



香港品牌發展局
Hong Kong Brand
Development Council

推廣

PROMOTION

2022-23

ANNUAL REPORT

年報

選舉

AWARDS

培育

NURTURING

環境、社會及管治

ESG

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



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願景 Vision

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

宗旨 Mission

- 提高香港品牌的知名度
To promote Hong Kong brands
- 弘揚原創精神
To advocate innovations and creativity
- 締造有利於品牌發展的社會環境
To foster an environment conducive to
brand-building
- 促進品牌方面的企業交流、聯誼與合作
To enhance exchange, association and
cooperation among companies in regard
to brand development

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主席序辭 Chairman's Statement



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

回顧過去的一年，隨著全球新冠疫情漸次消退，香港重啟對外聯繫和加快內部復常，本地經濟終能擺脫陰霾，逐步重拾增長的軌道。經過三年多的風雨洗禮，香港品牌迎來「輕舟已過萬重山」的發展新契機。我們很高興地看到，許多港商將推動復常與促進轉型、籌劃未來與創建品牌緊密地結合起來；而開拓新市場、擁抱新科技、提升品牌創建能力，更成為近期本地品牌創業者從「新」出發、磨礪競爭力的主攻方向。

緊隨著香港經濟邁向全面復甦的步伐，香港品牌發展局（品牌局）全面啟動了各項會務活動，並在弘揚典範、拓展市場、提升標準、構建能力等重點領域，積極探索新的工作方向。其中，由品牌局與香港中華廠商聯合會（廠商會）合辦的2022年「品牌選舉」一如既往地取得美滿的成績，並成功舉辦了疫情爆發之後首個採用晚宴形式的頒獎典禮，再次彰顯了本地工商界強大的凝聚力，亦傳達出「香港回來了」的正面訊息。作為香港品牌發展的重要方向標，2022年「選舉」又一次從「第一身」的視角見證了業界以品牌策略「逆轉勝」的香港奮鬥故事；40個得獎者以出類拔萃的表現展示出香港工商界的最新風貌，體現了香港企業以品牌創造價值、以品牌為「抓手」推進業務升級的堅定信念。

市場拓展方面，品牌局繼續倡導共建「品牌大灣區」的願景，並在特區政府「工商機構支援基金」的資助下推行以「香港·進·品牌大灣區」為主題的大型品牌推廣與研究項目（「項目」），協助本港企業依託「香港品牌」的優勢深耕大灣區市場，帶動區域的高品質發展。今年4月份，品牌局把握澳門恢復通關的時機，在「第一時間」赴當地舉辦了「品牌大灣區·澳門站活動」，透過品牌形象展示和消費者互動體驗營，向澳門市民展現香港品牌的獨有魅力；隨後亦在香港舉行「品牌制勝謀略2023」分享研討會，為這個延續了三年的「項目」劃上完美句號。

With the global COVID-19 pandemic receding over the last year, Hong Kong resumed external connectivity and accelerated internal normalisation. The local economy has finally broken away from the gloom and returned to the growth path. After more than three years awash with turbulences, Hong Kong brands have come a long way and ushered in new opportunities for development. We are pleased to see that many Hong Kong companies are looking to restore and reset by integrating brand-building plans for the future. Recently, developing new markets, embracing new technologies and enhancing brand-building capacity have become the main strategies for local “brand entrepreneurs” to start anew and sharpen competitiveness.

Following in the footsteps of the Hong Kong economy's full recovery, the Hong Kong Brand Development Council (the BDC) has resumed its full suite of council activities and actively explores new directions regarding key areas such as “promoting role models”, “developing markets”, “uplifting standards” and “strengthening capability”. Among these, the 2022 Brand Awards (the Awards) co-organised by the BDC and the Chinese Manufacturers' Association of Hong Kong (the CMA) achieved satisfactory results as usual. The Awards Presentation Ceremony was also successfully held in the form of banquet for the first time since the outbreak of the pandemic, underscoring the local business sector's strong solidarity and spreading the positive message of “Hong Kong is Back”. As an important beacon for Hong Kong brand development, the 2022 Awards has once again witnessed from a first-person point of view the “good Hong Kong stories” where local enterprises ride on brand strategies and turned adversities into advantages. The exemplary performance of the 40 winners exhibits the latest development of Hong Kong's business sector and gives substance to Hong Kong enterprises' firm belief in creating value and propelling business upgrades through branding.

Regarding market development, the BDC continued to promote the “Brand Greater Bay” vision; and under the support of HKSAR government's funding scheme, it rolled out a large-scale brand promotion and research project namely “Hong Kong • IN • Brand Greater Bay” Project, with an aim to help enterprises to deeply penetrate GBA markets on the back of the “Hong Kong Brand” advantage while driving quality development of the region. As Macao resumed normal travel earlier this year, the BDC grasped the opportunity to visit the City in April and kicked off the “Macao Brandfest”, which demonstrated Hong Kong brands' unique glamour to Macao citizens through product displays and interactive consumer experience activities. This was followed by “Branding@GBA: Strategies and Experience Sharing Seminar 2023” in Hong Kong to consummate the three-year Project.

In line with the local industries' aspiration for exploring the markets of Belt and Road economies, the BDC has included overseas promotion as a key highlight of its work. Recently, the Council took part in an expo in Thailand organised by the Hong Kong Trade Development Council, with an eye to promoting to the local business sector and consumers Hong Kong's quality branded products and to steer the course for Hong Kong brands looking to tap into ASEAN markets.



配合業界加緊在「一帶一路」市場布局的趨勢，品牌局將加強海外推廣作為工作重點之一；近期參加了香港貿易發展局在泰國舉辦的展覽會，向當地商家和消費者推介港產的名優產品，為香港品牌開拓東盟市場探路。

作為香港品牌發展的引領者和促成者，品牌局一直重視品牌方面的「標準制定」工作，透過組織各類品牌獎項以及設立認證機制，持續地釐訂、更新和推廣品牌創建的最佳實踐與參照基準。除了繼續推行「香港名牌標識(Top嘜)計劃」、「香港製造標識(HK嘜)計劃」以及優化「香港品牌名冊」登記制度之外，品牌局更將多年來在ESG(環保、社會責任及企業管治)審核方面的經驗加以總結、提煉，轉化為適合香港企業特別是中小企業的ESG執行實務指南；並與廠商會聯合創辦「ESG約章」和2023年「香港ESG獎」，擔當扶持本地企業邁上可持續發展之路的良師益友。

為了加強品牌知識儲備、協助業界提升品牌管理的能力，品牌局出版了大灣區消費者問卷調查和企業範例研究的報告文集，亦夥拍政府工業貿易署等舉辦「品牌『智』勝研討會2022」；更將ESG訂為今年品牌教育的首要主題，透過系列化的研討會、培訓課程以及屬下「中小企品牌群策營」的分享活動，向業界和公眾推廣和傳播ESG的理論與實踐。

時間飛馳。第七屆理事會的任期接近尾聲，品牌局將於明年初舉行新一屆的理事會選舉。能夠擔任品牌局理事會的主席，在這個特別的崗位上，與香港業界並肩攜手，走過三年疫情這段不尋常的歲月，共同經歷香港經濟從磨難中奮起、飛得更高更遠的心路歷程，我深感與有榮焉！我感謝會員一直以來對品牌局和本人的鼎力支持，並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席、顧問的精心指導，全體理事的熱心襄助，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。

我相信，在社會各方的支持下，品牌局一定能夠百尺竿頭，更進一步；與香港品牌攜手奮進，揚帆品牌「智」勝的新征程！

As a catalyst and advocate for Hong Kong brand development, the BDC has always focused its sights on brand “standard setting” work, through organising various brand awards and accreditation mechanisms to continuously define, review and promote best-practice benchmarks in brand-building. Aside from continuing with the implementation of the Hong Kong Top Brand Mark Scheme and Made in Hong Kong Mark Scheme as well as enhancing the “Hong Kong Brand i-Directory” registration system, the Council has consolidated, refined and transformed its accumulated experience in ESG evaluation into a reference guide on ESG practice suitable for Hong Kong companies, especially small and medium-sized enterprises. It also joined hands with the CMA in launching the “ESG Pledge” Scheme and “2023 Hong Kong ESG Awards”, assuming the role of a mentor and enabler who gives local enterprises a leg up on the road to sustainable development.

In a move to expand the brand knowledge base and help the business sector enhance their brand management capability, the BDC published the reports on GBA consumer survey and company case study, and it held a “Branding to Win Seminar 2022” in partnership with various parties including the Trade and Industry Department. The BDC has also set ESG as the main theme for this year’s brand education, through a series of seminars, training programmes and sharing activities at its SME Branding Club to promote ESG theories and practice to the business sector and the general public.

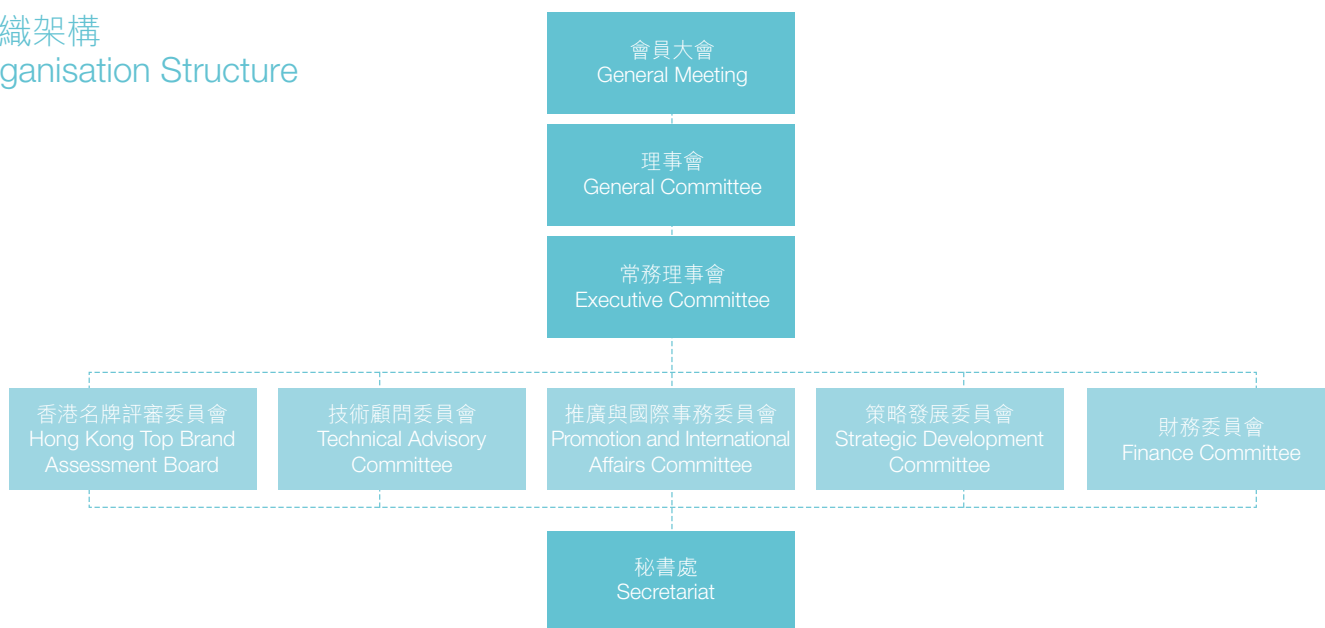
Time flies. The term of office of the 7th BDC General Committee is approaching its end, and the Council will hold its General Committee election at the dawn of next year. I feel deeply honoured to be able to take office as Chairman of the BDC. This special position has allowed me the privilege to stand shoulder to shoulder and walk hand in hand with Hong Kong industries through the unusual stretch of three pandemic years, and to experience together Hong Kong economy’s inspiring journey of rebounding from treacherous ordeals and flying higher and further. I would like to thank BDC members for their strong support for the Council and me; and express my gratitude to the Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus and Advisors for their meticulous guidance, to the General Committee members for their enthusiastic assistance, to the secretariat staff for their hard work, and to the related government departments and other parties for their sincere cooperation.

With the support of people from all walks of life, I believe the BDC will achieve further success and thrive alongside Hong Kong brands, setting sail together on a new journey of “Branding to Win”!



理事會 General Committee

組織架構 Organisation Structure



主席 Chairman:

陳國民博士, MH Dr Edward K M Chan, MH

副主席 Vice Chairmen:

盧金榮博士, BBS, 太平紳士 Dr Lo Kam Wing, BBS, JP

陳家偉先生, MH Mr Calvin K W Chan, MH

吳清煥先生 Mr Ng Ching Wun

黃偉鴻博士 Dr Ellis W H Wong

沈運龍博士 Dr Aaron W L Shum

顧問 Advisors:

黃偉常先生 Mr Wong Wai Sheung

吳秋全先生 Mr Charles C C Ng

劉健華博士, MH, 太平紳士 Dr Kevin K W Lau, MH, JP

黃偉雄先生, MH, 太平紳士 Mr Addy W H Wong, MH, JP

派任理事 Nominated Members:

謝邱安儀女士 Mrs Annie Yau Tse

梁國浩先生 Mr Stephen Liang

王家達先生 Mr Kelvin Wong

李潤龍先生 Mr Henry Li

樊敏樺小姐 Ms Samantha Fan

陳昌琪小姐 Ms Kennis Chan

選任理事 Elected Members:

馬介欽博士 Dr Ma Kai Yum

駱百強先生 Mr Robert P K Lok

楊華勇先生, 太平紳士 Mr Johnny Yu, JP

李慧芬小姐 Ms Stella W F Lee

孫榮良先生 Mr Warren Y L Sun

王象志先生 Mr Thomas C C Wong

張呈峰先生 Mr Cheung Ching Fung

吳懿容小姐 Ms Susanna Y Y Ng

鄧錦添博士 Dr Tang Kam Tim

顏明秀小姐 Ms Candy M S Ngan

余瓊峰先生 Mr Kevin Shea

謝寶達先生 Mr Tse Po Tat

曾維博士 Dr Tsang Wai

總裁 Chief Executive Officer:

周瑞麒先生 Mr Ralph Chow

名譽贊助人 Honorary Patron:

丘應樺先生, 太平紳士 The Hon Algernon Yau, JP

名譽顧問 Honorary Advisors:

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黃少珠女士, 太平紳士 Ms Maggie Wong, JP

名譽主席 Honorary Chairman:

史立德博士, SBS, BBS, MH, 太平紳士

Dr Allen L T Shi, SBS, BBS, MH, JP

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

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吳宏斌博士, SBS, BBS, MH Dr Dennis W P Ng, SBS, BBS, MH

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倪錦輝博士, 太平紳士 Dr Danny Kam Fai Ngai, JP

李惠中先生 Mr Charlie W C Lee

義務法律顧問 Honorary Legal Advisors:

周紹榮先生 Mr Joseph S W Chow

湯達熙先生 Mr Anthony T H Tong

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 (助理總經理 Assistant General Manager)

呂頌恩小姐 Ms Joey Lui (高級經理 Senior Manager)

王威麟先生 Mr Wallace Wong (高級經理 Senior Manager)

核數師 Auditor:

子辰會計師事務所 JS CPA & Co

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

推進香港與內地商標領域合作的建議

香港品牌發展局和香港中華廠商聯合會於2023年初透過部分港區全國人大代表和全國政協委員，向國家有關部門反映了有關加快推進香港與內地商標領域合作的建議。

有見於新冠疫情爆發後內地與香港的人員流動受阻，兩地間不少跨境經濟活動陷入停頓，一些在內地註冊的香港商標被別有用心人士以「三年未曾在內地使用」為由而申請註銷；品牌局指出，利用疫情期間兩地交流不暢的特殊情況而惡意起訴的行為，不但對香港業界造成滋擾，亦為內地的商標主管部門帶來無謂的工作負擔。品牌局並提出以下建議：

第一，新冠疫情所導致的港企在內地商標使用不彰甚至中斷的情況可歸類為「不可抗力」所致。主管機關在審查時宜「特事特辦」，對香港企業或機構提交的證據，適當放寬舉證標準；更可基於香港與內地同屬「一國」的大原則，考慮將商標過去三年來在香港的使用視同於內地使用或作為重要的佐證資料。

第二，有關問題反映了兩地加強商標合作的迫切性。內地和香港的商標評審委員會可邀請來自對方的工商界、法律界等方面代表出任其顧問或委員，以便在各自的商標註冊申請和審核決策過程中更周全地考慮兩地商業環境的特點和業界跨境營運的實際情況。

第三，長遠而言，香港和內地可借鑒「馬德里協定」或歐盟國家的「區域商標」等做法，加快推動中港商標註冊的互相認可，建立協調統一的知識產權保護制度。兩地亦應加緊完善知識產權糾紛的跨境處理機制；例如，聯合審議涉及商標跨境註冊、使用等方面出現的爭議，鼓勵採取以仲裁、調解等非訴訟的方式來促成糾紛的解決，共同打擊商標註冊和使用過程中的惡意行為等。



Suggestions on Promoting Trademark Cooperation between Hong Kong and the Mainland

The Hong Kong Brand Development Council and the Chinese Manufacturers' Association of Hong Kong, through some Hong Kong deputies to the National People's Congress and Hong Kong members of the Chinese People's Political Consultative Conference, submitted to the relevant national departments a proposal on enhancing the cooperation between Hong Kong and the Mainland in the field of trademarks in early 2023.

