



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

2011-2012

年報 Annual Report

| | |
|---|-----------|
| 主席序辭 Chairman's Statement | 2 |
| 理事會 General Committee | 4 |
| 大事紀 BDC Chronology | 5 |
| 回顧 Review | 8 |
| 獻策建言 Policy Suggestions | 8 |
| 品牌研究 Brand Research | 10 |
| 品牌評審 Brand Awards | 12 |
| 2011 年香港名牌選舉 2011 Hong Kong Top Brand Awards | |
| 2011 年香港服務名牌選舉 2011 Hong Kong Top Service Brand Awards | |
| 2011 年香港新星品牌選舉暨香港新星服務品牌選舉 2011 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards | |
| 品牌選舉宣傳片 TV Commercials for Brand Awards | |
| 2011 年選舉頒獎典禮 2011 Awards Presentation Ceremony | |
| 2011 最佳品牌策劃獎 2011 Best Brand Idea Award | |
| 參與其他獎項 Participating in Other Awards | |
| 標識及認證計劃 Marking and Certification Schemes | 22 |
| 香港名牌標識計劃 Hong Kong Top Brand Mark Scheme | |
| 香港製造標識計劃 Made in Hong Kong Mark Scheme | |
| 品牌培育與教育 Brand Incubation and Education | 24 |
| 中小企品牌群策營 SME Branding Club | |
| 品牌策略管理文憑課程 Executive Diploma in Strategic Brand Management | |
| 商業顧問實習計劃 Business Consulting Practicum | |
| 中小企業「營商友導」計劃 SME Mentorship Programme | |
| 研討會 / 培訓項目 Seminars and Training | |
| 品牌推廣及交流 Brand Promotion and Exchanges | 32 |
| 「武漢香港品牌週」項目 "Wuhan Hong Kong Brand Week" Project | |
| 展覽及產品展示 Exhibitions and Product Showcases | |
| 交流與互動 Exchanges and Networking | |
| 2011《香港名牌巡禮》The Parade of Hong Kong Top Brands 2011 | |
| 官方網站 BDC Website | |
| 會務活動 In-house Activities | 41 |
| 第四屆理事會的產生 Formation of the Fourth General Committee | |
| 2011 會員大會 2011 General Meetings | |
| 修改章程 Amendments to BDC Memorandum and Articles | |
| 委員會工作 Work of Committees | |
| 會員招募 Membership Recruitment | |
| 會員福利 Member Benefits | 45 |
| 入會資格 Membership Eligibility | |
| 會員福利 Member Benefits | |
| 品牌局簡介 About the Council | 46 |
| 附件 Appendices | 47 |
| 屬下委員會 Sub-Committees | |
| 「TOP 嘜」核准品牌及產品 / 服務類別 "Top Mark" Registered Brands and Product / Service Categories | |
| 會員名錄 Directory of BDC Members | |



香港品牌發展局主席
陳淑玲太平紳士

Chairman of the
Hong Kong Brand Development Council
Ms Shirley Chan, JP

國際金融形勢跌宕起伏，世界經濟的下行風險增大，令業界的經營環境充滿挑戰。但面對急速轉變的形勢和經濟不景的壓力，本港企業創建品牌的步伐並未放緩。香港中華廠商聯合會對屬下會員在「珠三角」營運狀況的最新調查顯示，有自我品牌的企業佔回應公司的比重已從 2010 年的 37.7% 和 2011 年的 42.9% 迅速上升為今年的 53.3%，更有 13.4% 的公司表示已制定了開展原創品牌業務 (OBM) 的計劃。調查還發現，越來越多的港商將發展品牌與拓展中國市場結合起來；透過兩者的良性互動，在市場結構的調整以及營運模式的升級上齊頭並進，將業務發展帶上了一個更高的台階。

可以說，發展品牌不但是企業在逆境中保持競爭力的重要策略，更是港商迎接「珠三角」產業轉型以及把握內地和新興市場商機的「智」勝之道。配合企業的需要，特區政府推行了 10 億元的「BUD」專項基金，為香港企業提供資助，鼓勵他們透過發展品牌、升級轉型及拓展內銷，加快在內地市場的發展步伐。香港品牌發展局就專項基金的運作細節積極提出建議，並希望政府盡可能將申請手續刪繁就簡，以及牽頭舉辦一些具全面性和策略性的項目，以便使基金的效用達致最大化。

品牌局更身體力行，於 2011 年 10 月至今年 8 月份期間推行了為期十個月的「武漢香港品牌週」系列活動；有關項目獲得政府工業貿易署「中小企業發展支援基金」的資助，透過舉辦大型的產品展示、消費者問卷調查、企業商貿配對交流會、培訓工作坊以及營商經驗分享會等一系列內容豐富而務實的活動，協助香港品牌特別是中小企業增加對華中市場的瞭解與認識，尋找商機和合作夥伴，打開拓展內銷業務的大門。

由品牌局和廠商會合辦的「香港名牌選舉」和「香港服務名牌選舉」分別創立於 1999 年和 2005 年，是本地歷史最悠久、最具代表性的品牌評審活動之一。「選舉」透過表彰先進，為業界樹立成功典範和參照基準，帶動本港形成「立品創名」的行業風氣和社會氛圍。2011 年的「名牌選舉」一如既往取得令人

With global financial turbulences persisting and the downside risk for world economy looming large, Hong Kong's business environment has become even more challenging. Nevertheless, it is encouraging to note that Hong Kong enterprises have not slowed down their pace in brand building in the face of rapidly-changing market conditions and the mounting pressure of the current economic downturn. As revealed by a recent survey conducted by the Chinese Manufacturers' Association of Hong Kong (CMA) based on its members with operation in the Pearl River Delta, the number of companies having own brands as a percentage of the respondents has leaped to 53.3%, up from 37.7% in 2010 and 42.9% in 2011; and another 13.4% of the responding companies indicate that they have formulated plans for starting OBM (Original Brand Manufacturing) business. The survey also finds that many Hong Kong companies are striving to integrate brand building with exploration of market opportunities in the Mainland, ushering in a new stage of business development through a "dual upgrading" in respect of both market restructure and modus operandi.

Nowadays, brand development has become not only a must for enterprises to remain competitive in times of economic adversity, but also a winning strategy for Hong Kong companies to embrace the industrial restructuring in PRD and to grasp the immense opportunities arising from Mainland and other emerging markets. Attentive to the current needs of Hong Kong companies, the HKSAR Government has launched a dedicated HK\$1 billion worth BUD Fund to encourage local companies to develop brands, upgrade operations, and promote domestic sales, giving a boost to their developments in the Mainland market. While actively advising on the operational mechanism of the funding scheme, the BDC also suggested that the Government should keep the application procedures at minimum and take the lead in organizing some high-level strategic projects, so as to maximize the impacts of the Fund.

As part of its efforts to assist local brands in tapping Mainland market, the BDC launched the "Wuhan Hong Kong Brand Week" Serial Activities during October 2011 to August 2012, under the sponsorship of the SME Development Fund. By lining up a variety of practically-useful activities including large-scale product show case, consumer questionnaire survey, business networking meeting, training workshops and experience-sharing seminar, the Project has successfully advanced the understanding of Hong Kong companies especially the SMEs in regard to the market environment of Central China, while helping them to explore business opportunities and forge partnership in the region.

鼓舞的成績，25 個品牌摘取了今屆多個獎項的桂冠；他們以出類拔萃的表現，展現「香港原創」的最高水準和本地工商界的最新成就。同時，踏入第二屆的「香港新星品牌選舉暨香港新星服務品牌選舉」吸引了許多本地的年青品牌參加競逐；今屆得獎的 10 個「品牌生力軍」令人耳目一新，彰顯了香港中小企業不平凡的特質，更以「長江後浪推前浪」的氣勢，展示了香港品牌發展的廣闊前景。

為了促進中小企業踏上高增值的發展道路，品牌局繼續透過屬下的「中小企品牌群策營」推動品牌知識的轉移和信息的交流，並夥拍政府工業貿易署、香港貿易發展局舉辦大型研討會，分享中國市場的品牌「贏」商之道。品牌局更與工貿署、香港理工大學聯袂推出免費的「中小企業品牌策略管理先導工作坊」，系統化地幫助本地中小企業提升品牌管理知識和技巧。

品牌局與香港大學專業進修學院合辦的「行政人員文憑（品牌策略管理）」課程已踏入了第四個年度，成為培育本地品牌管理專才的重要平台；特別是為課程配套的「最佳品牌策劃獎 2011」，透過遴選優秀的品牌策略方案和執行計劃書，有助於提升香港的品牌研究水平，亦為本地的品牌培訓和教育開創了新方向。

为了更好地服務業界以及配合日後發展的需要，品牌局於去年 9 月召開會員特別大會，通過多項章程修訂的建議，包括將理事會的任期及舉行理事會選舉的間隔年期由兩年改為三年。今年年初，品牌局順利完成了理事會的換屆工作。在第四屆理事會強而有力的領導下，相信品牌局定能夠鋪展新猷，推動會務更上一層樓。

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、榮譽主席的精心指導，全體理事的鼎力協助，秘書處職員的辛勤工作，以及政府有關部門及各界團體的精誠合作。

我衷心希望品牌局能夠繼續得到社會各方的襄助，群策群力，攜手打造香港品牌的新紀元！

Founded in 1999 and 2005 respectively, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards are pioneers in brand accreditation and the most representative brand awards in Hong Kong. The Awards, by setting up role models and identifying best practices for benchmarking, have played a pivotal role in fostering a “branding for excellence” atmosphere among our industries and inculcating a brand culture in our community.

As always, the 2011 Awards turned out to be another great success with 25 brands becoming the new batch of laureates. By dint of outstanding performance, the winners represent the highest-level standard of “Original Hong Kong” and have showcased the latest accomplishments of Hong Kong industries. Meanwhile, 10 young labels stood out from the second selection of “Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards”. These “brand fresh bloods” have epitomized the extraordinary characteristics of Hong Kong SMEs and revealed a bright future for Hong Kong's brand development.

To encourage SMEs to climb up the value ladder, the BDC has continued to push ahead with brand knowledge transfer and information sharing, through various activities regularly rolled out by the SME Branding Club. Moreover, the Council, together with the Trade and Industry Department of the SAR Government and Hong Kong Trade Development Council, held a large-scale seminar to explore the success factors for branding in the Mainland market. It also organized a free-of-charge training Programme, i.e. “Leading Workshop on SMEs' Brand Strategic Management” in collaboration with TID and the Hong Kong Polytechnic University, in an attempt to equip local SMEs with brand management knowledge and practical skills in a systematic way.

The “Executive Diploma in Strategic Brand Management” is a joint programme of the BDC and the School of Professional and Continuing Education of the University of Hong Kong. Embarking on its fourth year, this Programme has become an important platform for cultivating local brand talents. In particular, the “2011 Best Brand Idea Award”, which selected the outstanding brand proposals formulated by the programme students, has not only added value to Hong Kong's brand research, but also brazed a new trial for brand training and education.

In order to provide better service to the industries and also to accommodate for future developments, the Council held the Extraordinary General Meeting last September and passed the resolution on several amendments to the Memorandum & Articles of Association, including the extension of the tenure of the General Committee and the interval between elections of General Committee Members from two years to three years. Earlier this year, the Fourth General Committee was formed, providing new impetus for the continued development of the Council.

Taking this opportunity, I would like to thank the Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus, and General Committee Members for their able leadership. I also pay tribute to BDC members 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 the industries to turn over a new leaf for Hong Kong brands.

組織架構

Organization Structure



主席 Chairman:

陳淑玲女士，太平紳士 Ms Shirley S L Chan, JP

副主席 Vice Chairmen:

吳清煥先生 Mr Ng Ching Wun

黃家和先生，太平紳士 Mr Simon K W Wong, JP

李惠中先生 Mr Charlie W C Lee

派任理事 Nominated Members:

唐偉章教授，太平紳士 Professor Timothy Tong, JP

周允成先生 Mr Winston Chow

利德裕博士 Dr Edmund Lee

葉澤恩先生 Mr Raymond Yip

雷詠閒女士 Ms Daisy Lui

潘世華先生 Mr Jeremy Poon

選任理事 Elected Members:

陳國民博士 Dr Edward K M Chan

劉健華博士 Dr Kevin K W Lau

余立明先生 Mr Michael L M Yu

沈運龍博士 Dr Aaron W L Shum

盧金榮博士 Dr Lo Kam Wing

查毅超博士 Dr Sunny Chai

鍾國斌先生 Mr Felix K P Chung

白富鴻先生，太平紳士 Mr Frank F H Pak, JP

黃偉常先生 Mr Wong Wai Sheung

黃偉雄先生 Mr Addy W H Wong

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

名譽贊助人 Honorary Patron:

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

名譽顧問 Honorary Advisors:

麥靖宇先生，太平紳士 Mr Kenneth C Y Mak, JP

廖永亮先生 Mr Jerry W L Liu

名譽主席 Honorary Chairman:

施榮懷先生，太平紳士 Mr Irons Sze, JP

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

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

榮譽主席 Chairmen Emeritus:

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

洪克協先生 Mr Peter H H Hung

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

倪錦輝博士，太平紳士 Dr Danny Kam Fai Ngai, JP

義務法律顧問 Honorary Legal Advisor:

周紹榮先生 Mr Joseph S W Chow

行政人員 Management Staff:

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

謝素霞小姐 Ms Eva Tse (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 (助理經理 Assistant Manager)

核數師 Auditor:

吳焯仁執業會計師

Ng Cheuk Yan, Certified Public Accountant

公司秘書 Company Secretary:

香港中華廠商聯合會秘書服務有限公司

CMA Secretarial Services Limited

大事紀

BDC Chronology

1999 年

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

2004 年

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

2005 年

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

2006 年 4 月

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

2006 年 8 月

品牌局組織赴北京高層代表團，拜訪國家商務部、國家質量監督檢驗檢疫總局、國家工商行政管理總局、國家商標局、中國名牌戰略推進委員會等國內品牌推進機構。

2006 年 9 月

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

2007 年 5 月

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

1999

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

2004

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

2005

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

2006 April

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

2006 August

The BDC dispatched a high-level delegation to Beijing and visited Ministry of Commerce; General Administration of Quality Supervision, Inspection and Quarantine; State Administration for Industry and Commerce; State Trademark Office; China Promotion Committee for Top Brand Strategy and other brand-facilitation organizations.

2006 September

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

2007 May

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

2007 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 July

To celebrate the 10th Anniversary of the Establishment of HKSAR, the CMA and the BDC jointly organized a luncheon and the “Hong Kong Brand Development Forum”.

2008 年 10 月

品牌局與香港大學專業進修學院合辦「行政人員文憑（品牌策略管理）」課程。

2008 October

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

2009 年 1 月

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

2009 January

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

2009 年 6 月

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

2009 June

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

2009 年 6 月至 2010 年 2 月

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

2009 June to 2010 February

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

2009 年 10 月

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

2009 October

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

2009 年 12 月

國家質量監督檢驗檢疫總局副局長蒲長城到訪品牌局。

2009 December

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

2010 年 7 月

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

2010 July

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

2010 年 8 月至 10 月

品牌局與香港大學專業進修學院合辦首屆「最佳品牌策劃獎」。

2010 August to October

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

2011 年 6 月

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

2011 June

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

2011 年 8 月

品牌局與工業貿易署及香港理工大學聯合舉辦「中小企業品牌策略管理先導工作坊」。

2011 年 8 月及 2012 年 5 月

參與「香港時尚購物展·哈爾濱」及「香港時尚購物展·西安」，並組織「香港名牌」及「香港新星品牌」得獎公司進行產品展示。

2011 年 9 月

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

2011 年 11 月至 2012 年 8 月

獲「中小企業發展支援基金」資助，品牌局聯同廠商會以及廠商會展覽服務有限公司推行為期 10 個月的「武漢香港品牌週」系列活動；2012 年 4 月底於武漢舉辦大型的產品展示、消費者問卷調查、以及商貿配對交流會等。

2012 年 1 月

2011 年「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」頒獎典禮由財經事務及庫務局局長陳家強教授擔任主禮嘉賓。

2012 年 2 月至 3 月

舉行品牌局第四屆理事會「選任理事」選舉，由會員投票選出第四屆理事會的 12 位「選任理事」。

2012 年 4 月

品牌局第四屆理事會正式就職並舉行第一次會議。

2012 年 6 月

品牌局發表「華中地區香港品牌態度調查分析報告」。

2011 August

The BDC, together with the Trade and Industry Department and the Hong Kong Polytechnic University, organized the “Leading Workshop on SMEs’ Brand Strategic Management”.

2011 August and 2012 May

Products of winners of “Hong Kong Top Brand Awards” and “Hong Kong Emerging Brand Awards” were showcased at the “Style Hong Kong Show in Harbin” and “Style Hong Kong Show in Xian”.

2011 September

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

2011 November to 2012 August

Under the sponsorship of the SME Development Fund, the BDC, the CMA and the CMA Exhibition Services Company co-organized a 10-month project namely “Wuhan Hong Kong Brand Week” Serial Activities and hosted a large-scale product showcase gallery, consumer survey, business networking meeting at Wuhan City in late April 2012.

2012 January

The Presentation Ceremony of 2011 “Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards” and “Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards” was officiated by Secretary for Financial Services and the Treasury Prof K C Chan.

2012 February to March

The BDC organized the General Committee Election and 12 members were elected to the Fourth General Committee.

2012 April

The Fourth General Committee took office and convened the first meeting.

2012 June

The BDC released findings of the Survey on Central China Consumers’ Perception of Hong Kong Brands.

獻策建言

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。

對「發展品牌、升級轉型及拓展內銷市場的專項基金」的建議

為協助香港企業把握國家「十二·五」規劃的機遇，行政長官在 2011-2012 年「施政報告」中建議，成立一項 10 億元的專項基金，幫助香港企業透過發展品牌、升級轉型及拓展內銷，開拓及發展內地市場。品牌局於 2012 年 1 月向特區政府工業貿易署提交了意見書，就基金的運作細節提出以下建議：

1. 品牌是統領性的概念，涉及企業策略層面的管理以及整體的運作；品牌活動未必可以用地域來進行劃分或者規限。另一方面，香港品牌在內地發展的一項主要優勢在於其「香港原創」的特殊身份；大多數本地品牌往往會先在香港奠定基礎，然後再打入內地和海外市場。「專項基金」對發展品牌的資助不應限於在內地的活動，而應將資助範圍擴大至本地企業在香港以及內地進行的所有品牌相關的項目。
2. 根據基金的申請條件，申請企業須制定「全盤業務發展計劃」並須遞交多次的進度報告。品牌局建議，「專項基金」宜將申請文件、審批手續和監管步驟盡可能簡化，以免將過多的資源耗費於計劃書和報告撰寫，或者因為設置太多文書方面的要求而削弱中小企業的申請興趣。
3. 品牌創建和推廣需要投入大量的資源。有見及此，「專項基金」一方面應考慮提高每間企業的累積資助上限，另一方面可考慮集中資源，由特區政府牽頭開展一些全局性和策略性的項目。例如，政府可參考推廣香港旅遊業的做法，為香港品牌的集體形象作出定位和制訂全盤推廣策略，甚至可考慮邀請推廣大使或者形象代言人；並與貿發局和商會等合作，在內地開展以「品牌香港」為概念的大型系列宣傳活動，提升香港品牌市場影響力和認受性，發揮「以面帶點」的作用，讓眾多的本地品牌可以借力和受益。
4. 基金還可考慮對一些在品牌發展上已處於較高進階的企業提供更加適切的支援。例如，政府可遴選一

The BDC has been actively assisting the HKSAR Government in formulating and implementing 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 the Dedicated Fund on Branding, Upgrading and Domestic Sales

To help Hong Kong enterprises capture the opportunities arising from the National 12th Five-Year Plan, the Chief Executive announced in the 2011-12 Policy Address the setting up of a dedicated fund of HK\$ 1 billion to assist the industries in tapping the Mainland market through developing brands, restructuring and upgrading operations, and promoting domestic sales.

In January 2012, the BDC submitted a position paper to the Trade and Industry Department to express views on the operation of the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund):

1. Brand is a sophisticated and comprehensive undertaking involving not only the strategic management but also the overall operation of an enterprise. More often than not, branding activities are unlikely to be conducted within limited or compartmentalized geographic areas. On the other hand, in order to take advantage of the Hong Kong Origin status, an edge that helps Hong Kong brands stand out in the Mainland market, many local companies tend to establish their brands first in Hong Kong before going across the border or overseas. In this connection, the BUD Fund should not confine the sponsorship scope to activities taking place in the Mainland; rather, it should cover all kinds of branding-related initiatives of local companies, be they conducted in Mainland China or not.
2. As stipulated in the Terms of the Fund, an applicant enterprise has to formulate a "holistic business plan" and submit reports including progress reports, final reports and financial audit reports periodically. Such requirements might err on the side of procedures and formalities, whereas excessive clerical work and reporting would unavoidably discourage SMEs from filing applications. The BDC thus suggests that the application procedures and the monitoring mechanism of the BUD Fund should be simplified wherever possible so as to maximize the effectiveness of the funding scheme.
3. Brand development and promotion demand a great deal of financial resources. While looking into the possibility of raising the cumulative ceiling of funding that an enterprise may obtain from the BUD Scheme, the Government might consider taking the lead in launching some strategic projects, such as formulating a plan to position and promote "Brand Hong Kong" and rolling out a propaganda campaign in the Mainland

批具有較強實力和代表性的本地原創品牌，為其推行特別的認可表彰計劃和推廣項目，藉此打造香港的標誌性品牌，亦為業界樹立參照的典範。

5. 人力資源的發展對港商提升競爭力至關重要。「專項基金」除了資助企業委託第三方舉辦的培訓項目（內部培訓）之外，亦可參考過往「中小企業培訓基金」的做法，為企業員工參加大學、商會等合資格機構舉辦的相關培訓活動（公開培訓）提供津貼。

to boost the consumer awareness and market influences of Hong Kong brands. Such landmark activities would, through promoting the overall image of Hong Kong brands, create an “umbrella effect” to the benefit of a larger number of local brands especially the SMEs.

