



# 香港名牌十年成就獎暨

# 香港服務名牌十年成就獎

## 宗旨

「香港名牌十年成就獎」及「香港服務名牌十年成就獎」(簡稱「十年成就獎」)分別是「香港名牌選舉」及「香港服務名牌選舉」屬下的榮譽獎項；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香港品牌。

「香港名牌選舉」(創立於1999年)及「香港服務名牌選舉」(創立於2005年)由香港品牌發展局和香港中華廠商聯合會主辦；透過表彰香港公司創立的優秀品牌，激勵港商精益求精，並提升香港產品和服務的知名度，增強各界對香港品牌的認識。

## 參加資格

「十年成就獎」的參加品牌必須同時具備四項條件：

1. 有關品牌必須是「香港卓越名牌」/「香港卓越服務名牌」的得獎者；
2. 首次獲頒「香港名牌」/「香港服務名牌」獎項的歷史(包括得獎當年)須不少於10年；
3. 現時必須為「香港名牌標識(TOP嘜)計劃」的核准品牌；
4. 現時必須為香港品牌發展局會員。

## 評審標準

獎項將參考以下三個標準進行評定：

1. 業務表現與成績
2. 品牌策略與管理
3. 對行業和社會的貢獻

## 遴選程序

1. 「十年成就獎」的候選品牌須由主辦機構提名。於每年「香港名牌選舉」、「香港服務名牌選舉」接受報名期間，合資格的品牌將會獲主辦機構發出書面的提名通知。

2. 接受提名的品牌須於指定期限內，根據評審標準以及主辦機構的要求提供相關資料，以介紹近十年的品牌發展情況和所取得的成就。
3. 香港名牌評審委員會於每年「香港名牌選舉暨香港服務名牌選舉」初賽評審確定得獎名單。
4. 有關獎項通常無預設每年得獎名額的上限。

## 嘉獎

1. 「十年成就獎」於每年「香港名牌選舉暨香港服務名牌選舉頒獎典禮」上頒獎；得獎者可獲頒獎座以及證書。
2. 得獎品牌可以將「十年成就獎」的專用標誌用於公司和品牌的整體形象宣傳。

## 查詢

### 香港品牌發展局

地址：香港中環干諾道中64號廠商會大廈3字樓

電話：2542 8634

圖文傳真：3421 1092 / 2815 4836

電子郵件：info@hkbrand.org

網頁：www.hkbrand.org



## 「十年成就獎」標誌

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



## 香港名牌十年成就獎

Hong Kong Top Brand

Ten Year Achievement Award

## 香港服務名牌十年成就獎

Hong Kong Top Service Brand

Ten Year Achievement Award

主辦機構：  
Organisers



香港品牌發展局  
Hong Kong Brand  
Development Council



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





# Hong Kong Top Brand Ten Year Achievement Award & Hong Kong Top Service Brand Ten Year Achievement Award

## Objectives

The Hong Kong Top Brand Ten Year Achievement Award and Hong Kong Top Service Brand Ten Year Achievement Award (Achievement Award) are honorary awards under the Hong Kong Top Brand Awards and the Hong Kong Top Service Brand Awards, aiming to commend Hong Kong brands for having demonstrated persistent commitment to branding and having sustained outstanding performance for years.

Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards are co-organised by the Hong Kong Brand Development Council and the Chinese Manufacturers' Association of Hong Kong. Founded in 1999 and 2005 respectively, these two Awards give recognition to outstanding brands established by Hong Kong companies, with the objectives of encouraging local enterprises in pursuit of excellence, promoting Hong Kong products and services, and enhancing the profile of Hong Kong industries.

## Eligibility

1. To be eligible, the candidate of the Achievement Award should have been a winner of Hong Kong Premier Brand/ Hong Kong Premier Service Brand.
2. It should have been conferred Hong Kong Top Brand/ Hong Kong Top Service Brand for at least ten years (the winning year inclusive).
3. It should hold a valid licence of the Hong Kong Top Brand Mark (Top Mark) Scheme currently.
4. It should be a member of Hong Kong Brand Development Council.

## Judging Criteria

The assessment will be conducted based on three sets of factors:

1. Business performance and track of success;
2. Brand strategies and management;
3. Contribution to the industries and society.

## Selection Procedure

1. Candidates for the Achievement Award should be nominated by the Organisers in writing soon after the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards are open for application every year.
2. As per the requirements of the Organisers and with reference to the judging criteria, the nominee should, within the specified period of time, provide information to give a brief overview of brand development and achievements over the recent ten years.
3. The Hong Kong Top Brand Assessment Board should decide on the list of winners at the Preliminary Judging of Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards.
4. Usually, there should be no pre-set quota for each year's Award winners.

## Recognition and Benefits

1. The Achievement Award is presented at the Presentation Ceremony of the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards. Each winner would receive a trophy and a certificate as permanent memento of achievement.
2. Awardees are entitled to use the specially designed logo of the Achievement Award for the promotion of the overall image of the winning brands and the companies thereof.

## Enquiry

### Hong Kong Brand Development Council

Address: 3/F, CMA Building, 64 Connaught Road Central, Hong Kong

Tel No. : 2542 8634

Fax No. : 3421 1092/ 2815 4836

E-mail : [info@hkbrand.org](mailto:info@hkbrand.org)

Website: [www.hkbrand.org](http://www.hkbrand.org)



## The Logo of Ten Year Achievement Award

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