香港名牌選舉暨香港服務名牌選舉
HONG KONG TOP BRAND AWARDS &
HONG KONG TOP SERVICE BRAND AWARDS

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

頒獎典禮暨慶祝晚宴

Awards Presentation Ceremony-cum-Gala Dinner

bdc

紀念特刊
Commemorative Issue
2022

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

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選舉宗旨
Awards' Objectives

「香港名牌選舉」和「香港服務名牌選舉」旨在表彰香港公司創立的傑出品牌，激勵港商精益求精，並提升香港產品和服務的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。

Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards aim to give recognition to outstanding brands established by Hong Kong companies, to encourage local enterprises to strive for excellence, to promote Hong Kong products and services; and to enhance the profile of Hong Kong industries both locally and internationally.

「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 competitive edge of Hong Kong products and services through brand-building.

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主席獻辭
Message from the Chairman

香港品牌發展局主席
陳國民博士, MH
Dr Edward K M Chan, MH
Chairman, the Hong Kong Brand Development Council

今天的盛會帶有一份特別的意義；受第五波新冠肺炎疫情的影響，由香港品牌發展局（品牌局）和香港中華廠商聯合會（廠商會）合辦的2021年「品牌選舉」的獎項延遲至今才正式頒授。新知舊雨能夠歡聚一堂，交流心得，共同見證香港品牌的驕人成就，為香港抗疫克難的又一次「逆轉勝」而喝采，怎不令人歡欣鼓舞！

儘管疫情的威脅揮之不去，外圍市場充滿著變數，但香港經濟已逐步重拾增長的軌道；同時，本地社會政治環境展現新氣象，香港與內地和海外的跨境人員往來有望加快改善。乘著回歸祖國25周年的喜慶，香港昂然邁上了由治及興的新征程。

香港工商界一向具有堅韌不拔而又靈活機變的特質；不但勇於在逆境中迎難而上、砥礪前進，更善於應時而動、駕馭轉變，洞悉和把握市場發展的新機遇。在舉辦今屆「品牌選舉」的過程中，我們看到了一種「百舸爭流，千舟競發」的熱烈場面，深深感受到香港業界那股「時不我待」的奮發精神以及「敢拚、能拚、善拚」的澎湃幹勁。

作為香港工商業發展的重要方向標，2021年「品牌選舉」在業界引起了熱烈的迴響，參賽品牌無論在數目還是質素上均保持一如既往的高水準。得獎者的奮鬥故事各有各的精彩，但傳達了同一個「品牌『智』勝」的信息，展示了同一樣激勵人心的「香港品牌精神」！

他們當中，既有擁抱時尚潮流、重新煥發青春的「老字號」，有挾著科創優勢、站在市場風口浪尖上的品牌「新世代」；有陪著幾代港人一起成長、洋溢著濃厚香港情懷的經典品牌，亦有憑著「高、精、尖、特」技藝、專注態度和卓越品質而屹立不倒的「行業小巨人」；有扎根本土、銳意擦亮「Made in Hong Kong」金漆招牌的「香港之光」，更有敢闖敢試、率先在海外市場打響名堂的業界先鋒。

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.

得獎者以出類拔萃的表現刷新了香港品牌發展的最高水準；他們以品牌創造價值的辛勤耕耘與探索，更為香港經濟「再出發」帶來了重大的啟示。當前粵港澳大灣區正邁上新台階，為香港品牌的發展提供了巨大的機遇和廣闊的空間；參與灣區建設是香港企業疫後起飛的最重要「跑道」。透視今屆得獎品牌的成功之道，除了知名度、經營特色、創新意念、品質、形象、環保及社會責任這六大要素之外，另一個最常出現的關鍵詞則是「大灣區」；許多得獎者紛紛落實深耕內地市場的戰略部署，加緊在灣區進行生產和銷售網絡的佈局，為香港企業融入國家「內循環」積極探路和樹立標桿。

品牌局最近亦開展了一系列有關大灣區消費市場的研究；並在年初發表了「『大灣區品牌致勝謀略』企業案例分析報告」，以及積極部署在通關條件許可時盡快赴澳門、廣州等城市舉辦香港原創品牌產品展示。我們希望，透過這些標誌性的項目，弘揚「香港品牌」的集體形象，推進「品牌大灣區」的願景，引領和助力區域的高品質發展。

2021 年「選舉」取得圓滿成功，實有賴各方面的大力支持。本人代表主辦機構感謝頒獎典禮的主禮嘉賓陳茂波司長；並向鼎力支持「選舉」的政府部門以及社會各方表示衷心銘謝，包括商務及經濟發展局丘應樺局長、利敏貞常任秘書長、陳百里副局長、劉理茵副秘書長、工業貿易署署長以及「品牌選舉」的各位評審委員，「活動贊助」交通銀行股份有限公司香港分行、獎座贊助商「福泰珠寶」、義務核數師畢馬威會計師事務所，協助宣傳的各傳媒機構，以及用各種形式參與、支持今日活動的機構和個人。

最後，本人謹向 2021 年「品牌選舉」的得獎企業以及「香港傑出品牌領袖獎」得主鄔友正先生致以熱烈祝賀！

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, 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!

