



香港品牌發展局

Hong Kong Brand Development Council

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

2012-2013
年報 Annual Report

願景

- 引領工商界立品創名，推動香港成為名牌薈萃之都

宗旨

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



香港品牌發展局

Hong Kong Brand Development Council

Vision

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

Mission

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

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主席序辭 Chairman's Statement



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

品牌時代的來臨，引發了消費模式和商業模式的變革。在當今的市場競爭中，企業要贏得「漂亮」、贏得長遠，要贏取消費者的信任和忠誠，打造品牌無疑是最為有效和具根本性的「贏」商之道。

面對急速轉變的經濟形勢和更具挑戰性的環境，香港企業越來越重視發展品牌，紛紛運用品牌策略來增強產品或服務的差異性，提高附加價值。許多企業更積極把握中國內地等新興市場崛起的歷史機遇，發揮自身在市場定位、品質、服務、信譽等方面的綜合優勢，再借助「香港品牌」這一特殊的身份，將發展品牌與開拓新市場結合起來，成功地推動市場結構和營運模式的「雙轉型」。根據香港中華廠商聯合會年初進行的調查，OBM業務佔回應公司營業額的平均比重已將近三成；而且超過一半的港商表示將努力發展和推廣自家品牌，以此作為拓展內地市場的策略。

配合本港企業的業務發展趨勢，品牌局近年加緊在內地的二三線城市舉辦品牌推廣活動。2012年11月啟動的「『廈門香港品牌節』系列活動」更成為「發展品牌、升級轉型及拓展內銷市場的專項基金（機構支援計劃）」的首批資助項目之一。這項為期11個月的大型計劃，透過在福建省廈門市舉辦一系列豐富而務實的活動，包括設立彰顯香港品牌最新風貌的展示廊、組織路演和舞台表演節目、舉辦商貿配對交流會、以及進行消費者問卷調查等，協助香港業界增強對閩南市場的瞭解，發掘內銷業務的商機。

同時，品牌局帶領「香港名牌標識（TOP 嘜）計劃」的核准品牌參與了南京、天津等地的展覽會，讓更多內地消費者認識這一代表香港品牌最高水準的信心標誌，並藉此推廣香港品牌的集體形象。

在各種「推動因素」和「拉動因素」的作用下，香港品牌已踏入了一個動力澎湃的迅速發展期。正因如此，「香港名牌選舉」和「香港服務名牌選舉」這兩個歷史最悠久的本地品牌獎項，在連續舉辦多個年頭之後，依然能夠歷久常青。2012年名牌選舉的參賽品牌數目更創下近年新高，27個品牌摘取了多個獎項的桂冠；他們以出類拔萃的表現，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參加角逐，11個脫穎而出的品牌「生力軍」

With the advent of “brand era”, seismic shifts are taking place in people's consumption patterns as well as the ways of doing business. 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.

In face of an ever-changing and increasingly challenging environment, Hong Kong enterprises have been pressing ahead with brand development, so as to enhance differentiation and value-added attributes of their products or services. Many of them have managed to ride on the unprecedented opportunities arising from the emerging economies, particularly Mainland China. By dint of an unrivalled “advantage portfolio” including positioning, pricing, product, service, goodwill, and the special identity of “Hong Kong Brand”, they have successfully integrated brand building with exploration of new markets, embarking on a “dual upgrade” in respect of both market restructure and modus operandi.

According to a survey conducted by the Chinese Manufacturers' Association of Hong Kong earlier this year, OBM business accounted for about 30% of the total turnover of the respondents, and over 50% of responding companies indicated that they would step up brand development and promotion, as a strategy for expanding domestic sales in the Mainland.

In line with Hong Kong industries' recent developments, the BDC has staged promotion campaigns in the Mainland, with an emphasis on the second- and third-tier cities. Our “Xiamen Hong Kong Brand Festival”, launched in November 2012, was among the first-batch projects sponsored by the “Organization Support Programme” of “Dedicated Fund on Branding, Upgrading and Domestic Sales”. By lining up a host of diversified activities including brand showcasing, business networking, road shows, stage performances, and consumer surveys, this 11-month project served as a multi-functional launch pad for Hong Kong enterprises to tap into the vast market in Southern Fujian.

Meanwhile, the BDC took part in exhibitions held in Nanjing and Tianjin, and set up showcases there to display products of selected licensees of “Hong Kong Top Brand Mark Scheme”, with an eye to promoting this “Hallmark of Quality, Reputation and Confidence” to Mainland consumers, while uplifting the collective image of Hong Kong brands.

Under the confluence of “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

主席序辭 Chairman's Statement

以「長江後浪推前浪」的氣勢，昭示了香港品牌發展的廣闊前景，為許多正努力朝高增值方向進發的企業樹立了借鑑的榜樣。

2012 的品牌選舉更突破一貫的傳統，首次以盛大晚宴的形式舉辦頒獎典禮；700 多位嘉賓歡聚一堂，共同見證香港品牌發展的又一個難忘時刻，更傳遞出香港業界「眾志成城，共創品牌盛世」的清晰訊息。

品牌局一直以促進香港品牌文化的建立為己任，尤其在推動品牌研究教育、培訓等方面擔當了積極的角色。除了繼續夥拍政府工業貿易署和香港貿易發展局舉辦「品牌『智』」勝系列研討會之外，品牌局亦與香港大學專業進修學院等大專院校建立長期的合作關係，透過聯合舉辦文憑課程和學生企業顧問計劃等，發揮學術界和業界的協同作用，培育本地的品牌管理專才。

為促進中小企業踏上高增值的發展道路，品牌局強化了屬下「中小企品牌群策營」的服務，透過增加活動頻次和擴充內容，促進品牌知識的轉移和信息的交流。品牌局再度與工業貿易署、香港理工大學聯袂推行品牌規劃及內銷拓展策略的培訓項目，系統化地幫助本地中小企業提升品牌管理的知識和技巧；並創新地引入顧問服務環節，對特選的企業進行個案跟蹤和提供密集式輔導，再以真實個案「現身說法」，為業界解構品牌創建的機遇與挑戰。

在過去一年裡，得蒙各位會員的熱心支持，品牌局的各項會務得以順利推展，我謹代表理事會致以衷心的感謝；並多謝名譽贊助人、名譽顧問、名譽主席的精心指導、全體理事的鼎力協助、秘書處職員的辛勤工作，以及政府有關部門及各界團體的精誠合作。

我衷心希望品牌局能夠繼續得到社會各方的襄助，與香港品牌攜手共進，再創佳績！

Kong Top Service Brand Awards, as the pioneers in brand accreditation with a long history, have been able to stand the test of time. Indeed, the 2012 Awards reached a new high in terms of the number of entries, and 27 brands were selected as laureates. Like their predecessors, this year's winners have exhibited high level of performance, adding a remarkable chapter to the legendary epic of Hong Kong's brand development.

In their third running, the Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards attracted a large number of outstanding young labels, with eleven of them standing out from fierce competition. These "fresh bloods" have revealed a bright future for Hong Kong's brand development and brought inspirations to local companies that are striving to move up the value chain.

The 2012 Awards had achieved another milestone, as its Presentation Ceremony, for the first time in its history, was hosted in the form of a Gala Dinner. With over 700 distinguished guests, the Dinner turned out to be an unprecedented "sumptuous feast for Hong Kong brands", signalling our industries' tremendous passion for and unswerving commitment to branding.

As part of its efforts to inculcate a branding culture, the BDC has been playing an active role in brand research, education and training. While hosting large-scale "Branding to Win Serial Seminar" in collaboration with the Trade and Industry Department of the HKSAR Government and the Hong Kong Trade Development Council, the BDC has continued to partner with local tertiary institutions including the School of Professional and Continuing Education of the University of Hong Kong in co-organizing educational programmes, e.g. diploma course and student management consulting scheme. Such joint initiatives, by leveraging on the synergy of the industries and the academia, have become effective platform for cultivating local brand talents.

The Council also enhanced the function of its SME Branding Club through increasing the frequency of activities and enriching the contents, so as to facilitate brand knowledge transfer and information sharing among SMEs. It once again joined force with the Trade and Industry Department and the Hong Kong Polytechnic University to offer a free workshop on brand planning and domestic sales strategies, in an attempt to equip local SMEs with brand management knowledge and skills in a systematic way. This training project also innovatively incorporated an element of consultation service such that selected companies, after receiving intensive follow-up study and tailored-made advisories, were built into real-life cases for illustrating the opportunities and challenges faced by Hong Kong SME brands.

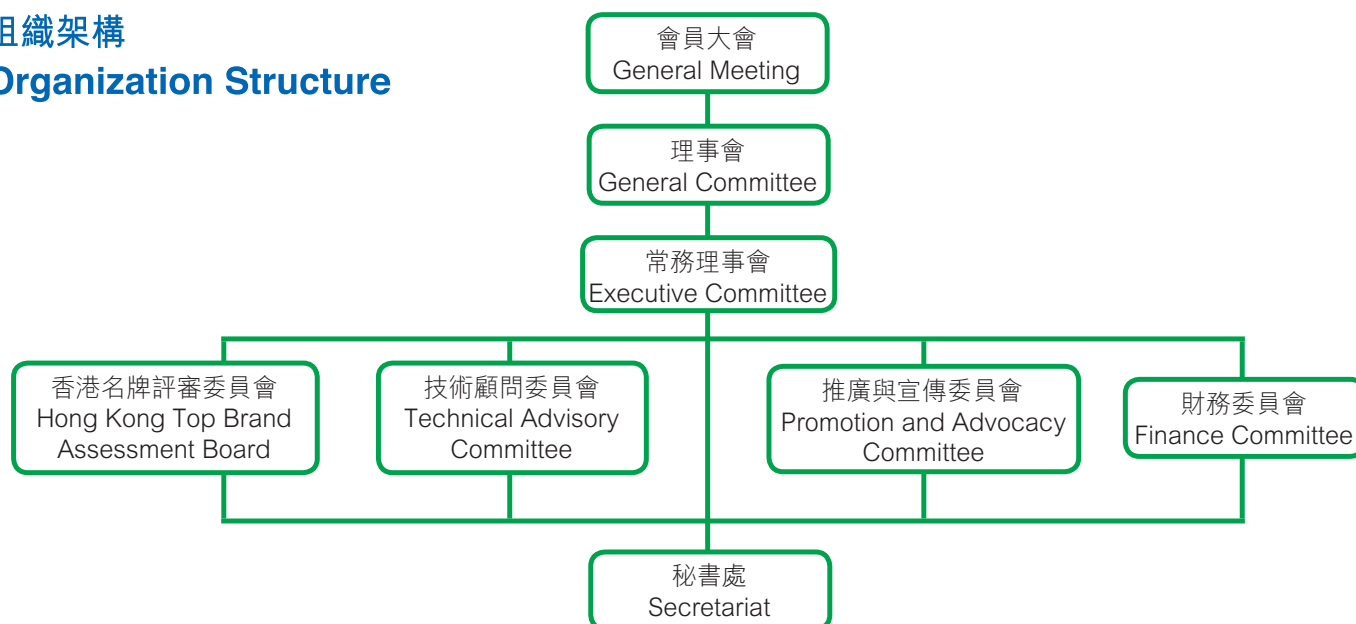
Without the support of many enthusiastic organizations and individuals, the BDC would not have been able to make steady progress in every key area. Taking this opportunity, I would like to thank the Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus, and General Committee Members for their able leadership. I also pay tribute to BDC members, and express my sincere gratitude to the devoted secretariat and the supportive Government departments and other organizations.

I am much confident that, under the continuous support of our industries and the community, the BDC would not fail to scale new heights hand-in-hand with Hong Kong brands.

理事會 General Committee

組織架構

Organization Structure



主席 Chairman:

陳淑玲女士，太平紳士 Ms Shirley S L Chan, JP

副主席 Vice Chairmen:

吳清煥先生 Mr Ng Ching Wun

黃家和先生，太平紳士 Mr Simon K W Wong, JP

李惠中先生 Mr Charlie W C Lee

派任理事 Nominated Members:

唐偉章教授，太平紳士 Professor Timothy Tong, JP

周允成先生 Mr Winston Chow

利德裕博士 Dr Edmund Lee

葉澤恩先生 Mr Raymond Yip

雷詠閒女士 Ms Daisy Lui

潘世華先生 Mr Jeremy Poon

選任理事 Elected Members:

陳國民博士 Dr Edward K M Chan

劉健華博士，太平紳士 Dr Kevin K W Lau, JP

余立明先生 Mr Michael L M Yu

沈運龍博士 Dr Aaron W L Shum

盧金榮博士 Dr Lo Kam Wing

查毅超博士 Dr Sunny Chai

鍾國斌議員 The Hon Felix K P Chung

白富鴻先生，太平紳士 Mr Frank F H Pak, JP

黃偉常先生 Mr Wong Wai Sheung

黃偉雄先生，MH Mr Addy W H Wong, MH

吳秋全先生 Mr Charles C C Ng

總裁 Chief Executive Officer:

黃靜文女士，太平紳士 Ms Adeline Wong, JP

名譽贊助人 Honorary Patron:

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

名譽顧問 Honorary Advisors:

麥靖宇先生，太平紳士 Mr Kenneth C Y Mak, JP

廖永亮先生 Mr Jerry W L Liu

名譽主席 Honorary Chairman:

施榮懷先生，太平紳士 Mr Irons Sze, JP

首屆暨榮譽主席 Chairman Emeritus-cum-Inaugural Chairman:

尹德勝先生，SBS, BBS 太平紳士 Mr Paul T S Yin, SBS, BBS, JP

榮譽主席 Chairmen Emeritus:

楊孫西博士，GBS, SBS 太平紳士 Dr Jose Sun Say Yu, GBS, SBS, JP

洪克協先生 Mr Peter H H Hung

黃友嘉博士，BBS 太平紳士 Dr David Y K Wong, BBS, JP

倪錦輝博士，太平紳士 Dr Danny Kam Fai Ngai, JP

義務法律顧問 Honorary Legal Advisor:

周紹榮先生 Mr Joseph S W Chow

行政人員 Management Staff:

顏紅曉先生 Mr Hilson Yan (總經理 General Manager)

謝素霞小姐 Ms Eva Tse (高級經理 Senior Manager)

呂頌恩小姐 Ms Joey Lui (助理經理 Assistant Manager)

王威麟先生 Mr Wallance Wong (助理經理 Assistant Manager)

核數師 Auditor:

吳焯仁執業會計師

Ng Cheuk Yan, Certified Public Accountant

公司秘書 Company Secretary:

香港中華廠商聯合會秘書服務有限公司

CMA Secretarial Services Limited

大事紀

BDC Chronology

1999 年

香港中華廠商聯合會 (廠商會) 自 1999 年起，每年均舉辦「香港十大名牌選舉」，以表揚香港公司創立的傑出品牌。

2004 年

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

2005 年

1. 由廠商會牽頭的香港品牌發展局於 5 月完成組建工作，並召開第一次理事會；隨後於 8 月舉行成立典禮，由工商及科技局常任秘書長俞宗怡主禮。
2. 自 2005 年起，「香港名牌選舉」和「香港名牌標識計劃」成為品牌局和廠商會的合辦項目；主辦機構並舉辦首屆「香港服務名牌選舉」。
3. 品牌局組織「中小企品牌群策營」，10 月舉行首次活動。

2006 年 4 月

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

2006 年 8 月

品牌局組織赴北京高層代表團，拜訪國家商務部、國家質量監督檢驗檢疫總局、國家工商行政管理總局、國家商標局、中國名牌戰略推進委員會等國內品牌推進機構，首次提出將品牌合作納入「CEPA」以及推動兩地品牌獎項的互動與互認等建議。

1999

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

2004

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

2005

1. Initiated by the CMA, the BDC was formed and the first General Committee Meeting was convened in May 2005. In August, the BDC Inauguration Ceremony was officiated by the Permanent Secretary for Commerce and Industry Ms Denise Yu.
2. From 2005 onwards, the Hong Kong Top Brand Awards has become a joint project of the BDC and the CMA. The Hong Kong Top Service Brand Awards was first launched in 2005.
3. The SME Branding Club was established and first gathering was held in October.

2006 April

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

2006 August

The BDC dispatched a high-level delegation to Beijing and visited Ministry of Commerce; General Administration of Quality Supervision, Inspection and Quarantine; State Administration for Industry and Commerce; State Trademark Office; China Promotion Committee for Top Brand Strategy and other brand-facilitation organizations. During the visit, the BDC broached proposals of incorporating brand cooperation into CEPA and stepping up interaction and mutual recognition of brand awards between Hong Kong and Mainland.

大事紀

BDC Chronology

2006 年 9 月

1. 品牌局召開第一次會員大會。
2. 品牌局擔任國家商務部「品牌萬里行」香港站活動之支持單位。

2007 年 5 月

發表《香港品牌發展策略與行動綱領》，提出將香港發展成為「國際品牌中心」的十項建議。

2007 年 7 月

廠商會及品牌局合辦慶祝香港特區成立十周年午餐會及「香港品牌發展論壇」。

2008 年 10 月

品牌局與香港大學專業進修學院合辦「行政人員文憑 (品牌策略管理)」課程。

2009 年 1 月

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

2009 年 6 月

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

2009 年 6 月至 2010 年 2 月

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

2006 September

1. The first BDC Annual General Meeting was held.
2. The BDC acted as a supporting organization for the last leg (Hong Kong) of “China Brand World Promotion” campaign organized by the Ministry of Commerce, PRC.

2007 May

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

2007 July

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”.

2008 October

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

2009 January

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

2009 June

The BDC and “Wen Wei Po” co-organized a Launching Ceremony to mark the joint publication of a book namely “Brand Stories @ Hong Kong”, which was officiated by Mr Gregory So, Under Secretary for Commerce and Economic Development; and the ceremony was followed by the “Luncheon in Celebration of the 10th Anniversary of Hong Kong Top Brand Awards”.

2009 June to 2010 February

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

2009 年 10 月

獲工業貿易署「中小企業發展支援基金」資助，品牌局聯同廠商會以及香港理工大學推行為期 17 個月的「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃。

2009 年 12 月

國家質量監督檢驗檢疫總局副局長蒲長城到訪品牌局。

2010 年 7 月

品牌局增設「香港新星品牌選舉暨香港新星服務品牌選舉」，表彰香港公司創立的新興品牌；首屆選舉的 10 個得獎品牌於 2011 年 1 月誕生。

2010 年 8 月至 10 月

品牌局與香港大學專業進修學院合辦首屆「最佳品牌策劃獎」。

2011 年 6 月

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

2011 年 9 月

舉行會員特別大會，通過修改品牌局章程決議案，將理事會的任期及舉行理事會選舉的年期由兩年改為三年。

2011 年 11 月至 2012 年 8 月

獲「中小企業發展支援基金」資助，品牌局聯同廠商會以及廠商會展覽服務有限公司推行為期 10 個月的「武漢香港品牌週」項目。

2009 October

Under the sponsorship of the SME Development Fund, the BDC joined forces with the CMA and the Hong Kong Polytechnic University in implementing a 17-month research and training project, namely “Branding for Returns: The Path to Strong Brands for SMEs”.

2009 December

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

2010 July

“Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards” was introduced to give recognition to young and up-and-coming brandnames established by Hong Kong companies. 10 brands were selected as the first batch winners in January 2011.

2010 August to October

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

2011 June

The BDC dispatched a delegation to Guangdong Province to visit related government departments, and also hosted an networking luncheon and a discussion meeting in Guangzhou.

2011 September

The 2011 Extraordinary General Meeting passed the proposed amendments to Memorandum and Articles of Association of the BDC including the extension of the tenure of the General Committee and the interval between elections of General Committee Members from two years to three years.

2011 November to 2012 August

Under the sponsorship of the SME Development Fund, the BDC, the CMA and the CMA Exhibition Services Ltd co-organized a 10-month project namely “Wuhan Hong Kong Brand Week”.

大事紀

BDC Chronology

2012 年 9 月及 11 月

參與「2012 香港時尚產品博覽·南京工展會」及「第十四屆中國連鎖店展覽會」，並組織「香港名牌」及「香港新星品牌」得獎公司進行產品展示。

2012 September & November

Products of winners of Hong Kong Top Brand Awards and Hong Kong Emerging Brand Awards were showcased at the “2012 Hong Kong Trendy Products Expo, Nanjing” and “The 14th China Chain Store Expo”.

2012 年 11 月至 2013 年 9 月

獲「發展品牌·升級轉型及拓展內銷市場的專項基金(機構支援計劃)」資助，品牌局聯同廠商會以及廠商會展覽服務有限公司推行為期 11 個月的「廈門香港品牌節」系列活動，包括於廈門設立大型的品牌展示廊、舉辦舞台表演節目、組織商貿配對交流會，以及在閩南地區進行消費者問卷調查等。

2012 November to 2013 September

Under the sponsorship of the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD), the BDC, in collaboration with the CMA and the CMA Exhibition Services Ltd, implemented a 11-month project namely “Xiamen Hong Kong Brand Festival” Serial Activities. Major deliverables included setting up a large-scale showcase gallery, lining up stage performance programmes, and organizing a business networking meeting at Xiamen, and conducting a consumer survey in the Southern Fujian Region.

2013 年 2 月

2012 年「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」頒獎典禮由財政司司長曾俊華擔任主禮嘉賓；並首次以隆重的晚宴形式舉行。

2013 February

Officiated by Financial Secretary Hon John Tsang, the Presentation Ceremony of 2012 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was, for the first time in its history, hosted in tandem with a Gala Dinner.

2013 年 6 月

品牌局發表「閩南消費者對香港品牌態度及購買行為調查報告」。

2013 June

The BDC released findings of the Survey on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior.

品牌研究 Brand Research

閩南消費者對香港品牌態度及 購買行為調查報告

品牌局獲香港特區政府工業貿易署「發展品牌、升級轉型及拓展內銷市場的專項基金（機構支援計劃）」資助，推行「廈門香港品牌節」系列活動；並與香港理工大學的品牌管理研究團隊合作，2013年4月27日至5月2日期間於廈門、泉州及漳州三個城市進行名為「閩南消費者對香港品牌態度及購買行為問卷調查」的研究。



該項調查旨在瞭解閩南地區消費者對香港品牌的認識和看法，揭示當地消費者從知悉、瞭解、評價到購買香港品牌整段過程的習慣和行為特徵，並將香港品牌與內地和台灣品牌進行比較，以分析香港品牌在閩南市場的競爭優勢，為香港企業特別是中小企業拓展閩南市場和制定品牌內銷策略提供第一手的參考資料。

是項調查訪問了1,017位閩南地區的消費者；其中，709位為廈門市民，泉州和漳州的受訪者各為158和150名。他們當中有五成半是收入介於2,000至6,000元的中等收入群體，月收入在6,000元以上者佔二成左右，四成受訪者為白領、行政人員、專業人士及自僱人士。

本次調查的主要結論包括：

1. 閩南消費者在選擇品牌時，往往以良好的品牌形象、安全可靠、物有所值及品質為最重要的考量；預示了在未來一段時間，閩南地區的消費市場將以大眾品牌和中檔產品為主導，但較高端的中產市場可望有不俗的增長。
2. 目前，服裝配飾、食品飲料、珠寶鐘錶、生活用品及精品、美容及化妝品等行業的香港品牌產品較受閩南消費者的歡迎；香港的服務特別是屬於B2B性質的服務，則因一般消費者仍鮮有機會接觸而未能享有較高的喜愛度。一些著名的珠寶和食品類香港品牌在閩南地區廣為人知，惟部分當地消費者對香港品牌概念模糊，以至將一些內地模仿者誤認為香港品牌。
3. 雖然國內品牌目前在閩南市場居領導地位，台灣品牌在當地亦具有較廣泛的滲透率，但消費者對香港品牌的喜愛程度均高於國內品牌和台灣品牌。香港品牌在各項表現指標上大多能獲得5分（最多為7分）或以上的評價，並且明顯優於台灣品牌。其中，較多的受訪者

Survey on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior

Under the sponsorship of the Organization Support Programme of the Dedicated Fund on Branding, Upgrading and Domestic Sales, the BDC implemented "Xiamen Hong Kong Brand Week" Serial Activities. As a deliverable of the Project, the BDC, in collaboration with a brand management and research team of Hong Kong Polytechnic University, conducted a research entitled "Questionnaire Survey on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior" at Xiamen, Quanzhou and Zhangzhou City from late April to early May in 2013.

