



# 香港新星品牌選舉 暨 香港新星服務品牌選舉

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

# 2020

主辦機構  
Organisers:



香港品牌發展局  
Hong Kong Brand  
Development Council



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

特別鳴謝  
Special Acknowledgement:



## 宗旨 OBJECTIVES

「香港新星品牌選舉」和「香港新星服務品牌選舉」旨在表彰香港公司創立的新興品牌，激勵業界銳意進取，透過創建品牌提升香港產品和服務的附加價值和競爭能力。

Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards give recognition to up-and-coming young brands established by Hong Kong companies, with an aim to encourage the industries to embrace an enterprising spirit and to enhance the value-added attributes and the competitive edge of Hong Kong products and services through brand-building.

## 選舉組別 AWARD CATEGORIES

「香港新星品牌選舉」主要針對產品品牌，一般情況下應以已預先包裝的產品上的商標為依據；「香港新星服務品牌選舉」主要面向服務品牌，通常指有關公司或其營運場所的商標或者名稱。

Hong Kong Emerging Brand Awards are conferred to product brands, which are normally represented by the trademarks or logos printed on prepackaged goods; whereas the Hong Kong Emerging Service Brand Awards are presented to brands engaged in service industries, which often refer to the trademarks or logos shown at the service locations or the brands of the entry companies.

## 主辦機構 ORGANISER

香港品牌發展局和香港中華廠商聯合會為選舉之主辦機構。

The Hong Kong Brand Development Council and the Chinese Manufacturers' Association of Hong Kong are the co-organisers of the Awards (The Organiser).



## 參賽資格 ELIGIBILITY

- 1 參賽品牌必須在香港創立或者與香港有實質的密切聯繫，例如，所屬公司的控股股東為香港人；以香港為主要生產或營運基地；對香港工商業或經濟發展有顯著的貢獻或影響等。
  - 2 參賽品牌的創立時間不得超過八年。
  - 3 參賽品牌必須在香港註冊，或者能夠提供足夠的文件證明原創地位和產權。
  - 4 參賽公司必須在香港註冊並於香港有實質業務運作，且擁有對所提交之參賽品牌的製造、銷售或經營專有權。
  - 5 往屆得獎者不得再參加同一組別的選舉。「香港名牌選舉」的歷屆獲獎者以及當屆參賽者不可參加「香港新星品牌選舉」；「香港服務名牌選舉」的獲獎者以及當屆參賽者不可參加「香港新星服務品牌選舉」。
- a To be eligible, the entry brand should be established in Hong Kong or have substantially close relations with Hong Kong, e.g. the controlling shareholders of the entry company being Hong Kong residents, the manufacturing or operating sites mainly based in Hong Kong, or the brand having significant contribution to or influences on Hong Kong's industrial and economic development.
  - b The entry brand should have been established for no more than 8 years.
  - c The entry brand should have been registered with the Intellectual Property Department, HKSAR. Otherwise, the entry company should produce sufficient evidence to demonstrate originality and proprietorship of the brand.
  - d The entry company should hold a valid Hong Kong Business Registration Certificate and have substantive business operation in Hong Kong, and it must demonstrate to the satisfaction of the Organiser that it has exclusive rights to fully control the production, distribution or other operational activities under the entry brand.
  - e Previous winners are not eligible for repeated participation in the same award category. Besides, both past winners and current entries of the Hong Kong Top Brand Awards should be disqualified from entering Hong Kong Emerging Brand Awards; while past winners and current entries of the Hong Kong Top Service Brand Awards are not eligible for Hong Kong Emerging Service Brand Awards.

## 獎項 AWARD STRUCTURE

- 1 選舉設「香港新星品牌」和「香港新星服務品牌」獎項，授以表現突出的參賽品牌；名額由評審團視乎參賽情況決定，原則上各以五個為限。
- 2 得獎者將獲頒證書和獎座；經主辦機構批准，可於兩年內將「香港新星品牌標誌」用於推廣有關品牌和公司的整體形象，但必須標註獎項全名及得獎年份。
  - a The Awards will present "Hong Kong Emerging Brand" and "Hong Kong Emerging Service Brand" to entries of the most outstanding merits. Usually capped at 5 for each award category, the exact number of Awardees will be at the discretion of the Judging Panel.
  - b Winners will receive a trophy and a certificate, as a memento of achievement. Subject to the approval of the Organiser, the awardees are entitled to use "Hong Kong Emerging Brand Logo" (Emerging Logo) for promoting the overall image of the winning company and the brand within two years, provided that the full title and year of award conferral are duly indicated.