4. The BDC also suggests that BUD Fund might be used to provide pertinent supports for companies that have arrived at an advanced level of brand development. For instance, the Government could organize recognition schemes to commend and promote Hong Kong's representative brands, so as to establish success models and best-practice benchmarks in branding.
5. Human resources development is crucial to sustaining a company's competitiveness and a brand's long-term success. It is suggested that the BUD Fund should provide funding supports not only for in-house training projects of individual enterprises, but also for public training Programmes organized by qualified organizations, e.g. chambers of commerce and tertiary educational institutions, modeling after the SMEs Training Fund.

品牌研究 *Brand Research*

華中地區香港品牌態度調查

品牌局獲特區政府工業貿易署「中小企業發展支援基金」撥款資助，推行「武漢香港品牌週」系列活動；並與香港理工大學合作在 2012 年 4 月底進行名為「華中地區香港品牌態度問卷調查」的研究，旨在瞭解華中消費者對香港品牌及產品的整體看法，並協助香港中小企掌握當地消費習慣、行為特徵以及市場環境。

是項調查訪問了 831 位華中地區的消費者；他們當中六至七成是高等學歷以及較年輕的人士，三成以上的月入逾 6,000 元人民幣，顯示華中市場的消費群具有一定的購買潛力。受訪者的主要群組正好是國內未來十年最重要的消費群體，故基於此樣本結構的調研結果能夠提供具長遠參考價值的資訊，幫助港商瞭解內地的中產市場以及把握國內未來消費的動向。

調查的結果在許多方面印證了品牌管理學的「來源地論」。該理論認為，企業可借助其隸屬地或者來源地的形象，更有效地在非本土市場推廣品牌；正面的「來源地效應」如同一種「地域名牌效應」，消費者對一個地方的認知和好感，正好提供了先入為主的參考依據，有助於縮短他們學習和接受品牌的時間。

本次調查的主要結論包括：

1. 以武漢和湖北市民為代表的華中消費者普遍對香港品牌心存好感，表現出甚高的喜愛度和信任度，在 7 分制的評價尺度中分別獲得 5.35 分和 5.33 分；儘管他們對香港品牌的熟悉程度遠低於國內品牌（分別為 3.34 分和 5.8 分）。
2. 較多受訪者會將香港品牌與品質優良、時尚新穎和物有所值聯繫起來；而他們在選購品牌產品時往往較為注重品牌形象以及產品品質、安全可靠和價格相宜等功能性利益。可以說，這兩點互為切合，相得益彰，有助於讓香港品牌的「來源地效應」得以充份發揮。
3. 71.8% 的受訪者表示願意付出高於當地品牌的價錢去購買香港品牌的產品或服務；概括而言，眾多華中地區的消費者願意以 5% 至 10% 的溢價去購買香港的品牌產品。消費者對香港品牌的喜歡和信任程度則會影響他們支付溢價的意願，較為喜歡和信任香港品牌的受訪者會相對願意付更多的錢去購買香港品牌。這些現象反映了消費者的品牌意識、品

Survey on Central China Consumers' Perception of Hong Kong Brands

Under the sponsorship of the SME Development Fund, the BDC implemented "Wuhan Hong Kong Brand Week" Serial Activities. As a deliverable of the Project, the BDC, in collaboration with the Hong Kong Polytechnic University, conducted a research entitled "Questionnaire Survey on Central China Consumers' Perception of Hong Kong Brands" in late April 2012, with an aim to gather the views of Central China consumers in regard to Hong Kong brands and products, and to help Hong Kong SMEs to better understand local consumption habits, behavior characteristics and market environment.

The Survey interviewed 831 citizens in Central China. 60% to 70% of the respondents have attained tertiary education and are relatively in younger age brackets; and over 30% of them are earning more than RMB6,000 per month, indicating that consumers in Central China possess a certain level of purchasing power. To the extent that the mainstay of the respondents factually represent Mainland's most important consumer groups in the coming decade, the survey results based on such sample structure could provide useful information with long-term reference values, which in particular would help Hong Kong companies to better understand the Chinese middle-class market and grasp the future consumption trends.

The survey findings support the "Country of Origin Theory" of brand management on several aspects. The theory states that enterprises can leverage on image attached to their domicile or country of origin to promote brands more effectively in the non-domestic markets. The positive influences of "country of origin" is similar to a kind of "location brand effect", whereby consumers' favourable knowledge of and impression on a location might provide a pre-emptive reference point to help shorten the time of knowing and accepting brands associated with the place.

The main conclusions of the Survey are as follows:

1. Consumers in Central China as represented by Wuhan and Hubei citizens are generally in favor of Hong Kong brands. On a seven-point rating scale, Hong Kong brand is rated 5.35 and 5.33 by respondents in terms of "Adorability" and "Trustworthiness" respectively. However, it garners a meagre 3.34 for "Degree of Familiarity", substantially lower than the 5.8 earned by their Mainland counterparts.
2. On top of their mind, a considerable number of respondents believe that Hong Kong brands are high-quality, fashionable and have good value for money. On the other hand, when purchasing branded products, they tend to put more emphasis on functional benefits, including brand image, product quality,

牌偏好度與品牌溢價能力之間存在直接的關聯。

4. 受訪者亦指出，香港品牌雖然在品質、誠信、創新、時尚性以及服務等方面較為優勝，在維護顧客關係、產品與當地需求的適切性以及推廣手段等方面則有待改善；並且香港品牌在國內市場尤其是華中地區的宣傳力度較為不足。
5. 隨著互聯網日漸成為越來越多消費者（佔受訪者 52.1%）喜聞樂見的信息渠道，其重要性正直追居首位的電視廣告（佔受訪者 66.8%）。香港的中小企業不妨留意這項符合成本效益的宣傳媒介，亦須細心選擇合適的信息渠道或者採用多種渠道組合在國內進行推廣，以更有效地凸顯自身品牌的特質和更加精準地切中目標客戶群。

safety and reliability as well as pricing. These two propensities fit well with each other, conducive to bringing the “country of origin” clout of Hong Kong brands to full play.

3. 71.8% of respondents indicate their willingness to pay a higher price for Hong Kong branded products or services over the local brands. In general, the majority of consumers in Central China would accept a 5% to 10% premium for Hong Kong brands. Besides, respondents with a higher degree of preference for and trust in Hong Kong brands are more willing to pay a higher premium. These phenomena have pointed at the direct correlations among consumers’ brand awareness, brand preference and brand pricing power.
4. According to the respondents, Hong Kong brands, though enjoying a competitive advantage in respect of quality, integrity, innovation, stylishness and service, still have room for improvement in areas, such as promotion, maintaining customer relationships, as well as enhancing the appropriateness of products in relation to local needs. In particular, the promotional efforts of Hong Kong brands in the Mainland market especially in the Central China region is deemed as relatively insufficient.
5. Internet is mentioned by 52.1% respondents as a channel to access brand information, next only to television advertising (66.8%). Given the rising popularity of Internet promotion, Hong Kong SMEs may pay heed to this cost-effective means of media; meanwhile, they should carefully select appropriate information channels or adopt a mix of channels to conduct brand promotions in China, so as to highlight the characteristics of their brands more effectively and hit the target consumer groups more accurately.

品牌評審

Brand Awards

2011 年香港名牌選舉

「香港名牌選舉」旨在表彰香港公司創立的傑出產品品牌，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 2011 年已踏入第十三屆。

2011 年「香港名牌選舉」初賽及決賽分別於 2011 年 11 月 18 日及 2012 年 1 月 3 日舉行。主辦機構並於 2011 年 12 月 10 日至 31 日期間在第 46 屆「工展會」會場舉行公眾投票。

在入圍決賽的 17 個品牌中，有 9 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 7 個獲獎者包括「卡撒天嬌」、「華潤堂」、「維記牛奶」、「日本命力」、「o.d.m.」、「保樂潔」及「美味棧」。兩家往屆「香港名牌」的獲獎者「御藥堂」及「灣仔碼頭」再度參賽，成績彪炳，獲主辦機構頒授更高殊榮的獎項——「香港卓越名牌」。

自 2008 年起，主辦機構特別設立「香港名牌十年成就獎」榮譽獎項，以表彰在品牌創建方面作出持續努力並取得傑出成就的往屆得獎者；獲此獎項的品牌必須是「香港卓越名牌」的得獎者，而且首次獲獎的歷史不少於 10 年。今屆「香港名牌十年成就獎」得主包括「雞仔嘜」、「四洲」、「海馬牌」和「位元堂」。

2011 年「選舉」的決賽評審團由香港特區政府工業貿易署署長關錫寧擔任主席，其他評審委員則來自本港主要的工商機構，包括香港中華廠商聯合會會長施榮懷、香港工業總會主席鍾志平、香港品牌發展局副主席倪錦輝、香港生產力促進局副主席伍志強、香港貿易發展局助理總裁葉澤恩、以及香港設計師協會主席施家禮。



2011 年「香港名牌選舉」決賽評審團成員與品牌局總裁合照（左起）：葉澤恩、倪錦輝、施榮懷、關錫寧（工業貿易署署長）、鍾志平、伍志強、施家禮及品牌局總裁梁世華。

Final Judging Panel of 2011 Hong Kong Top Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Mr Raymond Yip, Dr Danny Ngai, Mr Irons Sze, Ms Maria Kwan (Director-General of Trade and Industry), Dr Roy Chung, Mr Victor Ng, Mr Kelly Sze, and BDC Chief Executive Officer Mr Paul Leung.

2011 Hong Kong Top Brand Awards



Founded in 1999, the Hong Kong Top Brand Awards recognize outstanding product brands established by Hong Kong companies 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 13th running in 2011.

The Preliminary Judging of the 2011 Awards was held on 18 November 2011, with 17 local brands short-listed for Final Judging. The Organizers also staged public polling at the venue of the 46th Hong Kong Brands and Products Expo (HKBPE) from 10 to 31 December 2011. At the Final Judging held on 3 January 2012, 9 brands were selected as winners. Winners of 2011 “Hong Kong Top Brand” included “Casablanca”, “CRCare”, “Kowloon Dairy”, “Meiriki”, “o.d.m.”, “Prologic” and “Yummy House”. Two past winners i.e. “Royal Medic” and “Wanchai Ferry” also participated in this year’s competition, and they were conferred the “Hong Kong Premier Brand”, an upper echelon to commend past winners that have exhibited sustainable success in brand-building.

Since 2008, the Organizer has introduced an additional award category namely the “Hong Kong Top Brand Ten Year Achievement Award”. Four brands including “Chicks”, “Four Seas”, “Sea Horse” and “Wai Yuen Tong” were selected as this year’s awardees. The Achievement Award is an honorary award aiming to commend Hong Kong brands for having made persistent commitment to branding and 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 Ms Maria Kwan, the Final Judging Panel of 2011 Hong Kong Top Brand Awards comprised Mr Irons Sze, President of the CMA; Dr Roy Chung, Chairman of Federation of Hong Kong Industries; Dr Danny Ngai, Vice Chairman of the BDC; Mr Victor Ng, Deputy Chairman of the Hong Kong Productivity Council; Mr Raymond Yip, Assistant Executive Director of the Hong Kong Trade Development Council; and Mr Kelly Sze, Chairman of Hong Kong Designers Association.

2011 年香港服務名牌選舉

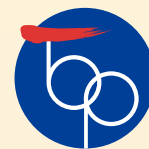
品牌局與廠商會於 2005 年創立「香港服務名牌選舉」，透過表彰香港服務商創立的優秀品牌，提升香港服務的知名度，並在服務業領域樹立品牌發展的借鑒典範和參照基準。

2011 年「香港服務名牌選舉」是第七年舉辦，吸引了來自金融、零售、餐飲、旅遊、物業管理、印刷等行業的代表性品牌報名參賽。初賽及決賽分別於 2011 年 11 月 18 日及 2012 年 1 月 4 日舉行；並於 2011 年 12 月 10 日至 31 日期間在第 46 屆「工展會」會場舉行公眾投票。

在入圍的 21 個品牌中，共有 12 個出類拔萃的服務品牌摘取了第七屆「香港服務名牌選舉」的各項桂冠。獲膺「香港服務名牌」者包括：「家得路」、「致富」、「e-print」、「大快活」、「龍之天國」、「營多東南亞美食市場」、「太子珠寶鐘錶」、「梳化倉」、「專業旅運」及「維特健靈」。另外，兩家往屆「香港服務名牌」的獲獎者「信和管業優勢」及「偉邦」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

2011 年「選舉」由香港特區政府創新科技署署長王榮珍（由黎志華署理署長代表）擔任主席，其他評判包括香港品牌發展局主席陳淑玲、香港旅遊發展局主席田北俊、香港理工大學校長唐偉章、香港中華總商會副會長方文雄、香港總商會理事余鵬春、以及香港零售管理協會副主席陸楷。

2011 Hong Kong Top Service Brand Awards



Launched in 2005, the Hong Kong Top Service Brand Awards give 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 2011 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as finance, retail, food catering, travel agency, property management, and printing.

The Preliminary Judging was held on 18 November 2011, while the Final Judging was conducted on 4 January 2012. The Organizers also staged public polling at the venue of the 46th HKBPE from 10 to 31 December 2011. After fierce competition, 12 brands stood out from the 21 shortlisted entries.

Awardees of 2011 "Hong Kong Top Service Brand" included "CATALO", "CHIEF", "e-print", "Fairwood", "H.K. Pet's hospice care service", "Indo Market", "Prince Jewellery & Watch", "Sofamark", "Travel Expert" and "Vita Green". Furthermore, two past winners, i.e. "Sino Property Services" and "Well Born" were conferred "Hong Kong Premier Service Brand" by dint of continued remarkable performance.

Commissioner for Innovation and Technology Ms Janet Wong (represented by Acting Commissioner Mr Andrew Lai) headed the Final Judging Panel of the 2011 Hong Kong Top Service Brand Awards, which consisted of Ms Shirley Chan, Chairman of the BDC; Mr James Tien, Chairman of Hong Kong Tourism Board; Prof Timothy Tong, President of the Hong Kong Polytechnic University; Mr David Fong, Vice Chairman of the Chinese General Chamber of Commerce; Mr Yu Pang Chun, General Committee Member of the Hong Kong General Chamber of Commerce; and Mr Guy Look, Vice Chairman of Hong Kong Retail Management Association.



2011 年「香港服務名牌選舉」決賽評審團成員與品牌局總裁合照（左起）：李賢勝（方文雄代表）、徐林倩麗（唐偉章代表）、陳淑玲、黎志華（創新科技署署理署長）、余鵬春、陸楷、郭志傑（田北俊代表）及品牌局總裁梁世華。

Final Judging Panel of 2011 Hong Kong Top Service Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Mr Leslie Li (Representative of Mr David Fong), Prof Judy Tsui (representative of Prof Timothy Tong), Ms Shirley Chan, Mr Andrew Lai (Acting Commissioner for Innovation and Technology), Mr Yu Pang Chun, Mr Guy Look, Mr Patrick Kwok (representative of Mr James Tien) and BDC Chief Executive Officer Mr Paul Leung.

2011 年香港新星品牌選舉暨 香港新星服務品牌選舉

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



第二屆「香港新星品牌選舉暨香港新星服務品牌選舉」的初賽及決賽分別於 2011 年 11 月 18 日及 12 月 21 日舉行。決賽評審團的主席為香港特區政府創意香港辦公室創意總監廖永亮，評審委員包括香港品牌發展局副主席黃家和、香港品質保證局主席莫國和、香港大學專業進修學院院長李焯芬、香港浸會大學工商管理學院院長及金融學講座教授張仁良、香港中小企業總商會會長丁鐵翔以及香港設計中心行政總裁利德裕。

與上屆一樣，「新星選舉」在業界引起熱烈的反響；各有 10 個產品品牌和 10 個服務品牌獲得入圍的資格。經過激烈的競爭，每個類別各有 5 個品牌脫穎而出，成為新一批的「摘星新世代」。2011 年「香港新星品牌」的得獎者包括：「意時邀」、「萬希泉」、「澳栢」、「家典牌」及「楊氏水產」；而獲得「香港新星服務品牌」的品牌為：「加零壹專業搬屋服務」、「科韻動力」、「原味家作」、「緣來這麼近」及「譽宴」。



2011 年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員與品牌局總裁合照（左起）：利德裕、張仁良、黃家和、廖永亮（創意香港辦公室創意總監）、莫國和、丁鐵翔、陳阮德微（李焯芬代表）及品牌局總裁梁世華。
Final Judging Panel of 2011 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Dr Edmund Lee, Prof Stephen Cheung, Mr Simon Wong, Mr Jerry Liu (Head of Create Hong Kong), Ir Prof Peter Mok, Mr David Ting, Prof Dorothy Chan (representative of Prof C F Lee) and BDC Chief Executive Officer Mr Paul Leung.

品牌選舉宣傳片

為宣傳品牌局和品牌選舉的形象，品牌局特別製作了三輯電視廣告宣傳片，並邀請多位得獎公司的「星級」代表，包括「阿一」品牌顧問楊貴一先生、「龍皇酒家」創辦人黃永熾先生和「紫花油」創辦人許少文先生等「現身說法」，為 2011 年的各項選舉營造聲勢，傳達品牌「智」勝的信息。

廣告宣傳片於 2011 年 8 月份在有線電視網絡「CABLE TV」的新聞台、財經台及娛樂台等主要頻道播放。

2011 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

To foster a branding culture among the industries, the BDC and the CMA have organized the Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards (Emerging Awards) since 2010. The Awards give recognition to up-and-coming young brands aged under 8 years, with the objective of giving a boost to “brand entrepreneurs” and encouraging the Hong Kong industries especially the SMEs to embrace an enterprising spirit and to enhance the value-added attributes and competitiveness of Hong Kong products and services through branding.

Embarking on the second running, the 2011 Emerging Awards held the Preliminary Judging on 18 November 2011; and the Final Judging was conducted on 21 December 2011 under the chairmanship of Mr Jerry Liu, Head of Create Hong Kong. Members of the Final Judging panel included Mr Simon Wong, Vice Chairman of the BDC; Ir Prof Peter K. W. Mok, Chairman of the Hong Kong Quality Assurance Agency; Prof C F Lee, SBS, JP, Director of HKU School of Professional And Continuing Education; Prof Stephen Y L Cheung, Dean, School of Business and Professor (Chair) of Finance of Hong Kong Baptist University; Mr David Ting, President of the Hong Kong General Chamber of Small and Medium Business; and Dr Edmund Lee, Executive Director of Hong Kong Design Centre.

Like its predecessor, the 2011 Emerging Awards attracted strong participation from the industries, with 10 product brands and 10 service brands short-listed for Final Judging. After fierce competition, 10 young labels stood out as the second-batch “emerging stars”. Awardees of 2011 “Hong Kong Emerging Brand” included “EZIO”, “Memorigin”, “OPAC”, “San Dynamic” and “楊氏水產”; while the five brands selected as the awardees of “Hong Kong Emerging Service Brand” were “Aman Moving Services”, “iMusicTech”, “Original Taste Workshop”, “So Klose” and “U Banquet”.

TV Commercials for Brand Awards

To promote the image of the Council and the brand awards under its aegis, three TV commercials was filmed. The TVCs featured several celebrity representatives from Award-winning companies, including Brand Consultant of “Ah Yat” Mr Yeung Koon Yat, Founder of “Dragon King Restaurant” Mr Wong Wing Chee, and Founder of “Zihua Embrocation” Mr Hui Chung Sum, who shared their experiences with the Awards and conveyed to audience the message of “branding to win”.

The TV commercials were broadcasted on News, Finance and Entertainment channels of the Cable TV in August 2011.



品牌局於 2011 年 7 月舉行的新聞發佈會宣佈 2011 年各項品牌選舉正式啟動。
The BDC held a press conference in July 2011 to announce the kick-off of 2011 Awards.

