
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	8
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	9
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	10
<b>二零一二年品牌選舉評審委員</b> <b>Final Judging Panels of 2012 Brand Awards</b>	11
<b>二零一二年品牌選舉得獎品牌名單</b> <b>2012 Brand Awards List of the Winners</b>	12 - 15
<b>香港名牌選舉暨香港服務名牌選舉</b> <b>Hong Kong Top Brand Awards &amp; Hong Kong Top Service Brand Awards</b>	16
<b>香港名牌十年成就獎</b> <b>Hong Kong Top Brand Ten Year Achievement Award</b>	17
<b>香港新星品牌選舉暨香港新星服務品牌選舉</b> <b>Hong Kong Emerging Brand Awards &amp; Hong Kong Emerging Service Brand Awards</b>	18
<b>香港名牌標識 (TOP 嘜) 計劃</b> <b>Hong Kong Top Brand Mark (TOP Mark) Scheme</b>	19
<b>品牌 • 創新里程</b> <b>On Branding Journey</b>	20 - 21
<b>致賀廣告</b> <b>Complimentary Advertisements</b>	22 - 46
<b>香港中華廠商聯合會簡介</b> <b>About the Chinese Manufacturers' Association of Hong Kong</b>	47
<b>香港品牌發展局簡介</b> <b>About the Hong Kong Brand Development Council</b>	48



# 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

人們經常說，二十一世紀是品牌的時代，當今的商業競爭就是品牌的競爭。的確，面對急速轉變的市場形勢和更具挑戰性的環境，企業要立於不敗之地，已不能再單單依靠「有麝自然香」、「成本領先」或者「廣告打天下」等傳統的營商智慧。要在市場上贏得「漂亮」，贏得長遠，贏得消費者的歡心、信心以及忠心，打造品牌相信是最為有效和根本性的「智」勝之道。

近年環球經濟起伏跌宕，歐美國家低迷不振，需求疲弱令市場競爭更趨激烈；越來越多的本港企業開始重視發展品牌，運用品牌策略來增強產品或服務的差異性，提高附加價值，藉此建立和強化競爭優勢。與此同時，以中國內地為代表的亞洲新興經濟體正迅速崛起，為港商帶來前所未有的機遇。憑著市場定位、產品、服務以及商譽等各方面的綜合優勢，再借助「香港品牌」這一特殊的身份，許多港商成功地將發展品牌與開拓新興市場結合起來，透過兩者的良性互動，令市場結構的優化以及營運模式的升級齊頭並進，將業務發展帶上了更高的台階。

令我們感到鼓舞的是，香港特區政府亦加強了對發展品牌的支援；特別是不久前推出的「發展品牌、升級轉型及拓展內銷市場的專項基金」(BUD)，不但為業界提供了財務上的幫助和實質的支持，更為許多默默耕耘的香港品牌帶來了營商策略上的啟示以及精神上的激勵。香港品牌發展局亦得到 BUD 基金的資助，今年稍後將舉辦「廈門香港品牌節」的大型項目，透過品牌展示、商貿配對、舞台表演節目、路演宣傳、問卷調查及分享會等一系列內容豐富而務實的活動，推廣香港品牌的集體形象，帶領業界進軍閩南市場，拓展龐大的內銷商機。

在各種「推動因素」和「拉動因素」的共同作用之下，香港品牌已踏入了一個「千帆競發」、動力澎湃的迅速發展時期。正因如此，「香港名牌選舉」和「香港服務名牌選舉」這兩個本地歷史最悠久的品牌獎項，在連續舉辦多個年頭並且累積了超過 200 個得獎品牌之後，依然能夠歷久常青；今屆的參賽和入圍品牌數目更創下近年新高。

It is often said that the 21st Century marks the dawn of a “brand era” and there is no denying that today’s business competition is actually a rivalry among brands. Indeed, in face of an ever-changing and increasingly challenging environment, traditional business wisdom like “good wine needs no bush”, “cost leadership” and “advertising is the king” are no longer good enough. For companies to survive fierce competition, to succeed in the long term, and to earn the trust and loyalty of consumers, brand-building is commonly considered the most effective and fundamental winning strategy.