Since the movement of people between the Mainland and Hong Kong had been blocked with the outbreak of the COVID-19 epidemic, cross-border economic activities unprecedentedly come to a standstill over the past three years. A number of Hong Kong trademarks registered in the Mainland were recently faced by cancellation proceedings as some people or entities with ulterior motives filed petitions to the National Trademark Office to revoke their registered trademarks on the ground of "non-use for three consecutive years". The BDC pointed out that taking advantage of special circumstances arising from COVID-19 pandemic to sue maliciously not only caused nuisance to the Hong Kong industries, but also brought unnecessary workload to the related Mainland authorities. The Council thus put forward the following recommendations:

First, the difficulties encountered by Hong Kong enterprises in using their trademarks in the Mainland due to the COVID-19 pandemic could be classified as an incidence of "force majeure". The Mainland authorities might, as an exceptional arrangement under extra-ordinary circumstances, relax the requirements on evidence that Hong Kong defendants must submit. Inter alia, on the principle of "One Country", using the same trademark in Hong Kong in the past three years could be regarded as an equivalent of genuine use in the Mainland or as an important supporting evidence.

Second, the recent cases have once again pointed to the imperativeness of trademark cooperation between the Mainland and Hong Kong. It is suggested that the trademark authorities of both places might consider inviting representatives from the business and legal circles of the other party to serve as advisor or member of their respective reviewing committees, so as to be more attentive to the business environments of the counterparts and the real situation of cross-border business operation when handling the trademark registration and related issues.

Last but not the least, Hong Kong and the Mainland should pursue mutual recognition in regard to trademark registration procedures and work together towards the establishment of a well-coordinated unified intellectual property regime in the long run, by drawing on the experience of "Madrid Agreement" and "Regional Trademark" of the European Union. The two places should also step up efforts to improve cross-border settlement mechanism for intellectual property disputes, through, for example, jointly reviewing cases involving cross-border use of trademarks, promoting non-litigation resolutions like arbitration and mediation, and joining forces in cracking down on malicious trademark registration.

品牌選舉 Brand Awards

2022年香港傑出品牌領袖獎

香港品牌發展局於2022年舉辦第四屆「香港傑出品牌領袖獎」。該獎項首創於2019年，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。

作為主辦機構頒授的最高榮譽獎項，「品牌領袖獎」每年的得獎名額只限一個。候選人必須為香港居民，擔任一個香港品牌（「候選人品牌」）的掌舵人，並參與該品牌的經營管理達至少十年。同時，「品牌領袖獎」亦是「香港名牌選舉」、「香港服務名牌選舉」的一項後續發展機制；「候選人品牌」必須已獲得「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。

「中原地產」的集團創辦人施永青先生摘取了第四屆「品牌領袖獎」的桂冠，他亦是首位來自服務品牌組別的得獎者。



2022 Hong Kong Distinguished Brand Leader Award

The BDC organised the 2022 Hong Kong Distinguished Brand Leader Award (Brand Leader Award). Incepted in 2019, this groundbreaking 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.

As an honorific award at the highest level, Brand Leader Award is presented to only one candidate every year. To be eligible, the candidate should be a Hong Kong citizen, who has been at the helm of a Hong Kong brand ("Candidate's Brand") and engaged in the operation of the Brand for not less than 10 years. Brand Leader Award in itself also serves as a continued development mechanism to supplement Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards, to the extent that the Candidate's Brand by legitimacy should 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.

Mr Shih Wing Ching, Founder of Centaline Group, was honoured with the 2022 Brand Leader Award, becoming the first winner selected from the service brand category.

2022年「香港傑出品牌領袖獎」得獎者 The Winner of 2022 Hong Kong Distinguished Brand Leader Award



施永青先生
中原集團創辦人

Mr Shih Wing Ching
Founder of Centaline Group

施永青先生於1978年創辦「中原地產」；經過40多年的辛勤耕耘，品牌在香港、澳門以及中國內地多個城市已穩踞市場領導者的地位。在發展地產經紀服務的同時，施先生積極開拓多元化業務，先後創立《am730》、「中原按揭」以及「House730」網上平台，以敏銳的觸覺把握時代脈搏，帶領中原集團走在行業最前端。

施永青先生曾擔任多項公職，包括香港房屋委員會、策略發展委員會、經濟機遇委員會、香港地產代理監管局等的成員，2005年獲特區政府委任為太平紳士。施先生熱心支持公益事業和文化發展事務，曾任香港樂施會理事、苗圃行動榮譽董事、香港環保促進會主席、香港小交響樂團董事局主席等。

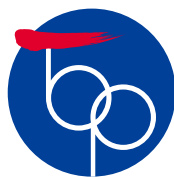
Mr Shih Wing Ching founded "Centaline Property" in 1978; and under his leadership, the Brand has successfully established a leading position in Hong Kong, Macao and many cities in Mainland China through 40 years of strenuous efforts. While focusing on property agency business, Mr Shih has been actively exploring diversified developments. His unrivalled entrepreneurial spirit and remarkable ability to grasp the pulse of market have led to the establishment of "am730", "Centaline Mortgage" and online listing platform "House730", enabling Centaline Group to stand firmly at the forefront of the industry.

Mr Shih has a distinguished record of public service. He was a member of Hong Kong Housing Authority, the Commission on Strategic Development, Task Force on Economic Challenges and the Estate Agents Authority, while being appointed as Justice of Peace by HKSAR Government in 2005. With enthusiasm for charity and cultural development, Mr Shih also served in a number of positions, including Council Member of Oxfam Hong Kong, Honourable Director of Sowers Action, Chairman of Green Council and Chairman of Hong Kong Sinfonietta.



2022年香港名牌選舉

「香港名牌選舉」旨在表彰香港企業創立的傑出品牌，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2022年已踏入第二十四屆。



2022年「香港名牌選舉」初賽及決賽分別於2022年11月18日及2023年1月3日舉行。

在入圍決賽的16個產品品牌中，有12個優勝者脫穎而出，獲得「選舉」的主要獎項；其中，榮膺「香港名牌」的10個獲獎者包括「AQUA PRO+TECH」、「b-MOLA」、「Contex」、「桂圓美」、「健康農場」、「金茶王」、「蟲草大王」、「雷澳美食」、「澳寶」及「SPARKLE COLLECTION」。另外，往屆「香港名牌」的獲獎者「四海魚蛋」及「巨浪大切」再度參賽，成績彪炳，獲頒授更高殊榮的獎項—「香港卓越名牌」。

自2008年起，主辦機構增設了「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」得主為「寧心」及「穩健」。

2022年「選舉」的決賽評審團由香港特區政府工業貿易署署長黃少珠擔任主席，其他評審委員來自本港主要的工商機構，包括香港中華廠商聯合會會長史立德、香港生產力促進局主席陳祖恒、香港品牌發展局副主席盧金榮、香港工業總會副主席劉燦濤、香港貿易發展局助理總裁梁國浩以及香港設計師協會副榮譽秘書蘇柔美。

2022 Hong Kong Top Brand Awards

Founded in 1999, the Hong Kong Top Brand Awards recognise 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 industries. The Award embarked on the 24th running in 2022.

The Preliminary Judging of the 2022 Awards was held on 18 November 2022, with 16 local brands shortlisted for Final Judging.

At the Final Judging held on 3 January 2023, 12 brands were selected as winners. Awardees of “2022 Hong Kong Top Brand” included “AQUA PRO+TECH”, “b-MOLA”, “Contex”, “HASPERO”, “Health Farm”, “KamCha”, “King of Cordyceps”, “Leo’s Fine Food”, “Opal” and “SPARKLE COLLECTION”. Two past winners namely “Four Seas Fishballs” and “巨浪大切” also participated in this year’s competition; and they were conferred the “Hong Kong Premier Brand”, an upper echelon award to commend past winners that have exhibited sustainable success in brand-building.

As of 2008, the Organisers have introduced an honorary award category namely the “Hong Kong Top Brand Ten Year Achievement Award”; and “Vita Calm” and “Winner” 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 having sustained outstanding performance over the years. Winner of the Achievement Award should be an awardee of “Hong Kong Premier Brand” and it should have been conferred “Hong Kong Top Brand” for at least ten years.

Chaired by the Director-General of Trade and Industry Ms Maggie Wong, the Final Judging Panel of 2022 Hong Kong Top Brand Awards comprised Dr Allen Shi, President of the CMA; Hon Sunny Tan, Chairman of the Hong Kong Productivity Council; Dr Lo Kam Wing, Vice Chairman of the BDC; Mr Gary Lau, Deputy Chairman of the Federation of Hong Kong Industries; Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council; and Ms May So, Vice Honorary Secretary of Hong Kong Designers Association.



2022年「香港名牌選舉」決賽評審團成員與品牌局總裁合照(左起)：劉燦濤、盧金榮、黃少珠(工業貿易署署長)、史立德、陳祖恒、梁國浩、蘇柔美及品牌局總裁周瑞駐。
Final Judging Panel of 2022 Hong Kong Top Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Mr Gary Lau, Dr Lo Kam Wing, Ms Maggie Wong (Director-General of Trade and Industry), Dr Allen Shi, Hon Sunny Tan, Mr Stephen Liang, Ms May So, and CEO of the BDC Dr Ralph Chow.

2022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。



2022年「香港服務名牌選舉」已是第十八次舉辦，吸引了來自餐飲、物流、美容、醫療、分銷、清潔、專業服務等多個行業的代表性品牌報名參賽。初賽及決賽分別於2022年11月18日及2023年1月5日舉行。

在入圍的17個品牌中，有13個出類拔萃的服務品牌摘取了第十八屆「香港服務名牌選舉」的主要獎項。膺獲「香港服務名牌」者包括：「卓遠」、「中西花店」、「碧瑤」、「終生美麗美容纖體中心」、「e-banner」、「Gilman」、「GoGoX」、「皇鑽世家」、「韓樂」及「寵物假期」。另外，三家往屆「香港服務名牌」的獲獎者「希瑪眼科」、「Ensec Solutions」及「香港駕駛學院」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

主辦機構自2014年起增設「香港服務名牌十年成就獎」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「香港卓越服務名牌」的得獎者，而且首次獲獎的歷史不少於10年。今屆獲頒「香港服務名牌十年成就獎」的品牌為「奇華餅家」。

2022年「選舉」由香港特區政府商務及經濟發展局副局長陳百里擔任主席，其他評判包括香港品牌發展局主席陳國民、香港旅遊發展局主席彭耀佳、香港中華總商會永遠榮譽會長李應生、香港理工大學行政副校長盧麗華、香港零售管理協會副主席余偉傑以及香港總商會時任總裁梁兆基。

2022 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 2022 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as catering, logistics, beauty, medical, distribution, cleaning, and professional services.

The Preliminary Judging was held on 18 November 2022, while the Final Judging was conducted on 5 January 2023. After fierce competition, 13 brands stood out from the 17 shortlisted entries.

Awardees of “2022 Hong Kong Top Service Brand” included “ACCOLADE”, “Anglo Chinese Florist”, “Baguio”, “Beauty Forever Salon Center”, “e-banner”, “Gilman”, “GoGoX”, “IMPERIAL DIAMOND JEWELLERY”, “MoMoKu” and “Pet Holidays”. At the same time, “C-MER Eye Center”, “Ensec Solutions” and “Hong Kong School of Motoring” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Besides, “Kee Wah Bakery” was selected as the 2022 awardee of “Hong Kong Top Service Brand Ten Year Achievement Award”. This honorary Award was first introduced in 2014, in recognition of service brands that have made persistent commitment to branding and sustained outstanding performance over the years. The winner of the Achievement Award should be a winner of “Hong Kong Premier Service Brand” and it should have been conferred “Hong Kong Top Service Brand” for at least ten years.

Under Secretary for Commerce and Economic Development Dr Bernard Chan headed the Final Judging Panel of the 2022 Hong Kong Top Service Brand Awards, which consisted of Dr Edward Chan, Chairman of the BDC; Dr Y K Pang, Chairman of Hong Kong Tourism Board; Mr Tommy Li, Life Honorary 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; and Mr George Leung, the then CEO of the Hong Kong General Chamber of Commerce.



2022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)：盧慧賢(梁兆基代表)、李應生、盧麗華、陳百里(商務及經濟發展局副局長)、陳國民、余偉傑及品牌局總裁周瑞麒。
Final Judging Panel of 2022 Hong Kong Top Service Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Ms Wendy Lo (representative of Mr George Leung), Mr Tommy Li, Dr Miranda Lou, Dr Bernard Chan (Under Secretary for Commerce and Economic Development), Dr Edward Chan, Mr Andrew Yu, and CEO of the BDC Dr Ralph Chow.

2022年香港新星品牌選舉暨香港新星服務品牌選舉

為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」和「香港新星服務品牌選舉」，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附加價值和競爭能力，並喚起社會對「品牌創業者」的重視。



第十三屆「香港新星品牌選舉」和「香港新星服務品牌選舉」初賽及決賽分別於2022年11月18日及12月15日舉行；兩個選舉由同一個評審團負責遴選。決賽評審團的主席為香港特區政府商務及經濟發展局常任秘書長利敏貞，多位知名人士出任決賽評判，包括香港品牌發展局副主席陳家偉、香港城市大學時任副校長(發展及對外關係)兼資訊系統與電子商務講座教授李國安、香港中小型企業總商會榮譽會長兼常務顧問周嘉弘、香港品質保證局主席何志誠以及香港設計中心行政總裁黃偉祖。

經過激烈的競爭，在入圍的23個品牌中，有6個產品品牌及5個服務品牌脫穎而出，成為第十三屆的「摘星新一代」。「香港新星品牌」得獎者包括：「Archon」、「AYYYA」、「Brabanconne」、「海的」、「Wenno」和「仁御堂」；另外，5個服務品牌獲得「香港新星服務品牌」，包括「AirTech」、「Cocoon Plus」、「e+Solutions」、「FOODBOX」和「牛奶冰室」。

2022 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

To foster a brand culture among the industries, the BDC and the CMA have organised Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards since 2010. The Awards aim to give recognition to up-and-coming young brands aged not more than 8 years, with the objective of giving a boost to “brand entrepreneurs” and encouraging Hong Kong industries especially the SMEs to embrace an enterprising spirit and enhance the value-added attributes and competitiveness through branding.

Embarking on its 13th running, the 2022 Emerging Awards Preliminary Judging took place on 18 November 2022; and the Final Judging was conducted on 15 December 2022, under the chairmanship of Miss Eliza Lee, Permanent Secretary for Commerce and Economic Development. Members of the Final Judging Panel comprised Mr Calvin Chan, Vice Chairman of the BDC; Prof Matthew Lee, the then Vice-President (Development and External Relations) and Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong; Mr Calvin Chau, Honourable President and Executive Consultant of the Hong Kong General Chamber of Small and Medium Business; Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency; and Dr Joseph Wong, Executive Director of Hong Kong Design Centre.

Among the 23 entries shortlisted for the Final Judging, 6 product labels and 5 service brands stood out as the new batch of “emerging stars” after fierce competition. Awardees of “2022 Hong Kong Emerging Brand” included “Archon”, “AYYYA”, “Brabanconne”, “Hidee”, “Wenno” and “Yan Yue Tong”; while winners of “Hong Kong Emerging Service Brand” were “AirTech”, “Cocoon Plus”, “e+Solutions”, “FOODBOX” and “Milk Cafe”.



2022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)：譚桂常(李國安代表)、楊全盛(周嘉弘代表)、陳家偉、商務及經濟發展局副秘書長劉理茵(常任秘書長利敏貞代表)、何志誠、黃偉祖及品牌局總裁周瑞麒。

Final Judging Panel of 2022 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): Mr Alex Tham (representative of Prof Matthew Lee), Mr Eric Yeung (representative of Mr Calvin Chau), Mr Calvin Chan, Deputy Secretary for Commerce and Economic Development Ms Candy Lau (representative of Permanent Secretary Miss Eliza Lee), Ir C S Ho, Dr Joseph Wong, and CEO of the BDC Dr Ralph Chow.



品牌局於2022年7月舉行的新聞發佈會宣佈2022年各項品牌選舉正式啟動。
The BDC held a press conference in July 2022 to kick off 2022 Awards.



2021年「品牌選舉」得獎公司於新聞發佈會上分享得獎感受。
Representatives of 2021 Brand Awards winners shared winning tips at the press conference.