陳國民博士, MH
Dr Edward K M Chan, MH
主席
Chairman

嘉賓題辭
Congratulatory Apothegms

香港特別行政區行政長官李家超 GBM, SBS, PDSM, PMSM
The Hon John Lee Ka-chiu, GBM, SBS, PDSM, PMSM
Chief Executive, Hong Kong Special Administrative Region

嘉賓題辭
Congratulatory Apothegms

香港特別行政區政府財政司司長陳茂波 GBM, GBS, MH, 太平紳士
The Hon Paul Chan Mo-po, GBM, GBS, MH, JP
Financial Secretary, the Government of the Hong Kong Special Administrative Region

裕弘

優勵進

業興商

二零二一年香港名牌選舉、香港服務名牌選舉、香港新星品牌選舉暨香港新星服務品牌選舉

財政司司長陳茂波

陳茂波

嘉賓題辭
Congratulatory Apothegms

香港特別行政區政府商務及經濟發展局局長丘應樺
The Hon Algernon Yau
Secretary for Commerce and Economic Development, the Government of the Hong Kong Special Administrative Region

才品

酌競秀

響爭輝

二零二一年香港名牌選舉、香港服務名牌選舉、香港新星品牌選舉暨香港新星服務品牌選舉頒獎典禮

商務及經濟發展局局長丘應樺

丘應樺

嘉賓題辭
Congratulatory Apothegms

香港特別行政區政府商務及經濟發展局常任秘書長利敏貞太平紳士
Miss Eliza Lee Man-ching, JP
Permanent Secretary for Commerce and Economic Development, the Government of the Hong Kong Special Administrative Region

二零二一年香港名牌選舉、香港服務名牌選舉、香港新星品牌選舉暨香港新星服務品牌選舉

駿譽冠羣

商務及經濟發展局常任秘書長利敏貞

嘉賓題辭
Congratulatory Apothegms

香港中華廠商聯合會會長史立德博士, BBS, MH, 太平紳士
Dr Allen Shi, BBS, MH, JP
President, the Chinese Manufacturers' Association of Hong Kong

二零二一年香港名牌選舉、香港服務名牌選舉、香港新星品牌選舉暨香港新星服務品牌選舉

匯聚品牌 加譽香江

香港中華廠商聯合會會長 史立德博士 敬賀

二零二一年品牌選舉評審委員
Final Judging Panels of 2021 Brand Awards

「香港名牌選舉」決賽評審團成員：

- 香港特區政府工業貿易署時任署長盧世雄太平紳士（主席評判）
- 香港中華廠商聯合會會長史立德博士, BBS, MH, 太平紳士
- 香港生產力促進局時任主席林宣武 GBS, SBS, 太平紳士
- 香港工業總會主席查毅超博士, BBS, 太平紳士
- 香港品牌發展局副主席盧金榮博士, 太平紳士
- 香港設計師協會會長葉憬翰先生
- 香港貿易發展局助理總裁梁國浩先生

Final Judging Panel of Hong Kong Top Brand Awards:

- Mr Brian Lo, JP, the then Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Allen Shi, BBS, MH, JP, President of the Chinese Manufacturers' Association of Hong Kong
- Mr Willy Lin Sun Mo, GBS, SBS, JP, the then Chairman of the Hong Kong Productivity Council
- Dr Sunny Chai, BBS, JP, Chairman of the Federation of Hong Kong Industries
- Dr Lo Kam Wing, JP, Vice Chairman of the Hong Kong Brand Development Council
- Mr Karr Yip, Chairman of Hong Kong Designers Association
- Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council

「香港服務名牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局副局長陳百里博士, 太平紳士（主席評判）
- 香港品牌發展局主席陳國民博士, MH
- 香港旅遊發展局主席彭耀佳博士, GBS, 太平紳士
- 香港中華總商會副會長謝湧海 BBS
- 香港理工大學行政副校長盧麗華博士
- 香港零售管理協會副主席余偉傑先生
- 香港總商會總裁梁兆基先生

Final Judging Panel of Hong Kong Top Service Brand Awards:

- Dr Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Edward K M Chan, MH, Chairman of the Hong Kong Brand Development Council
- Dr Y K Pang, GBS, JP, Chairman of Hong Kong Tourism Board
- Mr Tse Yung-hoi, BBS, Vice Chairman of the Chinese General Chamber of Commerce
- Dr Miranda Lou, Executive Vice President of the Hong Kong Polytechnic University
- Mr Andrew Yu, Vice Chairman of Hong Kong Retail Management Association
- Mr George Leung, CEO of the Hong Kong General Chamber of Commerce

「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：

- 香港特區政府商務及經濟發展局常任秘書長利敏貞太平紳士（主席評判）
- 香港品牌發展局副主席陳家偉 MH
- 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周嘉弘先生
- 香港品質保證局主席何志誠工程師
- 香港設計中心時任董事局副主席盧永強先生

Final Judging Panel of Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards:

- Miss Eliza Lee Man-ching, JP, Permanent Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Calvin K W Chan, MH, 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 Calvin Chau, President of the Hong Kong General Chamber of Small and Medium Business
- Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency
- Mr David Lo, the then Vice Chairman of Board of Directors of Hong Kong Design Centre

二零二一年品牌選舉得獎名單
List of 2021 Brand Awards Winners

香港傑出品牌領袖獎
Hong Kong Distinguished Brand Leader Award

鄔友正先生
七海化工（集團）有限公司主席
Mr Wu Yau Ching, James
Chairman of Seven Sea Chemicals (Holdings) Ltd

鄔友正先生於 1977 年從美國加州理工學院機械工程碩士畢業後返港，起初經營化工貿易及小型加工生意，1986 年研製出香港首張「極硬床褥」；翌年創立「海馬牌」，短短兩年已躍升為香港床褥銷量冠軍。鄔先生堅持研發和創新，1994 年再創立時尚家品品牌「軒琴居」；集團率先於大中華和東盟設立連鎖店與生產基地，引領行業邁向國際化。

鄔友正先生篤行敬業、熱心公益，備受各界肯定，曾榮獲「香港青年工業家獎」。憑著一份堅持、專注與熱忱，鄔友正先生帶領「海馬牌」經歷多次經濟環境轉變的挑戰，砥礪向前，勇創高峰，締造了「香港品牌」的閃亮典範。

After obtaining a Master degree in Mechanical Engineering from California Institute of Technology in 1977, Mr Wu Yau Ching returned to Hong Kong and began to operate chemical trade and small-scale processing business. In 1986, he developed Hong Kong's first hard mattress and "Sea Horse" brand made debut in the following year, whose mattress became the best-seller in local market in a short span of two years.