## 參賽方法及截止日期 APPLICATION PROCEDURE AND DEADLINE

- 1 參賽者須標明所參加的選舉組別；並須填妥有關的參加表格，向主辦機構報名。
- 2 參賽者須根據主辦機構的通知，提供詳細、準確、客觀的資料，連同參賽品牌的專有權證明文件，有關代表性產品或服務的說明、相片、目錄、圖片、樣本，以及已簽署的參加表格正本等，於二零二零年八月三十一日或以前遞交主辦機構。
- 3 參賽者須協助主辦機構進行實地審核。
- 4 凡進入決賽的各參賽者須向評審團作約十分鐘的講解，以介紹各自的品牌。
- 5 報名費用全免，惟參賽公司須分擔實地審核的費用，每個品牌通常為港幣三千元。進入決賽者須支付部分行政和宣傳費用；香港品牌發展局會員或第五十五屆「工展會」參展商為港幣七千元，其他參賽公司則為港幣九千元。
  - a Companies wishing to enter the competition should indicate the award category and complete the corresponding "Entry Form" for submission to the Organiser.
  - b Participating companies should, upon the request of the Organiser, provide complete, accurate and objective information about the entry brand, together with relevant materials such as product/service description, photographs, catalogues, technical drawings and samples, if appropriate. Such information and materials as well as the signed original copy of "Entry Form" should be submitted to the Organiser no later than 31 August, 2020.
  - c Entrants should provide due assistance to the Organiser in conducting On-site Assessment.
  - d Entrants short-listed as candidates for Final Judging will be required to give a presentation (about 10 minutes) to the Judging Panel.
  - e There is no admission fee but entrants should pay an On-site Assessment fee normally at HK\$3,000. A company entering the Final Judging should also pay HK\$7,000 (if it is a Corporate Member of the BDC or an exhibitor of the 55th HKBPE) or HK\$9,000 (if it is not a BDC member nor an exhibitor), to cover part of the administrative and promotional costs.



## 評審標準 JUDGING CRITERIA

- 1 選舉將參照以下六個標準對參賽品牌進行評定：
    - 知名度 (香港、中國內地及海外)
    - 經營特色
    - 創新意念
    - 品質
    - 形象
    - 環保及社會責任
  - 2 選舉活動分初賽和決賽進行。決賽評審團在面試的基礎上，綜合考慮實地審核的結果，決定得獎名單。
  - 3 決賽評審團和主辦機構對有關獎項一切事宜有最終決定權，其決定均具約束力。
- a Assessment is primarily based on the following factors:
    - Reputation (Hong Kong, Mainland and Overseas)
    - Innovation
    - Image
    - Distinctiveness
    - Quality
    - Environmental Performance and Social Responsibility
  - b Entries should go through a Preliminary Screening before entering the Final Judging, which takes the form of an interview by the Final Judging Panel. Final decision is based on review by Judging Panel with the results of On-site Assessment taken into consideration.
  - c All decisions made by the Judging Panel and the Organiser will be final and binding in all respects of all matters relating to the Awards.

## 評審團成員 JUDGING PANEL

「香港新星品牌選舉暨香港新星服務品牌選舉」的決賽評審團成員包括：

- 香港特區政府商務及經濟發展局常任秘書長（工商及旅遊）利敏貞太平紳士（主席評判）
  - 香港品牌發展局副主席陳國民博士
  - 香港城市大學副校長（發展及對外關係）、資訊系統與電子商務講座教授李國安教授
  - 香港中小型企業總商會會長巢國明先生
  - 香港品質保證局主席何志誠工程師
  - 香港設計中心行政總裁利德裕博士
- Final Judging Panel of Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards comprises:
- Miss Eliza Lee Man-ching, JP, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong SAR Government (Chairman of Judging Panel)
  - Dr Edward K M Chan, Vice Chairman of the Hong Kong Brand Development Council
  - Prof Matthew K O Lee, Vice-President (Development and External Relations), Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong
  - Mr Joe Chau Kwok-ming, President of the Hong Kong General Chamber of Small and Medium Business
  - Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency
  - Dr Edmund Lee, Executive Director of Hong Kong Design Centre