The Survey gathers views on Southern Fujian consumers' awareness and perception of Hong Kong brands, and reveals their habits and behavioral characteristics in the whole process of knowing, understanding, evaluating and buying Hong Kong brands. It also sheds light on the comparative advantages of Hong Kong brands by drawing a comparison between Hong Kong brands, Mainland brands and Taiwan brands, with an eye to helping the Hong Kong companies explore the Southern Fujian markets and formulate effective strategy for domestic sales by providing first-hand information.

The Survey interviewed 1,017 citizens in the Southern Fujian region, including 709 from Xiamen, 158 from Quanzhou and 150 from Zhangzhou. Among the respondents, 55% are earning RMB 2,000 to 6,000 per month, whereas about 20% of them have a monthly income of over RMB 6,000. Besides, about 40% respondents are white-collar workers, executives, professionals and self-employed persons.

The main conclusions of the Survey are as follows:

1. In selecting brands, South Fujian consumers tend to place much emphasis on brand image, safety and reliability, value for money, as well as quality. It follows that the South Fujian market is currently dominated by mass-market brands and middle-range products, yet the higher-end middle-class market is picking up growth momentum.
2. Among the various product and service categories, Hong Kong brands engaged in fashion and accessories, food and beverage, jewellery and watches, household items and fine goods, beauty products and cosmetics enjoy a relatively higher popularity among Southern Fujian consumers. However, Hong Kong's service brands especially those in the nature B2B business are less popular, owing mainly to the lack of accessibility. Although certain Hong Kong jewellery and food brands are well-known in the Southern Fujian region, a number of consumers there are vaguely familiar with Hong

回顧 Review

認為香港品牌品質優良、貼近潮流、知名度較高、設計創新、誠信度高以及服務上佳；反映了在閩南消費者心目中，香港品牌具有時尚、安全、品味、可靠等顯著的品牌特質。

4. 分別有九成和八成的受訪者同意香港品牌的售價應可高於同類的國內品牌和台灣品牌。與這兩地的品牌相比，近六成半的閩南消費者願意多付 5% 至 10% 去購買香港的品牌產品和服務；反映了香港品牌挾著得天獨厚的來源地效應，具有較強的訂價能力。
5. 香港品牌在閩南地區以及全國的宣傳力度均屬中等偏低。當地消費者瞭解香港品牌的四大管道依次為電視廣告、互聯網、口碑（朋友介紹）和雜誌廣告；相對而言，年輕消費者和較高教育水準的人士更加倚重互聯網這類新興媒體。
6. 研究團隊建議，香港企業在閩南市場創建和發展品牌時，宜從市場細分的「基本步」入手，以精準地釐定品牌定位；同時應加大宣傳力度，並靈活調整傳統媒體和新媒體在市場推廣組合中的搭配，更有效地針對目標客戶群和打造品牌形象。另一方面，港商可主力瞄準中檔市場，透過發揮香港品牌在品質優秀、安全可靠、物有所值等功能性價值方面的長處，並以「安全、安心」作為市場溝通的主打元素，迎合注重品質和性價比的閩南消費者。港商亦應透過強化關鍵性的品牌接觸點，為消費者特別是年輕顧客締造更豐富的感性價值和品牌體驗，增強品牌與消費者的情緒聯繫。

Kong brands such that they may mistake some imitation brands as Hong Kong labels.

3. Although Mainland brands take a leading position in Southern Fujian and Taiwan brands enjoy a high penetration there, local consumers tend to prefer Hong Kong brands to domestic brands and Taiwan brands as well. On a seven-point scale, Hong Kong brands are able to get 5 points or more in almost every performance indicator, while significantly outperforming Taiwan brands. Respondents widely believe that Hong Kong brands are of high-quality, fashionable and well-known, with innovative design, credibility and better service. This clearly shows that, in the eye of Southern Fujian consumers, Hong Kong brands possess the kind of distinguished attributes like trendiness, safety, stylishness, and reliability.
4. Nearly 90% respondents agree that the retail price of Hong Kong brands should be higher than that of their domestic counterparts, while 80% respondents indicate their willingness to pay more for Hong Kong brands vis-à-vis Taiwan brands. In comparison with domestic brands and Taiwan brands, nearly 65% respondents would accept a 5% to 10% premium for Hong Kong branded products and services. This reflects Hong Kong brands have stronger pricing power due to the favorable “country of origin effect”.
5. As pointed out by the respondents, the advertising effort of Hong Kong brands in the Southern Fujian region as well as the whole national market is moderate or even relatively insufficient. The most important channel for local consumers to know about Hong Kong brands is television commercials, followed in turn by internets, words of mouth (referral by friends) and magazine advertisement. Relatively speaking, younger or higher educated consumers would rely more on new media like internet.
6. According to the Research Team, Hong Kong enterprises, when coming to develop brands in Southern Fujian, are recommended to start with the basic step of market segmentation in order to fix brand positioning precisely. Meanwhile, they should step up publicity and employ a flexible promotion mix through striking a delicate balance between traditional and new media, so as to hit the targeted customer groups and groom brand image effectively. On the other hand, Hong Kong companies might consider targeting mainly at the middle-range market, leveraging on the inherent “advantage portfolio” of Hong Kong brand such as quality, safety, value for money; and it is suggested they could stress “safety” and “assurance” when conducting market communications, using these elements as a selling point to woo consumers who are much concerned about product quality and price-to-value ratio. Moreover, Hong Kong companies should also make an attempt to strengthen key brand touch points, so as to enrich brand experience and forge stronger emotional ties with consumers, especially the younger generation.

品牌評審 Brand Awards

2012 年香港名牌選舉

「香港名牌選舉」旨在表彰香港生產商創立的傑出品牌，激勵廠商精益求精，並提升香港產品的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。這項選舉首創於 1999 年，至 2012 年已踏入第十四屆。

2012 年「香港名牌選舉」初賽及決賽分別於 2012 年 11 月 21 日及 2013 年 1 月 7 日舉行。主辦機構並於 2012 年 12 月 15 日至 2013 年 1 月 5 日期間在第 47 屆「工展會」會場舉行公眾投票。

在入圍決賽的 26 個品牌中，有 15 個傑出的產品品牌脫穎而出，獲得「選舉」的各類獎項；榮膺「香港名牌」的 10 個獲獎者包括「4M」、「陳記點心」、「EDO PACK」、「奇華餅家」、「兆光科技」、「寶富麗」、「家典牌」、「新力士」、「天蠶衣」及「紫花油」。五家往屆「香港名牌」的獲獎者「雅蘭」、「家得路」、「盞記燕窩」、「盛威」及「壽桃牌」再度參賽，成績彪炳，獲主辦機構頒授更高殊榮的獎項——「香港卓越名牌」。

自 2008 年起，主辦機構增設了「香港名牌十年成就獎」榮譽獎項，以表彰在品牌創健方面作出持續努力並取得傑出成就的往屆得獎者；獲此獎項的品牌必須是「香港卓越名牌」的得獎者，而且首次獲獎的歷史不少於 10 年。今屆「香港名牌十年成就獎」得主包括「金至尊」和「美心」。

2012 年「選舉」的決賽評審團由香港特區政府工業貿易署署長麥靖宇擔任主席，其他評審委員則來自本港主要的工商機構，包括香港中華廠商聯合會會長施榮懷、香港工業總會主席鍾志平、香港品牌發展局副主席吳清煥、香港生產力促進局副主席伍志強以及香港貿易發展局助理總裁葉澤恩。



2012 Hong Kong Top Brand Awards

Founded in 1999, the Hong Kong Top Brand Awards recognize outstanding brands established by Hong Kong manufacturers through a well-designed competition, with the objective of promoting Hong Kong products and enhancing the profile of Hong Kong industry. The Award embarked on its 14th running in 2012.

The Preliminary Judging of the 2012 Awards was held on 21 November 2012, with 26 local brands short-listed for Final Judging. The Organizers also staged public polling at the venue of the 47th Hong Kong Brands and Products Expo (HKBPE) from 15 December 2012 to 5 January 2013.

At the Final Judging held on 7 January 2013, 15 brands were selected winners. Winners of "2012 Hong Kong Top Brand" included "4M", "Chan Kee Dim Sum", "EDO Pack", "Kee Wah Bakery", "Lighthouse", "Profilia", "San'Dy", "Sunnex", "Super Warm" and "Zihua Embrocation". Five past winners namely "Airland", "CATALO", "First Edible Nest", "Safewell" and "Sau Tao" also participated in this year's competition, and they were conferred the "Hong Kong Premier Brand", an upper echelon to commend past winners that have exhibited sustainable success in brand-building.

Since 2008, the Organizer has introduced a new honorary award category namely the "Hong Kong Top Brand Ten Year Achievement Award", aiming to commend Hong Kong brands for having made persistent commitment to brand development and having sustained outstanding performance for years; and the candidates should be a winner of "Hong Kong Premier Brand" and have been conferred "Hong Kong Top Brand" for at least ten years. This year, "3D-GOLD" and "Maxim's" were honoured with Achievement Award.

Chaired by Director-General of Trade and Industry Mr Kenneth Mak, the Final Judging Panel of 2012 Hong Kong Top Brand Awards comprised Mr Irons Sze, President of the CMA; Dr Roy Chung, Chairman of Federation of Hong Kong Industries; Mr Ng Ching Wun, Vice Chairman of the BDC; Mr Victor Ng, Deputy Chairman of the Hong Kong Productivity Council; Mr Raymond Yip, Assistant Executive Director of the Hong Kong Trade Development Council.



2012 年「香港名牌選舉」決賽評審團成員與品牌局前任總裁合照（左起）：伍志強、吳清煥、麥靖宇（工業貿易署署長）、鍾志平、黃家和（施榮懷代表）、周瑞註（葉澤恩代表）及品牌局前任總裁梁世華。
Final Judging Panel of 2012 Hong Kong Top Brand Awards posed for a picture with Former Chief Executive Officer of the BDC (from left): Mr Victor Ng, Mr Ng Ching Wun, Mr Kenneth Mak (Director-General of Trade and Industry), Dr Roy Chung, Mr Simon Wong (representative of Mr Irons Sze), Mr Ralph Chow (representative of Mr Raymond Yip) and BDC Former Chief Executive Officer Mr Paul Leung.

2012 年香港服務名牌選舉

品牌局與廠商會於 2005 年創立「香港服務名牌選舉」，透過表彰香港服務商創立的優秀品牌，提升香港服務的知名度，並在服務業領域樹立品牌發展的借鑒典範和參照基準。

2012 年「香港服務名牌選舉」是第八年舉辦，吸引了來自零售、餐飲、旅遊、物業管理、資訊科技等行業的代表性品牌報名參賽。初賽及決賽分別於 2012 年 11 月 21 日及 2013 年 1 月 8 日舉行；並於 2012 年 12 月 15 日至 2013 年 1 月 5 日期間在第 47 屆「工展會」會場舉行公眾投票。

在入圍的 19 個品牌中，共有 10 個出類拔萃的服務品牌摘取了第八屆「香港服務名牌選舉」的各項桂冠。榮膺「香港服務名牌」者包括：「親子王國」、「蜂買」、「彩豐行」、「荷花集團」、「FlexSystem」、「恒益」、「捷旅」、「翠華餐廳」及「譽宴」。另外，往屆「香港服務名牌」的獲獎者「領匯」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

2012 年「選舉」由香港特區政府創新科技署署長王榮珍擔任主席，其他評判包括香港品牌發展局主席陳淑玲、香港旅遊發展局主席田北俊、香港理工大學校長唐偉章、香港中華總商會副會長方文雄、香港總商會理事余鵬春，以及香港零售管理協會副主席葉焯德。

2012 Hong Kong Top Service Brand Awards



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

The 2012 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as retail, food catering, travel agency, property management and information technology. The Preliminary Judging was held on 21 November 2012, while the Final Judging was conducted on 8 January 2013. The Organizers also staged public polling at the venue of the 47th HKBPE from 15 December 2012 to 5 January 2013. After fierce competition, 10 brands stood out from the 19 shortlisted entries.

Awardees of “2012 Hong Kong Top Service Brand” included “Baby-Kingdom.Com”, “BEECRAZY”, “Choi Fung Hong”, “Eugene Group”, “FlexSystem”, “Hang Yick”, “Jetour”, “Tsui Wah Restaurant” and “U Banquet”. Furthermore, “The Link” was conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Commissioner for Innovation and Technology Ms Janet Wong headed the Final Judging Panel of the 2012 Hong Kong Top Service Brand Awards, which consisted of Ms Shirley Chan, Chairman of the BDC; Mr James Tien, Chairman of Hong Kong Tourism Board; Prof Timothy Tong, President of the Hong Kong Polytechnic University; Mr David Fong, Vice Chairman of the Chinese General Chamber of Commerce; Mr Yu Pang Chun, General Committee Member of the Hong Kong General Chamber of Commerce; and Mr Henry Yip, Vice-Chairman of Hong Kong Retail Management Association.



2012 年「香港服務名牌選舉」決賽評審團成員與品牌局前任總裁合照（左起）：雷詠聞（田北俊代表）、葉焯德、陳淑玲、王榮珍（創新科技署署長）、唐偉章、李賢勝（方文雄代表）、張耀成（余鵬春代表）及品牌局前任總裁梁世華。
Ms Daisy Lui (representative of Mr James Tien), Mr Henry Yip, Ms Shirley Chan, Ms Janet Wong (Commissioner for Innovation and Technology), Prof Timothy Tong, Mr Leslie Li (representative of Mr David Fong), Dr Y S Cheung (representative of Mr Yu Pang Chun) and BDC Former Chief Executive Officer Mr Paul Leung.

2012 年香港新星品牌選舉暨 香港新星服務品牌選舉

為進一步推動香港企業樹立品牌文化，品牌局與廠商會自 2010 年起舉辦「香港新星品牌選舉」和「香港新星服務品牌選舉」，表彰香港公司創立不超過八年的新興品牌，激勵中小企透過創立品牌提升增值能力和競爭能力，並喚起社會對「品牌創業者」的重視。



第三屆「香港新星品牌選舉」和「香港新星服務品牌選舉」初賽及決賽分別於 2012 年 11 月 21 日及 12 月 19 日舉行；兩個選舉由同一個評審團負責遴選。決賽評審團的主席為香港特區政府創意香港辦公室創意總監廖永亮，評審委員包括香港品牌發展局副主席黃家和、香港品質保證局主席莫國和、香港中小型企業總商會會長丁鐵翔、香港設計中心行政總裁利德裕，以及香港城市大學資訊系統與電子商務講座教授兼傳訊及公關處處長李國安教授。

經過激烈的競爭，在入圍的 20 個品牌中，有 6 個產品品牌及 5 個服務品牌脫穎而出，成為第三屆的「摘星新一代」。「香港新星品牌」得獎者包括：「aMagic」、「Biochef」、「GMI」、「蘇太名醬」、「甜心格格」及「巨浪大切」；而獲得「香港新星服務品牌」的品牌為：「乾一杯」、「天澄閣」、「領事酒店」、「唯健康」及「悠然自儲」。

品牌選舉宣傳片

為宣傳品牌局和品牌選舉的形象，品牌局於 2012 年 8 月份在「路訊通」巴士電視播放廣告宣傳片。宣傳片共分三輯，由多位往屆得獎公司的「星級」代表，包括「阿一」品牌顧問楊貫一先生、「龍皇酒家」創辦人黃永熾先生和「紫花油」創辦人許少文先生等「現身說法」，為品牌選舉營造聲勢，傳達品牌「智」勝的信息。

品牌局並委託「路訊通」為 2012 年品牌選舉頒獎典禮拍攝活動花絮及訪問片段，並製作特輯於巴士電視、展覽會及其他場合播出。



品牌局於 2012 年 7 月舉行的新聞發佈會宣佈 2012 年各項品牌選舉正式啟動。
The BDC held a press conference in July 2012 to announce the kick-off of 2012 Awards.

2012 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

To foster a brand culture among the industries, the BDC and the CMA have organized “Hong Kong Emerging Brand Awards” and “Hong Kong Emerging Service Brand Awards” since 2010. The Awards aim to give recognition to up-and-coming young brands aged not more than 8 years, with the objective of giving a boost to “brand entrepreneurs” and encouraging Hong Kong industries especially the SMEs to embrace an enterprising spirit and to enhance the value-added attributes and competitiveness of Hong Kong products and services through branding.

Embarking on its third running, the 2012 Emerging Awards held the Preliminary Judging on 21 November 2012; and the Final Judging was conducted on 19 December 2012, under the chairmanship of Mr Jerry Liu, Head of Create Hong Kong. Members of the Final Judging Panel comprised Mr Simon Wong, Vice Chairman of the BDC; Ir Prof Peter K. W. Mok, Chairman of the Hong Kong Quality Assurance Agency; Mr David Ting, President of the Hong Kong General Chamber of Small and Medium Business; Dr Edmund Lee, Executive Director of Hong Kong Design Centre, and Prof Matthew K O Lee, Chair Professor of Information Systems & Electronic Commerce and Director of Communications & Public Relations of City University of Hong Kong.

Among the 20 entries shortlisted for the Final Judging, 6 product labels and 5 service brands stood out as the third batch of “emerging stars” after fierce competition. Awardees of “2012 Hong Kong Emerging Brand” included “aMagic”, “Biochef”, “GMI”, “Mrs So’s XO Sauce”, “Ori-Princess” and “巨浪大切”; while winners of “Hong Kong Emerging Service Brand Awards” were “Cheers”, “Crystal Harbour Restaurant”, “Embassy Hotel”, “Health Top” and “Yes-Storage”.



2012 年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員合照（左起）：利德裕、莫國和、鄭慧鳳（創意香港辦公室創意總監廖永亮代表）、梁世華（黃家和代表）、丁鐵翔及李國安。
Final Judging Panel of 2012 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards Dr Edmund Lee, Ir Prof Peter Mok, Ms Cheng Wai Fung (representative of Head of Create Hong Kong Mr Jerry Liu); Mr Paul Leung (representative of Mr Simon Wong); Mr David Ting and Prof Matthew K O Lee.

TV Commercials for Brand Awards

The BDC ran an advertising campaign on the Bus TV of “Road Show” during August 2012, in an attempt to promote the image of the Council and the brand awards under its aegis. Made up of three episodes, the television commercials featured several celebrity representatives from Award-winning companies, including Brand Consultant of “Ah Yat” Mr Yeung Koon Yat, Founder of “Dragon King Restaurant” Mr Wong Wing Chee, and Founder of “Zihua Embrocation” Mr Hui Chung Sum, who shared their experiences with the Awards and conveyed to audience the message of “branding to win”.

The BDC also commissioned RoadShow to produce a video segment that captured the highlights of Awards Presentation Ceremony for broadcasting on Bus TV, exhibitions and other occasions.

二零一二年香港名牌選舉得獎名單

2012 Hong Kong Top Brand Awards List of the Winners

	品牌 Brandname	公司 Company
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.
	美心 Maxim's	美心食品有限公司 Maxim's Caterers Ltd.
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.
	家得路 CATALO	家得路美國天然健康食品有限公司 Catalo Natural Health Foods Ltd.
	盞記燕窩 First Edible Nest	君政國際有限公司 Cross International Ltd.
	盛威 Safewell	盛威安全設備有限公司 Safewell Equipment Ltd.
	壽桃牌 Sau Tao	新順福食品有限公司 Sun Shun Fuk Foods Co. Ltd.
香港名牌 Hong Kong Top Brand		
	4M 4M	科文實業有限公司 4M Industrial Development Ltd.
	陳記點心 Chan Kee Dim Sum	陳記食品有限公司 Chan Kee Foods Ltd.
	EDO Pack EDO Pack	僑豐行有限公司 Kiu Fung Hong Ltd.
	奇華餅家 Kee Wah Bakery	奇華餅家有限公司 Kee Wah Bakery Ltd.
	兆光科技 Lighthouse	兆光科技有限公司 Lighthouse Technologies Ltd.
	寶富麗 Profilia	西德寶富麗(遠東)有限公司 Profilia of West Germany (Far East) Ltd.
	家典牌 San'Dy	家典有限公司 San Dynamic Ltd.
	新力士 Sunnex	日昇實業有限公司 Sunnex Products Ltd.
	天蠶衣 Super Warm	天蠶集團有限公司 Super Warm Group Ltd.
	紫花油 Zihua Embrocation	香港紫花油大藥廠有限公司 Hong Kong Zihua Pharmaceutical Ltd.

(表二) (Table 2)

二零一二年香港服務名牌選舉得獎名單

2012 Hong Kong Top Service Brand Awards List of the Winners

	品牌 Brandname	公司 Company
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.
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.
	蜂買 BEECRAZY	一齊買香港有限公司 Buy Together Hong Kong Ltd.
	彩豐行 Choi Fung Hong	彩豐行有限公司 Choi Fung Hong Co. Ltd.
	荷花集團 Eugene Group	荷花集團有限公司 Eugene Group Ltd.
	FlexSystem FlexSystem	FlexSystem Ltd. FlexSystem Ltd.
	恒益 Hang Yick	恒益物業管理有限公司 Hang Yick Properties Management Ltd.
	捷旅 Jetour	捷旅集團有限公司 Jetour Holding Ltd.
	翠華餐廳 Tsui Wah Restaurant	翠華餐廳(集團)有限公司 Tsui Wah Restaurant (Holding) Ltd.
	譽宴 U Banquet	譽宴集團有限公司 U Banquet Group Ltd.

二零一二年香港新星品牌選舉暨香港新星服務品牌選舉得獎名單 2012 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards List of the Winners

	品牌 Brandname	公司 Company
香港新星品牌 Hong Kong Emerging Brand		
	aMagic aMagic	一絕有限公司 aMagic Ltd.
	柏歐煮意 Biochef	意高域國際有限公司 Ecoventure International Ltd.
	GMI GMI	Green Mobility Innovations Ltd. Green Mobility Innovations Ltd.
	蘇太名醬 Mrs So's XO Sauce	星華發展有限公司 Sing Wah Development Ltd.
	甜心格格 Ori-Princess	錢氏玩具中心有限公司 M & C Toy Centre Ltd.
	巨浪大切 巨浪大切	僑豐行有限公司 Kiu Fung Hong Ltd.
香港新星服務品牌 Hong Kong Emerging Service Brand		
	乾一杯 Cheers	焯榮(香港)有限公司 Pro-wins (HK) Ltd.
	天澄閣 Crystal Harbour Restaurant	天澄閣投資有限公司 Crystal Harbour Restaurant Ltd.
	領事酒店 Embassy Hotel	領事酒店集團 Embassy Hotel Group
	唯健康 Health Top	唯健康 Health Top
	悠然自儲 Yes-Storage	疊祿馬國際投資有限公司 Derichevaux International Investments Ltd.



主禮嘉賓財政司司長曾俊華 (前排左五)、廠商會會長施榮懷 (前排左四)、品牌局主席陳淑玲 (前排右四)、評審團成員及得獎公司代表於 2013 年 2 月 4 日舉行之頒獎典禮上合照。
Guest of Honour Financial Secretary Hon John Tsang (5th from left, first row), CMA President Mr Irons Sze (4th from left, first row), BDC Chairman Ms Shirley Chan (4th from right, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the Awards Presentation Ceremony on 4 February 2013.

