



**Message from Dr Edward K M Chan, MH,
Chairman of the Hong Kong Brand Development Council**

Today's event carries a special meaning. Due to the fifth wave of COVID-19 epidemic, the Presentation Ceremony for 2021 Brand Award, which is co-organised by the Hong Kong Brand Development Council (the BDC) and the Chinese Manufacturers' Association of Hong Kong (the CMA), has been postponed till now. Old friends and new acquaintances can come together, exchange insights and witness the shining achievements of Hong Kong brands; and it is even more exciting to celebrate another victory in Hong Kong's fight against the epidemic and adversity.

With lingering threats of the pandemic continuing to lurk, the external market still faces a multitude of uncertainties. Nevertheless, the Hong Kong economy has gradually got back on the growth track; a new situation has emerged in the local political atmosphere, and cross-boundary flow of people travel is expected to resume in an accelerated pace. Hong Kong is set to embark on a new era of prosperity as we celebrate the 25th anniversary of the SAR's return to the motherland.

Hong Kong's business community have always been known for their dexterity and agility. They display great courage to beat the odds, forge ahead, as well as the strong ability to move with the times, navigate challenges with insights, and seize new opportunities for market development. During the preparation of this year's Brand Awards, we have seen plenty of intense enthusiasm shown by the participating companies, which once again has manifested Hong Kong businesses' admirable "time and tide wait for no man" energetic spirit and the "putting out all the stops" indomitable vigour.

As a significant benchmark for the development of the Hong Kong business sector, the 2021 Brand Awards received enthusiastic response from the industries. The number of participating brands and the quality they displayed were distinctively high. The winners may have exciting stories to tell of their own hard work, but all of them have sent the same "Branding to Win" message and demonstrated an equally inspiring "Hong Kong Brand Spirit"!

Among Awardees, there are time-honoured brands that have rejuvenated themselves into trendsetters, alongside with next-generation labels that ride the waves of the marketplace by dint of cutting-edge innovative technologies. There are cross-generation household names rich in local nostalgia, and those “little giants” which stand tall on the back of their “high, sophisticated, advanced, distinctive” skills with keen focus and outstanding quality. And there are locally-rooted Hong Kong’s proud with a determination to uphold and shine up “Made in Hong Kong”, as well as courageous business pioneers which broke into overseas markets and have gained worldwide fame.

The winners’ outstanding performance has lifted Hong Kong brand development to a new height. Especially, their great efforts in brand-building and value creation have provided inspirations to the re-launch of Hong Kong economy. At this moment, the Guangdong-Hong Kong-Macao Greater Bay Area is reaching a new milestone, bringing Hong Kong brands enormous opportunities and ample space for growth. Participating in GBA development is beyond doubt the most important “runway” for Hong Kong enterprises’ post-pandemic take-off. Taking a closer look at the keys to success of winning brands, aside from the six judging criteria including Reputation, Distinctiveness, Innovation, Quality, Image, and Environmental Performance & Social Responsibility, a most spotted keyword is “GBA”. Many of the winners implemented strategic preparation for deep ploughing Mainland’s domestic market, making great strides in drawing up plans for developing production and sales networks in the Greater Bay Area. For Hong Kong enterprises, this is instrumental in finding the right paths and setting up yardsticks towards integration into the Country’s “Internal Circulation”.

The BDC kicked off a series of researches on the GBA consumption market recently and released an “Effective Branding in Greater Bay Area’Company Case Study Report” earlier this year. The BDC is also actively planning to stage Hong Kong brand showcases in cities such as Macao and Guangzhou as soon as the conditions of resumption of quarantine-free travel become favourable. We expect that such iconic initiatives will help promote the collective image of Hong Kong brands and gear towards the vision of “Brand Greater Bay”, leading and facilitating the high-quality development within the region at the same time.

The successful completion of the 2021 Brand Awards should be attributed to the ardent support from a cross section of sectors. On behalf of the Organisers, I would like to thank Financial Secretary the Honourable Paul Chan, officiating guest of the

Awards Presentation Ceremony. I would also like to express my heartfelt gratitude to the various government departments and members of the community for their support for the Brand Awards. This includes Secretary for Commerce and Economic Development the Honourable Algernon Yau, JP, Permanent Secretary for Commerce and Economic Development Miss Eliza Lee, Under Secretary for Commerce and Economic Development Dr Bernard Chan, Deputy Secretary for Commerce and Economic Development Ms Candy Lau, Director-General of Trade and Industry, members of the Awards Judging Panels, Event Sponsor Bank of Communications Co., Ltd. Hong Kong Branch, Trophy Sponsor Fook Tai Jewellery, Official Honorary Auditor KPMG, media which have assisted in promoting the Awards, as well as organisations and individuals for their different forms of participation in support of today's event.

Finally, congratulations to the winners of the 2021 Brand Awards and Hong Kong Distinguished Brand Leader Award!