

二零一九年及二零二零年選舉頒獎典禮 —
香港特別行政區政府財政司司長致辭(節錄)
陳茂波 GBM, GBS, MH, 太平紳士

不經不覺，香港品牌選舉已經舉辦超過 20 年。本地企業多年來不斷精益求精，提升產品的質量和服務水平，以卓越的營銷策略，成功創立了不少傑出的「香港品牌」。今天獲嘉許的品牌不單有家傳戶曉的老字號，亦有許多新力軍。它們都是通過嚴格審核，脫穎而出，得到社會各界的認同，絕對是實至名歸。

新冠肺炎疫情嚴重打擊全球經濟，亦為各行各業帶來前所未有的挑戰。政府在去年《財政預算案》和「防疫抗疫基金」下推出超過 3,000 億元的紓困措施，而今年的預算案亦推出超過 1,200 億元的逆周期措施，希望可以為企業和市民提供支援。

其中，為鼓勵本地消費以增強我們經濟復甦的動力，同時推動電子支付工具的廣泛應用，預算案建議推出電子消費券計劃。我期望各位商界朋友都推出相應的推廣活動，增加市民消費意欲，帶旺我們市面的氣氛，讓消費券發揮乘數效應，加大對經濟的裨益。

為支援企業開拓更多樣化的市場，預算案向 BUD 專項基金再度注資 15 億元，並建議將基金惠及範圍優化。與此同時，為進一步支援企業充分利用線上線下渠道進行「本地市場」推廣活動，並維持香港作為大型商品展覽中心的領導地位，政府於今年四月起擴大「市場推廣基金」的資助範圍。

我鼓勵在座各位朋友多利用政府提供的資源，積極發展電子商貿、應用創新科技和開拓新市場，進一步擴展你的業務。

我非常感謝中華廠商會和香港品牌發展局多年來在推動本地品牌發展的努力，包括舉辦「香港品牌節」、「香港·進·品牌大灣區」等系列活動，協助香港企業在內地市場推廣其產品及品牌，為香港企業的長遠發展搭橋鋪路。

我亦衷心祝賀所有今日獲得獎項的企業，多謝你們為業界樹立榜樣，我相信透過大家的努力，香港會創建出更多傑出品牌，揚威海內外。特區政府會繼續與業界緊密合作，同心協力推動香港本地的品牌發展。

**2019 and 2020 Brand Awards Presentation Ceremony —
Speech (Excerpt) by Financial Secretary
Government of Hong Kong Special Administration Region**

The Honourable Paul Chan Mo-po, GBM, GBS, MH, JP,

Time flies, it has been more than twenty years since the Brand Awards was first organised. Over these years, local companies have been constantly striving for excellence, improving product quality and service levels, and using excellent marketing strategies to successfully create many outstanding “Hong Kong brands”. Among the winners to be commended today, there are not only household names but also many “new blood” brands. All of them have passed rigorous screening, stood out from their peers and been widely recognised by all sectors of our society. They surely deserve their success and this top honour.

The COVID-19 pandemic ravaged the world, causing unprecedented repercussions on all walks of life. The HKSAR Government put forward more than HK\$300 billion relief measures under last year’s Financial Budget and the Anti-epidemic Fund; and this year’s Budget has further announced counter-cyclical measures worth over HK\$120 billion, in order to support our enterprises and relieve people’s burden.

Among the others, the Budget has proposed to launch an electronic consumption vouchers programme, with a view to encouraging local consumption to add momentum to the economic recovery, and at the same time promoting the wider use of electronic payment tools. I hope that friends from the business sectors will roll out corresponding promotional activities to stimulate consumer sentiment of the public and boost the atmosphere of our market, such that consumption vouchers could bring about greater economic benefits through the multiplier effect.

In order to support enterprises to develop diversified markets, the Budget has decided to inject another HK\$1.5 billion into the Dedicated Fund on Branding, Upgrading and Domestic Sales and substantially extend its geographical coverage. Meanwhile, the Government has expanded the scope of SME Marketing Fund as of April this year, so as to further facilitate enterprises to utilise online and offline channels to carry out promotions targeting “local market” and to maintain Hong Kong’s leading position as a prominent exhibition center.

I encourage all of you to make a good use of the resources provided by the Government and further expand your business through actively developing e-commerce, adopting innovative technologies, and opening up new markets.

I am very grateful to the Chinese Manufacturers' Association of Hong Kong and the Hong Kong Brand Development Council, for their efforts in promoting the development of local brands over the years, including organising the "Hong Kong Brand Festival", "Hong Kong · IN · Greater Bay Area" and other serial activities, which have assisted Hong Kong companies in promoting their products and brands in the Mainland market, paving the way for long-term development

I also sincerely congratulate all the companies that have won the awards today, and thank you for setting an example for the industry. I believe that, through our concerted efforts, Hong Kong should not fail to create more outstanding brands that gain fame both at home and abroad. The Government will continue to co-operate closely with the industry, let us work together to advance the brand development in Hong Kong.

** The Financial Secretary delivered his speech in Chinese. The above is the English translation prepared by the BDC.*