二零一一年香港名牌選舉得獎名單 2011 Hong Kong Top Brand Awards List of the Winners

| | 品牌 Brandname | 公司 Company |
|---|-----------------------|--|
| 香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award | | |
|  | 雞仔嘜 Chicks | 震歐線衫廠有限公司 Chun Au Knitting Factory Ltd. |
|  | 四洲 Four Seas | 四洲集團有限公司 Four Seas Mercantile Holdings Ltd. |
|  | 海馬牌 Sea Horse | 七海化工(集團)有限公司 Seven Sea Chemicals (Holdings) Ltd. |
|  | 位元堂 Wai Yuen Tong | 位元堂藥廠有限公司 Wai Yuen Tong Medicine Co. Ltd. |
| 香港卓越名牌 Hong Kong Premier Brand | | |
|  | 御藥堂 Royal Medic | 御藥堂(控股)有限公司 Royal Medic (Holdings) Ltd. |
|  | 灣仔碼頭 Wanchai Ferry | 通用磨坊食品亞洲有限公司 General Mills Foods Asia Ltd. |
| 香港名牌 Hong Kong Top Brand | | |
|  | 卡撒天嬌 Casablanca | 卡撒天嬌國際有限公司 Casablanca International Ltd. |
|  | 華潤堂 CRCare | 華潤堂有限公司 CR Care Co. Ltd. |
|  | 維記牛奶 Kowloon Dairy | 九龍維記牛奶有限公司 The Kowloon Dairy Ltd. |
|  | 日本命力 Meiriki | 康盟有限公司 Concord Alliance Ltd. |
|  | o.d.m. o.d.m. | O.D.M. Design & Marketing Ltd. O.D.M. Design & Marketing Ltd. |
|  | 保樂潔 Pro Logic | 昇鋒國際有限公司 Pro Logic International Ltd. |
|  | 美味棧 Yummy House | 美味棧國際有限公司 Yummy House International Ltd. |

二零一一年香港服務名牌選舉得獎名單

2011 Hong Kong Top Service Brand Awards List of the Winners

| | 品牌 Brandname | 公司 Company |
|---|---|---|
| 香港卓越服務名牌 Hong Kong Premier Service Brand | | |
|  | 信和管業優勢 Sino Property Services | 信和物業管理有限公司 Sino Estates Management Ltd. |
|  | 偉邦 Well Born | 偉邦物業管理有限公司 Well Born Real Estate Management Ltd. |
| 香港服務名牌 Hong Kong Top Service 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. |
|  | 致富 CHIEF | 致富集團（香港）有限公司 Chief Holdings (HK) Ltd. |
|  | e-print e-print | 保諾時網上印刷有限公司 Promise Network Printing Ltd. |
|  | 大快活 Fairwood | 大快活快餐有限公司 Fairwood Fast Food Ltd. |
|  | 寵之天國 H.K. Pet's hospice care service | 信譽科技發展有限公司 Faith Technology Development Ltd. |
|  | 營多東南亞美食市場 Indo Market | 復興貿易發展有限公司 Fok Hing Trading Development Co. Ltd. |
|  | 太子珠寶鐘錶 Prince Jewellery & Watch | 太子珠寶鐘錶公司 Prince Jewellery & Watch Co. |
|  | 梳化倉 Sofamark | 梳化倉有限公司 Sofamark Ltd. |
|  | 專業旅運 Travel Expert | 專業國際旅運有限公司 Travel Expert Ltd. |
|  | 維特健靈 Vita Green | 維特健靈健康產品有限公司 Vita Green Health Products Co. Ltd. |

(表三) (Table 3)

二零一一年香港新星品牌選舉暨香港新星服務品牌選舉得獎名單

2011 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards List of the Winners

| | 品牌 Brandname | 公司 Company |
|---|-----------------------------------|--|
| 香港新星品牌 Hong Kong Emerging Brand | | |
|  | 意時遨 EZIO | 飛先有限公司 Faze In Ltd. |
|  | 萬希泉 Memorigin | 宏希貿易公司 Memorigin Trading Co. |
|  | 澳栢 OPAC | 澳栢國際有限公司 OPAC International Ltd. |
|  | 家典牌 San Dynamic | 家典有限公司 San Dynamic Ltd. |
|  | 楊氏水產 楊氏水產 | 楊氏水產有限公司 Yeungs Marine Products Ltd. |
| 香港新星服務品牌 Hong Kong Emerging Service Brand | | |
|  | 加零壹專業搬屋服務 Aman Moving Services | 加零壹集團有限公司 Aman Group Ltd. |
|  | 科韻動力 iMusicTech | 科韻動力有限公司 iMusicTech Ltd. |
|  | 原味家作 Original Taste Workshop | 原味家作有限公司 Original Taste Workshop Ltd. |
|  | 緣來這麼近 So Klose | 緣來這麼近 So Klose.com |
|  | 譽宴 U-Banquet | 譽宴集團有限公司 U Banquet Group Ltd. |



主禮嘉賓財經事務及庫務局局長陳家強教授（前排左四）、廠商會會長施榮懷（前排右四）、品牌局主席陳淑玲（前排左三）、評審團成員及得獎公司代表於2012年1月20日舉行之頒獎典禮上合照。

Guest of Honour Secretary for Financial Services and the Treasury Prof K C Chan (4th from left, first row), CMA President Mr Irons Sze (4th from right, first row), BDC Chairman Ms Shirley Chan (3rd from left, first row), Panels of Judges and representatives of the winning companies posed for a photo at the 2011 Awards Presentation Ceremony on 20 January, 2012.

2011 年選舉頒獎典禮

2011 年「香港名牌選舉」、「香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」的頒獎典禮於2012年1月20日假香港會議展覽中心舉行；由香港特區政府財經事務及庫務局局長陳家強、廠商會會長施榮懷、品牌局主席陳淑玲主禮；陳局長並聯同工業貿易署署長關錫寧、創新科技署署理署長黎志華及創意香港辦公室創意總監廖永亮頒發獎座予各間得獎公司。

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。



廠商會會長施榮懷（右）致送紀念品予2011年選舉頒獎典禮主禮嘉賓財經事務及庫務局局長陳家強教授。

CMA President Mr Irons Sze (right) presented a souvenir to Guest of Honour of the 2011 Awards Presentation Ceremony Secretary for Financial Services and the Treasury Prof K C Chan.

2011 Awards Presentation Ceremony

The Presentation Ceremony of the 2011 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was held at the Hong Kong Convention and Exhibition Centre on 20 January 2012. Secretary for Financial Services and the Treasury Prof K C Chan, CMA President Mr Irons Sze, and BDC Chairman Ms Shirley Chan officiated at the Ceremony. Prof Chan, together with Director-General of Trade and Industry Ms Maria Kwan, Acting Commissioner for Innovation and Technology Mr Andrew Lai and Head of Create Hong Kong Mr Jerry Liu presented awards to the winners.



品牌局主席陳淑玲致歡迎辭。

BDC Chairman Ms Shirley Chan delivered welcome remarks.

The grand ceremony attracted 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.



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- 1 主禮嘉賓財經事務及庫務局局長陳家強教授於頒獎典禮上致辭。
Guest of Honour Secretary for Financial Services and the Treasury Prof K C Chan delivered a speech at the Awards Presentation Ceremony.
- 2 廠商會會長施榮懷致送紀念品予「香港名牌選舉」評審團主席工業貿易署署長關錫寧(右)。
CMA President Mr Irons Sze presented a souvenir to the Chairman of the Final Judging Panel of Hong Kong Top Brand Awards, Director-General of Trade and Industry Ms Maria Kwan (right).
- 3 廠商會會長施榮懷致送紀念品予創新科技署署理署長黎志華(左)。
CMA President Mr Irons Sze presented a souvenir to Acting Commissioner for Innovation and Technology Mr Andrew Lai (left).
- 4 廠商會會長施榮懷致送紀念品予「香港新星品牌選舉暨香港新服務品牌選舉」評審團主席創意香港辦公室創意總監廖永亮(右)。
CMA President Mr Irons Sze presented a souvenir to Chairman of Final Judging Panel of Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards, Head of Create Hong Kong Mr Jerry Liu (right).
- 5 品牌局副主席倪錦輝(左)致送紀念品予選舉獎座贊助代表六福集團(國際)有限公司集團總經理區國球。
BDC Vice Chairman Dr Danny Ngai (left) presented a souvenir to the representative of Award Trophy Sponsor, Group General Manager of Luk Fook Holdings (International) Limited Mr Au Kwok Kau.
- 6 頒獎典禮場面熱鬧，出席嘉賓逾 300 人。
More than 300 guests attended the Awards Presentation Ceremony.
- 7 主辦機構於二零一一年頒獎典禮會場內設置大型展板。
The exhibition panels at the venue of the 2011 Awards Presentation Ceremony.
- 8 2011 年品牌選舉得獎名單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 2011 Awards, together with products of the winning companies, were showcased at the Design Gallery of the Hong Kong Trade Development Council at the Hong Kong Convention and Exhibition Centre.



品牌局主席陳淑玲於「最佳品牌策劃獎 2011」頒獎典禮上致辭。
Ms Shirley Chan delivered a speech at the presentation ceremony of 2011 Best Brand Idea Award.



陳淑玲與「最佳品牌策劃獎 2011」得獎者合照。
Ms Shirley Chan posed for a photo with winners of 2011 Best Brand Idea Award.

2011 最佳品牌策劃獎

自 2010 年起，品牌局與香港大學專業進修學院合辦「最佳品牌策劃獎」，對修讀由兩個機構合辦之「行政人員文憑（品牌策略管理）」課程的學員所創作的品牌計劃書進行評審，從中遴選出優秀的品牌策略和執行方案。這項選舉旨在檢驗教學的成效，促進理論與實踐相結合，推動品牌研究以及本地品牌知識儲備的提升，同時亦增強公眾對品牌發展的重視。

根據選舉的安排，學員以小組形式參加比賽。評審團則參照兩方面的指標進行評選，即學員的表達能力和計劃書的內容；後者主要從計劃書「是否能夠令品牌增值」、「是否具策略性、現實性及可操作性」、「是否有意念創新」、「是否具備商業價值」等角度進行評估。

2011 年的「最佳品牌策劃獎」於 2011 年 8 月 13 日舉行評審並選出了 4 組勝出者；大獎由張慧雯組奪得，而陳佩妮組、陳嘉儀組及陳惠欣組則獲頒優異證書。

「2011 最佳品牌策劃獎」的頒獎典禮於 2011 年 9 月 1 日舉行，由品牌局主席陳淑玲及香港大學專業進修學院金融工業學院署理總監熊運球致辭及頒發獎項予得獎學員；隨後並舉辦「品牌建立的創意管理」講座，邀得業界代表分享國際品牌的創立與管理經驗。有關活動共吸引 200 多人出席。

2011 Best Brand Idea Award

Starting from 2010, the BDC has joined force with HKU SPACE in presenting "Best Brand Idea Award". The Award selects outstanding brand proposals formulated by students of the Executive Diploma Programme in Strategic Brand Management, a joint Programme of the BDC and HKU SPACE. The Organizers believe that this Award, while serving as a tool to test the teaching effectiveness and to promote the integration of theory and practice, would help to enhance Hong Kong's brand research, enrich the related knowledge reserve, and boost the brand awareness among the public.

In the competition, programme students are divided into groups; each group shall submit a proposal and is required to make a presentation to the judging panel. The judging is primarily based on the presentation skills of students as well as the contents of the brand proposal, with emphasis on a host of factors such as "If the plan would increase the brand value", "If the plan is strategic, realistic and executable", "If the plan has creative idea", and "If the plan has commercial value".

The Final Judging of the 2011 Best Brand Idea Award was held on 13 August 2011 and four outstanding brand proposals were selected as the winners. The group led by Ms Cheung Wai Man was the Champion, whereas the Ms Chan Pui Nei Group, the Ms Chan Kai Yee Group and Ms Chan Wai Yan Group were conferred Certificate of Merit.

At the Award Presentation Ceremony held on 1 September 2011, the BDC Chairman Ms Shirley Chan and Acting Head of College of Business & Finance of HKU SPACE Mr Albert Hung delivered welcome remarks and presented prizes to the winners. The Ceremony was followed by a seminar on the theme of "Brand Creation and Strategy", at which brand experts shared with over 200 audiences their real-life experience in building an international brand.



陳淑玲頒獎予「2012 室內設計及家品品牌大獎」的得獎企業代表。
Ms Shirley Chan presented award to a winning company at the presentation ceremony of "Interior Beaute Residential Design and Home Products Brand Award 2012".

參與其他獎項

品牌局協助其他機構舉辦和宣傳多個與品牌相關的評審活動，包括香港咖啡紅茶協會主辦之「國際金茶王大賽 2012」、《經濟一週》主辦之「2012 年實力品牌大獎」、香港設計中心主辦之 2012 年「亞洲最具影響力設計大獎」、《b 雅舍》主辦之「2012 室內設計及家品品牌大獎」、滙豐銀行主辦之 2012 年「滙豐營商新動力獎勵計劃」以及星島雜誌集團主辦之「第二屆全港中學生學界廣告橋王爭霸戰」等。

Participating in Other Awards

Over the past year, the BDC acted as Supporting Organization or provided assistance to a number of brand-related awards, e.g. "International KamCha Competition 2012" organized by Association of Coffee & Tea of Hong Kong, "Outstanding Brand Awards 2012" by Economic Digest, "Design For Asia Award 2012" by Hong Kong Design Centre, "InteriorBeaute Residential Design and Home Products Brand Award 2012" by "Interior Beaute", the "HSBC Living Business Awards 2012" by HSBC and "the 2nd Student Move Up" by Sing Tao Magazine Group Limited.



品牌局黃家和副主席於「2012 年實力品牌大獎」頒獎典禮上頒獎予得獎企業。
BDC Vice Chairman Mr Simon Wong presented award to a winner of "Outstanding Brand Awards 2012".



陳淑玲與其他主禮嘉賓於「國際金茶王大賽 2012」合照。
Ms Shirley Chan posed for a photo with other officiating guests at the "International KamCha Competition 2012".

標識及認證計劃

Marking and Certification Schemes

香港名牌標識計劃

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

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

至 2012 年 8 月，「TOP 嘜計劃」核准品牌有 150 個，涉及逾 670 個產品／服務類別(有關「香港名牌標識計劃」核准品牌及產品／服務類別名單詳見附件二)。



Hong Kong Top Brand Mark Scheme

Jointly organized by the BDC and the CMA since 2004, the Hong Kong Top Brand Mark (Top Mark) Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognize the sustainable achievement in brand-building of local companies. Eligible applicants, after successful completion of due registration and review process, would be conferred a license and entitled to use "Top Mark" for business promotion, subject to annual renewal.

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

Up to August 2012, the Scheme had 150 licensees, covering over 670 categories of products and services (A full list of the Top Mark registered brands and products / services is attached in Appendix 2).

香港名牌標識計劃

Hong Kong Top Brand Mark Scheme



普通標識
Ordinary Mark



卓越標識
Premier Mark



座檯卡 Tent Cards



襟章 Badge



襟針 Pin



標貼 Stickers

香港製造標識計劃

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

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

一批具實力的本地品牌已獲准使用「香港製造標識」，包括「大班」、「金寶鐘」、「東東」、「PA EXTRA」、「青洲英坭」、「翡翠」及「紅雙喜」等。

Made in Hong Kong Mark Scheme

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

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

A number of local brands have successfully become licensees of Made in Hong Kong Mark Scheme, such as "Taipan", "Campbell", "Easteast", "PA EXTRA", "Green Island Cement", "Jade", and "Double Happiness".

香港製造標識計劃

Made in Hong Kong Mark Scheme



香港製造標識
Made in Hong Kong Mark



「HK 嘜」使用准許證
HK Mark License



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

品牌培育與教育

Brand Incubation and Education

中小企品牌群策營

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

「中小企品牌群策營」於過去一年舉行了 4 次活動；而自 2005 年創立以來，累計舉行的活動已達 36 次，目前的註冊會員超過 350 家。

近期「中小企品牌群策營」活動一覽

(表四)

| 舉辦日期 | 內容主題 | 出席人數 |
|---------------|--------------------|--------|
| 2011 年 | | |
| 9 月 30 日 | 企業社會責任的重要性 | 約 30 人 |
| 12 月 6 日 | 處理投訴的技巧 | 約 50 人 |
| 2012 年 | | |
| 3 月 27 日 | 激發員工用心待客 打造一流品牌 | 約 30 人 |
| 4 月 17 日 | 《商品說明條例》及商標註冊的注意事項 | 約 30 人 |



企業社會責任顧問李黃玉環分享如何將 CSR 融入零售品牌的業務運作。
Mrs Brenda Lee, CSR consultant shared on how to integrate CSR into the business development of a retail brand.

品質管理專家馮學海向企業介紹處理投訴的技巧以及「ISO 10002」投訴管理系統的標準。
Quality management expert Mr Edmond Fung introduced the effective complaint handling skills and the gist of "ISO 10002 Quality Management" System.



SME Branding Club

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

Since its inception, the Club has organized 36 gatherings, of which 4 were held in the past year. And the number of registered members has currently surpassed 350.

Recent Activities of SME Branding Club

(Table 4)

| Date | Topic | Number of Participants |
|------------------|--|------------------------|
| Year 2011 | | |
| 30 September | The Importance of Corporate Social Responsibility | About 30 |
| 6 December | Skills in Handling Complaints | About 50 |
| Year 2012 | | |
| 27 March | How to Improve Communications between Employees and the Management | About 30 |
| 17 April | Regulations on Trade Description and Trademark Registration | About 30 |



管理系統專家葉子文講解加強員工與管理層溝通的方法。
Mr Jeffrey Yip, an expert on management system delivered a talk on how to improve communications between employees and the management.



品牌局義務法律顧問周紹榮律師解讀新修訂的《商品說明條例》，並講解商標設計與註冊的注意事項。
Mr Joseph Chow, Honorary Legal Advisor of the BDC, elaborated on the newly-amended Trade Descriptions Ordinance and the legal aspects of trademark design and registration.

品牌策略管理文憑課程

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

該課程堪稱是香港首個由學術界和工商界透過發揮協同性而聯合舉辦的品牌管理教育項目,深受業界好評和歡迎。兩個證書課程分別於2011年10月及2012年4月開辦第四班。

為了加強業界的品牌意識和進一步宣傳「品牌策略管理文憑課程」,品牌局與HKU SPACE合辦了一系列以品牌發展及管理為主題的活動。其中,「品牌建立的創意管理」講座及「愛Brand才會贏」工作坊分別於2011年9月1日及2012年2月20日舉行,由多位品牌專家分享品牌管理的技巧及實戰經驗;兩次活動共吸引160多人出席。主辦機構更於2011年合辦第二屆「最佳品牌策劃獎」,對修讀文憑課程的學員的品牌計劃書進行評選。



「品牌建立的創意管理」講座邀得 Bite Limited 董事 Candice Suen 分享「Triple O」和「Yo Mama」品牌在香港市場的發展經驗;並由 HKU SPACE 金融商業學院課程主任 Narwani Sangeeta 博士主持問答環節。
At the Seminar on "Brand Creation and Strategy", Director of Bite Limited Ms Candice Suen shared on the experience in bringing overseas brands "Triple O" and "Yo Mama" to Hong Kong market, with Dr Narwani Sangeeta, Programme Director of HKU SPACE, acting as moderator for the Q&A session.



Executive Diploma in Strategic Brand Management

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

This programme marks the first diploma-level brand management course in town that is co-organized by two prestigious organizations through synergy of the industries and the academia. It has been well-received by local industries, and the fourth intake of the two certificate courses took place in October 2011 and April 2012 respectively.

To help local entrepreneurs to understand the essential concepts in branding, the BDC and HKU SPACE jointly hosted a series of activities related to brand development and management. The Seminar on "Brand Creation and Strategy" and a workshop entitled "Brand: We are Loving It" were held on 1 September 2011 and 20 February 2012 respectively, at which brand experts shared with audience the brand management techniques and their real-life experience. The two activities attracted over 160 participants in total.

Last year, the Co-organizers also held the second "Best Brand Idea Award", a competition to select outstanding brand proposals formulated by students of the Executive Diploma Programme in Strategic Brand Management.



「行政人員文憑課程(品牌策略管理)」導師梁志成於「愛Brand才會贏2012」工作坊上講解如何掌握品牌管理及品牌傳訊的概念。

Lecturer of Executive Diploma in Strategic Brand Management Mr Rudi Leung elaborated on the key concepts of brand management and brand communication at Workshop on "Brand: We are Loving It".

商業顧問實習計劃

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

品牌局於 2012 年繼續擔任「計劃」的支持機構，並推介 5 間會員或聯繫企業參與，以品牌發展、開拓內地市場、企業社會責任或電子營銷等作為顧問服務的範疇。



Business Consulting Practicum

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

The BDC continued to act as a supporting organization for the 2012 Project. Under recommendation of the BDC, five members or associated companies were admitted as the participants to receive consultancy on selected management areas, such as brand development, business strategies for Mainland market, Corporate Social Responsibility and e-marketing.

中小企業「營商友導」計劃

特區政府工業貿易署中小企業支援與諮詢中心於 2012 至 2013 年期間推行「中小企業營商友導計劃」。「計劃」專為中小型企業而設，旨在讓新進的中小企業東主，以一對一的形式免費向經驗豐富的企業家、高級行政人員及專業人士請教營商技巧。品牌局為「計劃」的協辦機構之一，協助招募具經驗的企業家作為「計劃」的導師以及進行導師和參與企業的配對。

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

SME Mentorship Programme

The Support and Consultation Centre for SMEs (SUCCESS) of Trade and Industry Department, HKSAR Government has launched the 2012/13 SME Mentorship Programme. The Programme aims to provide SME entrepreneurs with the opportunity to learn from and be guided by mentors with rich experience in business operation through one-on-one free counseling. As one of the supporting organizations of the Programme, the BDC provides assistance in recruiting entrepreneurs as mentors and matching mentors with mentees.