The recent years have seen intensified turbulences in the global economy, especially major developed economies like USA and the Euro Zone, which coupled with the persistent slump in demand have exacerbated competition in the international market. To rise to the challenges, more and more Hong Kong enterprises have been pressing ahead with brand development, in an attempt to enhance differentiation and value-added attributes of their products or services. At the same time, the rapid growth of Asia’s emerging economies, particularly Mainland China has unfolded unprecedented opportunities for Hong Kong enterprises. By dint of an unrivalled “advantage portfolio” including positioning, pricing, product, service, goodwill, and the special identity of “Hong Kong Brand”, many local companies have successfully integrated brand-building with exploration of new markets, embarking on new horizons of business development through a “dual upgrading” in respect of both market restructure and modus operandi.

We are heartened to note that the HKSAR Government has stepped up efforts in lending support to local brands. The newly-introduced “Dedicated Fund on Branding, Upgrading and Domestic Sales” (BUD) not only provides financial assistance but also gives inspiration as well as encouragement to the industries, especially many a SME which has just begun its branding journey. The BDC is most delighted to have obtained sponsorship from the BUD Fund for implementing a brand promotional campaign, namely, “Xiamen Hong Kong Brand Festival” later this year. By lining up a host of diversified activities including brand showcasing, business networking, road shows, stage performances, consumer surveys and experience-sharing seminars, the Project is bound to serve as an effective platform for promoting the collective image of Hong Kong brands, while helping Hong Kong enterprises to tap into the vast domestic market in Southern Fujian.

Under the confluence of such “push factors” and “pull factors”, Hong Kong has ushered in a “golden age” of brand development. It thus comes as no surprise that the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards, as the pioneers in brand accreditation with a long history and over 200 winners cumulatively, have been able to stand the test

經過嚴格篩選和激烈的競爭，又有 19 個傑出品牌摘取了今屆「香港名牌」和「香港服務名牌」的桂冠，8 個往屆得獎者榮獲「香港名牌十年成就獎」、「香港卓越名牌」和「香港卓越服務名牌」。這些得獎者當中，既有陪伴著香港人一起成長的經典字號，亦有享譽海外市場的行業龍頭，更有帶領潮流的時尚先鋒。他們無論在知名度、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；代表了「香港原創」的最高水準，為香港多姿多彩的品牌故事增添了閃亮的篇章。

踏入第三屆的「香港新星品牌選舉」和「香港新星服務品牌選舉」吸引眾多的年青品牌和中小企業品牌參加角逐。11 個脫穎而出的品牌「生力軍」令人耳目一新；他們以敏銳的市場觸覺、無限的創意、別樹一幟的營運策略以及積極進取的創業精神，展現了「長江後浪推前浪」的氣勢，亦昭示了香港品牌發展的廣闊前景，為許多正積極朝高增值方向努力的企業樹立了借鑑的榜樣。

有賴於業界對品牌的熱誠以及社會各方的熱心支持，今屆的選舉得以突破一貫的傳統，再創新猷，首次以盛大晚宴的形式舉辦頒獎典禮。這是一場分享成功的喜宴，亦是一個品牌薈萃的盛會，彰顯了香港品牌的實力和凝聚力，更傳遞出香港業界「眾志成城，共創品牌盛世」的清晰訊息！

本人謹代表主辦機構，向鼎力支持 2012 年選舉及慶祝晚宴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麥靖宇署長、王榮珍署長、廖永亮總監及各位評審委員，「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晚宴的機構和個人！

本人謹向所有得獎者致以熱烈祝賀！

of time and have indeed attracted a record-breaking number of entries this year.

Through rigorous selection, another 19 brands have become laureates of the “Hong Kong Top Brand” and “Hong Kong Top Service Brand”, whereas 8 past winners have been honoured with “Hong Kong Top Brand Ten Year Achievement Award”, “Hong Kong Premier Brand” and “Hong Kong Premier Service Brand”. Among them, there are household names which have been with us for decades through thick and thin; chic lifestyle labels that have risen to fame as innovation drivers and trend setters; as well as industrial leaders who have gained increasing popularity in the overseas markets. All the winners have exhibited high-level performance in respect of “Reputation”, “Distinctiveness”, “Innovation”, “Quality”, “Image”, as well as “Environmental Performance & Social Responsibility”. And as you would agree, they represent the highest standard of “Original Hong Kong” and have added a remarkable chapter to the legendary epic of Hong Kong’s brand development.