2012 年選舉頒獎典禮暨慶祝晚宴

2012 年「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」頒獎典禮於 2013 年 2 月 4 日於會展中心會議廳舉行，並首次採用盛大晚宴的形式。頒獎典禮由香港特區政府財政司司長曾俊華、廠商會會長施榮懷及品牌局主席陳淑玲主禮，並由曾司長、工業貿易署署理署長盧世雄、創意香港辦公室創意總監廖永亮及創新科技署副署長黃宗殷擔任頒獎嘉賓。

慶祝晚宴筵開 60 多席，逾 700 位嘉賓歡聚一堂，盛況空前：豐富的特備節目精彩紛呈，包括品牌聯播、祝酒儀式、芭蕾舞及非洲鼓樂表演等，令氣氛高潮迭起。主辦機構亦於頒獎典禮之前舉辦酒會，以及在會場設置大型資料板，以彰顯和慶賀得獎品牌的驕人成就。



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

2012 Awards Presentation Ceremony-cum-Gala Dinner

The Presentation Ceremony of the 2012 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was held at the Convention Hall of Hong Kong Convention and Exhibition Centre on the evening of 4 February 2013, officiated by the Financial Secretary Hon John Tsang, CMA President Mr Irons Sze, and BDC Chairman Ms Shirley Chan. Hon John Tsang, together with Acting Director-General of Trade and Industry Mr Brian Lo, Head of Create Hong Kong Mr Jerry Liu and Deputy Commissioner for Innovation and Technology Mr Johann Wong presented awards to the winners.

This year's Presentation Ceremony marked a breakthrough as it, for the first time in its history, was hosted in tandem with a Gala Dinner. The dinner turned out to be an unprecedented "sumptuous feast" with the presence of over 700 distinguished guests; and the line-up of a host of programs, including brand video show, toasting ceremony, spectacular ballet performance and a cheerful African drumming performance, had brought the event to a climax. The Organizers also hosted a cocktail reception prior to the Ceremony and set up large-scale display boards at the venue to showcase and celebrate the remarkable achievements of the Awardees.

回顧 Review



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



廠商會會長施榮懷致送感謝狀予創新科技署副署長黃宗堅 (左)。
CMA President Mr Irons Sze presented Certificate of Appreciation to Deputy Commissioner for Innovation and Technology Mr Johann Wong (left).



廠商會會長施榮懷致送感謝狀予工業貿易署署理署長盧世雄 (左)。
CMA President Mr Irons Sze presented Certificate of Appreciation to Acting Director-General of Trade and Industry Mr Brian Lo (left).



廠商會會長施榮懷致送感謝狀予創意香港辦公室創意總監廖永亮 (右)。
CMA President Mr Irons Sze presented Certificate of Appreciation to Head of Create Hong Kong Mr Jerry Liu (right).



廠商會會長施榮懷 (右) 致送感謝狀予二零一二年選舉頒獎典禮主禮嘉賓財政司司長曾俊華。
CMA President Mr Irons Sze (right) presented Certificate of Appreciation to Guest of Honour of the 2012 Awards Presentation Ceremony-cum-Gala Dinner Financial Secretary Hon John Tsang.



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



品牌局副主席吳清煥致送紀念品予選舉「獎座贊助」代表六福集團副主席兼執行董事黃浩龍 (右)。
BDC Vice Chairman Mr Ng Ching Wun presented a souvenir to the representative of Award Trophy Sponsor Mr Wong Ho Lung, Deputy Chairman & Executive Director of Lukfook Group (right).

回顧 Review



二零一二年「品牌選舉」之得獎名單以及得獎公司的產品於香港會議展覽中心地下之香港貿易發展局「設計廊」展出。
List of winners of 2012 Awards together with products of the winning companies, were showcased at the Design Gallery of the Hong Kong Trade Development Council at the Hong Kong Convention and Exhibition Centre.



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



廠商會會長施榮懷與品牌局主席陳淑玲陪同財政司司長曾俊華參觀頒獎典禮現場的展板。
Accompanied by CMA President Mr Irons Sze and BDC Chairman Ms Shirley Chan, Financial Secretary Hon John Tsang looked around the exhibition panels at the venue of the 2012 Awards Presentation Ceremony.



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

回顧 Review



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



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



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



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



慶祝晚宴開六十多席，出席嘉賓逾 700 人。
More than 700 guests attended the Awards Presentation Ceremony-cum-Gala Dinner.

回顧 Review

參與其他獎項

品牌局協助其他機構舉辦和宣傳多個與品牌相關的評審活動，包括《都市盛世》主辦之「盛世卓越品牌大獎 2012」、資本雜誌主辦之《資本傑出行政品牌 2012》、維多利亞青年商會主辦之「InnoBrand 2012」、《經濟一週》主辦之「2013 年實力品牌大獎」、《ib 雅舍》主辦之「2013 室內設計及家品品牌大獎」以及滙豐銀行主辦之 2013 年「滙豐營商新動力獎勵計劃」等。

Participating in Other Awards

Over the past year, the BDC acted as Supporting Organization or provided assistance to a number of brand-related awards, e.g. "Prime Award for Brand Excellence 2012" by Metro Box, "InnoBrand 2012" by Victoria Junior Chamber, "Outstanding Brand Awards 2013" by Economic Digest, "Design For Asia Award 2012" by Hong Kong Design Centre, "InteriorBeaute Residential Design and Home Products Brand Award 2013" by "Interior Beaute", and "HSBC Living Business Awards 2013" by HSBC.



品牌局主席陳淑玲頒獎予「2013 室內設計及家品品牌大獎」的得獎企業代表。
BDC Chairman Ms Shirley Chan presented award to a winning company at the presentation ceremony of "Interior Beaute Residential Design and Home Products Brand Award 2013".



品牌局副主席吳清煥於「第八屆盛世卓越品牌大獎」頒獎予得獎企業。
BDC Vice Chairman Mr Ng Ching Wun presented award to a winner of "Prime Awards for Brand Excellence 2012".



品牌局副主席吳清煥擔任《資本傑出行政品牌 2012》頒獎嘉賓。
BDC Vice Chairman Mr Ng Ching Wun was an award-presenting guest of "Capital Best of the Best for Executives 2012".



品牌局副主席黃家和於「2013 年實力品牌大獎」頒獎典禮上致辭。
BDC Vice Chairman Mr Simon Wong delivered a speech at the presentation ceremony of "Outstanding Brand Awards 2013".

標識及認證計劃 Marking and Certification Schemes

香港名牌標識計劃

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

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

至 2013 年 8 月，「TOP 嘜計劃」核准品牌有 160 多個，涉及逾 730 個產品 / 服務類別 (有關「香港名牌標識計劃」核准品牌及產品 / 服務類別名單詳見附件二)。



Hong Kong Top Brand Mark Scheme

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 brand-building of local companies. Eligible applicants, after successful completion of due registration and review process, would be conferred a license and entitled to use "Top Mark" for business promotion, subject to annual renewal.

The Scheme is exclusively open to winners of the Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, and it factually is a mechanism to enhance the review process and continuing development of the two Awards. An applicant or licensee has to go through an annual On-site Assessment that is conducted on the basis of product/service category.

Up to August 2013, the Scheme had more than 160 licensees, covering over 730 categories of products and services (A full list of the Top Mark registered brands and products / services is attached in Appendix 2).

香港名牌標識計劃

Hong Kong Top Brand Mark Scheme



普通標識
Ordinary Mark



卓越標識
Premier Mark



座檯卡
Tent Cards



襟章 Badge



襟針 Pin



標貼 Stickers

香港製造標識計劃

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

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

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

Made in Hong Kong Mark Scheme

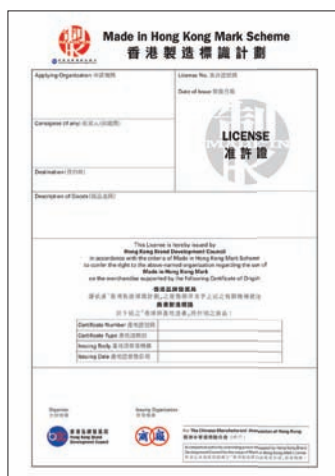
Since 2006, the BDC has implemented a certification scheme namely “Made in Hong Kong Mark (HK Mark) Scheme”. Based on existing Certificate of Origin regime, the Scheme grants qualified applicants the license to use a unified visual symbol, i.e. “Made in Hong Kong Mark (HK Mark)”, to represent the geographic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

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

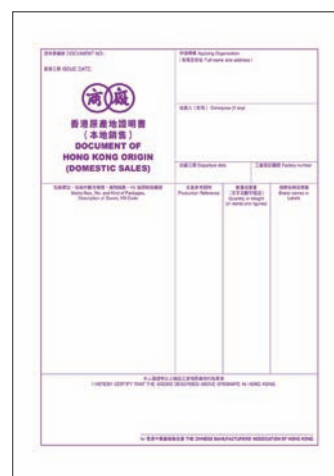
A number of local brands are licensees of Made in Hong Kong Mark Scheme, such as “Taipan”, “Campbell”, “Easteast”, “Green Island Cement”, “Jade”, and “Double Happiness”.

香港製造標識計劃

Made in Hong Kong Mark Scheme



「HK嘜」使用許可證
HK Mark License



香港原產地證明書(本地銷售)
Document of Hong Kong Origin - Domestic Sales

品牌培育與教育 Brand Incubation and Education

中小企品牌群策營

為推動和協助業界特別是中小型企業邁出品牌發展的第一步，品牌局組織「中小企品牌群策營」，以專家主持、業界自發的方式，定期舉行講座和交流活動，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的互動平台。

「中小企品牌群策營」於過去一年舉行了6次活動；而自2005年創立以來，累計舉行的活動已達42次，目前的註冊會員超過350家。

近期「中小企品牌群策營」活動一覽

(表四)

舉辦日期	內容主題	出席人數
2012年		
9月28日	成功發展品牌連鎖店之秘訣	約40人
10月30日	做企業品牌需要大花金錢？	約60人
12月7日	網絡拓內銷 品牌贏未來	約40人
2013年		
3月27日	《商品說明條例》解讀及注意事項	約40人
4月30日	企業家不能不懂的品牌概念及行動準備	約40人
5月29日	建立會說故事的品牌	約40人



1



2



3

1. 香港特許經營發展協會主席周濤分享如何以高效率的方法將品牌逐步發展成連鎖店。
Mr Harry Chow, Founding President of Hong Kong Franchise Development Association shared on the efficient ways to develop brand chain stores.
2. 品牌顧問奇里夫·盧講解以低成本建立企業品牌的可行之道。
Brand consultant Mr Cleve Lu elaborated on the cost-effective approach to building a corporate brand.
3. 內地網絡專家賓雲水介紹利用網購開拓內銷市場的策略。
Mr Bin Yun Shui, Mainland internet expert spoke on how to explore domestic market through internet shopping.

SME Branding Club

In an attempt to inculcate a branding culture among local SMEs, the BDC has since 2005 operated the SME Branding Club, an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. Facilitated by brand experts and leveraging on the participants' own initiative, the Club hosts activities pertinent to SME branding on a regular basis.

Since its inception, the Club has organized 42 gatherings, of which 6 were held in the past year. And the number of registered members has currently surpassed 350.

Recent Activities of SME Branding Club

(Table 4)

Date	Topic	Number of Participants
Year 2012		
28 September	How to Operate a Brand's Chain Store	About 40
30 October	Cost Effective Way for Brand-Building	About 60
7 December	On-line Marketing in Mainland	About 40
Year 2013		
27 March	Trade Description Regulations and Caveats	About 40
30 April	Essential Concepts on Successful Branding	About 40
29 May	Present Your Brand by Story-telling	About 40



1



2



3

1. 品牌局義務法律顧問周紹榮律師解讀新修訂的《商品說明(不良營商手法)(修訂)條例》。
Mr Joseph Chow, Honorary Legal Advisor of the BDC, interpreted the Trade Descriptions (Unfair Trade Practices) (Amendment) Bill.
2. 品牌顧問吳嘉明(右)及楊新凡(左)分析建立成功品牌的元素。
Brand Consultants Mr Kaming Ng (right) and Mr Terrence Yeung (left) shed light on the essential concepts on branding.
3. 資深培訓顧問葉慧珊講解如何利用故事把品牌的意義、歷史、特色告知消費者。
Veteran training consultant Ms Fion Yip demonstrated how to let customers know about a brand's values, history, and characteristic through storytelling.

品牌策略管理文憑課程

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

該課程是香港首個由學術界和工商界透過發揮協同性而聯合舉辦的品牌管理教育項目，深受業界好評和歡迎。兩個證書課程分別於 2012 年 10 月及 2013 年 4 月開辦第五班。

為了加強業界的品牌意識和進一步宣傳「品牌策略管理文憑課程」，品牌局與香港大學專業進修學院合辦了一系列以品牌發展及管理為主題的活動。其中，「品牌專業講座：堅定、關顧、動人的感染力」及「愛 Brand 才會贏」工作坊分別於 2012 年 10 月 8 日及 2013 年 3 月 12 日舉行，由多位品牌專家分享品牌管理的技巧及實戰經驗；兩次活動共吸引約 200 人出席。



Executive Diploma in Strategic Brand Management

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

This programme marks the first diploma-level brand management course in town that is co-organized by two prestigious organizations through synergy of the industries and the academia. It is well-received by local industries, and the fifth intake of the two certificate courses took place in October 2012 and April 2013 respectively.

To help local entrepreneurs understand the essential concepts in branding, the BDC and HKU SPACE jointly hosted a series of activities related to brand development and management. The “Professional Brand Seminar—Influencing Power: Assurance, Care & Touching Customers’ Heart” and a workshop entitled “Brand: We are Loving It” were held on 8 October 2012 and 12 March 2012 respectively, at which brand experts shared with audience the brand management techniques and their real-life experience. The two activities attracted over 200 participants in total.



「品牌專業講座：堅定、關顧、動人的感染力」邀得品牌傳訊專家李孔仁 (右) 及「萬寧」營銷及市場董事鍾雅芬 (左) 分享品牌過程中的整合營銷工作。
At the “Professional Brand Seminar—Influencing Power: Assurance, Care & Touching Customers’ Heart”, Brand communication expert Mr Andrew Lee (right) and Ms Athen Chung (left), Director of Sales & Marketing of “Mannings” shared on integrated marketing in the brand-building process.



「行政人員文憑 (品牌策略管理)」課程導師蕭麗君於「愛 Brand 才會贏」工作坊上講解如何掌握品牌管理及品牌傳訊的概念。
Lecturer of Executive Diploma in Strategic Brand Management Ms Anna Siu elaborated on the key concepts on brand management and brand communication at Workshop on “Brand: We are Loving It”.

商業顧問實習計劃

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

品牌局於 2013 年繼續擔任「計劃」的支持機構，並推介 4 間會員或聯繫企業參與，以品牌發展、開拓內地市場、企業社會責任或電子營銷等作為顧問服務的範疇。



Business Consulting Practicum

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

The BDC continued to act as a supporting organization for the 2013 Project. Under recommendation of the BDC, four members or associated companies were admitted as the participants to receive consultancy on selected management areas, such as brand development, business strategies for Mainland market, Corporate Social Responsibility and e-marketing.

中小企業「營商友導」計劃

香港特區政府工業貿易署中小企業支援與諮詢中心於 2013 至 2014 年期間推行「中小企業營商友導計劃」。「計劃」專為中小型企業而設，旨在讓新進的中小企業東主，以一對一的形式免費向經驗豐富的企業家、高級行政人員及專業人士請教營商技巧。品牌局為「中小企業營商友導計劃」的協辦機構之一，協助招募具經驗的企業家作為「計劃」的導師以及進行導師和參與企業的配對。

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

SME Mentorship Programme

The Support and Consultation Centre for SMEs (SUCCESS) of Trade and Industry Department, HKSAR Government has launched the 2013/14 SME Mentorship Programme. The Programme aims to provide SME entrepreneurs with the opportunity to learn from and be guided by mentors with rich experience in business operation through one-on-one free counseling. As one of the supporting organizations of the Programme, the BDC provides assistance in recruiting entrepreneurs as mentors and matching mentors with mentees.

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



研討會 / 培訓項目

品牌局不時主辦或與其他機構合作舉辦研討會、培訓課程和工作坊，以促進品牌相關知識的轉移和資訊傳播，提高大眾的品牌意識，並促進業界樹立品牌文化。

品牌局舉辦 / 參與之研討會及工作坊

(表五)

舉辦日期	內容主題	出席人數	品牌局角色
2012 年			
7 月 4 日	牽動人心的溝通技巧工作坊	約 10 人	合辦
7 月 11 日	品牌局、廠商會、工業貿易署及香港貿易發展局合辦之「品牌『智』勝研討會之踏上品牌內銷『贏』商路」	約 300 人	合辦
9 月 6 日、7 日、11 日及 14 日	品牌局、廠商會、工業貿易署、香港理工大學合辦之「中小企品牌規劃及內銷拓展策略」培訓工作坊	約 70 人	合辦
9 月 18 日	香港董事學會主辦之「2012 董事研討會」	約 100 人	支持機構
10 月 8 日	品牌局與香港大學專業進修學院合辦之「品牌專業講座：堅定、關顧、動人的感染力」	約 150 人	合辦
12 月 7 日	香港貿易發展局及香港設計中心合辦之「亞洲知識產權營商論壇」	約 200 人	支持機構
2013 年			
1 月 15 日	廠商會及香港出口信用保險局合辦之「2013 年新興市場拓展策略」研討會	約 100 人	支持機構
3 月 12 日	品牌局與香港大學專業進修學院合辦之「愛 Brand 才會贏 2013」品牌工作坊	約 40 人	合辦
5 月 9 日	香港零售管理協會主辦之「卓越零售·持續成就」零售研討會	約 100 人	支持機構
6 月 1 日	維多利亞青年商會主辦之「2013 InnoBrand 研討會」	約 60 人	支持機構
6 月 4 日	品牌局、廠商會、工業貿易署、香港理工大學合辦之「中小企品牌規劃及內銷拓展策略」交流研討會	約 100 人	合辦
6 月 18 日	「進軍閩南市場」分享會	約 100 人	主辦



質量認證專家葉子文於「牽動人心的溝通技巧」工作坊上講授與客戶溝通的高效方法。
Quality Assurance Expert Mr Jeffrey Yip taught the effective skills in communicating with customers.



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

Seminars and Training

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

Seminars and Training Programmes Organized or Supported by the BDC

(Table 5)

Date	Activity	Audience Number	Role of BDC
Year 2012			
4 July	Workshop on “Effective Communication Skills”	About 10	Co-organizer
11 July	“Branding to Win Seminar: The Road to Successful Branding in Mainland Market” by the BDC, the CMA, Trade and Industry Department and Hong Kong Trade Development Council	About 300	Co-organizer
6, 7, 11, & 14 September	Training Workshop on “SME Brand Planning and Domestic Sales Strategies” by the BDC, the CMA, Trade and Industry Department and Hong Kong Polytechnic University	About 70	Co-organizer
18 September	“Directors’ Symposium 2012” by Hong Kong Institute of Directors	About 100	Supporting Organization
8 October	“Professional Brand Seminar — Influencing Power: Assurance, Care & Touching Customers’ Heart” by the BDC and HKU SPACE	About 150	Co-organizer
7 December	“Business of IP Asia Forum” by the Hong Kong Trade Development Council and Hong Kong Design Centre	About 200	Supporting Organization
Year 2013			
15 January	Seminar on “Development Strategies for Emerging Market 2013”	About 100	Supporting Organization
12 March	Workshop on “Brand: We are Loving It” by the BDC and HKU SPACE	About 40	Co-organizer
9 May	“2012 Retail Conference: Success & Sustainability” by the Hong Kong Retail Management Association	About 100	Supporting Organization
1 June	“2013 InnoBrand Seminar” by Victoria Junior Chamber	About 60	Supporting Organization
4 June	“SME Brand Planning and Domestic Sales Strategies Experience Sharing Seminar” by the BDC, the CMA, Trade and Industry Department and Hong Kong Polytechnic University	About 100	Co-organizer
18 June	Experience Sharing Seminar on “Tapping into Southern Fujian Market”	About 100	Organizer

「中小企品牌規劃及內銷拓展策略」培訓項目

為了更系統化地幫助本地中小型企業提升品牌管理的知識和能力，品牌局聯同香港特區政府工業貿易署、廠商會以及香港理工大學中國商業管理中心合作推行「中小企品牌規劃及內銷拓展策略」培訓項目。

項目提供為期四天、共 24 課時的工作坊，幫助中小企提升品牌策略管理能力和營銷技巧，並增強對內地市場的認識。「工作坊」以理論分析、案例研判結合小組討論的形式進行教學；由香港理工大學管理及市場學系副教授陸定光博士擔任主講，並邀請多位品牌顧問、內銷專家以及品牌企業的代表講授相關的課題，包括品牌戰略、市場形勢分析、消費者行為分析及市場細分、品牌識別、品牌資產管理、拓展內銷市場的策略等。這項免費的培訓課程於 2012 年 9 月舉行，吸引超過 70 名中小企業代表報讀。

項目更特設企業顧問環節，由陸定光博士帶領的顧問團隊為四間特選企業進行為期半年的個案跟蹤和密集式輔導，並將他們的發展經驗透過交流研討會與業界分享。「交流研討會」於 2013 年 6 月 4 日舉行，陸定光博士分析了香港中小企在創建、推廣品牌過程中的共同特點以及面對的機遇與挑戰，並由四間特選企業代表分享發展品牌及內銷市場的實際情況和改進方案。研討會反應熱烈，吸引超過 100 名中小企代表參與。



「中小企品牌規劃及內銷拓展策略」工作坊的導師與學員合照。
Students of the Training Workshop on "SME Brand Planning and Domestic Sales Strategies" posed for a group photo with the lecturers.

品牌「智」勝系列研討會

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

品牌局與廠商會、工業貿易署及香港貿易發展局於 2012 年 7 月 11 日聯合舉辦第九個「品牌『智』勝系列研討會」。講座以「踏上品牌內銷『贏』商路」為題，於香港會議展覽中心舉行，邀請品牌顧問、內銷專家、專業律師以及品牌企業代表分享香港品牌拓展內銷業務的策略和實務；當日的出席者超過 300 人。

“SME Brand Planning and Domestic Sales Strategies” Training Project

In order to equip local SMEs with knowledge of brand management and China marketing, the BDC joined force with the Trade and Industry Department of the HKSAR Government, the CMA and the China Business Centre of the Hong Kong Polytechnic University in organizing a free-of-charge four-day training workshop.

With over 70 SME participants, the serial workshop was delivered in the form of theoretical review, case studies as well as group discussion. The lectures were mainly given by Dr Sherriff Luk, Associate Professor of Department of Management and Marketing of the Hong Kong Polytechnic University, whereas several brand experts and industrial representatives were also invited to share on related topics such as brand strategies, market trend analysis, consumer behavior, market segmentation, brand identity, brand asset management and domestic sales strategies.

Apart from the training workshop, brand consultation service was given to four selected companies, which received a 6-month follow-up study and intensive advisories from the consulting team led by Dr Luk. On 4 June 2013, a concluding seminar was held with the participation of over 100 SME representatives. After Dr Sherriff Luk analyzed the common characteristic of Hong Kong SMEs and the opportunities and challenges they faced in building up brands, representatives from four selected companies shared with audience their experience in overcoming the various difficulties encountered in the process of brand development.