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



研討會 / 培訓項目

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

品牌局舉辦 / 參與之其他研討會及工作坊

(表五)

| 舉辦日期 | 內容主題 | 出席人數 | 品牌局角色 |
|-------------------------|--|---------|-------|
| 2011 年 | | | |
| 8 月 9 日、10 日、24 日及 26 日 | 品牌局與廠商會、工業貿易署、香港理工大學合辦之「中小企品牌策略管理先導工作坊 2011」 | 約 40 人 | 合辦 |
| 8 月 16 日及 17 日 | 「如何為品牌制定有效的預算策略」工作坊 | 約 10 人 | 主辦 |
| 8 月 31 日 | 品牌「智」勝系列研討會之「品牌的創意營銷」 | 約 110 人 | 主辦 |
| 9 月 1 日 | 品牌局與香港大學專業進修學院合辦之「品牌建立的創意管理」講座 | 約 100 人 | 合辦 |
| 10 月 19 日 | 香港董事學會主辦之「2011 董事研討會」 | 約 100 人 | 支持機構 |
| 12 月 2 日 | 香港貿易發展局及香港設計中心合辦之「亞洲知識產權營商論壇」 | 約 300 人 | 支持機構 |
| 2012 年 | | | |
| 2 月 8 日 | 工業貿易署及香港生產力促進局合辦之「吸取國際經驗・創造世界品牌」會議 | 約 200 人 | 支持機構 |
| 2 月 20 日 | 品牌局與香港大學專業進修學院合辦之「愛 Brand 才會贏 2012」品牌工作坊 | 約 60 人 | 合辦 |
| 3 月 26 日 | 「拓展華中市場策略與實務」工作坊 | 約 50 人 | 主辦 |
| 3 月 27 日 | 「『Like』爆 Social Network」專題講座 | 約 40 人 | 主辦 |
| 5 月 10 日 | 香港零售管理協會主辦之「『卓越零售・持續成就』2012 零售研討會」 | 約 100 人 | 支持機構 |
| 5 月 17 日 | 「應對難纏客戶」工作坊 | 約 10 人 | 主辦 |
| 5 月 23 日 | 「中港企業知識產權和商業秘密的保護」工作坊 | 約 20 人 | 主辦 |
| 5 月 26 日 | 維多利亞青年商會主辦之「2012 InnoBrand 研討會」 | 約 60 人 | 支持機構 |
| 6 月 15 日 | 「進軍華中市場」分享會 | 約 120 人 | 主辦 |



1. 在「如何為品牌制定有效的預算策略」工作坊上，資深品牌顧問鄭蕙文闡釋如何將品牌業務策略演化為預算規劃。
At the Workshop on "Strategic Budgeting for Brand Management Success", veteran brand consultant Ms Janet Cheang illustrated how to translate a brand's business strategy into understandable planning budgets.
2. 社交網絡專家關廣智於「『Like』爆 Social Network」專題講座上分享利用社交網絡推廣品牌形象的方法。
Social media expert Mr Matthew Kwan showed the ways to promote brand image through social media network at the Workshop on "Social Media Marketing".
3. 人力資源顧問朱浩雲於「應對難纏客戶」工作坊上講授處理客戶投訴的技巧。
Human resources consultant Mr Wilson Chu taught the techniques for dealing with customer's complaints at the Workshop on "Practical Skills for Handling Difficult Customers".

Seminars and Training

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

Seminars and Training Programme Organized or Supported by the BDC

(Table 5)

| Date | Activity | Audience Number | Role of BDC |
|-----------------------|--|-----------------|-------------------------|
| Year 2011 | | | |
| 9, 10, 24 & 26 August | Leading Workshop on “SMEs’ Brand Strategic Management” by the BDC, the CMA, Trade and Industry Department and Hong Kong Polytechnic University | About 40 | Co-organizer |
| 16 & 17 August | Workshop on “Strategic Budgeting for Brand Management Success” | About 10 | Organizer |
| 31 August | “Branding to Win Seminar: Creative Brand Marketing” | About 110 | Organizer |
| 1 September | Seminar on “Brand Creation and Strategy” by the BDC and HKU SPACE | About 100 | Co-organizer |
| 19 October | “Directors’ Symposium 2011” by Hong Kong Institute of Directors | About 100 | Supporting Organization |
| 2 December | “Business of IP Asia Forum” by the Trade Development Council and Hong Kong Design Centre | About 300 | Supporting Organization |
| Year 2012 | | | |
| 8 February | Conference on “Global Ways to Build Global Brands” by Trade and Industry Department and Hong Kong Productivity Council | About 200 | Supporting Organization |
| 20 February | Workshop on “Brand: We are Loving It” by the BDC and HKU SPACE | About 60 | Co-organizer |
| 26 March | Training Workshop on “Exploring Central Market: Strategies and Practices” | About 50 | Organizer |
| 27 March | Workshop on “Social Media Marketing” | About 40 | Organizer |
| 10 May | “2012 Retail Conference: Success & Sustainability” by the Hong Kong Retail Management Association | About 100 | Supporting Organization |
| 17 May | Workshop on “Practical Skills for Handling Difficult Customers” | About 10 | Organizer |
| 23 May | Workshop on “IP and Commercial Secret Protection in Hong Kong & China” | About 20 | Organizer |
| 26 May | “2012 InnoBrand Seminar” by Victoria Junior Chamber | About 60 | Supporting Organization |
| 15 June | Experience Sharing Seminar on “Tapping into Central China Market” | About 120 | Organizer |

中小企品牌策略管理先導工作坊 2011

為了更系統化地幫助本地中小型企業提升品牌管理的知識和能力，品牌局聯同特區政府工業貿易署、廠商會以及香港理工大學亞洲品牌管理中心舉辦「中小企品牌策略管理先導工作坊」。這項免費的培訓課程為期四天，共 24 課時，於 2011 年 8 月舉行，吸引超過 40 名中小企業代表報讀。

「先導工作坊」以理論分析、案例研判結合小組討論的形式進行教學；由香港理工大學管理及市場學系副教授陸定光博士擔任主講，並邀請多位品牌專家、設計顧問及品牌企業的代表講授相關的課題，包括品牌戰略、市場形勢分析、消費者行為分析及市場細分、品牌識別等。



1. 陸定光博士擔任「中小企品牌策略管理」先導工作坊的主講導師。
Dr Sheriff Luk was the principal lecturer for Leading Workshop on "SMEs' Brand Strategic Management".
2. 營銷管理學專家劉少青教授分析品牌的市場定位和行銷技巧。
Marketing Professor Ben Liu shed light on the positioning and marketing strategies of a brand.
3. 品牌專家潘尚穎講解制定品牌策略的步驟與訣竅。
Brand consultant Mr Sunny Poon illustrated the steps and approaches to formulating brand strategy.

Leading Workshop on "SMEs' Brand Strategic Management"

In order to equip local SMEs with systematic knowledge of brand management, the BDC joined force with the Trade and Industry Department of HKSAR Government, the CMA and the Asian Centre for Brand Management (ACBM) of the Hong Kong Polytechnic University in organizing a free-of-charge training Programme, i.e. Leading Workshop on "SMEs' Brand Strategic Management". The 24-hour workshop consisted of 4 full-day sessions held in August 2011.

With over 40 SME participants, the serial workshop was delivered in the form of theoretical review, case studies as well as group discussion. The lectures were mainly given by Dr Sheriff Luk, Associate Professor of Department of Management and Marketing of the Hong Kong Polytechnic University, whereas several brand experts and industrial representatives were also invited to share on related topics such as brand strategies, market trend analysis, consumer behavior, market segmentation and brand identity.



MCL 品牌顧問有限公司首席品牌顧問吳秋全分享如何以創意和設計配合品牌的發展策略。
Mr Charles Ng, Chief Brand Consultant of Maxi Communications Ltd shared on the creativity and design dimensions of a successful branding strategy.



「中小企品牌策略管理」先導工作坊的導師與學員合照。
Students of Leading Workshop on "SMEs' Brand Strategic Management" posed for a group photo with the lecturers.

品牌「智」勝系列研討會

為了推動業界的交流，加強對公眾的宣傳和教育，提升社會各界的品牌意識，品牌局自 2005 年起定期舉辦「品牌『智』勝系列研討會」，圍繞著品牌發展的各方面議題，邀請不同領域的專家同台交流，暢談品牌致勝之道。迄今，系列研討會已成功舉行了 8 次。

隨著新媒體營銷迅速崛起，品牌傳播渠道漸趨多元化，可接觸的客戶群更為廣泛；使用創意媒體開展品牌傳訊不但能增強成本效益，更能突顯品牌的活力及吸引力，令品牌形象更見鮮明突出。為了幫助業界進一步瞭解創意媒體的營銷力量，品牌局於 2011 年 8 月 31 日舉行第八個「品牌『智』勝系列研討會」，以「品牌的創意營銷」為題，邀得知名學者、營銷專家及品牌創辦人分享利用創意媒體塑造品牌形象以及品牌營銷和傳訊的發展趨勢。研討會吸引了超過 110 位企業代表出席。

Branding to Win Serial Seminar

The BDC has, since 2005, regularly organized a seminar series under the banner of “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, eight seminars of this series have been held.

Creativity is always at the heart of brand communication and the emergence of various new media is changing the landscape of marketing as well as the way of doing business. In order to help the industries to better understand the power of the creative media and how to employ them to build a strong brand, the BDC organized the eighth serial seminar on 31 August 2011 on the theme of “Creative Branding and Marketing”. With over 110 participants, the Seminar featured renowned scholars, marketing experts and brand founder to speak about the recent developments of creative media and the impacts on the brand marketing and communications.



1. 香港大學商學院兼任講師張天秀分析香港與內地營銷的發展趨勢。

Mr Baniel Cheung, Part-time Lecturer of School of Business of the University of Hong Kong, analyzed the latest trends of marketing in Hong Kong and China.



2. groupm 香港區行政總裁曾錦強解構在現代商業環境下的廣告、公關與營銷的新思維。

Mr K K Tsang, Chief Executive Officer of groupm dissected the new thinking of advertising, public relations and marketing under the current business environment.



3. 東瀛遊旅行社有限公司執行董事禰國全分享以創意推廣強化品牌的經驗。

Mr Steve Huen, Executive Director of EGL Tours Co. Ltd, shared with audience EGL's experience in capitalizing on creative promotion to enhance brand experience.



4. 香港城市大學創意媒體學院課程主任劉志強教授剖析如何利用創意媒體塑造品牌形象。

Prof Liu Zhi Qiang, Programme leader of School of Creative Media of City University of Hong Kong, elaborated on the ways to enhance brand image by leveraging on creative media.



5. 禰國全（左）、張天秀（中）及曾錦強（右）為台下聽眾解答問題。

Mr Steve Huen, Mr Baniel Cheung and Mr K K Tsang answered questions from the floor at the Q & A session.

6. 品牌局總裁梁世華及演講嘉賓於「品牌『智』勝研討會：品牌的創意營銷」合照。

Chief Executive Officer of the BDC Mr Paul Leung posed for a picture with the speakers of “Branding to Win Seminar: Creative Branding and Marketing”.



品牌推廣及交流

Brand Promotion and Exchanges

「武漢香港品牌週」項目

香港業界特別是中小企業在金融海嘯之後紛紛加快了拓展內地市場的步伐，藉此開闢業務新增長點和應對歐美等傳統出口市場復甦緩慢的影響。根據廠商會的調查，近六成的香港製造商已開展內銷業務，另有兩成的企業已有拓展內地市場的計劃；而隨著華南、華東區域的市場日趨飽和，香港企業市場拓展的重點正轉向華北、華中、東北等更廣闊的區域，尤其是華中正躍升為港商未來內銷業務的一個新興的聚焦點。

配合本港企業在內地市場發展的趨勢和需求，品牌局獲特區政府工業貿易署「中小企業發展支援基金」資助，推行名為「舉辦『武漢香港品牌週』系列活動協助香港品牌和產品拓展華中市場」的專項計劃，並由廠商會、廠商會展覽服務有限公司分別擔任協辦機構和執行機構。項目於 2011 年 11 月至 2012 年 8 月期間舉行，為期 10 個月。

項目以「武漢香港品牌週」為主題，舉辦一系列豐富而務實的活動，包括提供以香港品牌拓展中國市場之策略與實務為主體內容的企業培訓工作坊及經驗分享講座；在「2012 香港時尚產品博覽會·武漢」（「武漢工展會」）中設立香港品牌和產品的展示廊，並進行瞭解當地消費者偏好的問卷調查；以及在武漢舉行一個與國內分銷商的交流會等，協助香港的業界特別是中小型企业瞭解華中市場和尋找商機，並藉此推廣香港品牌和產品的集體形象。

主辦機構於 2011 年 11 月 15 日舉行新聞發佈會，由廠商會會長施榮懷、品牌局主席陳淑玲及廠商會展覽服務有限公司主席吳永嘉向傳媒和業界宣佈活動項目的詳細情況及日程安排。

品牌香港 · 時尚廊

「武漢香港品牌週」項目於 2012 年 4 月 28 日至 5 月 2 日於武漢國際會展中心舉行之「武漢工展會」內設立名為「品牌香港·時尚廊」的大型產品展示區，以彰顯香港品牌和產品的時尚優越形象和最新發展。為此，主辦機構成立了由不同界別代表組成的展品評審委員會，成員包括：廠商會副會長吳永嘉、品牌局副主席黃家和、香港中小型企業總商會會長丁鐵翔、香港設計中心行政總裁利德裕、香港生產力促進局副總裁林植廷以及香港理工大學設計學院賽馬會社會創新設計院總監葉長安。委員會並於 2012 年 2 月 29 日舉行會議，遴選參展展



“Wuhan Hong Kong Brand Week” Project

Hong Kong companies especially SMEs have quickened their pace in developing China's domestic market after the Financial Tsunami, in an attempt to open up new avenue to business growth and to mitigate the impacts of slow recovery in traditional export markets notably the US and the Europe. As a recent survey by the CMA reveals, more than 60% Hong Kong manufacturers have developed domestic sale business in the Mainland Market, while another 20% have already formulated plans to venture across the border. Meanwhile, with South China and East China approaching market saturation, Central China has emerged as a new focal point for Hong Kong companies to deploy their product outlets. In developing domestic sales business, many Hong Kong companies tend to opt for cost-effective and time-saving strategies like cooperating with Mainland distributors and participating in exhibitions and fairs.

In line with these trends, the BDC implemented the “Assisting Hong Kong Brands and Products to Explore Central China Market Through Organizing ‘Wuhan Hong Kong Brand Week’ Serial Activities” Project under the sponsorship of the SME Development Fund, with the CMA Exhibition Services Ltd acting as the Implementation Agent and the CMA as Collaborating Organization. This 10-month Project commenced on November 2011.

The Project staged a promotional campaign under the theme of “Wuhan Hong Kong Brand Week”, aiming to promote the collective image of Hong Kong brands and products and to help the industries especially SMEs to better understand the domestic market and explore business opportunities in the Mainland particularly Central China. It featured a series of diversified activities that tied in with the



廠商會會長施榮懷（右三）、品牌局主席陳淑玲（左三）、廠商會展覽服務有限公司主席吳永嘉（右二）、品牌局副主席吳清煥（左二）及李惠中（右一），以及行政總裁梁世華（左一）主持「武漢香港品牌週」的新聞發佈會及啟動儀式。

CMA President Mr Irons Sze (3rd from right), BDC Chairman Ms Shirley Chan (3rd from left), Chairman of CMA Exhibition Services Co Mr Jimmy Ng (2nd from right), BDC Vice Chairmen Mr Ng Ching Wun (2nd from left) and Mr Charlie Lee (1st from right), and Chief Executive Officer Mr Paul Leung (1st from left) officiated at the Launching Ceremony-cum-Press Conference of “Wuhan Hong Kong Brand Week”.

示的品牌和產品。

「品牌香港・時尚廊」以「時尚優質生活」為主題，主要展出服裝及配飾，珠寶鐘錶，生活用品及精品，家用電器及電子產品，食品，中藥、保健及美容產品等六大類別的消費品，包括了 70 多個香港品牌的 160 多件產品。

展示區內還設有大型展示板，逐一介紹參與品牌的品牌及展品資料。主辦機構並製作了一系列的印刷品，包括輯錄了參與品牌資料的宣傳單張、場刊及紀念筆等，向參觀者和當地市民派發，進一步擴大推廣的層面和範圍。

武漢消費者問卷調查

主辦機構委託由香港理工大學專家領導的研究團隊，在「武漢工展會」期間進行一項名為「華中地區香港品牌態度問卷調查」的研究，成功訪問了 831 位當地市民。這項調查旨在瞭解華中消費者對香港品牌及產品的整體看法，並揭示當地消費習慣、行為特徵以及市場環境，為香港中小企業拓展華中市場收集第一手的參考資料。主辦機構於 2012 年 6 月 15 日公佈了調查的結果和分析報告。



current needs of Hong Kong SMEs, including a training workshop and an experience sharing seminar with emphasis on the strategies and practices of Hong Kong brands in exploring Chinese market; a showcase gallery at the “2012 Hong Kong Trendy Products Expo, Wuhan” to display the brands and products of selected Hong Kong companies, accompanied by a questionnaire survey on visitors with an eye to understanding the preferences of local consumers; and a business networking meeting to facilitate the business matching between Hong Kong brands and Mainland distributors.

A Press Conference was held on 15 November 2011, at which the CMA President Irons Sze, BDC Chairman Ms Shirley Chan and Chairman of CMA Exhibition Services Ltd Mr Jimmy Ng acted as the officiating guests to announce the kick-off of the Project and introduce its details and schedule to the media and the industry.

Brand Hong Kong — Stylish Gallery

A large-scale showcase namely “Brand Hong Kong — Stylish Gallery” was set up at the “2012 Hong Kong Trendy Products Expo, Wuhan” (The Expo) at Wuhan International Conference & Exhibition Centre from 28 April to 2 May 2012, with an aim to promote the collective image and demonstrate the latest developments of Hong Kong brands. An Exhibits Selection Committee was formed, which included Mr Jimmy Ng, Vice President of the CMA; Mr Simon Wong, Vice Chairman of the BDC; Mr David Ting, President of the Hong Kong General Chamber of Small and Medium Business; Dr Edmund Lee, Executive Director of Hong Kong Design Centre; Mr Tony Lam, Director-Corporate Services of Hong Kong Productivity Council; and Mr Alvin Yip, Director of Jockey Club Design Institute for Social Innovation, School of Design, the Hong Kong Polytechnic University. The Committee held a meeting on 29 February 2012 to conduct a screening on products and brands applied for the gallery showcase.

Centering on the theme of “Trendy and Quality Life”, the Gallery displayed over 160 products of about 70 local brands, which mainly included 6 consumer products categories, i.e. fashion & accessories, jewelry & watches, household products & fine living, home appliances & electrical products, food, and Chinese medicine, healthcare & beauty products.

A set of panels were set up at the Gallery to display the detailed information of participating brands and products. Besides, a series of printing materials such as leaflets and directory of the participating brands as well as souvenir pens were also distributed to visitors and local citizens to encourage participation and reach out to a wider audience.

Wuhan Consumer Survey

Commissioned by Organizer, a research team led by the experts of the Hong Kong Polytechnic University conducted a questionnaire survey at the Wuhan city during the Expo period. The Survey successfully interviewed 831 Wuhan citizens and it gathered



- 1 「品牌香港・時尚廊」設立於「2012 武漢工展會」內，以「時尚、優質生活」為主題。
“Brand Hong Kong — Stylish Gallery” was set up at the “2012 Hong Kong Trendy Products Expo, Wuhan” under the theme of “Stylish and Quality Life”.
- 2 「品牌香港・時尚廊」展出了 70 多個香港品牌的 160 多件產品。
“Brand Hong Kong — Stylish Gallery” displayed over 160 products of about 70 Hong Kong brands.



- 1 「商貿配對交流會」吸引了超過 250 名華中地區的分銷商以及香港品牌企業的代表出席。
Over 250 participants including distributors from Central China and Hong Kong brand operators attended the Business Networking Meeting.
- 2 品牌局副主席吳清煥於「商貿配對交流會」上致歡迎辭。
BDC Vice Chairman Mr Ng Ching Wun delivered welcome remarks at the Business Networking Meeting.
- 3 廠商會展覽服務有限公司主席吳永嘉致送紀念品予中國國際貿易促進委員會武漢市分會的代表孫微東。
CMA Exhibition Services Ltd Chairman Mr Jimmy Ng (right) presented souvenir to Mr Sun Huidong, representative of China Council for the Promotion of International Trade Wuhan Sub-Council.
- 4 廠商會與品牌局派出陣容鼎盛的代表團赴武漢訪問並出席「商貿配對交流會」。
The CMA and the BDC dispatched a large-scale delegation to Wuhan. The delegates posed for a group photo at the Business Networking Meeting.

商貿配對交流會

主辦機構於 2012 年 4 月 28 日於武漢國際會展中心舉行「商貿配對交流會」，組織香港品牌經營者和中小企業與內地特別是華中地區的分銷商以及潛在的合作夥伴進行洽談和商業配對。

在交流會上，品牌局副主席吳清煥和中國國際貿易促進委員會武漢市分會巡視員孫微東致歡迎辭，並由廠商會展覽服務有限公司主席吳永嘉致送紀念品予活動的支持單位。交流會成功邀得 70 家香港品牌及 150 名內地分銷商代表出席，為雙方進行商貿洽談提供了一個有效的平台。

「拓展華中市場策略與實務」培訓工作坊

為了幫助中小企業瞭解華中市場的最新資訊以及掌握在內地開展品牌營銷的技能，品牌局於 2012 年 3 月 26 日舉行共七小時的培訓工作坊，吸引近 50 名中小企代表出席。

在工作坊上，多位學者和業界專家從不同角度講授



品牌局副主席吳清煥（左五）聯同主辦機構代表與「進軍華中市場」分享會的演講嘉賓合照。
Mr Ng Ching Wun (5th from left) and other representatives of the Organizers posed for a group photo with speakers at the Seminar on "Tapping into Central China Market".

views on consumers' brand preferences and their perception of Hong Kong brands and products, helping to provide Hong Kong SMEs with first-hand information and insights in regard to the consumer behaviors and the business environment of Central China. The survey finding was released on 15 June 2012.

Business Networking Meeting

The Organizers convened the "Business Networking Meeting" on 28 April 2012 at Wuhan International Exhibition Center, which provided a platform for Hong Kong brand operators and SMEs to meet and explore cooperation with Mainland distributors and other potential business partners, especially those based in Central China.