The “Hong Kong Emerging Brand Awards” and “Hong Kong Emerging Service Brand Awards” have once again attracted a large number of outstanding young labels. Eleven of them have stood out from the fierce competition. By demonstrating phenomenal business acumen, thrilling creativity, unique business strategies and admirable enterprising spirit, these “fresh bloods” have revealed a bright future for Hong Kong’s brand development, bringing inspirations for companies that are striving to move up the value chain.

Thanks to the industries’ tremendous passion for branding and the unfailing support from the community, this year’s Awards have reached another milestone with its Presentation Ceremony hosted in tandem with a Gala Dinner. It is no exaggeration that this dinner is a “Sumptuous Feast” for Hong Kong brands. We are imbued with joy and surrounded by friends and distinguished guests, as we share the pride and excitement of success. Three cheers to Hong Kong industries for their remarkable achievement, and we unite to brace for a challenging but fascinating “brand era”.

Taking this opportunity, I would like to express our sincere gratitude to Government departments, organizations and individuals that have contributed enormously to the 2012 Awards. Our special thanks go to the Judging Panels respectively led by Director-General of Trade and Industry Mr. Kenneth Mak; Commissioner for Innovation and Technology Miss Janet Wong; Head of CreateHK Mr. Jerry Liu; 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.

Let me also express my warmest congratulations to all winners of the 2012 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

品牌重集  
譽滿華洋

二零一二年香港名牌選舉、香港服務名牌選舉、  
香港新品牌選舉暨香港新服務品牌選舉

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

菁華盡展  
商路廣闊

二零一二年香港名牌選舉、香港服務名牌選舉、  
香港新皇品牌選舉暨香港新皇服務品牌選舉

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

優質典範  
名聞遐邇

二零一二年香港名牌選舉、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

工業貿易署署長麥靖宇



# 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

質優信著  
業盛譽隆

二零一二年香港名牌選舉、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

二零一二年香港名牌選舉、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誌慶

創新思維建品牌  
拓展市場增優勢

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

二零一二年香港名牌選舉、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 翹 楚  
蜚 聲 遐 邇

香港中華廠商聯合會  
會長施榮懷太平紳士敬賀



# 二零一二年品牌選舉評審委員

## Final Judging Panels of 2012 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
- 香港工業總會主席鍾志平博士 BBS 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

### 「香港服務名牌選舉」決賽評審團成員：

- 香港特區政府創新科技署署長王榮珍太平紳士 (主席評判)
- 香港品牌發展局主席陳淑玲太平紳士
- 香港旅遊發展局主席田北俊 GBS 太平紳士
- 香港理工大學校長唐偉章教授太平紳士
- 香港中華總商會副會長方文雄 BBS 太平紳士
- 香港總商會理事余鵬春 SBS 太平紳士
- 香港零售管理協會副主席葉焯德先生

### 「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：

- 創意香港辦公室創意總監廖永亮先生 (主席評判)
- 香港品牌發展局副主席黃家和太平紳士
- 香港品質保證局主席莫國和教授工程師
- 香港中小型企業總商會會長丁鐵翔 MH
- 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
- Dr Roy Chung, BBS, 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

### Final Judging Panel of Hong Kong Top Service Brand Awards:

- Ms Janet Wong, JP, Commissioner for Innovation and Technology, Hong Kong SAR Government (Chairman of Judging Panel)
- Ms Shirley Chan, JP, Chairman of the Hong Kong Brand Development Council
- Mr James Tien, GBS, JP, Chairman of Hong Kong Tourism Board
- Prof Timothy Tong, JP, President of the Hong Kong Polytechnic University
- Mr David Fong, BBS, JP, Vice Chairman of the Chinese General Chamber of Commerce
- Mr Yu Pang Chun, SBS, JP, General Committee Member of the Hong Kong General Chamber of Commerce
- Mr Henry Yip, Vice Chairman of Hong Kong Retail Management Association