Branding to Win Serial Seminar

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

The ninth Serial Seminar was had on 11 July 2012 under the theme of “The Road to Successful Branding in Mainland Market”. It was a joint project of the BDC, the CMA, the Trade and Industry Department and Hong Kong Trade Development Council. With over 300 participants, the Seminar featured renowned brand consultant, domestic sales expert, lawyer and brand founder to speak about the winning strategies for domestic sales in Mainland.



主辦機構代表與演講嘉賓合照。
Representatives of Organizers posed for a photo with the speakers.

回顧 Review



1. 陸定光博士擔任中小企品牌規劃及內銷拓展策略工作坊的主講導師。
Dr Sherriff Luk was the principal lecturer of the Training Workshop on "SME Brand Planning and Domestic Sales Strategies".

2. 香港理工大學中國商業中心主任陳文鴻博士剖析當今中國的消費模式。
Dr Thomas Chan, Head of the China Business Centre of the Hong Kong Polytechnic University analyzed the consumption pattern in China.

3. 管理顧問吳保光講授中國市場營銷策略。
Management consultant Mr Paul Ng spoke on China marketing strategies.

4. 香港理工大學中國商業中心副研究員高波博士講解如何建立企業的品牌文化。
Dr Wendy Guo, Research Associate of the China Business Centre of the Hong Kong Polytechnic University illustrated the approach to building corporate brand culture.

5. 電子商貿專家賓雲水介紹如何利用電子平台拓展內銷業務。
E-commerce expert Mr Bin Yun Shui explained how to leverage on electronic platform to expand domestic sales.

6. 內地企業管理顧問楊飛介紹中國企業的產品創新與研發現狀。
Mr Yang Fei, a management consultant from Mainland, gave a briefing on the current situation of product innovation and research in China.

7. [Hibitte] 的代表胡沛芝簡介建立銷售渠道的策略。
Ms Candy Wu introduced the strategies that "Hibitte" adopted in building up distribution channels.

8. [Clip Fresh] 的代表吳浩鋒分享品牌營銷的經驗。
Mr Jason Ng from "ClipFresh" shared on the experience in brand marketing.

9. 「新都醫療」的代表伍遠楷探討服務品牌進入內地市場面對的現實難題。
Mr Jonathan Ng from "New Town Medical" mentioned of the difficulties encountered by a service brand when entering into Mainland market.

10. 陳世雄以「Turbo Cleaner」為例，講解中小企業品牌如何有效開展推廣活動。
Mr Ben Chan illustrated on the effective way for SMEs to conduct brand promotion based on the case of "Turbo Cleaner".



工業貿易署助理署長蘇碧珊於「品牌『智』勝系列研討會」上致歡迎辭。
Ms Linda So, Assistant Director-General of the Trade and Industry Department delivered welcome remarks at the "Branding to Win Seminar".



資深品牌顧問顏汶龍分析香港品牌發展內銷的決勝要略。
Experienced brand consultant Mr Vincent Ng analyzed the success factors for domestic sales.



湯達熙律師講解企業在內地保護品牌知識產權的注意事項。
Lawyer Mr Anthony Tong elaborated on the "must dos" for protecting brand intellectual property in China market.



品牌局副主席吳清煥(左)致送紀念品予演講嘉賓。
BDC Vice Chairman Mr Ng Ching Wun (left) presented a souvenir to a speaker.



營銷專家楊永濤講解如何在內地建立和管理分銷渠道。
China domestic market expert Mr Yang Yong-tao illustrated the techniques to build and manage brand distribution channels in China.



「燕之家」創辦人白富鴻介紹品牌打入內地市場的奮鬥歷程。
Mr Frank Pak, founder of "Home of Swallows", shared with audience the brand's real-life experience in developing Mainland market.

品牌推廣及交流 Brand Promotion and Exchanges

「廈門香港品牌節」項目

作為內地最早對外開放的地區之一以及許多港人的祖籍地，俗稱「閩南金三角」的廈漳泉地區一貫與香港有著密切的經貿和社會聯繫。近年，隨著當地經濟發展水平的迅速提升、海峽兩岸實現「大三通」以及高鐵網絡的貫通，閩南地區正躍升為一個潛力豐厚和輻射力強大的區域市場，更是香港品牌進軍內地市場的必爭之地，以及將內銷業務從珠三角向更廣闊的華南、華東乃至華中地區擴展的踏腳石。



配合本港企業在內地市場發展的趨勢和需要，品牌局獲香港特區政府工業貿易署「發展品牌、升級轉型及拓展內銷市場的專項基金（機構支援計劃）」資助，推行名為「舉辦『廈門香港品牌節』」系列活動以協助香港品牌拓展閩南市場的專項計劃，並由廠商會、廠商會展覽服務有限公司分別擔任合辦機構及執行機構。項目由2012年11月至2013年9月期間舉行，為期11個月。

項目以「廈門香港品牌節」為主題，舉辦一系列豐富而務實的活動，包括在「2013香港時尚產品博覽·福建廈門工展會」中設立展現香港品牌最新風貌的大型展示廊，並於當地組織一系列宣揚香港品牌以及特色產品和服務的小型路演、舞台表演和主題推廣節目；進行一項瞭解閩南地區消費者習慣和偏好的問卷調查；在廈門市舉辦一個與國內分銷商、服務商以及業務夥伴的商貿配對交流會；以及在香港舉行一連串宣傳活動，包括一個以品牌內銷策略與實務為主題的經驗分享講座等，以協助香港業界瞭解閩南市場和尋找商機，並藉此推廣香港品牌的集體形象。

主辦機構於2012年11月19日舉行新聞發佈會，由廠商會會長施榮懷、品牌局主席陳淑玲及廠商會展覽服務有限公司主席吳永嘉向傳媒和業界宣佈活動項目的詳細情況及日程安排。



廠商會會長施榮懷（中）、品牌局主席陳淑玲（左三）、廠商會展覽服務有限公司主席吳永嘉（右三）、品牌局副主席吳清煥（左二）、黃家和（右二）、展覽公司副主席李慧芬（左一）、以及品牌局前任總裁梁世華（右一）主持「廈門香港品牌節」系列活動啟動儀式。
CMA President Mr Irons Sze (middle), BDC Chairman Ms Shirley Chan (3rd from left) and CMAESL Chairman Mr Jimmy Ng (3rd from right), BDC Vice Chairmen Mr Ng Ching Wun (2nd from left) and Mr Simon Wong (2nd from right), CMAESL Vice Chairman Ms Stella Lee (1st from left), and Former Chief Executive Officer Mr Paul Leung (1st from right) officiated at the Launching Ceremony-cum-Press Conference of "Xiamen Hong Kong Brand Festival".

“Xiamen Hong Kong Brand Festival” Project

As the ancestral hometown of many Hong Kong people and a pioneer in adopting the open-door policy, the nick-named “Southern Fujian Golden Delta”, basically comprising Xiamen, Quanzhou and Zhangzhou, has long-standing and close socio-economic ties with Hong Kong. In tandem with the rapid economic growth, the liberalization of “Three Links” across the Taiwan Strait as well as the availability of high-speed rail network, the recent years have seen the rise of Southern Fujian as an emerging market with phenomenal potential and increasing influences. It is not only a strategic foothold for Hong Kong brands to “go beyond” Pearl River Delta and expand the frontier of domestic sales in the South China, but also a gateway to the vast East China and Central China markets.

In line with Hong Kong industries’ recent developments in the Mainland market, the BDC implemented the “Assisting Hong Kong Brands to Explore Southern Fujian Market through Organizing ‘Xiamen Hong Kong Brand Festival’ Serial Activities” Project under the sponsorship of the “Dedicated Fund on Branding, Upgrading and Domestic Sales - Organization Support Programme” (BUD), with the CMA Exhibition Services Ltd (CMAESL) acting as the Implementation Agent and the CMA as Collaborating Organization. This 11-month Project commenced on November 2012.

The Project staged a promotional campaign under the banner of “Xiamen Hong Kong Brand Festival”, aiming to promote the collective image of Hong Kong brands and help Hong Kong enterprises to better understand the domestic market and explore business opportunities in the Mainland particularly Southern Fujian. It features a series of diversified activities that tie in with the current needs of Hong Kong enterprises, including setting up a large-scale gallery at the “2013 Hong Kong Trendy Products Expo, Fujian Xiamen” (the Expo) to showcase the latest development of Hong Kong brands, accompanied by a variety of road shows, stage performances and thematic programmes aiming to promote Hong Kong brands and representative products and services; conducting a questionnaire survey on Southern Fujian consumers with an eye to understanding their brand preferences and consumption behaviors; organizing a networking meeting to facilitate the business matching between Hong Kong brand operators and Mainland distributors, service providers as well as other potential business partners; and lining up publicity activities in Hong Kong including an experience sharing seminar with emphasis on the strategies and practices of Hong Kong brands in exploring Mainland market.

A Press Conference was held on 19 November 2012, at which

品牌香港 · 時尚廊

「2013 香港時尚產品博覽 · 福建廈門工展會」於 2013 年 4 月 27 日至 5 月 2 日期間在廈門國際會展中心舉行。「廈門香港品牌節」的多項重要活動與「廈門工展會」相輔相成，包括在展會內設立名為「品牌香港 · 時尚廊」的大型品牌展示區，以彰顯香港品牌的優越形象和最新發展。

主辦機構特別成立了由不同界別代表組成的參展品牌遴選委員會，並於 2013 年 3 月 4 日舉行會議，遴選參加展示的品牌以及就「時尚廊」的設計意念提供意見。委員會的成員包括：廠商會副會長吳永嘉、品牌局副主席黃家和、香港中小型企業總商會會長吳家榮、香港理工大學企業發展院院長黃亮、香港生產力促進局副總裁（機構事務）林植廷、香港旅遊發展局副總幹事雷詠間、香港零售管理協會執行總監余麗姚以及香港設計中心高級顧問羅肇強。

「品牌香港 · 時尚廊」以「時尚 · 優質生活」為主題，展出共 100 個香港產品及服務品牌。產品品牌區主要展出服裝及配飾、珠寶鐘錶、生活用品及精品、家用電器及電子產品、食品、中藥、保健及美容產品等六大類別的消費品，陳列了 80 多個香港品牌的 190 多件產品；而服務品牌區則展示零售及批發、酒店及餐飲、旅遊及休閒以及專業服務等行業品牌的資料。



「品牌香港 · 時尚廊」以「時尚 · 優質生活」為主題，共展出 100 個香港產品及服務品牌。
"Brand Hong Kong - Stylish Gallery" showcased 100 Hong Kong brands, centering on the theme of "Stylish and Quality Life".



福建省副省長李紅（右二）及香港特區政府商務及經濟發展局局長蘇錦樑（右三）在廠商會會長施榮懷（右一）、品牌局主席陳淑玲（左二）及副主席吳清煥（左一）陪同下參觀「時尚廊」。
Accompanied by CMA President Mr Irons Sze (1st from right), BDC Chairman Ms Shirley Chan (2nd from left) and BDC Vice Chairman Mr Ng Ching Wun (1st from left), Vice Governor of Fujian Provincial Government Ms Li Hong (2nd from right) and Secretary for Commerce and Economic Development of HKSAR Government Mr Gregory So (3rd from right) inspected the Gallery.

the CMA President Mr Irons Sze, BDC Chairman Ms Shirley Chan and CMAESL Chairman Mr Jimmy Ng were the officiating guests to announce the kick-off of the Project and to introduce its details and schedule to the media and the industry.

Brand Hong Kong — Stylish Gallery

While the "2013 Hong Kong Trendy Products Expo, Fujian Xiamen" (The Expo) was held at Xiamen Conference and Exhibition Center from 27 April to 2 May, 2013, the BDC unfolded a host of highlighted activities of the "Xiamen Hong Kong Brand Festival" in tandem, including setting up a large-scale showcase namely "Brand Hong Kong - Stylish Gallery" at the exhibition hall to promote the collective image and demonstrate the latest developments of Hong Kong brands.

An Exhibits Selection Committee was formed, which comprised Mr Jimmy Ng, Vice President of the CMA; Mr Simon Wong, Vice Chairman of the BDC; Mr Eric Ng, President of the Hong Kong General Chamber of Small & Medium Business; Mr Alvin Wong, Director, Institute for Entrepreneurship of Hong Kong Polytechnic University; Mr Tony Lam, Director - Corporate Services of Hong Kong Productivity Council; Ms Daisy Lui, Deputy Executive Director, Hong Kong Tourism Board; Ms Ruth Yu, Executive Director of Hong Kong Retail Management Association; and Dr John Lo, Senior Consultant of Hong Kong Design Centre. The Committee held a meeting on 4 March 2014 to conduct a screening on brands applied for the showcase and to advise on the design layout of the Gallery.

Centering on the theme of "Trendy and Quality Life", the Gallery displayed a total of 100 product brands and service brands with Hong Kong origin. The "Product Brands" zone featured over 190 product items under about 80 local brands from six consumer products categories, i.e. fashion & accessories; jewelry & watches; household & fine living products; home appliances & electrical products; food; and Chinese medicine, healthcare & beauty products. At the "Service Brands" zone, a set of panels were set up to display information of participating brands from a variety of industries like retail & wholesale, hotel & catering, tourism & entertainment and professional services.



香港特區政府商務及經濟發展局局長蘇錦樑（右四）、工業貿易署署長麥靖宇（右三）、廠商會會長施榮懷（左四）、品牌局主席陳淑玲（右二）、品牌局副主席吳清煥（左三）及商界代表於「時尚廊」合照。
Secretary for Commerce and Economic Development Mr Gregory So (4th from right), Director-General of Trade and Industry Mr Kenneth Mak (3rd from right), CMA President Mr Irons Sze (4th from left), BDC Chairman Ms Shirley Chan (2nd from right), BDC Vice Chairman Mr Ng Ching Wun (3rd from left) and representatives from the business community posed for a group picture at the Gallery.

「香港品牌至優·秀」舞台表演節目

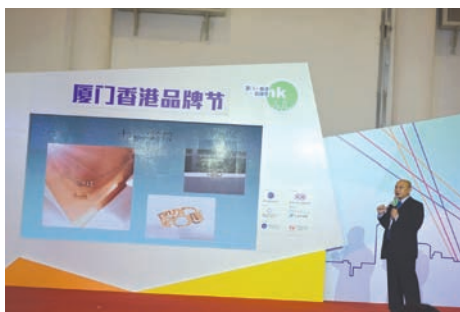
品牌局於「品牌香港·時尚廊」內搭建大型的表演舞台，分時段舉辦「香港品牌至優·秀」表演節目，圍繞香港品牌產品和服務的不同主題，展現香港品牌的多元精彩及時尚品味，並藉此推廣香港的特色文化。

為期六天的展覽共舉行了21場「香港品牌至優·秀」，豐富的內容包括：時尚珠寶設計、鑽飾選購與保養、參茸海味選購等講座；港式點心製作、流行彩妝、港式奶茶沖泡示範；以及「品牌大匯演」，即展示「時尚廊」參與品牌的模特兒天橋走秀。

“Hong Kong Brands: Good Show!” Thematic Performance Programmes

A series of stage performances and thematic programmes with focus on selected manufacturing or service industries were lined up at the venue of “Brand Hong Kong – Stylish Gallery”, in an attempt to demonstrate the diversity, vitality and lifestyle-orientation of Hong Kong brands.

Scattered over the six-day exhibition period, 21 shows were put on, including talks on the topic of fashion jewellery design, diamond maintenance, and selection of precious Chinese herbs and dried seafood; demonstrations of “dim sum” cooking, trendy make-up, brewing of Hong Kong-style milk tea; and catwalk shows to display participating brands of the Gallery.



「金至尊」的代表牟春林介紹時尚的珠寶設計意念。
Mr Jason Mou from “3D-Gold” introduced the design concept of fashion jewellery.



「周大福」的代表劉璞分享鑽石與寶石的選購與保養心得。
Ms Lau Pok from “Chow Tai Fook” shared with audience on the selection and maintenance of diamonds and jewels.



香港「金茶王」梁德酬師傅示範港式奶茶的沖泡技術。
Mr Leung Tak Chau, champion of Hong Kong International KamCha Competition, was preparing Hong Kong-style milk tea.



模特兒於「品牌大匯演」向觀眾展示香港品牌。
Catwalk models presented exhibits of the “Brand Hong Kong – Stylish Gallery”.



香港珠寶玉石廠商會的代表謝彥彬及李雅講解珠寶設計潮流及發展趨勢。
Ms Vickie Xie and Ms Miki Li from Hong Kong Jewellery & Jade Manufacturers Association illustrated the trend in jewellery design.



「蒙妮坦」的代表余慧嫻進行流行彩妝的示範。
Ms Yee Wai Han from “CMM” demonstrated popular make-up techniques.



「百成堂」的代表金雪梅講授如何選購參茸海味。
Ms Kam Suet Mui from “Pak Shing Tong” spoke on how to select precious Chinese herbs and dried seafood.



「鴻星」的代表蔡秀龍及尹諾軒示範港式卡通點心的製作方法。
Mr Choi Sau Lung and Mr Wun Lok Hin from “Super Star” demonstrated the cooking methods of Hong Kong-style “dim sum”.

回顧 Review

閩南消費者對香港品牌態度及購買行為問卷調查

主辦機構委託由香港理工大學專家領導的研究團隊，於2013年4月底至5月初在廈門、泉州及漳州三個城市進行一項名為「閩南消費者對香港品牌態度及購買行為問卷調查」的研究，成功訪問了1,017位當地市民。這項調查旨在瞭解閩南地區消費者對香港品牌的認識程度和評價，並揭示當地消費習慣、行為特徵以及市場環境，為香港中小企業拓展閩南市場收集第一手的參考資料。主辦機構於2013年6月18日公佈了調查的結果和分析報告。



調查員正向泉州市民進行問卷訪問。
Enumerators were interviewing Quanzhou citizens.

商貿配對交流會

主辦機構於2013年4月27日假廈門國際會展中心舉行「商貿配對交流會」，組織香港品牌經營者和中小企業與內地特別是閩南地區的分銷商以及潛在的合作夥伴進行洽談和商業配對。

在交流會上，品牌局主席陳淑玲和中國國際貿易促進委員會廈門市分會會長蘇育群致歡迎辭，並由廠商會副會長徐炳光致送紀念品予活動的支持機構。交流會成功邀得超過250名閩南地區的分銷商及香港品牌企業出席，為雙方進行商貿洽談提供了一個有效的平台。



品牌局主席陳淑玲於「商貿配對交流會」上致歡迎辭。
BDC Chairman Ms Shirley Chan delivered welcome remarks at the Business Networking Meeting.



閩南地區的分銷商與香港品牌企業進行洽談和商業配對。
Mainland distributors and Hong Kong brand operators explored business opportunities at the Networking Meeting.

Survey on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior

Commissioned by Organizer, a research team led by the experts of the Hong Kong Polytechnic University conducted a questionnaire survey, namely "Survey on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior" at Xiamen, Quanzhou and Zhangzhou around late April to early May. The Survey successfully interviewed 1,017 local citizens and gathered consumers' views on the perception of Hong Kong brands, aiming to provide Hong Kong companies with first-hand information and insights in regards to the consumer behaviors and the business environment of Southern Fujian region. The survey finding was released on 18 June 2013.

Business Networking Meeting

The Organizers convened a "Business Networking Meeting" on 27 April 2013 at Xiamen Conference and Exhibition Center, which provided a platform for Hong Kong brand operators to meet and explore cooperation with Mainland distributors and other potential business partners, especially those based in Southern Fujian.

The meeting commenced with welcome remarks by the BDC Chairman Ms Shirley Chan and Mr Su Yuquan, Chairman of China Council for the Promotion of International Trade Xiamen Sub-Council; and CMA Vice President Dr Edward Tsui presented souvenirs to the supporting organizations on behalf of the Organizers. Over 250 Hong Kong brand operators and Mainland distributors attended the networking meeting.



廠商會及品牌局組織高層代表團赴廈門訪問並出席「商貿配對交流會」。
The CMA and BDC dispatched a high-level delegation to Xiamen. The delegates posed for a group picture at the Business Networking Meeting.



廠商會副會長徐炳光(右)致送紀念品予中國國際貿易促進委員會廈門市分會會長蘇育群。
CMA Vice President Dr Edward Tsui (right) presented a souvenir to Mr Su Yuquan, Chairman of China Council for the Promotion of International Trade Xiamen Sub-Council.

路演及宣傳活動

品牌局於2013年4月12日至15日期間，於廈門羅賓森購物廣場舉辦為期3天的路演宣傳活動，透過「品牌大匯演」、互動遊戲、抽獎環節以及設置大型的資料板，向當地消費者介紹「廈門香港品牌節」的資訊及宣傳香港的產品和服務品牌。

除了於香港以報章及雜誌廣告進行「品牌節」的宣傳之外，品牌局於閩南地區展開密集式的宣傳，包括於十多份當地報章及雜誌刊登廣告，於廈門經濟交通廣播台進行宣傳，向閩南地區市民發放宣傳短訊，以及在廈門市公交車車身、候車亭、商場戶外大型廣告位、戶外天橋以及街道等投放廣告。

主辦機構並製作了一系列的印刷品，包括輯錄了「品牌香港·時尚廊」參與品牌資料的宣傳單張、場刊，以及筆和環保袋等紀念品，向當地市民派發，進一步擴大推廣的層面和範圍。



主辦機構於路演活動中設置大型的資料板介紹「時尚廊」的參與品牌。
During the roadshow, a large-scale panel was set up to promote participating brands of the Gallery.



觀眾與致勃勃地參與有獎遊戲。
Audience had fun at the prize games.

Roadshow and Promotional Campaign

A three-day roadshow was staged at Xiamen Robinsons Shopping Mall from 12 to 15 April 2013 to promote the image of Hong Kong brands and disseminate information of "Xiamen Hong Kong Brand Festival" among local citizens, through catwalk shows, interactive games, lucky draws and information panel display.

Apart from newspaper and magazine advertising in Hong Kong, the BDC also carried out an intensive promotional campaign in Southern Fujian region, which consisted of advertisements on local newspapers and magazine; radio and SMS broadcasting; as well as outdoor advertising on buses, bus stops, shopping malls, streets and foot bridges.

Besides, a series of printing materials such as leaflets and directory of the participating brands of "Brand Hong Kong – Stylish Gallery" as well as souvenirs like pens and recycle bags were distributed to local citizens to reach out to a wider audience.



「品牌大匯演」吸引了成千上萬的當地市民。
Catwalk shows attracted thousands of people.

「進軍閩南市場」分享會

於2013年6月18日舉行的「進軍閩南市場」分享會是「廈門香港品牌節」的總結活動。在分享會上，香港理工大學品牌戰略及創新中心主任兼管理及市場學系副教授陸定光博士先介紹了閩南消費者調查研究的結果，並探討香港公司在閩南市場建立和推廣品牌的策略，隨後香港理工大學中國商業中心主任陳文鴻博士闡述了中國內地消費模式的變革；接著家典有限公司總經理黃鐘波先生和僑豐行有限公司行政總裁黃偉鴻先生分享了拓展內地市場的實戰經驗以及參加「廈門香港品牌節」的體會。分享會反應熱烈，吸引了近80位業界代表參與。



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



廠商會展覽服務有限公司副主席李慧芬（右）致送紀念品予演講嘉賓。
CMAESL Vice Chairman Ms Stella Lee (right) presented souvenir to a guest speaker.

Experience Sharing Seminar on “Tapping into Southern China Market”

As concluding session of the Project, a seminar under the banner of “Tapping into Southern China Market” was held on 18 June 2013.