二零二二年香港名牌選舉得獎名單 List of 2022 Hong Kong Top Brand Awards Winners

	品牌 Brand	公司 Company
香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award		
	寧心 Vita Calm	維特健靈健康產品有限公司 Vita Green Health Products Co Ltd
	穩健 Winner	穩健醫療(香港)有限公司 Winner Medical (Hong Kong) Ltd
香港卓越名牌 Hong Kong Premier Brand		
	四海魚蛋 Four Seas Fishballs	四海環球食品有限公司 Four Seas Global Food Co Ltd
	巨浪大切 巨浪大切	僑豐行有限公司 Kiu Fung Hong Ltd
香港名牌 Hong Kong Top Brand		
	AQUA PRO+TECH AQUA PRO+TECH	迦保有限公司 Aqua Plus Co Ltd
	b-MOLA b-MOLA	信山實業有限公司 RHT Industries Ltd
	康迪斯數碼 Contex	彩迅(亞洲)有限公司 Express Luck (Asia) Ltd
	桂圓美 HASPERO	傲德有限公司 Able Pride Ltd
	健康農場 Health Farm	駿騰貿易有限公司 Famous Team Trading Ltd
	金茶王 KamCha	金百加發展有限公司 Kampery Development Ltd
	蟲草大王 King of Cordyceps	華鏗貿易有限公司 Billion Dollar Cooperation Ltd
	雷澳美食 Leo's Fine Food	雷澳美食有限公司 Leo's Fine Food Co Ltd
	澳寶 Opal	澳寶化粧品(香港)有限公司 Opal Cosmetics (Hong Kong) Ltd
	SPARKLE COLLECTION SPARKLE COLLECTION	德國寶電商貿易有限公司 German Pool O2O Ltd



二零二二年香港服務名牌選舉得獎名單 List of 2022 Hong Kong Top Service Brand Awards Winners

品牌 Brand	公司 Company
香港服務名牌十年成就獎 Hong Kong Top Service Brand Ten Year Achievement Award	
 奇華餅家 kee wah bakery	奇華餅家有限公司 Kee Wah Bakery Ltd
香港卓越服務名牌 Hong Kong Premier Service Brand	
 希瑪眼科 C-MER	香港(國際)眼科醫療集團有限公司 Hong Kong (International) Eye Care Group Ltd
 Ensec Solutions Ensec Solutions	Ensec Solutions Hong Kong Ltd Ensec Solutions Hong Kong Ltd
 香港駕駛學院 HK SCHOOL OF MOTORING	香港駕駛學院有限公司 The Hong Kong School of Motoring Ltd
香港服務名牌 Hong Kong Top Service Brand	
 卓遠 ACCOLADE	卓遠企業服務有限公司 Accolade Corporate Services Ltd
 中西花店 Anglo Chinese Florist	中西花店有限公司 Anglo Chinese Florist Ltd
 碧瑤 BAGUIO	碧瑤綠色集團有限公司 Baguio Green Group Ltd
 終生美麗美容纖體中心 Beauty Forever Salon Center	終生美麗美容纖體有限公司 Beauty Forever Salon Ltd
 e-banner	e-banner Ltd e-banner Ltd
 太平洋行 Gilman	太平洋行國際有限公司 Gilman Group Ltd
 GOGO X GoGoX	GoGo Tech Ltd GoGo Tech Ltd
 世寶家鑽 IMPERIAL DIAMOND JEWELLERY	皇鑽世家珠寶金行有限公司 Imperial Diamond Jewellery & Gold Co Ltd
 韓樂 MoMoKu	亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
 PET Holidays	寵物假期(香港)有限公司 Pet Holidays (Hong Kong) Co Ltd

二零二二年香港新星品牌選舉暨香港新星服務品牌選舉得獎名單

List of 2022 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards Winners

	品牌 Brand	公司 Company
香港新星品牌 Hong Kong Emerging Brand		
	Archon Archon	Archon Wellness Ltd Archon Wellness Ltd
	AYYYA AYYYA	金朗科研有限公司 Golden Fine Research Ltd
	Brabanconne Brabanconne	開心寶國際有限公司 HappyPaws International Ltd
	海的 Hidee	長明國際(香港)集團有限公司 Charming International (HK) Group Ltd
	維亮 Wenno	成興塑膠製品有限公司 Shing Hing Plastic Manufacturing Ltd
	仁御堂 Yan Yue Tong	仁御堂有限公司 Yan Yue Tong Ltd
香港新星服務品牌 Hong Kong Emerging Service Brand		
	AirTech AirTech	空控物聯網有限公司 AirTech IoT Ltd
	Cocoon Plus Cocoon Plus	康泓數碼圖像(香港)有限公司 Kanghong Digital Image (HK) Ltd
	e+Solutions e+Solutions	聯邦物流(香港)有限公司 U-Freight Logistics (HK) Ltd
	FOODBOX FOODBOX	Beans Food And Services Co Ltd Beans Food And Services Co Ltd
	牛奶冰室 Milk Café	亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd



2022年選舉頒獎典禮暨慶祝晚宴

品牌局於2023年2月2日假香港會議展覽中心會議廳舉行2022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」的頒獎典禮暨慶祝晚宴。頒獎典禮由香港特區政府財政司司長陳茂波、香港中華廠商聯合會會長史立德及香港品牌發展局主席陳國民主禮，並由陳司長、商務及經濟發展局局長丘應樺、副局長陳百里博士、工業貿易署署長黃少珠以及商務及經濟發展局副秘書長劉理茵頒發獎座予第四屆「香港傑出品牌領袖獎」得主施永青和39個得獎品牌。

晚宴筵開近50席，這是主辦機構在新冠疫情爆發之後首次復辦的大型宴會。約600位嘉賓歡聚一堂，場面熱鬧；豐富的特備節目精彩紛呈，包括祝酒儀式、鼓樂表演、街舞表演及管弦樂演奏等，令氣氛高潮迭起。主辦機構亦在會場設置大型資料板，以彰顯和慶賀得獎品牌的驕人成就。

2022 Awards Presentation Ceremony-cum-Gala Dinner

The Presentation Ceremony-cum-Gala Dinner of the 2022 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 Convention Hall of the Hong Kong Convention and Exhibition Centre on 2 February 2023. Financial Secretary of the HKSAR Government the Hon Paul Chan, CMA President Dr Allen Shi and BDC Chairman Dr Edward Chan officiated at the Ceremony. The Hon Paul Chan presented trophies to the winners, together with the Hon Algernon Yau, Secretary for Commerce and Economic Development; Dr Bernard Chan, Under Secretary for Commerce and Economic Development; Ms Maggie Wong, Director-General of Trade and Industry; and Ms Candy Lau, Deputy Secretary for Commerce and Economic Development. The 2022 Awardees included 39 brands and Mr Shih Wing Ching, who was the laureate of "Hong Kong Distinguished Brand Leader Award".

Near 600 guests attended the Gala Dinner, which actually was the first large-scale banquet held by the Organisers after the outbreak of the COVID-19 epidemic. The strong line-up of spectacular programmes, including toasting ceremony, drum performance, street dance performance and orchestra concert, brought the event to a climax. The Organisers also set up large-scale display boards at the venue to showcase and celebrate the remarkable achievements of the Awardees.



主禮嘉賓財政司司長陳茂波(前排左七)、商務及經濟發展局局長丘應樺(前排右六)、廠商會會長史立德(前排右七)、品牌局主席陳國民(前排左六)、評審團成員與得獎公司代表於2023年2月2日舉行之頒獎典禮上合照。

Guest of Honour Financial Secretary Hon Paul Chan (7th from left, first row), Secretary for Commerce and Economic Development Hon Algernon Yau (6th from right, first row), CMA President Dr Allen Shi (7th from right, first row), BDC Chairman Dr Edward Chan (6th from left, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the Awards Presentation Ceremony on 2 February 2023.



廠商會會長史立德(右)致送《香港名牌巡禮2022》予主禮嘉賓財政司司長陳茂波。CMA President Dr Allen Shi (right) presented "The Parade of Hong Kong Top Brands 2022" to Guest of Honour Financial Secretary Hon Paul Chan.



廠商會會長史立德與品牌局主席陳國民陪同財政司司長陳茂波參觀設於頒獎典禮現場的「得獎品牌巡禮」展覽。Accompanied by CMA President Dr Allen Shi and BDC Chairman Dr Edward Chan, Financial Secretary Hon Paul Chan toured around the "Parade of Winning Brands" Exhibition at the venue of 2022 Awards Presentation Ceremony.



品牌局主席陳國民致歡迎辭。
BDC Chairman Dr Edward Chan gave welcome remarks.



主禮嘉賓財政司司長陳茂波於頒獎典禮上致辭。
Guest of Honour Financial Secretary Hon Paul Chan delivered a speech at the Awards Presentation Ceremony.



1. 廠商會會長史立德致送感謝狀予2022活動贊助商代表交通銀行(香港)有限公司副行政總裁范朝榮(右)。
CMA President Dr Allen Shi presented Certificate of Appreciation to the representative of 2022 Event Sponsor Mr Fan Chaorong, Deputy Chief Executive of Bank of Communications (Hong Kong) Limited (right).
2. 廠商會常務副會長兼品牌局副主席盧金榮致送感謝狀予2022獎座贊助商代表福泰珠寶集團有限公司副董事長陳詩茹(左)。
CMA Executive Vice President-cum-BDC Vice Chairman Dr Lo Kam Wing presented Certificate of Appreciation to the representative of 2022 Trophy Sponsor Ms Christina Chan, Vice Chairman of Fook Tai Jewellery Group Limited (left).
3. 廠商會常務副會長兼品牌局副主席盧金榮致送感謝狀予2022義務核數師畢馬威會計師事務所審計合夥人方思穎(左)。
CMA Executive Vice President-cum-BDC Vice Chairman Dr Lo Kam Wing presented Certificate of Appreciation to the representative of 2022 Official Honorary Auditor Ms Sylvene Fong, Partner of KPMG (left).
4. 財政司司長陳茂波頒發2022「香港傑出品牌領袖獎」予中原集團創辦人施永青(右)。
Financial Secretary Hon Paul Chan presented 2022 Hong Kong Distinguished Brand Leader Award to Mr Shih Wing Ching, Founder of Centaline Group (right).
5. 頒獎典禮出席嘉賓約600人。
Around 600 guests attended the Awards Presentation Ceremony.



1. 一眾嘉賓於簽名板前駐足留影。
Honourable guests arrived at the Signing Board.
2. 主辦機構代表合照。
Representatives of the Organisers posed for a group photo.
3. 慶祝晚宴筵開48席，出席嘉賓近600人。
Around 600 guests attended the Awards Presentation Ceremony-cum-Gala Dinner.



1. 政商名流和社會賢達歡聚一堂，同申慶賀，包括中聯辦經濟部時任副部長兼貿易處負責人劉亞軍、商務及經濟發展局副局長陳百里、工業貿易署署長黃少珠、商務及經濟發展局副秘書長劉理茵、知識產權署署長黃福來、多位立法會議員和多國駐港領事館的代表等。
Government officials, celebrities and distinguished guests, including the then Deputy Director-General of the Economic Affairs Department and Head of the Commercial Office of the LOCPG Mr Liu Yajun, Under Secretary for Commerce and Economic Development Dr Bernard Chan, Director-General of Trade and Industry Ms Maggie Wong, Deputy Secretary for Commerce and Economic Development Ms Candy Lau, Director of Intellectual Property Mr David Wong, Legislative Council members and representatives of consulates, joined this "Sumptuous Feast for Hong Kong Brands".
2. 廠商會會長史立德帶領一眾嘉賓及主辦機構代表舉杯祝酒。Cheers! Led by CMA President Dr Allen Shi, honourable guests and representatives of Organisers drank a toast.
3. 豐富的表演節目精彩紛呈，令現場充滿喜慶氣氛。
Joyful stage performances filled the venue with excitement and festive atmosphere.





主辦機構於頒獎典禮會場設置大型展板。
Exhibition Panels were displayed at the venue of the Awards Presentation Ceremony.

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，包括由香港優質顧客服務協會主辦之「香港優質顧客服務大獎」、香港設計師協會主辦之「最佳設計品牌大獎」、星島新聞集團主辦之「頭條No.1大獎2022」、以及《資本平台》主辦的「非凡品牌大獎2022」等。

Participating in Other Awards

Over the past year, the BDC acted as Supporting Organisation or provided assistance to a number of brand-related awards, including “Customer Service Excellence Award” organised by Hong Kong Association for Customer Service Excellence, “Brand Design Awards” by Hong Kong Designers Association, “Headline No. 1 Awards 2022” by Headline Daily, and “Supreme Brand Awards 2022” by Capital Platform Magazines.



品牌局主席陳國民應邀擔任「最佳設計品牌大獎」頒獎嘉賓。
BDC Chairman Dr Edward Chan was invited to be an award-presenting guest of “Brand Design Awards”.



品牌局主席陳國民頒發予「頭條No.1大獎2022」得獎者。
BDC Chairman Dr Edward Chan presented award to a winner of “Headline No. 1 Awards 2022”.

品牌認證 Brand Certification

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」(TOP嘜)系統，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。

直到2023年8月為止，「TOP嘜計劃」核准品牌近280個，涉及1,300多個產品／服務類別。



Hong Kong Top Brand Mark Scheme

Jointly organised by the BDC and the CMA since 2004, the Hong Kong Top Brand Mark Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognise the sustainable achievement in brand development of local companies. Eligible applicants, after successful completion of due registration and review process, would be conferred a licence 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 and 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 On-site Assessment that is generally conducted by product/service category and on an annual basis.

Up to August 2023, the Scheme has nearly 280 licensees, covering over 1,300 categories of products and services.

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」。是項計劃透過簡單易行、規範化的准許證制度，推行特別設計的「香港製造(Made in Hong Kong)」標識系統，藉此將香港原產地的證明圖示化、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。

獲准使用「香港製造標識」的本地品牌包括「e—緋蝶」、「蘇太名醬」、「青洲英坭」、「Bodibra」、「東東」、「獅球嘜」、「駱駝嘜」、「GE」、「SS」、「特寶」、「紅雙禧」、「金寶」、「效力多」、「膏醫生」、「海參莊」、「大班」等。

Made in Hong Kong Mark Scheme

Since 2006, the BDC has been running a certification scheme namely “Made in Hong Kong Mark (HK Mark) Scheme”. Based on the existing Certificate of Origin regime, the Scheme grants qualified applicants the licence 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-recognised location brand that symbolises 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” licence is 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 also provides certification service for goods destined for Hong Kong’s local market; and such certificate namely “Document of Hong Kong Origin – Domestic Sales” (DO) is also accepted as supporting document for the issue of “HK Mark” licence.

A number of local brands have become licensees of Made in Hong Kong Mark Scheme, including “Effective”, “Mrs So’s XO Sauce”, “Green Island Cement”, “Bodibra”, “East East”, “Lion & Globe”, “Camel Brand”, “GE”, “SS”, “Topper”, “Double Happiness”, “Campbell”, “Caredo”, “Dr. Glow”, “Sea Cucumbers Palace” and “Tai Pan”.

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」使用許可證
HK Mark Licence



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

「香港品牌名冊」登記制度

香港的產品和服務風行世界，「香港品牌」日益成為優質、時尚、信譽、物有所值和上佳服務的象徵。為深化、弘揚和保護「香港品牌」這一公共資產，品牌局於2020年在香港特區政府工業貿易署「工商機構支援基金」的資助下推行「香港品牌名冊」登記制度。



「香港品牌名冊」(Brand HKiD)釐訂了一套有關香港品牌「原創地」之真實性的鑑定基準，並建立相關的註冊機制和公示平台。「名冊」旨在為香港原創品牌提供具權威性、第三方的身份證明，以提升香港品牌的認受性和公信力，並藉此完善香港品牌發展的「社會基建」，為加強品牌保護奠定基礎。

凡經品牌局審核並確認符合「香港品牌認定標準」者，可成為「香港品牌名冊」之登記品牌，並獲刊載於專門網站(id.hkbrand.org)、手機應用程式和其他資訊設施，供公眾查閱。

自2020年以來，已有超過200個香港產品及服務品牌獲認可為「登記品牌」，涵蓋廣泛的行業。

“Hong Kong Brand i-Directory” Registration System

With products and services of Hong Kong gaining popularity worldwide, “Hong Kong Brand” has become a symbol of quality, trendiness, credibility, value for money and excellent services. In order to promote and protect “Hong Kong Brand” as an important public asset, the BDC introduced a registration system, i.e. “Hong Kong Brand i-Directory (Brand HKiD)” in 2020, under the sponsorship of the Trade and Industrial Organisation Support Fund (TSF) of Trade and Industry Department, HKSAR Government.

Through setting up an identification benchmark to verify the authenticity of brand’s “domicile of origin” and establishing a registration mechanism together with a publishing platform thereof, Brand HKiD provides authoritative third-party proof of identity for Hong Kong original brands, with an aim to promote the credibility and awareness of Hong Kong brands. Meanwhile, it serves as an “infrastructure” to enhance the support system for brand development, especially helping to lay a firmer foundation for the protection of Hong Kong brands.

Brands that have met the “Hong Kong Brand Identification Criteria” and passed the required assessment conducted by the BDC shall be eligible for registering with the “Hong Kong Brand i-Directory” and being listed on the dedicated website (id.hkbrand.org), mobile application and other information facilities for free public access.

Since its inception, Brand HKiD has admitted over 200 Hong Kong product and service brands from a wide cross-section of industries.