The meeting started with welcome remarks by the BDC Vice Chairman Mr Ng Ching Wun and Mr Sun Huidong, Inspector of China Council for the Promotion of International Trade Wuhan Sub-Council; and Mr Jimmy Ng, Chairman of CMA Exhibition Services Ltd, presented a souvenir to the supporting organization on behalf of the Organizers. Over 70 Hong Kong brands and more than 150 Mainland distributors and buyers attended the networking meeting.

Training Workshop on "Marketing Strategies and Practices in Exploring Chinese Market"

To equip SMEs with practical knowledge related to branding and help them to better understand the development of domestic market in Central China, the BDC organized a 7-hours training workshop on 26 March 2012, which attracted over 50 SME representatives.

Several scholars and industrial experts were invited as keynote speakers at the Workshop. Dr Sherriff Luk, Associate Professor of the Faculty of Management and Marketing of Hong Kong Polytechnic University, elaborated on Mainland consumers' characteristics especially their buying behaviors as well as the branding strategies for tapping the Central China; Mr Kenrick Leung, Managing Director of Anovation Asia (HK) Ltd illustrated how to crack the Mainland

1. 陸定光博士分析華中消費者的品牌偏好。
Dr Sherriff Luk analyzed the brand preferences and buying behaviors of Central China consumers.
2. Anovation Asia (HK) Ltd 董事總經理梁進益闡述中小企業開展市場調研的作用和方法。
Mr Kenrick Leung, Managing Director of Anovation Asia (HK) Ltd. illustrate the methodology of market research and its applications to SMEs.
3. 金活醫藥集團有限公司推廣總監楊永濤分享在內地市場鋪設分銷渠道的經驗。
Mr Yang Yong-tao, Promotion Director of Shenzhen Kingworld Medicine Co. Ltd. shared his experience in channel building.
4. 《數字時代》雜誌副主編周穎講解內地媒體在品牌推廣中扮演的角色。
Mr Zhou Ying, Associate Editor-in Chief of Business Times dissected the role of mass media in brand building.



發展品牌和拓展內地市場的知識和實務。香港理工大學管理及市場學系副教授陸定光博士闡述了華中市場消費行為的特點以及相應的品牌創建戰略；Anovation Asia (HK) Ltd. 董事總經理梁進益講解中小企業如何用低成本的方法開展市場調研；金活醫藥集團有限公司推廣總監楊永濤分析了內地市場分銷渠道的概況、特色以及構建有效的市場通路的訣竅；而來自北京的《數字時代》雜誌副主編周穎則分享了如何借助內地媒體打造強勢品牌。

「進軍華中市場」分享會

於6月15日舉行的「進軍華中市場」分享會是「武漢香港品牌週」的總結活動。香港理工大學管理及市場學系的陸定光博士在分享會上介紹了武漢消費者調查的結果和分析報告的內容，並講解香港品牌應如何為拓展華中市場作出充足的準備；武漢中百百貨有限公司董事長程軍先生介紹了如何循百貨公司的渠道走進內地市場；家得路美國天然健康食品有限公司執行董事陳家偉先生和香港品牌公司聯合會會長兼香港卓爾食品公司執行董事

符策雄先生則分享了香港品牌拓展內地市場的實戰經驗。分享會反應熱烈，吸引了超過120位業界代表參與。



market by using market research techniques; Mr Yang Yong-tao, Promotion Director of Shenzhen Kingworld Medicine Co Ltd, introduced the distribution channel structure of Mainland market and the considerations behind channel building; and Mr Zhou Ying, Associate Editor-in Chief of "Business Times" explained how to build up a strong brand by leveraging on mass media.

Experience Sharing Seminar on "Tapping into Central China Market"

As concluding session of the Project, a seminar under the banner of "Tapping into Central China Market" was held on 15 June 2012.

After introducing the gist of "Survey Report on Central China Consumers' Perception of Hong Kong Brands", Dr Sherriff Luk put forward some suggestions on how to get prepared before launching a brand in Central China market. Mr Cheng Jun, Chairman of Wuhan Zhongbai Department Store Co Ltd, elaborated on the role of department store as an important distribution channel to enter Central China market. Mr Calvin Chan, Executive Director of Catalo Natural Health Foods Ltd and Mr Sam Fu, Managing Director of Hong Kong Cheer Confectionery Co shared with the audience their real-life experience in developing the Mainland market. The Seminar attracted over 120 SME representatives.

1. 陸定光博士公佈武漢消費者調查的結果和分析報告。
Dr Sherriff Luk announced the findings of "Survey on Central China Consumers' Perception of Hong Kong Brands".
2. 武漢中百百貨有限公司董事長程軍介紹內地百貨公司與香港品牌開展合作的機遇和方式。
Mr Cheng Jun, Chairman of Wuhan Zhongbai Department Store Co Ltd, elaborated on the cooperation opportunities between Hong Kong brands and Mainland department stores.
3. 家得路美國天然健康食品有限公司執行董事陳家偉分享「香港名牌」如何在內地市場拓展業務和提高聲譽。
Mr Calvin Chan, Executive Director of Catalo Natural Health Foods Ltd spoke on how to enhance brand reputation in the Mainland market based on the experience of "Catalo", a winner of Hong Kong Top Band.
4. 香港卓爾食品公司執行董事符策雄分享中小企業進軍內地市場的注意事項。
Mr Sam C.H. Fu, Managing Director of Hong Kong Cheer Confectionery Co, mentioned of some caveats that SME brands should beware when venturing into the Mainland market.
5. 廠商會展覽服務有限公司副主席李慧芬（左）致送紀念品予演講嘉賓陳家偉。
Ms Stella Lee, Vice Chairman of CMA Exhibition Services Ltd (left), presented a souvenir to guest speaker Mr Calvin Chan.

展覽及產品展示

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

品牌局參與之展覽會及展示活動

(表六)

| 舉辦日期 | 活動名稱 | 地點 | 展示內容 |
|------------------------------|---|-----|--|
| 2011 年 | | | |
| 7 月 11 日至 15 日 | 國際現代化中醫藥及健康產品展覽會暨會議 2011 | 香港 | 設立資料展板 |
| 8 月 19 至 22 日 | 香港電腦通訊節 2011 暨數碼聲音廣播新時代 | 香港 | 設立資料展板 |
| 8 月 26 至 30 日 | 香港時尚購物展 · 哈爾濱 | 哈爾濱 | 設立資料展板；並展示 23 個「香港名牌標識計劃」核准品牌的產品 |
| 9 月 22 至 25 日 | 第八屆中國國際中小企業博覽會 | 廣州 | 設立資料展板 |
| 12 月 10 日至 2012 年 1 月 2 日 | 第 46 屆香港工展會 | 香港 | 設立資料展板；網站宣傳 |
| 2012 年 | | | |
| 1 月 20 日 | 2011 年香港名牌選舉暨香港服務名牌選舉及香港新星品牌選舉暨香港新星服務品牌選舉頒獎典禮 | 香港 | 大型展板介紹 35 個得獎品牌資料 |
| 1 月 20 至 27 日 | 香港貿易發展局設計廊展示 | 香港 | 展示 2011 年「品牌選舉」得獎品牌的資料及產品 |
| 4 月 28 日至 5 月 2 日 | 品牌香港 · 時尚廊 | 武漢 | 設立資料展板；並展出 70 多個香港品牌的 160 多件產品 |
| 5 月 11 至 15 日 | 2012 香港時尚購物展 · 西安 | 西安 | 設立資料展板；並展示 26 個「香港名牌標識計劃」核准品牌 及「香港新星品牌選舉」得獎品牌的產品 |



品牌局分別於 2011 年 8 月及 2012 年 5 月帶領「香港名牌」及「香港新星品牌」得獎品牌參加由香港貿易發展局舉辦之「香港時尚購物展·哈爾濱」(左)及「香港時尚購物展·西安」(右)，並進行產品展示。

Under the coordination of the BDC, selected Awardees of Hong Kong Top Brand and Hong Kong Emerging Brand showcased their products at "Style Hong Kong Show in Harbin"(Left) in August 2011 and "Style Hong Kong Show in Xian" (Right) in May 2012.

2011 年「品牌選舉」得獎公司的產品和資料於「設計廊」展出。
Products and information of the winners of 2011 Awards were displayed at the Design Gallery.



Exhibitions and Product Showcases

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

BDC's Presence in Exhibitions and Showcases

(Table 6)

| Period | Event | Location | Promotion Activity |
|--------------------------------|---|-----------|---|
| Year 2011 | | | |
| 11 to 15 July | 2010 International Conference and Exhibition of the Modernization of Chinese Medicine & Health Products | Hong Kong | Display board |
| 19 to 22 August | 2011 Hong Kong Computer & Communication Festival in the New Era of Digital Audio Broadcasting | Hong Kong | Display board |
| 26 to 30 August | Style HongKong Show in Harbin | Harbin | Display board and product showcase (for 23 registered brands of "Top Mark Scheme") |
| 22 to 25 September | The 8th China International SMEs Fair | Guangzhou | Display board |
| 10 December to 2 January, 2012 | The 46th Hong Kong Brands and Products Expo | Hong Kong | Display board and internet promotion |
| Year 2012 | | | |
| 20 January | 2011 Presentation Ceremony of Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards | Hong Kong | Large-scale display board (for 35 winners of the 2011 Awards) |
| 20 to 27 January | Showcase at the Design Gallery of Hong Kong Trade Development Council | Hong Kong | Product showcase and display board (for winners of 2011 Awards) |
| 28 April to 2 May | Brand Hong Kong — Stylish Gallery | Wuhan | Display board and product showcase (160 product items of about 70 Hong Kong brands) |
| 11 to 15 May | Style HongKong Show in Xian | Xian | Display board and product showcase (for 26 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards") |



1 2011年「香港名牌選舉」及「香港服務名牌選舉」於第46屆「香港工展會」進行公眾投票。
2011 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the "46th Hong Kong Brands and Products Expo".

2 品牌局於「第八屆中國國際中小企業博覽會」設置展板推廣局方的活動。
Display panel was set up to promote the activities of BDC at the "8th China International SMEs Fair".

交流與互動

品牌局透過參與本港和內地的論壇或交流會以及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，就品牌發展交換意見和探討合作。

品牌局參與之交流活動

(表七)

| 舉辦日期 | 內容主題 | 地點 | 品牌局角色 |
|----------------|--|----|-------|
| 2011 年 | | | |
| 10 月 7 日 | 香港保健食品協會「第六屆週年晚宴」 | 香港 | 出席 |
| 10 月 29 至 30 日 | 香港家私協會「合肥第六空間大都會香港品牌團體入駐暨香港國際家具節開幕活動」 | 合肥 | 支持機構 |
| 12 月 19 日 | 香港零售管理協會「2011 週年晚會暨頒獎典禮」 | 香港 | 出席 |
| 2012 年 | | | |
| 3 月 30 日 | 中國輕工工藝品進出口商會代表團 | 香港 | 接待訪問團 |
| 4 月 19 日 | 《ib 雅舍》之「2012 室內設計及家品品牌大獎」頒獎典禮暨晚宴 | 香港 | 出席 |
| 4 月 28 日 | 「武漢香港品牌週」之「商貿配對交流會」 | 武漢 | 主辦 |
| 5 月 31 日 | 《旭茉 JESSICA》之「Most Successful Women 2012」頒獎典禮暨慈善晚宴 | 香港 | 出席 |



黃家和副主席主持接待來自北京的中國輕工工藝品進出口商會代表團，雙方互就品牌發展交換意見。

Vice Chairman Mr Simon Wong exchanged views on brand development with delegates from China Chamber of Commerce for Import and Export of Industrial Products and Arts-Crafts.



品牌局於武漢主辦「商貿配對交流會」，為香港品牌和內地分銷商搭建合作平台。
The BDC hosted a Business Networking Meeting at Wuhan, providing a platform for Hong Kong brands to meet with Mainland distributors.

Exchanges and Networking

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

BDC on Exchange Programmes

(Table 7)

| Date | Activity | Location | Role of BDC |
|------------------|--|-----------|-------------------------|
| Year 2011 | | | |
| 7 October | The 6th Annual Dinner by the Hong Kong Health Food Association | Hong Kong | Participant |
| 29 to 30 October | "Grand Opening of Hong Kong Brand Hall and Hong Kong International Furniture Festival 2011" by Hong Kong Furniture Association | Hefei | Supporting Organization |
| 19 December | 2011 Annual Ball by Hong Kong Retail Management Association | Hong Kong | Participant |
| Year 2012 | | | |
| 30 March | Visit by China Chamber of Commerce for Import and Export of Industrial Products and Arts-Crafts | Hong Kong | Receiving delegation |
| 19 April | "InteriorBeaute Residential Design and Home Products Brand Award 2012" Presentation Ceremony-cum-Dinner by "InteriorBeaute" | Hong Kong | Participant |
| 28 April | Business Networking Meeting of "Wuhan Hong Kong Brand Week" | Wuhan | Organizer |
| 31 May | "Most Successful Women Awards 2012" Presentation Ceremony-cum-Charity Gala Dinner by 《JESSICA》 | Hong Kong | Participant |



陳淑玲出席「合肥第六空間大都會香港品牌團體入駐暨香港國際家具節」的開幕活動。

Ms Shirley Chan attended the Opening Ceremony of "Hong Kong Brand Hall and Hong Kong International Furniture Festival 2011".



陳淑玲主席出席《ib 雅舍》雜誌舉辦的「2012 室內設計及家品品牌大獎」頒獎典禮暨晚宴。

Ms Shirley Chan attended the Presentation Ceremony-cum-Dinner of "InteriorBeaute Residential Design and Home Products Brand Award 2012".

2011《香港名牌巡禮》

《香港名牌巡禮》由品牌局和廠商會聯合編製，是「香港名牌選舉」和「香港服務名牌選舉」的官方刊物。專冊以中英對照、圖文並茂的形式，記載兩個選舉的歷史沿革和最新發展，亦收錄逾百個香港原創品牌的詳盡資料和成功故事。

《2011 香港名牌巡禮》於 2011 年 7 月出版，合計 296 頁；並配合「香港新星品牌選舉」和「香港新星服務品牌選舉」的舉行，特別開闢了一個專門的章節，介紹首屆「新星選舉」的 10 個得獎品牌。

自 2003 年以來，《香港名牌巡禮》每年出版；它已成為一部反映香港品牌最新發展動態的重要文獻，更是一個推廣香港品牌集體形象的獨特平台。《巡禮》每年的發行量逾 3,000 冊，廣泛派贈予政府部門、工商團體、報社、大學、駐港領事館、訪港商旅，亦在香港及國內舉行的展覽會和推廣活動上分發。

官方網站

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

配合「武漢香港品牌週」項目的開展，品牌局網站特別在「品牌資源中心」內設立專門網頁，發佈系列活動的信息，並上載「品牌香港·時尚廊」參展品牌及產品的資料以及項目的其他成果。此外，《香港名牌巡禮 2011》的電子版本亦上載於網站的「名牌巡禮」欄目，透過互聯網進一步向海內外的商家與消費者宣傳香港的優秀品牌。



The Parade of Hong Kong Top Brands 2011

Jointly presented by the BDC and the CMA, "The Parade of Hong Kong Top Brands" is the official publication for the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards. While taking stock of the milestones of the two Awards, this bilingual booklet collects the success stories of over 100 Hong Kong's indigenous brands.



The 296-page "The Parade of Hong Kong Top Brands 2011" was issued in July 2011. It includes an added chapter to introduce the 10 winners emerging from the maiden selection of "Hong Kong Emerging Brand Awards" and "Hong Kong Emerging Service Brand Awards".

Since its inception in 2003, "The Parade" has been published every year; and it has nowadays become not only an up-to-date literature in branding, but also a unique platform for promoting the collective image of Hong Kong brands. With a circulation volume of over 3,000, "The Parade" has been widely distributed to various Government departments, organizations, media, universities, consulates, and incoming delegates; and it has stepped up presence in exhibitions and promotional activities held in Hong Kong and cross-the-border.

BDC Website

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

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

Besides, the electronic version of "The Parade of Hong Kong Top Brands 2011" was uploaded onto the BDC website under the column of "Top Brand Gallery", in an attempt to extend the promotion coverage to overseas business communities and consumers via internet.

會務活動

In-house Activities

第四屆理事會的產生

品牌局於 2012 年初順利完成理事會的換屆工作。依照品牌局章程規定，理事會的成員包括由廠商會委任之「委任理事」、由會員投票選舉之「選任理事」，以及由主要工商組織委派之「派任理事」。

廠商會於 2011 年底委任陳淑玲、吳清煥及黃家和為品牌局第四屆理事會的「委任理事」，其中陳淑玲再次獲委任為新一屆理事會主席。廠商會並依照章程規定，於 2012 年初提名了 12 名「選任理事」的候選人。「選任理事」選舉於 2012 年 2 月 27 日至 3 月 15 日舉行，並於 3 月 20 日在義務法律顧問周紹榮律師和梁世華總裁的監察下完成點票工作；12 名候選人均以高票當選。

品牌局第四屆理事會於 4 月 1 日正式就職並於 4 月 20 日舉行第一次會議，議決通過由吳清煥、黃家和及李惠中理事出任副主席，以及邀請香港貿易發展局、香港生產力促進局、香港旅遊發展局、香港理工大學、香港零售管理協會及香港設計師協會等六個機構委派代表出任「派任理事」。

第四屆理事會由特區政府商務及經濟發展局局長蘇錦樑擔任名譽贊助人，工業貿易署署長麥靖宇和創意香港辦公室創意總監廖永亮擔任名譽顧問；廠商會會長施榮懷為品牌局名譽主席，而周紹榮律師則續任義務法律顧問。

此外，第四屆理事會並增設「榮譽主席」職銜，頒授予多位往屆的名譽主席、主席及副主席（累計出任兩屆或以上副主席者），包括尹德勝（首屆榮譽主席）、楊孫西、洪克協、黃友嘉和倪錦輝。



第四屆理事會於第一次會議後合照。

General Committee Members posed for a group photo after the first meeting of the 4th General Committee.

Formation of the Fourth General Committee

The Fourth General Committee of the BDC was formed in early 2012. In accordance with the Memorandum and Articles of the Association of the BDC, the General Committee may comprise "Appointed Members" (who are appointed by the CMA), "Elected Members" (elected by BDC members) and "Nominated Members" (nominated by major organizations upon invitation of the BDC).

In late 2011, the CMA appointed Ms Shirley Chan, Mr Ng Ching Wun and Mr Simon Wong to the Fourth General Committee of the BDC, with Ms Shirley Chan re-appointed as the Chairperson. In early 2012, 12 candidates for the "Elected Members" were nominated by the CMA pursuant to the Election Rules of the BDC, and the voting took place from 27 February to 15 March 2012. After the voting tickets were counted under the scrutiny of Honorary Legal Advisor Mr Joseph Chow and Chief Executive Officer Mr Paul Leung on 20 March 2012, it was announced that all the 12 candidates were elected by a high number of votes.

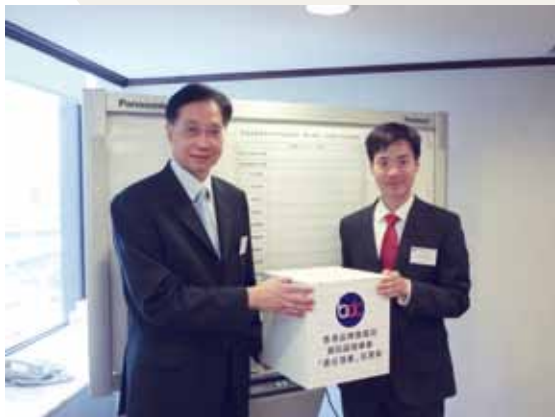
The Fourth General Committee took office on 1 April and the first meeting was held on 20 April 2012, at which Mr Ng Ching Wun, Mr Simon Wong and Mr Charlie Lee were elected as Vice Chairmen by the members present. The General Committee also resolved to invite "Nominated Members" from 6 organizations, namely the Hong Kong Trade Development Council, Hong Kong Productivity Council, Hong Kong Tourism Board, Hong Kong Polytechnic University, Hong Kong Retail Management Association and Hong Kong Designers Association.

The General Committee is honored to have Hon Gregory So, Secretary for Commerce and Economic Development, as the Honorary Patron, with Mr Kenneth Mak, Director-General of Trade and Industry, and Mr Jerry Liu, Head of Create Hong Kong, being the Honorary Advisors. Mr Irons Sze, President of the CMA, is the Council's Honorary Chairman, and Mr Joseph Chow has been re-appointed as the Honorary Legal Advisor.

Besides, the Fourth General Committee has decided to appoint Mr Paul Yin as "Chairman Emeritus-cum-Inaugural Chairman" and Dr Jose Yu, Mr Peter Hung, Dr David Wong and Dr Danny Ngai as "Chairman Emeritus", a new title newly-introduced in honor of the past Honorary Chairmen, Chairmen and Vice Chairmen (those having held this post for at least two terms).

2011 General Meetings

The BDC held its Annual General Meeting (AGM) and Extraordinary General Meeting (EGM) at CMA Conference Hall on 28 September 2011. Ms Shirley Chan, the BDC Chairman was the Chairman of AGM and EGM. In her speech, she reviewed the major work of the BDC in the last year, including lobbying the governments of both HKSAR and Mainland for providing concrete



「選任理事」選舉在周紹榮義務法律顧問和梁世華總裁的監察下進行開票及核點選票。

The ballots of "Elected Member" Election were counted under the scrutiny of Honorary Legal Advisor Mr Joseph Chow and Chief Executive Officer Mr Paul Leung.