After presenting the major findings of the survey on Southern Fujian consumers, Dr Sherriff Luk, Head of PolyU Shenzhen Base Brand Strategy & Innovation Center cum Associate Professor of Department of Management and Marketing of the Hong Kong Polytechnic University, put forward some suggestions on the effective strategies for building and promoting brands in Southern Fujian region; and Dr Thomas Chan, Head of China Business Centre of Hong Kong Polytechnic University, introduced the ongoing changes in China's consumption pattern. Besides, Mr Stephen Wong, General Manager of San Dynamic Ltd and Mr Ellis Wong, Chief Executive Officer of Kiu Fung Hong Ltd, shared with the audience their real-life experience in developing domestic sales as well as the observations on the Southern Fujian Market. The Seminar attracted about 80 participants.



陸定光博士公佈「閩南消費者對香港品牌態度及購買行為調查報告」。
Dr Sherriff Luk announced the findings of “Survey on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior”.



香港理工大學中國商業中心主任陳文鴻博士分析中國內地消費模式的演變趨勢。
Dr Thomas Chan, Head of China Business Centre of Hong Kong Polytechnic University, analyzed the characteristics and future trends of consumption pattern in China.



家典有限公司總經理黃鐘波先生分享港商在內地市場拓展業務的注意事項。
Mr Stephen Wong spoke on how to “play safe” in the Mainland market.



僑豐行有限公司行政總裁黃偉鴻先生暢談在閩南拓展業務的體會。
Mr Ellis Wong shared his experience in exploring business opportunities at Southern Fujian.

展覽及產品展示

品牌局不時參加在本港及內地不同城市舉行的各種展覽會和產品展銷會，並透過設立展板和產品展示專櫃等形式，推介屬下品牌選舉的得獎者；透過這些活動展示香港品牌的整體形象，提升得獎公司的市場影響力，並為本地和內地消費者提供認識和瞭解香港品牌的窗口。

品牌局參與之展覽會及展示活動

(表六)

舉辦日期	活動名稱	地點	展示內容
2012 年			
9 月 22 至 25 日	第九屆中國國際中小企業博覽會	廣州	設立資料展板
9 月 27 至 30 日	香港時尚購物展·南京	南京	設立資料展板；並展示 17 個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
11 月 1 至 3 日	第十四屆中國連鎖店展覽會—天津	天津	設立資料展板；並展示 11 個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
12 月 6 至 8 日	國際中小企博覽·設計及創新科技博覽	香港	設立資料展板
12 月 15 日至 2013 年 1 月 1 日	第 47 屆香港工展會	香港	設置攤位及資料展板；舉辦有獎問答遊戲；網站及手機應用程式宣傳
2013 年			
2 月 1 至 8 日	香港貿易發展局設計廊展示	香港	展示 2012 年「品牌選舉」得獎品牌的資料及產品
2 月 4 日	2012 年香港名牌選舉及香港服務名牌選舉、香港新星品牌選舉及香港新星服務品牌選舉頒獎典禮暨慶祝晚宴	香港	大型展板介紹 38 個得獎品牌資料
4 月 27 日至 5 月 2 日	品牌香港·時尚廊	廈門	設立資料展板及展示專櫃展出 100 個香港產品及服務品牌



品牌局於 2012 年 9 月及 11 月帶領「香港名牌」及「香港新星品牌」得獎品牌參加「2012 香港時尚產品博覽·南京工展會」(左)及「第十四屆中國連鎖店展覽會—天津」(右)，並進行產品展示。

Under the coordination of the BDC, selected Awardees of Hong Kong Top Brand and Hong Kong Emerging Brand showcased their products at "2012 Hong Kong Trendy Products Expo, Nanjing" (left) in September 2012 and "The 14th China Chain Store Expo" (right) in November 2012.

Exhibitions and Product Showcases

From time to time, the BDC takes part in various exhibitions held in Hong Kong and China's major cities, and promotes the winners of the brand awards through display boards and product showcases. Such promotional activities help to boost the collective image of Hong Kong brands, while providing a window for consumers, both locally and across the border, to know more about Hong Kong brands.

BDC's Presence in Exhibitions and Showcases

(Table 6)

Period	Event	Location	Promotion Activity
Year 2012			
22 to 25 September	The 9th China International SMEs Fair	Guangzhou	Display board
27 to 30 September	Style HongKong Show in Nanjing	Nanjing	Display board and product showcase (for 17 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
1 to 3 November	The China Retail Trade Show	Tianjin	Display board and product showcase (for 11 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
6 to 8 December	World SME Expo, Inno Design Tech Expo	Hong Kong	Display board
15 December to 1 January, 2013	The 47th Hong Kong Brands and Products Expo	Hong Kong	Booth and display board; prize game; internet and mobile application promotion
Year 2013			
1 to 8 February	Showcase at the Design Gallery of Hong Kong Trade Development Council	Hong Kong	Product showcase and display board (for winners of 2012 Awards)
4 February	2012 Presentation Ceremony of Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	Hong Kong	Large-scale display board (for 38 winners of the 2012 Awards)
27 April to 2 May	Brand Hong Kong — Stylish Gallery	Xiamen	Display board and product showcase for 100 Hong Kong brands

第 47 屆「香港工展會」品牌局推廣攤位

為了提升市民大眾對品牌局的認識以及推廣品牌局的形象，品牌局於 2012 年 12 月 15 日至 2013 年 1 月 1 日參與於香港維多利亞公園舉行之第 47 屆「香港工展會」，於展會內特設推廣攤位；除了透過資料展板向入場人士介紹本局的工作和主要活動之外，亦於攤位內進行有獎問答電腦遊戲以及派發特製的宣傳單張，以推廣「香港名牌標識 (TOP 嘜) 計劃」。

BDC Promotion Booth at the 47th HKBPE

In order to promote the Council's corporate image among the general public, the BDC set up a promotion booth in the 47th Hong Kong Brands and Products Expo (HKBPE), which was held at the Hong Kong Victoria Park. During the exhibition period from 15 December 2012 to 1 January 2013, information panels were displayed at the booth to introduce the Council's work and its major activities, and prize games were organized for visitors. Besides, BDC also disseminated leaflets to promote "Hong Kong Top Brand Mark (Top Mark) Scheme".



品牌局於第 47 屆「香港工展會」設立攤位，並進行有獎問答遊戲。
The BDC set up a booth and organized prize games at the "47th HKBPE".

品牌局副主席吳清煥參觀品牌局於「香港工展會」中設立的攤位。
BDC Vice Chairman Mr Ng Ching Wun visited the BDC booth at the "47th HKBPE".



「品牌香港·時尚廊」展出 100 個香港產品及服務品牌。
"Brand Hong Kong - Stylish Gallery" showcased 100 Hong Kong product and service brands.



2012 年「香港名牌選舉」及「香港服務名牌選舉」於第 47 屆「香港工展會」進行公眾投票。
2012 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the "47th Hong Kong Brands and Products Expo".



2012 年「品牌選舉」得獎公司的產品和資料於「設計廊」展出。
Products and information of the winners of 2012 Awards were displayed at the Design Gallery.

交流與互動

品牌局透過參與本港和內地的論壇、交流會、聯誼活動以及接洽來自國內和海外的訪問團等渠道，積極與各地政府和工商組織建立聯繫，就品牌發展互換意見和探討合作。

品牌局參與之交流活動

(表七)

舉辦日期	內容主題	地點	品牌局角色
2012 年			
6 月 25 至 29 日	香港設計中心「設計『智』識周 2012」	香港	支持機構
7 月 11 日	香港青島總會「青島 CEPA 示範城市商務對話茶敘」	香港	出席
9 月 28 日	與香港家私協會舉行交流午宴	香港	出席
12 月 3 至 8 日	香港設計中心「設計營商周 2012」	香港	支持機構
12 月 4 日	香港零售管理協會「2012 週年晚會暨頒獎典禮」	香港	出席
12 月 7 日	香港工業總會、香港生產力促進局、珠三角工業協會「香港珠三角工商界合作交流會」	廣州	支持機構
12 月 13 日	香港餐飲聯業協會「智贏品牌計劃」新書發佈會	香港	出席
2013 年			
1 月 22 日	香港家私協會「第十三屆常務理事會就職典禮」	香港	出席
4 月 27 日	「廈門香港品牌節」之「商貿配對交流會」	廈門	主辦
4 月 27 日	香港家私協會「2013 廈門·香港(國際)家具節」	廈門	出席
5 月 31 日	天津海外聯誼會代表團	香港	接待訪問團



品牌局於廈門主辦「商貿配對交流會」，為香港品牌和內地分銷商搭建合作平台。

The BDC hosted a Business Networking Meeting at Xiamen, providing a platform for Hong Kong brands to meet with Mainland distributors.

Exchanges and Networking

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

BDC on Exchange Programmes

(Table 7)

Date	Activity	Location	Role of BDC
Year 2012			
25 to 29 June	“Knowledge of Design Week” by Hong Kong Design Centre	Hong Kong	Supporting Organization
11 July	Business Gathering by Hong Kong Qingdao Association	Hong Kong	Participant
28 September	Lunch Meeting with Hong Kong Furniture Association	Hong Kong	Participant
3 to 8 December	“Business of Design Week” by Hong Kong Design Centre	Hong Kong	Supporting Organization
4 December	2012 Annual Ball of Hong Kong Retail Management Association	Hong Kong	Participant
7 December	“Hong Kong - PRD Industrial Promotion Networking Meeting” by Federation of Hong Kong Industries, Hong Kong Productivity Council and PRD Council	Guangzhou	Supporting Organization
13 December	Launching of “Best Catering Brands” Booklet by Hong Kong Federation of Restaurants & Related Trades	Hong Kong	Participant
Year 2013			
22 January	Inauguration Ceremony of the Executive Committee of Hong Kong Furniture Association	Hong Kong	Participant
27 April	Business Networking Meeting of “Xiamen Hong Kong Brand Festival”	Xiamen	Organizer
27 April	"2013 Hong Kong Furniture Brand week, Xiamen" by Hong Kong Furniture Association	Xiamen	Participant
31 May	Delegation of Tianjin Overseas Friendship Association	Hong Kong	Receiving delegation



品牌局陳淑玲主席致辭祝賀「智贏品牌計劃」新書的發佈。
BDC Chairman Ms Shirley Chan delivered a speech to congratulate the publication of “Best Catering Brands”.



天津海外聯誼會代表團到訪廠商會及品牌局，雙方互就商貿合作及品牌發展交換意見。
A delegation from Tianjin Overseas Friendship Association visited the BDC to exchange views on business cooperation and brand development.

2012 《香港名牌巡禮》

《2012 香港名牌巡禮》於 2012 年 7 月出版，合共 308 頁；以中英對照、圖文並茂的形式，將 100 多個香港原創品牌的成功故事和心得經驗集結成書，同時亦記載了「香港名牌選舉」、「香港服務名牌選舉」和「香港新星品牌選舉暨香港新星服務品牌選舉」的歷史沿革和最新發展。自 2003 年創刊以來，《香港名牌巡禮》已是第十次出版。

《2012 香港名牌巡禮》共發行近 3,000 冊；除各得獎公司惠存之外，還寄予超過 600 個政府部門、各國駐港領事館、酒店、學校、報館、工商團體及社會知名人士；並利用本港及國內展覽會、訪問團及其他推廣活動，向國內及海外的機構和人士派發。

官方網站

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

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

此外，《香港名牌巡禮 2012》的電子版本亦上載於網站的「名牌巡禮」欄目，透過互聯網進一步向海內外的商家與消費者宣傳香港的優秀品牌。



The Parade of Hong Kong Top Brands 2012

The 2012 edition of "The Parade of Hong Kong Top Brands" was published in July 2012. This 308-page bilingual booklet collects the success stories of over 100 representative brands of Hong Kong; and it on the other hand is the official publication to take stock of the history and latest developments of Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards. Making debut in 2003, "The Parade" was in its 10th edition.



With a circulation volume of 3,000, the booklet was distributed to over 600 organizations, including Government departments, chambers, associations, media, universities and consulates; and it also stepped up presence in exhibitions and other events held in Hong Kong, Mainland China and even overseas.

BDC Website

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

As an on-line promotional avenue for the "Xiamen Hong Kong Brand Festival" Project, a dedicated sub-section has been created under the "Brand Resource Center" to provide updates of the serial activities, and to host the details of brands participating in the "Brand Hong Kong — Stylish Gallery" and other deliverables of the Project.

Besides, the electronic version of "The Parade of Hong Kong Top Brands 2012" was uploaded onto the BDC website under the column of "Top Brand Gallery", in an attempt to extend the promotion coverage to overseas business communities and consumers via Internet.

會務活動 In-house Activities

2012 會員大會

品牌局於 2012 年 9 月 25 日假廠商會會議廳舉行周年大會，由陳淑玲主席擔任大會主席並致辭；出席會議者包括品牌局理事及會員公司代表 30 多人。

陳淑玲主席回顧了品牌局在過去一年的多項主要工作，包括透過多種渠道向特區和內地政府反映業界的訴求、協助香港品牌拓展中國內銷市場、以及加強品牌研究與教育等。大會並一致通過財務報告及理事會和核數師報告，以及續聘吳焯仁執業會計師擔任品牌局核數師。



陳淑玲主席主持 2012 年度會員大會。
BDC Chairman Ms Shirley Chan chaired the 2012 Annual General Meeting.

2012 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 25 September 2012. Ms Shirley Chan, the BDC Chairman was the Chairman of AGM. In her speech, she reviewed the major work of the BDC in the last year, including conveying the views of the industries to the governments of both HKSAR and Mainland through various channels, assisting local brands to explore the domestic market of Mainland China, and pressing ahead with brand research and education.

The AGM resolved that the Statement of Accounts of the Council and Reports of the General Committee and Auditors be received and Mr Ng Cheuk Yan be re-appointed as the Auditor. Over 30 General Committee members and registered representatives of member companies attended the meeting.

Work of Committees

The BDC is established on the principle of "Market leads, Government facilitates, Community supports". The Council has invited Government officials as Honorary Patrons and Honorary Advisors, and it has a General Committee whose membership comprise representatives from a variety of sectors, such as manufacturing, commerce, academics, and professional services. Besides, several working committees including "Hong Kong Top Brand Assessment Board", "Technical Advisory Committee", "Promotion and Advocacy Committee", and "Finance Committee" have been set up as the operational arms to carry out the Council's various initiatives.



會員公司代表於 2012 年度會員大會上合照。
Member representatives posed for a group photo at 2012 Annual General Meeting.

委員會工作

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管商務經濟的政府官員擔任名譽贊助人和顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」、「財務委員會」等工作委員會。

理事會

理事會為品牌局的決策和管理機構，負責對品牌局的活動制定方向性指引，並對香港品牌的整體發展策略和推進措施進行研究；理事會監察品牌局的日常運作並協調屬下各委員會的工作。

理事會現任主席為陳淑玲；於2012年9月25日及2013年4月16日舉行了會議，就申請「發展品牌、升級轉型及拓展內銷市場的專項基金」的項目及品牌局2013年工作計劃等進行討論。

常務理事會及財務委員會

品牌局亦設立由主席、副主席、總裁組成的常務理事會。常務理事會受理事會委託推行管理、督導及其他工作；常務理事會現任主席為陳淑玲。

財務委員會的職能是指導及監察品牌局的財務工作，研究改善品牌局長遠財務狀況的策略。財務委員會由品牌局副主席李惠中兼任主席。

常務理事會和財務委員會在2013年4月16日舉行了聯席會議，就品牌局2013年度財政收支概算以及擬推行之重點項目的財務效應等進行討論。

香港名牌評審委員會

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

香港名牌評審委員會主席由品牌局主席陳淑玲兼任。委員會擔任2012年「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」及「香港新星服務品牌選舉」初賽的評審團，於2012年11月21日完成四個「選舉」入圍品牌的遴選工作。委員會並於2013年5月15日舉行會議，討論2013年「名牌選舉」的日程和安排，並跟進2012年選舉決賽評審團提出的多個事項。

技術顧問委員會

技術顧問委員會就品牌選舉的評審標準和認證計劃提供技術指導；亦致力促進品牌局與學術、專業服務等界別的聯繫和合作。

General Committee

The General Committee is the governing body of the Council, which provides guidance on the developmental directions of the Council and also looks into the overall strategy and policies related to the development of Hong Kong brands. The General Committee supervises the operation of the Council and coordinates the work of sub-committees.

Chaired by the BDC Chairman Ms Shirley Chan, the General Committee held meetings on 25 September 2012 and 16 April 2013 to study BDC's projects submitted to apply for the BUD fund and to review the 2013 Year Plan of the Council.

Executive Committee & Finance Committee

The BDC has an Executive Committee consisting of the Chairman, Vice Chairmen and the CEO. The Executive Committee is empowered by the General Committee to conduct, manage and supervise the affairs of the Council. The BDC Chairman Ms Shirley Chan is the Chairman of the Executive Committee.

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

Executive General Committee and Finance Committee held a joint meeting on 16 April 2013 to discuss the 2013 budget of the Council and study the financial impacts of major projects to be implemented in 2013.

Hong Kong Top Brand Assessment Board

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

The Board is chaired by the BDC Chairman Ms Shirley Chan. It acted as the Preliminary Judging Panel of the 2012 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards to select the shortlisted entries on 21 November 2012. The Committee also held a meeting on 15 May 2013 to discuss the schedule and arrangements for 2013 Awards and follow up a host of issues raised by the Final Judging Panels of the 2012 Awards.

Technical Advisory Committee

The Technical Advisory Committee advises on the judging criteria of brand awards and technical aspects of the certification scheme, and it is also devoted to fostering the communications and cooperation between the Council and academics, professionals and

技術顧問委員會由品牌局副主席黃家和兼任主席，委員主要是來自工商、學術、法律、設計等界別的專業人士。委員會於 2013 年 8 月 30 日舉行了會議，研究有關個別公司的參賽資格。

推廣與宣傳委員會

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

推廣與宣傳委員會由品牌局副主席吳清煥兼任主席。委員會於 2012 年 1 月 22 日舉行了特別會議，就 2012 年品牌選舉頒獎典禮暨慶祝晚宴的具體安排進行討論；並於 2013 年 5 月 31 日舉行會議，討論品牌局 2013 年的各項重要活動的宣傳計劃以及 2013 年品牌選舉頒獎典禮的執行方案。

會員招募

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

品牌局歡迎任何認同品牌局理念、支持香港品牌發展的公司及機構加入成為公司會員或贊助會員。自 2005 年 8 月成立以來，已有 290 多家公司成為品牌局的公司會員。

other sectors.

Currently chaired by the BDC Vice Chairman Mr Simon Wong, the Committee is made up of domain experts who are industrialist, academic, legal expert, designer or other professionals. The Committee held a meeting on 30 August 2013 to study cases related to the eligibility of entries and give advice on the technical amendments to the Entry Form of the Awards.

Promotion and Advocacy Committee

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

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a special meeting on 22 January 2013 to discuss the logistic arrangements for the Presentation Ceremony-cum-Gala Dinner of 2012 Awards. The committee also held a meeting on 31 May 2013 to endorse the promotional plans of the Council's major activities in 2013 and to discuss the implementation details of the 2013 Gala Dinner.

Member Recruitment

Membership is not only an important base for the BDC to advocate and implement its founding missions, but also constitutes an indispensable interface for the Council to connect and serve the industries.

The BDC welcomes all companies and organizations in sympathy of our objectives to become Corporate Members or Associate Members. Since the establishment in August 2005, the BDC has successfully admitted over 290 Corporate Members.



會員福利

Member Benefits

入會資格

凡持有香港商業登記證明的公司，或已向香港特區政府相關主管當局註冊的工商社會團體，均有資格申請成為香港品牌發展局之公司會員。境外註冊之公司或工商社會團體，可申請為贊助會員。

會員福利

公司會員有權參加品牌局的會員大會，擁有投票表決權。公司會員及贊助會員均可尊享多元化的服務，包括：

- 利用品牌局的平台，就品牌發展的政策和相關事宜表達意見。
- 參與品牌局在香港、內地和海外舉辦的展覽、產品展示和市場推廣活動。
- 以會員優惠價或免費（特定活動）參加研討會、培訓課程、營商考察團等。
- 接受品牌方面的最新資訊。
- 分享品牌局所推行之研究和發展項目的成果。
- 使用品牌局構建之品牌發展支援體系，例如專家庫、免費諮詢、顧問引介服務等。
- 免費取得品牌局的刊物，包括《香港名牌巡禮》、《年報》、會員通告及電郵簡訊等。
- 羅列公司簡介於品牌局官方網站。
- 依託品牌局的網絡，開展業界間的商業配對、合作、交流、聯誼與互惠活動。
- 享有廠商會之團體會員優惠，例如培訓、保險服務費用折扣等。

Membership Eligibility

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

Member Benefits

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

- Become part of a collective voice to express views and concerns on government's policies and issues pertaining to brand development.
- Have opportunities to participate in various exhibitions, product showcases, and promotional activities organized by the BDC in Hong Kong, Mainland and overseas.
- Attend seminars, training programmes, business study trips and other activities at a discounted rate or free-of-charge (for specified events).
- Acquire updated information on branding.
- Share findings of research and development projects conducted by the BDC.
- Get access to brand development supporting facilities established by the BDC, e.g. brand expert database, free consultancy, and consultant referral services.
- Receive free publications, including "The Parade of Hong Kong Top Brands", "Annual Report", member circular, e-mail broadcast, etc.
- Upload company information on the BDC's official website.
- Leverage on the BDC's network to facilitate business matching, experience sharing, strategic alliance, inter-company liaison and mutually preferential arrangements.
- Enjoy benefits entitled to CMA Group Members, such as discounts on training and insurance services.



香港品牌發展局

Hong Kong Brand Development Council

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

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管工商及經濟的政府官員擔任名譽贊助人和顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」及「財務委員會」等工作委員會和專責秘書處。

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

除了積極敦促、協助政府政策的制定和執行之外，品牌局亦活躍於品牌評審、培育、推廣、研究、交流和國際合作等各個領域，包括：每年主辦「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」和「香港新星服務品牌選舉」，並協助策劃其他名牌評審與比賽，藉以表彰先進，樹立借鑒典範和參照基準；推行「香港名牌標識計劃」和「香港製造標識計劃」，透過規範化的審核和准許證制度，開創品牌相關認證之先河；帶領企業參加本港、國內和海外的展覽和推廣活動，提升香港品牌的市場影響力；定期舉辦「中小企品牌群策營」，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的平台；並推行研究計劃、培訓項目、觀摩與交流活動，扶植後起之秀，倡導「建品牌、創名牌」的行業風尚；透過加強公眾宣傳和教育，增進消費者的品牌意識，培養「重視品牌、保護品牌」的社會氛圍。

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

Initiated by the Chinese Manufacturers' Association of Hong Kong, the Hong Kong Brand Development Council is a non-profit-making institution aiming to promote the development of Hong Kong brands by pooling together the efforts of all walks of life. It is committed to promoting Hong Kong brands and products, advocating innovation and creativity, fostering an environment conducive to brand-building, and enhancing exchanges and cooperation among companies in regard to brand development.

The Council is established on the principle of "Market leads, Government facilitates, Community supports". Apart from having invited Government officials as Honorary Patrons and Honorary Advisors, the Council has a prestigious General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academic, and professional services. A devoted secretariat and several working committees including "Hong Kong Top Brand Assessment Board", "Technical Advisory Committee", "Promotion and Advocacy Committee", and "Finance Committee" have been set up as the operational arms to carry out the Council's various initiatives.

The Council has set itself the task of becoming a flagship to lead the way in Hong Kong's brand development, being a driver for the pursuit of an overall strategy, a facilitator for the formulation and implementation of related policies, and a coordinator for the branding efforts of local organizations. The Council has been playing an active role in every key area, sharpening its leadership in brand accreditation, incubation, promotion, research, exchanges and international cooperation.