Mr Wu has been enthusiastically pursuing R&D and innovation; and he founded another stylish household product brand "HECOM" in 1994. Under his leadership, the Group has taken the lead to build up retail chains and manufacturing facilities in Greater China and the ASEAN, stepping further towards internationalisation.

As a widely-recognised business leader full of enterprising spirit and passion for charity causes, Mr Wu was honoured with the "Hong Kong Young Industrialist Award". With perseverance, devotion and zeal, Mr Wu Yau Ching has steered Sea Horse through challenging times and towards new heights, putting it onto the road to becoming a shining paragon of Hong Kong brands.

海馬牌

創立於 1987 年的「海馬牌」是著名的家庭用品製造與零售品牌，旗下產品暢銷大中華以及歐洲、北美、東南亞等地區，床褥和枕頭更長期雄踞香港、新加坡及澳門市場的銷售之冠。憑著超卓的生產技術、專業的鑽研精神和優良的品質，「海馬牌」成為消費者的信心保證和香港家品業的風向標。近年集團斥巨資於越南建立智能化生產基地，進一步提高生產力和品質水準，為消費者提供盡善盡美的生活體驗。

Sea Horse

Established in 1987, Sea Horse is a reputable brand engaged in the manufacturing and retail of household products, which sell well in Greater China and overseas markets, e.g. Europe, North America and Southeast Asia, with mattresses and pillows having long been the No.1 best-sellers in Hong Kong, Singapore and Macao.

By dint of advanced technology, incessant innovation, and insistence on quality, Sea Horse has become a symbol of confidence to consumers and a benchmark for local industry. Recently, the Group has invested heavily in Vietnam to set up smart manufacturing facilities that help achieve superior productivity and stringent quality control, enabling Sea Horse to satisfy customers with the finest lifestyle experience.

二零二一年品牌選舉得獎名單
List of 2021 Brand Awards Winners
香港名牌選舉 Hong Kong Top Brand Awards

香港名牌十年成就獎
Hong Kong Top Brand Ten Year Achievement Award

EDO Pack
EDO Pack
僑豐行有限公司
Kiu Fung Hong Ltd
主要產品：餅乾、糖果、朱古力、即食粉麵、零食
Main Products: Biscuits, Confectioneries, Chocolate, Instant Noodles, Snacks

奇華餅家
Kee Wah Bakery
奇華餅家有限公司
Kee Wah Bakery Ltd
主要產品：中式餅及糕點、時令食品、月餅、餅乾、臘味
Main Products: Chinese Cakes & Confectioneries, Seasonal Food, Mooncakes, Biscuits, Chinese Preserved Meat & Sausage

香港卓越名牌
Hong Kong Premier Brand

寧心
Vita Calm
維特健靈健康產品有限公司
Vita Green Health Products Co Ltd
主要產品：中藥保健產品 (寧心)
Main Product: Chinese Medicine Healthcare Product (Vita Calm)

（排名不分先後 In alphabetical order）

二零二一年品牌選舉得獎名單
List of 2021 Brand Awards Winners
香港名牌選舉 Hong Kong Top Brand Awards

香港名牌
Hong Kong Top Brand

駱駝牌
CAMEL
唯一冷熱水壺廠有限公司
Wei Yit Vacuum Flask Mfy Ltd
主要產品：保溫杯、保溫瓶、咖啡及茶壺、冰桶
Main Products: Thermal Tumbler, Thermal Flask, Coffee & Tea Pot, Ice Bucket

駱駝漆
CAMEL
葉氏駱駝 (香港) 有限公司
Yip's Camel (Hong Kong) Ltd
主要產品：乳膠漆、膠玉磁漆、木器漆、地台漆、油漆稀釋產品
Main Products: Emulsion Paint, Synthetic Enamel, Wood Coatings, Flooring Coatings, Paint Thinner

髮再生
Hair Again 2000
創生興業有限公司
New Cynosure Co Ltd
主要產品：中成藥外擦劑、中成藥洗髮露
Main Products: Chinese Medicine External Analgesic, Chinese Medicine Shampoo

卡格
Kakato
萬士博 (亞洲) 有限公司
MaxiPro (Asia) Ltd
主要產品：寵物食品 (罐頭、乾糧、小食)
Main Products: Pet Food (Canned Food, Dry Food, Snacks)

夢樂
MoonRock
植華品牌 (亞洲) 有限公司
Grown-up Licenses (Asia) Ltd
主要產品：護脊書包、休閒包
Main Products: Ergonomic Backpack, Leisure Bag

奧迪美
OPTIMIX
奧迪美 (香港) 有限公司
Optimix (Hong Kong) Ltd
主要產品：環保乾粉砂漿 (底層批盪、瓷磚黏結劑及填縫劑、防水塗層、地台砂漿)
Main Products: Environmentally-friendly Dry Mortars (Base Plaster, Tile Adhesive & Tile Grout, Waterproofing Slurry, Floor Screed)

Pro-Balance
Pro-Balance
金昇家品有限公司
Golden Sun Home Products Ltd
主要產品：不銹鋼刀具、樹脂刀具、磨刀用具、刀具配件
Main Products: Stainless Steel Knife, Resin Knife, Sharpener, Knife Accessories

紹榮鋼鐵
Shiu Wing Steel
紹榮鋼鐵有限公司
Shiu Wing Steel Ltd
主要產品：建築用螺紋鋼筋
Main Product: Reinforcing Steel Bar

陽光
SUNSHINE
陽光照明有限公司
Sunshine Lighting Ltd
主要產品：LED 燈泡、LED 光管、風扇燈、檯燈、智能家居燈飾
Main Products: LED Bulb, LED Tube, Ceiling Fan & Light, Desk Lamp, Smart Home Lighting