2011 年度會員特別大會。
2011 Extraordinary General Meeting.

2011 會員大會

品牌局於 2011 年 9 月 28 日假廠商會議廳舉行周年大會及會員特別大會，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 20 多人。陳淑玲主席回顧了品牌局在過去一年的多項主要工作，包括透過多種渠道向特區和內地政府反映業界的訴求、協助香港品牌拓展中國內銷市場、以及加強品牌研究與教育等。大會並一致通過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品牌局核數師；會員特別大會則一致通過有關修改品牌局章程之決議案。

修訂章程

為了充分履行創立的使命，更好地服務業界，以及配合日後發展的需要，品牌局於 2011 年 9 月 28 日的會員特別大會上通過了修訂章程的特別決議案。

本次修章的一項主要內容是將理事會任期自第四屆起，由兩年一屆修訂為三年一屆；相應地，理事會的選舉將由每兩年舉行一次，改為每三年一次。有關修訂的主要目的是希望適當地延長任期，使得理事會能夠有更充份的時間去規劃和落實會務發展的長遠計劃。此外，

support to Hong Kong companies, assisting local brands to explore the domestic market of Mainland China, and pressing ahead with brand research and education.

The AGM resolved that the Statement of Accounts of the Council and Reports of the General Committee and Auditors be received and Mr Ng Cheuk Yan be appointed as the Auditor, while the EGM passed the resolution on the amendment of BDC's Memorandum and Articles. Over 20 General Committee members and registered representatives of member companies attended the meetings.

Amendments to BDC Memorandum and Articles

In order to further accomplish the founding missions of the BDC, provide better service to the industries and also to accommodate for future developments, the BDC held an Extraordinary General Meeting and passed the amendments of its Memorandum and Articles.

One of the major amendments concerns extending the tenure of the General Committee by one more year, commencing from the 4th term; correspondingly, the election of the Members of the General Committee shall take place every three years instead of every two years. The extension of term of office of General Committee would allow sufficient time for the planning and implementation of Council's development in a longer term. Another significant revision is to allow communions within the Council to be conducted in more diversified and modern ways, so as to tie in with the advancements of technology and to enhance the operating efficiency as well as flexibility of the Council.

Work of Committees

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

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 a meeting on 20 April 2012 to study the personnel appointments of General Committee and to review the 2012 Year Plan of the Council.

因應科技日新月異的發展，修訂後的章程亦允許在品牌局內部引入更加多樣化和現代化的傳訊方式，藉以提高運作效率，增強靈活性。

委員會工作

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

理事會

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

理事會現任主席為陳淑玲；於 2012 年 4 月 20 日舉行了會議，就新一屆理事會的人事安排以及工作計劃等進行討論。

常務理事會及財務委員會

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

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

常務理事會和財務委員會在 2012 年 6 月 12 日舉行了聯席會議，就品牌局 2012 年度財政收支概算以及擬推行之重點項目的財務效應等進行討論。

Executive Committee & Finance Committee

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

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

Executive General Committee and Finance Committee held a joint meeting on 12 June 2012 to discuss the budget of the Council and study the financial impacts of major projects to be implemented in 2012.

Hong Kong Top Brand Assessment Board

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

The Board is chaired by the BDC Chairman Ms Shirley Chan. It acted as the Preliminary Judging Panel of the 2011 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards to select the shortlisted entries on 18 November 2011. The Committee also held a meeting on 16 May 2012 to discuss the schedule and arrangements for 2012 Awards.

Technical Advisory Committee

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



會員公司代表於 2011 年度會員大會上合照。

Member representatives posed for a group photo at 2011 Annual General Meeting.

香港名牌評審委員會

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

香港名牌評審委員會主席由陳淑玲兼任。委員會擔任 2011 年「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」及「香港新星服務品牌選舉」初賽的評審團，於 2011 年 11 月 18 日完成四個「選舉」入圍品牌的遴選工作。委員會並於 2012 年 5 月 16 日舉行了會議，討論 2012 年「名牌選舉」的日程和安排。

技術顧問委員會

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

技術顧問委員會由品牌局副主席黃家和兼任主席，委員主要是來自工商、學術、法律、設計等界別的專業人士。委員會於 2012 年 8 月 6 日舉行了會議，就制定「選舉」參賽資格中有關商標事項的審核指引以及優化「香港名牌標識計劃」的技術文件等進行研究。

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。同時，委員會亦負責指導會員的招募、管理及服務工作。

推廣與宣傳委員會由品牌局副主席吳清煥兼任主席。委員會於 2012 年 6 月 22 日舉行了會議，討論品牌局 2012 年的各項重要活動的宣傳計劃，並就 2012 年品牌選舉頒獎典禮暨慶祝晚宴的具體安排進行研究。

會員招募

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

品牌局歡迎任何認同品牌局理念、支持香港品牌發展的公司及機構加入成為公司會員或贊助會員。自 2005 年 8 月成立以來，已有 250 多家公司成為品牌局的公司會員。

Currently chaired by the BDC Vice Chairman Mr Simon Wong, the Committee is made up of domain experts who are industrialist, academic, legal expert, designer or other professionals. The Committee held a meeting on 6 August 2012 to study the guideline on trademark review for Award entries and the revisions to the technical documents of Awards and "Hong Kong Top Brand Mark Scheme".

Promotion and Advocacy Committee

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

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 22 June 2012 to endorse the promotional plans of the Council's major activities in 2012 and to discuss the arrangements for the Presentation Ceremony-cum-Gala Dinner of 2012 Awards.

Member Recruitment

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

The BDC welcomes all companies and organizations in sympathy of our objectives to become Corporate Members or Associate Members. Since the establishment in August 2005, the BDC has successfully admitted over 250 Corporate Members.



入會資格

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

會員福利

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

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

Membership Eligibility

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

Member Benefits

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

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



香港品牌發展局 Hong Kong Brand Development Council

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

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

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

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

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

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

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

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

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

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

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

附 件 Appendices

屬下各委員會

Sub-Committees

香港名牌評審委員會

Hong Kong Top Brand Assessment Board

主席 Chairman :

陳淑玲 Ms Shirley S L Chan, JP

副主席 Vice Chairmen :

吳清煥 Mr Ng Ching Wun

黃家和 Mr Simon K W Wong, JP

李惠中 Mr Charlie W C Lee

委員 Committee Members :

李慧芬 Ms Stella W F Lee

余立明 Mr Michael L M Yu

楊華勇 Mr Johnny Yu

盧金榮 Dr Lo Kam Wing

查毅超 Dr Sunny Chai

梁兆賢 Mr Jackson S Y Leung

陳家偉 Mr Calvin Chan

梁啟洲 Mr Michael Liang

周紹榮 Mr Joseph S W Chow

鍾國斌 Mr Felix K P Chung

盧毓琳 Mr Lo Yuk Lam

蔡志婷 Ms Eva C T Choy

技術顧問委員會

Technical Advisory Committee

主席 Chairman :

黃家和 Mr Simon K W Wong, JP

技術顧問 Technical Advisors :

吳宏斌 Mr Dennis W P Ng, MH

劉健華 Dr Kevin K W Lau

李躍華 Mr Francis Lee

周允成 Mr Winston Chow

曾慶才 Dr Albert H C Tsang

譚沛灝 Mr Nicholas P H Tam

陸定光 Dr Sherriff Luk

周紹榮 Mr Joseph S W Chow

盧毓琳 Mr Lo Yuk Lam

財務委員會

Finance Committee

主席 Chairman :

李惠中 Mr Charlie W C Lee

委員 Committee Members :

陳淑玲 Ms Shirley S L Chan, JP

吳清煥 Mr Ng Ching Wun

黃家和 Mr Simon K W Wong, JP

梁世華 Mr Paul S W Leung, SBS

推廣與宣傳委員會

Promotion and Advocacy Committee

主席 Chairman :

吳清煥 Mr Ng Ching Wun

顧問 Advisors :

陳淑玲 Ms Shirley S L Chan, JP

黃家和 Mr Simon K W Wong, JP

委員 Committee Members :

陳國民 Dr Edward Chan

沈運龍 Dr Aaron Shum

林 潞 Mr Calvin Lam

丘偉基 Mr Antonia Hugh

白富鴻 Mr Frank F H Pak, JP

王曼源 Mr Wong Man Yuen

黃偉雄 Mr Addy Wong

吳秋全 Mr Charles Ng

郭勇維 Mr Garic Kwok

何偉權 Mr Ken Ho

林國興 Mr Wilfred Lam, JP

駱百強 Mr Robert Lok

張 傑 Mr Zhang Hwo Jie

顏明秀 Ms Candy Ngan

余皓媛 Ms Grace Yu

「TOP 嘜」核准品牌及產品 / 服務類別 (截至 2012 年 8 月)

“Top Mark” Registered Brands and Product/Service Categories (up to August 2012)

1. 核准產品品牌及產品類別

| 准許證號碼 | 品牌 | 公司 | 核准產品類別 |
|-------|-------|------------------|---|
| P001 | 金妹牌 | 四洲貿易有限公司 | 火腿、肉腸 |
| P002 | 和興白花油 | 和興白花油藥廠有限公司 | 中成藥外擦劑(白花油) |
| P003 | 雅蘭 | 雅蘭企業有限公司 | 彈弓床褥、枕頭、床上用品 |
| P004 | 雞仔嘜 | 震歐線衫廠有限公司 | 內衣褲、保暖內衣褲 |
| P005 | 美時 | 美時文儀有限公司 | 辦公室家具、辦公室座椅 |
| P006 | 清泉 | 清泉純蒸餾水有限公司 | 蒸餾水、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 | 香港麵粉廠有限公司 | 麵粉 |
| P009 | 豐葉 | 豐葉電器製造廠有限公司 | 萬能蘇, 插頭, 排蘇插座, 入牆開關掣, 插座, 通訊、電子插座, USB 排蘇插座, USB 萬能蘇 |
| P011 | 德國寶 | 德國寶(香港)有限公司 | 電熱水器、抽油煙機、氣體煮食爐、廚櫃、電磁爐、冷氣機 |
| P012 | 官燕棧 | 官燕棧國際有限公司 | 乾貨燕窩、健康食品(即食燕窩、中式湯包、雞精)、名貴藥材、中藥材、乾貨海味、罐頭食品(海味)、乾貨菌類食品、乾貨水產食品(鱸魚肉)、健康飲品(花旗蔘茶包)、食用補充品(野生冬蟲夏草、靈芝精華、蟲草菌絲膠囊) |
| P013 | 六福珠寶 | 六福集團(國際)有限公司 | 金銀首飾、珠寶首飾、金銀擺件 |
| P014 | 聖安娜 | 聖安娜餅屋有限公司 | 麵包、中式餅及糕點、西式餅及蛋糕、月餅、冰皮月餅、餅乾 |
| P016 | 鴻福堂 | 鴻福堂集團有限公司 | 盒裝/樽裝涼茶、盒裝/樽裝果味飲品、健康飲品、調補膏品、健康食品(中式湯)、中式甜湯、小吃、中式餅及糕點(蘿蔔糕)、急凍快餐、樽裝水 |
| P018 | 龍發製藥 | 龍發製藥(香港)有限公司 | 中藥保健產品(排毒美顏寶、適鼻靈)、食用補充品(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、食用補充品(蜂膠、蜂膠液、蜂王漿)、菌類食品、健康食品(蜂蜜)、調味粉(雞粉) |
| P022 | 恆香 | 恆香老餅家有限公司 | 月餅、中式餅及糕點、臘味 |
| P023 | 壽桃牌 | 新順福食品有限公司 | 新鮮中式粉麵、乾製中式粉麵、即食粉麵 |
| P024 | 美心 | 美心食品有限公司 | 月餅、冰皮月餅、中式餅及糕點、臘味 |
| P025 | 金至尊 | 金至尊珠寶(香港)有限公司 | 金銀首飾、珠寶首飾、金銀擺件 |
| P027 | 鱷魚恤 | 鱷魚恤有限公司 | 男裝、女裝、童裝、內衣褲、服裝配飾 |
| P028 | 斧頭牌 | 南順清潔護理研發(香港)有限公司 | 碗碟洗潔精、洗衣粉/液、柔順劑、家居清潔劑 |
| P029 | 金像牌 | 香港麵粉廠有限公司 | 麵粉 |
| P030 | 刀嘜 | 南順產品供應(香港)有限公司 | 純植物食油、配方植物食油 |
| P031 | 紅燈 | 南順產品供應(香港)有限公司 | 純植物食油、配方植物食油 |
| P032 | 獅球嘜 | 合興集團控股有限公司 | 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、食用補充品、中成藥產品、中藥飲料沖劑、茶、花茶、健康飲品(中藥茶包)、健康食品(即食燕窩、中式湯包、枇杷糖、雞精)、調補膏品、名貴藥材(花旗蔘)、乾貨海味、乾貨菌類食品 |
| P035 | 雅芳婷 | 雅芳婷集團有限公司 | 床上用品、枕頭、床褥、胸圍、內衣褲、睡衣 |
| P036 | 威馬 | 威馬企業有限公司 | 家用電熱式食物處理器具(電熱煲/鍋、電水壺)、電磁爐、熨斗 |
| P037 | 菊花牌 | 中華製漆(一九三二)有限公司 | 乳膠漆、膠玉磁漆 |
| P038 | 淘大 | 淘化大同食品有限公司 | 豉油、蠔油、醋、方便醬料、調味醬料、急凍點心、急凍食品(水餃及雲吞、湯圓)、急凍快餐 |
| P039 | 2036 | 活力健國際有限公司 | 食用補充品(純靈芝孢子精華、靈芝孢子油、靈芝孢子蜂膠、靈芝孢子蟲草雲芝精華、DHA 靈芝孢子油、專科系列 — 高清配方、泌療配方、益生菌配方、排毒配方、強心配方) |
| P040 | 阿波羅 | 阿波羅雪糕有限公司 | 雪糕、冰條 |

附件 Appendices

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| 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（花菇及髮菜）、乾貨水產食品（鱸魚肉）、名貴藥材（花旗蔘及冬蟲夏草）、健康食品（即食燕窩）、食用補充品（冬蟲夏草、水澄珍珠） |
| P042 | 勞工牌 | 南順清潔護理研發（香港）有限公司 | 碗碟洗潔精、洗衣粉、家居清潔劑、漂白水 / 漂漬劑 |
| P044 | 慕詩 | 慕詩（香港）有限公司 | 女裝、服裝配飾 |
| P045 | 八珍 | 八珍國際有限公司 | 醋、豉油、調味醬料、月餅、中式餅及糕點 |
| 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、糖包、奶 |
| P048 | 榮華 | 榮華食品製造業有限公司 | 中式餅及糕點、西式餅及蛋糕、月餅、冰皮月餅、餅乾、臘味 |
| P049 | 燕之家 | 燕之家燕窩專門店有限公司 | 乾貨燕窩、健康食品（即食燕窩、燕窩糖果、中式湯）、健康飲品（燕窩飲品）、名貴藥材 |
| P050 | 嘉頓 | 嘉頓有限公司 | 餅乾、月餅、中式餅及糕點 |
| P051 | 東方紅 | 東方紅藥業有限公司 | 乾貨燕窩 |
| P052 | 大排檔 | 金百加發展有限公司 | 茶 |
| P053 | 点点綠 | 点点綠有限公司 | 穀類（燕麥） |
| P054 | 四洲 | 四洲集團有限公司 | 海產食品（即食海苔） |
| P055 | 漢生堂 | 漢生堂藥業有限公司 | 中藥保健產品（資癸女貞丸、資癸元陽丹） |
| P056 | 草姬 | 草姬國際有限公司 | 食用補充品（靈芝孢子、冬蟲夏草、元氣腎寶、蜂膠丸、亮目丸、健骨丸、活心丸、救肝、前列腎寶、調經緊緻寶）、健康飲品（中藥茶包） |
| P057 | 快譯通 | 權智（國際）有限公司 | 電子辭典、多媒體電子辭典、平板學習電腦 |
| P059 | 美馳圖 | 美昌玩具製品廠有限公司 | 多功能合金模型產品、合金模型產品、合金玩具產品 |
| P060 | SINOMAX | 聖諾盟健康家居用品有限公司 | 枕頭 |
| P061 | Dr. Kong | Dr. Kong 健康鞋專門店 | 男裝鞋（皮鞋、運動鞋）、女裝鞋（皮鞋、運動鞋、涼鞋）、童裝鞋（皮鞋、運動鞋、涼鞋）、鞋履配件、足部護理產品、護脊書包 |
| P062 | 港華紫荊 | 香港中華煤氣有限公司 | 台式燃氣煮食爐、嵌入式燃氣煮食爐、抽油煙機、燃氣熱水器、燃氣採暖掛爐、消毒碗櫃 |
| P063 | 安莉芳 | 安莉芳（香港）有限公司 | 胸圍、內衣褲、功能性內衣褲、泳衣、睡衣 |
| P064 | 建樂士 | 建業五金塑膠廠有限公司 | 不銹鋼煮食用品、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 | 食用補充品（解便通、護眼清、關節活、培植蟲草菌絲體 Cs-4、破壁純靈芝孢子、淨肝健、白滑美肌錠、控糖 5.5、心血通、前列爽） |
| P066 | 盛威 | 盛威安全設備有限公司 | 保險箱（數碼鎖）、防火保險箱（機械鎖、普通鎖、電子鎖、生物指模鎖） |
| P067 | 千里眼 | 千里眼控股有限公司 | 視像監察系統、應用軟件（視像監察系統） |
| P068 | 樓上 | 樓上燕窩莊有限公司 | 乾貨燕窩、名貴藥材、中藥材、乾貨海味、乾貨水產食品、乾貨菌類食品、急凍海味、急凍水產食品、健康食品（即食燕窩）、調補膏品、調味醬料（XO 醬）、茶、臘味、雜項食品 |
| P069 | 家得路 | 家得路美國天然健康食品有限公司 | 食用補充品（全效關節專家、藍莓護眼系列、兒童 DHA 活腦補眼配方、兒童牛初乳強健配方） |
| P070 | 力勁 | 力勁機械廠有限公司 | 熱室壓鑄機、冷室壓鑄機、注塑機、數控加工中心 |
| P072 | 菓汁先生 | 時鮮菓汁國際 | 冷凍果汁、非冷凍果汁 |
| P073 | 鴻星 | 金瓶實業有限公司 | 零食（脆脆銀魚）、樽裝果味飲品、臘味、調味醬料、中式餅及糕點、月餅、熟食食品（盤菜）、乾貨海味、即食海味、罐頭食品（海味） |
| P074 | 太古 | 太古糖業有限公司 | 白糖、黃糖、冰糖、方糖、糖粉及糖霜、糖包、糖漿、果糖、代糖 |
| P075 | 同珍 | 同珍公司 | 豉油、醋、蠔油、調味醬料、方便醬料、糖果（甜薑子） |
| P076 | 五色靈芝 | 維特健靈健康產品有限公司 | 食用補充品（五色靈芝） |
| P077 | 西德板 | 群興有限公司 | 高壓防火膠板、高壓防火膠板（預製門板、預製檯面板） |
| P078 | 海馬牌 | 七海化工（集團）有限公司 | 床褥、枕頭、床上用品、家具、沙發、椅 |
| P079 | 茲曼尼 | 歐達家具有限公司 | 沙發、椅 |
| P080 | 青洲英坭 | 青洲英坭有限公司 | 水泥 |

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| P081 | 蛋撻王 | 蛋撻王控股有限公司 | 中式餅及糕點、月餅、西式餅及蛋糕、餅乾、麵包、點心、甜品、樽裝健康飲品、樽裝涼茶、樽裝果味飲品、樽裝咖啡及茶 |
| P082 | 南北行 | 南北行參茸葯材有限公司 | 乾貨燕窩、果仁、乾果 |
| P083 | 安記 | 安記海味有限公司 | 即食海味、乾貨海味、急凍海味、乾貨水產食品、臘味 |
| P084 | 保心安 | 保心安藥廠有限公司 | 中成藥外擦劑（保心安油、保心安膏） |
| P085 | 維新烏絲素 | 維特健靈健康產品有限公司 | 食用補充品（維新烏絲素）、中成藥外擦劑（維新烏絲素頭髮促進液） |
| P086 | 灣仔碼頭 | 通用磨坊食品亞洲有限公司 | 急凍點心、急凍食品（水餃及雲吞、湯圓） |
| P087 | 英記茶莊 | 英記茶莊有限公司 | 茶、花茶 |
| P088 | AA | 海洲實業有限公司 | 魚缸套裝 |
| P089 | 阿一 | 阿一鮑魚公主（香港）有限公司 | 罐頭食品（海味）、即食海味、乾製中式粉麵 |
| P090 | 冠玲瓏 | 古珀行珠寶有限公司 | 鑽石首飾 |
| P091 | 盈活雲芝 | 維特健靈健康產品有限公司 | 食用補充品（盈活雲芝） |
| P092 | Natural Home | 溢豐閣羽絨寢品有限公司 | 床上用品、枕頭 |
| P093 | 奧的亮 | LED Lighting Expert Ltd | LED 射燈、LED 筒燈、LED 軟帶、LED 光管、LED 燈泡 |
| P094 | 百成堂 | 百成堂參茸行有限公司 | 乾貨燕窩、健康食品（即食燕窩、中式湯包）、中藥食用補充品、名貴藥材、中藥材、乾貨海味、乾貨水產食品、乾貨菌類食品、茶 |
| P095 | 科譽 | 科譽（香港）有限公司 | 辦公室家具、辦公室座椅 |
| P096 | 寶康達 | 昇鋒國際有限公司 | 家用電熱式食物處理器具（快速智能煲、電熱煲／鍋、五穀養生機） |
| P097 | 位元堂 | 位元堂藥廠有限公司 | 中藥保健產品（扶正養陰丸） |
| P098 | 卡撒天嬌 | 卡撒天嬌國際有限公司 | 床上用品、枕頭、床褥 |
| P099 | 華潤堂 | 華潤堂有限公司 | 健康食品（即食燕窩） |
| P100 | 維記牛奶 | 九龍維記牛奶有限公司 | 鮮牛奶飲品、低脂／脫脂牛奶飲品、加鈣牛奶飲品、加味牛奶飲品 |
| P101 | 日本命力 | 康盟有限公司 | 食用補充品（美目藍莓素、強腦素 DHA70、強酪素） |
| P102 | o.d.m. | O.D.M. Design & Marketing Ltd | 數字式石英錶、指針式石英錶 |
| P103 | 保樂潔 | 昇鋒國際有限公司 | 家居清潔用具、家居用品 |
| P104 | 美味棧 | 美味棧國際有限公司 | 豉油 |