推廣交流 Promotion and Exchanges

「香港・進・品牌大灣區」系列活動

為協助香港企業把握粵港澳大灣區的發展機遇，品牌局推行「舉辦『香港・進・品牌大灣區』系列活動以提升香港品牌的集體形象」大型推廣和研究項目（簡稱「品牌大灣區」項目）。項目獲香港特別行政區政府工業貿易署「工商機構支援基金」撥款資助，由廠商會擔任合作機構；項目於2020年5月至2023年4月期間進行，為期36個月。



該項目提出構建「品牌大灣區」的遠景，圍繞著促進香港品牌「走進」大灣區和推動品牌升級「進步」兩個主軸，舉辦一系列面向整個大灣區、多形式的品牌形象塑造、推廣及消費者參與活動，配合多地點、多維度的市場探知與策略研習，為香港品牌深耕區域市場構建支援平台；在協助香港企業把握區域消費文化的發展趨勢、提升香港品牌的集體形象和市場影響力的同時，亦藉此強化大灣區消費者以及業界對香港品牌文化的認同感，宣揚香港品牌作為一項優勢資源對大灣區邁向高品質發展的特殊作用。

項目的主要成果包括：

- 首創「香港品牌名冊」(Brand HKiD)，釐訂香港品牌身份的認定標準，建立香港品牌的登記和網上公示系統。「名冊」於2020年9月接受首批企業申請，專門網站和應用程式於2021年6月正式開通；至今已為200多個本地品牌辦理登記。
- 於2020年7月至10月期間在大灣區9個廣東城市和澳門進行問卷調查，訪問超過1,700名消費者，並於2021年6月發表《粵港澳大灣區消費者對香港品牌的態度及購買行為調查報告》。



“Hong Kong • IN • Brand Greater Bay” Serial Activities

In order to assist Hong Kong industries to ride on the growth of Greater Bay Area, the BDC implemented a large-scale promotion and research project namely “Organising ‘Hong Kong • IN • Brand Greater Bay’ serial activities to promote Hong Kong brands’ collective image” (also referred to as “Brand Greater Bay” Project) under the sponsorship of the Trade and Industrial Organisation Support Fund of Trade and Industry Department, HKSAR Government. With the CMA acting as the Collaborating Organisation, this 36-month Project was conducted during the period from 1 May 2020 to 30 April 2023.

The Project broached a “Brand Greater Bay” vision and presented a variety of deliverables under a two-pronged approach, i.e. assisting Hong Kong companies to tap into the market of Greater Bay Area on one hand and facilitating the upgrading of their brand operations on the other. Its mainstay included a multi-modal publicity campaign, which staged a series of brand image-building, promotion and consumer engagement activities in a selected GBA city, supplemented by multi-location, multi-dimensional market research and business strategy profiling. With an eye to providing a holistic platform to support Hong Kong companies aspiring to “deep plow” the regional market, the Project made special efforts to discover the rapidly-changing consumption culture in the Greater Bay Area and endeavoured to uplift the collective image and market influences of Hong Kong brands. And it also represented a well-orchestrated attempt to inculcate Hong Kong brand culture into the consumer and the industries in the Region, while advocating Hong Kong Brand as a unique “advantageous resource” that could boost the high-quality development of the Greater Bay Area.

The major deliverables of the Project included:

- “Hong Kong Brand i-Directory” (Brand HKiD) was introduced, which formulated a set of identification criteria for verifying a brand’s “Hong Kong” identity, together with a registration system and online listing facilities to publish the information of accredited brands. The new regime accepted the first batch of applications in September 2020, with a dedicated website and mobile application officially launched in June 2021; and over 200 local brands have been registered thus far.
- A questionnaire survey was carried out in the Greater Bay Area from July to October 2020, covering Macao and 9 municipalities in Guangdong Province, with over 1,700 consumers being interviewed. The BDC released the “Report of Study on the Attitude towards Hong Kong Brands and Purchasing Behaviour of Greater Bay Area Consumers” in June 2021.

- 於2020年12月23日於香港舉辦為期一天的企業培訓工作坊，提升香港企業品牌發展、推廣與管理方面的知識和技能；吸引逾100位業界代表參與。
- 由專家團隊於2021年年中訪問6家在大灣區營運的品牌，解構成功品牌在大灣區發展的典範模式和致勝要素，並於2022年1月發表《「大灣區品牌制勝謀略」企業案例研究報告》。
- 於2023年4月7日至10日在「香港工展會·澳門」舉辦「澳門站」品牌推廣活動，展示20個香港原創品牌旗下的50多件產品；並設立2個「互動體驗營」攤位，由駐場的香港品牌舉辦消費者參與活動。
- 於2023年4月25日舉辦一個以「品牌制勝謀略2023」為題的總結性研討會，邀請專家分享大灣區市場拓展及品牌宣傳的經驗，吸引超過120人參加。
- A one-day training workshop was hosted in Hong Kong on 23 December 2020, helping Hong Kong brand operators to sharpen core competence in brand development, promotion and management. The Workshop attracted over 100 participants.
- A dedicated expert team conducted study on 6 brands based in the Greater Bay Area in mid-2021, in an attempt to analyse and document their real-life experience in developing domestic sales and building brands in the Greater Bay Area. The “Effective Branding in Greater Bay Area’ Company Case Study Report” was released in January 2022.
- “Macao Brandfest” brand promotion activities were rolled out at the “Hong Kong Brands and Products Expo, Macao” from 7 to 10 April 2023. A Brand Image Gallery was set up to display more than 50 product items of 20 Hong Kong brands, accompanied by two “Interactive Experience Camp” kiosks where Hong Kong brands stationed at the venue organised consumer engagement activities.
- A concluding seminar under the banner of “Branding@GBA: Strategies and Experience Sharing Seminar 2023” was held on 25 April 2023. With an audience of over 120 participants, the Seminar features a line-up of scholar, professional and representatives from GBA companies, who shared experience and exchanged views in regard to market development and brand-building.

「澳門站」品牌推廣活動

「澳門站」活動於2023年4月7日至10日在澳門漁人碼頭會議展覽中心隆重舉行；以「創科、活力及優質生活」為主題，設置「品牌形象展示區」及「互動體驗營」，向澳門市民及旅客展示香港品牌的獨有魅力，並藉此協助香港企業瞭解大灣區消費文化的發展趨勢，提升香港品牌的集體形象和市場影響力。「澳門站」亦為「第5屆香港工展會·澳門」的重要活動之一；該展會是廠商會在疫情後首個大型跨境展銷會，4天展期共吸引近15萬人次入場。

為隆重其事，品牌局於4月7日於展館舉行「澳門站」活動的開幕式，由廠商會會長史立德、品牌局主席陳國民聯同一眾香港及澳門特區政府官員和商界代表主禮，包括香港特區政府商務及經濟發展局局長丘應樺、澳門貿易投資促進局主席余雨生、澳門旅遊局局長文綺華、澳門經濟及科技發展局副局長陳子慧等。



品牌局主席陳國民於「澳門站」開幕式上致辭。BDC Chairman Dr Edward Chan delivered a remark at the kick-off ceremony of “Macao Brandfest”.

香港特區政府商務及經濟發展局局長丘應樺於開幕式上致辭。Secretary for Commerce and Economic Development of HKSAR Government Hon Algenon Yau gave a speech at the ceremony.

“Macao Brandfest” Brand Promotion Activities

“Macao Brandfest” was staged from 7 to 10 April 2023 at Macao Fisherman’s Wharf Convention and Exhibition Centre. Centering on three thematic elements, i.e. “Innovation Technology”, “Vibrance” and “Quality Living”, a Brand Image Gallery and an Interactive Experience Camp were set up to showcase the unique charm of Hong Kong brands to Macao citizens and tourists, in an attempt to assist Hong Kong companies to keep abreast of the consumption trend in the Greater Bay Area and to promote the collective image and market influences of Hong Kong brands as a whole. The “Macao Brandfest” is also an important activity in tandem with the “5th Hong Kong Brands and Products Expo, Macao”, which was the first large-scale cross-border trade fair organised by the CMA after the epidemic and recorded nearly 150,000 visitors during the 4-day exhibition period.

On 7 April, an opening ceremony was held to kick off the activities “Macao Brandfest”. It was officiated by CMA President Dr Allen Shi, BDC Chairman Dr Edward Chan, together with a number of officials representing HKSAR Government and Macao Government. Along with Hon Algenon Yau, Secretary for Commerce and Economic Development of the HKSAR Government, Guests of Honour from Macao side included Mr U U Sang, Chairman of the Board of Directors of the Macao Trade and Investment Promotion Institute; Ms Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office; and Ms Chan Tze Wai, Deputy Director of Economic and Technological Development Bureau of the Macao Government.



「品牌形象展示區」展出20個優質、具創意的原創品牌及旗下50多件產品，包括家用電器、電子產品、配飾、玩具、食品、保健產品、家品等豐富種類，彰顯香港品牌的優越、時尚、進取向上和富有文化底蘊的形象。

展示區內還設置2個互動式體驗攤位，包括「AYYYA 香味活動教學」及「Jokez 'n' Prankz 整蠱專家」，讓參觀人士免費參與富有創意和趣味性的消費者體驗活動；現場更設有多個打卡點，以營造多層次的「感受香港，體驗品牌」氛圍，凸顯香港品牌「非一般」的親和力和情感價值。

The specially-designed Brand Image Gallery displayed more than 50 representative products under 20 brands, which were abundant with innovation, design or cultural distinctiveness, providing an intriguing window to illustrate the stylish, enterprising, culturally-sophisticated and superior image of Hong Kong brands.

Situated in the Gallery, the “Interactive Experience Camp” consisted of two demonstration kiosks named “AYYYA Fragrance Activity Teaching” and “Jokez 'n' Prankz Tricky Expert”, which delivered unique consumer experience by presenting innovative and interactive activities. The venue also featured several photo-taking attraction spots, culminating in a multidimensional dynamic “Experiencing Hong Kong, Experiencing Brands” ambience that demonstrated the strong affinity and remarkable emotional values of Hong Kong brands.



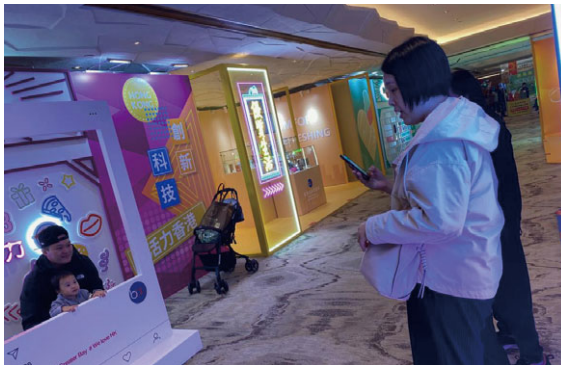
品牌形象展示區以「創科、活力及優質生活」為主題，展出50多件香港品牌產品。
Brand Image Gallery displayed more than 50 Hong Kong brand products under the theme of “Innovation Technology”, “Vibrance” and “Quality Living”.



「AYYYA」讓參加者沉浸於消毒香水的香氣中，並即場為其產品包裝創作特色的畫作。
Participants designed creative drawings for AYYA's product packaging while immersing themselves in the aroma of the Brand's signature antiseptic perfume.



魔術師示範如何利用「Jokez 'n' Prankz」的產品「整蠱」別人。
Magicians demonstrated how to use the funny products of “Jokez 'n' Prankz” to play “pranks” on people.



參觀人士在展示區的打卡點流連忘返。
Visitors lingered at the photo-taking spots in the exhibition area.





一眾嘉賓主持「澳門站」開幕式。
Guests of Honour officiated at the opening ceremony of "Macao Brandfest".



廠商會會長史立德、品牌局主席陳國民、品牌局副主席盧金榮陪同商務及經濟發展局局長丘應樺參觀品牌形象展示區和互動體驗營。
Accompanied by CMA President Dr Allen Shi, BDC Chairman Dr Edward Chan and BDC Vice Chairman Dr Lo Kam Wing, Secretary for Commerce and Economic Development Hon Algernon Yau toured around the Brand Image Gallery and Interactive Experience Camp.



「品牌制勝謀略2023」分享研討會

作為「品牌大灣區」項目的總結活動，品牌局於2023年4月25日舉行「品牌制勝謀略2023」分享研討會；並借此機會正式發表了大灣區消費者問卷調查和企業範例研究的報告印刷版本。

研討會採用線上線下混合模式舉行。首先由法國里昂商學院市場營銷學陸定光教授就品牌局發表的大灣區市場報告進行要點解讀，並分析香港品牌把握大灣區消費市場變化趨勢的謀略；隨後金百加集團主席黃家和講解香港品牌「金茶王」進軍內銷市場的成功之道。接著，You Find Limited董事及創辦人朱俊昌結合實例，闡述了人工智能ChatGPT對品牌推廣的影響；而江門市新會區東甲糧倉健康產業有限公司董事長梁欽樂則分享了「東甲糧倉」在大灣區的「贏」銷經驗。

最後的問答環節由品牌局副主席黃偉鴻擔任主持人，帶領主講嘉賓解答與會者的提問。研討會反應熱烈，吸引超過120人參加。



品牌局主席陳國民致歡迎辭。
BDC Chairman Dr Edward Chan delivered welcome remarks.



主辦機構代表與演講嘉賓合照。
Representatives of organisers and speakers posed for a group photo.

Branding@GBA: Strategies and Experience Sharing Seminar 2023

As concluding session of “Brand Greater Bay” Project, a seminar under the banner of “Branding@GBA: Strategies and Experience Sharing Seminar 2023” was held on 25 April 2023. Printed copies of the reports of GBA consumer survey and company case studies were distributed on the occasion.

The Seminar started with a speech by Dr Sherriff Luk, Professor of Marketing of Emlyon Business School, who summarised the findings of the GBA consumer survey and the company case studies conducted by the BDC, followed by insightful recommendations on the effective branding strategies for harnessing the emerging trends of GBA market. Then Mr Simon Wong, Chairman of the Kampery Development Limited and founder of “KamCha”, illustrated how this Hong Kong-style milk tea brand stroke success on Mainland’s domestic sales market; and the third speaker, Mr Jeffrey Chu, Founder and Director of You Find Limited, shed light on the impacts of ChatGPT on brand promotion. At last, Mr Roc Leung, Chairman of Dongjia Granary Health Industry Company Limited, shared the success story of “Dongjia Granary”, a leading brand from Guangdong Province specialising in Dried Aged Tangerine Peel.

BDC Vice Chairman Dr Ellis Wong moderated a Q&A session to bring the Seminar to a close. The Seminar was conducted online and offline simultaneously, with an audience of over 120 participants in total.



1. 品牌局主席陳國民(右)致送感謝狀予演講嘉賓黃家和。
BDC Chairman Dr Edward Chan (right) presented Certificate of Appreciation to Mr Simon Wong.
2. 品牌局副主席盧金榮(左)致送感謝狀予演講嘉賓。
BDC Vice Chairman Dr Lo Kam Wing (left) presented Certificate of Appreciation to a speaker.
3. 品牌局副主席黃偉鴻(左)致送感謝狀予演講嘉賓。
BDC Vice Chairman Dr Ellis Wong (left) presented Certificate of Appreciation to a speaker.
4. 品牌局副主席黃偉鴻主持問答環節。
BDC Vice Chairman Dr Ellis Wong moderated the Q&A session.
5. 法國里昂商學院市場營銷學教授陸定光解讀疫情後大灣區消費市場重構的最新動態。
Professor of Marketing of Emlyon Business School Dr Sherriff Luk interpreted the latest trends in GBA's consumer market after the epidemic.
6. 金百加集團主席黃家和暢談將「金茶王」打造為「潮牌」的心得體會。
Chairman of the Kampery Development Limited Mr Simon Wong talked about his experience of making "KamCha" a "Chic" brand.
7. You Find Limited董事及創辦人朱俊昌憧憬人工智能ChatGPT將為品牌推廣帶來新衝擊。
Founder and Director of You Find Limited Mr Jeffrey Chu envisioned that artificial intelligence ChatGPT would bring new impacts to brand promotion.
8. 江門市新會區東甲糧倉健康產業有限公司董事長梁欽樂以自家品牌「東甲糧倉」為例分析在大灣區市場開展品牌推廣的注意事項。
Chairman of Dongjia Granary Health Industry Company Limited Mr Roc Leung took the story of "Dongjia Granary" as an example to illustrate the precautions for brand promotion in the GBA market.

宣傳活動

除了在香港報章雜誌和社交媒體刊登「品牌大灣區」系列活動的廣告之外，品牌局亦於2023年3月至4月期間為「澳門站」活動進行一系列的網絡媒體宣傳，包括於Facebook、Google搜尋網站、《澳門日報》手機應用程式、以及微信朋友圈等投放廣告。

品牌局亦透過項目的官方網站(www.brandgreaterbay.org)上載最新資料和發佈活動花絮。此外，「澳門站」展示區的場刊以及分享研討會的講義亦上載於項目網站供公眾查閱。

Promotional Campaign

In addition to newspaper and social media advertising in Hong Kong, the BDC also carried out an intensive promotional campaign for Macao Brandfest from March to April 2023, which consisted of advertisements on a variety of new media like Facebook, Google search engine, Mobile Applications of Macao Daily, and WeChat Moments.

Meanwhile, the official website (www.brandgreaterbay.org) of “Brand Greater Bay” Project was updated from time to time to release the latest information and event highlights; and the exhibition booklet of Macao Brandfest as well as handouts of Sharing Seminar have been uploaded on the website, available to the public for online reading or free download.



品牌局於微信朋友圈投放廣告，曝光率達36萬次。
The BDC posted advertisement on WeChat Moments with an exposure rate of 360,000 times.

