



**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

**年報** Annual Report  
2008-2009

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## 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



香港品牌發展局主席陳淑玲女士  
*Chairman of the Hong Kong Brand  
Development Council*  
*Ms Shirley Chan*

憑著靈活機變的特質、堅毅的信念以及永不言敗的精神，香港工商界積極應對，在逆境中奮發自強；許多企業在努力尋找解決短期經營困難的同時，並未放慢品牌發展的步伐。

過去的一年是令人難忘的一年。受到金融海嘯的衝擊，世界經濟陷入低迷，市場需求減弱，不少企業面對前所未有的挑戰。憑著靈活機變的特質、堅毅的信念以及永不言敗的精神，香港工商界積極應對，在逆境中奮發自強；許多企業在努力尋找解決短期經營困難的同時，並未放慢品牌發展的步伐。香港中華廠商聯合會在今年4月份進行了一項調查，170家回應公司中的39.2%表示會加緊建立自己的品牌；這一數字明顯高於2008年調查的25.7%，令人感到鼓舞。

雖然遭遇經濟逆境，由品牌局和廠商會聯合舉辦的2008年「香港名牌選舉」與「香港服務名牌選舉」仍然一如既往地得到業界的踴躍參與，參賽公司無論在數目還是質素方面均保持相當高的水平，彰顯了業界朝高增值方向邁進的堅定決心和不懈努力。經過嚴格的篩選和激烈的競爭，28個出類拔萃的品牌摘取了今屆「選舉」多個獎項的桂冠；得獎者堪稱香港工商業的最佳典範，亦代表了本地品牌發展的最高水準和最新面貌。

過去的一年亦是「香港名牌選舉」發展歷史上的重要里程碑；這個創立於1999年的獎項迎來了十周

The past year could be a special year that one would hardly forget. With the unfolding of “financial tsunami”, the world economy plunged into recession, resulting in a precipitation of market demand and the deterioration of operating environment. In face of unprecedented adversity, Hong Kong companies have risen to the challenge with perseverance, agility and a “can-do” spirit. While striving to overcome short-term difficulties, many of them have never slowed down the pace in brand development. According to a survey conducted by the Chinese Manufacturers’ Association of Hong Kong in April 2009, 39.2% of the some 170 responding companies indicated that they would step up brand development, representing a significant increase in comparison to the 25.7% recorded one year ago.

Despite the economic downturn, the 2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards attracted strong participation from a wide cross-section of our industries. It is most encouraging to note that the quantity as well as quality of the entries remained at a high level as usual, a testimony to local companies’ unswerving commitment to moving up the value-added ladder. Through rigorous selection and fierce competition, 28 brands became laureates of the 2008 Awards. These winners have not only exhibited best practice in branding, but also showcased the latest development of Hong Kong industries.

The past year also marked a milestone for the Hong Kong Top Brand Awards, which had embarked on its 10th running. To celebrate the 10th anniversary, the BDC decided to introduce a new award category, i.e. “Hong Kong Top Brand Ten Year Achievement Award”, with the objective of commending Hong Kong brands that have made persistent commitment to branding and have sustained outstanding performance for years. Meanwhile, a series of celebration programs had been staged, including educational seminars, a grand luncheon, and the publication of serial interviews on Wen Wei Po — which were then compiled into a book namely “Brand Stories @ Hong Kong”. These activities successfully instilled a sense of pride among local companies, while further demonstrating the remarkable achievement of Hong Kong brands as a whole.

At a time of economic hardship, brand-building has nevertheless taken on increasing importance as a winning strategy to turn adversity into opportunity. In this connection, the BDC submitted a position paper to the HKSAR Government and called for multi-pronged measures to support SME’s branding initiatives, such as providing subsidies, strengthening technical support, establishing promotion platforms, facilitating the access to Mainland’s domestic market, and further promoting Hong Kong

年慶典。為此，品牌局特地從 2008 年起，增設「香港名牌十年成就獎」的榮譽獎項，表彰在品牌創建方面作出長期努力的往屆得獎公司；同時亦安排了一系列內容豐富、別有意義的紀念活動，包括與香港文報合作出版《品牌故事 @ 香港》的報導系列和同名書籍、舉行多個教育性講座、以及籌辦隆重而盛大的「十周年慶祝午宴」等。這些活動凸顯了「十年耕耘，十年豐盛」的主題，一方面激發了本地企業的榮譽感，另一方面亦透過宣傳香港品牌的驕人成就，提升本地品牌的整體形象。

在經濟不景的時候，品牌策略反而是許多企業衝破逆境、轉危為機的「智」勝之道。有見及此，品牌局向特區政府提交了「促進中小企發展品牌的建議」意見書，呼籲政府從資金支持、技術支援、建立推廣平台、協助拓展內銷、以及強化香港的地域品牌等多方面入手，推動工商界加快品牌發展的步伐。配合香港品牌加緊開拓內地市場的趨勢，品牌局參與了多個在國內城市包括廣州、哈爾濱、廈門、武漢、深圳等地舉辦的展覽會；更在香港國際機場設立大型的「香港名牌巡禮」展示廊。展示廊是首個在重要交通樞紐舉辦的香港品牌形象宣傳活動，向來自世界各地的旅客推介香港最具代表性的品牌產品，展示本地原創品牌的最強陣容。

加強品牌研究與教育是品牌局的另一個工作重點。除了定期舉行研討會以及「中小企品牌群策營」之外，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，發揮學術界和業界的協同作用，培育本地的品牌管理專才。品牌局更獲得「中小企業發展支援基金」的資助，即將與香港理工大學攜手推行一個為期 15 個月的研究培訓項目，為中小企業解構和傳授創建強勢品牌之道。

時間飛馳。第二屆理事會的任期已過大半，品牌局亦將於明年初舉行新一屆理事選舉。作為香港品牌發展局的第二任理事會主席，能夠得到各位同寅的全力襄助，與業界一起在品牌發展的道路上風雨同舟，攜手前行；本人深感鼓舞和榮幸。

我謹代表理事會由衷感謝會員在過去一年裡的熱心支持，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。我衷心祈盼品牌局能夠繼續得到社會各方的襄助，群策群力，共同推動香港品牌再攀高峰！

陳淑玲

as a prominent city brand. On the other hand, the Council took part in a number of exhibitions held in China's major cities, e.g. Guangzhou, Harbin, Xiamen, Wuhan and Shenzhen. And we also set up a showcase gallery at Hong Kong International Airport under the banner of "The Parade of Hong Kong Top Brands". As the first of its kind in town, the Gallery demonstrated the strongest line-up of our indigenous labels, providing an intriguing window into Hong Kong brands for millions of visitors.

Brand research and education have been the focal points of BDC's work. Apart from regularly organizing brand-related seminars and SME Branding Clubs, the BDC also launched a course namely "Executive Diploma in Strategic Brand Management" in collaboration with School of Professional and Continuing Education of the University of Hong Kong, with an aim to cultivate brand talents by leveraging on the synergy between academic and the industries. More recently, the Council has successfully obtained sponsorship from the SME Development Fund and will join forces with the Hong Kong Polytechnic University to implement a 15-month project, which would equip SMEs with state-of-the-art knowledge and management skills, helping them to pave the way for strong brands.

Time flies. The Second General Committee of the BDC is going to complete its two-year term of office in a few months. As the Chairman, I am grateful to have the strong support from BDC's fellow members, and I am so honored to have walked with our industries through thick and thin over these years. Taking this opportunity, I would like to thank the Honorary Patron, Honorary Advisors, Funding Chairman, and members of the Second General Committee for their able leadership. I also pay tribute to BDC members for their support, 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 community, the BDC would not fail to scale new heights and hand-in-hand with Hong Kong brands to embrace a new era of glory.



## General Committee

### 名譽贊助人 **Honorary Patron:**

劉吳惠蘭女士, 太平紳士 Mrs Rita W L Lau Ng, JP

### 名譽顧問 **Honorary Advisors:**

黎以德太平紳士 Mr Joseph Y T Lai, JP

陳育德太平紳士 Mr Eddy Y T Chan, JP

### 創局主席 **Founding Chairman:**

尹德勝先生, SBS, BBS, 太平紳士

Mr Paul T S Yin, SBS, BBS, JP

### 主席 **Chairman:**

陳淑玲女士 Ms Shirley S L Chan

### 副主席 **Vice-Chairmen:**

倪錦輝博士太平紳士 Dr Danny K F Ngai, JP

李惠中先生 Mr Charlie W C Lee

### 派任理事 **Nominated Members:**

劉小康先生, BBS Mr Freeman S H Lau, BBS

呂新榮博士 Dr Lui Sun Wing

關百豪先生 Mr Bankee P H Kwan

黃錦輝先生 Mr Alan K F Wong

邱霜梅博士, MBE, 太平紳士 Dr Carrie Willis, MBE, JP

黃鳳女士 Ms Gilly F H Wong

潘永生先生 Mr Joseph W S Poon

### 選任理事 **Elected Members:**

蔡龍威博士 Dr Choi Lung Wai

楊志雄先生 Mr Johnny C H Yeung

劉健華先生 Mr Kevin K W Lau

周維正先生 Mr Oscar V T Chow

劉相尚先生 Mr Liu Siong Song

李嘉音女士 Ms Lee Jai Ying

沈運龍先生 Mr Aaron W L Shum

黃偉常先生 Mr Wong Wai Sheung

黃偉雄先生 Mr Addy W H Wong

郭鴻鈞先生 Mr Kwok Hung Kwan

吳秋全先生 Mr Charles C C Ng

### 總裁 **Chief Executive Officer:**

梁世華先生, SBS Mr Paul S W Leung, SBS

### 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 (高級經理 Senior Manager)

謝素霞小姐 Ms Eva Tse (經理 Manager)

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

王威麟先生 Mr Wallance Wong (行政主任 Executive Officer)

### 核數師 **Auditor:**

吳焯仁執業會計師

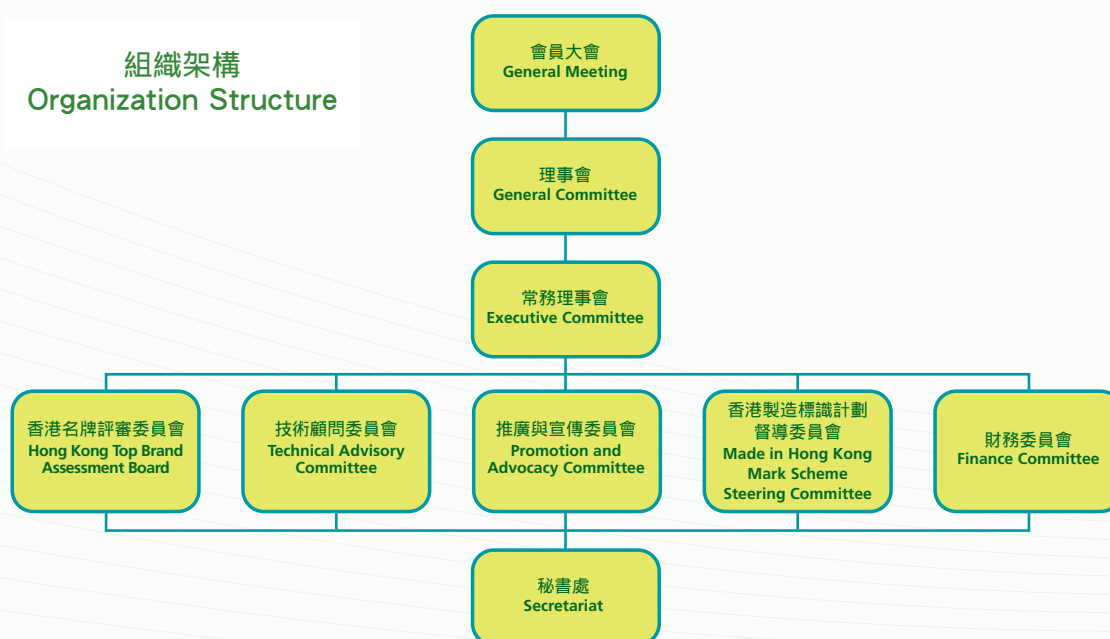
Ng Cheuk Yan, Certified Public Accountant

### 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

## 組織架構 Organization Structure



## 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. 品牌局與廠商會—城大工商企業拓展中心合作組織「中小企品牌群策營」，10月舉行首次活動。

## 2006年4月

成立專責的督導委員會，以研究並落實「香港製造標識(HK嘜)計劃」；「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

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。

## 2006年9月

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

## 1999

Starting from 1999, the Chinese Manufacturers' Association of Hong Kong (the CMA) 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 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 2006. 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. As a joint initiative of the BDC and the CMA-CityU Centre for Entrepreneurial Development, the SME Branding Club was established and first gathering was held in October.

## 2006 April

A steering committee was formed to study and implement 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.

## 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.

## BDC Chronology

### 2006年10月

與香港城市大學合辦2006-2007年「中小企學生顧問服務計劃」，免費為中小企業提供品牌發展與商業管理方面的顧問服務。

### 2007年3月

舉行會員特別大會，通過修改品牌局章程決議案。

### 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6月

「香港製造標識(HK嘜)計劃」的適用範圍擴展至本地銷售產品。

### 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」。

### 2007年9月

首次參與「中國進出口商品交易會」，於「進口館」設立「香港名牌」產品展示攤位。

### 2008年2月至3月

1. 舉行首次理事選舉，由會員投票選出第二屆理事會的12位「選任理事」。
2. 與《香港文匯報》聯合出版「品牌故事@香港」系列報導，並於2008年3月至12月期間陸續刊登30個品牌的成功故事。

### 2008年7月

召開新聞發佈會，宣佈「香港名牌選舉」創辦十周年慶典活動的安排，包括自2008年起增設「香港名牌十年成就獎」榮譽獎項。

### 2006 October

Co-organized by the BDC and the City University of Hong Kong, the 2006-2007 "Student Consulting Project for SMEs" provided free consultancy on brand development and business management to local SMEs.

### 2007 March

The 2007 Extraordinary General Meeting passed the proposed amendments to Memorandum and Articles of Association of the BDC.

### 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 June

"Made in Hong Kong Mark Scheme" extended the scope of eligibility from exports to goods for domestic sales.

### 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".

### 2007 September

The BDC set up a showcase to display "Hong Kong Top Brand" products at the "Imports Hall" of the "China Import and Export Fair" (Canton Fair).

### 2008 February to March

1. The BDC organized the General Committee Election and 12 members were elected to the Second General Committee.
2. Co-organized by the BDC and "Wen Wei Po", "Brand Story @Hong Kong" series consisting of 30 episodes were published on the newspaper during the period of March to December 2008.

