



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

We gather here today in joyous anticipation of the glamorous debut of a new cohort of 2023 Brand Awardees. I believe that you are feeling as thrilled and proud as I am. An occasion as grand as this not only stands to congratulate and salute to the winners, but also serves as a magnificent display of Hong Kong's achievements in brand development and the work of the Hong Kong Brand Development Council (the BDC).

At the dawn of 2024, the first Chinese New Year after the COVID-19 pandemic is around the corner; at this special moment to bid farewell to the old and usher in the new, everywhere is overflowing with vigour, vitality and hopes. This sets the stage for us to pursue a new beginning with budding opportunities and to soak up that enduring surge of energy for forging ahead in an incessant cycle where everything keeps refreshing itself and growing stronger on past achievements.

The development of the Brand Awards, in retrospect, has also demonstrated the same upward spiralling that underscores continuous efforts, innovation, progress and cumulative growth. Initiated in 1999 and currently jointly organised by the BDC and the Chinese Manufacturers' Association of Hong Kong, the Brand Awards spearheaded brand-related assessment and certification in Hong Kong and even across the wider Asia Pacific Region. Over the course of the last 20 years or so, global economy experienced circles of economic ups and downs. Hong Kong's business sector was able to move with the times, playing to the strength of its established advantages with great flexibility to embrace changes and "turn things around" on the back of a solid foundation, remarkable agility and the strong ability of reinventing itself. This has culminated in the City's "wave-like" zigzag developments time and time again.

The Brand Awards has always shouldered the role of a catalyst as well as partner, which carries forward and contributes to the "Hong Kong Stories"

of many local enterprises creating value through brand-building and leveraging off “brand power” to fly higher and further. During this process, the Award itself also reached new heights one step at a time and branched out into a diversifying array of award categories, starting with assessment on product brands in the early years and subsequently covering the identification of role models in the service sector, and from selecting young and up-and-coming stars to recognising distinguished brand leaders nowadays. The number of winning brands has also grown from the “top 10” initially to more than 590 today. Suffice it to say, the Award has become an important signpost for Hong Kong brand development, showing the world a unique vista of our economy; and it has set the pace for the brand culture to take root, grow and flourish across Hong Kong, upholding the Hong Kong Brand Spirit to echo the main theme in this era of “building a vibrant economy and striving for development”.

At this moment, Hong Kong is making strides in its new journey of “advancing from stability to prosperity”. The local economy is steadily getting back on its growth track. Hong Kong brands are seeing silver linings as new opportunities for development emerge. Many local companies are striving for business growth and driving transformation by integrating brand-building into their future plans. Tapping new markets, embracing digital technologies, implementing ESG and enhancing the internal capability of branding have also become our brand entrepreneurs’ key focuses of late for starting “anew” and sharpening competitive edges.

The 2023 Award recipients are shining examples who are versed in “seeking, building and keeping up momentum”. Of the new cohort of more than 40 laurels, there are “digital pioneers” standing at the forefront of technological innovation, alongside industry leaders who made a name for themselves in domestic and overseas markets by building on the “Made in Hong Kong” label. There are also rising stars who stand out as “new, distinctive, specialised and sophisticated” niche players, as well as household names who refreshed their reputation by implementing modern management models and took a leading role in reforming the industry. The awarded brands have demonstrated awe-inspiring performance as regards “Reputation”, “Distinctiveness” and in respect of “Innovation”, “Quality”, “Image” and “Environmental Performance, Social Responsibility and Corporate Governance”. They learn and accumulate with perseverance, bide their time and ride on brand strategy to harness changes in the fast-changing environment and achieve self-enhancement and continuous upgrade, producing an extraordinary “surpassing” impetus to raising the bar for Hong Kong brand

development.

I take this opportunity to congratulate the 2023 winners of the Brand Awards and the recipient of the “Hong Kong Distinguished Brand Leader Award” Mr Liu Siong Song. I take my hat off to them! On behalf of the Organisers, I would like to thank our officiating guest Deputy Financial Secretary the Honourable Michael Wong. I would also like to express my heartfelt gratitude to the various government departments and members of the community for their support for the Brand Awards. This includes Secretary for Commerce and Economic Development the Honourable Algernon Yau, Permanent Secretary for Commerce and Economic Development Miss Eliza Lee, Under Secretary for Commerce and Economic Development Dr Bernard Chan, Director-General of Trade and Industry Ms Maggie Wong, Deputy Secretary for Commerce and Economic Development Ms Candy Lau, members of the Awards Judging Panels, Event Sponsor Bank of Communications, Trophy Sponsor Fook Tai Jewellery, Official Honorary Auditor KPMG, media which have assisted in promoting the Awards, as well as organisations and individuals for their different forms of participation and support to today’s event.

In the Year of the Dragon, I wish all of you the best of luck and excellent health. And, I wish Hong Kong industries the soaring power of a dragon and the agility of a tiger for reaching new milestones along the “Branding to Win” journey!