「『港甄選』—買遍大灣區」推廣活動

品牌局、廠商會與廣東廣播電視台攜手籌劃「『港甄選』—買遍大灣區」推廣活動，鼓勵和協助業界採用直播帶貨等創新的電商模式，拓寬進入粵港澳大灣區零售市場的渠道。

「港甄選」推廣項目的主體為公益直播帶貨；首場活動於2022年8月10日下午2時至10時期間在著名香港藝人溫兆倫的「抖音」直播間舉行；參與的香港品牌包括「德國寶」、「家得路」、「EDO Pack」、「海馬牌」、「奇華餅家」、「詩樂氏」、「美味棧」及「啟泰」等。

“Hong Kong Selects: Go GBA” Promotion Campaign

The BDC, the CMA and Guangdong Radio and Television(GRT) worked together to organise “Hong Kong Selects: Go GBA” Promotion Campaign, in an attempt to encourage and assist the industries to adopt innovative e-commerce models such as live streaming sales and expand the channels for entering the retail market in the Guangdong-Hong Kong-Macao Greater Bay Area.

As the mainstay of “Hong Kong Selects: Go GBA”, the first “Hong Kong Selection” live streaming took place on 10 August 2022 from 2:00pm to 10:00pm at “Douyin” platform, hosted by famous Hong Kong artist Mr Deric Wan. Participating brands from Hong Kong included “German Pool”, “CATALO”, “EDO Pack”, “Sea Horse”, “Kee Wah Bakery”, “Swashes”, “Yummy House” and “Kai Tai”.



著名藝人溫兆倫於「抖音」為香港品牌進行直播帶貨。
Famous artist Mr Deric Wan hosted live streaming show on Douyin to promote products of Hong Kong brands.

展覽及產品展示

品牌局不時參加在本港、內地及海外舉行的展覽會和產品展銷會，以設立展板和產品展示專櫃等形式，推介屬下香港品牌；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，並為本地和海內外消費者提供認識和瞭解香港品牌的窗口。

配合業界拓展「一帶一路」市場的趨勢，品牌局繼續加強在海外的推廣工作。於2023年7月13日至14日期間，品牌局參加了香港貿易發展局在泰國舉辦的「成就機遇·首選香港」活動，組織19個「香港名牌選舉」及「香港新星品牌選舉」的得獎品牌進行產品展示，向當地商家和消費者介紹港產的名優產品。

品牌局參與之展覽會及展示活動

舉辦日期	活動名稱	地點	內容
2022年			
12月4日至27日	第56屆香港工展會	香港	設立資料展板及網站宣傳
2023年			
2月2日	2022年香港名牌選舉及香港服務名牌選舉、香港新星品牌選舉及香港新星服務品牌選舉頒獎典禮	香港	大型展板介紹40個得獎者資料
4月7日至10日	「品牌大灣區·澳門站」品牌形象展示	澳門	設置產品展示專櫃、電視機顯示屏幕及網站，展出20個香港原創品牌
7月13日至14日	「成就機遇·首選香港」活動	泰國曼谷	設置產品展示專櫃，展出19個「香港名牌」及「香港新星品牌」的產品



2022年「香港名牌選舉」及「香港服務名牌選舉」於第56屆「香港工展會」進行公眾投票。
2022 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 56th Hong Kong Brands and Products Expo.



2022年「品牌選舉」頒獎典禮設有大型的得獎品牌資料板。
Large information panels were set up at the venue of 2022 Awards Presentation Ceremony.

Exhibitions and Product Showcases

From time to time, the BDC takes part in various exhibitions held in Hong Kong, Mainland China and overseas; and promotes Hong Kong through display boards and product showcases. Such promotional activities help to boost the collective image of Hong Kong brands, while providing a window to raise their awareness among consumers, both locally and overseas.

In line with local industries' aspiration for exploring the markets of "Belt and Road" economies, the BDC continued its efforts in outbound promotion. In particular, the Council took part in "Think Business, Think Hong Kong" campaign organised by the Hong Kong Trade Development Council in Thailand from 13 to 14 July 2023, in which a showcase was set up to display the premium products of 19 winning brands of "Hong Kong Top Brand Awards" and "Hong Kong Emerging Brand Awards".

BDC's Presence in Exhibitions and Showcases

Period	Event	Location	Promotion Activity
Year 2022			
4 to 27 December	The 56th Hong Kong Brands and Products Expo	Hong Kong	Display board and internet promotion
Year 2023			
2 February	2022 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 40 winners of the 2022 Awards)
4 to 7 April	"Brand Greater Bay • Macao Brandfest" Brand Image Gallery	Macao	Product showcase, TV display and website to promote 20 Hong Kong brands
13 to 14 July	"Think Business, Think Hong Kong" campaign	Bangkok, Thailand	Display board and product showcase (for 19 winners of "Hong Kong Top Brand Awards" and "Hong Kong Emerging Brand Awards")



「品牌大灣區 • 澳門站」透過形象鮮明的品牌展示帶領香港品牌「走進」大灣區。

"Brand Greater Bay • Macao Brandfest" lead Hong Kong brands "into" the Greater Bay Area through a distinctive brand image display.

品牌局組織「品牌選舉」得獎公司參加於泰國舉行的「成就機遇 • 首選香港」展覽會並進行產品展示。

Under the coordination of the BDC, selected winners of Brand Awards showcased their products at "Think Business, Think Hong Kong" exhibition in Thailand.



交流與互動

品牌局透過參與本港和內地的論壇、交流會、聯誼活動以及接洽來自國內和海外的訪問團等渠道，積極與各地政府和工商組織保持聯繫，就品牌發展互換意見和探討合作。

Exchanges and Networking

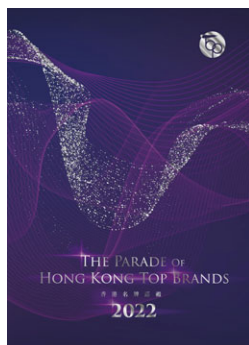
The BDC maintains close links with governments, industrial organisations and enterprises in Hong Kong, Mainland China and overseas, through attending forums, participating in social gatherings and exchange programmes, receiving delegations, and other channels.



- 1、2 法國里昂商學院副校長王華教授及市場行銷學陸定光教授到訪品牌局，探討雙方合辦品牌管理碩士課程的可能。
Delegates from Emlyon Business School including Associate Dean Prof William Hua Wang and Professor of Marketing Prof Sherriff Luk visited the BDC to exchange views on the possibility of co-organising a master's degree in brand management.
- 3 品牌局主席陳國民擔任由香港青年工業家協會主辦之「知識產權商品化：策動香港再工業化發展」專題討論環節的分享嘉賓。
BDC Chairman Dr Edward Chan spoke at the panel discussion of "Commercialisation of Intellectual Property Rights – Driving the Development of Hong Kong's Re-industrialisation" organised by the Hong Kong Young Industrialists Council.
- 4 品牌局副主席吳清煥出席「香港中小企經貿促進會成立十九週年暨第十屆理事會就職典禮」。
BDC Vice Chairman Mr Ng Ching Wun attended the 19th Anniversary cum the 10th General Committee Inaugural Ceremony of the Hong Kong SME Economic and Trade Promotional Association.
- 5 品牌局副主席黃偉鴻赴吉林省的首府長春市出席「吉港澳青年創新創業發展論壇」，並擔任主講嘉賓分享其創業心得。
BDC Vice Chairman Dr Ellis Wong flew to Changchun, the Capital City of Jilin Province and shared his entrepreneurial experience at the "Jilin, Hong Kong and Macao Youth Innovation and Entrepreneurship Development Forum".
- 6 品牌局主席陳國民於廣州舉辦的「第十八屆中國國際中小企業博覽會」之香港館的開幕式上致辭。
BDC Chairman Dr Edward Chan delivered a speech at the opening ceremony of the Hong Kong Pavilion at the "18th China International SMEs Fair" held in Guangzhou.

2022《香港名牌巡禮》

2022《香港名牌巡禮》於2022年8月出版，共319頁；以中英對照、圖文並茂的形式，將近300個香港原創品牌的成功故事和心得經驗集結成書，並翔實記載了「品牌選舉」的歷史沿革和最新發展。自2003年創刊以來，《香港名牌巡禮》已是第二十次出版。



2022《香港名牌巡禮》共發行約3,000冊；除各得獎公司惠存之外，還郵寄予超過800個政府部門、各國駐港領事館、酒店、學校、報館、工商團體及社會知名人士；並利用本港及國內展覽會、訪問團及其他推廣活動，向國內及海外的機構和人士派發。

The Parade of Hong Kong Top Brands 2022

The 2022 edition of "The Parade of Hong Kong Top Brands" was published in August 2022. This 319-page bilingual publication collected the information and success stories of about 300 Hong Kong brands; and it on the other hand was the official publication of Brand Awards, giving a comprehensive account of the Awards' history and latest developments. Making debut in 2003, "The Parade 2022" was the 20th edition.

With a circulation volume of 3,000, the publication was distributed to over 800 organisations, including Government departments, chambers, associations, media, universities and consulates; and it also stepped up presence in exhibitions and other events held in Hong Kong, Mainland China and overseas.

培育教育 Nurturing and Education

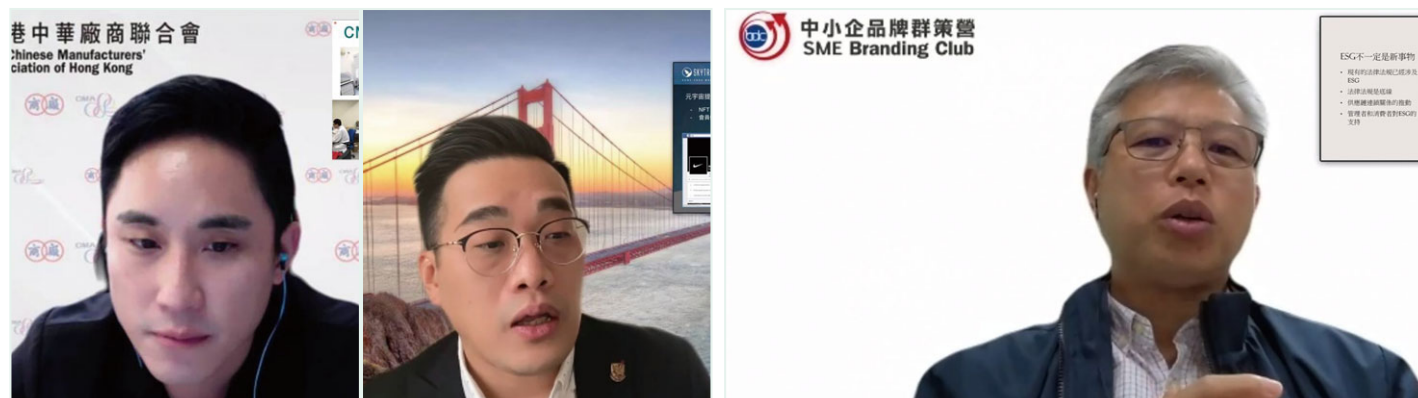
中小企品牌群策營

品牌局定期組織「中小企品牌群策營」，透過舉辦講座和交流活動，為有志發展品牌的企業提供一個知識轉移、經驗分享、加強聯絡的互動平台，推動業界特別是中小型企業邁上品牌發展之路；目前的註冊會員企業已超過400家。

「中小企品牌群策營」於過去一年舉行了5次活動；而自2005年創立以來，累計舉行的活動已達85次。

近期「中小企品牌群策營」活動一覽

舉辦日期	內容主題	出席人數
2022年		
10月20日	CMA InnoDrive Hub增值系列之「元宇宙商機無限大」交流會	約80人
11月25日	「環境、社會及公司管治(ESG)：經營的新常態」網絡研討會	約70人
2023年		
3月28日	「數位行銷智慧：中小企贏在社交媒體的7個策略」研討會	約100人
5月4日	「如何透過ChatGPT及Digital Human推進數位轉型？」研討會	約70人
7月7日	「抓住新機遇：以ESG思維助力中小企業突破增長的瓶頸」研討會	約40人



廠商會會員事務委員會主席莊家彬(左)介紹[CMA InnoDrive Hub]科研技術展示平台，隨後由Skytree Digital Limited行政總裁余泳峰(右)分享元宇宙帶來的商機。
After Chairman of the CMA Members Affairs Committee Mr Albert Chuang (left) gave an introduction of the services of CMA InnoDrive Hub, Mr Silver Yu (right), CEO of the Skytree Digital Limited, gave a talk on the business opportunities in the Metaverse.

香港品質保證局運營總監丁國滔講解現時香港ESG合規要求、審核與認證的最新發展。
Mr KT Ting, Chief Operating Officer of the Hong Kong Quality Assurance Agency, elaborated on the latest development of Hong Kong's ESG compliance requirements, audits and certifications.



SME Branding Club

In order to inculcate a branding culture among local industries especially SMEs, 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. The Club hosts activities pertinent to SME branding on a regular basis, and the number of its registered corporate members has surpassed 400.

Since its inception, SME Branding Club has organised 85 gatherings, of which 5 were held in the past year.

Recent Activities of SME Branding Club

Date	Topic	Number of Participants
Year 2022		
20 October	CMA InnoDrive Hub Upgrading Series: “Business Opportunities in the Metaverse” Webinar	About 80
25 November	Webinar on “Environmental, Social and Corporate Governance (ESG): Towards a New Normal”	About 70
Year 2023		
28 March	Seminar on “Smart Digital Marketing: SMEs’ 7 Winning Tactics for Social Media Marketing”	About 100
4 May	Seminar on “Digital Transformation through ChatGPT + Digital Human”	About 70
7 July	Seminar on “ESG Essentials for SMEs: Kickstart your ESG Journey”	About 40



Set Sail Software創辦人黃啟鋼(右)及營銷顧問王韻莉(左)分享運用ChatGPT和數字人推動數位轉型的成功之道。

Mr Sunny Wong (right) and Ms Wanlee Wong (left), Director and Head of Sales of Set Sail Software respectively, illustrated how ChatGPT and Digital Human led to success in digital transformation.



資深企業策略顧問梁永忠分析中小企業如何實踐ESG以突破發展週期中的危機。

Veteran corporate strategy consultant Dr Joe Leung analysed how SMEs can tackle the crisis in the development cycle through the implementation of ESG.



數碼營銷專家黃啟亮講解如何善用社交平台及最新的人工智能技術提高營銷的績效。

Digital marketing expert Dr Bernie Wong explained how to make use of social platforms and the latest artificial intelligence technologies to enhance marketing efficiency.

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，促進業界樹立品牌文化，並提高大眾的品牌意識。

品牌局舉辦之研討會及工作坊

舉辦日期	內容主題
2022年	
7月20日	品牌局、工業貿易署、香港貿易發展局及廠商會合辦之「品牌『智』勝研討會：從『新』出發」
9月9日	「以職能為主之招聘面試技巧」工作坊
9月15日	「最新2025取消強積金『對沖』安排」網絡工作坊(第一班)
9月22日	「跨世代團隊合作共融」網絡工作坊
10月21日	「逆境下的銷售心理」網絡工作坊
11月11日	「善用調解技巧提升客戶服務質素」網絡工作坊
11月15日	「最新2025取消強積金『對沖』安排」網絡工作坊(第二班)
12月1日	「認識《僱員補償條例》：如何處理僱員工傷及補償」網絡工作坊
12月19日	「高效談判技巧」網絡工作坊
2023年	
1月10日	「製造行業可持續發展趨勢」網絡研討會
2月20日	「項目管理培訓」網絡工作坊
3月7日	「難纏客戶應對技巧」網絡工作坊
3月29日	「提升HR策略性夥伴地位」培訓工作坊
4月18日	「專利如何幫助您的業務增值」網絡研討會
4月25日	「品牌制勝謀略2023」分享研討會
5月12日	「B2B銷售技巧」工作坊
6月13日	「提升你的團隊卓越表現」工作坊



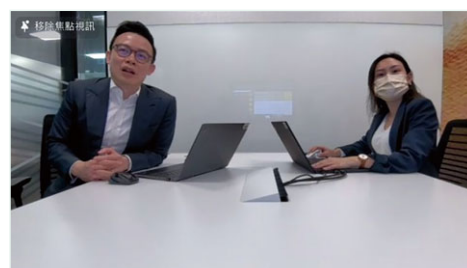
法律專家李錫強於網絡工作坊上講解《強制性公積金計劃條例》修訂內容及企業應如何應對新法例帶來的影響。

At an online workshop, legal consultant Mr Lawrence Li introduced the amendments to the Mandatory Provident Fund Schemes Ordinance and gave tips on how to deal with the impacts of regime changes.



企業培訓專家曹雅雯分析不同世代的特点、所關注的重點以及如何透過團隊合作提高工作效率。

Training consultant Ms Mavis Chao analysed the characteristics and working styles of different generations as well as the ways to enhance work efficiency through better team cooperation.



安永香港氣候變化與可持續發展服務合夥人陳奕新(左)及經理金正欣(右)於網絡研討會上講解製造業的ESG和可持續金融發展趨勢。

Mr Ee Sin Tan (left), Assurance Partner, Climate Change and Sustainability Services & Financial Accounting Advisory Services and Ms Joanna Kam (right), Manager of Ernst & Young, gave a talk on the ESG trends and the development of sustainable finance in manufacturing industry.