### 2008 July

The BDC held a press conference to announce the programs in celebration of the 10th Anniversary of Hong Kong Top Brand Awards, including the introduction of an honorary award — "Hong Kong Top Brand Ten Year Achievement Award" as of 2008.



## 2008年9月

1. 召開 2008 年品牌局會員大會。
2. 舉辦第五個「品牌『智』勝系列研討會」，以「品牌的重整與重生」為題；邀請資深學者、品牌顧問、名設計師以及本地著名企業掌舵人，分享品牌的「駐顏術」和「長青之道」。
3. 參與「第 12 屆中國國際投資貿易洽談會」，組織「香港名牌」得獎公司進行產品展示。

## 2008年10月

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，首個「行政人員證書(品牌管理)」及「行政人員證書(品牌傳播)」分別於2008年10月及 2009年3月開辦。

## 2008年12月

1. 自 2005 年起，每年均參與「創新科技及設計博覽」，於會場設立「香港名牌」宣傳資料板，並組織「TOP 嘜」核准公司進行產品展示。
2. 連續第四年與香港貿易發展局於「創新科技及設計博覽」期間合辦「創建品牌系列工作坊」，邀請專家和得獎公司代表分享發展品牌的經驗及拓展市場的要訣。

## 2009年1月

2008年頒獎典禮由財政司司長曾俊華擔任主禮嘉賓。

## 2009年3月至6月

1. 工業貿易署副署長劉利群等代表到訪品牌局，雙方就如何推動香港品牌發展交換意見；品牌局並提交「促進中小企發展品牌的建議」意見書。
2. 參與多個內地展覽會，包括由香港貿易發展局舉辦之「香港潮流商品(廣州)展覽會」和「香港時尚購物展·武漢」，「第 105 屆中國進出口商品交易會」，以及由廠商會舉辦之「2009 香港工展會暨深圳知名品牌產品消費展」；並組織得獎公司進行產品展示。

## 2008 September

1. The 2008 BDC Annual General Meeting was held.
2. The fifth “Branding to Win Serial Seminar” was held under the banner of “Re-Branding and Brand Rejuvenation”, in which brand consultants, scholar, famous designer and local brand operator dissected the legend of brand “immortality” and discussed on the ways to keep a brand moving with times.
3. Product showcase of “Hong Kong Top Brands” was set up at the “12th China International Fair for Investment and Trade”.

## 2008 October

Jointly organized by the BDC and HKU SPACE, the “Executive Diploma in Strategic Brand Management” program was launched. The first intake of “Executive Certificate in Brand Management” and “Executive Certificate in Brand Communication” took place in October 2008 and March 2009 respectively.

## 2008 December

1. Since 2005, the BDC had participated in the “Inno Design Tech Expo” every year and set up showcase to display products of Top Mark licensees.
2. For four consecutive years, the BDC and TDC co-organized the “Branding Workshop Series” at the “Inno Design Tech Expo”, where experts and representatives of Awardees were invited to share views on brand development and promotion.

## 2009 January

The 2008 Awards Presentation Ceremony was officiated by Financial Secretary, Hon John Tsang.

## 2009 March to June

1. Representatives of Trade and Industry Department (TID) including Deputy Director-General Ms Vivien Lau visited the BDC to exchange views on brand Development; and the BDC submitted a position paper entitled “Suggestions on Fostering the Brand Development of SMEs” to TID after the meeting.
2. Products of Awardees were showcased at a number of exhibitions held in Mainland China, including “Hong Kong Consumer Products Expo, Guangzhou” and “Style Hong Kong in Wuhan 2009” organized by the Hong Kong Trade Development Council, “105th China Import and Export Fair”, and “2009 Hong Kong — Shenzhen Brands & Products Expo”.

## BDC Chronology

### 2009年4月

協助香港大學經濟及工商管理學院推行第一屆「商業顧問實習計劃」，免費為中小企業提供度身訂造之商業顧問服務。

### 2009年5月

1. 舉辦「品牌『智』勝系列研討會」的第六個講座，以「進軍內銷市場的品牌策略」為主題，邀請學者、專業顧問和業界代表分享香港品牌在內地市場的發展機遇和面對的挑戰。
2. 與香港表廠商會、香港鐘表業總會合辦「鐘錶業界品牌發展專題研討會」，邀得多位專家交流鐘錶業品牌發展的心得和經驗。

### 2009年6月至11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16個品牌的代表性產品；展期為2009年6月至11月。

### 2009年6月

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」，由商務及經濟局副局長蘇錦樑擔任主禮嘉賓。

### 2009 April

The BDC acted as supporting organization for the “2009 Business Consulting Practicum” project organized by the Faculty of Business and Economics of the University of Hong Kong, which provided free-of-charge business consulting service for SMEs.

### 2009 May

1. The sixth “Branding to Win Serial Seminar” was organized under the theme of “Brand Strategy for Tapping into Mainland Market”, in which academic, professional consultants and industrial practitioners shared views on the opportunities and challenges faced by Hong Kong brands in the Mainland market.
2. The BDC, the Hong Kong Watch Manufacturers Association and the Federation of Hong Kong Watch Trades & Industries jointly organized the “Brand Development Forum for Watch Industry” and invited industrial experts to elaborate on the branding strategies for watch industry.

### 2009 June to November

“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 representative products of 16 brands during the period of June to November 2009.

### 2009 June

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

# 回顧 REVIEW

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## Review - Policy Suggestions

香港品牌發展局積極敦促和協助特區政府制定扶持本地品牌的政策，經常透過不同渠道向香港和內地主管部門反映業界在品牌發展方面的訴求和建議。

### 促進中小企發展品牌的建議

2008年下半年以來，受金融海嘯衝擊，香港工商業陷入經營困境。有見於在經濟不景的時候，品牌策略反而是許多企業轉危為機的「智」勝之道，品牌局於2009年4月向特區政府提交了「促進中小企發展品牌的建議」意見書，呼籲從多方面推動工商界加快品牌發展的步伐：

一是利用和強化現有資助計劃的機制，為品牌創建活動提供資金支援。例如，擴大「中小企業市場推廣基金」的規模和資助範圍；增設「品牌推廣補助計劃」；考慮為企業品牌發展和推廣的支出提供多倍抵稅額等。

二是推動品牌研究與教育。政府可資助商界建立「品牌創新中心」，發揮工商界、學術界和專業界的協同作用；一方面為業界發展品牌提供技術支援，另一方面亦開展教育、培訓和研究工作，提升本地的品牌知識儲備，培育品牌管理人才。

三是建立推廣本地品牌的設施平臺。政府可在主要入境口岸或者人流密集的地點，例如機場、車站和中心商貿地帶，設立展示和銷售香港品牌及產品的專門店或特色商業區；並可提供便利化措施，鼓勵業界將特定區域的工業大廈發展為品牌產品展示和分銷中心，拓寬本地品牌的銷售渠道，更可加快工業樓宇活化，以及為旅遊業注入新內容。

四是為香港品牌拓展內地市場提供實質性支援。政府可委託香港貿易發展局進行內地消費者需求調查和市場分析，並在二線城市舉辦以香港品牌和產品為主題的展覽、展銷會。同時，特區政府應向中央政府遊說，為港商拓展內銷市場「拆牆鬆綁」，特別是放寬對加工貿易貨物內銷的限制；兩地政府亦應盡快將「CEPA貿易投資便利化措施」中的商品檢定、商標和品牌合作落實到位。

五是強化和推廣香港的地域品牌。本港應進一步界定、深化和推廣自身的地域品牌優勢，充實「香港品牌」的核心價值，並將「香港品牌」的推廣工作落實到具體產品品牌和服務品牌的層面上；重視對「香港品牌」、「香港名牌」、「香港製造」等社會公共資產的維護，以及加緊完善和推廣香港地域品牌的視覺標識系統。

The BDC has been actively assisting the Government in formulating policies to support local brands, and it has through various channels expressed views and conveyed the concerns of the industries to the Mainland governments.

### Suggestions on Fostering the Brand Development of SMEs

Under the fallout of the "financial tsunami", many Hong Kong companies had run into unprecedented difficulties as of mid-2008. Nevertheless, the economic downturn highlighted the importance of branding as a winning strategy to ride out the adversity and move up the value chain. In view of this, the BDC submitted a position paper entitled "Suggestions on Fostering the Brand Development of SMEs" to the HKSAR Government, calling for the Government to play a proactive role in supporting SMEs' branding initiatives. The policy recommendations put forward by the BDC include:

To provide financial support for local companies' branding activities. Among other things, the amount of grant and the scope of the SME Export Marketing Fund should be further enlarged; and a separate "Brand Promotion Grant" could be established. Meanwhile, the Government may consider providing multiple tax deduction for outlays on brand development and promotion.

To step up research and education. The Government could work with the industries to establish a "Brand Innovation Center". By bringing the synergy between academics, industries and professionals into full play, the proposed Center would spearhead Hong Kong's brand-related research, training and education, enhance our knowledge reserve, and cultivate brand talents, while providing technical supports for the brand development of local companies.

To establish platforms for brand promotion. For example, the Government could set up specialty shops or specialized commercial zones at some crossing points or downtown areas, where local brands and branded products could be showcased and retailed. On the other hand, the Government may provide facilitation measures to speed up the transformation of obsolete industrial building into brand demonstration and distribution center, so as to broaden the marketing channels for local brands, revitalize industrial buildings, and create new attractions for tourism.

To assist local brands to penetrate into Mainland's domestic market. On the one hand, the Government may commission the Hong Kong Trade Development Council to conduct market research at provincial or even city level, and to organize exhibitions in selected second-tier cities. On the other hand, the HKSAR Government should lobby the Central Government for further liberalization of domestic market. In particular, the restriction on domestic sales of goods manufactured under Contract Processing Trade should be relaxed, and the governments of both sides should crystallize the cooperation in regard to commodity inspection, trademark and brand, as has been stipulated in the "Trade and Investment Facilitation Measures" under the CEPA framework.

To strengthen and promote Hong Kong's location brand. It is suggested that the Government should further identify and promote Hong Kong as a prominent city brand, enrich the core values of "Hong Kong Brand", and enhance the interaction between city brand and product/service brands. More importantly, the Government should safeguard our collective assets like "Hong Kong Brand", "Hong Kong Top Brand" and "Made in Hong Kong", and press ahead with the development and promotion of visual identity system for our city brand.

## 2008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2008年已踏入第十屆。

2008年「香港名牌選舉」初賽及決賽分別於2008年11月21日及2009年1月5日舉行。主辦機構並於2008年12月13日至2009年1月1日期間在第43屆「工展會」會場和互聯網上舉行公眾投票。

在入圍決賽的16個品牌中，有12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8個獲獎者包括「家得路」、「力勁」、「珮夫人」、「汁先生」、「鴻星」、「太古」、「同珍」及「五色靈芝」。四家往屆「香港名牌」的獲獎者「2036」、「Dr. Kong」、「德國寶」及「刀嘜」再度參賽，成績彪炳，獲頒授一項更高的殊榮——「香港卓越名牌」。此外，「鴻星」在網上公開投票中以最高票數當選「網上最受歡迎品牌」。

為慶祝「香港名牌選舉」創立十周年，主辦機構決定從2008年起增設名為「香港名牌十年成就獎」的新獎項，並遴選了「雅芳婷」、「李錦記」和「榮華」作為首批得獎者。「香港名牌十年成就獎」是一個榮譽獎項，旨在表彰於品牌創建方面作出持續努力並取得傑出成績的往屆得獎公司；獲獎者必須是「香港卓越名牌」的得獎者，而且首次獲獎的歷史不少於10年。



陳淑玲於新聞發佈會上介紹2008年「選舉」的安排。  
Ms Shirley Chan gave a briefing on the arrangement for 2008 Awards at the press conference.

2008年「選舉」的決賽評審團由香港特區政府工業貿易署署長黎以德擔任主席評判，其他成員包括香港中華廠商聯合會會長尹德勝、香港工業總會副主席孫啟烈、香港生產力促進局副主席譚偉豪、香港零售管理協會主席麥瑞及香港貿易發展局副總裁黃錦輝。

## 2008 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 10th running in 2008.

The Preliminary Judging of the 2008 Awards was held on 21 November 2008, with 16 local brands short-listed for Final Judging. The Organizers also staged public polling at the venue of the 43rd Hong Kong Brands and Products Expo (HKBPE) and via the Internet from 13 December 2008 to 1 January 2009. At the Final Judging held on 5 January 2009, 12 brands were selected as winners.

Winners of "2008 Hong Kong Top Brand" included "Catalo", "LK", "Madame Pearl's", "Mr. Juicy", "Super Star", "Taikoo", "Tung Chun" and "Vita Green Lingzhi". Four past winners, i.e. "2036", "Dr. Kong", "German Pool" and "Knife Brand", were conferred the "Hong Kong Premier Brand", an upper echelon to commend past winners having exhibited sustainable success in brand-building. Moreover, "Super Star", by scoring the highest vote in the on-line polling, won "The Most Popular Brand On-line".

To celebrate the 10th anniversary of the Hong Kong Top Brand Awards, the Organizers also decided to introduce a new honorary award category namely the "Hong Kong Top Brand Ten Year Achievement Award" since 2008, and "A-Fontane", "Lee Kum Kee" and "Wing Wah" were selected as the first batch of awardees. The Achievement Award is an honorary award aiming to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance for years. The winner of the Achievement Award should be a winner of "Hong Kong Premier Brand" and it should have been conferred "Hong Kong Top Brand" for at least ten years.

Chaired by Director-General of Trade and Industry Mr Joseph Lai, the Final Judging Panel of 2008 Hong Kong Top Brand Awards comprised CMA President Mr Paul Yin, Deputy Chairman of the Federation of Hong Kong Industries Mr Cliff Sun, Deputy Chairman of the Hong Kong Productivity Council Dr Hon Samson Tam, Chairman of Retail Management Association Ms Caroline Mak, and Executive Director of the Hong Kong Trade Development Council Mr Alan Wong.



2008年「香港名牌選舉」決賽評審團成員（左起）：麥瑞、孫啟烈、黎以德（工業貿易署署長）、黃友嘉（尹德勝代表）、譚偉豪、黃錦輝。

Final Judging Panel of 2008 Hong Kong Top Brand Awards (from left): Ms Caroline Mak, Mr Cliff Sun, Mr Joseph Lai (Director-General of Trade and Industry), Dr David Wong (representative of Mr Paul Yin), Dr Hon Samson Tam, Mr Alan Wong.