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

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

The tidal wave of globalization, coupled with the rise of knowledge economy, has ushered in a "brand era", where brand-building is becoming a must strategy for an organization to stay competitive. Hand in hand with our industries, the Hong Kong Brand Development Council is devoted to promoting "Made by Hong Kong, Originated from Hong Kong" as a world-class label and developing Hong Kong into a star-studded brands hub.

附件 Appendices

屬下各委員會 Sub-Committees

香港名牌評審委員會

Hong Kong Top Brand Assessment Board

主席 Chairman :

陳淑玲 Ms Shirley S L Chan, JP

副主席 Vice Chairmen :

吳清煥 Mr Ng Ching Wun

黃家和 Mr Simon K W Wong, JP

李惠中 Mr Charlie W C Lee

委員 Committee Members :

李慧芬 Ms Stella W F Lee

余立明 Mr Michael L M Yu

楊華勇 Mr Johnny Yu

盧金榮 Dr Lo Kam Wing

查毅超 Dr Sunny Chai

梁兆賢 Mr Jackson S Y Leung

陳家偉 Mr Calvin Chan

梁啟洲 Mr Michael Liang

周紹榮 Mr Joseph S W Chow

鍾國斌 The Hon Felix K P Chung

盧毓琳 Mr Lo Yuk Lam

蔡志婷 Ms Eva C T Choy

技術顧問委員會

Technical Advisory Committee

主席 Chairman :

黃家和 Mr Simon K W Wong, JP

技術顧問 Technical Advisors :

吳宏斌 Dr Dennis W P Ng, BBS, MH

劉健華 Dr Kevin K W Lau, JP

李躍華 Mr Francis Lee

周允成 Mr Winston Chow

曾慶才 Dr Albert H C Tsang

譚沛灝 Dr Nicholas P H Tam

陸定光 Dr Sherriff Luk

周紹榮 Mr Joseph S W Chow

盧毓琳 Mr Lo Yuk Lam

財務委員會

Finance Committee

主席 Chairman :

李惠中 Mr Charlie W C Lee

委員 Committee Members :

陳淑玲 Ms Shirley S L Chan, JP

吳清煥 Mr Ng Ching Wun

黃家和 Mr Simon K W Wong, JP

黃靜文 Ms Adeline Wong, JP

推廣與宣傳委員會

Promotion and Advocacy Committee

主席 Chairman :

吳清煥 Mr Ng Ching Wun

顧問 Advisors :

陳淑玲 Ms Shirley S L Chan, JP

黃家和 Mr Simon K W Wong, JP

委員 Committee Members :

陳國民 Dr Edward Chan

沈運龍 Dr Aaron Shum

林 潞 Mr Calvin Lam

丘偉基 Mr Antonia Hugh

白富鴻 Mr Frank F H Pak, JP

王曼源 Mr Wong Man Yuen

黃偉雄 Mr Addy Wong, MH

吳秋全 Mr Charles Ng

郭勇維 Mr Garic Kwok

何偉權 Mr Ken Ho

林國興 Mr Wilfred Lam, JP

駱百強 Mr Robert Lok

張 傑 Mr Zhang Hwo Jie

顏明秀 Ms Candy Ngan

余皓媛 Ms Grace Yu

「TOP 嘜」核准品牌及產品 / 服務類別 (截至 2013 年 8 月)

“Top Mark” Registered Brands and Product / Service Categories (up to August 2013)

1. 核准產品品牌及產品類別

准許證號碼	品牌	公司	核准產品類別
P001	金妹牌	四洲貿易有限公司	火腿、肉腸
P002	和興白花油	和興白花油藥廠有限公司	中成藥外擦劑 (白花油)
P003	雅蘭	雅蘭企業有限公司	彈弓床褥、枕頭、床上用品
P004	雞仔嘜	震歐線衫廠有限公司	內衣褲、保暖內衣褲
P005	美時	美時文儀有限公司	辦公室家具、辦公室座椅
P006	清泉	清泉純蒸餾水有限公司	蒸餾水
P007	李錦記	李錦記有限公司	蠔油
P008	美玫牌	香港麵粉廠有限公司	麵粉
P009	豐葉	豐葉電器製造廠有限公司	萬能蘇、插頭、排蘇插座、入牆開關掣、插座、通訊、電子插座、USB 排蘇插座、USB 萬能蘇
P011	德國寶	德國寶 (香港) 有限公司	電熱水器、抽油煙機、氣體煮食爐、廚櫃、電磁爐、冷氣機
P012	官燕棧	官燕棧國際有限公司	乾貨燕窩、健康食品 (即食燕窩、中式湯包、雞精)、名貴藥材、中藥材、乾貨海味、罐頭食品 (海味)、乾貨菌類食品、乾貨水產食品 (鱈魚肉)、健康飲品 (花旗蔘茶包)、食用補充品 (野冬蟲夏草、靈芝精華、蟲草菌絲體膠囊)
P013	六福珠寶	六福集團 (國際) 有限公司	金銀首飾、珠寶首飾、金銀擺件
P014	聖安娜	聖安娜餅屋有限公司	麵包、中式餅及糕點、西式餅及蛋糕、月餅、冰皮月餅、餅乾
P016	鴻福堂	鴻福堂集團有限公司	盒裝 / 樽裝涼茶、盒裝 / 樽裝果味飲品、健康飲品、調補膏品、健康食品 (中式湯)、中式甜湯、小吃、節令食品 (蘿蔔糕)、冷凍快餐、樽裝水
P018	龍發製藥	龍發製藥 (香港) 有限公司	中藥保健產品 (排毒美顏寶)、食用補充品 (冬蟲夏草、糖康寧)
P019	金象牌	金源米業有限公司	米
P021	天廚	香港天廚有限公司	味精、食用補充品 (蜂膠、蜂膠液、蜂王漿)、菌類食品、健康食品 (蜂蜜)、調味粉 (雞粉)
P022	恆香	恆香老餅家有限公司	月餅、中式餅及糕點、臘味
P023	壽桃牌	新順福食品有限公司	新鮮中式粉麵、乾製中式粉麵、即食粉麵
P024	美心	美心食品有限公司	月餅、冰皮月餅、中式餅及糕點、節令食品、臘味
P025	金至尊	金至尊珠寶 (香港) 有限公司	金銀首飾、珠寶首飾、金銀擺件
P027	鱈魚恤	鱈魚恤有限公司	男裝、女裝、童裝、內衣褲、服裝配飾
P028	斧頭牌	南順清潔護理研發 (香港) 有限公司	碗碟洗潔精、洗衣粉 / 液、柔順劑、家居清潔劑
P029	金像牌	香港麵粉廠有限公司	麵粉

附件 Appendices

P030	刀嘜	南順產品供應(香港)有限公司	純植物食油、配方植物食油、調味醬料
P031	紅燈	南順產品供應(香港)有限公司	純植物食油、配方植物食油
P032	獅球嘜	合興集團有限公司	純植物食油、配方植物食油
P033	駱駝嘜	合興集團有限公司	純植物食油、配方植物食油
P034	余仁生	余仁生(香港)有限公司	中藥保健產品、食用補充品、中成藥產品、中藥飲料沖劑、茶、花茶、健康飲品(中藥茶包)、健康食品(即食燕窩、中式湯包、枇杷糖、雞精)、調補膏品、名貴藥材(花旗蔘)、乾貨海味、乾貨菌類食品、乾貨燕窩、乾貨水產食品
P035	雅芳婷	雅芳婷集團有限公司	床上用品、枕頭、床褥、胸圍、內衣褲、睡衣
P036	威馬	威馬企業有限公司	家用電熱式食物處理器具(電熱煲/鍋、電水壺)、電磁爐、熨斗
P037	菊花牌	中華製漆(一九三二)有限公司	乳膠漆、膠玉磁漆
P038	淘大	淘化大同食品有限公司	豉油、蠔油
P039	2036	活力健國際有限公司	食用補充品(純靈芝孢子精華、靈芝孢子油、靈芝孢子蜂膠、靈芝孢子蟲草雲芝精華、DHA 靈芝孢子油、專科系列— 高清配方、泌療配方、益生菌配方、排毒配方、強心配方)
P040	阿波羅	阿波羅雪糕有限公司	雪糕、冰條
P041	盞記燕窩	君政國際有限公司	乾貨燕窩、乾貨海味、冷藏海味、乾貨菌類食品(花菇及髮菜)、乾貨水產食品(鱈魚肉)、名貴藥材、健康食品(即食燕窩)、食用補充品(冬蟲夏草、水澄珍珠)
P042	勞工牌	南順清潔護理研發(香港)有限公司	碗碟洗潔精、洗衣粉、家居清潔劑、漂白水/漂漬劑
P044	慕詩	慕詩(香港)有限公司	女裝、服裝配飾
P045	八珍	八珍國際有限公司	醋、豉油、調味醬料、月餅、中式餅及糕點、節令食品
P046	大班	大班麵包西餅有限公司	中式餅及糕點、節令食品、冰皮月餅、西式餅及蛋糕、餅乾、麵包、三文治、糖果
P047	捷榮	捷榮咖啡有限公司	咖啡、茶、糖包、奶
P048	榮華	榮華食品製造業有限公司	中式餅及糕點、西式餅及蛋糕、月餅、冰皮月餅、餅乾、臘味
P049	燕之家	燕之家燕窩專門店有限公司	乾貨燕窩、健康食品(即食燕窩、燕窩糖果、中式湯)、健康飲品(燕窩飲品)、名貴藥材
P050	嘉頓	嘉頓有限公司	餅乾、月餅、中式餅及糕點
P051	東方紅	東方紅藥業有限公司	乾貨燕窩
P052	大排檔	金百加發展有限公司	茶
P053	点点綠	点点綠有限公司	穀類(燕麥)
P054	四洲	四洲集團有限公司	海產食品(即食海苔)
P055	漢生堂	漢生堂藥業有限公司	中藥保健產品(資癸女貞丸、資癸元陽丹)

P056	草姬	草姬國際有限公司	食用補充品 (靈芝孢子、冬蟲夏草、元氣腎寶、蜂膠丸、亮目丸、健骨丸、活心丸、救肝、前列腎寶、調經緊緻寶)、健康飲品 (中藥茶包)
P057	快譯通	權智 (國際) 有限公司	多媒體電子辭典、平板學習電腦
P059	美馳圖	美昌玩具製品廠有限公司	多功能合金模型產品、合金模型產品、合金玩具產品
P060	SINOMAX	聖諾盟健康家居用品有限公司	枕頭
P061	Dr. Kong	Dr. Kong 健康鞋專門店	男裝鞋 (皮鞋、運動鞋)、女裝鞋 (皮鞋、運動鞋、涼鞋)、童裝鞋 (皮鞋、運動鞋、涼鞋)、鞋履配件、足部護理產品、護脊書包
P062	港華紫荊	香港中華煤氣有限公司	台式燃氣煮食爐、嵌入式燃氣煮食爐、抽油煙機、燃氣熱水器、燃氣採暖掛爐、消毒碗櫃
P063	安莉芳	安莉芳 (香港) 有限公司	胸圍、內衣褲、功能性內衣褲、泳衣、睡衣
P064	建樂士	建業五金塑膠廠有限公司	不銹鋼煮食用具、保溫器具、塑膠廚房器具、家用電熱式食物處理器具 (電熱水壺、電咖啡壺、電多士爐)
P065	御藥堂	御藥堂 (控股) 有限公司	食用補充品 (解便通、護眼清、關節活、培植蟲草菌絲體 Cs-4、破壁靈芝孢子、淨肝健、白滑美肌錠、控唐 5.5、心血通、前列爽、芝皇活樟芝濃縮精華液、肝杯酒、尿酸控)、中藥飲料沖劑 (七星開奶茶)
P066	盛威	盛威安全設備有限公司	保險箱 (數碼鎖)、防火保險箱 (機械鎖、普通鎖、數碼鎖、生物指模鎖)
P067	千里眼	千里眼控股有限公司	視像監察系統、應用軟件 (視像監察系統)
P068	樓上	樓上燕窩莊有限公司	乾貨燕窩、名貴藥材、中藥材、乾貨海味、乾貨水產食品、乾貨菌類食品、冷藏海味、冷藏水產食品、健康食品 (即食燕窩)、調補膏品、調味醬料 (XO 醬)、茶、臘味、雜項食品
P069	家得路	家得路美國天然健康食品有限公司	食用補充品 (全效關節專家、藍莓護眼系列、兒童 DHA 活腦補眼配方、兒童牛初乳強健配方)
P070	力勁	力勁機械廠有限公司	熱室壓鑄機、冷室壓鑄機、注塑機、數控加工中心
P072	菓汁先生	時鮮菓汁國際	冷凍果汁、非冷凍果汁
P073	鴻星	金瓶實業有限公司	零食 (脆脆銀魚)、樽裝果味飲品、臘味、調味醬料、節令食品、月餅、熟食食品 (盤菜)、乾貨海味、即食食品 (海味)、罐頭食品 (海味)、健康食品 (中式湯)
P074	太古	太古糖業有限公司	白糖、黃糖、冰糖、方糖、糖粉及糖霜、糖包、糖漿、果糖、代糖
P075	同珍	同珍公司	豉油、醋、蠔油、調味醬料、方便醬料、涼果、醃製小食
P076	五色靈芝	維特健靈健康產品有限公司	食用補充品 (五色靈芝)
P078	海馬牌	七海化工 (集團) 有限公司	床褥、枕頭、床上用品、家具、沙發、椅
P079	茲曼尼	歐達家具有限公司	沙發、椅
P080	青洲英坭	青洲英坭有限公司	水泥

附件 Appendices

P081	蛋撻王	蛋撻王控股有限公司	中式餅及糕點、節令食品、月餅、西式餅及蛋糕、餅乾、麵包、點心、甜品、樽裝健康飲品、樽裝涼茶、樽裝果味飲品、樽裝咖啡及茶
P082	南北行	南北行參茸葯材有限公司	乾貨燕窩、果仁、乾果、名貴藥材 (冬蟲夏草)
P083	安記	安記海味有限公司	即食食品 (海味)、乾貨海味、冷藏海味、乾貨水產食品、臘味
P084	保心安	保心安藥廠有限公司	中成藥外擦劑 (保心安油、保心安膏)
P085	維新烏絲素	維特健靈健康產品有限公司	食用補充品 (維新烏絲素)、中成藥外擦劑 (維新烏絲素頭髮促進液)
P086	灣仔碼頭	通用磨坊食品亞洲有限公司	冷藏點心、冷藏食品 (水餃及雲吞、湯圓)
P087	英記茶莊	英記茶莊有限公司	茶、花茶
P088	AA	海洲實業有限公司	魚缸套裝
P089	阿一	阿一鮑魚公主 (香港) 有限公司	罐頭食品 (海味)、即食食品 (海味)、乾製中式粉麵
P090	冠玲瓏	古珀行珠寶有限公司	鑽石首飾
P091	盈活雲芝	維特健靈健康產品有限公司	食用補充品 (盈活雲芝)
P092	Natural Home	溢豐閣羽絨寢品有限公司	床上用品、枕頭
P093	奧的亮	LED Lighting Expert Ltd	LED 射燈、LED 筒燈、LED 軟帶、LED 光管、LED 燈泡
P094	百成堂	百成堂參茸行有限公司	乾貨燕窩、健康食品 (即食燕窩、中式湯包)、中藥食用補充品、名貴藥材、中藥材、乾貨海味、乾貨水產食品、乾貨菌類食品、茶
P095	科譽	科譽 (香港) 有限公司	辦公室家具、辦公室座椅
P096	寶康達	昇鋒國際有限公司	家用電熱式食物處理器具 (快速智能煲、電熱煲 / 鍋、五穀養生機)、家用電動食物處理器 (碎肉及榨汁機、刨切及研磨器)
P097	位元堂	位元堂藥廠有限公司	中藥保健產品 (扶正養陰丸)
P098	卡撒天嬌	卡撒天嬌國際有限公司	床上用品、枕頭、床褥
P099	華潤堂	華潤堂有限公司	健康食品 (即食燕窩)
P100	維記牛奶	九龍維記牛奶有限公司	鮮牛奶飲品、低脂 / 脫脂牛奶飲品、加鈣牛奶飲品、加味牛奶飲品
P101	日本命力	康盟有限公司	食用補充品 (美目藍莓素、強腦素 DHA 70、強酪素)
P102	o.d.m.	O.D.M. Design & Marketing Ltd	數字式石英錶、指針式石英錶
P103	保樂潔	昇鋒國際有限公司	家居清潔用具、家居用品
P104	美味棧	美味棧國際有限公司	豉油
P105	4M	科文實業有限公司	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
P106	陳記點心	陳記食品有限公司	冷凍點心、節令食品
P107	EDO Pack	僑豐行有限公司	餅乾、汽水

P108	奇華餅家	奇華餅家有限公司	中式餅及糕點、西式餅及蛋糕、月餅、麵包、餅乾、節令食品、糖果、茶葉、臘味、調味醬料
P109	兆光科技	兆光科技有限公司	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
P110	寶富麗	西德寶富麗 (遠東) 有限公司	床褥、枕頭、床上用品、沙發、椅
P111	家典牌	家典有限公司	家用電熱式食物處理器具 (納米石瓷電飯煲)
P112	新力士	日昇實業有限公司	不銹鋼餐爐、電熱不銹鋼餐爐、飲料容器、咖啡暖鼎
P113	天蠶衣	天蠶集團有限公司	保暖內衣褲
P114	紫花油	香港紫花油大藥廠有限公司	中成藥外擦劑 (紫花油)

2. 核准服務品牌及服務類別

准許證號碼	品牌	公司	核准服務類別
S001	東亞銀行	東亞銀行有限公司	企業信貸、個人信貸、信用卡、電子銀行、銀行櫃檯、自動櫃員機、保管箱、經營投資產品、證券經紀 / 交易、資產 / 財富管理、基金管理、保險代理、強積金 / 職業退休計劃管理
S003	中原地產	中原地產代理有限公司	物業經紀與代理 (住宅、舖位、寫字樓、工廠大廈)
S004	香港中國旅行社	香港中國旅行社有限公司	旅行團、票務代理、簽證代辦、郵輪代理
S005	余仁生	余仁生 (香港) 有限公司	零售 (燕窩、乾貨、藥材、中成藥、食用補充品、食品、書籍)、中醫普通科、中醫專科、針灸、中醫骨傷治療及護理
S006	芝柏	芝柏婚禮殿堂	攝影 (影廊、外出)、禮服租賃、形象設計、影像加工製作
S007	康泰旅行社	康泰旅行社有限公司	旅行團、票務代理、郵輪代理
S008	莎莎	莎莎國際控股有限公司	零售 (化粧品及護膚品、個人護理產品、食用補充品、藥物、嬰兒食品、嬰兒護理產品、其他嬰兒用品)、網上零售
S009	稻香	稻香控股有限公司	中菜餐館、零售 (食品)
S010	鏞記酒家	鏞記酒家集團有限公司	中菜餐館
S011	卓悅	卓悅控股有限公司	零售 (化粧品及護膚品、個人護理產品、食用補充品、藥物、嬰兒食品、嬰兒護理產品、其他嬰兒用品、零食)、網上零售
S012	大昌食品市場	大昌行集團有限公司	零售 (冷藏食品、食品雜貨)、網上零售
S013	美國冒險樂園	美國冒險樂園有限公司	機動遊戲、電動控制式遊戲、攤位遊戲、嬉戲設施、零售 (小食)、派對籌劃
S015	六福珠寶	六福集團 (國際) 有限公司	零售 (貴金屬、珠寶首飾、鐘錶)、批發 (貴金屬、珠寶首飾)、珠寶鑑定 (鑽石、翡翠)
S016	新時代卡拉 OK	新時代卡拉 OK 有限公司	卡拉 OK、餐飲
S017	零食物語	零食物語有限公司	零售 (零食)
S018	實惠家居	實惠家居有限公司	零售 (家具、家居用品、家用電器)
S019	鴻星	金瓶實業有限公司	中菜餐館、零售 (食品)、到會服務

附件 Appendices

S020	太興	太興環球發展有限公司	茶餐廳、中菜餐館、零售 (食品)
S021	中華商務	中華商務聯合印刷 (香港) 有限公司	書刊及商業印刷、安全印刷
S022	時富金融	時富金融服務集團有限公司	證券託管 / 經紀 / 交易; 證券發行 / 保薦; 期貨、貴金屬貿易經紀 / 交易; 基金管理 / 分銷; 投資產品之管理 / 分銷; 企業重組之相關金融服務; 資產管理 / 理財顧問服務; 風險投資; 保險代理 / 經紀; 項目融資; 市場研究與調查、投資移民輔助服務
S024	燕之家	燕之家燕窩專門店有限公司	零售 (燕窩及燕窩食品、名貴藥材)
S025	日本城	日本城 (香港) 有限公司	零售 (家居用品、家用電器、日用雜貨、家具、食品、藥物、玩具、嬰兒護理產品、寵物食品及用品)、廣告相關服務
S027	復康巴士	香港復康會	殘疾人士無障礙巴士服務 (穿梭、指定路線、出租)
S029	偉邦	偉邦物業管理有限公司	物業管理 (住宅、商場、停車場、私人會所)
S030	惠康	牛奶有限公司	超級市場 (新鮮食品、熟食食品、冷藏食品、食品雜貨、飲品及酒類、家庭用品、個人護理產品、藥物、寵物食品及用品、其他雜項)、網上零售
S032	挑戰者	挑戰者汽車服務有限公司	汽車清潔、汽車美容、汽車修理與維護
S034	DSC 德爾斯	德爾斯控股有限公司	零售 (家具、家居用品、家用電器、書籍、建築材料、眼鏡、家居照明器具)、驗眼
S036	Jackeline 綠葉療膚中心	研創美國際機構 (遠東) 有限公司	皮膚護理及諮詢、零售 (護膚品)
S037	米蘭站	米蘭站控股有限公司	二手貨品交易 (手袋、鞋履、服裝、服裝配飾)、零售 (手袋、服裝配飾)、網上零售
S039	噴射飛航	信德中旅船務管理有限公司	水上客運、餐飲、零售 (食品、其他雜項)
S040	九倉電訊	九倉電訊有限公司	固網服務 (電話)、寬頻服務、雲端應用服務、數據服務 (專用網絡及專線服務)、互聯網管理、資訊科技設備配置服務、網絡會議、系統整合、資訊及通訊保安、圖文傳真線路、國際長途電話、數據中心及業務方案
S041	Ambassador 大使花禮	大寧有限公司	零售 (花卉禮品、其他禮品)、場地佈置、花藝設計及護理
S043	龍皇酒家	龍皇酒家飲食集團	中菜餐館
S044	EGL Tours	東瀛遊旅行社有限公司	旅行團、票務代理、郵輪代理、海外婚禮顧問
S046	Market Place by Jasons	牛奶有限公司	超級市場 (新鮮食品、熟食食品、冷藏食品、食品雜貨、飲品及酒類、家庭用品、個人護理產品、藥物、寵物食品及用品、其他雜項)、網上零售
S050	儲存易 迷你倉集團	儲存易物流控股有限公司	儲存倉出租、紅酒儲存、運輸、商業文件倉
S051	金至尊	金至尊珠寶 (香港) 有限公司	零售 (貴金屬、珠寶首飾、鐘錶)
S053	華潤堂	華潤堂有限公司	零售 (藥材、食用補充品、中成藥、食品、個人護理產品)、中醫門診

