



香港新星品牌選舉暨 香港新星服務品牌選舉

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

2024

主辦機構
Organisers



香港品牌發展局
Hong Kong Brand
Development Council



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

活動贊助
Event Sponsor



交通銀行 (香港)
BANK OF COMMUNICATIONS (HONG KONG)

獎座贊助
Trophy Sponsor



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FOOK TAI JEWELLERY

義務核數師
Official Honorary
Auditor



畢馬威

特別鳴謝
Special
Acknowledgement



宗旨 OBJECTIVES

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

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

選舉組別 AWARD CATEGORIES

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

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

主辦機構 ORGANISER

香港品牌發展局和香港中華廠商聯合會為選舉之主辦機構。

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



參賽資格 ELIGIBILITY

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

獎項 AWARD STRUCTURE

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



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

1. 參賽者須標明所參加的選舉組別；並須填妥有關的參加表格，向主辦機構報名。
 - a) Companies wishing to enter the competition should indicate the award category and complete the corresponding "Entry Form" for submission to the Organiser.
2. 參賽者須根據主辦機構的通知，提供詳細、準確、客觀的資料，連同參賽品牌的專有權證明文件，有關代表性產品或服務的說明、相片、目錄、圖片、樣本，以及已簽署的參加表格正本等，於二零二四年八月三十一日或以前遞交主辦機構。
 - b) Participating companies should, upon the request of the Organiser, provide complete, accurate and objective information about the entry brand, together with relevant materials such as product/service description, photographs, catalogues, technical drawings and samples, if appropriate. Such information and materials as well as the signed original copy of "Entry Form" should be submitted to the Organiser no later than 31 August 2024.
3. 參賽者須協助主辦機構進行實地審核。
 - c) Entrants should provide due assistance to the Organiser in conducting On-site Assessment.
4. 凡進入決賽的各參賽者須向評審團作約十分鐘的講解，以介紹各自的品牌。
 - d) Entrants short-listed as candidates for Final Judging will be required to give a presentation (about 10 minutes) to the Judging Panel.
5. 報名費用全免，惟參賽公司須分擔實地審核的費用，每個品牌通常為港幣三千元。進入決賽者須支付部分行政和宣傳費用；香港品牌發展局會員或第五十八屆「工展會」參展商為港幣七千元，其他參賽公司則為港幣九千元。
 - e) There is no admission fee but entrants should pay an On-site Assessment fee normally at HK\$3,000. A company entering the Final Judging should also pay HK\$7,000 (if it is a Corporate Member of the BDC or an exhibitor of the 58th HKBPE) or HK\$9,000 (if it is not a BDC member nor an exhibitor), to cover part of the administrative and promotional costs.



評審標準 JUDGING CRITERIA

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

評審團成員 JUDGING PANEL

「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員包括：

- 香港特區政府商務及經濟發展局常任秘書長（主席評判）
- 香港品牌發展局副主席駱百強先生
- 香港中小型企業總商會會長黎卓斌先生
- 香港品質保證局主席何志誠工程師
- 香港城市大學商學院院長陳家樂教授
- 香港設計中心署理副行政總裁陳昌琪小姐

Final Judging Panel of Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards comprises:

- Permanent Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Robert P K Lok, Vice Chairman of the Hong Kong Brand Development Council
- Mr Michael Lai, President of the Hong Kong General Chamber of Small and Medium Business
- Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency
- Prof Kalok Chan, Dean of College of Business, City University of Hong Kong
- Ms Kennis Chan, Acting Deputy Executive Director of Hong Kong Design Centre

頒獎典禮 PRESENTATION CEREMONY

2024年選舉頒獎典禮暨香港品牌發展局二十周年誌慶晚宴定於二零二五年二月十一日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府財政司司長陳茂波GBM, GBS, MH, 太平紳士(暫定)和其他主要官員擔任主禮嘉賓。

The Presentation Ceremony of 2024 Awards will be held together with BDC 20th Anniversary Gala Dinner on the evening of 11 February 2025 at Convention Hall, Hong Kong Convention and Exhibition Centre, to be officiated by Financial Secretary The Honorable Paul Chan, GBM, GBS, MH, JP (tentatively) and top officials of the Hong Kong SAR Government.

選舉日程(暫定) Awards Schedule (TENTATIVE)

日期 Date	事項 Item
2024年7月至8月31日 July – 31 Aug 2024	接受報名 Enrolment
2024年11月20日 20 Nov 2024	初賽評審 Preliminary Screening
2024年12月12日 12 Dec 2024	決賽評審 Final Judging
2025年2月11日 11 Feb 2025	頒獎典禮暨香港品牌 發展局二十周年誌慶晚宴 Awards Presentation Ceremony – cum – BDC 20 th Anniversary Gala Dinner

查詢 ENQUIRIES

香港品牌發展局 HONG KONG BRAND DEVELOPMENT COUNCIL

香港新星品牌

Hong Kong Emerging Brand

聯絡人 Contact Person : 嚴小姐 Ms Nicole Yim
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廠商會大廈3字樓
3/F, CMA Building,
64 Connaught Road Central,
Hong Kong

香港新星服務品牌

Hong Kong Emerging Service Brand

聯絡人 Contact Person : 鍾小姐 Ms Florence Chung
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電郵 Email : sor2@cma.org.hk

網址 Website : www.hkbrand.org
傳真 Fax : 3421 1092 / 2815 4836





香港新星品牌選舉得獎品牌 (2010年至今)

Winners of Hong Kong Emerging Brand Awards (Since 2010)



香港新星服務品牌選舉得獎品牌 (2010年至今)

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



致：香港品牌發展局
To: Hong Kong Brand Development Council

圖文傳真 Fax no.:
3421 1092 / 2815 4836



2024 香港新星品牌選舉 / 香港新星服務品牌選舉參加回條
2024 Hong Kong Emerging Brand Awards /
Hong Kong Emerging Service Brand Awards Reply Slip

本公司有興趣參加以下選舉，請惠寄有關資料及詳細表格。

We are interested to participate in the Award below. Please send relevant details and Entry Form to us.
(請於適當方格內，填上✓號。Please mark a✓ in the appropriate box.)



網上報名
Online Registration

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

參賽品牌：(中文)

Brand: (English)

公司名稱 Company Name:

公司地址 Company Address:

聯絡人 Contact Person:

聯絡電話 Contact Tel No.:

電子郵件 Email:

圖文傳真 Fax No.:

網址 Website:

品牌創立年份 Year Establishing the Brand:

主要產品 / 服務類別 Major Product / Service Categories:

「香港新星品牌標誌」設計意念

DESIGN CONCEPT OF "HONG KONG EMERGING BRAND LOGO"



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

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