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

- Mr Jerry Liu, Head of Create Hong Kong, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Simon Wong, JP, Vice Chairman of the Hong Kong Brand Development Council
- Mr Prof Peter K W Mok, Chairman of the Hong Kong Quality Assurance Agency
- Mr David Ting, MH, President of the Hong Kong General Chamber of Small and Medium Business
- 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

# 二零一二年品牌選舉得獎品牌名單

## 2012 Brand Awards List of the 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



金至尊  
3D-GOLD

金至尊珠寶(香港)有限公司  
3D-GOLD Jewellery (HK) Ltd

主要產品：珠寶首飾(純金、K金、  
鉑金、鑽石、寶石、珍珠、翡翠)、  
純金擺件及禮品

Main Products: Jewellery (Fine Gold,  
Karat Gold, Platinum, Diamond, Precious  
Gemstone, Pearl, Jade),  
Gold Ornament & Giftware



美心  
Maxim's

美心食品有限公司  
Maxim's Caterers Ltd

主要產品：月餅、臘味、賀年糕點、  
端陽糰、中式嫁禮禮餅

Main Products: Mooncakes,  
Preserved Meat, Chinese Puddings,  
Rice Dumplings,  
Chinese Wedding Cakes



香港卓越名牌

Hong Kong Premier Brand



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、木器家具

Main Products: Mattress,  
Bedding Products, Furniture



家得路  
CATALO

家得路美國天然健康食品有限公司  
Catalo Natural Health Foods Ltd

主要產品：健康食品、  
有機食品、營養補充品

Main Products: Health Food,  
Organic Food,  
Dietary Supplement



盞記燕窩  
First Edible Nest

君政國際有限公司  
Cross International Ltd

主要產品：燕窩、冬蟲夏草、海味、  
急凍食品、花旗蔘

Main Products: Bird's Nest, Cordyceps  
Sinensis, Dried Sea Foods,  
Frozen Sea Foods, Ginseng



盛威  
Safewell

盛威安全設備有限公司  
Safewell Equipment Ltd

主要產品：保險箱(機械鎖、數碼鎖)、  
防火保險箱(機械鎖、數碼鎖、生物指模鎖)

Main Products: Safe (Combination Lock,  
Digital Lock), Fireproof Safe  
(Combination Lock, Digital Lock,  
Biometric Fingerprint Lock)



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、禮盒系列、  
小橋米線系列、掛麵系列、麵餅系列

Main Products: Noodle King Series,  
Gift Pack Series, Rice Vermicelli Series,  
Hang Noodles Series,  
Noodles Cake Series

(排名不分先後 In alphabetical order)

# 二零一二年品牌選舉得獎品牌名單

## 2012 Brand Awards List of the Winners

### 香港名牌選舉 Hong Kong Top Brand Awards



香港名牌  
Hong Kong Top Brand



4M  
4M

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

主要產品：益智玩具 (科學實驗、  
兒童派對組合、模型製作、  
手工勞作)、夜光產品

Main Products: Educational Toy (Science &  
Experiment, Children's Party Kits,  
Model Constructing, Handywork & Craft),  
Glow-in-the-Dark



陳記點心  
CHAN KEE DIM SUM

陳記點心  
Chan Kee Dim Sum

陳記食品有限公司  
Chan Kee Foods Ltd

主要產品：冷凍點心、節令食品  
Main Products: Chilled Dim Sum,  
Festive Food



EDO Pack  
EDO Pack

僑豐行有限公司  
Kiu Fung Hong Ltd

主要產品：餅乾、糖果、朱古力、  
即食粉麵、零食  
Main Products: Biscuits, Confectioneries,  
Chocolate, Instant Noodles, Snack



奇華餅家  
Kee Wah Bakery

奇華餅家有限公司  
Kee Wah Bakery Ltd

主要產品：中式餅及糕點、時令食品、  
月餅、餅乾、臘味

Main Products: Chinese Cakes &  
Confectioneries, Seasonal Food, Mooncakes,  
Biscuits, Chinese Preserved Meat & Sausage