S054	洋紫荊維港遊	佳力酒店管理有限公司	畫舫餐廳、觀光遊艇、婚禮顧問
S055	康業	康業服務有限公司	物業管理 (住宅、寫字樓、商場、工廠大廈、設施)
S056	三聯書店	三聯書店(香港)有限公司	零售(書籍、文儀用品)、書籍出版
S057	領匯	領匯管理有限公司	商場租務及管理、停車場租務及管理、街市租務及管理、熟食檔租務及管理
S058	詠藜園	詠藜園(黃埔)有限公司	中菜餐館
S060	家得路	家得路美國天然健康食品有限公司	零售(健康食品、健康飲品、食用補充品)
S061	致富	致富集團(香港)有限公司	證券託管/經紀/交易,期貨、貴金屬貿易經紀/交易,基金 管理,投資產品之管理,企業重組之相關金融服務,資產 管理/理財顧問服務,項目融資
S062	e-print	保諾時網上印刷有限公司	印刷(商業宣傳品、文儀用品、咭片、紙袋及環保袋)、書刊 印刷、文儀用品製作
S064	寵之天國	信譽科技發展有限公司	寵物遺體火化服務、寵物遺物儲存服務
S065	營多東南亞美食 市場	復興貿易發展有限公司	超級市場(新鮮食品、熟食食品、食品雜貨、飲品、家庭用品、 個人護理產品、其他雜項)、互聯網上網服務
S066	太子珠寶鐘錶	太子珠寶鐘錶公司	零售(鐘錶、珠寶首飾)
S067	梳化倉	梳化倉有限公司	零售(家具)
S068	專業旅運	專業國際旅運有限公司	票務代理、旅行團、旅行團代理、郵輪代理
S069	維特健靈	維特健靈健康產品有限公司	零售(食用補充品、中藥保健產品、護膚品)
S070	親子王國	親子王國有限公司	資訊網站、網上廣告、網上零售
S071	蜂買	一齊買香港有限公司	綜合性網上團購服務、網上廣告、物流配送、網上商店
S072	彩豐行	彩豐行有限公司	零售(化妝及護膚品、個人護理產品)、網上零售、批發(護 膚品)
S073	荷花集團	荷花集團有限公司	零售(嬰兒護理產品、孕婦護理產品、嬰兒食品、玩具、兒童 家居用品、家用電器、嬰兒服飾及鞋履、孕婦服飾及鞋履、 家具、食用補充品)、網上零售、展覽、書籍出版、刊物出版、 資訊網站、網上廣告、培訓服務(健康講座、兒童發展)、 批發(嬰孩護理產品、孕婦護理產品)
S074	FlexSystem	FlexSystem Ltd	企業資訊管理系統開發與整合(企業資源管理、財務管理、 人力資源管理、工作流程管理、物業管理)、軟件系統維護與 支援、外包工程服務、資訊科技培訓
S075	恒益	恒益物業管理有限公司	物業管理(住宅、寫字樓、商場、停車場)
S076	捷旅	捷旅集團有限公司	旅行團、票務代理、郵輪代理、簽證代辦
S077	翠華餐廳	翠華餐廳(集團)有限公司	茶餐廳
S078	譽宴	譽宴集團有限公司	中菜餐館、零售(食品)

附件 Appendices

1. Registered Brands and Products

Licence No	Brandname	Company	Product Categories
P001	Maid Brand	Four Seas Mercantile Ltd	Ham, Sausage
P002	Hoe Hin Pak Fah Yeow	Hoe Hin Pak Fah Yeow Mfy Ltd	Chinese Medicine External Analgesic (White Flower Embrocation)
P003	Airland	Airland Enterprise Co Ltd	Spring Mattress, Pillow, Bedding
P004	Chicks	Chun Au Knitting Factory Ltd	Underwear, Thermal Underwear
P005	Lamex	Lamex Trading Co Ltd	Office Furniture, Office Seating
P006	Aqua Pure	Aqua Pure Distilled Water Co Ltd	Distilled Water
P007	Lee Kum Kee	Lee Kum Kee Co Ltd	Oyster Sauce
P008	American Roses Brand	Hong Kong Flour Mills Ltd	Flour
P009	Fung Yip	Fung Yip Electrical Mfg Ltd	Adaptors; Plugs; Extension Sockets; Switches; Socket Outlets; Telecom, Electronics Outlets/Sockets; USB Extension Sockets; USB Adaptors
P011	German Pool	German Pool (HK) Ltd	Electric Water Heater, Range Hood, Gas Cooking Range, Kitchen Cabinet, Induction Cooker, Air Conditioner
P012	Imperial Bird's Nest	Imperial Bird's Nest International Co Ltd	Dried Bird's Nest, Health Food (Instant Bird's Nest, Chinese Soup Pack, Chicken Essence), Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Canned Food (Sea Foods), Dried Fungus Food, Dried Aquatic Food (Crocodile Meat), Health Drink (American Ginseng Tea Bag), Healthcare Dietary Supplement (Wild Cordyceps Capsules, Lingzhi Capsules, Cordy Mycelia Capsules)
P013	Lukfook Jewellery	Luk Fook Holdings (International) Ltd	Precious Metal Jewellery, Pearl and Gem Jewellery, Precious Metal Ornament
P014	Saint Honore	Saint Honore Cake Shop Ltd	Bread, Chinese Cakes & Confectioneries, Western Cakes & Confectioneries, Mooncakes, Snowy Mooncakes, Biscuit
P016	Hung Fook Tong	Hung Fook Tong Holdings Ltd	Packed/Bottled Herbal Tea, Packed/Bottled Fruit-flavoured Drink, Health Drink, Herbal Jelly, Health Food (Chinese Soup), Chinese Dessert, Snack, Festive Food (Turnip Pudding), Chilled Ready-made Meal, Bottled Water
P018	Long Far	Long Far Herbal Medicine Mfg (HK) Ltd	Chinese Medicine Healthcare Product (Beauty & Healthy), Healthcare Dietary Supplement (Cordyceps Sinensis, Glu Cut)

P019	Golden Elephant Brand	Golden Resources Development Ltd	Rice
P021	Tien Chu	The Tien Chu (HK) Co Ltd	Monosodium Glutamate, Healthcare Dietary Supplement (Propolis, Propolis Liquid, Royal Jelly), Fungus Food, Health Food (Honey), Seasoning Powder (Chicken Powder)
P022	Hang Heung	Hang Heung Cake Shop Co Ltd	Mooncakes, Chinese Cakes & Confectioneries, Chinese Preserved Meat & Sausage
P023	Sau Tao	Sun Shun Fuk Foods Co Ltd	Fresh Chinese Noodles, Dried Chinese Noodles, Instant Noodles
P024	Maxim's	Maxim's Caterers Ltd	Mooncakes, Snowy Mooncakes, Chinese Cakes & Confectioneries, Festive Food, Chinese Preserved Meat & Sausage
P025	3D-GOLD	3D-GOLD Jewellery (HK) Ltd	Precious Metal Jewellery, Pearl & Gem Jewellery, Precious Metal Ornament
P027	Crocodile	Crocodile Garments Ltd	Men's Wear, Women's Wear, Kids' Wear, Underwear, Accessories
P028	AXE	Lam Soon Cleaning & Caring Laboratories (HK) Co Ltd	Dishwashing Detergents, Laundry Products, Fabric Softener, Household Cleaning Products
P029	Golden Statue	Hong Kong Flour Mills Ltd	Flour
P030	Knife Brand	Lam Soon Products Supply (HK) Co Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil, Seasoning Sauce
P031	Red Lantern	Lam Soon Products Supply (HK) Co Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil
P032	Lion & Globe Brand	Hop Hing Holdings Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil
P033	Camel Brand	Hop Hing Holdings Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil
P034	Eu Yan Sang	Eu Yan Sang (HK) Ltd	Chinese Medicine Healthcare Product, Healthcare Dietary Supplement, Chinese Proprietary Medicine, Chinese Medicine Drink Granules, Tea, Floral Tea, Health Drink (Herbal Tea Bag), Health Food (Instant Bird's Nest, Chinese Soup Pack, Herbal Smoothies, Chicken Essence), Herbal Jelly, Rare Medical Herb & Material (American Ginseng), Dried Sea Foods, Dried Fungus Foods, Dried Bird's Nest, Dried Aquatic Food
P035	A-Fontane	A-Fontane Group Ltd	Bedding, Pillow, Mattress, Bras, Underwear, Pyjamas
P036	Goodway	Goodway Electrical Enterprise Ltd	Household Electric Appliance with Thermo Device (Electric Cooker, Electric Kettle), Induction Cooker, Electric Iron

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P037	Flower	The China Paint Mfg Co (1932) Ltd	Emulsion Paint, Synthetic Enamel
P038	Amoy	Amoy Food Ltd	Soy Sauce, Oyster Sauce
P039	2036	Holistol International Ltd	Healthcare Dietary Supplement (Ganoderma Sporo-Pollen; Ganoderma Spore Lipids; Ganoderma Spore Propolis; Ganoderma Spore Cordyceps Yunzhi; Ganoderma Spore Lipids DHA; Specialty – Vessel, Urine, Probiotic, Intestine, Heart)
P040	Appolo	Appolo Ice-Cream Co Ltd	Ice Cream, Ice Lolly
P041	First Edible Nest	Cross International Ltd	Dried Bird's Nest, Dried Sea Foods, Frozen Sea Foods, Dried Fungus Foods (Mushroom & Fat Choi), Dried Aquatic Food (Crocodile Meat), Rare Medical Herb & Material, Health Food (Instant Bird's Nest), Healthcare Dietary Supplement (Cordyceps Sinensis, Pearl Capsules)
P042	Labour	Lam Soon Cleaning & Caring Laboratories (HK) Co Ltd	Dishwashing Detergents, Laundry Products, Household Cleaning Products, Bleach Products
P044	Moiselle	Moiselle (HK) Ltd	Women's Wear, Accessories
P045	Pat Chun	Pat Chun International Ltd	Vinegar, Soy Sauce, Seasoning Sauce, Mooncakes, Chinese Cakes & Confectioneries, Festive Food
P046	Tai Pan	Tai Pan Bread and Cakes Co Ltd	Chinese Cakes & Confectioneries, Festive Food, Snowy Mooncakes, Western Cakes & Confectioneries, Biscuit, Bread, Sandwiches, Confectioneries
P047	Tsit Wing	Tsit Wing Coffee Co Ltd	Coffee, Tea, Sugar Sachet, Milk
P048	Wing Wah	Wing Wah Food Mfy Ltd	Chinese Cakes & Confectioneries, Western Cakes & Confectioneries, Mooncakes, Snowy Mooncakes, Biscuit, Chinese Preserved Meat & Sausage
P049	Home of Swallows	Home of Swallows Ltd	Dried Bird's Nest, Health Food (Instant Bird's Nest, Bird's Nest Confectioneries, Chinese Soup), Health Drink (Bird's Nest Drink), Rare Medical Herb & Material
P050	Garden	The Garden Co Ltd	Biscuit, Mooncakes, Chinese Cakes & Confectioneries
P051	Tung Fong Hung	Tung Fong Hung Medicine Co Ltd	Dried Bird's Nest
P052	Dai Pai Dong	Kampery Development Ltd	Tea
P053	Greendotdot	Greendotdot.com Ltd	Cereal (Oats)
P054	Four Seas	Four Seas Mercantile Holdings Ltd	Marine Food (Instant Seaweed)
P055	Han Sheng Tang	Han Sheng Tang Herbal Technologies Co Ltd	Chinese Medicine Healthcare Product (Plus 40 for Women, the Revitalizer; Plus 40 for Men, the Revitalizer)

P056	Herbs Generation	Herbs Generation International Ltd	Healthcare Dietary Supplement (Ganoderma Sporo-Pollen, Cordyceps Sinensis, Human Vital Super, Propolis Extract, Vision Pro, Joint Pro, Cardio Pro, Liver Tonic, Prostate Vital Super, U-Tight), Health Drink (Herbal Tea Bag)
P057	Instant-Dict	Group Sense (International) Ltd	Multi-media Electronic Dictionary, Learning Tablet
P059	Maisto	May Cheong Toy Products Factory Ltd	Multi-functional Die-cast Model Products, Die-cast Model Products, Die-cast Toy Products
P060	SINOMAX	Sinomax Health & Household Products Ltd	Pillow
P061	Dr. Kong	Dr. Kong Footcare Ltd	Men's Footwear (Leather Shoes, Sports Shoes), Women's Footwear (Leather Shoes, Sports Shoes, Sandals), Kids' Footwear (Leather Shoes, Sports Shoes, Sandals), Footwear Accessories, Footcare Products, Chirobag
P062	Bauhinia	The Hong Kong & China Gas Co Ltd	Gas Cooking Range (Hotplate & Built-in), Range Hood, Gas Water Heater, Gas Combi-Boiler, Dish Sterilizer
P063	Embry Form	Embry (HK) Ltd	Bras, Women's Underwear, Women's Functional Underwear, Swimming Suits, Pyjamas
P064	Kinox	Kin Hip Metal & Plastic Factory Ltd	Stainless Steel Cookware & Accessories, Thermal Dispenser, Plastic Kitchen Ware, Household Electric Appliance with Thermo Device (Electric Kettle, Electric Coffee Maker, Electric Toaster)
P065	Royal Medic	Royal Medic (Holdings) Ltd	Healthcare Dietary Supplement (Detox Solution, Eye Clear, Joints Well, No. 1 Chinese Cs-4, Broken Ganoderma Spore, Liver Guard, Liver Whitening, Suga Control 5.5, Cardio Health, Prostate Care, Antrodia Camphorata Concentrated Essence, Cheer Up Clear, Urate Control), Chinese Medicine Drink Granules (Premium Junior Milk Supplement)
P066	Safewell	Safewell Equipment Ltd	Safe(Digital Lock), Fireproof Safe(Combination Lock, Tumble Lock, Digital Lock, Biometric Fingerprint Lock)
P067	TeleEye	TeleEye Holdings Ltd	Video Monitoring System, Application Software (Video Monitoring System)
P068	樓上	HK JEBN Ltd	Dried Bird's Nest, Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Dried Aquatic Food, Dried Fungus Food, Frozen Sea Foods, Frozen Aquatic Food, Health Food (Instant Bird's Nest), Herbal Jelly, Seasoning Sauce (XO Sauce), Tea, Chinese Preserved Meat & Sausage, Miscellaneous Food

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P069	CATALO	Catalo Natural Health Foods Ltd	Healthcare Dietary Supplement (FlexiJoint Formula, Bilberry Eye Formula Series, Children's DHA Formula, Children's Colostrum Formula)
P070	LK	L.K. Machinery Co Ltd	Hot Chamber Die-Casting Machine, Cold Chamber Die-Casting Machine, Plastic Injection Molding Machine, Computer Numerical Control Machine Tool
P072	Mr. Juicy	Citrus Growers International	Chilled Juice, Ambient Juice
P073	Super Star	Golden Cup Industries Ltd	Snack (Crispy Whitebait), Bottled Fruit-flavoured Drink, Chinese Preserved Meat & Sausage, Seasoning Sauce, Festive Food, Mooncakes, Prepared Food (Basin Dish), Dried Sea Foods, Instant Food (Sea Foods), Canned Food (Sea Foods), Health Food (Chinese Soup)
P074	Taikoo	Taikoo Sugar Ltd	White Sugar, Brown Sugar, Crystal Sugar, Sugar Cube, Powdered Sugar, Sugar Sachet, Syrup, Fructose, Sweetener
P075	Tung Chun	Tung Chun Co	Soy Sauce, Vinegar, Oyster Sauce, Seasoning Sauce, Convenience Sauce, Preserved Fruit, Pickled Snack
P076	Vita Green Lingzhi	Vita Green Health Products Co Ltd	Healthcare Dietary Supplement (Vita Green Lingzhi)
P078	Sea Horse	Seven Sea Chemicals (Holdings) Ltd	Mattress, Pillow, Bedding, Furniture, Seating
P079	Giormani	Arredamenti Co Ltd	Seating
P080	Green Island Cement	Green Island Cement Co Ltd	Cement
P081	King Bakery	King Bakery Holdings Ltd	Chinese Cakes & Confectioneries, Festive Food, Mooncakes, Western Cakes & Confectioneries, Biscuit, Bread, Dim Sum, Dessert, Bottled Health Drink, Bottled Herbal Tea, Bottled Fruit-flavoured Drink, Bottled Coffee & Tea
P082	Nam Pei Hong	Nam Pei Hong Sum Yung Drugs Co Ltd	Dried Bird's Nest, Nuts, Dried Fruits, Rare Medical Herb & Material (Cordyceps Sinensis)
P083	On Kee	On Kee Dry Seafood Co Ltd	Instant Food (Sea Foods), Dried Sea Foods, Frozen Sea Foods, Dried Aquatic Foods, Chinese Preserved Meat & Sausage
P084	Po Sum On	Po Sum On Medicine Factory Ltd	Chinese Medicine External Analgesic (Po Sum On Medicated Oil, Po Sum On Healing Balm)
P085	Vita Hair	Vita Green Health Products Co Ltd	Healthcare Dietary Supplement (Vita Hair), Chinese Medicine External Analgesic (Vita Hair Tonic)

P086	Wanchai Ferry	General Mills Foods Asia Ltd	Frozen Dim Sum, Frozen Food (Dumpling & Wonton, Tongyuen)
P087	Ying Kee Tea House	Ying Kee Tea Co Ltd	Tea, Floral Tea
P088	AA	Sealand Industrial Co Ltd	Aquarium Sets
P089	Ah Yat	Ah Yat Abalone Princess (HK) Ltd	Canned Food (Sea Foods), Instant Food (Sea Foods), Dried Chinese Noodles
P090	Coronet Solitaire	Aaron Shum Jewelry Ltd	Diamond Jewellery
P091	G. E. Yunzhi Essence	Vita Green Health Products Co Ltd	Healthcare Dietary Supplement (G. E. Yunzhi Essence)
P092	Natural Home	Natural Home Collections Ltd	Bedding, Pillow
P093	OPTILED	LED Lighting Expert Ltd	LED Spot Lights, LED Downlights, LED Strip, LED Tube, LED Bulbs
P094	Pak Shing Tong	Pak Shing Tong Ginseng Co Ltd	Dried Bird's Nest, Health Food (Instant Bird's Nest, Chinese Soup Pack), Chinese Medicine Healthcare Dietary Supplement, Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Dried Aquatic Foods, Dried Fungus Foods, Tea
P095	POSH	POSH Office Systems (HK) Ltd	Office Furniture, Office Seating
P096	Primada	Pro Logic International Ltd	Household Electric Appliance with Thermo Device (Speedy Intelligent Cooker, Electric Cooker, Dessert Maker), Household Electric Food Processor (Mincer & Juicer, Slicer & Grater)
P097	Wai Yuen Tong	Wai Yuen Tong Medicine Co Ltd	Chinese Medicine Healthcare Product (Fuzheng Young Yum Pill)
P098	Casablanca	Casablanca International Ltd	Bedding, Pillow, Mattress
P099	CRCare	CR Care Co Ltd	Health Food (Instant Bird's Nest)
P100	Kowloon Dairy	The Kowloon Dairy Ltd	Fresh Milk, Low Fat/Skimmed Milk, Calcium-added Milk, Flavoured Milk
P101	Meiriki	Concord Alliance Ltd	Healthcare Dietary Supplement (Bilberry Extract, Platinum DHA 70, Joint Easy)
P102	o.d.m.	O.D.M. Design & Marketing Ltd	Digital Quartz Watch, Analogue Quartz Watch
P103	Pro Logic	Pro Logic International Ltd	Household Cleaning Tools, Household Products
P104	Yummy House	Yummy House International Ltd	Soy Sauce
P105	4M	4M Industrial Development Ltd	Educational Toy (Science & Experiment, Children's Party Kits, Model Constructing, Handywork & Craft), Luminous Product

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P106	Chan Kee Dim Sum	Chan Kee Foods Ltd	Chilled Dim Sum, Festive Food
P107	EDO Pack	Kiu Fung Hong Ltd	Biscuit, Soft Drink
P108	Kee Wah Bakery	Kee Wah Bakery Ltd	Chinese Cakes & Confectioneries, Western Cakes & Confectioneries, Mooncakes, Bread, Biscuit, Festive Food, Confectioneries, Tea, Chinese Preserved Meat & Sausage, Seasoning Sauce
P109	Lighthouse	Lighthouse Technologies Ltd	Indoor Multi-media LED Screen & Control System, Outdoor Multi-media LED Screen & Control System
P110	Profilia	Profilia of West Germany (Far East) Ltd	Mattress, Pillow, Bedding, Seating
P111	San'Dy	San Dynamic Ltd	Household Electric Appliance with Thermo Device (Nanotechnology Ceramic Pot Rice Cooker)
P112	Sunnex	Sunnex Products Ltd	Stainless Steel Chafing Dish, Electric Stainless Steel Chafing Dish, Beverage Dispenser, Coffee Urn
P113	Super Warm	Super Warm Group Ltd	Thermal Underwear
P114	Zihua Embrocation	Hong Kong Zihua Pharmaceutical Ltd	Chinese Medicine External Analgesic (Zihua Embrocation)

2. Registered Brands and Services

Licence No	Brandname	Company	Service Categories
S001	BEA	The Bank of East Asia, Ltd	Corporate Loan Lending, Personal Loan Lending, Credit Card, Cyberbanking Electronic Banking, Bank Teller/Counter Services, Automatic Teller Machine, Safe, Retail Investment Product, Securities Agency/Dealing, Assets/Wealth Management, Fund Management, Insurance Agency, MPF/ORSO Management
S003	Centaline Property	Centaline Property Agency Ltd	Property Agency (Residential Property, Shops, Commercial Complex, Industrial Buildings)
S004	China Travel Service (Hong Kong)	China Travel Service (HK) Ltd	Group Tour, Ticketing & Booking Agency, Visa Agency, Cruise Agency
S005	Eu Yan Sang	Eu Yan Sang (HK) Ltd	Retail (Bird's Nest, Dried Foods, Chinese Herbs, Chinese Proprietary Medicine, Healthcare Dietary Supplement, Food, Publications), Chinese Medical General Out-patient Clinic, Chinese Medical Specialists, Acupuncture, Bone Setting Therapy & Treatment

S006	GP	GP Wedding	Studio Photography, Outbound Photography, Formal Wear Rental, Image Design, Imaging Processing & Productions
S007	Hong Thai Travel	Hong Thai Travel Services Ltd	Group Tour, Ticketing & Booking Agency, Cruise Agency
S008	Sa Sa	Sa Sa International Holdings Ltd	Retail (Cosmetic & Skincare Products, Personal-care Products, Healthcare Dietary Supplement, Pharmaceuticals, Baby Food, Baby Care Products, Other Baby Products), Online Retail
S009	Tao Heung	Tao Heung Group Ltd	Chinese Cuisine Restaurant, Retail (Food)
S010	Yung Kee Restaurant	Yung Kee Restaurant Group Ltd	Chinese Cuisine Restaurant
S011	Bonjour	Bonjour Holdings Ltd	Retail (Cosmetic & Skincare Products, Personal-care Products, Healthcare Dietary Supplement, Pharmaceuticals, Baby Food, Baby Care Products, Other Baby Products, Snacks), Online Retail
S012	DCH Food Mart	Dah Chong Hong Holdings Ltd	Retail (Frozen Food, Groceries), Online Retail
S013	Jumpin Gym USA	Jumpin Gym USA Ltd	Amusement Ride, Console Game, Booth Game, Playground, Retail (Snacks), Party Planning
S015	Lukfook Jewellery	Luk Fook Holdings (International) Ltd	Retail (Precious Metals, Jewellery, Watch), Wholesale (Precious Metals, Jewellery), Jewellery Authentication (Diamond, Jadeite)
S016	Neway Karaoke Box	Neway Karaoke Box Ltd	Karaoke Box, Catering
S017	Okashi Land	Fancy Talent Ltd	Retail (Snacks)
S018	Pricerite	Pricerite Stores Ltd	Retail (Furniture, Household Products, Household Electrical Appliance)
S019	Super Star	Golden Cup Industries Ltd	Chinese Cuisine Restaurant, Retail (Food), Outside Catering
S020	Tai Hing	Tai Hing Worldwide Development Ltd	Hong Kong-Style Tea Café, Chinese Cuisine Restaurant, Retail (Food)
S021	C&C	C & C Joint Printing Co (HK) Ltd	Publication & Commercial Printing, Security Printing
S022	CASH Financial Services Group	CASH Financial Services Group Ltd	Securities Custodian/Broker/Dealing; Securities Offering/Sponsorship; Futures, Precious Metals Trading Broker/Dealing; Fund Management/Distribution; Investment Products Management/Distribution; Financial Services for Corporate Restructuring; Asset Management/Wealth Management Consulting Services; Risk Investment; Insurance Agency/Broker; Project Financing; Market Research & Survey, Investment Immigrant Facilitation Services