Seminars and Training

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

Seminars and Training Programmes Organised by the BDC

Date	Topic
Year 2022	
20 July	“Branding To Win Seminar: Anew • Brand-new Start” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA
9 September	Workshop on “Competency-Based Interview”
15 September	Online Workshop on “Prepare for the Abolition of MPF Offsetting Arrangement in 2025” (The First Class)
22 September	Online Workshop on “Cross-generation Communication & Collaboration”
21 October	Online Workshop on “Mental Status of Sales in the Predicament”
11 November	Online Workshop on “How to Use Mediation Skill to Enhance Quality of Customer Services”
15 November	Online Workshop on “Prepare for the Abolition of MPF Offsetting Arrangement in 2025” (The Second Class)
1 December	Online Workshop on “How to Handle Work Injury and Compensation Claims Under ‘Employees’ Compensation Ordinance”
19 December	Online Workshop on “High-impact Negotiation Skills”
Year 2023	
10 January	Webinar on “Sustainability Trends in Manufacturing Industry”
20 February	Online Workshop on “Effective Project Management”
7 March	Online Workshop on “Practical Skills for Handling Difficult Customers”
29 March	Workshop on “Transforming HR Professionals into Strategic Partner”
18 April	Webinar on “How Patents Help Your Business”
25 April	Branding@GBA: Strategies and Experience Sharing Seminar 2023
12 May	Workshop on “B2B Effective Selling Strategies”
13 June	Workshop on “Power up Your Team Towards Excellent Performance”



商業顧問朱浩雲講解策略性人力資源管理的概念以及HR專才如何化身為企業領袖的策略性夥伴。
Business consultant Mr Wilson Chu expounded the concept of strategic human resource management and how to transform HR professionals into strategic partner for entrepreneurs.



企業培訓專家周素娟介紹如何利用評估模型分析團隊成員的天賦才幹以提升團隊的表現。
Corporate training consultant Ms Vicky Chau illustrated how to use evaluation model for analysing talents to improve the overall performance of team members.

倡導「環境、社會及管治」 ESG Initiatives

「ESG加強版」評審標準

氣候變化的挑戰、新冠疫情的爆發促使人們反思人與自然、經濟與生態、發展與保育之間的關係，成為企業將可持續發展思維和ESG(環境、社會及管治)理念納入投資、經營決策的催化劑。因應當今ESG方興未艾的潮流，品牌局對「品牌選舉」和「香港名牌標識(TOP嘜)計劃」的審核機制進行了重大修訂，將原有的「環保及社會責任」的標準擴充為「環保、社會責任及企業管治」，引入更全面的可持續發展元素，以確保這項品牌發展的「標杆」能與時俱進，保持領先的地位。

自2022年中起，「ESG(即環保、社會責任及企業管治)加強版」的評審標準正式實施。品牌局還在此基礎上探索一套適合香港企業的「ESG執行實務類別」指南，為本地業界特別是中小企業提供可持續發展最佳實踐的參照基準。



財政司司長陳茂波於「2021年品牌選舉頒獎典禮」的致辭中特別讚賞從2022年起「品牌選舉」將採用「ESG加強版」的評審標準。

In his speech at the 2021 "Brand Awards Presentation Ceremony", Financial Secretary Hon Paul Chan particularly mentioned with appreciation that the Awards would adopt "ESG Enhanced Version" assessment criteria from 2022 onwards.

ESG約章

品牌局與廠商會於2022年聯合發起「ESG約章」，鼓勵業界透過簽署約章，立志推廣、踐行可持續發展的理念，並承諾在環境保護、社會責任、企業管治等範疇率先採取實質性的行動。品牌局擔任「約章」合辦機構，並由屬下的技術顧問委員會兼任「約章」的「技術顧問」，負責制定相關的標準和技術文件，以及為「約章」的執行提供指導。



“ESG Enhanced Version” Assessment Criteria

The climate change and the outbreak of COVID-19 pandemic have prompted people to reflect on the relationship between mankind and the nature, the economy and ecology, as well as development and conservation, adding a catalyst for enterprises to inject sustainable development thinking and ESG (Environment, Social and Governance) concepts into their investment and operational decisions. In line with this growing trend, the BDC made a significant enhancement to the assessment mechanism of the Brand Awards and Hong Kong Top Brand Mark Scheme, expanding the “Environmental Performance and Social Responsibility” criteria to “Environmental Performance, Social Responsibility and Corporate Governance”. This amendment, by inculcating a wider scope of sustainability elements, ensured that BDC’s brand development benchmarking system not only moves with the times but also stands the test of time in its leading position.

The enhanced criteria have been put into practice as of mid-2022. On this foundation, the BDC also tailored a set of “ESG Implementation Practice Taxonomy” guidelines suitable for Hong Kong enterprises, providing a reference benchmark for best practices in sustainable development for local industries especially SMEs.

ESG Pledge

The BDC and the CMA jointly launched the ESG Pledge Scheme in 2022, in an attempt to encourage the industries to promote and implement the concepts of sustainable development, and make pledge to be a pioneer taking substantive actions to advance ESG. As the co-organiser of this new initiative, the BDC assigned the Technical Advisory Committee to provide assistance in formulating relevant standards and technical documents, as well as guidance for the implementation of the Pledge.



一眾嘉賓與「ESG約章」的參與企業代表合照。
Officiating guests posed for a group photo with representatives of participating companies.

根據「ESG約章」計劃的規定，參與約章的企業除了須宣示接納、踐行和推廣可持續發展理念的決心之外，還需承諾付諸實施，並訂立具體、實質性的行動部署，從ESG的三大範疇即環境保護、社會責任、企業管治的行動分類清單(即「ESG執行實務類別清單」)中各選取一項實務活動，作為來年提升公司ESG工作的重點方向。主辦機構向參與企業頒發證書並授權其於一年內使用ESG「約章」的標誌，以彰顯積極推廣、踐行ESG的先行者形象。

主辦機構於2022年12月30日假香港萬麗海景酒店舉辦了「ESG+計劃啟動儀式暨ESG約章證書頒發典禮」，邀得商務及經濟發展局局長丘應樺擔任主禮嘉賓，全國政協副主席梁振英亦透過錄影視像方式致辭；特選的88間參與「計劃」的企業在儀式上獲頒證書。自「計劃」啟動以來，已有超過300家本地公司成為「ESG約章」的簽約企業。

According to the provisions of the ESG Pledge, a participating company should, in addition to declaring the determination to accept, practice and promote the concept of sustainable development, should commit itself to formulating substantive action plans. In particular, it is required to select one specific item from each of the three major categories (i.e. environmental performance, social responsibility and corporate governance) in pursuant to the “ESG Implementation Practice Taxonomy”, as the key directions for improving the company’s ESG performance in the coming year. The Organiser issues certificates to participating companies and authorises them to use the “ESG Pledge” Logo within one year, as a distinctive visual symbol to highlight their image as pioneer in promoting and implementing ESG.

The ESG+ Programme Kick-off cum ESG Pledge Certificate Presentation Ceremony was held on 30 December 2022 at the Renaissance Hong Kong Harbour View Hotel. Hon Algernon Yau, Secretary for Commerce and Economic Development officiated at the ceremony; while Hon CY Leung, Vice Chairman of the National Committee of the Chinese People’s Political Consultative Conference, also delivered a speech through recorded video to express his support for the Programme. And 88 specially selected participating companies of the ESG Pledge were awarded certificates at the ceremony. Since the launch of the Scheme, over 300 local companies have become signatories of the ESG Pledge.



商務及經濟發展局局長丘應樺(中)、廠商會會長史立德(左五)、品牌局主席陳國民(右四)及一眾嘉賓主持「ESG+計劃」啟動儀式。
Secretary for Commerce and Economic Development Hon Algernon Yau (centre), CMA President Dr Allen Shi (5th from left), BDC Chairman Dr Edward Chan (4th from right) and other officiating guests kicked off ESG+ Programme.

香港ESG獎

香港中華廠商聯合會與品牌局於2023年聯合創辦「香港ESG獎」(「ESG獎」)，以表彰努力提升ESG(環保、社會責任及企業管治)表現並取得突出成績的香港公司、機構，激勵各行各業貫徹可持續發展理念，以負責任的態度營運業務，為經濟、社會和生態環境創造長遠的價值。



品牌局除了擔任「ESG獎」的合辦機構之外，屬下技術顧問委員會亦兼任有關獎項的「技術顧問」，負責為「ESG獎」制定評選機制和提供技術支援。獎項亦獲廠商會檢定中心、香港生產力促進局、香港品質保證局、香港聯合國教科文組織協會擔任策略夥伴。

「ESG獎」的評審基於「整體表現」和「項目表現」兩個層面進行。參選企業須陳述自身在ESG方面的整體表現和作為，並提交一項於最近一年內已完成或正在推行並與可持續發展相關的代表性項目，作為參賽的ESG核心項目。整體層面的ESG表現側重於考察參選企業在「可持續發展理念」、「環保表現」、「社會責任」、「企業管治」等四個方面的努力與成效；對ESG核心項目的考核則主要圍繞四個方面，即「策劃與執行力」、「價值與效益創造力」、「創新力」和「持續發展力」。

2023年「ESG獎」分為「一般組別」和「中小型企業組別」；「一般組別」的獎項接受所有規模企業參選，而「中小型企業組別」的參選者必須為中小型企業。獎項設有「香港ESG大獎」、「香港ESG獎」、「香港ESG獎：中小型企業特別獎」以及「香港ESG獎優異證書」等。

「ESG獎」的遴選程序包括參選、資格確認、技術評核(由「策略夥伴」的專家組負責)、初選和決選評議。參選各類獎項均可循「提名」和「報名」兩個渠道進行；其中，提名渠道的入圍企業須由香港品牌發展局按既定機制作出推薦，經「香港ESG獎督導委員會」同意後可直接入圍決選環節。為此，品牌局屬下的香港名牌評審委員會已於2023年7月19日舉行預選會議，為首次「ESG獎」釐訂「推薦入圍企業名單」。



Hong Kong ESG Awards

Jointly launched by the CMA and the BDC in 2023, the Hong Kong ESG Awards (ESG Awards) recognises Hong Kong companies that have made strenuous efforts and attained remarkable achievement in advancing ESG (Environmental Performance, Social Responsibility and Corporate Governance), with an aim to encourage Hong Kong industries to uphold sustainable development, operate business with a responsible attitude, and create long-term value for the economy, society and ecological environment.

The BDC is the co-organiser of the ESG Awards, with its Technical Advisory Committee serving as the “Technical Advisor” to assist in formulating the selection mechanism as well as providing technical supports for the Awards. Besides, CMA Testing, the Hong Kong Productivity Council, the Hong Kong Quality Assurance Agency and UNESCO Hong Kong Association are invited to be “Strategic Partners”.

The selection is primarily based on “Overall Performance” and “Project Performance”. Participating companies must give an account of their work and overall performance in regard to ESG, and at the same time submit an “ESG Core Project” for assessment, which refers to a representative project related to sustainable development, having been completed in the past year or being implemented by the entry. The assessment on “ESG Overall Performance” focuses mainly on the efforts and achievements of the participating companies in four aspects, including “Sustainability Mindset”, “Environmental Performance”, “Social Responsibility” and “Corporate Governance”; while ESG Core Project are reviewed along four dimensions, i.e. “Planning & Implementation”, “Values & Impacts”, “Innovativeness” and “Continuing Development”.

The 2023 ESG Awards included two award streams namely “General Stream” and “Small and Medium-sized Enterprise Stream”. General Stream is open to enterprises of all sizes, whereas only SMEs are eligible to bid for the “SME Stream”. The 2023 Awards is to give out “Hong Kong ESG Grand Awards”, “Hong Kong ESG Awards”, “Hong Kong ESG Awards: Special Award for SME” and “Hong Kong ESG Awards: Certificate of Merits”.

The selection process of the ESG Awards usually includes Entry, Qualification Verification, Technical Assessment (conducted by the expert team from Strategic Partners), Primary Selection and Final Selection. For both the General Stream and SME Stream, participants may enter into the selection process through either “Nomination” or “Registration”. Among them, companies shortlisted for the nomination channel must first be recommended by the Hong Kong Brand Development Council in accordance with the established mechanism; and upon the approval of Hong Kong ESG Awards Steering Committee, they would go straight to the Final Selection. To this end, the Hong Kong Top Brand Assessment Board under the BDC held a pre-selection meeting on 19 July 2023 to determine the “Recommended Shortlisted Enterprises List” for the first ESG Awards.

其他ESG活動

在過去一年，品牌局透過組織和參與一系列以「ESG」為主題的活動，包括研討會、講座、考察活動等，向業界和公眾推廣和傳播ESG的理論與實踐，幫助企業提升品牌競爭力。

其中，品牌局主辦了「環境、社會及公司管治(ESG)：經營的新常態」、「製造行業可持續發展趨勢」、「抓住新機遇：以ESG思維助力中小企業突破增長的瓶頸」等研討會，亦協助廠商會舉辦多個「ESG Connect」系列交流會。

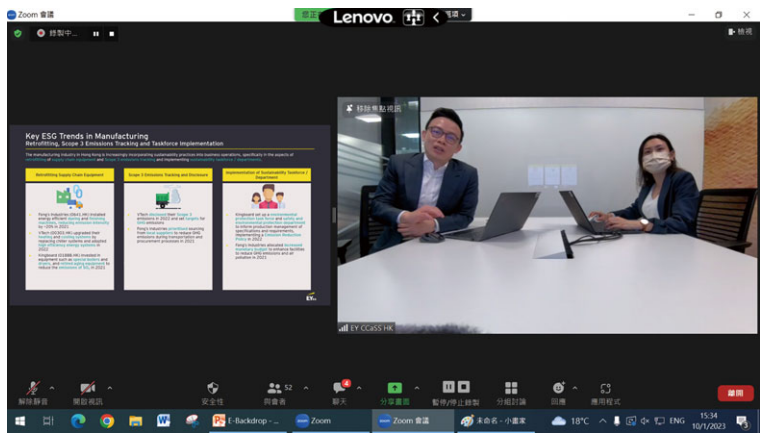


品牌局舉辦一連串講座，介紹ESG的發展趨勢。
The BDC held a series of talks to introduce the developments of ESG.

Other ESG Activities

In the past year, the BDC organised or participated in a series of activities themed on ESG, which included seminars, training workshops, networking and company visits, with a view to promoting ESG theories and practices to the industries and the public as a whole, and helping local companies enhance their brand competitiveness.

Among them, the BDC hosted seminars entitled “ESG: Towards a New Normal”, “Sustainability Trends in Manufacturing Industry” and “ESG Essentials for SMEs: Kickstart your ESG Journey”. And it also assisted the CMA in organising a “ESG Connect” networking series.



「ESG Connect」系列交流會反應熱烈，吸引大批聽眾。
“ESG Connect” serial networking session attracted a large number of participants.



會務活動 Council Activities

2022 會員大會

品牌局於2022年10月6日假廠商會會議廳舉行周年大會，由品牌局主席陳國民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等近30人。

陳國民主席回顧了品牌局在過去一年的主要工作，包括推行「香港品牌名冊」登記制度、「大灣區品牌制勝謀略」企業案例研究、「港甄選」直播帶貨活動等項目，以協助業界提升品牌競爭力和加快拓展內地市場的步伐。大會並一致通過財務報告及理事會和核數師報告，以及續聘子辰會計師事務所擔任品牌局核數師。

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和顧問；第七屆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」、「推廣與國際事務委員會」、「策略發展委員會」、「財務委員會」等工作委員會。

2022 General Meeting

The BDC held its 2022 Annual General Meeting (AGM) at CMA Conference Hall on 6 October 2022. Dr Edward Chan, the BDC Chairman, was the Chairman of AGM. In his speech, he reviewed the main work of the BDC in the past year such as implementing “Hong Kong Brand i-Directory” registration system, conducting “Effective Branding in Greater Bay Area” company case studies and launching the “Hong Kong Selects: Go GBA” Promotion Campaign, in an attempt to assist Hong Kong companies to enhance brand competitiveness and tap the Mainland market.

The AGM resolved that the Statement of Accounts of the Council and Reports of the General Committee and Auditors be received and JS CPA & Co be re-appointed as the Auditor. Near 30 General Committee members and registered representatives of member companies attended the meeting.

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 Patron and Honorary Advisors, and it has a General Committee whose membership comprises 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 International Affairs Committee”, “Strategic Development Committee” and “Finance Committee” have been set up as the operational arms to carry out the Council’s various initiatives.



會員公司代表於2022年度會員大會上合照。
Representatives of BDC Members posed for a group photo at the 2022 Annual General Meeting.



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國民。理事會於2022年10月6日及2023年5月10日舉行會議，分別就2022年「品牌選舉」頒獎典禮之預案和2023年度的工作計劃、以及「香港•進•品牌大灣區」項目等進行討論。

常務理事會及財務委員會

品牌局設立由主席、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國民。

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沈運龍兼任主席。

常務理事會和財務委員會在2022年8月9日、12月1日及2023年5月10日舉行了聯席會議，分別就2022年「香港傑出品牌領袖獎」準候選人名單、2022年「品牌選舉」頒獎典禮的安排以及品牌局2023年度財政收支預算等進行討論。

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察和管理；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。



品牌局召開第七屆理事會第四次會議。
The BDC convened the fourth meeting of the 7th General Committee.