Tiger Family
Tiger Family
泰嘉企業公司
Tiger Enterprise Corporation
主要產品：護脊背包、斜揹包、文具收納袋、保溫袋、塑膠水樽
Main Products: Ergonomic Schoolbag, Crossbody Bag, Stationery Pouch, Thermal Bag, Plastic Water Bottle

（排名不分先後 In alphabetical order）

二零二一年品牌選舉得獎名單
List of 2021 Brand Awards Winners

香港服務名牌選舉 Hong Kong Top Service Brand Awards

香港卓越服務名牌
Hong Kong Premier Service Brand

蘋果迷你倉
Apple Storage
大有倉集團有限公司
Tai Yau Storage Group Ltd
主要服務：儲存倉出租、特許經營 (儲存倉)、運輸、信箱出租
Main Services: Storage Rental, Franchising (Storage), Transportation, Letter Box Rental

崔藹璇芭蕾舞學校
Doris Chui School of Ballet
藝術天地樂淘教育有限公司
Ballet Art Joywaves Learning Centre Ltd
主要服務：芭蕾舞訓練、零售 (芭蕾舞服飾)
Main Services: Ballet Dance Training, Retail (Ballet Dance Wear)

奇華餅家
Kee Wah Bakery
奇華餅家有限公司
Kee Wah Bakery Ltd
主要服務：零售 (食品、茶、飲品)、網上零售
Main Services: Retail (Food, Tea, Beverages), Online Retail

（排名不分先後 In alphabetical order)

二零二一年品牌選舉得獎名單
List of 2021 Brand Awards Winners

香港服務名牌選舉 Hong Kong Top Service Brand Awards

香港服務名牌
Hong Kong Top Service Brand

ADO
ADO
一道空間有限公司
ADO Ltd
主要服務：室內設計，樓宇裝修、裝潢工程，公共藝術及展覽設計，建築及基建設計
Main Services: Interior Design, Building Renovation & Fitting-out Services, Public Arts & Exhibition Design, Building & Infrastructure Design

亞思博
AsiaPac
亞太網絡資訊有限公司
AsiaPac Net Media Ltd
主要服務：數碼市場推廣、營銷策略服務
Main Services: Digital Marketing, Marketing Strategy Service

佳寧娜
Carrianna
佳寧娜集團控股有限公司
Carrianna Group Holdings Co Ltd
主要服務：餐飲服務 (中菜餐館)、零售 (食品)、酒店、地產開發
Main Services: Catering Service (Chinese Cuisine Restaurant), Retail (Food), Hotel, Property Development

星火能源
EcoSmart
星火能源管理有限公司
EcoSmart Energy Management Ltd
主要服務：太陽能系統安裝及維護、能源管理及節能方案
Main Services: Solar Energy System Installation & Maintenance, Energy Management & Conservation Solutions

輝煌影音
Famous Audio & Video
輝煌影音有限公司
Famous Audio and Video Co Ltd
主要服務：零售 (家庭影音設備)、技術顧問服務 (家庭影音設備)、影音設備安裝及維修
Main Services: Retail (Home Hi-Fi System), Technical Consulting Service (Home Hi-Fi System), Hi-Fi System Installation & Maintenance

莊臣
Johnson
香港莊臣控股有限公司
Hong Kong Johnson Holdings Co Ltd
主要服務：清潔及消毒服務、蟲害管理及防治
Main Services: Cleaning & Disinfection Services, Pest Control

數學思維教育
MathConcept Education
數學思維教育有限公司
MathConcept Education Ltd
主要服務：數學教育
Main Service: Mathematics Education

宏力保安
MSS
宏力保安服務有限公司
Megastrength Security Services Co Ltd
主要服務：保安服務、保安系統及資訊科技方案、培訓 (保安)
Main Services: Security & Guarding Services, Security System & IT Solutions, Training (Guarding)

康河中醫診所
River Cam Chinese Medicine & Acupuncture Clinic
康河診所管理有限公司
River Cam Clinic Management Ltd
主要服務：中醫診療服務、中醫專科 (痛症、婦科、皮膚科)、針灸
Main Services: Chinese Medical Service, Chinese Medical Specialist (Pain Management, Gynecology, Dermatology), Acupuncture

正斗粥麵專家
Tasty Congee & Noodle Wantun Shop
正斗飲食管理集團有限公司
Tasty Corporation Ltd
主要服務：餐飲服務 (中菜餐館)、零售 (食品)
Main Services: Catering Service (Chinese Cuisine Restaurant), Retail (Food)

（排名不分先後 In alphabetical order)

二零二一年品牌選舉得獎名單
List of 2021 Brand Awards Winners

香港新星品牌選舉 Hong Kong Emerging Brand Awards

香港新星品牌
Hong Kong Emerging Brand

小城故事
Citystory
樂雅兒玩具 (香港) 有限公司
Royal Toys (HK) Co Ltd
主要產品：積木玩具
Main Product: Building Blocks Toys

護匡
Guardman
世衛實業有限公司
Guardman Products Ltd
主要產品：樂齡智能家居安全輔助用品
Main Product: Elderly Smart Home Safety Products

LogosBee
LogosBee
樂道藝創有限公司
Logos Art Co Ltd
主要產品：嬰兒布藝產品
Main Product: Baby Fabric Products

MASK X
MASK X
M-Gen Innovation Co Ltd
M-Gen Innovation Co Ltd
主要產品：衛生口罩、面罩、酒精搓手液、消毒濕紙巾、紫外線消毒器
Main Products: Hygienic Face Masks, Face Shields, Hand Sanitiser, Alcohol Pads, Sanitiser Boxes

翹花膠
Scandinavian Cod Fish Maw
誠明環球食品有限公司
Famous Global Foods Co Ltd
主要產品：花膠
Main Product: Fish Maw

（排名不分先後 In alphabetical order)

二零二一年品牌選舉得獎名單
List of 2021 Brand Awards Winners

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

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

ahaa
ahaa
信通信息科技有限公司
Extra Information Technology Ltd
主要服務：零售 (電器)
Main Service: Retail (Electrical Appliances)