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S024	Home of Swallows	Home of Swallows Ltd	Retail (Bird's Nest & Bird's Nest Food, Rare Medical Herb & Material)
S025	Japan Home Centre	Japan Home Centre (HK) Ltd	Retail (Household Products, Household Electrical Appliance, Miscellaneous Household Items, Furniture, Food, Pharmaceuticals, Toys, Baby Care Products, Pet Food & Products), Advertising Related Service
S027	Rehabus	The Hong Kong Society for Rehabilitation	Accessible Bus Service for People with Mobility Disability (Shuttle, Scheduled Route, Rental)
S029	Well Born	Well Born Real Estate Management Ltd	Property Management (Residential, Shopping Mall, Car Park, Private Club House)
S030	Wellcome	The Dairy Farm Co Ltd	Supermarket (Fresh Food, Prepared Food, Frozen Food, Groceries, Beverages & Wines, Household Products, Personal-care Products, Pharmaceuticals, Pet Food & Products, Miscellaneous Items), Online Retail
S032	Challenger	Challenger Auto Services Ltd	Automobile Cleaning, Automobile Beauty, Automobile Repair & Maintenance
S034	DSC	DSC Holdings Ltd	Retail (Furniture, Household Products, Household Electrical Appliance, Publications, Building Materials, Eye Glasses, Lighting Device), Eye Examination
S036	Jackeline Beauty Salon	Aorta International Association (Far East) Ltd	Skin Treatment and Consultation, Retail (Skincare Products)
S037	Milan Station	Milan Station Holdings Ltd	Secondhand Goods Transaction (Handbags, Shoes, Clothing, Accessories), Retail (Handbags, Accessories), Online Retail
S039	TurboJET	Shun Tak-China Travel Ship Management Ltd	Passenger Ferry, Catering, Retail (Food, Miscellaneous Items)
S040	Wharf T&T	Wharf T&T Ltd	Fixed-line Service (Telephone), Broadband Services, Cloud Applications, Data Connectivity Service (Specified Network & Private Network Services), Internet Access Management, Information Technology Equipment Installation Services, Web Conferencing, System Integration, Information Technology Security Solutions, Fax, IDD Services, Data Centre & Business Continuity Solutions
S041	Ambassador Flowers & Gifts	Dialink Ltd	Retail (Flower Gift, Other Gifts), Venue Decoration, Floral Design & Care
S043	Dragon King Restaurant	Dragon King Restaurant Group	Chinese Cuisine Restaurant
S044	EGL Tours	EGL Tours Co Ltd	Group Tour, Ticketing & Booking Agency, Cruise Agency, Oversea Wedding Consultancy

S046	Market Place by Jasons	The Dairy Farm Co Ltd	Supermarket (Fresh Food, Prepared Food, Frozen Food, Groceries, Beverages & Wines, Household Products, Personal-care Products, Pharmaceuticals, Pet Food & Products, Miscellaneous Items), Online Retail
S050	Storefriendly	Store Friendly Logistics Holdings Ltd	Storage Rental, Red Wine Storage, Transportation, Document Storage
S051	3D-GOLD	3D-GOLD Jewellery (HK) Ltd	Retail (Precious Metals, Jewellery, Watch)
S053	CRCare	CR Care Co Ltd	Retail (Chinese Herbs, Healthcare Dietary Supplement, Chinese Proprietary Medicine, Food, Personal-care Products), Chinese Medical Consultation
S054	Harbour Cruise-Bauhinia	Galaxy Hotel Management Co Ltd	Cruise Restaurant, Sightseeing Cruise, Wedding Consultancy
S055	Hong Yip	Hong Yip Service Co Ltd	Property Management (Residential, Office Building, Shopping Mall, Industrial Building, Facilities)
S056	Joint Publishing	Joint Publishing (HK) Co Ltd	Retail (Publications, Stationery), Book Publication
S057	The Link	The Link Management Ltd	Shopping Mall Rental & Management, Car Park Rental & Management, Fresh Market Rental & Management, Food Stall Rental & Management
S058	Wing Lai Yuen	Wing Lai Yuen (Whampoa) Ltd	Chinese Cuisine Restaurant
S060	CATALO	Catalo Natural Health Foods Ltd	Retail (Health Food, Health Drinks, Healthcare Dietary Supplement)
S061	CHIEF	Chief Holdings (HK) Ltd	Securities Custodian/Broker/Dealing; Futures, Precious Metals Trading Broker/ Dealing; Fund Management; Investment Products Management; Financial Services for Corporate Restructuring; Asset Management/Wealth Management Consulting Services; Project Financing
S062	e-print	Promise Network Printing Ltd	Printing (Commercial Advertising Products, Stationery, Business Card, Paper Bag & Recycle Bag), Publication Printing, Stationery Production
S064	H.K. Pet's hospice care service	Faith Technology Development Ltd	Pet Cremation Service, Pet's Memento Storage Service
S065	Indo Market	Fok Hing Trading Development Co Ltd	Supermarket (Fresh Food, Prepared Food, Groceries, Beverages, Household Products, Personal-care Products, Miscellaneous Items), Internet Service
S066	Prince Jewellery & Watch	Prince Jewellery & Watch Co	Retail (Watch, Jewellery)
S067	Sofamark	Sofamark Ltd	Retail (Furniture)

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S068	Travel Expert	Travel Expert Ltd	Ticketing & Booking Agency, Group Tour, Group Tour Agency, Cruise Agency
S069	Vita Green	Vita Green Health Products Co Ltd	Retail (Healthcare Dietary Supplement, Chinese Medicine Healthcare Products, Skincare Products)
S070	Baby-Kingdom.Com	Baby-Kingdom.Com Ltd	Information Website, Online Advertising, Online Retail
S071	BEECRAZY	Buy Together Hong Kong Ltd	Comprehensive Online Group Purchasing Services, Online Advertising, Logistics Distribution, Online Shops
S072	Choi Fung Hong	Choi Fung Hong Co Ltd	Retail (Cosmetic & Skincare Products, Personal-care Products), Online Retail, Wholesale (Skincare Products)
S073	Eugene Group	Eugene Group Ltd	Retail (Baby-care Products, Pregnancy-care Products, Baby Foods, Toys, Children Household Products, Household Electrical Appliance, Baby Clothes & Shoes, Pregnancy Clothes & Shoes, Furniture, Healthcare Dietary Supplement), Online Retail, Exhibition, Book Publication, Periodicals Publication, Information Website, Online Advertising, Training Service (Health Talk, Children Development), Wholesale (Baby-care Products, Pregnancy-care Products)
S074	FlexSystem	FlexSystem Ltd	Enterprise Information Management System Development & Integration (Corporate Resources Management, Financial Management, Human Resources Management, Workflow Management, Property Management), Software Maintenance & Support, IT Outsourcing Services, Information Technology Training
S075	Hang Yick	Hang Yick Properties Management Ltd	Property Management (Residential, Office Building, Shopping Mall, Car Park)
S076	Jetour	Jetour Holding Ltd	Group Tour, Ticketing & Booking Agency, Cruise Agency, Visa Agency
S077	Tsui Wah Restaurant	Tsui Wah Restaurant (Holding) Ltd	Hong Kong-Style Tea Café
S078	U Banquet	U Banquet Group Ltd	Chinese Cuisine Restaurant, Retail (Food)

會員名錄 Directory of BDC Members

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

雅田實業有限公司
Artin Industrial Co Ltd

YGM 貿易有限公司
YGM Trading Ltd

香港生產力促進局
Hong Kong Productivity Council

香港貿易發展局
Hong Kong Trade Development Council

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

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

古珀行珠寶有限公司
Aaron Shum Jewelry Ltd

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

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

鍾偉明織造廠有限公司
Chungweiming Knitting Factory Ltd

寶星首飾廠有限公司
Polaris Jewellery Manufacturer Ltd

諾天時有限公司
Time Mission Ltd

金百加發展有限公司
Kampery Development Ltd

MCL 品牌顧問有限公司
Maxi Communications Ltd

恒通資源有限公司
Hang Tung Resources Ltd

其士國際集團有限公司
Chevalier International Holdings Ltd

南洋兄弟煙草股份有限公司
Nanyang Brothers Tobacco Co Ltd

雅芳婷集團有限公司
A-Fontane Groups Ltd

余仁生(香港)有限公司
Eu Yan Sang (HK) Ltd

南順(香港)有限公司
Lam Soon (Hong Kong) Ltd

四洲貿易有限公司
Four Seas Mercantile Ltd

新順福食品有限公司
Sun Shun Fuk Foods Co Ltd

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

香港天廚有限公司
The Tien Chu (HK) Co Ltd

合興集團有限公司
Hop Hing Holdings Ltd

德國寶(香港)有限公司
German Pool (HK) Ltd

福田科技有限公司
Fook Tin Technologies Ltd

龍發製藥(香港)有限公司
Long Far Herbal Medicine Mfg (HK) Ltd

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

捷榮咖啡有限公司
Tsit Wing Coffee Co Ltd

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

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

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

洲亮企業(集團)有限公司
Chau Leong Enterprise (Group) Ltd

新海洋塑膠工業(香港)有限公司
New Ocean Industrial (H.K.) Co Ltd

附件 Appendices

關東百源堂 (靈藥德興堂) 聯合藥廠有限公司
Kwan Tung Pak Yuen Tong (Ling Yok Tack Hing Tong)
Union Medicine Factory Ltd

威信珠寶有限公司
Wilson Designs & Jewellery Ltd

豐葉電器製造廠有限公司
Fung Yip Electrical Manufacturing Ltd

日昇實業有限公司
Sunnex Products Ltd

三生中藥廠有限公司
Sam Seng Herbal Pharmaceutical Co Ltd

榮華食品製造業有限公司
Wing Wah Food Manufactory Ltd

威馬企業有限公司
Goodway Electrical Enterprise Ltd

大南玩具實業有限公司
Tai Nam Industrial Co Ltd

李錦記有限公司
Lee Kum Kee Co Ltd

燕之家燕窩專門店有限公司
Home of Swallows Ltd

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

喜居樂有限公司
Hekura Co Ltd

JMI 精美工業有限公司
Jing Mei Industrial Ltd

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

德爾斯控股有限公司
DSC Holdings Ltd

美心食品有限公司
Maxim's Caterers Ltd

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

信達企業有限公司
Shun Tat Enterprises Ltd

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

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

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

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

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

稻香集團有限公司
Tao Heung Holding Ltd

芝柏婚禮殿堂
GP Wedding

金瓶實業有限公司
Golden Cup Industries Ltd

滙達帽業有限公司
Global One Headwear Ltd

嘉頓有限公司
The Garden Co Ltd

鴻福堂集團有限公司
Hung Fook Tong Holdings Ltd

雅琪塑膠機器製造廠有限公司
Akei Plastic-Machine Mfy Ltd

鱷魚恤有限公司
Crocodile Garments Ltd

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

森美廚櫃有限公司
Sammy's Kitchen & Bath Ltd

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

皇室實業有限公司
Majestic Industry Ltd

香港復康會
The Hong Kong Society for Rehabilitation

美國冒險樂園有限公司
Jumpin Gym USA Ltd

大昌貿易行有限公司
Dah Chong Hong Ltd

卓悅控股有限公司
Bonjour Holdings Ltd

阿波羅雪糕有限公司
Appolo Ice-cream Co Ltd

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

活力健國際有限公司
Holistol International Ltd

中華製漆 (一九三二) 有限公司
The China Paint Mfg Co (1932) Ltd

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

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

淘化大同食品有限公司
Amoy Food Ltd

零食物語有限公司
Fancy Talent Ltd

雅蘭企業有限公司
Airland Enterprise Co Ltd

環保冰專門店有限公司
GE-Ice Specialty Shop Ltd

天冰有限公司
Ice Master Ltd

君政國際有限公司
Cross International Ltd

八珍國際有限公司
Pat Chun International Ltd

永泰行海產有限公司
Wing Tai Hong Marine Products Ltd

陳記食品有限公司
Chan Kee Foods Ltd

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

千里眼控股有限公司
TeleEye Holdings Ltd

安莉芳 (香港) 有限公司
Embry (HK) Ltd

牛奶有限公司
The Dairy Farm Co Ltd

草姬國際有限公司
Herbs Generation International Ltd

Dr Kong 健康鞋專門店
Dr Kong Footcare Ltd

權智 (國際) 有限公司
Group Sense (International) Ltd

創盛 (國際) 金融有限公司
Global Best (International) Financial Ltd

實惠家居廣場有限公司
Pricerite Stores Ltd

盾牌保險箱有限公司
Guarda Safe Industrial Ltd

盛威安全設備有限公司
Safewell Equipment Ltd

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

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

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

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

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

九倉電訊有限公司
Wharf T&T Ltd

衍生行有限公司
Hin Sang Hong Co Ltd

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

唐安麒美顏創造中心 (國際) 有限公司
Angel Face Beauty Creations (International) Ltd

領匯管理有限公司
The Link Management Ltd

附件 Appendices

太古糖業有限公司
Taikoo Sugar Ltd

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

時鮮菓汁國際
Citrus Growers International

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

富臨集團有限公司
Foo Lum Holdings Ltd

米蘭站 (香港) 有限公司
Milan Station (HK) Ltd

大記食品有限公司
Dai Kee Food Co Ltd

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

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

Laurence Lai Gallery
Laurence Lai Gallery

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

唯達時國際有限公司
Vidus International Ltd

儲存易物流控股有限公司
Store Friendly Logistics Holdings Ltd

球誼 (嘉福) 有限公司
Earth Buddy (Ka Fook) Ltd

千色花 (香港) 有限公司
Fortress Chemical (HK) Co Ltd

麥迪奧派對用品專門店有限公司
Matteo Party Ltd

青洲英坭有限公司
Green Island Cement Co Ltd

康進企業有限公司
Gazelle Enterprises Ltd

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

歐達傢俱有限公司
Arredamenti Co Ltd

樂域實業有限公司
Lomak Industrial Co Ltd

美時文儀有限公司
Lamex Trading Co Ltd

雅香園食品有限公司
YHY Food Products Ltd

珍卡兒藥妝有限公司
Laboratory Janeclare Ltd

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

Le Homme Branche
Le Homme Branche

時昌物流有限公司
SC Logistics Co Ltd

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

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

加零壹集團有限公司
Aman Group Ltd

雞仔餅大王有限公司
King of Chicken Cake Ltd

加美敦有限公司
Carmelton Co Ltd

奧麗有限公司
Oceanic Leader Ltd

玩具易控股有限公司
Toy2r (Holdings) Co Ltd

美嘉 (中國) 有限公司
Megaford (China) Ltd

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

盈創 (疊高) 實業有限公司
Kado Industrial Co Ltd

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

足富有限公司
Top Fortune Co Ltd

聖安娜餅店有限公司
Saint Honore Cake Shop Ltd

Network Box Hong Kong Ltd
Network Box Hong Kong Ltd

瑋基咖啡有限公司
Grand Coffee Co Ltd

同珍公司
Tung Chun Co

心窗非洲鼓樂聚
Sharings African Drumming Arena

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

BannerSHOP Hong Kong Ltd
BannerSHOP Hong Kong Ltd

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

海洲實業有限公司
Sealand Industrial Co Ltd

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

香港小輪(集團)有限公司
Hong Kong Ferry (Holdings) Co Ltd

百成堂參茸行有限公司
Pak Shing Tong Ginseng Co Ltd

穩健醫療(香港)有限公司
Winner Medical (HK) Ltd

三聯書店(香港)有限公司
Joint Publishing (Hong Kong) Co Ltd

JS Theme
JS Theme

頌華電子有限公司
Advanced Sun Wah Electronic Co Ltd

偉澳照明實業有限公司
Rio Industrial Ltd

康業服務有限公司
Hong Yip Service Co Ltd

蛋撻王控股有限公司
King Bakery Holdings Ltd

海皇國際有限公司
Ocean Empire Int'l Ltd

大寧有限公司
Dialink Ltd

英記茶莊有限公司
Ying Kee Tea Co Ltd

南北行參茸葯材有限公司
Nam Pei Hong Sum Yung Drugs Co Ltd

天虹海鮮酒家
Lamma Rainbow Seafood Restaurant Ltd

安記海味有限公司
On Kee Dry Seafood Co Ltd

明科網絡有限公司
AvantWave Ltd

皓山創作坊有限公司
HosannArt Creative Co Ltd

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

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

宏希貿易公司
Memorigin Trading Co

楊氏水產有限公司
Yeungs Marine Products Ltd

大有倉集團有限公司
Tai Yau Storage Group Ltd

恆香老餅家有限公司
Hang Heung Cake Shop Co Ltd

太子珠寶鐘錶公司
Prince Jewellery and Watch Co

專業國際旅運有限公司
Travel Expert Ltd

信譽科技發展有限公司
Faith Technology Development Ltd

冠威管理有限公司
Goodwill Management Ltd

附件 Appendices

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

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

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

榮利集團 (國際) 有限公司
Wing Li Group (International) Ltd

美味棧國際有限公司
Yummy House International Ltd

焯榮 (香港) 有限公司
Pro-Wins (HK) Ltd

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

三和科技有限公司
Sanwa Technologies Ltd

緣來這麼近
So Klose.com

智趣小博士教育中心
Dr I-Kids Education Centre

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

安達旅運有限公司
Lotus Tours Ltd

友發有限公司
Friend Rich Ltd

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

梳化倉有限公司
Sofamark Ltd

澳栢國際有限公司
Opac International Ltd

簡約養生有限公司
Pristine Living Ltd

合和土木發展有限公司
Hop Wo Development Ltd

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

昇鋒國際有限公司
Pro Logic International Ltd

康盟有限公司
Concord Alliance Ltd

泉昌有限公司
Chuan Chiong Co Ltd

原味家作有限公司
Original Taste Workshop Ltd

科韻動力有限公司
iMusicTech Ltd

譽宴集團有限公司
U Banquet Group Ltd

福滿臨珠寶集團有限公司
Fook Moon Lam Jewellery Holdings Co Ltd

華潤堂有限公司
CR Care Co Ltd

復興貿易發展有限公司
Fok Hing Trading Development Co Ltd

捷鷹有限公司
Eagle Victory Ltd

穎明實業有限公司
Makebest Industries Ltd

吉品實業有限公司
Lucky Quality Industries Ltd

貴族國際貿易有限公司
Yaki Champion Boutique Ltd

輝捷電子有限公司
Forward Electronics Manufacturing Co Ltd

阿一鮑魚公主 (香港) 有限公司
Ah Yat Abalone Princess (HK) Ltd

卡撒天嬌國際有限公司
Casablanca International Ltd

高來國際集團有限公司
Top Loyal International Holdings Ltd

TLC Group Ltd
TLC Group Ltd

情永在寵物服務有限公司
Love Forever Pet's Service Ltd

海耀科技有限公司
Ocean Digital Technology Ltd

一心旅遊有限公司
Instant Travel Service Ltd

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

華發行 (香港) 貿易發展有限公司
Wah Fat Hong (H.K.) Trading Development Co Ltd

彪成有限公司
Pure Glory Ltd

電訊盈科企業方案有限公司
PCCW Solutions Ltd

佳力酒店管理有限公司
Galaxy Hotel Management Co Ltd

和橋企業管理有限公司
S & F Enterprise Management Co Ltd

生歷奇教育統籌有限公司
Synergy Education Provider Co Ltd

配帽站有限公司
Stop Accessories Ltd

一齊買香港有限公司
Buy Together Hong Kong Ltd

志豐環球發展有限公司
Chi Fung Global Development Ltd

錢氏玩具中心有限公司
M & C Toy Centre Ltd

時尚密碼
Chic Code Design Co

尚芳保健有限公司
Shang Healthcare Ltd

傳繫創意有限公司
T-Link Inspiration Ltd

惠健國際有限公司
Vitanatura International Ltd

新偉達國際集團有限公司
New Globe International Group Ltd

雅麗斯中國有限公司
Alice Chan China Ltd

iKinder Education Ltd
iKinder Education Ltd

匯港國際企業有限公司
Way Kong International Enterprises Ltd

天比廣告有限公司
Greenbase Ad Ltd

建豐公司
Kin Fung Co

珈冕國際有限公司
Aqueen Ltd

甘薈韓國護膚用品有限公司
Glourish Korean Skin Care Products Ltd

志領珠寶有限公司
G-Link Jewelry Design Ltd

領事酒店集團
Embassy Hotel Group

兆光科技有限公司
Lighthouse Technologies Ltd

西雅有限公司
Zear Corporation Ltd

高登設計有限公司
Golden Design Ltd

品牌培育有限公司
Brand Breeder Ltd

一絕有限公司
aMagic Ltd

Green Mobility Innovations Ltd
Green Mobility Innovations Ltd

饗薈銀河有限公司
Foods Galaxy Ltd

名樂居有限公司
Mingle Place Ltd

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

意高域國際有限公司
Ecoventure International Ltd

全新織造廠有限公司
Chuen Sun Knitting Fty Ltd

附件 Appendices

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

創動力有限公司
Dynamix (Hong Kong) Ltd

親子王國有限公司
Baby-Kingdom.Com Ltd

奧美斯傢具有限公司
Offmax Ltd

一合環球有限公司
One Community Worldwide Ltd

泛亞環球物業顧問有限公司
AP Assets Ltd

星華發展有限公司
Sing Wah Development Ltd

裕昇實業有限公司
Yusan Industries Ltd

捷旅集團有限公司
Jetour Holding Ltd

遵理學校有限公司
Beacon College Ltd

宏邦國際有限公司
Kingbond International Ltd

FlexSystem Ltd
FlexSystem Ltd

荷花集團有限公司
Eugene Group Ltd

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

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

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

奇華餅家有限公司
Kee Wah Bakery Ltd

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

九龍維記牛奶有限公司
The Kowloon Dairy Ltd

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

香港聯合知識產權交易所有限公司
HKIPEX.com.hk Ltd

諾亞香港藥業有限公司
Noah Hong Kong Ltd

迅榮貿易有限公司
Fast Fame Trading Ltd

香港知識產權新聞網有限公司
HKIPnews Ltd

美好生活
Perfect Trading Co

永其國際有限公司
Winky International Ltd

亞洲國際餐飲集團有限公司
Taste of Asia Group Ltd

品味香江有限公司
Gourmet Orient Ltd

高志 (遠東) 有限公司
Gochi (Far East) Ltd

奇妙數據有限公司
Wonderfuldata.com Ltd

奧巴斯 (太平洋) 有限公司
Opus (Pacific) Company Ltd

快意辦公室傢私
Finest Office Furnitures Supplies

Maks Group Co Ltd
Maks Group Co Ltd

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



香港品牌發展局

Hong Kong Brand Development Council

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網址 Website : www.hkbrand.org
電郵 E-mail : info@hkbrand.org