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.

Currently chaired by Dr Edward Chan, the General Committee held meetings on 6 October 2022 and 10 May 2023, in which the contingency plan for the 2022 Brand Awards Presentation Ceremony, the 2023 year plan of the Council, and the “Hong Kong • IN • Brand Greater Bay” Project were discussed respectively.

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 Dr Edward 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 the strategies for improving the Council's financial soundness in the long run. It is chaired by the BDC Vice Chairman Dr Aaron Shum.

The Executive Committee and Finance Committee held joint meetings on 9 August and 1 December 2022, and 10 May 2023 to discuss the list of potential candidates for the 2022 “Hong Kong Distinguished Brand Leader Award” and protocol of 2022 Brand Awards Presentation Ceremony, and to approve the 2023 financial budget of the Council respectively.

Hong Kong Top Brand Assessment Board

Hong Kong Top Brand Assessment Board is responsible for organising brand awards and other brand-related recognition programmes, implementing Hong Kong Top Brand Mark Scheme, and overseeing the awardees and licensees thereof. Besides, it is the issuing body of the Hong Kong Top Brand Mark Licence.

香港名牌評審委員會現任主席由品牌局副主席陳家偉兼任。委員會擔任2022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2022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2023年5月23日舉行會議，討論2023年「品牌選舉」的日程以及進行「2023年香港傑出品牌領袖獎」的預選等；其後於7月19日再次舉行會議，討論「香港ESG獎」提名機制並為2023年「香港ESG獎」釐訂「推薦入圍企業名單」。

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；委員會並擔任「香港品牌名冊督導委員會」，就「香港品牌名冊」的登記標準、審核規程以及營運與管理等事宜提供意見。最近，委員會還支援品牌局與廠商會聯合舉辦的「ESG約章」和「香港ESG獎」，兼任有關計劃的「技術顧問」。

技術顧問委員會由品牌局副主席盧金榮兼任主席，委員包括來自工商、學術、法律、設計、品質管理等界別的專業人士。委員會於2023年3月29日與策略發展委員會舉行聯席會議，就「香港品牌名冊」收費標準及「香港ESG獎」的舉辦方案等進行討論。

推廣與國際事務委員會

推廣與國際事務委員會的職能是推廣香港品牌的國際形象，協助香港品牌在本地、內地和國際市場的發展，以及促進品牌局與海外機構的品牌交流與聯繫。

推廣與國際事務委員會由品牌局副主席吳清煥兼任主席。委員會於2022年12月1日舉行會議，研究2022年「品牌選舉」頒獎典禮的具體安排；並於2023年6月5日的會議上，就品牌局2023年重要活動的宣傳計劃等進行討論。

The Board is currently chaired by the BDC Vice Chairman Mr Calvin Chan. It acted as the Preliminary Judging Panel of the 2022 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 2022.

The Committee held a meeting on 23 May 2023 to discuss the schedule and arrangements for 2023 Brand Awards and it also conducted pre-screening of the prospective candidates and their affiliated brands for the 2023 Hong Kong Distinguished Brand Leader Award. At another meeting on 19 July, the Committee discussed the nomination mechanism of “Hong Kong ESG Awards” and determined the list of “Recommended Shortlisted Entries” for the 2023 ESG Awards.

Technical Advisory Committee

The Technical Advisory Committee advises on the judging criteria of brand awards and technical aspects of the certification schemes, and it is devoted to fostering the communications and cooperation between the Council and academics, professionals and other sectors. The Committee also acts as the “Steering Committee on Hong Kong Brand i-Directory”, which provides advice on the registration requirements, assessment protocol and other matters related to the operation and administration of Hong Kong Brand i-Directory. More recently, the Committee has taken up the role of “Technical Advisor” for the ESG Pledge and Hong Kong ESG Awards jointly introduced by the BDC and the CMA.

Currently chaired by the BDC Vice Chairman Dr Lo Kam Wing, the Technical Advisory Committee is made up of domain experts who are industrialist, academic, legal advisor, designer, quality management expert and other professionals. The Committee held a joint meeting with the Strategic Development Committee on 29 March 2023 to discuss the fee scale of Brand HKiD and the implementation plan of the Hong Kong ESG Awards.

Promotion and International Affairs Committee

The Promotion and International Affairs Committee is set up to promote the image of Hong Kong brands in the international arena; to facilitate Hong Kong brands’ development in domestic, Mainland and overseas markets; and to enhance the exchanges and networking between the Council and overseas organisations in regard to branding.

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 1 December 2022 to discuss the logistic arrangements for the 2022 Brand Awards Presentation Ceremony. It convened another meeting on 5 June 2023, which reviewed the publicity plan for the Council’s major activities in 2023.

策略發展委員會

策略發展委員會負責研究品牌局的長遠發展策略，以及指導品牌局會員的招募、管理及服務工作。委員會由品牌局副主席黃偉鴻兼任主席。

委員會於2023年3月29日與技術顧問委員會舉行聯席會議，就「香港品牌名冊」及「香港ESG獎」的發展進行討論。

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，是品牌局聯繫業界、服務業界不可或缺的介面。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和組織加入成為公司會員或贊助會員。自2005年8月成立以來，已有400多家公司成為品牌局的公司會員。



Strategic Development Committee

The Strategic Development Committee is set up to study the strategies for the Council's long-term development and to provide guidance on membership affairs such as recruitment, administration and services. The Committee is currently chaired by BDC Vice Chairman Dr Ellis Wong.

Strategic Development Committee, together with the Technical Advisory Committee, held a joint meeting on 29 March 2023 to study the new developments of Brand HKiD and Hong Kong ESG Awards.

Member Recruitment

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

The BDC welcomes all companies and organisations in sympathy of its objectives to become Corporate Members or Associate Members. Since the establishment in August 2005, the BDC has admitted over 400 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 Hong Kong company holding a valid business registration certificate or any Hong Kong association registered with the relevant Government authority are eligible to apply to become a Corporate Member of the Hong Kong Brand Development Council. Companies or associations incorporated outside Hong Kong can apply to be 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 organised 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 discounts on training and insurance services.



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」、「推廣與國際事務委員會」、「策略發展委員會」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。在積極敦促、協助政府制定相關政策的同時，品牌局亦活躍於品牌評審、認證、推廣、培育、研究、交流和國際合作等廣泛的領域，逐步建立起領先地位。

除了每年主辦「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」、「香港新星服務品牌選舉」和「香港傑出品牌領袖獎」等標誌性的獎項之外，品牌局積極協助其他機構策劃品牌評審與比賽，藉以表彰先進，樹立借鑒典範和參照基準。品牌局推行「香港名牌標識計劃」和「香港製造標識計劃」，以規範化的審核和准許證制度，開創品牌相關認證之先河；並創建「香港品牌名冊」登記和公示平台，率先引入香港原創品牌的身份認定系統；近期更與廠商會合作推行「ESG約章」及「香港ESG獎」，激勵香港工商界邁上可持續發展的道路。

為增強香港品牌的市場影響力，品牌局經常帶領企業參加本港、國內和海外的展覽與推廣活動，近年更於內地不同城市舉辦「香港品牌節」以及「香港·進·品牌大灣區」等大型項目，協助本地企業進軍龐大的內銷市場。品牌局創立了「中小企品牌群策營」，定期舉辦活動，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的平台；並積極推行研究計劃、培訓項目、觀摩與交流活動，協助業界提升品牌管理能力，倡導「建品牌、創名牌」的行業風尚；以及透過公眾宣傳和教育，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。

在「品牌經濟」時代，打造品牌競爭力已成為企業賴以持續發展和取得成功的不二法門。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 (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. It is committed to promoting Hong Kong brands, advocating innovation and creativity, fostering an environment conducive to brand-building, and enhancing exchanges and cooperation among companies in regard to brand development.

The BDC is established on the principle of "Market Leads, Government Facilitates, Community Supports". Apart from having invited Government officials as Honorary Patron 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 International Affairs Committee", "Strategic Development 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 organisations. It has been playing an active role in every key area, sharpening its leadership in brand accreditation, nurturing, promotion, research, exchanges and international cooperation.

Apart from hosting renowned recognition schemes like "Hong Kong Top Brand Awards", "Hong Kong Top Service Brand Awards", "Hong Kong Emerging Brand Awards", "Hong Kong Emerging Service Brand Awards" and "Hong Kong Distinguished Brand Leader Award", the Council provides assistance to other brand competitions or prizes, with an eye to identifying role models and setting up best practice benchmark in branding. It is the organiser 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. And the newly-introduced "Hong Kong Brand i-Directory" (Brand HKiD) is a registration mechanism plus publishing platform whereby the BDC provides authoritative proof of identity for Hong Kong original brands. More recently, the BDC has joined hands with the CMA in organising the "ESG Pledge" and "Hong Kong ESG Awards", in an attempt to stimulate Hong Kong industries to gear towards sustainable development.

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, apart from staging large-scale serial activities under the banner of "Hong Kong • IN • Brand Greater Bay" and "Hong Kong Brand Festival" in major Mainland cities. It organises "SME Branding Club" regularly, with an aim 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.

In this "branding economy" era, brand competitiveness holds the key to an enterprise's development and continued success. 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.



附錄
Appendices

附錄 Appendices

屬下委員會 Sub-Committees

香港名牌評審委員會 Hong Kong Top Brand Assessment Board

主席 Chairman :

陳家偉 Mr Calvin K W Chan, MH

顧問 Advisor :

陳國民 Dr Edward K M Chan, MH

副主席 Vice Chairmen :

盧金榮 Dr Lo Kam Wing, BBS, JP
吳清煥 Mr Ng Ching Wun

委員 Committee Members :

黃偉鴻 Dr Ellis W H Wong
沈運龍 Dr Aaron W L Shum
梁兆賢 Mr Jackson S Y Leung
孫榮良 Mr Warren Y L Sun
顏明秀 Ms Candy M S Ngan
余瓊峰 Mr Kevin K F Shea
梁湘東 Mr Thomas Leung
王偉樑 Mr Desmond W L Wong
傅承蔭 Mr William S Y Fu

技術顧問委員會 Technical Advisory Committee

主席 Chairman :

盧金榮 Dr Lo Kam Wing, BBS, JP

技術顧問 Technical Advisors :

謝邱安儀 Mrs Annie Yau Tse
周嘉弘 Mr Calvin Chau
黃偉雄 Mr Addy W H Wong, MH, JP
葉憬翰 Mr Karr Yip
陸定光 Prof Sherriff Luk
劉武 Prof Wu Liu
張天秀 Mr Baniel Cheung
周紹榮 Mr Joseph S W Chow
湯達熙 Mr Anthony Tong
林俊康 Mr Dominic Lam
丁國滔 Mr K T Ting

財務委員會 Finance Committee

主席 Chairman :

沈運龍 Dr Aaron W L Shum

委員 Committee Members :

陳國民 Dr Edward K M Chan, MH
盧金榮 Dr Lo Kam Wing, BBS, JP
陳家偉 Mr Calvin K W Chan, MH
吳清煥 Mr Ng Ching Wun
黃偉鴻 Dr Ellis W H Wong
周瑞鈺先生 Mr Ralph Chow

推廣與國際事務委員會 Promotion and International Affairs Committee

主席 Chairman :

吳清煥 Mr Ng Ching Wun

顧問 Advisors :

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盧金榮 Dr Lo Kam Wing, BBS, JP
陳家偉 Mr Calvin K W Chan, MH
駱百強 Mr Robert P K Lok
吳秋全 Mr Charles C C Ng

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林凱章 Mr Victor K C Lam, JP
王象志 Mr Thomas C C Wong
鄧錦添 Dr Tang Kam Tim
何偉權 Dr Ken W K Ho
梁承傑 Mr Vincent S K Leung
余瓊峰 Mr Kevin K F Shea
楊莉瑤 Ms Juliana L Y Yu
高麗芳 Ms Rose L F Ko
蔡少偉 Dr William S W Choi
鄭重科 Mr Tony C F Cheng
曾維 Dr Tsang Wai

策略發展委員會 Strategic Development Committee

主席 Chairman :

黃偉鴻 Dr Ellis W H Wong

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吳清煥 Mr Ng Ching Wun
沈運龍 Dr Aaron W L Shum
吳秋全 Mr Charles C C Ng

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李慧芬 Ms Stella W F Lee
孫榮良 Mr Warren Y L Sun
張呈峰 Mr Cheung Ching Fung
吳懿容 Ms Susanna Y Y Ng
顏明秀 Ms Candy M S Ngan
柯家洋 Mr Kevin K Y Orr
謝寶達 Mr Tse Po Tat



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
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 (HK) 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
香港天廚有限公司
The Tien Chu (HK) Co Ltd
合興食油集團有限公司
Hop Hing Oil Group Ltd
德國寶(香港)有限公司
German Pool (HK) Ltd
龍發製藥(香港)有限公司
Long Far Herbal Medicine Manufacturing (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
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
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
美康居國際有限公司
Azureliving International Ltd
大班麵包西餅有限公司
Tai Pan Bread & Cakes Co 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
香港中國旅行社有限公司
China Travel Service (HK) Ltd
鏞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
嘉頓有限公司
The Garden Co Ltd
鴻福堂集團有限公司
Hung Fook Tong Holdings 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
 偉邦物業管理有限公司
 Well Born Real Estate Management Ltd
 皇室實業集團有限公司
 Majestic Holding 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
 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 Manufacturing 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
 君政國際有限公司
 Cross International Ltd
 八珍國際有限公司
 Pat Chun International 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
 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
 實惠家居有限公司
 Pricerite Home 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
 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

富城物業管理有限公司
 Urban Property Management Ltd
 衍生集團(國際)控股有限公司
 Hin Sang Group (International) Holding Co Ltd
 建業五金塑膠廠有限公司
 Kin Hip Metal & Plastic Factory 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
 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
 儲存易迷你倉集團有限公司
 Store Friendly Self Storage Group Ltd
 青洲英坭有限公司
 Green Island Cement Co Ltd
 通用磨坊食品亞洲有限公司
 General Mills Foods Asia 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
 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
 雞仔餅大王有限公司
 King of Chicken Cake Ltd
 奧麗有限公司
 Oceanic Leader Ltd
 家得路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
 璋基咖啡有限公司
 Grand Coffee Co Ltd
 同珍公司
 Tung Chun Co
 順利建材潔具有限公司
 Shun Lee Bldg Materials & Sanitary Wares Ltd
 自然怡家有限公司
 Natural Home Collections 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	泉昌有限公司
Pak Shing Tong Ginseng Co Ltd	Chuan Chiong Co Ltd
穩健醫療(香港)有限公司	原味家作有限公司
Winner Medical (HK) Ltd	Original Taste Workshop Ltd
偉澳照明實業有限公司	福滿臨珠寶集團有限公司
Rio Industrial Ltd	Fook Moon Lam Jewellery Holdings Co Ltd
康業服務有限公司	華潤堂有限公司
Hong Yip Service Co Ltd	CR Care Co Ltd
蛋撻王控股有限公司	復興貿易發展有限公司
King Bakery Holdings Ltd	Fok Hing Trading Development Co Ltd
海皇國際有限公司	穎明實業有限公司
Ocean Empire International Ltd	Makebest Industries Ltd
大寧有限公司	貴族國際貿易有限公司
Dialink Ltd	Yaki Champion Boutique Ltd
英記茶莊有限公司	阿一鮑魚公主(香港)有限公司
Ying Kee Tea Co Ltd	Ah Yat Abalone Princess (HK) Ltd
南北行參茸葯材有限公司	卡撒天嬌國際有限公司
Nam Pei Hong Sum Yung Drugs Co Ltd	Casablanca International Ltd
天虹海鮮酒家	一心旅遊有限公司
Lamma Rainbow Seafood Restaurant Ltd	Instant Travel Service Ltd
安記海味有限公司	天澄閣投資有限公司
On Kee Dry Seafood Co Ltd	Crystal Harbour Restaurant Ltd
信和物業管理有限公司	華發行(香港)貿易發展有限公司
Sino Estates Management Ltd	Wah Fat Hong (HK) Trading Development Co Ltd
萬希泉鐘錶有限公司	佳力酒店管理有限公司
Memorigin Watch Co Ltd	Galaxy Hotel Management Co Ltd
楊氏水產有限公司	生歷奇教育統籌有限公司
Yeungs Marine Products Ltd	Synergy Education Provider Co Ltd
大有倉集團有限公司	錢氏玩具中心有限公司
Tai Yau Storage Group Ltd	M & C Toy Centre Ltd
恆香老餅家有限公司	尚芳保健有限公司
Hang Heung Cake Shop Co Ltd	Shang Healthcare Ltd
太子珠寶鐘錶公司	雅麗斯中國有限公司
Prince Jewellery and Watch Co	Alice Chan China Ltd
專業國際旅運有限公司	天比廣告有限公司
Travel Expert Ltd	Greenbase Ad Ltd
寵之天國寵物善終服務有限公司	摩米士科技(香港)有限公司
H.K. Pet's Hospice Care Service Ltd	Momax Technology (HK) Ltd
致富集團有限公司	奧美斯傢具有限公司
Chief Group Ltd	Offmax Ltd
榮利集團(國際)有限公司	星華發展有限公司
Wing Li Group (International) Ltd	Sing Wah Development Ltd
美味棧國際有限公司	裕昇實業有限公司
Yummy House International Ltd	Yusan Industries Ltd
銀龍飲食集團有限公司	捷旅集團有限公司
Ngan Lung Catering (Holdings) Ltd	Jetour Holding Ltd
添福餐飲食品發展有限公司	遵理學校有限公司
Timfold Catering and Food Service Ltd	Beacon College Ltd
煌府集團有限公司	FlexSystem Ltd
Palace Group Management Ltd	FlexSystem Ltd
梳化倉有限公司	翠華控股有限公司
Sofamark Ltd	Tsui Wah Holdings Ltd
合和土木發展有限公司	現代美容控股有限公司
Hop Wo Development Ltd	Modern Beauty Salon Holdings Ltd
昇鋒國際有限公司	沙嘜王有限公司
Pro Logic International Ltd	Satay King Co Ltd
康盟有限公司	奇華餅家有限公司
Concord Alliance Ltd	Kee Wah Bakery Ltd