氣淨達
airDefender
氣淨達國際有限公司
Airdefender International Co Ltd
主要服務：量子抗菌防病毒塗層服務
Main Service: Quantum Antimicrobial Technology Coating Service

培星劍擊
Blazing Star Fencing
培星劍擊有限公司
Blazing Star Fencing Ltd
主要服務：培訓課程 (劍擊)、零售 (劍擊器材)
Main Services: Training (Fencing), Retail (Fencing Equipment)

髮森
Hair Forest
聯合 (集團) 投資有限公司
Union (Group) Investment Ltd
主要服務：醫學美容 (細胞移植活髮)、生髮療程、頭皮及頭髮護理、人工植髮
Main Services: Aesthetic Medical Service (Hair Cell Transplantation), Hair Rejuvenation Treatment, Scalp & Hair Treatment, Artificial Hair Implant

流動廚師
MobiChef
若苦創作有限公司
The Bittersweet Creations Ltd
主要服務：私人廚師及到會餐飲服務
Main Service: Private Chef & Catering Services

民坊
People's Place
Gaw Capital Asset Management (HK) Ltd
Gaw Capital Asset Management (HK) Ltd
主要服務：設施活化及優化、商場及街市營運
Main Services: Facilities Revitalisation and Enhancement, Shopping Mall & Wet Market Management

（排名不分先後 In alphabetical order)

香港傑出品牌領袖獎
Hong Kong Distinguished Brand Leader Award

非凡成就 品牌典範

Excellent Role Model in Branding

「香港傑出品牌領袖獎」(簡稱「品牌領袖獎」)是主辦機構頒授的高級榮譽獎項,亦是「香港名牌選舉」及「香港服務名牌選舉」的另一項後續發展機制;旨在表彰積極投身品牌創建工作並取得卓越成就、對香港品牌發展作出重大貢獻的香港企業家,為業界樹立典範,弘揚香港的品牌文化。

「品牌領袖獎」的候選人必須為香港居民,並且須擔任一個香港品牌(「候選人品牌」)的掌舵人,參與該品牌的經營管理達至少十年。同時,「候選人品牌」須已獲得「香港名牌十年成就獎」或「香港服務名牌十年成就獎」。「品牌領袖獎」的評定標準包括「成就」、「信譽」、「遠見」、「領導才能」及「貢獻」五個方面。

「品牌領袖獎」於 2019 年首次頒授,歷屆得獎者包括「李錦記」的集團主席李文達先生 (2019 年)、「四洲」的集團創辦人兼主席戴德豐博士 (2020 年) 及「海馬牌」的集團主席鄔友正先生 (2021 年)。

The Hong Kong Distinguished Brand Leader Award (Brand Leader Award) is an honorary award at the high level presented by the Organisers. It is also a continued development mechanism to supplement Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards. The Brand Leader Award gives recognition to Hong Kong entrepreneurs for the remarkable achievements in brand-building and contributions towards the development of Hong Kong brands, with the objective of identifying role models for the industries and promoting Hong Kong's brand culture.

To be eligible, a candidate of the Brand Leader Award should be a Hong Kong citizen, who has been at the helm of a Hong Kong brand ("Candidate's Brand" thereafter) and has brought significant influence on the development of the Brand; and he/she must have been engaged in the operation of the Brand for not less than 10 years. At the same time, the Candidate's Brand must be a winner of the Hong Kong Top Brand Ten Year Achievement Award or Hong Kong Top Service Brand Ten Year Achievement Award. The judging criteria of the Brand Leader Award include Achievement, Integrity, Vision, Leadership and Contribution.

Making debut in 2019, the Brand Leader Award was presented to Lee Kum Kee Group Chairman Mr Lee Man Tat (2019), Founder and Chairman of Four Seas Group Dr Tai Tak Fung (2020) and Chairman of Seven Sea Chemicals Group Mr Wu Yau Ching (2021).

「品牌領袖獎」設計意念

「品牌領袖獎」的專用標誌由吳秋全先生擔任名譽設計顧問;以星雲迸發、流光炫動的意象襯托、重構「香港卓越名牌」標誌,營造出祥雲迴繞、彩帶飄揚的型態,寓意叱吒風雲的氣度、騰霄昂壑的成就與非凡地位。

Design Concept of "Brand Leader Award"

The logo of Brand Leader Award was designed by the Honorary Advisor Mr Charles Ng. It is a glittering re-definition of the Hong Kong Premier Brand Mark, drawing inspiration from a splendid nebula explosion, a swirling auspicious cloud and fluttering ribbons. It denotes power, influence, and remarkable accomplishment.

香港名牌選舉暨香港服務名牌選舉
Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards

立品創名 精益求精

Branding for Excellence

「香港名牌選舉」和「香港服務名牌選舉」分別創立於 1999 年及 2005 年,旨在表彰香港公司創立的傑出品牌,激勵港商精益求精,並提升香港產品和服務的知名度,增強社會各界、海外商家及消費者對香港品牌的認識。

「選舉」秉承「扎根香港」的定位,其參賽品牌必須在香港創立或與香港有實質的密切聯繫;而參賽公司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。

「選舉」主要依照六項標準進行評審,包括知名度(香港、中國內地及海外)、經營特色、創新意念、品質、形象、環保及社會責任等;評審程序由「專家評議」、「公眾投票」(2020 年除外)和「實地審核」等三個環節組成,全面而深入地評估品牌的整體表現。主辦機構更透過「香港名牌標識(TOP 嘜)計劃」,以准許證制度評估和認可品牌得獎後的持續發展。

經過多年的努力,「香港名牌選舉」和「香港服務名牌選舉」累計的得獎品牌已達 390 個;成為備受業界推崇和政府認同的一項殊榮,亦是香港市民和海外消費者心目中象徵名望和優質的信心標誌,更是一個推廣、支援和提升香港品牌的獨特平台。

Established in 1999 and 2005 respectively, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards aim to give recognition to outstanding brands established by Hong Kong companies, to encourage local enterprises to pursue excellence, to promote Hong Kong products and services, and to enhance the profile of Hong Kong industries both locally and internationally.