2. 核准服務品牌及服務類別

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

附件 Appendices

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| S018 | 實惠家居 | 實惠家居有限公司 | 零售(家具、家居用品、家用電器) |
| S019 | 鴻星 | 金瓶實業有限公司 | 中菜餐館、零售(食品)、到會服務 |
| S020 | 太興 | 太興環球發展有限公司 | 茶餐廳、中菜餐館、零售(食品) |
| S021 | 中華商務 | 中華商務聯合印刷(香港)有限公司 | 書刊及商業印刷、安全印刷 |
| S022 | 時富金融 | 時富金融服務集團有限公司 | 證券託管/經紀/交易,證券發行/保薦,期貨、貴金屬貿易經紀/交易,基金管理/分銷,投資產品之管理/分銷,企業重組之相關金融服務,資產管理/理財顧問服務,風險投資,保險代理/經紀,項目融資,市場研究與調查,投資移民輔助服務 |
| S024 | 燕之家 | 燕之家燕窩專門店有限公司 | 零售(燕窩及燕窩食品、名貴藥材) |
| S025 | 日本城 | 日本城(香港)有限公司 | 零售(家居用品、家用電器、日用雜貨、家具、食品、藥物、玩具、嬰兒護理產品、寵物食品及用品)、廣告相關服務 |
| S027 | 復康巴士 | 香港復康會 | 殘疾人士無障礙巴士服務(穿梭、指定路線、出租) |
| S029 | 偉邦 | 偉邦物業管理有限公司 | 物業管理(住宅、商場、停車場、私人會所) |
| S030 | 惠康 | 牛奶有限公司 | 超級市場(新鮮食品、熟食食品、冷凍食品、食品雜貨、飲品及酒類、家庭用品、個人護理產品、藥物、寵物食品及用品、其他雜項)、網上零售 |
| S032 | 挑戰者 | 挑戰者汽車服務有限公司 | 汽車清潔、汽車美容、汽車修理與維護 |
| S034 | DSC 德爾斯 | 德爾斯控股有限公司 | 零售(家具、家居用品、家用電器、書籍、建築材料、眼鏡、家居照明器具)、驗眼 |
| S036 | Jackeline 綠葉療膚中心 | 研創美國國際機構(遠東)有限公司 | 皮膚護理及諮詢、零售(護膚品) |
| S037 | 米蘭站 | 米蘭站控股有限公司 | 二手貨品交易(手袋、鞋履、服裝、服裝配飾) |
| S039 | 噴射飛航 | 信德中旅船務管理有限公司 | 水上客運、餐飲、零售(食品、其他雜項) |
| S040 | 九倉電訊 | 九倉電訊有限公司 | 固網電話及相關增值服務、圖文傳真線路、國際長途電話、互聯網管理、雲端運算服務、寬頻服務、數據服務(專用網絡及專線服務)、網絡會議、資訊科技設備配置服務、資訊科技方案(系統整合)、數據中心及業務延續方案、資訊及通訊保安 |
| S041 | Ambassador 大使花禮 | 大寧有限公司 | 零售(花卉禮品、其他禮品)、場地佈置 |
| S043 | 龍皇酒家 | 龍皇酒家飲食集團 | 中菜餐館 |
| S044 | 東瀛遊 | 東瀛遊旅行社有限公司 | 旅行團、票務代理、郵輪代理、海外婚禮顧問 |
| S046 | Market Place by Jasons | 牛奶有限公司 | 超級市場(新鮮食品、熟食食品、冷凍食品、食品雜貨、飲品及酒類、家庭用品、個人護理產品、藥物、寵物食品及用品、其他雜項)、網上零售 |
| S050 | 儲存易迷你倉集團 | 儲存易物流控股有限公司 | 儲存倉出租、紅酒儲存、運輸、商業文件倉 |
| S051 | 金至尊 | 金至尊珠寶(香港)有限公司 | 零售(貴金屬、珠寶首飾、鐘錶) |
| S052 | city'super | City Super Ltd | 超級市場(新鮮食品、熟食食品、冷凍食品、食品雜貨、飲品及酒類、家庭用品、個人護理產品、藥物、寵物食品及用品、其他雜項)、美食廣場、網上零售 |
| S053 | 華潤堂 | 華潤堂有限公司 | 零售(藥材、食用補充品、中成藥、食品、個人護理產品)、中醫門診 |
| S054 | 洋紫荊維港遊 | 佳力酒店管理有限公司 | 畫舫餐廳、觀光遊艇、婚禮顧問 |
| S055 | 康業 | 康業服務有限公司 | 物業管理(住宅、寫字樓、商場、工廠大廈、設施) |
| S056 | 三聯書店 | 三聯書店(香港)有限公司 | 零售(書籍、文儀用品)、書籍出版 |
| S057 | 領匯 | 領匯管理有限公司 | 商場租務及管理、停車場租務及管理、街市租務及管理、熟食檔租務及管理 |
| S058 | 詠藜園 | 詠藜園(黃埔)有限公司 | 中菜餐館 |
| S060 | 家得路 | 家得路美國天然健康食品有限公司 | 零售(健康食品、健康飲品、食用補充品) |
| S061 | 致富 | 致富集團(香港)有限公司 | 證券託管/經紀/交易,期貨、貴金屬貿易經紀/交易,基金管理,投資產品之管理,企業重組之相關金融服務,資產管理/理財顧問服務,項目融資 |
| S062 | e-print | 保諾時網上印刷有限公司 | 印刷(商業宣傳品、文儀用品、咭片、紙袋及環保袋)、書刊印刷、文儀用品製作 |
| S063 | 大快活 | 大快活快餐有限公司 | 快餐店、零售(食品)、到會服務 |

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| S064 | 龍之天國 | 信譽科技發展有限公司 | 寵物遺體火化服務、寵物遺物儲存服務 |
| S065 | 營多東南亞美食市場 | 復興貿易發展有限公司 | 超級市場（新鮮食品、熟食食品、食品雜貨、飲品、家庭用品、個人護理產品、其他雜項） |
| S066 | 太子珠寶鐘錶 | 太子珠寶鐘錶公司 | 零售（鐘錶、珠寶首飾、黃金） |
| S067 | 梳化倉 | 梳化倉有限公司 | 零售（家具） |
| S068 | 專業旅運 | 專業國際旅運有限公司 | 票務代理、旅行團、旅行團代理、郵輪代理 |
| S069 | 維特健靈 | 維特健靈健康產品有限公司 | 零售（食用補充品、中藥保健產品、護膚品） |

1. Registered Brands and Products

| Licence No | Brandname | Company | Product Categories |
|------------|-----------------------|---|---|
| P001 | Maid Brand | Four Seas Mercantile Ltd | Ham, Sausage |
| P002 | Hoe Hin Pak Fah Yeow | Hoe Hin Pak Fah Yeow Mfy Ltd | Chinese Medicine External Analgesic (White Flower Embrocation) |
| P003 | Airland | Airland Enterprise Co Ltd | Spring Mattress, Pillow, Bedding |
| P004 | Chicks | Chun Au Knitting Factory Ltd | Underwear, Thermal Underwear |
| P005 | Lamex | Lamex Trading Co Ltd | Office Furniture, Office Seating |
| P006 | Aqua Pure | Aqua Pure Distilled Water Co Ltd | Distilled Water, Bottled Tea, Bottled Fruit-flavoured Drink |
| P007 | Lee Kum Kee | Lee Kum Kee Co Ltd | Oyster Sauce |
| P008 | American Roses Brand | Hong Kong Flour Mills Ltd | Flour |
| P009 | Fung Yip | Fung Yip Electrical Mfg Ltd | Adaptors; Plugs; Extension Sockets; Switches; Socket Outlets; Telecom, Electronics Outlets/Sockets; USB Extension Sockets; USB Adaptors |
| P011 | German Pool | German Pool (HK) Ltd | Electric Water Heater, Range Hood, Gas Cooking Range, Kitchen Cabinet, Induction Cooker, Air Conditioner |
| P012 | Imperial Bird's Nest | Imperial Bird's Nest International Co Ltd | Dried Bird's Nest, Health Food (Instant Bird's Nest, Chinese Soup Pack, Chicken Essence), Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Canned Food (Sea Foods), Dried Fungus Food, Dried Aquatic Food (Crocodile Meat), Health Drink (American Ginseng Tea Bag), Healthcare Dietary Supplement (Wild Cordyceps Capsules, Lingzhi Capsules, Cordy Mycelia Capsules) |
| P013 | Lukfook Jewellery | Luk Fook Holdings (International) Ltd | Precious Metal Jewellery, Pearl and Gem Jewellery, Precious Metal Ornament |
| P014 | Saint Honore | Saint Honore Cake Shop Ltd | Bread, Chinese Cakes & Confectioneries, Western Cakes & Confectioneries, Mooncakes, Snowy Mooncakes, Biscuit |
| P016 | Hung Fook Tong | Hung Fook Tong Holdings Ltd | Packed/Bottled Herbal Tea, Packed/Bottled Fruit-flavoured Drink, Health Drink, Herbal Jelly, Health Food (Chinese Soup), Chinese Dessert, Snack, Chinese Cakes & Confectioneries (Turnip Pudding), Frozen Ready-made Meal, Bottled Water |
| P018 | Long Far | Long Far Herbal Medicine Mfg (HK) Ltd | Chinese Medicine Healthcare Product (Beauty & Healthy, SBL), 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, Health Food (Honey), Seasoning Powder (Chicken Powder) |
| P022 | Hang Heung | Hang Heung Cake Shop Co Ltd | Mooncakes, Chinese Cakes & Confectioneries, Chinese Preserved Meat & Sausage |
| P023 | Sau Tao | Sun Shun Fuk Foods Co Ltd | Fresh Chinese Noodles, Dried Chinese Noodles, Instant Noodles |
| P024 | Maxim's | Maxim's Caterers Ltd | Mooncakes, Snowy Mooncakes, Chinese Cakes & Confectioneries, Chinese Preserved Meat & Sausage |
| P025 | 3D-GOLD | 3D-GOLD Jewellery (HK) Ltd | Precious Metal Jewellery, Pearl and Gem Jewellery, Precious Metal Ornament |
| P027 | Crocodile | Crocodile Garments Ltd | Men's Wear, Women's Wear, Kids' Wear, Underwear, Accessories |
| P028 | AXE | Lam Soon Cleaning & Caring Laboratories (HK) Co Ltd | Dishwashing Detergents, Laundry Products, Fabric Softener, Household Cleaning Products |
| P029 | Golden Statue | Hong Kong Flour Mills Ltd | Flour |
| P030 | Knife Brand | Lam Soon Products Supply (HK) Co Ltd | Pure Vegetable Edible Oil, Formula Vegetable Edible Oil |
| P031 | Red Lantern | Lam Soon Products Supply (HK) Co Ltd | Pure Vegetable Edible Oil, Formula Vegetable Edible Oil |
| 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 |

附件 Appendices

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|------|-------------------|--|--|
| P034 | Eu Yan Sang | Eu Yan Sang (HK) Ltd | Chinese Medicine Healthcare Product, Healthcare Dietary Supplement, Chinese Proprietary Medicine, Chinese Medicine Drink Granules, Tea, Floral Tea, Health Drink (Herbal Tea Bag), Health Food (Instant Bird's Nest, Chinese Soup Pack, Herbal Smoothies, Chicken Essence), Herbal Jelly, Rare Medical Herb & Material (American Ginseng), Dried Sea Foods, Dried Fungus Foods |
| P035 | A-Fontane | A-Fontane Group Ltd | Bedding, Pillow, Mattress, Bras, Underwear, Pyjamas |
| P036 | Goodway | Goodway Electrical Enterprise Ltd | Household Electric Appliance with Thermo Device (Electric Cooker, Electric Kettle), Induction Cooker, Electric Iron |
| 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 Food (Dumpling & Wonton, Tongyuen), Frozen Ready-made Meal |
| P039 | 2036 | Holistol International Ltd | Healthcare Dietary Supplement (Ganoderma Sporo-Pollen; Ganoderma Spore Lipids; Ganoderma Spore Propolis; Ganoderma Spore Cordyceps Yunzhi; Ganoderma Spore Lipids DHA; Specialty-Vessel, Urine, Probiotic, Intestine, Heart) |
| P040 | Appolo | Appolo Ice-Cream Co Ltd | Ice Cream, Ice Lolly |
| P041 | First Edible Nest | Cross International Ltd | Dried Bird's Nest, Dried Sea Foods, Frozen Sea Foods, Dried Fungus Foods (Mushroom & Fat Choi), Dried Aquatic Food (Crocodile Meat), Rare Medical Herb (American Ginseng & Cordyceps Sinensis), Health Food (Instant Bird's Nest), Healthcare Dietary Supplement (Cordyceps Sinensis, Pearl Capsules) |
| P042 | Labour | Lam Soon Cleaning & Caring Laboratories(HK) Co Ltd | Dishwashing Detergents, Laundry Products, Household Cleaning Products, Bleach Products |
| P044 | Moiselle | Moiselle (HK) Ltd | Women's Wear, Accessories |
| P045 | Pat Chun | Pat Chun International Ltd | Vinegar, Soy Sauce, Seasoning Sauce, Mooncakes, Chinese Cakes & Confectioneries |
| 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, Sugar Sachet, Milk |
| P048 | Wing Wah | Wing Wah Food Mfy Ltd | Chinese Cakes & Confectioneries, Western Cakes & Confectioneries, Mooncakes, Snowy Mooncakes, Biscuit, Chinese Preserved Meat & Sausage |
| P049 | Home of Swallows | Home of Swallows Ltd | Dried Bird's Nest, Health Food (Instant Bird's Nest, Bird's Nest Confectioneries, Chinese Soup), Health Drink (Bird's Nest Drink), Rare Medical Herb & Material |
| P050 | Garden | The Garden Co Ltd | Biscuit, Mooncakes, Chinese Cakes & Confectioneris |
| P051 | Tung Fong Hung | Tung Fong Hung Medicine Co Ltd | Dried Bird's Nest |
| P052 | Dai Pai Dong | Kampery Development Ltd | Tea |
| P053 | Greendotdot | Greendotdot.com Ltd | Cereal (Oats) |
| P054 | Four Seas | Four Seas Mercantile Holdings Ltd | Marine Food (Instant Seaweed) |
| P055 | Han Sheng Tang | Han Sheng Tang Herbal Technologies Co Ltd | Chinese Medicine Healthcare Product (Plus 40 for Women, the Revitalizer; Plus 40 for Men, the Revitalizer) |
| P056 | Herbs Generation | Herbs Generation International Ltd | Healthcare Dietary Supplement (Ganoderma Sporo-Pollen, Cordyceps Sinensis, Human Vital Super, Propolis Extract, Vision Pro, Joint Pro, Cardio Pro, Liver Tonic, Prostate Vital Super, U-Tight), Health Drink (Herbal Tea Bag) |
| P057 | Instant-Dict | Group Sense (International) Ltd | Electronic Dictionary, Multi-media Electronic Dictionary, Learning Tablet |
| P059 | Maisto | May Cheong Toy Products Factory Ltd | Multi-functional Die-cast Model Products, Die-cast Model Products, Die-cast Toy Products |
| P060 | SINOMAX | Sinomax Health & Household Products Ltd | Pillow |
| P061 | Dr. Kong | Dr. Kong Footcare Ltd | Men's Footwear (Leather Shoes, Sports Shoes), Women's Footwear (Leather Shoes, Sports Shoes, Sandals), Kids' Footwear (Leather Shoes, Sports Shoes, Sandals), Footwear Accessories, Footcare Products, Chirobag |
| P062 | Bauhinia | The Hong Kong & China Gas Co Ltd | Gas Cooking Range (Hotplate & Built-in), Range Hood, Gas Water Heater, Gas Combi-Boiler, Dish Sterilizer |
| P063 | Embry Form | Embry (HK) Ltd | Bras, Women's Underwear, Women's Functional Underwear, Swimming Suits, Pyjamas |

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| P064 | Kinox | Kin Hip Metal & Plastic Factory Ltd | Stainless Steel Cookware & Accessories, Thermal Dispenser, Plastic Kitchen Ware, Household Electric Appliance with Thermo Device (Electric Kettle, Electric Coffee Maker, Electric Toaster) |
| P065 | Royal Medic | Royal Medic (Holdings) Ltd | Healthcare Dietary Supplement (Detox Solution, Eye Clear, Joints Well, Cordyceps Sinensis Cs-4, Broken Ganoderma Spore, Liver Guard, Liver Whitening, Sugar Control 5.5, Cardio Health, Prostate Care) |
| P066 | Safewell | Safewell Equipment Ltd | Safe (Digital Lock), Fireproof Safe (Combination Lock, Tumble Lock, Digital Lock, Biometric Fingerprint Lock) |
| P067 | TeleEye | TeleEye Holdings Ltd | Video Monitoring System, Application Software (Video Monitoring System) |
| P068 | 樓上 | Hing Kee Java Edible Bird's Nest Co Ltd | Dried Bird's Nest, Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Dried Aquatic Food, Dried Fungus Food, Frozen Sea Foods, Frozen Aquatic Food, Health Food (Instant Bird's Nest), Herbal Jelly, Seasoning Sauce (XO Sauce), Tea, Chinese Preserved Meat & Sausage, Miscellaneous Food |
| P069 | CATALO | Catalo Natural Health Foods Ltd | Healthcare Dietary Supplement (FlexiJoint Formula, Bilberry Eye Formula Series, Children's DHA Formula, Children's Colostrum Formula) |
| P070 | LK | L.K. Machinery Co Ltd | Hot Chamber Die-Casting Machine, Cold Chamber Die-Casting Machine, Plastic Injection Molding Machine, Computer Numerical Control Machine Tool |
| P072 | Mr. Juicy | Citrus Growers International | Chilled Juice, Ambient Juice |
| P073 | Super Star | Golden Cup Industries Ltd | Snack (Crispy Whitebait), Bottled Fruit-flavoured Drink, Chinese Preserved Meat & Sausage, Seasoning Sauce, Chinese Cakes & Confectioneries, Mooncakes, Prepared Food (Basin Dish), Dried Sea Foods, Instant Sea Foods, Canned Food (Sea Foods) |
| P074 | Taikoo | Taikoo Sugar Ltd | White Sugar, Brown Sugar, Crystal Sugar, Sugar Cube, Powdered Sugar, Sugar Sachet, Syrup, Fructose, Sweetener |
| P075 | Tung Chun | Tung Chun Co | Soy Sauce, Vinegar, Oyster Sauce, Seasoning Sauce, Convenience Sauce, Confectionaries (Crystallized Stem Ginger) |
| P076 | Vita Green Lingzhi | Vita Green Health Products Co Ltd | Healthcare Dietary Supplement (Vita Green Lingzhi) |
| P077 | German Tops | Mutual Prosper Co Ltd | High Pressure Laminates, High Pressure Laminates (Prefabricated Doors, Prefabricated Tops) |
| P078 | Sea Horse | Seven Sea Chemicals (Holdings) Ltd | Mattress, Pillow, Bedding, Furniture, Seating |
| P079 | Giormani | Arredamenti Co Ltd | Seating |
| P080 | Green Island Cement | Green Island Cement Co Ltd | Cement |
| P081 | King Bakery | King Bakery Holdings Ltd | Chinese Cakes & Confectioneries, Mooncakes, Western Cakes & Confectioneries, Biscuit, Bread, Dim Sum, Dessert, Bottled Health Drink, Bottled Herbal Tea, Bottled Fruit-flavoured Drink, Bottled Coffee & Tea |
| P082 | Nam Pei Hong | Nam Pei Hong Sum Yung Drugs Co Ltd | Dried Bird's Nest, Nuts, Dried Fruits |
| P083 | On Kee | On Kee Dry Seafood Co Ltd | Instant Sea Foods, Dried Sea Foods, Frozen Sea Foods, Dried Aquatic Foods, Chinese Preserved Meat and Sausage |
| P084 | Po Sum On | Po Sum On Medicine Factory Ltd | Chinese Medicine External Analgesic (Po Sum On Medicated Oil, Po Sum On Healing Balm) |
| P085 | Vita Hair | Vita Green Health Products Co Ltd | Healthcare Dietary Supplement (Vita Hair), Chinese Medicine External Analgesic (Vita Hair Tonic) |
| P086 | Wanchai Ferry | General Mills Foods Asia Ltd | Frozen Dim Sum, Frozen Food (Dumpling & Wonton, Tongyuen) |
| P087 | Ying Kee Tea House | Ying Kee Tea Co Ltd | Tea, Floral Tea |
| P088 | AA | Sealand Industrial Co Ltd | Aquarium Sets |
| P089 | Ah Yat | Ah Yat Abalone Princess (HK) Ltd | Canned Food (Sea Foods), Instant Sea Foods, Dried Chinese Noodles |
| P090 | Coronet Solitaire | Aaron Shum Jewelry Ltd | Diamond Jewellery |
| P091 | G. E. Yunzhi Essence | Vita Green Health Products Co Ltd | Healthcare Dietary Supplement (G. E. Yunzhi Essence) |
| P092 | Natural Home | Natural Home Collections Ltd | Bedding, Pillow |
| P093 | OPTILED | LED Lighting Expert Ltd | LED Spot Lights, LED Downlights, LED Strip, LED Tube, LED Bulbs |
| P094 | Pak Shing Tong | Pak Shing Tong Ginseng Co Ltd | Dried Bird's Nest, Health Food (Instant Bird's Nest, Chinese Soup Pack), Chinese Medicine Healthcare Dietary Supplement, Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Dried Aquatic Foods, Dried Fungus Foods, Tea |