## Review - Brand Awards

(表一) (Table 1)

### 二零零八年香港名牌選舉得獎名單 2008 Hong Kong Top Brand Awards List of Winners

品牌  
Brandname

公司  
Company

#### 香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award



雅芳婷  
A-Fontane

雅芳婷集團有限公司  
A-Fontane Group Ltd.



李錦記  
Lee Kum Kee

李錦記有限公司  
Lee Kum Kee Co. Ltd.



榮華  
Wing Wah

榮華食品製造業有限公司  
Wing Wah Food Mfy. Ltd.

#### 香港卓越名牌 Hong Kong Premier Brand



2036  
2036

活力健國際有限公司  
Holistol International Ltd.



Dr. Kong  
Dr. Kong

Dr. Kong 健康鞋專門店  
Dr. Kong Footcare Ltd.



德國寶  
German Pool

德國寶 (香港) 有限公司  
German Pool (HK) Ltd.



刀嘜  
Knife Brand

南順食油有限公司  
Lam Soon Oils & Fats Ltd.

#### 香港名牌 Hong Kong Top Brand



家得路  
Catalo

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



力勁  
L.K.

力勁機械廠有限公司  
L.K. Machinery Co. Ltd.



珮夫人  
Madame Pearl's

盧森堡大藥廠有限公司  
Luxembourg Medicine Co. Ltd.



汁先生  
Mr. Juicy

時鮮 汁國際  
Citrus Growers International



鴻星  
Super Star

金瓶實業有限公司  
Golden Cup Industries Ltd.



太古  
Taikoo

太古糖業有限公司  
Taikoo Sugar Ltd.



同珍  
Tung Chun

同珍醬油罐頭有限公司  
Tung Chun Soy Sauce & Canned Food Co. Ltd.



五色靈芝  
Vita Green Lingzhi

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

#### 網上最受歡迎品牌 The Most Popular Brand On-line



鴻星  
Super Star

金瓶實業有限公司  
Golden Cup Industries Ltd.

## 2008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。

2008年「香港服務名牌選舉」是第四年舉辦，吸引了來自零售、餐飲、美容、鐵路、水上客運、商場管理和商業諮詢等不同行業、具有代表性的品牌報名參賽。初賽及決賽分別於2008年11月21日及2009年1月6日舉行；並於2008年12月13日至2009年1月1日期間在第43屆「工展會」會場和互聯網上舉行公眾投票。

在入圍的17個品牌中，共有13個出類拔萃的服務品牌摘取了第四屆「香港服務名牌選舉」的各項桂冠。獲膺「香港服務名牌」者包括：「唐安麒美顏瘦身專門店」、「挑戰者」、「彩福皇宴」、「DSC」、「香港商機」、「Jackeline綠葉療膚中心」、「米蘭站」、「港鐵公司」、「噴射飛航」及「九倉電訊」；而「功德林」及「領匯」則奪得是屆「最具潛質服務品牌」。另外，「實惠」以最高票數獲選為「網上最受歡迎服務品牌」，更憑著優秀的表現獲頒授「香港卓越服務名牌」。

2008年「選舉」由創新科技署署長陳育德擔任評審團主席，其他評判包括香港旅遊發展局主席田北俊、廠商會副會長倪錦輝、品牌局主席陳淑玲、香港中華總商會副會長方文雄、香港總商會副主席楊國琦以及香港理工大學副校長呂新榮。

## 2008 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, aiming to set up role models and best-practice benchmark in branding for local service industries.

The 2008 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as retail, catering, beauty, railway, passenger ferry, property management and commercial consultancy.

The Preliminary Judging was held on 21 November 2008, while the Final Judging was conducted on 6 January 2009. The Organizers also staged public polling at the venue of the 43rd HKBPE and via the Internet from 13 December 2008 to 1 January 2009. After fierce competition, 13 brands stood out from the 17 shortlisted entries.

Awardees of “2008 Hong Kong Top Service Brand” included “Angel Face”, “Challenger”, “Choi Fook Royal Banquet”, “DSC”, “HKBI”, “Jackeline Beauty Salon”, “Milan Station”, “MTR Corporation”, “TurboJET” and “Wharf T&T”; while “Kung Tak Lam” and “The Link” captured the “Emerging Service Brand”. Furthermore, “Pricerite”, who ranked first in the on-line polling, snatched “The Most Popular Service Brand On-line”; and it was conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance after winning “Hong Kong Top Service Brand” in 2006.

Commissioner for Innovation and Technology Mr Eddy Chan headed the Final Judging Panel of the 2008 Hong Kong Top Service Brand Awards, which consisted of Chairman of Hong Kong Tourism Board Mr James Tien, CMA Vice-President Dr Danny Ngai, BDC Chairman Ms Shirley Chan, Vice-Chairman of the Hong Kong Chinese Chamber of Commerce Mr David Fong, Vice-Chairman of the Hong Kong General Chamber of Commerce Mr K K Yeung, and Vice-President of the Hong Kong Polytechnic University Dr Lui Sun Wing.



2008年「香港服務名牌選舉」決賽評審團成員（左起）：林雷穎嫻（田北俊代表）、楊國琦、陳淑玲、陳育德（創新科技署署長）、方文雄、楊華勇（倪錦輝代表）、楊孟璋（呂新榮代表）。

Final Judging Panel of 2008 Hong Kong Top Service Brand Awards (from left): Ms Daisy Lam (representative of Mr James Tien), Mr K K Yeung, Ms Shirley Chan, Mr Eddy Chan (Commissioner for Innovation and Technology), Mr David Fong, Mr Johnny Yu (representative of Dr Danny Ngai), Mr Andrew Young (representative of Dr Lui Sun Wing).

## Review - Brand Awards

(表二) (Table 2)

## 二零零八年香港服務名牌選舉得獎名單 2008 Hong Kong Top Service Brand Awards List of Winners

品牌 Brandname	公司 Company
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### 香港卓越服務名牌 Hong Kong Premier Service Brand



實惠 Pricerite	實惠傢居廣場有限公司 Pricerite Stores Ltd.
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### 香港服務名牌 Hong Kong Top Service Brand



唐安麒美顏瘦身專門店 Angel Face	唐安麒美顏創造中心(國際)有限公司 Angel Face Beauty Creations (International) Ltd.
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挑戰者 Challenger	挑戰者汽車服務有限公司 Challenger Auto Services Ltd.
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彩福皇宴 Choi Fook Royal Banquet	彩福集團有限公司 Choi Fook Group Co. Ltd.
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DSC DSC	直銷中心有限公司 Direct Sale Centre Ltd.
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香港商機 HKBI	香港商機有限公司 Hong Kong Business Intermediary Co. Ltd.
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Jackeline 綠葉療膚中心 Jackeline Beauty Salon	研創美國際機構(遠東)有限公司 Aorta International Association (Far East) Ltd.
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米蘭站 Milan Station	米蘭站(香港)有限公司 Milan Station (HK) Ltd.
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港鐵公司 MTR Corporation	香港鐵路有限公司 MTR Corporation Ltd.
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噴射飛航 TurboJET	信德中旅船務管理有限公司 Shun Tak-China Travel Ship Management Ltd.
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九倉電訊 Wharf T&T	九倉電訊有限公司 Wharf T&T Ltd.
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### 最具潛質服務品牌 Emerging Service Brand



功德林 Kung Tak Lam	功德林上海素食有限公司 Kung Tak Lam Shanghai Vegetarian Cuisine Ltd.
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領匯 The Link	領匯管理有限公司 The Link Management Ltd.
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### 網上最受歡迎服務品牌 The Most Popular Service Brand On-line



實惠 Pricerite	實惠傢居廣場有限公司 Pricerite Stores Ltd.
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## 2008年選舉頒獎典禮

2008年「香港名牌選舉暨香港服務名牌選舉頒獎典禮」於2009年1月20日於會展中心舉行；由財政司司長曾俊華、廠商會會長尹德勝和品牌局主席陳淑玲主禮，聯同工業貿易署署長黎以德及創新科技署署長陳育德頒發獎座予得獎公司。

頒獎典禮吸引了逾300名嘉賓，包括品牌局理事、廠商會會董、社會知名人士及得獎公司代表等。主辦機構並於會場設置大型展板，展示得獎品牌的資料；場面空前熱鬧。



二零零八年香港名牌選舉暨香港服務名牌選舉得獎名單以及得獎公司的產品於香港會議展覽中心地下之香港貿易發展局「設計廊」展出。

List of winners of 2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards as well as 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 Center.

## 2008 Awards Presentation Ceremony

The Presentation Ceremony of the 2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards was held at the Hong Kong Convention and Exhibition Center on 20 January 2009. Financial Secretary Hon John Tsang, CMA President Mr Paul Yin, and BDC Chairman Ms Shirley Chan officiated at the Ceremony, while Director-General of Trade and Industry Mr Joseph Lai and Commissioner for Innovation and Technology Mr Eddy Chan also presented awards to the winners.

The grand ceremony featured over 300 distinguished guests. Among them, there were General Committee members of the BDC and the CMA, celebrities, and representatives of the winning companies. The Organizers also set up large-scale display boards at the venue to give a brief introduction of the Awardees.



主辦機構於二零零八年頒獎禮會場內設置大型展板。

The exhibition panels at the venue of the 2008 Awards Presentation Ceremony.



主禮嘉賓財政司司長曾俊華（前排中）、廠商會會長尹德勝（前排左五）、品牌局主席陳淑玲（前排右五）、評審團成員及得獎公司代表於2009年1月20日舉行之「二零零八年香港名牌選舉暨香港服務名牌選舉頒獎典禮」上合照。

Guest of Honour Financial Secretary Hon John Tsang (centre, front row), CMA President Mr Paul Yin (5th from left, front row), BDC Chairman Ms Shirley Chan (5th from right, front row), Panels of Judges, and representatives of the winning companies posed for a photo at the "2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony" on 20 January 2009.



1



4



2



5



3



6

1 「二零零八年香港名牌選舉暨香港服務名牌選舉頒獎典禮」場面熱鬧，出席嘉賓多達 300 人。

More than 300 guests attended the "2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony".

2 品牌局主席陳淑玲於頒獎禮上致歡迎辭。

BDC Chairman Ms Shirley Chan delivered welcome remarks at the Awards Presentation Ceremony.

3 主禮嘉賓財政司司長曾俊華於頒獎典禮上致辭。

Financial Secretary Hon John Tsang addressed at the Awards Presentation Ceremony.

4 品牌局副主席倪錦輝（右）致送紀念品予二零零八年選舉獎座贊助商之代表六福集團（國際）有限公司董事兼營運經理黃浩龍。

BDC Vice-Chairman Dr Danny Ngai (right) presented a souvenir to the representative of 2008 Award Trophy Sponsor, Director and Operations Manager of Luk Fook Holdings (International) Limited Mr Danny Wong.

5 廠商會會長尹德勝（右）致送紀念品予香港名牌選舉評審團主席工業貿易署署長黎以德。

CMA President Mr Paul Yin (right) presented a souvenir to the Chairman of the Final Judging Panel of Hong Kong Top Brand Awards, Director-General of Trade and Industry Mr Joseph Lai.

6 廠商會會長尹德勝（左）致送紀念品予香港服務名牌選舉評審團主席創新科技署署長陳育德。

CMA President Mr Paul Yin (left) presented a souvenir to Chairman of Final Judging Panel of Hong Kong Top Service Brand Awards, Commissioner for Innovation and Technology Mr Eddy Chan.

## 慶祝「香港名牌選舉」創立十周年

「香港名牌選舉」創立於1999年，2008年已邁入第十屆。為此，品牌局特地舉行一系列慶祝和紀念活動，以增強「香港名牌選舉」的知名度，激發得獎企業的榮譽感；亦藉此機會宣揚香港品牌的驕人成就，提升本地品牌的整體形象。

### 十周年紀念標誌

品牌局特別設計「香港名牌選舉十周年」標誌，用於相關慶祝活動的宣傳。標誌由著名設計師吳秋全先生擔任榮譽設計顧問；其設計意念是以「香港名牌」的標誌（由新瓊強先生於2004年設計）和代表一流、領先的「1」字嵌合而成「10」字形輪廓，寓意「十年卓越，一路領先」。



品牌局於2008年召開新聞發佈會，宣佈「香港名牌選舉」十周年慶祝活動的安排。

A press conference was held in 2008 to announce the activities in celebration of the 10th Anniversary of "Hong Kong Top Brand Awards".

### 香港名牌十年成就獎



香港名牌十年成就獎  
Hong Kong Top Brand Ten Year  
Achievement Award

配合十周年慶典，  
「香港名牌選舉」由  
2008年起增設名為  
「香港名牌十年成就獎」

的榮譽獎項，表彰在品牌創建方面作出持續努力並取得傑出成績的得獎公司。

「十年成就獎」的獲獎者必須是曾獲得「香港卓越名牌」的「香港名牌標識 (TOP 嘜) 計劃」核准品牌，而且首次獲頒獎項的歷史 (包含得獎當年) 須不少於10年。「十年成就獎」以「業務表現與成績」、「品牌策略與管理」及「對行業和社會的貢獻」三方面作為主要評審標準。

「十年成就獎」得獎品牌可獲頒證書和獎座，並可使用「香港名牌十年成就獎標識」宣傳公司和品牌的形象。第一批獲此殊榮的品牌已於2009年1月公佈，包括「雅芳婷」、「李錦記」和「榮華」。

## Celebrating the 10th Anniversary of Hong Kong Top Brand Awards

Founded in 1999, the "Hong Kong Top Brand Awards" embarked on its 10th running in year 2008. In order to increase the awareness of the Award and to instill a sense of honour among the Awardees, the Hong Kong Brand Development Council lined up a series of programmes in celebration of the Award's 10th Anniversary. The BDC also hoped to take this opportunity to promote the remarkable achievements in branding of local industries and to enhance the image of Hong Kong brands as a whole.

### 10th Anniversary Logo



香港名牌選舉十周年紀念  
Hong Kong Top Brand Awards  
10th Anniversary

A logo was introduced as the visual symbol for activities related to the 10th Anniversary. Designed under the guidance of Honourary Design Advisor Mr Charles Ng, the logo takes the shape of Arabic numeral "10" and it factually is a seamless combination of the Hong Kong Top Brand Mark (designed by Mr Kan Tai Keung in 2004) and the number "1", which in literacy implies "the first" and "the best".

### Hong Kong Top Brand Ten Year Achievement Award

Starting from 2008, Hong Kong Top Brand Awards has introduced a new honorary category, namely "Hong Kong Top Brand Ten Year Achievement Award" (Achievement Award), with an aim to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance for years.