With a positioning of "rooted in Hong Kong", the Awards have set it as an eligibility requirement that entries must be established in Hong Kong or have substantially close associations with the territory. Besides, the entry company should have been registered in Hong Kong and have substantive business operation in Hong Kong, and it should possess exclusive rights to fully control the production, distribution or other operational activities under the entry brand.

Entrants have to go through a rigorous and comprehensive vetting process that combines "Panel Review", "Public Polling" (except for year 2020) and "On-site Assessment"; and the judging is primarily based on six criteria, namely Reputation (Hong Kong, Mainland and Overseas), Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility. The Organisers have also introduced a licensing system, i.e. "Hong Kong Top Brand Mark (TOP Mark) Scheme" to assess and recognise the continued development of the Awardees.

With the cumulative number of Awardees reaching 390, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards have nowadays become a cachet pursued by the industries and recognised by the Government, a symbol of confidence cherished by our citizens and overseas consumers, as well as a unique platform to promote and foster Hong Kong brands.

「香港名牌標識」設計意念

「香港名牌標識」的設計顧問為靳埭強先生,標識以豐潤飽滿的圓點,形如一擲千鈞的印章,內嵌英文「TOP」字,寓意傑出超群;又隱含「b」字,正是「名牌」(Top Brand)的縮寫。「普通標識」以紅、藍原色為主;「卓越標識」採用金色,象徵高貴尊尚,更有金漆招牌之形意。

Design Concept of "Hong Kong Top Brand Mark"

The "Top Mark" was designed under the supervision of Mr Kan Tai Keung. The Mark is mainly a combination of a seal and a "TOP", signifying authority, credential and prominence; the letters "T" and "O" are tangential to make up a letter "b", which together imply "Top Brand". The Ordinary Mark is in primary blue and red, while the Premier Mark is gold in colour to signify prestige and superiority.

香港名牌十年成就獎暨
香港服務名牌十年成就獎

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

十年卓越　一路領先　Salute to the First and Best in Branding

「香港名牌十年成就獎」及「香港服務名牌十年成就獎」（簡稱「十年成就獎」）分別是「香港名牌選舉」及「香港服務名牌選舉」屬下的榮譽獎項；旨在表彰於品牌創建方面作出持續努力並取得傑出成績的香港品牌。

「十年成就獎」的參加品牌必須是「香港卓越名牌」或「香港卓越服務名牌」的得獎者，而且首次獲獎的歷史不少於 10 年；其評審標準主要參考三個方面，包括業務表現與成績、品牌策略與管理、以及對行業和社會的貢獻。

至今，分別有 39 個及 14 個品牌榮獲「香港名牌十年成就獎」及「香港服務名牌十年成就獎」。

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

To be eligible, a candidate of this honorary award should be a winner of Hong Kong Premier Brand or Hong Kong Premier Service Brand, and has been conferred the title of Hong Kong Top Brand or Hong Kong Top Service Brand for at least ten years. The assessment is conducted based on three sets of factors, including Business Performance and Track of Success, Brand Strategies and Management, and Contribution to Industries and Society.

To date, 39 product brands and 14 service brands have become laureates of Hong Kong Top Brand Ten Year Achievement Award and Hong Kong Top Service Brand Ten Year Achievement Award respectively.

「十年成就獎」設計意念

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

Design Concept of "Ten Year Achievement Award Logo"

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

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

為品牌創業者喝采加油

Lauding our "Brand Entrepreneurs"

「香港新星品牌選舉暨香港新星服務品牌選舉」（「新星選舉」）遴選由香港公司創立、年資不超過八年的新興品牌，旨在鼓勵業界特別是中小企業銳意進取，透過創建品牌提升香港產品及服務的附加價值和競爭能力。主辦機構亦希望「新星選舉」能夠喚起社會對「品牌創業者」的重視，推動香港品牌文化的建立。

「新星選舉」的參賽品牌必須在香港創立或與香港有實質的密切聯繫；評選程序包括「專家評議」和「實地審核」，評審標準為知名度（香港、中國內地及海外）、經營特色、創新意念、品質、形象、環保及社會責任等六項。

自 2010 年創立以來，「香港新星品牌選舉暨香港新星服務品牌選舉」已連續舉行十二屆，累計得獎品牌 137 個，展示了香港品牌發展的又一道亮麗風景線。

The Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards (Emerging Awards) give recognition to up-and-coming young brands aged under 8 years, with an aim to encourage the industries especially SMEs 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. The Organisers also hope that the Emerging Awards would give a boost to "brand entrepreneurs", thus helping to foster a branding culture in Hong Kong.

The Emerging Awards are open for brands that are established in or have substantially close relations with Hong Kong. There are six judging criteria namely Reputation (Hong Kong, Mainland and Overseas), Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility; and the final decision is based on "Judging Panel Review" with the results of "On-site Assessment" taken into consideration.

Since 2010, 137 young brands have been selected as winners of the Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, demonstrating a new horizon of Hong Kong's brand development.

「香港新星品牌標誌」設計意念

「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」字背後嶄露頭角的彩星，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，寓意扎根香港，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。

Design Concept of "Hong Kong Emerging Brand Logo"

"Hong Kong Emerging Brand Logo" was 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 "dignity", "professionalism" and "vitality".