## 頒獎典禮 PRESENTATION CEREMONY

2020年選舉頒獎典禮暨慶祝晚宴定於二零二一年二月八日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府財政司司長陳茂波GBM, GBS, MH, 太平紳士和其他官員擔任主禮嘉賓。

The Presentation Ceremony-cum-Gala Dinner of 2020 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards will be held on the evening of 8 February 2021 at Convention Hall, Hong Kong Convention and Exhibition Centre, to be officiated by Financial Secretary The Honourable Paul Chan, GBM, GBS, MH, JP and top officials of the HKSAR Government.

## 選舉日程 AWARDS SCHEDULE

日期 Date (暫定 Tentative) 事項 Item

2020年7月至8月31日 July - 31 Aug 2020	接受報名 Enrolment
2020年11月23日 23 Nov 2020	初賽評審 Preliminary Screening
2020年12月18日 18 Dec 2020	決賽評審 Final Judging
2021年2月8日 8 Feb 2021	頒獎典禮暨慶祝晚宴 Awards Presentation Ceremony-cum-Gala Dinner

## 查詢 ENQUIRIES

香港品牌發展局 | HONG KONG BRAND DEVELOPMENT COUNCIL

香港新星品牌 Hong Kong Emerging Brand

香港新星服務品牌 Hong Kong Emerging Service Brand

聯絡人 Contact Person：姚小姐 Ms Katie Yiu

聯絡人 Contact Person：林小姐 Ms Fabienne Lam

聯絡電話 Tel：2542 8698

聯絡電話 Tel：2542 8634

電郵 Email：eor1@cma.org.hk

電郵 Email：eor2@cma.org.hk

網址 Website：www.hkbrand.org

傳真 Fax：3421 1092 / 2815 4836

地址 Address：香港中環干諾道中64號廠商會大廈3字樓 3/F, CMA Building, 64 Connaught Road Central, Hong Kong





香港新星品牌選舉得獎品牌 (2010年至今)

Winners of Hong Kong Emerging Brand Awards (Since 2010)



香港新星服務品牌選舉得獎品牌 (2010年至今)

Winners of Hong Kong Emerging Service Brand Awards (Since 2010)





**2020 香港新星品牌選舉 / 香港新星服務品牌選舉參加回條**  
**2020 Hong Kong Emerging Brand Awards /**  
**Hong Kong Emerging Service Brand Awards Reply Slip**

本公司有興趣參加以下選舉，請惠寄有關資料及詳細表格。

We are interested to participate in the Award below. Please send relevant details and Entry Form to us.

(請於適當方格內，填上✓號。 Please mark a ✓ in the appropriate box.)

- 香港新星品牌選舉 Hong Kong Emerging Brand Awards
- 香港新星服務品牌選舉 Hong Kong Emerging Service Brand Awards

參賽品牌: (中文)	Brand: (English)
公司名稱 Company Name:	
公司地址 Company Address:	
聯絡人 Contact Person:	聯絡電話 Contact Tel No.:
電子郵件 Email:	圖文傳真 Fax No.:
網址 Website:	品牌創立年份 Year Establishing the Brand:
主要產品 / 服務類別 Major Product / Service Categories:	

**「香港新星品牌標誌」設計意念**  
**Design Concept of "Hong Kong Emerging Brand Logo"**



「香港新星品牌標誌」由吳秋全先生擔任名譽設計顧問。標誌的主體為一顆從「H」字背後靳露頭角的彩星，象徵著蓄勢而發、光芒初綻；星號更幻化成「K」字，令整個構圖呈現「HK」字形輪廓，寓意紮根香港，向無限空間進發；標誌採用品牌局徽號的紅藍原色，輔以金色光束，盡顯專業、莊重、活力澎湃。

"Hong Kong Emerging Brand Logo" is designed by the Honorary Advisor Mr. Charles Ng. It features a splendid star emerging from the back of letter "H" to symbolise "enterprising" and "promising". The asterisk also takes the shape of letter "K" to make the logo a perfect incarnation of "HK", implying "originating from Hong Kong" and "reaching out to new horizons". The Logo inherits the primary red and blue from the BDC's corporate colour, which together with a touch of shining golden signify "professionalism", "dignity" and "vitality".