Winners of the Achievement Award should be an Awardee of "Hong Kong Premier Brand" and hold a valid licensee of "Hong Kong Top Brand Mark (Top Mark) Scheme" currently; and it should have been conferred "Hong Kong Top Brand" for at least ten years (the winning year inclusive). The judging criteria of the Award consist of three major factors, i.e. "Business Performance and Track of Success", "Brand Strategies and Management", and "Contribution to Industries and Society".

Besides receiving a certificate and a trophy, the winner of Achievement Award would be entitled to using a specially-designed logo for the promotion of overall image of the brand and the winning company. In January 2009, "A-fontane", "Lee Kum Kee" and "Wing Wah" were selected as the first-batch laureates of the Achievement Awards.



## Review - Brand Awards

### 香港國際機場「香港名牌巡禮」展示廊

得蒙香港機場管理局的鼎力協助，品牌局於2009年6月至11月期間於香港國際機場設立「香港名牌巡禮」大型展示廊，展出歷屆「香港名牌選舉」、「香港服務名牌選舉」得獎者名單以及16個品牌的代表性產品，向市民和世界各地的旅客展示香港品牌的最強陣容和最新風貌。品牌局、廠商會及香港機場管理局並在2009年6月12日於展示廊舉行隆重的揭幕儀式。

### 系列研討會

為了推動業界的交流，提升社會各界的品牌意識，品牌局於2008年至2009年期間，以「品牌傳訊與形象」、「品牌的重整與重生」及「進軍內銷市場的品牌策略」為主題舉辦了三場研討會；合共吸引超過400名企業代表出席。



陳淑玲與演講嘉賓於「品牌傳訊與形象」研討會上合照。  
Ms Shirley Chan posed for a photo with guest speakers of the "Brand Communication and Image Building Seminar".

### 「品牌故事@香港」系列報章及書籍

為了全面總結和回顧香港品牌的創建、發展歷程，向香港、內地及海外推介香港本地的原創品牌，同時亦配合「香港名牌選舉」創立十周年的慶典活動，品牌局與香港文匯報聯合出版名為「品牌故事@香港」的系列專訪報導，隨後集結成同名書籍。

「品牌故事@香港」詳盡報導和深入分析30個「香港名牌選舉」和「香港服務名牌選舉」得獎企業在品牌發展方面的成功故事、創辦者的心路歷程、以及品牌鮮為人知的軼聞趣事。同名書籍《品牌故事@香港》由香港特區政府財政司司長曾俊華先生撰寫序言；除匯集已刊登於《文匯報》的品牌故事之外，還邀請香港著名的學者和專家就品牌發展提出獨到見解及策略觀點。書籍於2009年6月出版，並於香港及內地兩地發行。

### The Parade of Hong Kong Top Brands Gallery at Hong Kong International Airport

Under the support of Hong Kong Airport Authority (HKAA), the BDC set up a gallery under the banner of "The Parade of Hong Kong Top Brands" at the Hong Kong International Airport from June to November 2009. Apart from a large-scale information panel to introduce "Hong Kong Top Brand Awards" and "Hong Kong Top Service Brand Awards", the Gallery also featured a showcase to display representative products of 16 awardees, demonstrating to overseas travelers the strongest line-up and latest achievements of Hong Kong brands.

The BDC, the CMA and the HKAA staged a kick-off ceremony for the Gallery on 12 June.



廠商會副會長倪錦輝（中）、機管局行政總裁許漢忠（左五）和品牌局主席陳淑玲（右五）以及一眾嘉賓為「香港名牌巡禮」展示廊主持剪彩儀式。

CMA Vice-President Dr Danny Ngai (centre), BDC Chairman Ms Shirley Chan (5th from right), CEO of the HKAA Mr Stanley Hui (5th from left) and other Guests of Honour cut the ribbon in front of the Parade of Hong Kong Top Brands Gallery.

### Serial Branding Seminars

In order to boost brand consciousness among the public, the BDC organized three seminars under the theme of "Brand Communication and Image Building", "Re-Branding and Brand Rejuvenation" and "Brand Strategies for Tapping into China's Domestic Market" respectively, which attracted over 400 participants in total.

### Brand Stories @ Hong Kong

As a joint project of the BDC and Wen Wei Po, the "Brand Stories @ Hong Kong" was a report series, which had been first published on the newspaper and then compiled into a book under the same title. Featuring success stories of 30 winners of the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards, the series provided an overview of the developmental trajectory of Hong Kong's homegrown brands.

The book titled "Brand Stories @ Hong Kong" was published in June 2009, with a foreword written by the Financial Secretary of HKSAR the Honourable John Tsang. In addition to the 30 episodes, the book also collects wisdom of words in branding contributed by famous scholars and brand experts.



## 十周年慶祝午宴

品牌局、廠商會與香港文匯報於 2009 年 6 月 25 日假香港會議展覽中心合辦「《品牌故事 @ 香港》首發儀式暨香港名牌選舉十周年慶祝午宴」。

新書首發儀式由商務及經濟發展局副局長蘇錦樑、廠商會會長尹德勝、品牌局主席陳淑玲、文匯報社長王樹成主持；隨後，香港中文大學工商管理學院副院長陳志輝教授以「打造香港原創品牌」為題發表主旨演講，並由品牌局副主席倪錦輝主持答問環節。

慶祝午宴筵開 14 席，近 200 名政府官員、學者和工商界領袖匯聚一堂，同申慶賀。



商務及經濟發展局副局長蘇錦樑致辭。  
The Under Secretary for Commerce and Economic Development Mr Gregory So delivered a speech.



廠商會會長尹德勝（右）致送紀念品予蘇錦樑副局長。  
CMA President Mr Paul Yin (right) presented a souvenir to Mr Gregory So.



## Luncheon in Celebration of the 10th Anniversary

To celebrate the 10th anniversary of Hong Kong Top Brand Awards and the launching of "Brand Stories @ Hong Kong", the BDC, the CMA and Wen Wei Po jointly organized the luncheon at the Hong Kong Convention and Exhibition Centre on 25 June 2009.

The celebrating ceremony were officiated by Mr Gregory So, the Under Secretary for Commerce and Economic Development; Mr Paul Yin, the CMA President; Ms Shirley Chan, the BDC Chairman; and Mr Wang Shu Cheng, Director of Wen Wei Po. And it was followed by a keynote speech delivered by Professor Andrew Chan, Associate Dean of Faculty of Business Administration of the Chinese University of Hong Kong, who spoke on "Building up Hong Kong's Original Brands" and answered questions from the floor under the moderation of BDC Vice-Chairman Dr Danny Ngai. About 200 guests including government officials, scholars, and business leaders attended the Luncheon.



近 200 名嘉賓出席午宴。  
About 200 guests attended the Luncheon.

- 1 陳志輝教授發表題為「打造香港原創品牌」的演講。  
Professor Andrew Chan gave a talk on "Building up Hong Kong's Original Brands".
- 2 品牌局主席陳淑玲於午宴上致歡迎辭。  
BDC Chairman Ms Shirley Chan gave a welcome remark at the Luncheon.
- 3 主禮嘉賓與《品牌故事 @ 香港》的參與公司代表合照。  
Guest of Honour and representatives of participating companies of "Brand Stories @ Hong Kong" posed for a photo.
- 4 主要嘉賓於午宴上祝酒，慶祝香港名牌選舉創立十周年。  
Representatives of the Organizers and Honourable Guests toasted at the luncheon to celebrate the 10th anniversary of Hong Kong Top Brand Awards.

## Review - Brand Awards

### 參與其他選舉

#### InnoBrand 2008

品牌局和維多利亞青年商會自 2006 年起每年均合辦「創意品牌 InnoBrand」系列活動。2008 年的「InnoBrand」於 4 月至 8 月期間舉行，由「創意新品牌研討會」及「InnoWall 品牌短片創作比賽」組成；以比賽結合講座的形式，推廣互聯網營銷和宣傳的方法，藉此喚起本港企業對品牌的重視，並鼓勵企業透過互聯網渠道強化品牌形象及提升知名度。



「InnoBrand 2008 創意新品牌研討會及 InnoWall 品牌短片創作比賽」啟動儀式。  
The opening ceremony of "InnoBrand 2008 — Interactive Innowall".

#### 協辦獎項

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，包括由香港生產力促進局主辦之「最佳品牌企業獎 2008 (大中華)」，《盛世雜誌》主辦之「盛世卓越品牌大獎 2008」和「盛世大中華企業品牌年獎 2009」，香港市務學會主辦之「良心品牌大獎 2009」，《資本雜誌》主辦之「資本傑出行政品牌 2009」，《讀者文摘》舉辦之「2009 信譽品牌」，以及《經濟一週》主辦之「2009 年實力品牌大獎」等。



陳淑玲於「2009 年實力品牌大獎」上頒獎予得獎企業。  
Ms Shirley Chan presented award to a winning company at the presentation ceremony of "Outstanding Brand Awards 2009".

### Participating in Other Awards

#### InnoBrand 2008

The Victoria Junior Chamber and the BDC have co-organized "InnoBrand" since 2006. At its comeback in 2008, this event featured the "Innowall Competition" to recognize innovative on-line streaming videos and a seminar series that provided knowledge and experience-sharing related to internet marketing and advertising. The Organizers believed that these activities would help to arouse the brand awareness among SMEs on the one hand, and promote the use of Internet as an innovative avenue for brand-building on the other hand.

#### Supporting Award Schemes

Over the past year, the BDC acted as Supporting Organization or provided assistance to a number of brand-related award schemes, e.g. the "Best Brand Enterprise Award 2008 (Greater China)" by the Hong Kong Productivity Council, the "Prime Award for Brand Excellence 2008" and "Prime Awards for the Best Brand Enterprise in Greater China 2009" by the Prime Magazine, the "Brand-with-a-Conscience Award 2009" by Hong Kong Institute of Marketing, "Capital Best of the Best for Executives 2009" by Capital Publications Limited, "Trusted Brand 2009" by Reader's Digest and the "Outstanding Brand Awards 2009" by Economic Digest.



陳淑玲於「資本傑出行政品牌 2009」頒獎典禮上與其他頒獎嘉賓合照。  
Ms Shirley Chan posed for a photo with other award presenters at the presentation ceremony of "Capital Best of the Best for Executives 2009".



陳淑玲於「2009 信譽品牌」頒獎典禮上與頒獎嘉賓合照。  
Ms Shirley Chan with other award presenters at the presentation ceremony of "Trusted Brand 2009".

## 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 2009 年 5 月，「TOP 嘜計劃」核准品牌有 110 多個，涉及逾 400 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 On-site Assessment that is generally conducted by product/service category and on annual basis. Up to May 2009, the scheme had more than 110 licensees, covering over 400 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



襟章  
Badge



襟針  
Pin



標貼  
Stickers



座檯卡  
Tent Cards

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

## Review - Marking and Certification Schemes

### 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。

目前，已有一批具實力的香港企業使用「香港製造標識」，例如「大班」、「金寶鐘」、「東東」、「青州英泥」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 growing number of local companies have successfully become licensees of Made in Hong Kong Mark Scheme, such as "Taipan", "Campbell", "Easteast" and "Green Island Cement", to name a few.

## 香港製造標識計劃 Made in Hong Kong Mark Scheme



「HK 嘜」使用准許證  
HK Mark Licence



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

## 香港製造標識計劃 Made in Hong Kong Mark Scheme



## 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、加強聯絡的互動平臺。

「中小企品牌群策營」自2005年9月創立以來已舉行了23次活動，註冊會員超過350家企業。

## SME Branding Club

The SME Branding Club (the Club) was founded by the BDC in September 2005, in an attempt to inculcate a branding culture among local SMEs and to build up 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' initiative, the Club hosts activities pertinent to SME branding on a regular basis.

Since its inception, the Club has organized 23 gatherings and the number of registered members has currently surpassed 350.

## 近期「中小企品牌群策營」活動一覽

### Recent Activities of SME Branding Club

(表三) (Table 3)

舉辦日期 Date	內容主題 Topics	出席人數 Number of Participant
<b>2008年 / Year 2008</b>		
7月18日 July 18	品牌更新策略—老品牌「再做」方法篇 Brand Reinvention : How to Sustain Old Brands	約40人 About 40
8月22日 August 22	品牌更新策略—老品牌形象變身篇 Brand Reinvention: How to Rejuvenate Old Brands	約40人 About 40
10月15日 October 15	品牌策略管理全攻略 Strategic Brand Management	約50人 About 50
<b>2009年 / Year 2009</b>		
3月5日 March 5	品牌及企業資產的估值 Brand and Corporate Asset Evaluation	約30人 About 30
4月17日 April 17	品牌建設實戰分享：止虧為盈法 Improve Financial Performance through Brand Building	約30人 About 30

## Review - Brand Incubation and Education

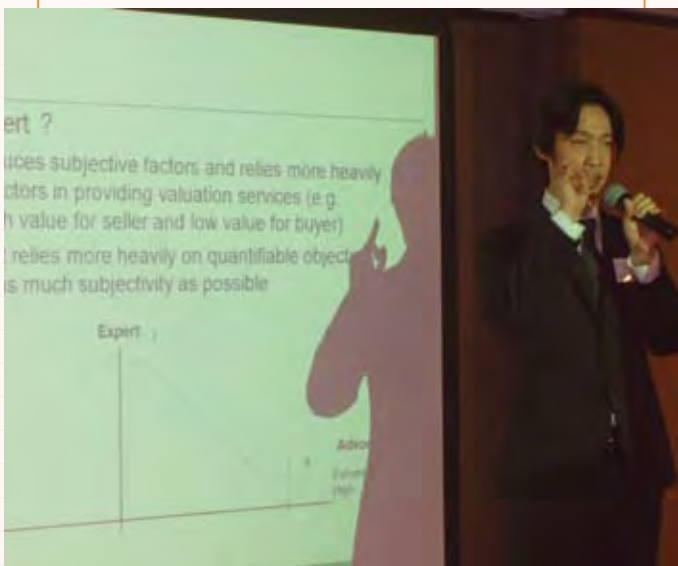


品牌顧問鄭蕙文講解老品牌的形象「變身法」。  
Brand Consultant Ms Janet Cheang introduced strategies for brand rejuvenation.



資深市場傳訊專家李惠儀分享如何運用品牌傳播的概念來增加品牌價值。  
Veteran marketing and communication expert Ms Melanie Lee elaborated on how to enhance brand value through effective communication.

品牌策略顧問潘尚穎講述從品牌建設入手改善企業財政狀況。  
Brand advisor Mr Sunny Poon spoke on how to improve the financial performance of a company through adopting brand-building strategies.