香港名牌標識（TOP 嗱）計劃
Hong Kong Top Brand Mark Scheme

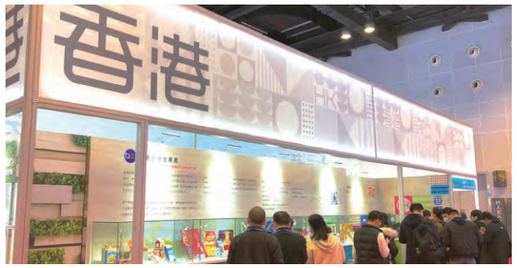
優質、名望和信心的標誌

The Hallmark of Reputation, Quality and Confidence

香港品牌發展局和香港中華廠商聯合會自 2004 年起推行「香港名牌標識 (TOP 嗱) 計劃」，透過規範化的審核和授權制度，對「香港名牌選舉」及「香港服務名牌選舉」的得獎品牌進行覆審和監管。

參加「計劃」的歷屆得獎品牌每年須按照產品或服務類別接受主辦機構的審核評估，以辦理准許證的簽發和續牌手續。合格者可獲准使用特別設計的「香港名牌標識 (TOP 嗱)」進行商業推廣，以方便消費者識別香港引以為傲的優質和信心之選。

目前獲得「香港名牌標識 (TOP 嗱) 計劃」核准的「香港名牌」及「香港服務名牌」已近 270 個。



Jointly organised 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 recognise the sustainable achievement in branding of Hong Kong companies.

An applicant, who by legitimacy should be a winner of Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, has to go through an annual On-site Assessment that is conducted on the basis of product/service category. And it would, after successful completion of due registration and review process, be conferred a licence and entitled to use "Hong Kong Top Brand Mark (TOP Mark)", a distinctive visual identity, for business promotion.

Currently, the Scheme has some 270 registered brands under its aegis.

香港名牌標識計劃
Hong Kong Top Brand Mark Scheme

普通標識
Ordinary Mark

卓越標識
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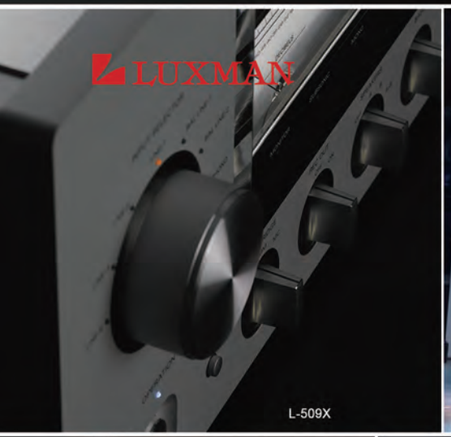

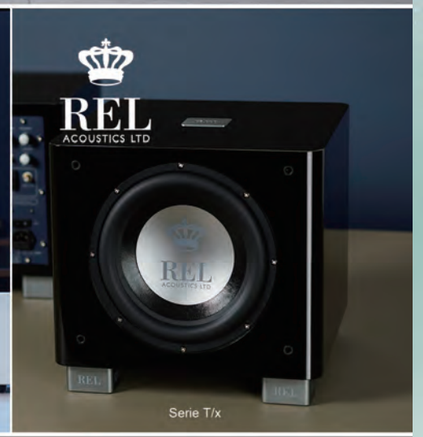

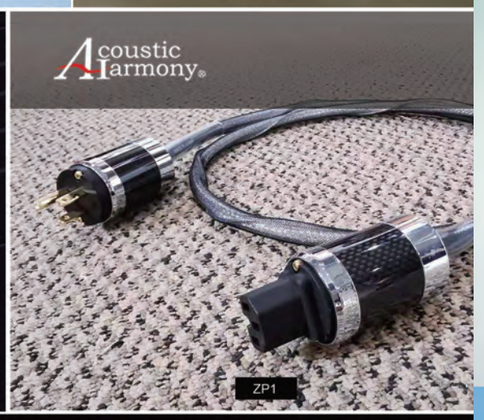

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作為首個獲頒「香港名牌」的乾粉砂漿品牌，這印證了我們「質優取勝」的理念獲得廣大市民及業界的認同，亦為集團長期以來在產品質量、品牌推廣、可持續發展和智能創新等多方面的堅持創造價值。

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(樣本數量=213名香港的床褥購買者和293名枕頭購買者)

恭賀香港海馬牌創辦人 Mr James Wu
榮獲由香港品牌發展局頒發
'2021香港傑出品牌領袖獎'

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「香港人優先」的香港口罩品牌 MASK X

「MASK X」創立於2020年，本著「取之社會，用之社會」的信念，並緊守「香港人優先」的經營及推廣模式，致力為香港市民提供質優價廉的口罩。其設於香港的廠房已取得美國「FDA藥品生產廠商」註冊、歐洲「CE」認證及「ISO13485：2016」醫療器械質量管理系統認證等；生產口罩的無塵車間亦符合「ISO 14644：2015：Class 7」標準 。「MASK X」口罩已通過細菌過濾效率(BFE)、顆粒過濾效率(PFE)及病毒過濾效率(VFE)等測試，三項指標均達98%以上；亦符合美國的「ASTM F2100」第三級標準以及歐盟「EN 14683 Type IIR」要求。

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香港品牌發展局簡介
About the Hong Kong Brand Development Council

香港品牌發展局（品牌局）創立於 2005 年，是由香港中華廠商聯合會（廠商會）牽頭成立、按「市場主導、政府促進、社會支持」模式組建的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提高香港品牌的知名度、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交流和合作；現擁有公司會員逾 400 家。

品牌局從全局性層面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，品牌局更活躍於品牌評審、認證、推廣、培育、研究、交流和國際合作等各個領域，以多元化的服務為香港品牌構築一站式的支援平台。

近年，品牌局身體力行，帶領企業參加在本港和國內的各種展覽和推廣活動；先後於內地多個城市舉辦聲勢浩大的「香港品牌節」系列活動，並於粵港澳大灣區推行「香港．進．品牌大灣區」等項目，進一步彰顯其在推廣香港品牌形象以及協助業界拓展內銷市場方面的積極角色。