兆光科技  
Lighthouse

兆光科技有限公司  
Lighthouse Technologies Ltd

主要產品：室內多媒體 LED 屏幕及控制  
系統、戶外多媒體 LED 屏幕及控制系統  
Main Products: Indoor Multi-media LED  
Screen & Control System, Outdoor Multi-  
media LED Screen & Control System



寶富麗  
Profilia

西德寶富麗 (遠東) 有限公司  
Profilia of West Germany (Far East) Ltd

主要產品：床褥、梳化、枕頭、  
床上用品、被  
Main Products: Mattress, Sofa, Pillow,  
Bedding Products, Blanket



家典牌  
San'Dy

家典有限公司  
San Dynamic Ltd

主要產品：納米石瓷燒電飯煲、陶瓷鍋具、  
磁應陶瓷鍋具

Main Products: Nanotechnology Ceramic  
Pot Rice Cooker, Ceramic  
Pot, IH Ceramic Pot



新力士  
Sunnex

日昇實業有限公司  
Sunnex Products Ltd

主要產品：不銹鋼餐爐、電熱不銹鋼餐爐、  
飲料容器、咖啡暖壺、廚具

Main Products: Stainless Steel Chafing  
Dish, Electric Stainless Steel Chafing Dish,  
Beverage Dispenser, Coffee Urn, Cookware



天蠶衣  
Super Warm

天蠶集團有限公司  
Super Warm Group Ltd

主要產品：保暖內衣褲  
Main Product: Thermal Underwear



紫花油  
Zihua Embrocation

香港紫花油大藥廠有限公司  
Hong Kong Zihua Pharmaceutical Ltd

主要產品：紫花油、紫花滴  
Main Products: Zihua Embrocation, Zihuadick

(排名不分先後 In alphabetical order)

# 二零一二年品牌選舉得獎品牌名單

## 2012 Brand Awards List of the 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



**領匯**  
The Link

領匯管理有限公司  
The Link Management Ltd  
主要服務：物業管理  
Main Service: Property Management



**香港服務名牌**  
Hong Kong Top Service Brand



**親子王國**  
Baby-Kingdom.Com

親子王國有限公司  
Baby-Kingdom.Com Ltd  
主要服務：互聯網資訊服務、網上媒體  
Main Services: Internet Information Services, Online Media



**荷花集團**  
Eugene Group

荷花集團有限公司  
Eugene Group Ltd  
主要服務：零售（嬰幼兒及孕婦護理產品）、展覽服務、書籍出版、網上廣告服務  
Main Services: Retail (Baby-care & Pregnancy-care Products), Exhibition Services, Book Publication, Online Advertising Services



**捷旅**  
Jetour

捷旅集團有限公司  
Jetour Holding Ltd  
主要服務：旅行團、票務代理、郵輪代理、代辦旅行證件、獨立組團  
Main Services: Group Tour, Ticketing & Booking Agency, Cruise Agency, Visa Agency, MICE



**蜂買**  
BEECRAZY

一齊買香港有限公司  
Buy Together Hong Kong Ltd  
主要服務：網購服務  
Main Service: Online Purchasing Services



**FlexSystem**  
FlexSystem

FlexSystem Ltd  
FlexSystem Ltd  
主要服務：商業應用軟件開發與整合、系統諮詢服務、系統維護及保養  
Main Services: Commercial Software Development & Integration, System Consultation Services, System Maintenance & Support



**翠華餐廳**  
Tsui Wah Restaurant

翠華餐廳（集團）有限公司  
Tsui Wah Restaurant (Holding) Ltd  
主要服務：茶餐廳  
Main Service: Hong Kong-Style Tea Café



**彩豐行**  
Choi Fung Hong

彩豐行有限公司  
Choi Fung Hong Co Ltd  
主要服務：零售（化妝及護膚品、個人護理產品）、批發（護膚品）  
Main Services: Retail (Cosmetic & Skincare Products, Personal-care Products), Wholesale (Skincare Products)



**恒益**  
Hang Yick

恒益物業管理有限公司  
Hang Yick Properties Management Ltd  
主要服務：物業管理  
Main Service: Property Management