企業估值師陳逸超講解品牌價值的評估方法。  
Accredited valuation analyst Mr Samuel Chan introduced the methodology for brand evaluation.

## 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「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，邀請資深品牌傳播及管理人士教授建立品

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。這一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文憑課程。

「行政人員證書(品牌管理)」及「行政人員證書(品牌傳播)」課程分別於2008年10月及2009年3月第一次開課，深受業界歡迎。

## 商業顧問實習計劃

香港大學經濟及工商管理學院於2009年6月至9月期間推行「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。品牌局擔任「計劃」的支持機構，並推介3間會員或聯繫企業參與，以品牌發展或開拓內地市場為顧問服務的範疇。

## 中小企業「營商友導計劃」



特區政府工業貿易署中小企業支援與諮詢中心於2008至2010年期間推行第六屆「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。香港品牌發展局為「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。

## Executive Diploma in Strategic Brand Management

The BDC and the School of Professional and Continued Education of the University of Hong Kong (HKU SPACE) have joined forces in organizing a diploma program 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 program invites veteran brand experts to teach on the theories and practices of brand-building, the management models of local and global brands, different brand segmentation and positioning strategies, analysis of brand elements as well as planning of marketing communication programs. This program 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.

The first intake of "Executive Certificate in Brand Management" and "Executive Certificate in Brand Communication" took place in October 2008 and March 2009 respectively, which were well-received by local industries.

## Business Consulting Practicum



Organized by the Faculty of Business and Economics of the University of Hong Kong, the "Business Consulting Practicum" 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 acted as a supporting organization of the 2009 Project. Under recommendation of the BDC,

three members or associated companies were admitted as the participants to receive consultancy on brand development or business strategies for tapping into Mainland market.

## SME Mentorship Program

The Support and Consultation Centre for SMEs (SUCCESS) of Trade and Industry Department, HKSAR Government launched the sixth SME Mentorship Program in October 2008. The 12-month Program aimed 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 Program, the BDC assisted in recruiting entrepreneurs as mentors and matching mentors with mentees.

## Review - Brand Incubation and Education

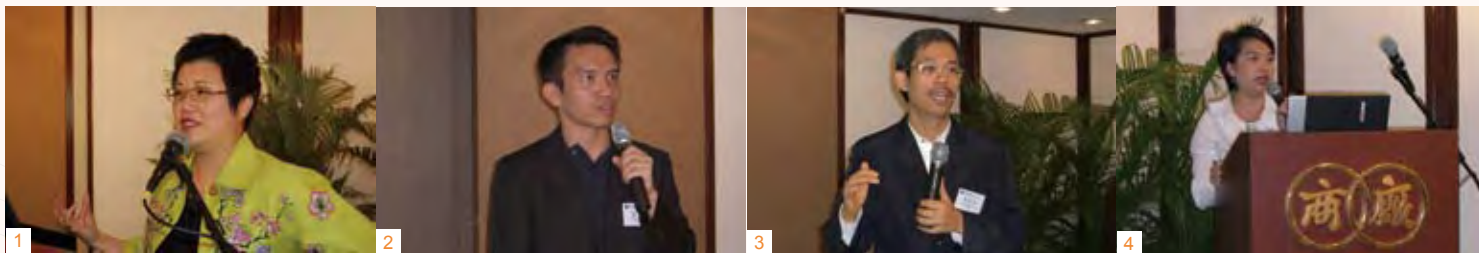
### 研討會/培訓項目

品牌局定期舉辦或協助其他機構舉辦研討會、培訓課程和工作坊，以推動品牌相關知識的轉移和資訊傳播。

### 品牌局舉辦 / 參與之研討會及工作坊

(表四)

舉辦日期	內容主題	出席人數
<b>2008年</b>		
9月30日	品牌「智」勝系列研討會—品牌的重整與重生	約120人
11月13日	中央政府駐香港特區聯絡辦公室經濟部貿易處「內地企業跨國經營論壇」	約40人
12月9日	香港理工大學亞洲品牌管理中心「第四屆品牌管理國際會議—企業戰略及品牌」	約200人
12月10日至12月12日	2008年「創新科技及設計博覽」之「創建品牌工作坊」(含8個工作坊) - 「如何運用互聯網推廣品牌」工作坊 - 「逆境輕鬆創品牌」工作坊 - 「何謂品牌? 企業創建品牌的價值和重要性」工作坊 - 「逆境求存 品牌成功之道」工作坊 - 「建構品牌與廣告片解構」工作坊 - 「香港名牌實戰經驗談」工作坊 - 「香港品牌在大中華市場的契機」工作坊 - 「如何在內地進行商標註冊」工作坊	共約1,200人次
<b>2009年</b>		
1月8日	「銷售人才培訓」工作坊	10人
2月28日	品牌局與香港大學專業進修學院合辦之「愛Brand才會贏」工作坊	約50人
3月12日	「商標設計與註冊的注意事項」講座	10人
5月13日	品牌「智」勝系列研討會—進軍內銷市場的品牌策略	約120人
5月19日	鐘錶業品牌發展專題研討會	約100人
5月23日	維多利亞青年商會「2009創意品牌企業形象研討會」	約50人



- 1 品牌顧問鄭蕙文講解老品牌的思維再造及「再做」策略。  
Brand Consultant Ms Janet Cheung spoke on the mentality and strategies for brand rejuvenation.
- 2 香港大學講師張天秀講授品牌重整和品牌審核的概念。  
Lecturer of the University of Hong Kong Mr Baniel Cheung introduced the concepts of re-branding and brand audit.
- 3 著名設計師吳秋全闡述品牌重整的設計理念和策略。  
Famous designer Mr Charles Ng elaborated on the concepts and strategies for re-branding from design perspective.
- 4 「周生生珠寶」的品牌總經理李彥明分享品牌歷久常新的奧秘。  
Brand General Manager Ms Emily Li shared on the "immortal" legend of "Chow Sang Sang".
- 5 演講嘉賓解答出席者的提問。  
Guest speakers answered questions from the audience.



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## Seminars and Training

From time to time, the BDC would host and co-organize branding-related seminars and training workshops, in an attempt to disseminate information, facilitate knowledge transfer, and to foster a branding culture among both our industries and the public.

### Seminars and Training Programs

( Table 4 )

Date	Activity	Audience Number
<b>Year 2008</b>		
September 30	Branding to Win Serial Seminar: Rebranding and Brand Rejuvenation	About 120
November 13	Forum on "Global Business Strategies for China Enterprises" by Trade Office of Economic Affairs Department of the Liaison Office of the Central People's Government in HKSAR	About 40
December 9	"The Forth International Conference on Brand Management" by the Asian Centre for Brand Management of the Hong Kong Polytechnic University	About 200
December 10 to 12	"Brand Building Workshops" at the 2008 Inno Design Tech Expo (including 8 serial workshops) -Workshop on "Promote Your Brand Through Internet" -Workshop on "Develop Your Brand in Difficult Times" -Workshop on "What is Brand?" The Value and Importance of Brand Building" -Workshop on "Branding to Ride out the Adversity" -Workshop on "Brand Building and Television Commercials" -Workshop on "Successful Story in Brand Building" -Workshop on "Opportunities for Hong Kong Brands in Mainland China" -Workshop on "Trademark Registration in China"	About 1,200
Date	Activity	Audience Number
<b>Year 2009</b>		
January 8	Workshop on "How to Train up Salesman"	10
February 28	Workshop on "Brand: We are Loving It" by the BDC and HKU SPACE	About 50
March 12	Lunch Talk on "Trademark Design & Registration"	10
May 13	Branding to Win Serial Seminar: Brand Strategies for Tapping into China's Domestic Market	About 120
May 19	Brand Development Forum for Watch Industry	About 100
May 23	"2009 Innobrand Corporate Identity Seminar" by Victoria Junior Chamber	About 50



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1 品牌局理事吳秋全擔任「內地企業跨國經營論壇」演講嘉賓。  
Mr Charles Ng was a guest speaker of "Global Business Strategies for China Enterprises Forum".

2 陳淑玲於「2009 創意品牌企業形象研討會」致開幕辭。  
Ms Shirley Chan delivered opening speech at "2009 Innobrand Corporate Identity Seminar".

## Review - Brand Incubation and Education

### 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。至今，系列研討會已舉行了 6 次；其中第 5 和第 6 個講座更是慶祝「香港名牌選舉」十周年的特別項目。

第五個「品牌『智』勝系列研討會」於 2008 年 9 月 30 日舉行，以「品牌的重整與重生」為題；邀得專攻品牌研究和實務的資深學者、顧問、名設計師以及本地著名品牌掌舵人，分享品牌的「駐顏術」和「長青之道」。研討會的出席者超過 120 人。

在金融海嘯陰霾下，內地經濟仍然保持不俗的增長，香港企業紛紛加快進入國內市場的步伐。有見及此，品牌局特於 2009 年 5 月 13 日舉行第六個「品牌『智』勝系列研討會」，以「進軍內銷市場的品牌策略」為題，邀請專家和「香港名牌」得獎公司的代表，從宏觀環境、知識產權保護、推廣策略以及實戰經驗等不同角度，全方位透視香港品牌在內地市場的發展機遇和面對的挑戰。

### Branding to Win Serial Seminar

Since 2005, the BDC has regularly organized a seminar series titled "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. Up to date, six seminars of this series have been held, of which the fifth and sixth ones were designated as programs in celebration of the 10th Anniversary of the Hong Kong Top Brand Awards.

The fifth serial Seminar was held on 30 September 2008 under the theme of "Re-branding and Brand Rejuvenation". It turned out to be an enlightening forum, where heavy-weighted speakers including brand consultants, scholar, famous designer and local brand operator dissected the legend of brand "immortality" and discussed on the ways to keep a brand moving with times.

Seeing that China remained an economic oasis under the fallout of "financial tsunami", the BDC organized the sixth serial seminar on 13 June 2009. Under the banner of "Brand Strategies for Tapping into China's Domestic Market", it aimed to update the industries of the latest developments in China's domestic market and the emerging opportunities for Hong Kong brands. Experts and a winner of "Hong Kong Top Brand" were invited to talk on the winning strategies for tapping into the Mainland market from different perspectives such as macro-economic environment, intellectual property protection, consumer behavior, and brand promotion.



- 1 貿易發展局副首席經濟師邱麗萍分析內地市場的最新發展。  
Ms Pansy Yau, Deputy Chief Economist of the TDC updated the audience of the recent developments in China's domestic market.
- 2 湯達熙律師從知識產權保護的角度透視國內「傍名牌」及「山寨文化」的現象。  
Lawyer Mr Anthony Tong analyzed the "Brand Passing-on" phenomenon and "Village Factory Culture" in China.
- 3 品牌顧問刁俊源剖析內地消費者心理。  
Brand Consultant Mr Cary dissected the psychology of China consumers.
- 4 「六福珠寶」的集團副總經理王巧陽暢談拓展內銷市場的經驗。  
Ms Shirley Wong, Group Deputy General Manager of "Luk Fook Jewellery", presented a success case of "Hong Kong Brand @ China".
- 5 陳淑玲與演講嘉賓合照。  
Ms Shirley Chan posed for a photo with guest speakers.



## 鐘錶業品牌發展專題研討會

為了提升鐘錶業界的品牌意識，促進鐘錶廠商在品牌方面的交流，品牌局聯同香港表廠商會及香港鐘錶業總會於 2009 年 5 月 19 日合辦研討會，邀請知名鐘錶品牌代表以及鐘錶設計專家擔任演講嘉賓，分享鐘錶業品牌發展的策略和技巧。研討會吸引了超過 100 家公司代表出席。

## Brand Development Forum for Watch Industry

In order to boost the brand awareness and enhance exchanges among watch industry, the BDC, in collaboration with the Hong Kong Watch Manufacturers Association and the Federation of Hong Kong Watch Trades & Industries, organized a forum on 19 May 2009. The Forum featured local industrialists, operators of famous labels as well as designer, who shared with audience strategies and real-life experiences in establishing watch brands. It received enthusiastic response with the participation of more than 100 companies.



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1 櫻雲時錶行黃業光向企業分享國際鐘錶品牌在推廣方面的經驗。  
Mr John Wong from Kaiser-Time shared with audience the marketing experience of international watch brands.

2 九龍表行黃錦成講授鐘錶零售品牌的營銷要訣。  
Mr Wong Kam Shing from Kowloon Watch Co. elaborated on the sales tactics of retail watch brand.

3 時運達集團蘇永強剖析香港原創鐘錶品牌的成功要素。  
Mr Paul So from Sweda Group illustrated the strategies for building up a successful Hong Kong watch brand.

4 鐘錶設計師廖子傑分析鐘錶設計與品牌個性的關係。  
Watch designer Mr Ken Liu explained the relationship between design and the personality of watch brand.

5 品牌局主席陳淑玲 (左五) 和理事劉健華 (右四)、沈運龍 (右二) 與主辦機構代表、演講嘉賓合照。  
BDC Chairman Ms Shirley Chan (5th from left) and General Committee Member Mr Kevin Lau (4th from right) and Mr Aaron Sham (2nd from right) posed for a photo with representatives of Co-organizers and guest speakers.

6 劉健華 (左三) 主持專題討論環節，探討香港鐘錶品牌進軍內地的機遇與挑戰。  
Mr Kevin Lau (3rd from left) hosted a forum to discuss opportunities and challenges faced by Hong Kong watch brands in the Mainland market.



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## Review - Brand Incubation and Education

### 創建品牌工作坊

品牌局與香港貿易發展局於2008年12月10日至12日於香港會議展覽中心合辦「創建品牌工作坊」。「工作坊」乃「2008年創新科技及設計博覽」之重要活動，主要面向展覽會的參展商和參觀人士；並採用系列講座的形式，三天展期合共舉辦8個講座，圍繞「建立品牌」、「推廣品牌」、「保護品牌」、「品牌成功經驗」等專題，由不同範疇的專家擔任講者，向企業分享品牌創建的知識及實戰經驗。除了精彩的講座之外，品牌局並於會場設立「香港名牌選舉」的宣傳資料版，並安排「香港名牌」得獎公司於場館內進行創新產品展示。



「香港名牌」得獎公司代表於「創建品牌工作坊」分享實戰經驗。  
Representative of a "Hong Kong Top Brand" awardee shared real-life experience at a "Brand Building Workshop".

### Brand Building Serial Workshops

During 10 to 12 December 2008, the BDC and the Hong Kong Trade Development Council joined forces in presenting a serial workshop namely "Brand Building Workshops" at the Hong Kong Convention and Exhibition Centre. The serial workshop was one of the highlight events of 2008 Inno Design Tech Expo, targeting mainly at the exhibitors and visitors.