附件 Appendices

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| P095 | POSH | POSH Office Systems (HK) Ltd | Office Furniture, Office Seating |
| P096 | Primada | Pro Logic International Ltd | Household Electric Appliance with Thermo Device (Speedy Intelligent Cooker, Electric Cooker, Dessert Maker) |
| P097 | Wai Yuen Tong | Wai Yuen Tong Medicine Co Ltd | Chinese Medicine Healthcare Product (Fuzheng Young Yum Pill) |
| P098 | Casablanca | Casablanca International Ltd | Bedding, Pillow, Mattress |
| P099 | CRCare | CR Care Co Ltd | Health Food (Instant Bird's Nest) |
| P100 | Kowloon Dairy | The Kowloon Dairy Ltd | Fresh Milk, Low Fat/Skimmed Milk, Calcium-added Milk, Flavoured Milk |
| P101 | Meiriki | Concord Alliance Ltd | Healthcare Dietary Supplement (Bilberry Extract, Platinum DHA70, Joint Easy) |
| P102 | o.d.m. | O.D.M. Design & Marketing Ltd | Digital Quartz Watch, Analogue Quartz Watch |
| P103 | Pro Logic | Pro Logic International Ltd | Household Cleaning Tools, Household Products |
| P104 | Yummy House | Yummy House International Ltd | Soy Sauce |

2. Registered Brands and Services

| Licence No | Brandname | Company | Service Categories |
|------------|-------------------------------|---------------------------------------|---|
| S001 | BEA | The Bank of East Asia, Ltd | Corporate Loan Lending, Personal Loan Lending, Credit Card, Cyberbanking Electronic Banking, Bank Teller/Counter Services, Automatic Teller Machine, Safe, Retail Investment Product, Securities Agency/Dealing, Assets/Wealth Management, Fund Management, Insurance Agency, MPF/ORSO Management |
| S003 | Centaline | 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, Cruise Agency |
| S005 | Eu Yan Sang | Eu Yan Sang (HK) Ltd | Retail (Chinese Herbs, Chinese Proprietary Medicine, Healthcare Dietary Supplement, Food, Publications), Chinese Medical General Out-patient Clinic, Chinese Medical Specialists, Acupuncture, Bone Setting Therapy & Treatment |
| S006 | GP | GP 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, Ticketing & Booking Agency, Cruise Agency |
| S008 | Sa Sa | Sa Sa International Holdings Ltd | Retail (Cosmetic & Skincare Products, Personal-care Products, Healthcare Dietary Supplement, Pharmaceuticals, Baby Food, Baby Care Products, Other Baby Products), Online Retail |
| S009 | Tao Heung | Tao Heung Group Ltd | Chinese Cuisine Restaurant, Retail (Food) |
| S010 | Yung Kee Restaurant | Yung Kee Restaurant Group Ltd | Chinese Cuisine Restaurant |
| S011 | Bonjour | Bonjour Holdings Ltd | Retail (Cosmetic & Skincare Products, Personal-care Products, Healthcare Dietary Supplement, Pharmaceuticals, Baby Food, Baby Care Products, Other Baby Products, Snacks), Online Retail |
| S012 | DCH Food Mart | Dah Chong Hong Holdings Ltd | Retail (Frozen Food, Groceries), Online Retail |
| S013 | Jumpin Gym USA | Jumpin Gym USA Ltd | Amusement Ride, Console Game, Booth Game, Playground, Retail (Snacks), Party Planning |
| S015 | Lukfook Jewellery | Luk Fook Holdings (International) Ltd | Retail (Precious Metals, Jewellery, Watch), Wholesale (Precious Metals, Jewellery), Jewellery Authentication (Diamond, Jadeite) |
| S016 | Neway Karaoke Box | Neway Karaoke Box Ltd | Karaoke Box, Catering |
| S017 | Okashi Land | Fancy Talent Ltd | Retail (Snacks) |
| S018 | Pricerite | Pricerite Stores Ltd | Retail (Furniture, Household Products, Household Electrical Appliance) |
| S019 | Super Star | Golden Cup Industries Ltd | Chinese Cuisine Restaurant, Retail (Food), Outside Catering |
| S020 | Tai Hing | Tai Hing Worldwide Development Ltd | Chinese Fast Food Restaurant, Chinese Cuisine Restaurant, Retail (Food) |
| S021 | C&C | C & C Joint Printing Co (HK) Ltd | Publication & Commercial Printing, Security Printing |
| S022 | CASH Financial Services Group | CASH Financial Services Group Ltd | Securities Custodian/Broker/Dealing; Securities Offering/Sponsorship; Futures, Precious Metals Trading Broker/Dealing; Fund Management/Distribution; Investment Products Management/Distribution; Financial Services for Corporate Restructuring; Asset Management/Wealth Management Consulting Services; Risk Investment; Insurance Agency/Broker; Project Financing; Market Research & Survey, Investment Immigrant Facilitation Services |
| S024 | Home of Swallows | Home of Swallows Ltd | Retail (Bird's Nest & Bird's Nest Food, Rare Medical Herb & Material) |

| | | | |
|------|----------------------------|--|--|
| S025 | Japan Home Centre | Japan Home Centre (HK) Ltd | Retail (Household Products, Household Electrical Appliance, Miscellaneous Household Items, Furniture, Food, Pharmaceuticals, Toys, Baby Care Products, Pet Food & Products), Advertising Related Service |
| S027 | Rehabus | The Hong Kong Society for Rehabilitation | Accessible Bus Service for People with Mobility Disability (Shuttle, Scheduled Route, Rental) |
| S029 | Well Born | Well Born Real Estate Management Ltd | Property Management (Residential, Shopping Mall, Car Park, Private Club House) |
| S030 | Wellcome | The Dairy Farm Co Ltd | Supermarket (Fresh Food, Prepared Food, Frozen Food, Groceries, Beverages & Wines, Household Products, Personal-care Products, Pharmaceuticals, Pet Food & Products, Miscellaneous Items), Online Retail |
| S032 | Challenger | Challenger Auto Services Ltd | Automobile Cleaning, Automobile Beauty, Automobile Repair & Maintenance |
| S034 | DSC | DSC Holdings Ltd | Retail (Furniture, Household Products, Household Electrical Appliance, Publications, Building Materials, Eye Glasses, Lighting Device), Eye Examination |
| S036 | Jackeline Beauty Salon | Aorta International Association (Far East) Ltd | Skin Treatment & Consultation, Retail (Skincare Products) |
| S037 | Milan Station | Milan Station Holdings Ltd | Secondhand Goods Transaction (Handbags, Shoes, Clothing, Accessories) |
| S039 | TurboJET | Shun Tak-China Travel Ship Management Ltd | Passenger Ferry, Catering, Retail (Food, Miscellaneous Items) |
| S040 | Wharf T&T | Wharf T&T Ltd | Fixed-line Telephone & Related Value-added Services, Fax, IDD Services, Internet Access Management, Cloud Computing Services, Broadband Services, Data Connectivity Service (Specified Network & Private Network Services), Web Conferencing, Information Technology Equipments Installation Services, Information Technology Solutions (System Integration), Data Centre & Business Continuity Solutions, Information Technology Security Solutions |
| S041 | Ambassador Flowers & Gifts | Dialink Ltd | Retail (Flower Gift, Other Gifts), Venue Decoration |
| S043 | Dragon King Restaurant | Dragon King Restaurant Group | Chinese Cuisine Restaurant |
| S044 | EGL Tours | EGL Tours Co Ltd | Group Tour, Ticketing & Booking Agency, Cruise Agency, Oversea Wedding Consultancy |
| S046 | Market Place by Jasons | The Dairy Farm Co Ltd | Supermarket (Fresh Food, Prepared Food, Frozen Food, Groceries, Beverages & Wines, Household Products, Personal-care Products, Pharmaceuticals, Pet Food & Products, Miscellaneous Items), Online Retail |
| S050 | Storefriendly | Store Friendly Logistics Holdings Ltd | Storage Rental, Red Wine Storage, Transportation, Document Storage |
| S051 | 3D-GOLD | 3D-GOLD Jewellery (HK) Ltd | Retail (Precious Metals, Jewellery, Watch) |
| S052 | city'super | City Super Ltd | Supermarket (Fresh Food, Prepared Food, Frozen Food, Groceries, Beverages & Wines, Household Products, Personal-care Products, Pharmaceuticals, Pet Food & Products, Miscellaneous Items), Food Court, Online Retail |
| S053 | CRCare | CR Care Co Ltd | Retail (Chinese Herbs, Healthcare Dietary Supplement, Chinese Proprietary Medicine, Food, Personal-care Products), Chinese Medical Consultation |
| S054 | Harbour Cruise-Bauhinia | Galaxy Hotel Management Co Ltd | Cruise Restaurant, Sightseeing Cruise, Wedding Consultancy |
| S055 | Hong Yip | Hong Yip Service Co Ltd | Property Management (Residential, Office Building, Shopping Mall, Industrial Building, Facilities) |
| S056 | Joint Publishing | Joint Publishing (HK) Co Ltd | Retail (Publications, Stationery), Book Publication |
| S057 | The Link | The Link Management Ltd | Shopping Mall Rental & Management, Car Park Rental & Management, Fresh Market Rental & Management, Food Stall Rental & Management |
| S058 | Wing Lai Yuen | Wing Lai Yuen (Whampoa) Ltd | Chinese Cuisine Restaurant |
| S060 | CATALO | Catalo Natural Health Foods Ltd | Retail (Health Food, Health Drinks, Healthcare Dietary Supplement) |
| S061 | CHIEF | Chief Holdings (HK) Ltd | Securities Custodian/Broker/Dealing; Futures, Precious Metals Trading Broker/Dealing; Fund Management; Investment Products Management; Financial Services for Corporate Restructuring; Asset Management/Wealth Management Consulting Services; Project Financing |
| S062 | e-print | Promise Network Printing Ltd | Printing (Commercial Advertising Products, Stationery, Business Card, Paper Bag & Recycle Bag), Publication Printing, Stationery Production |

附件 Appendices

| | | | |
|------|---------------------------------|-------------------------------------|--|
| S063 | Fairwood | Fairwood Fast Food Ltd | Fast Food Store, Retail (Food), Outside Catering |
| S064 | H.K. Pet's hospice care service | Faith Technology Development Ltd | Pet Cremation Service, Pet's Memento Storage Service |
| S065 | Indo Market | Fok Hing Trading Development Co Ltd | Supermarket (Fresh Food, Prepared Food, Groceries, Beverages, Household Products, Personal-care Products, Miscellaneous Items) |
| S066 | Prince Jewellery & Watch | Prince Jewellery & Watch Co | Retail (Watch, Jewellery, Gold) |
| S067 | Sofamark | Sofamark Ltd | Retail (Furniture) |
| S068 | Travel Expert | Travel Expert Ltd | Ticketing & Booking Agency, Group Tour, Group Tour Agency, Cruise Agency |
| S069 | Vita Green | Vita Green Health Products Co Ltd | Retail (Healthcare Dietary Supplement, Chinese Medicine Healthcare Products, Skincare Products) |

會員名錄

Directory of BDC Members

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

雅田實業有限公司
Artin Industrial Co Ltd

YGM 貿易有限公司
YGM Trading Ltd

香港生產力促進局
Hong Kong Productivity Council

香港貿易發展局
Hong Kong Trade Development Council

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

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

古珀行珠寶有限公司
Aaron Shum Jewelry Ltd

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

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

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

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

諾天時有限公司
Time Mission Ltd

金百加發展有限公司
Kampery Development Ltd

MCL 品牌顧問有限公司
Maxi Communications Ltd

恒通資源有限公司
Hang Tung Resources Ltd

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

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

雅芳婷集團有限公司
A-Fontane Groups Ltd

余仁生（香港）有限公司
Eu Yan Sang (HK) Ltd

南順（香港）有限公司
Lam Soon (Hong Kong) Ltd

四洲貿易有限公司
Four Seas Mercantile Ltd

新順福食品有限公司
Sun Shun Fuk Foods Co Ltd

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

香港天廚有限公司
The Tien Chu (HK) Co Ltd

合興集團有限公司
Hop Hing Holdings Ltd

德國寶（香港）有限公司
German Pool (HK) Ltd

福田科技有限公司
Fook Tin Technologies Ltd

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

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

捷榮咖啡有限公司
Tsit Wing Coffee Co Ltd

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

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

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

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

WCJ International Ltd
WCJ International Ltd

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

顯藝珠寶公司
Classic Jewelry Co

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

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

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

日昇實業有限公司
Sunnex Products Ltd

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

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

威馬企業有限公司
Goodway Electrical Enterprise Ltd

大南玩具實業有限公司
Tai Nam Industrial Co Ltd

李錦記有限公司
Lee Kum Kee Co Ltd

燕之家燕窩專門店有限公司
Home of Swallows Ltd

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

喜居樂有限公司
Hekura Co Ltd

JMI 精美工業有限公司
Jing Mei Industrial Ltd

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

德爾斯控股有限公司
DSC Holdings Ltd

美心食品有限公司
Maxim's Caterers Ltd

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

信達企業有限公司
Shun Tat Enterprises Ltd

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

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

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

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

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

稻香集團有限公司
Tao Heung Holding Ltd

芝柏婚禮殿堂
GP Harmonie Ltd

金瓶實業有限公司
Golden Cup Industries Ltd

滙達帽業有限公司
Global One Headwear Ltd

嘉頓有限公司
The Garden Co Ltd

鴻福堂集團有限公司
Hung Fook Tong Holdings Ltd

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

鱷魚恤有限公司
Crocodile Garments Ltd

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

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

皇室實業有限公司
Majestic Industry Ltd

香港復康會
The Hong Kong Society for Rehabilitation

美國冒險樂園有限公司
Jumpin Gym USA Ltd

大昌貿易行有限公司
Dah Chong Hong Ltd

卓悅控股有限公司
Bonjour Holdings Ltd

阿波羅雪糕有限公司
Appolo Ice-cream Co Ltd

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

活力健國際有限公司
Holistol International Ltd

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

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

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

淘化大同食品有限公司
Amoy Food Ltd

零食物語有限公司
Fancy Talent Ltd

雅蘭企業有限公司
Airland Enterprise Co Ltd

環保冰專門店有限公司
GE-Ice Specialty Shop Ltd

天冰有限公司
Ice Master Ltd

君政國際有限公司
Cross International Ltd

八珍國際有限公司
Pat Chun International Ltd

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

陳記食品有限公司
Chan Kee Foods Ltd

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

千里眼控股有限公司
TeleEye Holdings Ltd

安莉芳（香港）有限公司
Embry (HK) Ltd

牛奶有限公司
The Dairy Farm Co Ltd

草姬國際有限公司
Herbs Generation International Ltd

Dr Kong 健康鞋專門店
Dr Kong Footcare Ltd

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

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

實惠傢居廣場有限公司
Pricerite Stores Ltd

盾牌保險箱有限公司
Guarda Safe Industrial Ltd

盛威安全設備有限公司
Safewell Equipment Ltd

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 (International) Ltd

領匯管理有限公司
The Link Management Ltd

太古糖業有限公司
Taikoo Sugar Ltd

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

時鮮菓汁國際
Citrus Growers International

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

富臨集團有限公司
Foo Lum Holdings Ltd

米蘭站（香港）有限公司
Milan Station (HK) Ltd

大記食品有限公司
Dai Kee Food Co Ltd

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

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

Laurence Lai Gallery
Laurence Lai Gallery

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

唯達時國際有限公司
Vidus International Ltd

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

球誼（嘉福）有限公司
Earth Buddy (Ka Fook) Ltd

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

麥迪奧派對用品專門店有限公司
Matteo Party Ltd

青洲英坭有限公司
Green Island Cement Co Ltd

康進企業有限公司
Gazelle Enterprises Ltd

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

理大護眼中心有限公司
PolyVision Eyecare Ltd

歐達傢俱有限公司
Arredamenti Co Ltd

樂域實業有限公司
Lomak Industrial Co Ltd

美時文儀有限公司
Lamex Trading Co Ltd

雅香園食品有限公司
YHY Food Products Ltd

珍卡兒藥妝有限公司
Laboratory Janeclare Ltd

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

Le Homme Branche
Le Homme Branche

時昌物流有限公司
SC Logistics Co Ltd

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

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

加零壹集團有限公司
Aman Group Ltd

雞仔餅大王有限公司
King of Chicken Cake Ltd

加美敦有限公司
Carmelton Co Ltd

奧麗有限公司
Oceanic Leader Ltd

玩具易控股有限公司
Toy2r (Holdings) Co Ltd

金鷹製作有限公司
Montegle Production Ltd

美嘉（中國）有限公司
Megafood (China) Ltd

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

盈創（疊高）實業有限公司
Kado Industrial Co Ltd

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

足富有限公司
Top Fortune Co Ltd

聖安娜餅店有限公司
Saint Honore Cake Shop Ltd

Network Box Hong Kong Ltd
Network Box Hong Kong Ltd

璋基咖啡有限公司
Grand Coffee Co Ltd

同珍公司
Tung Chun Co

心窗非洲鼓樂聚
Sharings African Drumming Arena

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

BannerSHOP Hong Kong Ltd
BannerSHOP Hong Kong Ltd

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

海洲實業有限公司
Sealand Industrial Co Ltd

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

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

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

穩健醫療（香港）有限公司
Winner Medical (HK) Ltd

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

JS Theme
JS Theme

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

偉奧照明實業有限公司
Rio Industrial Ltd

康業服務有限公司
Hong Yip Service Co Ltd

蛋撻王控股有限公司
King Bakery Holdings Ltd

海皇國際有限公司
Ocean Empire International Ltd

大寧有限公司
Dialink Ltd

英記茶莊有限公司
Ying Kee Tea Co Ltd

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

天虹海鮮酒家
Lamma Rainbow Seafood Restaurant Ltd

Bee's International Group Ltd
Bee's International Group Ltd

安記海味有限公司
On Kee Dry Seafood Co Ltd

明科網絡有限公司
AvantWave Ltd

皓山創作坊有限公司
HosannArt Creative Co Ltd

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

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

宏希貿易公司
Memorigin Trading Co

楊氏水產有限公司
Yeungs Marine Products Ltd

大有倉集團有限公司
Tai Yau Storage Group Ltd

恆香老餅家有限公司
Hang Heung Cake Shop Co Ltd

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

專業國際旅運有限公司
Travel Expert Ltd

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

冠威管理有限公司
Goodwill Management Ltd

致富集團(香港)有限公司
Chief Holdings (HK) Ltd

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

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

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

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

焯榮(香港)有限公司
Pro-Wins (HK) Ltd

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

三和科技有限公司
Sanwa Technologies Ltd

緣來這麼近
So Klose.com

智趣小博士教育中心
Dr I-Kids Education Centre

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

安達旅運有限公司
Lotus Tours Ltd

友發有限公司
Friend Rich Ltd

飛先有限公司
Faze In Ltd

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

梳化倉有限公司
Sofamark Ltd

澳栢國際有限公司
Opac International Ltd

簡約養生有限公司
Pristine Living Ltd

合和土木發展有限公司
Hop Wo Development Ltd

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

昇鋒國際有限公司
Pro Logic International Ltd

康盟有限公司
Concord Alliance Ltd

泉昌有限公司
Chuan Chiong Co Ltd

原味家作有限公司
Original Taste Workshop Ltd

科韻動力有限公司
iMusicTech Ltd

譽宴集團有限公司
U Banquet Group Ltd

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

華潤堂有限公司
CR Care Co Ltd

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

捷鷹有限公司
Eagle Victory Ltd

穎明實業有限公司
Makebest Industries Ltd

吉品實業有限公司
Lucky Quality Industries Ltd

貴族國際貿易有限公司
Yaki Champion Boutique Ltd

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

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

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

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

TLC Group Ltd
TLC Group Ltd

BB Branding Partners Co Ltd
BB Branding Partners Co Ltd

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

海耀科技有限公司
Ocean Digital Technology Ltd

一心旅遊有限公司
Instant Travel Service Ltd

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

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

彪成有限公司
Pure Glory Ltd

電訊盈科企業方案有限公司
PCCW Solutions Ltd

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

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

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

配帽站有限公司
Stop Accessories Ltd

一齊買香港有限公司
Buy Together Hong Kong Ltd

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

錢氏玩具中心有限公司
M & C Toy Centre Ltd

時尚密碼
Chic Code Design Co

尚芳保健有限公司
Shang Healthcare Ltd

傳繫創意有限公司
T-Link Inspiration Ltd

惠健國際有限公司
Vitanatura International Ltd



香港品牌發展局
Hong Kong Brand Development Council

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