**譽宴**  
U Banquet

譽宴集團有限公司  
U Banquet Group Ltd  
主要服務：中菜餐館、婚宴酒席及配套服務  
Main Services: Chinese Cuisine Restaurant, Wedding Banquet & Supporting Services

（排名不分先後 In alphabetical order）

# 二零一二年品牌選舉得獎品牌名單

## 2012 Brand Awards List of the Winners

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



**aMagic  
aMagic**

一絕有限公司  
aMagic Ltd

主要產品：外置充電電池、充電器、  
電腦及手提電話配件  
Main Products: External Rechargeable  
Battery, Charger, Computer &  
Mobile Phone Accessories



**Biochef  
Biochef**

意高域國際有限公司  
Ecoventure International Ltd

主要產品：廚具用品 (鍋鏟、湯勺、  
攪拌盆、笊箕、即棄性餐具)  
Main Products: Kitchenware (Turner, Ladle,  
Mixing Bowl, Strainer Bowl, Disposable)



**GMI  
GMI**

Green Mobility Innovations Ltd  
Green Mobility Innovations Ltd

主要產品：全電動電單車、混能小巴、  
全電動 / 混能巴士、特別用途車輛  
Main Products: Electric Scooter,  
Hybrid Electric Public Light Bus,  
Full Electric / Hybrid Electric Bus,  
Special Application Vehicles



**蘇太名醬  
Mrs So's XO Sauce**

星華發展有限公司  
Sing Wah Development Ltd

主要產品：醬料、調味料  
Main Products: Sauce, Condiment



**甜心格格  
Ori-Princess**

錢氏玩具中心有限公司  
M & C Toy Centre Ltd

主要產品：玩具  
Main Product: Toy



**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)



**乾一杯  
Cheers**

焯榮 (香港) 有限公司  
Pro-wins (HK) Ltd

主要服務：葡萄酒代理及批發、  
零售 (葡萄酒、禮品)  
Main Services: Wine Agency &  
Wholesale, Retail (Wine, Gift)



**天澄閣  
Crystal Harbour Restaurant**

天澄閣投資有限公司  
Crystal Harbour Restaurant Ltd

主要服務：中菜餐館  
Main Service: Chinese Cuisine Restaurant



領事酒店  
Embassy Hotel

**領事酒店  
Embassy Hotel**

領事酒店集團  
Embassy Hotel Group

主要服務：酒店  
Main Service: Hotel



**唯健康  
Health Top**

唯健康  
Health Top

主要服務：零售 (復康產品)、  
復康產品訂造服務  
Main Services: Retail (Rehabilitation  
Products), Rehabilitation Products  
Tailor-Made Services



**悠然自儲  
Yes-Storage**

疊祿馬國際投資有限公司  
Derichevaux International Investments Ltd

主要服務：迷你倉服務、搬運服務  
Main Services: Storage Services,  
Transportation Services

(排名不分先後 In alphabetical order)





# 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」累計的得獎品牌已接近 220 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 in pursuit of 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 has set it as an eligibility requirement that entries must establish 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 “Review by the Panel”, “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 Organizers have also introduced a licensing system, i.e. “Hong Kong Top Brand Mark (TOP Mark) Scheme” to assess and recognize the continued development of the Awardees.

With the cumulative number of Awardees approaching 220, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards have nowadays become a cachet pursued by the industries and recognized 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，又隱含英文字「b」，正是品牌 (brand) 的英文縮寫。「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 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 colour, while the Premier Mark uses golden 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 14 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」、「美心」及「金至尊」等。

Starting from 2008, the Organizers 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 it 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, 14 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”, “Maxim’s” and “3D-Gold”.

得獎年份 Conferment Year	得獎品牌 Winning Brands
2008	  
2009	  
2010	 
2011	   
2012	 

### 「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」已連續舉行三屆，累計得獎品牌 31 個，展示了香港品牌發展的另一道亮麗風景線。

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 Organizers 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 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 "Review by Judging Panel" with the results of "On-site Assessment" taken into consideration.

Since 2010, 31 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 symbolize "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 colours, 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 170 個。

Jointly organized 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 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 usual identity, for business promotion.

Currently, the Scheme has about 170 registered brands under its aegis.