The serial workshop included 8 co-related sessions, which spanned over the 3-day exhibition period and covered different aspects of brand management and promotion. The BDC also set up display panels and product showcases to promote "Hong Kong Top Brand Awards". The three-day workshop recorded a total audience of about 1,200.



「創建品牌工作坊」共舉辦8個講座，吸引超過1,200人次參與。  
"Brand Building Workshops" staged 8 seminar sessions and attracted over 1,200 participants.

### 商標設計與註冊的注意事項午餐講座

為增強業界對知識產權保護的認識，幫助他們在發展品牌時更清楚掌握本地以及國內的商標註冊規定，品牌局聯同廠商會培訓中心於2009年3月12日合辦「商標設計與註冊的注意事項」午餐講座，邀請知識產權法專家周紹榮律師講解商標設計與註冊的注意事項，以及應對侵權行為的方法。



周紹榮律師分享商標侵權的案例。  
Mr Joseph Chow illustrated cases of trademark disputes.

### Lunch Talk on "Trademark Design & Registration"

In collaboration with CMA Training Center, the BDC organized the lunch talk on "Trademark Design & Registration" on 12 March 2009. Mr Joseph Chow, an expert in intellectual property right, elaborated on the legal aspect of trademark design, the practices in trademark registration, and the measures to guard against IP infringements.



### 展覽及產品展示

品牌局帶領「香港名牌」及「香港服務名牌」的得獎公司參與在本港及內地不同城市舉行的展覽會和產品展銷會；透過這些推廣活動提升得獎公司的市場影響力，亦為本地和內地消費者提供認識和瞭解香港品牌的窗口。

### Exhibitions and Product Showcases

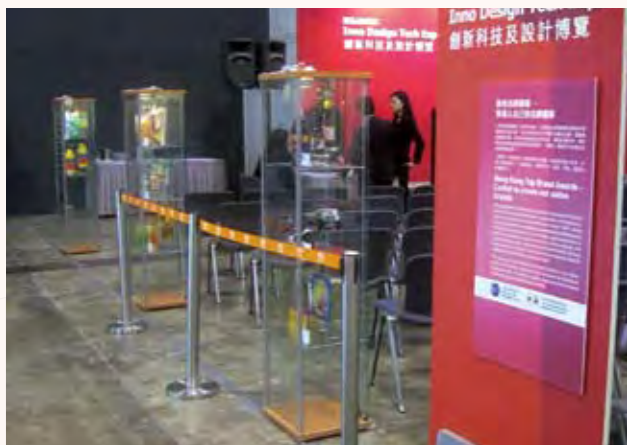
Under the coordination of the BDC, winners of Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards took part in a number of product showcases or exhibitions that were held in both Hong Kong and China's major cities like Guangzhou, Shenzhen, Xiamen and Wuhan. With dozens of participants each time, such promotional activities helped to provide a window for consumers to know more about Hong Kong brands, while serving as a launching pad for local companies to tap into China's vast domestic market.



品牌局於「第12屆中國國際投資貿易洽談會」設立「香港名牌」產品展示攤位。  
The BDC set up a "Hong Kong Top Brands" booth at the 12th China International Fair for Investment and Trade.



「第104屆廣交會」的「香港名牌」產品展示攤位。  
The booth of "Hong Kong Top Brands" at the 104th China Import and Export Fair.



品牌局參與「2008創新科技及設計博覽」。  
The BDC participated in the 2008 Inno Design Tech Expo.



香港國際機場「香港名牌巡禮」展示廊。  
"The Parade of Hong Kong Top Brands" Gallery at Hong Kong International Airport.

## Review - Brand Promotion and Exchanges

### 品牌局參與之展覽會及展示活動

(表五)

舉辦日期	活動名稱	地點	展示內容
<b>2008年</b>			
8月14日至18日	國際現代化中醫藥及健康產品展覽會暨會議2008	香港	設立展板
9月8至11日	第12屆中國國際投資貿易洽談會	廈門	設立展板；18家企業參與產品展示
10月15日至19日	第104屆中國進出口商品交易會	廣州	設立展板；13家企業參與產品展示
11月21日至23日	2008國際金融博覽會	深圳	設立展板
12月10至12日	創新科技及設計博覽	香港	設立展板；20家企業參與產品展示
12月13日至 2009年1月4日	第43屆香港工展會	香港	設立展板；網站宣傳
<b>2009年</b>			
1月20日	2008年香港名牌選舉暨香港服務名牌選舉頒獎典禮	香港	設立大型展板展示28間得獎公司資料
1月20日至2月2日	香港貿易發展局「設計廊」展示	香港	展出2008年「選舉」得獎公司產品/資料
3月11至14日	香港潮流商品(廣州)展覽會	廣州	設立展板；25家企業參與產品展示
4月15日至19日	第105屆中國進出口商品交易會	廣州	設立展板；9家企業參與產品展示
5月8至12日	香港時尚購物展·武漢	武漢	設立展板；22家企業參與產品展示
6月10至15日	2009香港工展會暨深圳知名品牌產品消費展	深圳	設立展板；20家企業參與產品展示
6月1日至11月30日	香港國際機場「香港名牌巡禮」大型展示廊	香港	設立展板；展示歷屆「選舉」得獎名單及16個品牌的產品



2008年「香港名牌選舉」及「香港服務名牌選舉」於第43屆「香港工展會」進行公眾投票。

2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 43rd HKBPE.



2008年「香港名牌選舉」及「香港服務名牌選舉」之得獎公司的產品/資料於「設計廊」展出。

Products information of the winners of 2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards were displayed at the Design Gallery.

品牌局於「2009香港工展會暨深圳知名品牌產品消費展」設立「香港名牌產品展示專櫃」。

BDC set up "Hong Kong Top Brand Product Showcase" at "2009 Hong Kong - Shenzhen Brands & Products Expo".



## BDC's Presence in Exhibitions and Showcases

( Table 5 )

Period	Event	Location	Promotion Activity
<b>Year 2008</b>			
August 14 to 18	2009 International Conference & Exhibition of the Modernization of Chinese Medicine & Health Products	Hong Kong	Display board
September 8 to 11	The 12th China International Fair for Investment and Trade	Xiamen	Display board and product showcase (18 companies)
October 15 to 19	The 104th China Import and Export Fair	Guangzhou	Display board and product showcase (13 companies)
November 21 to 23	2008 International Finance Expo	Shenzhen	Display board
December 10 to 12	Inno Design Tech Expo	Hong Kong	Display board and product showcase (20 companies)
December 13 to January 4, 2009	The 43rd Hong Kong Brands and Products Expo	Hong Kong	Display board and internet promotion
<b>Year 2009</b>			
January 20	2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony	Hong Kong	Display board (for 28 winners of the 2008 Awards)
January 20 to February 2	Showcase at the Design Gallery of Hong Kong Trade Development Council	Hong Kong	Showcase and display board (for 28 winners of the 2008 Awards)
March 11 to 14	Hong Kong Consumer Products Expo, Guangzhou	Guangzhou	Display board and product showcase (25 companies)
April 15 to 19	The 105th China Import and Export Fair	Guangzhou	Product showcase (9 companies)
May 8 to 12	Style Hong Kong Show in Wuhan	Wuhan	Product showcase (22 companies)
June 10 to 15	2009 Hong Kong — Shenzhen Brands & Products Expo.	Shenzhen	Display board and product showcase (20 companies)
June 1 to November 30	"The Parade of Hong Kong Top Brands" Gallery at Hong Kong International Airport	Hong Kong	Display board and product showcase (16 companies)



香港潮流商品(廣州)展覽會的「香港名牌」展示專櫃。  
The showcase of "Hong Kong Top Brands" at the Hong Kong Consumer Products Expo, Guangzhou.

## Review - Brand Promotion and Exchanges

### 交流與互動

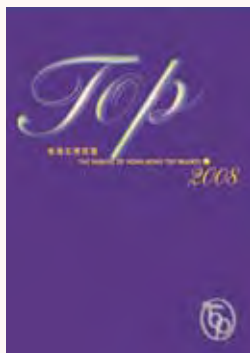
品牌局透過參與本港和內地的論壇或交流會、接洽來自國內和海外的訪問團等活動，積極與各地政府和工商組織建立聯繫，就品牌發展互換意見和探討合作。

### 品牌局參與之交流活動

(表六)

舉辦日期	活動名稱	地點	品牌局角色
2008年			
8月12日	化妝品同業協會午餐聚會暨專題講座	香港	主講嘉賓
11月10日	山東省外經貿廳代表團	香港	訪問團
11月25日	北京市宣武區人民政府「北京宣武區新南城發展推廣說明會」	香港	支持機構
11月25日	香港設計中心「香港品牌周」	香港	支持機構
2009年			
3月12日	與工業貿易署代表舉行會議	香港	會議
6月11日至16日、7月4日至9日	國際傢俬裝飾業(香港)協會「香港傢俬品牌周」	北京、成都	支持機構

### 2008《香港名牌巡禮》



《2008香港名牌巡禮》於2008年7月出版。這本272頁的專冊以中英對照、圖文並茂的形式，記載「香港名牌選舉」和「香港服務名牌選舉」的發展和沿革歷程，並輯錄「香港名牌標識(TOP嘜)計劃」麾下近百個核准品牌的詳細資料和成功故事。

《2008香港名牌巡禮》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)採用中英文雙語，內容包括「關於品牌局」、「品牌局動態」、「名牌評審」、「標識及認證計劃」、「香港名牌巡禮」、「品牌發展支援中心」、「會員服務」等。網站既是品牌局向公眾介紹其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臺。

《香港名牌巡禮2008》的電子版本亦同步上載於網站的「品牌『薈』展」欄目，利用電子商貿的渠道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 2008

The 2008 edition of "The Parade of Hong Kong Top Brands" was published in July 2008. This 272-page bilingual booklet not only took stock of the developmental trajectory of Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards, but also collected the success stories of some 100 outstanding brands registered with the Hong Kong Top Brand Mark (Top Mark) Scheme.

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's official website (<http://www.hkbrand.org>) is an important channel to update the public of the Council's activities and services, and it also serves as a specialized on-line platform for promoting Hong Kong brands. The bilingual website is structured into several sections, e.g.

"About the Council", "Council in Action", "Brand Awards", "Marking and Certification Schemes", and "Parade of Hong Top Brands", "Brand Development Center" and "Member Service".



The electronic version of "The Parade of Hong Kong Top Brands 2008" was uploaded onto the BDC website under the column of "Top Brand Gallery", as an attempt to extend the promotion coverage to overseas business and consumers via e-commercial channel.

## Exchanges and Networking

The BDC has been actively expanding its networking with governments, industrial organizations and enterprises in Hong Kong, Mainland and overseas, through convening meetings, attending forums, participating in exchange programs, receiving delegations, as well as other channels.

## BDC on Exchange Programs

(Table 6)

Date	Event	Location	Role of BDC
<b>Year 2008</b>			
August 12	Luncheon by the Cosmetic and Perfumery Association of Hong Kong	Hong Kong	Guest speaker
November 10	Visit by the Department of Foreign Trade and Economic Cooperation of Shangdong Province	Hong Kong	Incoming delegation
November 25	"Hong Kong Brands Week" by the Hong Kong Design Center	Hong Kong	Supporting Organization
November 25	"Briefing on the Development of the New South City" by Beijing Xuanwu District Government	Hong Kong	Supporting Organization
<b>Year 2009</b>			
March 12	Meeting with Representatives of Trade and Industry Department	Hong Kong	Meeting
June 11 to 16, July 4 to 9	"Hong Kong Furniture Brands Week" by International Furniture & Decoration (HK) Association	Beijing, Chengdu	Supporting Organization



工業貿易署副署長劉利群以及助理署長關恩慈等到訪品牌局，就如何推動香港品牌發展交流意見。

Representatives of Trade and Industry Department including Deputy Director-General Ms Vivien Lau and Assistant Director-General Ms Belinda Kwan visited BDC to exchange views on brand development.



山東省外經貿廳代表團拜訪品牌局。

Delegation from the Department of Foreign Trade and Economic Cooperation of Shangdong Province.

## Review - In-house Activities

### 2008會員大會

品牌局於2008年9月23日假廠商會議廳舉行周年大會，由陳淑玲主席擔任大會主席並致辭；出席會議者包括品牌局理事及會員公司代表約30人。陳淑玲主席回顧了品牌局在過去一年的多項主要工作，包括敦促和協助政府制定扶持品牌發展的政策、協助香港品牌拓展本地和內地市場、促進業界特別是中小企業增強對品牌的認識與重視等。大會並一致通過理事會財務報告及核數師報告，以及續聘吳焯仁執業會計師擔任2009年度核數師。

### 委員會工作

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管工商科技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」、「香港製造標識計劃督導委員會」、「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；在過去一年共舉行了兩次會議，就與本地大學合作舉辦研究和培訓項目以及品牌局的工作計劃等事宜進行討論。

### 常務理事會

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。



各理事於理事會會議上交換意見。

BDC GC members exchanged views at the General Committee Meeting.

### 2008 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 23 September 2008. Ms Shirley Chan, the BDC Chairman was the Chairman of AGM and delivered a speech. She reviewed the major work of the BDC in the last year, including proactively lobbying the Government to formulate policies to support brand development, promoting Hong Kong brands locally and across the border, and inculcating a branding culture among SMEs.

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 appointed as the Auditor for the Year 2009. About 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", "Made in Hong Kong Mark Scheme Steering Committee", and "Finance Committee" have been set up as the operational arms to carry out the Council's various initiatives.

### 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 two meetings in the past year to discuss on the ways for enhancing cooperation with local universities and to endorse the year plan of the Council.

### Executive Committee

The BDC also 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.

Chaired by the BDC Chairman Ms Shirley Chan, the Executive Committee held a meeting on 8 April 2009 to discuss the feasibility of introducing a new brand certification scheme.