品牌局的標誌性活動

- 香港名牌選舉、香港服務名牌選舉
- 香港新星品牌選舉暨香港新星服務品牌選舉
- 香港傑出品牌領袖獎
- 香港名牌標識（TOP 嘜）計劃
- 香港製造標識（Made in Hong Kong 嘜）計劃
- 「香港品牌名冊（Brand HKiD）」登記制度
- 中小企品牌群策營
- 《香港名牌巡禮》刊物
- 品牌策略管理證書課程
- 「香港品牌節」推廣活動
- 「香港．進．品牌大灣區」項目

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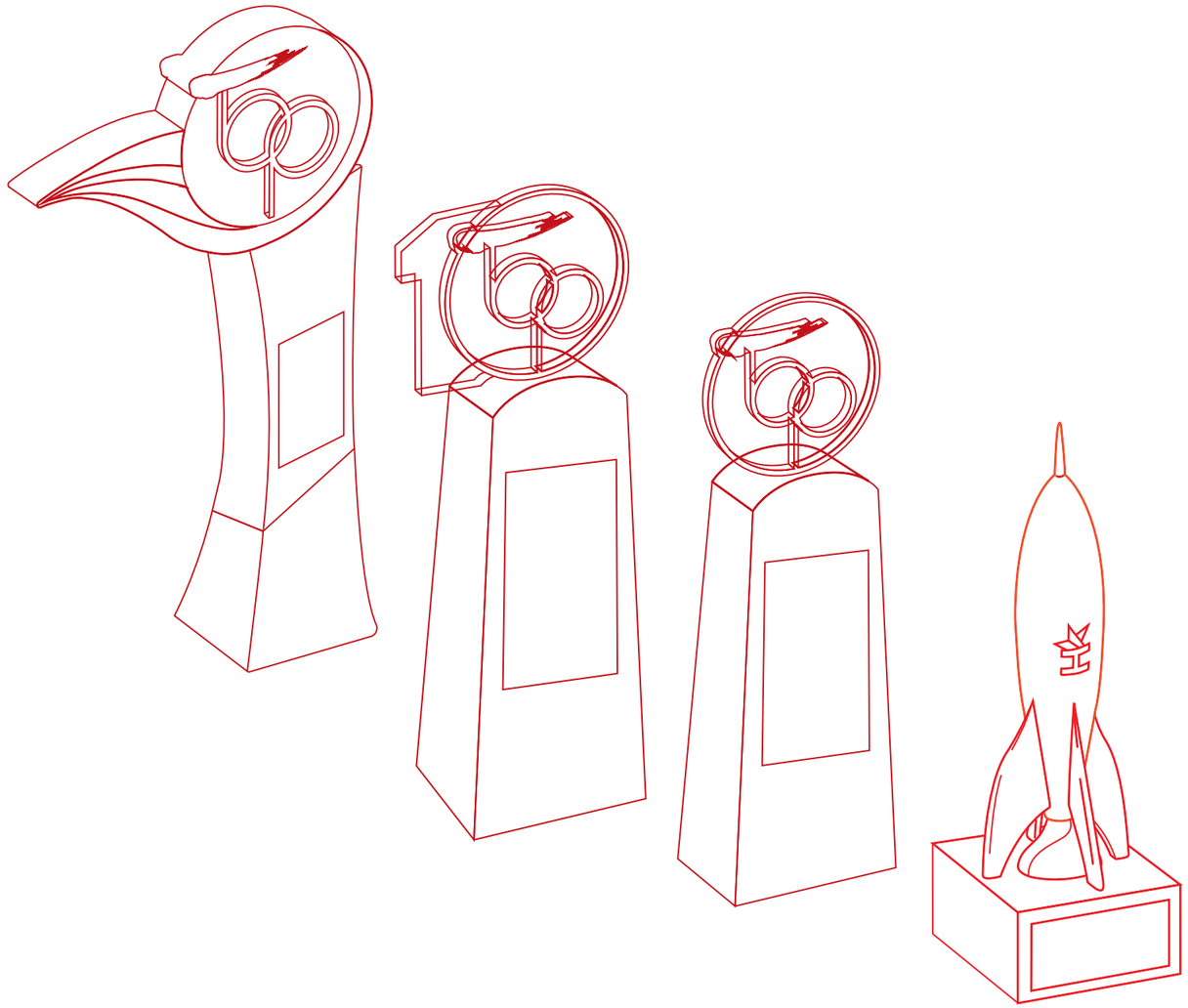
Initiated by the Chinese Manufacturers' Association of Hong Kong in 2005, the Hong Kong Brand Development Council (the BDC) is a non-profit-making institution aiming to promote the development of Hong Kong brands by pooling together the efforts of all walks of life. The Council currently has a strong membership with over 400 companies. For years, the BDC has been 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 branding.

The BDC 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 one-stop service platform to support Hong Kong brands. The Council has been playing an active role in every key area, sharpening its leadership in brand accreditation, certification, promotion, nurturing, research, exchanges and international cooperation.

The BDC has been actively participating in various exhibitions, product showcases, and other promotional events, both domestically and across the border. With the implementation of large-scale serial activities under the banner of "Hong Kong·IN·Brand Greater Bay" and "Hong Kong Brand Festival" in major Mainland cities, the BDC has further strengthened its pivotal role as a promoter for the collective image of Hong Kong brands as well as an enabler to assist companies in tapping into Mainland's vast domestic market.

Some of the BDC's major activities

- Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards
- Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards
- Hong Kong Distinguished Brand Leader Award
- Hong Kong Top Brand Mark (Top Mark) Scheme
- Made in Hong Kong Mark (HK Mark) Scheme
- Hong Kong Brand i-Directory (Brand HKiD) Registration System
- SME Branding Club
- "The Parade of Hong Kong Top Brands" Booklet
- Executive Certificate in Strategic Brand Management
- "Hong Kong Brand Festival" Promotion Activities
- "Hong Kong·IN·Brand Greater Bay" Project



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Steering our industries towards brand-building
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