### 香港名牌標識計劃

### Hong Kong Top Brand Mark Scheme



普通標識  
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# 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.



### 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.

### 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”.



### 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.



### 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。

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



The BDC 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”.

The BDC and “Wen Wei Po” co-organized a Launching Ceremony to mark the publication of a new 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

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 of June 2009 to February 2010.





## 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。

「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 Organizers launched the "Hong Kong Top Service Brand Awards", as a new initiative to recognize the outstanding brands in Hong Kong's service sector.



## 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 organizations. 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.

To celebrate the 10th Anniversary of the establishment of HKSAR, the CMA and the BDC jointly organized a luncheon and the "Hong Kong Brand Development Forum". The Forum was listed in the 10th Anniversary Celebration Programmes of the HKSAR.



## 2012-2013

獲「發展品牌、升級轉型及拓展內銷市場的專項基金」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 the Dedicated Fund on Branding, Upgrading and Domestic Sales, the BDC is implementing the "Assisting Hong Kong Brands to Explore Southern Fujian Market through Organizing 'Xiamen Hong Kong Brand Festival' Serial Activities" Project, in an attempt to help Hong Kong enterprises to tap into the vast domestic market in Southern Fujian.



## 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28日至5月2日期間在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 organized 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 28 April to 2 May to display products of selected Top Brand Awardees and over 50 Hong Kong SME brands.



## 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.







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## 選料天然 功效卓越

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CATALO 一直深受顧客歡迎，並獲多項殊榮，包括香港品牌發展局及香港中華廠商聯合會聯合頒發「香港名牌」及「香港服務名牌」，於2012年更躍升成為「香港卓越名牌」、連續八年榮獲香港旅遊發展局頒發「優質旅遊服務認證」、中國及香港的「網選最受歡迎優質商戶」、香港零售協會「傑出服務獎」、廣州日報「港澳優質誠信商號」等多項獎項和殊榮，正是您值得信賴的品牌商戶。

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香港 銅鑼灣 崇光百貨超級市場、百德新街恒隆中心1樓萬寧、灣仔 駱克道200號萬寧、太古 太古廣場中心2期APITA超級市場、九龍 尖沙咀 崇光百貨超級市場、灣仔道32號舖萬寧、中港城地下萬寧、中國香港維多利亞港新區萬寧、CK1 重慶購物商場2樓萬寧、紅磡 港鐵紅磡站大堂萬寧、佐敦 新寶廣場地下萬寧、旺角 新世紀廣場1樓萬寧、星際城市地下萬寧、九龍塘 又一城萬寧、新界 上水 石湖墟上水廣場407號舖萬寧、屯門 屯門市廣場一期2樓萬寧、羅湖 港鐵羅湖站客運大樓離港大堂地下Free Duty免稅店、落馬洲 港鐵落馬洲站離港大堂1.1層Free Duty免稅店、大嶼山香港國際機場客運大樓1期7樓出境大堂萬寧、1期5樓接機大堂萬寧、1期5樓轉機禁區萬寧

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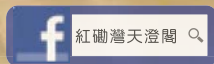
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航程包括：豐富自助晚餐，現場樂隊伴奏及暢遊維港景色

## 「幻彩詠香江」自助晚餐

時間：(I) 晚上7時30分至9時30分 (II) 晚上8時正至10時正

登船碼頭：(I) 香港北角東渡輪碼頭

(II) 九龍紅磡渡輪碼頭

航程包括：豐富自助晚餐，現場樂隊伴奏、暢遊維港景色及欣賞列入健力士世界紀錄大全之「幻彩詠香江」鐳射激光表演

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# 盛威夾萬 · 夾萬專家



## 總公司

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葵昌中心13樓01-02室  
電話：(852) 2312 6338