常務理事會現任主席為陳淑玲。常務理事會於2009年4月8日召開會議，就引入新品牌認證計劃的可行性進行討論。

## 香港名牌評審委員會

香港名牌評審委員會負責組織「香港名牌選舉」、「香港服務名牌選舉」及推行「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陳淑玲兼任。委員會擔任2008年「選舉」初賽的評審團，並於2008年11月21日完成兩個「選舉」入圍品牌的遴選工作。此外，委員會於2009年4月16日舉行會議，討論2009年「選舉」的安排以及改善選舉機制的方案等。

## 技術顧問委員會

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

技術顧問委員會由品牌局副主席倪錦輝兼任主席，委員主要是來自工商、學術、法律等界別的專業人士。委員會於2009年8月26日召開會議，制定「香港名牌實地審核回應及跟進機制」的監管及罰則指引，並就如何釐訂參賽品牌的範圍和資格進行研究。

## 推廣與宣傳委員會

推廣與宣傳委員會的職能是提升業界與公眾的品牌意識，協助香港品牌在本地、內地和國際市場的發展，宣傳品牌局的宗旨和活動，以及加強與其他品牌促進機構的聯繫。

推廣與宣傳委員會由品牌局副主席李惠中兼任主席；於2009年4月22日舉行了會議，就品牌局2009年的各項宣傳活動制定計劃。同時，委員會亦負責指導會員的招募、管理及服務工作。

## Hong Kong Top Brand Assessment Board

Hong Kong Top Brand Assessment Board is responsible for organizing Hong Kong Top Brand Awards and Hong Kong Top Service Brands Awards, 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 2008 Awards to select the shortlisted entries on 21 November 2008. The Committee held a meeting on 16 April 2009 to discuss the schedule for 2009 Awards and study the proposals on improving the Award's selection mechanism.

## Technical Advisory Committee

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

Currently chaired by the BDC Vice-Chairman Dr Danny Ngai, the Committee is made up of domain experts who are industrialist, academic, legal expert or other professionals. It held a meeting on 26 August 2009 to formulate a supervision guideline on the follow-up mechanism for On-site Assessment, and to study on the rule-of-thumbs for defining the ambit and qualification of entry brands.

## 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.

Currently chaired by the BDC Vice-Chairman Mr Charlie Lee, the Committee held a meeting to formulate the 2009 promotion plan of the Council on 22 April 2009. Besides, it also provided guidance on memberships affairs such as recruitment, administration and services.

## Review - In-house Activities

### 財務委員會

財務委員會的職能是指導及監察香港品牌發展局的財務工作，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倪錦輝兼任主席。委員會於2009年4月8日召開會議，檢視了品牌局的財務狀況，並討論了擴展收入來源的可行性。

### 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、支援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150多家公司加入品牌局成為公司會員。

### Finance Committee

The Finance Committee is set up to advise on and monitor the financial affairs of the BDC, and to study on the strategies for improving the Council's financial soundness in the long run.

Chaired by the BDC Vice-Chairman Dr Danny Ngai, the Committee held a meeting on 8 April 2009 to review the financial status of the Council and look into the possibility of broadening revenue sources.

### Member Recruitment

Membership is not only an important base for the BDC to advocate and implement its funding 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 of BDC in August 2005, the BDC has successfully admitted over 150 Corporate Members.



會員公司代表於2008年度會員大會上合照。

Member representatives posed for a group photo at 2008 Annual General Meeting.



## 入會資格

凡持有香港商業登記證明之公司，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：

- 利用品牌局的平臺，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、傳真及電郵簡訊等。
- 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服務，包括檢定中心測試服務九二折優惠、廠商會培訓課程及講座報名費九折優惠、保險服務獲現金券回贈（金額最高為保金之5%）。

## 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 programs, 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, fax update, e-mail broadcast, and etc.
- Upload company introduction 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 8% fee discount on services offered by CMA Testing and Certification Laboratory, 10% discount on CMA training programs, cash coupon rebate for CMA insurance service (up to 5% of the insured amount), and etc.

## About the 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。品牌局致力於提高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，由主管商務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」、「香港製造標識計劃督導委員會」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」及「香港服務名牌選舉」，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「中小企業品牌群策營」，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的平臺；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 CMA), the Hong Kong Brand Development Council (the 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, academics, and professional services. A devoted secretariat and several working committees including “Hong Kong Top Brand Assessment Board”, “Technical Advisory Committee”, “Promotion and Advocacy Committee”, “Made in Hong Kong Mark Scheme Steering Committee” and “Financial 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 “Hong Kong Top Brand Awards” and “Hong Kong Top 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. The Council 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 programs 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.

### 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

**副主席 Vice-Chairmen :**

倪錦輝 Dr Danny K F Ngai, JP

李惠中 Mr Charlie W C Lee

**委員 Committee Members :**

呂明華 Dr M W Lui, SBS, JP

楊志雄 Mr Johnny C H Yeung

吳永嘉 Mr Jimmy W K Ng

盧金榮 Dr Lo Kam Wing

楊華勇 Mr Johnny W Y Yeung

李慧芬 Ms Stella W F Lee

李嘉音 Ms Lee Jai Ying

周達智 Dr Chow Tat Chi

周紹榮 Mr Joseph S W Chow

鍾國斌 Mr Felix K P Chung

### 技術顧問委員會 Technical Advisory Committee

**主席 Chairman :**

倪錦輝 Dr Danny K F Ngai, JP

**技術顧問 Technical Advisors :**

關百豪 Mr Bankee P H Kwan

吳宏斌 Mr Dennis W P Ng, MH

劉健華 Mr Kevin K W Lau

黃家和 Mr Simon K W Wong, JP

曾慶才 Dr Albert H C Tsang

陳超宏 Mr Eric C W Chan

譚沛灝 Mr Nicholas P H Tam

陸定光 Dr Sherriff Luk

周紹榮 Mr Joseph S W Chow

梁世華 Mr Paul S W Leung, SBS

### 推廣與宣傳委員會 Promotion and Advocacy Committee

**主席 Chairman :**

李惠中 Mr Charlie W C Lee

**顧問 Advisors :**

陳淑玲 Ms Shirley S L Chan

倪錦輝 Dr Danny K F Ngai, JP

**委員 Committee Members :**

劉健華 Mr Kevin K W Lau

黃家和 Mr Simon K W Wong, JP

劉相尚 Mr Liu Siang Song

李嘉音 Ms Lee Jai Ying

張壽文 Mr Stephen S M Chang

沈運龍 Mr Aaron W L Shum

黃偉常 Mr Wong Wai Sheung

黃偉雄 Mr Addy W H Wong

吳秋全 Mr Charles C C Ng

郭勇維 Mr Garic Y W Kwok

### 財務委員會 Finance Committee

**主席 Chairman :**

倪錦輝 Dr Danny K F Ngai, JP

**委員 Committee Members :**

陳淑玲 Ms Shirley S L Chan

李惠中 Mr Charlie W C Lee

梁世華 Mr Paul S W Leung, SBS

# Appendices - " Top Mark " Registered Brands and Product / Service Categories

## 1. 核准產品品牌及產品類別 (截至 2009 年 6 月)

(附件2)

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、樽裝茶、樽裝果味飲品
P007	李錦記	李錦記有限公司	蠔油
P008	美玫牌	南順食品供應有限公司	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)、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)、乾製中式粉麵、調味醬料、健康飲品 (花旗蔘茶包)
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
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、中式餅及糕點 (蘿蔔糕)、急凍快餐
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、補氣養血寶)、食用保健產品 (靈芝、冬蟲夏草)
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、食用保健產品 (蜂膠、蜂膠液、蜂王漿)、菌類食品、海產食品 (即食海苔、烤海苔)、健康食品 (蜂蜜)、名貴藥材 (石斛)
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、臘味
P026	老行家	老行家燕窩量販有限公司	健康食品 (即食燕窩)
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	南順食品供應有限公司	麵粉
P030	刀嘜	南順食油有限公司	純植物食油、配方植物食油
P031	紅燈	南順食油有限公司	純植物食油、配方植物食油
P032	獅球嘜	合興集團控股有限公司	純植物食油、配方植物食油
P033	駱駝嘜	合興集團控股有限公司	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、食用保健產品、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
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 (1932) 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、醋、方便醬料、調味醬料、急凍點心、急凍快餐
P039	2036	活力健國際有限公司	食用保健產品 (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 - 高濃配方、泌療配方、益生菌配方、排毒配方)
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、急凍海味、乾貨菌類食品 (花菇、髮菜)、名貴藥材 (花旗蔘、冬蟲夏草)、健康飲料沖劑 (燕蔘茶)、茶、健康食品 (即食燕窩)、食用保健產品 (冬蟲夏草)

## Appendices - " Top Mark " Registered Brands and Product / Service Categories

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
P043	馬獅龍	馬獅龍有限公司	男裝、女裝、服裝配飾
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
P046	大班	大班麵包西餅有限公司	中式餅及糕點、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、罐裝飲品 (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)
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	綠	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	食用保健產品 (靈芝孢子、有機靈芝孢子、冬蟲夏蟲、調經緊緻寶、元氣腎寶、蜂膠精華、亮目靈、舒絡適、活心寶、藥效雲芝、救肝、髮威、活腸益素、智叻醒腦仔)
P057	快譯通	權智 (國際) 有限公司	電子辭典、多媒體電子辭典
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)、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
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 鋼煮食用品、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	食用保健產品 (冬蟲夏草、瘦身金燕配方、豐胸燕窩配方、排毒燕窩配方、解便通、護眼清、關節活)、健康食品 (蟲草雞精)
P066	盛威	盛威安全設備有限公司	保險箱、防火保險箱、數碼制式保險箱
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、急凍海味、乾貨菌類食品、健康食品 (即食燕窩)、調補膏品、調味醬料 (XO 醬)
P069	家得路	家得路美國天然健康食品有限公司	食用保健產品 (全效關節專家)
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
P071	珮夫人	盧森堡大藥廠有限公司	呼吸道藥品 (止咳露)
P072	汁先生	時鮮 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、中式餅及糕點、月餅、熟食食品 (盤菜)
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
P075	同珍	同珍醬油罐頭有限公司	豉油、醋、蠔油、調味醬料、方便醬料
P076	五色靈芝	維特健靈健康產品有限公司	食用保健產品 (五色靈芝)

### 2. 核准服務品牌及服務類別 (截至 2009 年 6 月)

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
S002	加州紅	加州紅有限公司	卡拉 OK、餐飲

## Appendices - " Top Mark " Registered Brands and Product / Service Categories

S003	中原地產	中原地產代理有限公司	物業經紀與代理 (住宅、工商舖、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、代辦簽證
S005	余仁生	余仁生 (香港) 有限公司	零售 (藥材、中成藥、食用保健產品、食品、書籍)
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
S008	莎莎	莎莎國際控股有限公司	零售 (化妝及護膚品、個人護理產品、保健產品)
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 (化妝及護膚品、個人護理用品、保健產品、藥物、嬰兒食品、嬰兒護理用品、其他嬰兒用品)
S012	大昌食品市場	大昌行集團有限公司	零售 (急凍食品、食品雜貨)
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)、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	實惠傢居廣場有限公司	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
S020	太興	太興環球發展有限公司	茶餐廳、中菜餐館
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
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)
S025	日本城	日本城 (香港) 有限公司	零售 (家居用品、家用電器、雜貨、家具、食品雜貨、藥物)
S026	香港海洋公園	海洋公園公司	主題公園 (機動遊戲、動物設施、水族館、嬉戲設施、纜車、表演娛樂項目)、餐飲 (中菜餐館、西餐餐館、快餐)、零售 (禮品及精品)、派對籌劃
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)
S028	大福	大福證券集團有限公司	證券託管 / 經紀 / 交易; 證券發行 / 保薦; 外匯經紀 / 交易; 期貨、貴金屬貿易經紀 / 交易; 基金管理 / 分銷; 投資理財顧問服務; 投資產品之管理 / 分銷; 企業重組之相關金融服務
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)
S031	唐安麒美顏 瘦身專門店	唐安麒美顏創造中心 (國際) 有限公司	美容、纖體、豐胸、水療、按摩、零售 (健康食品、個人護理產品、書籍)
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
S033	彩福皇宴	彩福集團有限公司	中菜餐館
S034	DSC	直銷中心有限公司	零售 (家具、家居用品、家用電器)
S035	香港商機	香港商機有限公司	商業諮詢、生意轉讓中介、企業融資、創業投資、商業估值
S036	Jackeline 綠葉療膚中心	研創美國國際機構 (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 (香港) 有限公司	二手貨品交易 (手袋、鞋履、服裝、服裝配飾)
S038	港鐵公司	香港鐵路有限公司	鐵路、車站商舖出租及管理、車站廣告及相關服務、物業管理 (住宅、商舖)、地產發展
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 (食品及雜貨)
S040	九倉電訊	九倉電訊有限公司	固網電話、圖文傳真線路、國際長途電話、互聯網基建、互聯網管理、寬頻服務、電話接駁服務、專用網絡服務、網絡會議

## Appendices - " Top Mark " Registered Brands and Product / Service Categories

### 1. Registered Brands and Products (Up to June 2009) (Appendix 2)

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, Beddings
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, Bottled Tea, Bottled Fruit-flavoured Drink
P007	Lee Kum Kee	Lee Kum Kee Co Ltd	Oyster Sauce
P008	American Roses Brand	Lam Soon Food Supply Co 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), Rare Medical Herb, Chinese Medical Herb, Dried Sea Foods, Canned Food (Sea Foods), Dried Fungus Food, Dried Aquatic Food (Crocodile Meat), Dried Chinese Noodles, Seasoning Sauce, Health Drink (America Ginseng Tea Bag)
P013	Luk Fook Jewellery	Luk Fook Holdings (International) Ltd	Precious Metal Jewellery, Pearl and Gem Jewellery, Precious Metal Ornament
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, Chinese Cakes & Confectioneries (Turnip Pudding), Frozen Ready-made Meal
P018	Long Far	Long Far Herbal Medicine Mfg (HK) Ltd	Chinese Medicine Healthcare Product (Beauty & Healthy, Female Essence), Healthcare Dietary Supplement (Lingzhi, Cordyceps Sinensis)
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, Marine Food (Instant Seaweed & Roasted Seaweed), Health Food (Honey), Rare Medical Herb (Dendrobium Stem)
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, Chinese Preserved Meat & Sausage
P026	Lo Hong Ka	Lo Hong Ka Birdnest Wholesale Ltd	Health Food (Instant Bird's Nest)
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	Lam Soon Food Supply Co Ltd	Flour
P030	Knife Brand	Lam Soon Oils and Fats Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil
P031	Red Lantern	Lam Soon Oils and Fats Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil

## Appendices - " Top Mark " Registered Brands and Product / Service Categories

P032	Lion & Globe Brand	Hop Hing Group Holdings Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil
P033	Camel Brand	Hop Hing Group 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 (American Ginseng), Dried Sea Foods, Dried Fungus Foods
P035	A-Fontane	A-Fontane Group Ltd	Beddings, Pillow, Mattress, Bra, Underwear, Pyjamas
P036	Goodway	Goodway Electrical Enterprise Ltd	Household Electric Appliance with Thermo Device (Electric Cooker, Electric Kettle), Induction Cooker, Electric Iron
P037	Flower	The China Paint Mfg Co (1932) Ltd	Emulsion Paint, Synthetic Enamel
P038	Amoy	Amoy Food Ltd	Soy Sauce, Oyster Sauce, Vinegar, Convenience Sauce, Seasoning Sauce, Frozen Dim Sum, Frozen Ready-made Meal
P039	2036	Holistol International Ltd	Healthcare Dietary Supplement (Ganoderma Spore-Pollen, Ganoderma Spore Lipids, Ganoderma Spore Propolis, G-Spore Cordyceps Yunzhi, G-Spore Lipids DHA; Speciality – Vision, Urine, Probiotic, Intestine)
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), Rare Medical Herb (American Ginseng, Cordyceps Sinensis), Powdered Health Drink (Bird's Nest Ginseng Tea), Tea, Health Food (Instant Bird's Nest), Healthcare Dietary Supplement (Cordyceps Sinensis)
P042	Labour	Lam Soon Cleaning & Caring Laboratories (HK) Co Ltd	Dishwashing Detergents, Laundry Products, Household Cleaning Products, Bleach Products
P043	Michel René	Michel René Ltd	Men's Wear, Women's Wear, Accessories
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
P046	Tai Pan	Tai Pan Bread and Cakes Co Ltd	Chinese Cakes & Confectioneries, Snowy Mooncakes, Western Cakes & Confectioneries, Biscuit, Bread, Sandwiches, Confectioneries
P047	Tsit Wing	Tsit Wing Coffee Co Ltd	Coffee, Tea, Canned Drinks (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)
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)



## Appendices - " Top Mark " Registered Brands and Product / Service Categories

P056	Herbs Generation	Herbs Generation International Ltd	Healthcare Dietary Supplement (Ganoderma Sporo-Pollen, Organic Ganoderma Sporo-Pollen, Cordyceps Sinensis, U-Tight, Human Vital Super, Propolis Extract, Vision Pro, Joint Pro, Cardio Pro, MD Yunzhi, Liver Tonic, Hair Power, Detox Pro, Brain Smart)
P057	Instant-Dict	Group Sense (International) Ltd	Electronic Dictionary, Multi-media Electronic Dictionary
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), 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
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 (Cordyceps Sinensis, Golden Nesting & Slimming Formula, Nesting & Bust-beauty Formula, Nesting & Body-purifying Formula, Detox Solution, Eye Clear, Joints Well), Health Food (Cordyceps Sinensis with Chicken Essence)
P066	Safewell	Safewell Equipment Ltd	Safe, Fireproof Safe, Digital Coding Safe
P067	TeleEye	TeleEye Holdings Ltd	Video Monitoring System, Application Software (Video Monitoring System)
P068	樓上	Hing Kee Java Edible Bird's Nest Co Ltd	Dried Bird's Nest, Rare Medical Herb, Chinese Medical Herb, Dried Sea Foods, Frozen Sea Foods, Dried Fungus Food, Health Food (Instant Bird's Nest), Herbal Jelly, Seasoning Sauce (XO Sauce)
P069	Catalo	Catalo Natural Health Foods Ltd	Healthcare Dietary Supplement (Flexijoint 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
P071	Madame Pearl's	Luxembourg Medicine Co Ltd	Respiratory Medicine (Cough Syrup)
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, Chinese Cakes & Confectioneries, Mooncakes, Prepared Food (Basin Dish)
P074	Taikoo	Taikoo Sugar Ltd	White Sugar, Brown Sugar, Crystal Sugar, Sugar Cube, Powdered Sugar, Sugar Sachet, Syrup
P075	Tung Chun	Tung Chun Soy Sauce & Canned Food Co Ltd	Soy Sauce, Vinegar, Oyster Sauce, Seasoning Sauce, Convenience Sauce
P076	Vita Green Lingzhi	Vita Green Health Products Co Ltd	Healthcare Dietary Supplement (Vita Green Lingzhi)

## Appendices - " Top Mark " Registered Brands and Product / Service Categories

### 2. Registered Brands and Services (Up to June 2009)

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
S002	California Red	California Red Ltd	Karaoke Box, Food Catering
S003	Centaline	Centaline Property Agency Ltd	Property Agency (Residential Property, Shops, Commercial Complex, Industrial Buildings)
S004	China Travel Service	China Travel Service (HK) Ltd	Group Tour, Ticketing & Booking Agency, Visa Agency
S005	Eu Yan Sang	Eu Yan Sang (HK) Ltd	Retail (Chinese Herbs, Chinese Proprietary Medicine, Healthcare Dietary Supplement, Food, Publications)
S006	GP	GP Harmonie Ltd	Studio Photography, Outbound Photography, Formal Wear Rental, Image Design, Imaging Processing & Productions
S007	Hong Thai Travel	Hong Thai Travel Services Ltd	Group Tour, Tickets & Booking Agency
S008	Sa Sa	Sa Sa International Holdings Ltd	Retail (Cosmetic & Skincare Products, Personal-care Products, Healthcare Products)
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 Products, Pharmaceuticals, Baby Food, Baby Care Products, Other Baby Products)
S012	DCH Food Mart	Dah Chong Hong Holdings Ltd	Retail (Frozen Food, Groceries)
S013	Jumpin Gym USA	Jumpin Gym USA Ltd	Amusement Ride, Console Game, Booth Game, Playground, Retail (Snacks), Party Planning
S015	Luk Fook Jewellery	Luk Fook Holdings (International) Ltd	Retail (Precious Metals, Jewellery), Wholesale (Precious Metals, Jewellery), Jewellery Authentication (Diamond, Jade)
S016	Neway Karaoke Box	Neway Karaoke Box Ltd	Karaoke Box, Food 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	Chinese Fast Food Restaurant, Chinese Cuisine Restaurant
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
S024	Home of Swallows	Home of Swallows Ltd	Retail (Bird's Nest & Bird's Nest Food)
S025	Japan Home Centre	Japan Home Centre (HK) Ltd	Retail (Household Products, Household Electrical Appliance, Miscellaneous Household Items, Furniture, Groceries, Pharmaceuticals)

## Appendices - " Top Mark " Registered Brands and Product / Service Categories

S026	Ocean Park Hong Kong	Ocean Park Corporation	Theme Park (Amusement Ride, Animal Facility, Aquarium, Playground, Cable Car, Shows & Entertainment), Catering (Chinese Cuisine Restaurant, Western Cuisine Restaurant, Fast Food), Retail(Gifts & Premium), Party Planning
S027	Rehabus	The Hong Kong Society for Rehabilitation	Accessible Bus Service for People with Mobility Disability (Shuttle, Scheduled Route, Rental)
S028	Taifook	Taifook Securities Group Ltd	Securities Custodian/Broker/Dealing; Securities Offering/Sponsorship; Foreign Exchange Broker/Dealing; Futures, Precious Metals Trading Agency; Fund Management/Distribution; Investment Management Consultancy Services; Investment Products Management/Distribution; Financial Services for Corporate Restructuring
S029	Well Born	Well Born Real Estate Management Ltd	Property Management (Residential, Shopping Mall, Car Park, Private Club House)
S031	Angel Face	Angel Face Beauty Creations (International) Ltd	Facial Beauty Treatment, Body Slimming, Bust Enhancement, Spa, Massage, Retail (Health Food, Personal-care Products, Publications)
S032	Challenger	Challenger Auto Services Ltd	Automobile Cleaning, Automobile Beauty, Automobile Repair & Maintenance
S033	Choi Fook Royal Banquet	Choi Fook Group Co Ltd	Chinese Cuisine Restaurant
S034	DSC	Direct Sale Centre Ltd	Retail (Furniture, Household Electrical Appliance, Household Products)
S035	HKBI	Hong Kong Business Intermediary Co Ltd	Business Consulting, Business Brokerage, Corporate Financing, Venture Capital, Business Evaluation
S036	Jackeline Beauty Salon	Aorta International Association (Far East) Ltd	Skin Treatment and Consultation, Retail (Skincare Products)
S037	Milan Station	Milan Station (HK) Ltd	Secondhand Goods Transaction (Handbags, Shoes, Clothing, Accessories)
S038	MTR Corporation	MTR Corporation Ltd	Railway, Station Shop Rental & Management, Station Advertising & Related Services, Property Management (Residential, Shops), Property Development
S039	TurboJET	Shun Tak-China Travel Ship Management Ltd	Passenger Ferry, Catering, Retail (Food & Groceries)
S040	Wharf T&T	Wharf T&T Ltd	Fixed-line Telephone, Fax, IDD Services, Internet Access Infrastructure, Internet Access Management, Broadband Services, Call Transfer Services, Private Network Services, Web Conferencing

## Appendices - Directory of BDC Members

(附件3) (Appendix 3)

大中實業股份有限公司 Dah Chung Industrial Co Ltd.	清泉純蒸餾水有限公司 Aqua Pure Distilled Water Co Ltd.
雅田實業有限公司 Artin Industrial Co Ltd.	香港天廚有限公司 The Tien Chu (HK) Co Ltd.
YGM貿易有限公司 YGM Trading Ltd.	合興集團有限公司 Hop Hing Holdings Ltd.
香港生產力促進局 Hong Kong Productivity Council	德國寶(香港)有限公司 German Pool (HK) Ltd.
香港貿易發展局 Hong Kong Trade Development Council	精洛有限公司 High Quality Manufacturing Co Ltd.
富士高實業控股有限公司 Fujikon Industrial Holdings Ltd.	福田科技有限公司 Fook Tin Technologies Ltd.
力勁機械廠國際有限公司 L.K Machinery International Ltd.	龍發製藥(香港)有限公司 Long Far Herbal Medicine Mfg (HK) Ltd.
漢生堂藥業有限公司 Han Sheng Tang Herbal Technologies Co Ltd.	六福集團(國際)有限公司 Luk Fook Holdings (International) Ltd.
古珀行珠寶有限公司 Aaron Shum Jewelry Ltd.	捷榮咖啡有限公司 Tsit Wing Coffee Co Ltd.
美昌玩具製品廠有限公司 May Cheong Toy Products Fty Ltd.	錦興粉麵食品有限公司 Kam Hing Noodles Food Co Ltd.
寶星首飾廠有限公司 Polaris Jewellery Manufacturer Ltd.	震歐線衫廠有限公司 Chun Au Knitting Factory Ltd.
諾天時有限公司 Time Mission Ltd.	幸達時皮具有限公司 Hunters Leatherwaves Ltd.
金百加發展有限公司 Kampery Development Ltd.	香港米聯企業有限公司 H.K. Rice Merchants Enterprises Ltd.
MCL品牌顧問有限公司 Maxi Communications Ltd.	洲亮企業(集團)有限公司 Chau Leong Enterprise (Group) Ltd.
半島針織廠有限公司 Peninsula Knitters Ltd.	WCJ International Ltd. WCJ International Ltd.
通資源有限公司 Hang Tung Resources Ltd.	金山工業(集團)有限公司 Gold Peak Industries (Holdings) Ltd.
其士國際集團有限公司 Chevalier International Holdings Ltd.	新海洋塑膠工業(香港)有限公司 New Ocean Industrial (H.K.) Co Ltd.
群邦實業有限公司 Billabong Enterprises Co Ltd.	顯藝珠寶公司 Classic Jewelry Co
嘉偉食品有限公司 Ka Wai Food Co Ltd.	關東百源堂(靈藥德興堂)聯合藥廠有限公司 Kwan Tung Pak Yuen Tong (Ling Yok Tack Hing Tong) Union Medicine Factory Ltd.
南洋兄弟煙草股份有限公司 Nanyang Brothers Tobacco Co Ltd.	威信珠寶有限公司 Wilson Designs & Jewellery Ltd.
雅芳婷集團有限公司 A-Fontane Groups Ltd.	寶邦企業有限公司 Poly Base Enterprises Ltd.
京都念慈菴總廠有限公司 Nin Jiom Medicine Manufactory (HK) Ltd.	豐葉電器製造廠有限公司 Fung Yip Electrical Manufacturing Ltd.
余仁生(香港)有限公司 Eu Yan Sang (HK) Ltd.	日昇實業有限公司 Sunnex Products Ltd.
南順(香港)有限公司 Lam Soon (HK) Ltd.	三生中藥廠有限公司 Sam Seng Herbal Pharmaceutical Co Ltd.
四洲貿易有限公司 Four Seas Mercantile Ltd.	榮華食品製造業有限公司 Wing Wah Food Manufactory Ltd.
新順福食品有限公司 Sun Shun Fuk Foods Co Ltd.	

## Appendices - Directory of BCD Members

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.

達成集團  
Tak Sing Alliance 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.

直銷中心有限公司  
Direct Sale Centre 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.

本草園(香港)有限公司  
Herbal-T (HK) Ltd.

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

加州紅有限公司  
California Red 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.

芝柏新禧服務中心有限公司  
GP Wedding Service Centre Ltd.

金瓶實業有限公司  
Golden Cup Industries Ltd.

達帽業有限公司  
Global One Headwear Ltd.

嘉頓有限公司  
The Garden Co Ltd.

佳力斯電子科技有限公司  
Galaxy Elec. Technic Ltd.

瑞麟金屬製品廠有限公司  
Shui Run Industrial 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.

香港商機有限公司  
HKBI Business Intermediary Co Ltd.

森美廚柜有限公司  
Sammy's Kitchen & Bath Ltd.

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

惠仁有限公司  
Edcom 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.

Fresh-cut Produces Ltd.  
Fresh-cut Produces 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.

大福證券集團有限公司  
Taifook 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.

## Appendices - Directory of BDC Members

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.

恭和堂有限公司  
Kung Wo Tong Ltd.

陳記食品有限公司  
Chan Kee Foods Ltd.

香港航空有限公司  
Hong Kong Airlines Ltd.

藥師堂國際中醫藥有限公司  
MOCM International 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.

香港品質保證局  
Hong Kong Quality Assurance Agency

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

實惠傢居廣場有限公司  
Pricerite Stores Ltd.

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

香港置業(地產代理)有限公司  
Hong Kong Property Services (Agency) Ltd.

海域國際投資有限公司  
Ocean Link International Investment 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.

海揚發展有限公司  
Ocean Grand Development 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.

彩福集團有限公司  
Choi Fook Group 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 (Int'l) Ltd.

領匯管理有限公司  
The Link Management Ltd.

太古糖業有限公司  
Taikoo Sugar Ltd.

港鐵公司  
MTR Corporation.

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

時鮮 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

威洋珠寶(集團)有限公司  
Dynasty Jewellery Group Co Ltd.

宮崎貿易行  
Miyazaki Trading Co

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.