九龍維記牛奶有限公司
The Kowloon Dairy Ltd
迅榮貿易有限公司
Fast Fame Trading Ltd
亞洲國際餐飲集團有限公司
Taste of Asia Group Ltd
乾隆1492俱樂部有限公司
Kinlonz 1492 Club Ltd
健力五金有限公司
Kent Metal Co Ltd
DR-Max Ltd
DR-Max Ltd
誠信行貿易有限公司
Lexington Ltd
新佛香食品有限公司
Sun Fat Heung Food Products Ltd
恒和珠寶首飾廠有限公司
Continental Jewellery (Mfg) Ltd
時間廊鐘錶有限公司
City Chain Co Ltd
眼鏡88有限公司
Optical 88 Ltd
科文實業有限公司
4M Industrial Development Ltd
再見寵兒有限公司
Goodbye Dear Co Ltd
信基國際企業有限公司
Truth & Faith International Ltd
僑豐行有限公司
Kiu Fung Hong Ltd
西德寶富麗(遠東)有限公司
Profilia of West Germany (Far East) Ltd
艾寶萊貿易公司
AA Buy Trading Co
富邦帽袋實業有限公司
Richbond Caps & Bags Manufacturing Ltd
京都念慈菴總廠有限公司
Nin Jiom Medicine Manufactory (HK) Ltd
中大捲閘有限公司
Chung Tai Roller Shutters Co Ltd
蒙妮坦學院有限公司
CMM Monita Academy Ltd
歐惠芳公關廣告有限公司
Sharon Au & Associates Ltd
瑞典歐化(遠東)有限公司
Ulferts of Sweden (Far East) Ltd
森科產品有限公司
Semk Products Ltd
香港嘉捷藥業有限公司
Hong Kong Kamax Pharmacy Ltd
偉安發展有限公司
Right Horn Development Ltd
立基環球有限公司
Tanco Pacific Co Ltd
香江國際有限公司
HKI Co Ltd
李琳明金屬製品廠有限公司
Lee Lim Ming Metal Works Ltd

領天國際企業有限公司
Leadsy International Enterprise Ltd
佳寧娜食品(香港)有限公司
Carrianna Food (HK) Ltd
恒益物業管理有限公司
Hang Yick Properties Management Ltd
全港藝術發展有限公司
Hong Kong Art Development Co Ltd
保諾時網上印刷有限公司
Promise Network Printing Ltd
欣德製作及培訓有限公司
Unlimited Power Production and Training Ltd
太興集團控股有限公司
Tai Hing Group Holdings Ltd
新世界(國際)免稅集團有限公司
New Era (International) Duty Free Group Co Ltd
新時代卡拉OK有限公司
Neway Karaoke Box Ltd
萬麗行有限公司
Manley Co Ltd
正意工作室有限公司
QConcept Ltd
沁濤美念亞洲有限公司
Samko Concept Asia Co Ltd
合豐投資控股有限公司
Hopeful Investment Holdings Ltd
活色生香國際有限公司
Wonderlife Universal Ltd
得利龍百貨有限公司
Delicron (HK) Ltd
李焜勝堂(集團)有限公司
Li Chung Shing Tong (Holdings) Ltd
寬泰貿易有限公司
Foon Tai Trading Co Ltd
英識教育(亞洲)有限公司
Britannia Study Link (Asia) Ltd
康加實業有限公司
Konstar Industries Ltd
智盛財經媒體有限公司
GenNex Financial Media Ltd
會所1號有限公司
ClubONE Ltd
穎業國際有限公司
Wing Yip International Ltd
冠華食品菓子廠有限公司
Koon Wah Food & Preserved Fruit Factory Ltd
聖諾盟健康家居用品有限公司
Sinomax Health & Household Products Ltd
金寶麗寢室用品有限公司
Goldfully Bedroom Article Ltd
高榮實業有限公司
Global Glory Industrial Ltd
數學思維教育有限公司
MathConcept Education Ltd
明豐(樂見)國際發展有限公司
Ming Fung (Lok Keen) International Development Ltd
Ensec Solutions Hong Kong Ltd
Ensec Solutions Hong Kong Ltd

林和成貿易有限公司	明茶房有限公司
Ettason (HK) Ltd	MingCha Ltd
美斯凱實業有限公司	昇華在線有限公司
Maxcare Industrial Ltd	You Find Ltd
敏寶有限公司	高明利有限公司
Main Plan Ltd	Kool Ltd
捷成有限公司	百匯珠寶(香港)有限公司
Jetstar Co Ltd	Pak Wui Jewellery (HK) Ltd
好利來有限公司	億達再生資源有限公司
Hollyland Co Ltd	E. Tech Management (HK) Ltd
建豐胃仙-U有限公司	王子食品廠有限公司
Kin Fung Weisen-U Co Ltd	Prince Foods Manufactory Ltd
世壯有限公司	華興文儀集團有限公司
Century Strong Ltd	Wah Hing Office Supplies Group Ltd
萬智商標印刷有限公司	宏發電聲(香港)有限公司
Marche Label & Printing Ltd	HongFa Electroacoustic (HK) Co Ltd
廣豪服飾(香港)有限公司	史偉莎集團有限公司
Grand Concord Garment (HK) Ltd	LBS Corporation Ltd
香港陳老二藥廠有限公司	銀河工程集團有限公司
Hong Kong Chan Lo Yi Medicine Co Ltd	Galaxy Engineering Holding Co Ltd
惠康環境服務有限公司	大埔振興有限公司
Waihong Environmental Services Ltd	Tai Po Chun Hing Ltd
亞洲國際博覽館管理有限公司	醫思健康
AsiaWorld-Expo Management Ltd	EC Healthcare
耀才證券金融集團有限公司	潮安發展有限公司
Bright Smart Securities & Commodities Group Ltd	Chase On Development Ltd
並豐生物科技有限公司	嘉禾(香港)國際貿易公司
Twin Wealth Biotech Ltd	Ka Woo (HK) International Trading Co
夏德建國術會有限公司	健康創建(香港)有限公司
Ha Tak Kin Martial Art Society Ltd	Health Basis (HK) Ltd
啟泰藥業(集團)有限公司	銀鑛灣渡假酒店有限公司
Kai Tai Chinese Medicine (Holdings) Co Ltd	Silvermine Beach Resort Ltd
香港榮源茶行有限公司	曲奇四重奏有限公司
Wing Yuen Tea (HK) Co Ltd	Cookies Quartet Ltd
飛馬仕科技有限公司	太和洞藥廠有限公司
Freemax Technology Co Ltd	Tai Wo Tung Medicine Co Ltd
吡吒(香港)有限公司	四海環球食品有限公司
All Power (HK) Ltd	Four Seas Global Food Co Ltd
高崎國際控股有限公司	Labkable Asia Ltd
Goki International Holding Co Ltd	Labkable Asia Ltd
信德中旅船務管理有限公司	逢發織造有限公司
Shun Tak-China Travel Ship Management Ltd	Fung Fat Knitting Mfy Ltd
澤群顧問有限公司	中信醫藥科技有限公司
B2A Consulting Ltd	Reliable Medicine Technology Co Ltd
環球印館控股有限公司	奧美(集團)有限公司
Universe Printshop Holdings Ltd	Dogaroo Group Ltd
得利鐘錶製品廠有限公司	樂濤國際企業有限公司
Dailywin Watch Products Mfg Ltd	Winning International Enterprises Co Ltd
冠珍興記醬園有限公司	綠盈環保有限公司
Koon Chun Hing Kee Soy & Sauce Factory Ltd	Green Intellect Co Ltd
維昌歷高(國際)有限公司	香港馬世良堂製藥有限公司
Webber & Nickel (Int'l) Co Ltd	H.K. Ma Sai Leung Tong Medicine Manufacturing Ltd
栢凌有限公司	金怡旅行社有限公司
Partlink Ltd	Goldjoy Travel Ltd
藝采國際企業公司	張榮記粉麵廠有限公司
Arte Moda International Enterprises	Cheung Wing Kee Noodles Factory Co Ltd
未來照明有限公司	比比美容化妝有限公司
Future Lighting Collection Ltd	BB Beauty & Cosmetic Ltd

太平洋娛樂有限公司	小小科學家教育集團有限公司
Bar Pacific Entertainment Ltd	Little Scientists Education Group Ltd
Oveco Industries Ltd	學升火車集團有限公司
Oveco Industries Ltd	PrePnK1 Express Group Ltd
珠江船務企業(集團)有限公司	尚智設施服務有限公司
Chu Kong Shipping Enterprises (Holdings) Co Ltd	Wisdom Facility Management Co Ltd
同健有限公司	溢豐工程有限公司
One Health International Ltd	Deco Classic Ltd
研創美國際機構(遠東)有限公司	香港體育會(集團)控股有限公司
Aorta International Association (Far East) Ltd	Hong Kong Sports Association (Group) Holdings Ltd
挑戰者汽車服務有限公司	皇鑽世家珠寶金行有限公司
Challenger Auto Services Ltd	Imperial Diamond Jewellery Gold Co Ltd
德國寶電商貿易有限公司	蛙暉美容初心有限公司
German Pool O2O Ltd	Sunlight Beauty Group (Maiden) Ltd
悅和醬園有限公司	香港(國際)眼科醫療集團有限公司
Yuet Wo Sauce and Preserved Fruits Ltd	Hong Kong (International) Eye Care Group Ltd
安世思奧國際有限公司	高雅線圈製品有限公司
NCCO International Ltd	Coils Electronic Co Ltd
超羣麵包西餅有限公司	Batech Asia Ltd
Maria's Bakery Co Ltd	Batech Asia Ltd
西龍傳香有限公司	Elsyung Consulting Ltd
QQ Rice (HK) Ltd	Elsyung Consulting Ltd
澳美製藥廠有限公司	同心飲食有限公司
Bright Future Pharmaceutical Laboratories Ltd	Jointed-Heart Ltd
翠明假期有限公司	出入易迷你倉國際有限公司
Charming Holidays Ltd	In N Out International Corporate Ltd
安興金屬壓鑄有限公司	香港潔淨水有限公司
On Hing Metal Die-casting Co Ltd	Hong Kong Water Solution Ltd
推廣易有限公司	時諾有限公司
EZ Promo Ltd	Time Promise Ltd
福泰珠寶集團有限公司	林淦生醫藥研究院有限公司
Fook Tai Jewellery Group Ltd	Lam Kam Sang Medical Research Institute Ltd
創生興業有限公司	東方表行有限公司
New Cynosure Co Ltd	Oriental Watch Co Ltd
尚方有限公司	雅悅實業有限公司
Saintford Ltd	Asia Health Products Ltd
建華(街市)管理有限公司	溢興貿易(香港)有限公司
Uni-China (Market) Management Ltd	Yat Hing Trading (HK) Ltd
珍卡兒藥妝有限公司	時興貿易發展有限公司
Laboratory Janeclare Ltd	Sze Hing Trade Development Ltd
香港中華煤氣有限公司	新亞生命科技有限公司
The Hong Kong & China Gas Co Ltd	Pangenja Lifesciences Ltd
景鴻移民顧問有限公司	滙隆棚業有限公司
EK Immigration Consulting Ltd	Wui Loong Scaffolding Works Co Ltd
寶湖飲食集團有限公司	合廠有限公司
Treasure Lake Catering Holdings Ltd	Hatch Ltd
東方紅藥業有限公司	百家企業國際集團有限公司
Tung Fong Hung Medicine Co Ltd	100 Enterprises International Group Co Ltd
晉達電能(香港)有限公司	香港同康藥業有限公司
LFP Power (HK) Ltd	Hong Kong Tung Hong Medicine Co Ltd
天然養生有限公司	鼎豐信貸有限公司
Tian Ran HealthCare Ltd	Tiptop Credit Ltd
柯尼卡美能達商業系統(香港)有限公司	氣淨達國際有限公司
Konica Minolta Business Solutions (HK) Ltd	Airdefender International Co Ltd
永星化工有限公司	香港母嬰教育服務中心有限公司
Winstar Chemicals Co Ltd	Momcare Education Ltd
漢思傑(亞洲)有限公司	莎娜美(國際)有限公司
Handscript Asia Ltd	Satami International Ltd



紹榮鋼鐵有限公司
Shiu Wing Steel Ltd
浚一企業有限公司
Merge Enterprise Ltd
萬士博(亞洲)有限公司
MaxiPro (Asia) Ltd
若苦創作有限公司
The Bittersweet Creations Ltd
草之道滾球訓練學院有限公司
Simply Bowls Institute Ltd
港台餐飲業國際股份有限公司
KT Food and Beverage International Ltd
得易健康有限公司
Take2 Health Ltd
Gaw Capital Asset Management (HK) Ltd
Gaw Capital Asset Management (HK) Ltd
Master Edutainment Ltd
Master Edutainment Ltd
輝煌影音有限公司
Famous Audio and Video Co Ltd
樂雅兒玩具(香港)有限公司
Royal Toys (HK) Co Ltd
世衛實業有限公司
Guardman Products Ltd
卡美士國際有限公司
Kamex International Ltd
聯豐興業(集團)有限公司
Associated Technology (Holdings) Co Ltd
香港莊臣控股有限公司
Hong Kong Johnson Holdings Co Ltd
正斗飲食管理集團有限公司
Tasty Corporation Ltd
寵物假期(香港)有限公司
Pet Holidays (HK) Co Ltd
康河診所管理有限公司
River Cam Clinic Management Ltd
一道空間有限公司
ADO Ltd
終生美麗美容纖體有限公司
Beauty Forever Salon Ltd
星火能源管理有限公司
EcoSmart Energy Management Ltd
葉氏駱駝(香港)有限公司
Yip's Camel (HK) Ltd
漢強實業有限公司
Hon Keung Industrial Co Ltd
雅各臣貿易有限公司
Jacobson van den Berg (China) Ltd
植華品牌(亞洲)有限公司
Grown-up Licenses (Asia) Ltd
奧迪美(香港)有限公司
Optimix (HK) Ltd
金昇家品有限公司
Golden Sun Home Products Ltd
明輝實業國際有限公司
Ming Fai Enterprise International Co Ltd
泰嘉企業公司
Tiger Enterprise Corporation

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Alan Lo Design & Art Direction
樂道藝創有限公司
Logos Art Co Ltd
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維健生香港有限公司
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香港教育城有限公司
Hong Kong Education City Ltd
尚品之薈有限公司
Premier Food Ltd
新亞薑糖(香港)有限公司
Sixfifteen Imports-exports Ltd
新億食品有限公司
Sun Yik Food Ltd
寶寶米集團有限公司
BOBORICE Group Ltd
瀛仁生物技術投資有限公司
T & Y Biologics Investment Ltd
世利行貿易有利公司
Golden Row Trading Ltd
光大參茸海味集團有限公司
Kwong Tai Medicine Co Ltd
雅視光學有限公司
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Benny Kong & Tsai
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The Kowloon Motor Bus Co (1933) Ltd
香港口腔修復醫學有限公司
Hong Kong Prosthodontics Medicine Ltd
遠東糖廠實業有限公司
Yuen Tung Sugar Factory Industrial Co Ltd
名策專業商務有限公司
Lion Consulting Ltd
信山實業有限公司
RHT Industries Ltd
彩迅(亞洲)有限公司
Express Luck (Asia) Ltd
駿騰貿易有限公司
Famous Team Trading Ltd
華鏗貿易有限公司
Billion Dollar Cooperation Ltd
加美敦有限公司
Carmelton Co Ltd
澳寶化粧品(香港)有限公司
Opal Cosmetics (HK) Ltd



Tai Luen Coffee Co Ltd
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Accolade Corporate Services Ltd
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碧瑤綠色集團
Baguio Green Group Ltd
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Moon Sport Ltd
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Sunrise Shower Equipment (HK) Ltd
台灣臻品禮坊(香港)有限公司
Taiwan Chun Bun Rivon (HK) Ltd
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Yi Wo Yuen Aged Sanatorium Centre (Kowloon)
貝可曼國際有限公司
Bakerman International Ltd



香港品牌發展局

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