## 沙田專門店

鄉事會路138號  
新城市中央廣場3樓338號舖  
電話：(852) 3575 9955

## 灣仔專門店

香港灣仔軒尼詩道343號地下  
電話：(852) 3590 8455



## 公司簡介

「家典牌」創立於2008年是一家暢銷日本的家庭用品及電器品牌，旨在研發及應用最新、最環保的科技，創造綠色生活。以石瓷燒產品及電器用品作為核心。

## 產品特色

家典牌的石瓷燒系列，參考人類原始飲食習慣中的烹煮器皿文化，以石器、陶器、瓷器及瓦煲等天然材料為基礎，研究適用於現代電飯煲內鍋的環保天然物料以人類健康為本，代替現時普遍使用的不黏塗層。產品已取得研究及燒製程式專利，符合美國FDA食物容器檢定標準及達致國際性標準。

## 2011與2012年度銷售比較

2011年全年總銷售額為1千4百多萬元，而2012年度已經躍升為2千萬元。升幅超過40%。

## 2012-2013年銷售預測

2012年加入了數款新產品，當中包括了“主打”新款「納米石瓷燒專業電飯煲」外，小朋友健康食物容器；陶瓷磁應鍋具亦會成各家庭新寵兒。結合其他產品2013年銷售額會多增40%至50%。

## 2013年推廣策略

除了電視台生活廣告雜誌，增加廣告見報率包括刊登廣告於暢銷生活雜誌、報章及免費報紙；以增強品牌知名度及市場佔有率。在各大展場、百貨公司及電器連鎖店增加銷售點。



CE CB





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香港卓越名牌

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尖沙咀 (24席)	九龍尖沙咀彌敦道219號莊士倫廣場2樓
銅鑼灣 (38席)	香港銅鑼灣波斯富街99號利舞臺廣場5樓
灣仔 (20席)	香港灣仔軒尼詩道288號英皇集團中心3樓
東九龍 (70席)	龍翔道110號豪苑地下2字樓 (快將開幕)

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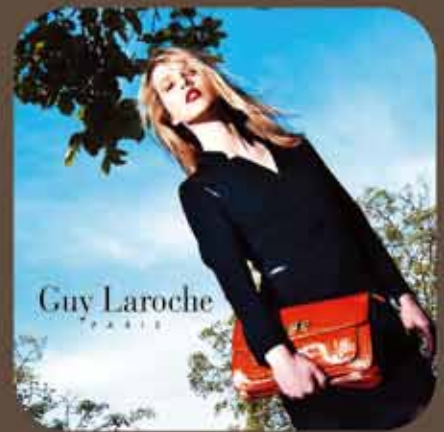
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# 香港中華廠商聯合會簡介

## 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了解與合作。

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；並已在中國內地設有代表處，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：

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

網址 website: [www.cma.org.hk](http://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.

The 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 and municipal governments. Making debut in 1938, Hong Kong Brands & Products Expo (HKBPE) is a renowned exhibition organized 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 (HOKLAS), CMA Testing and Certification Laboratories (TCL) is an independent quality assurance institution whose services range from inspection, testing, certification, to technical consulting.

The 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 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:

- Member Supporting Services
- Exhibition Services
- Trade Development Services
- Testing and Quality Assurance Services
- Company Secretary Services
- Marketing & Promotion Services
- Mainland Facilitation Services
- Research and Training Services
- CO & E-business Services
- Insurance Agent Services
- Brand Promotion 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；現擁有公司會員近 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。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

香港品牌發展局身體力行，帶領企業參加在本港和國內的各種展覽和推廣活動；近期更舉辦「武漢香港品牌週」和「廈門香港品牌節」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。

網址 website: [www.hkbrand.org](http://www.hkbrand.org)

查詢電話 Enquiry Hotline: (852) 2542 8634

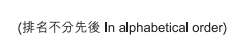
Founded in 2005, the Hong Kong Brand Development Council (the BDC) is a non-profit-making institution aiming to promote the development of Hong Kong brands by pooling together the efforts of all walks of life. The Council was initiated by the Chinese Manufacturers' Association of Hong Kong on the principle of "Market leads, Government facilitates, Community supports", and it currently has a strong membership network with some 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; and some of its 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



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" and "Xiamen 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.



(排名不分先後 In alphabetical order)



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Steering our industries towards brand-building  
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## 香港品牌發展局

### Hong Kong Brand Development Council

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Address：5/F, CMA Building, 64 Connaught Road Central, Hong Kong

電話 Tel：(852) 2542 8634

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