



出海名牌选举暨 出海服务名牌选举

Go Global Top Brand Awards &
Go Global Top Service Brand Awards

2026

主办机构
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

活动赞助
Event Sponsor



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

义务核数师
Official Honorary
Auditor



畢馬威

特别鸣谢
Special
Acknowledgement



香港經濟日報



星島日報



頭條日報



大谷文匯



The Standard

宗旨 OBJECTIVES

「出海名牌选举」和「出海服务名牌选举」旨在表彰以香港为战略性节点、努力拓展跨地域业务并取得出色表现的品牌，鼓励企业依托香港供应链管理中心的优势，积极构建全球化价值链、拓展多元化市场布局和推广国际化形象，以提升品牌竞争力和国际影响力。

Go Global Top Brand Awards and Go Global Top Service Brand Awards give recognition to brands that use Hong Kong as a strategic hub to expand their business operations across regions and have achieved outstanding performance. The Awards aim to encourage enterprises to leverage Hong Kong's advantages as a supply chain management centre to build global value chains, diversify their market presence, and promote international image, thereby enhancing their brand competitiveness and global influence.

选举组别 AWARD CATEGORIES

「出海名牌选举」主要针对产品品牌，一般情况下应以已预先包装的产品上的商标为依据；「出海服务名牌选举」主要面向服务品牌，通常是指参选公司或其营运设施的商标或者名称。参选企业应在营运过程中主动向客户、消费者等相关持分者以及公众展示和推广有关品牌及其标志。

Go Global Top Brand Awards are conferred to product brands, which are normally represented by the trademarks or logos printed on prepackaged goods; whereas the Go Global Top 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. Entry companies should proactively display and promote their entry brands and the logos thereof to customers, consumers, other stakeholders, and the public in their business operations.

主办机构 ORGANISER

香港品牌发展局和香港中华厂商联合会为「选举」之主办机构。

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

参赛资格 ELIGIBILITY

1. 参赛品牌必须在香港以及品牌始创地或者至少一个海外司法管辖区，开展自主性的实质业务，并办理商标注册或者能够提供足够的文件证明其原创地位和产权。参赛公司或其所属的集团必须为该品牌商标的实质受益人。
 - a) To be eligible, the entry brand should on its own initiative, conduct substantive business operations in both Hong Kong and the place of its origin or in at least one overseas jurisdiction. The brand should have completed trademark registration in the aforesaid places or be able to produce sufficient evidence to demonstrate the originality and proprietorship. The entry company or its parent group should be the beneficial owner of the brand trademarks.
2. 品牌须与香港具有实质的联系，例如，在香港创立；以香港为生产或营运基地；产品或服务以香港为重要或策略性市场；所属公司的部分重要股东为香港人士；对香港工商业或经济发展有显著贡献或影响等。
 - b) The brand should have substantial relations with Hong Kong, e.g. the brand being founded in Hong Kong, the production or operating site being based in Hong Kong, its products or services targeting Hong Kong as an important or strategic market, part of the key shareholders being Hong Kong residents; or the brand having made significant contributions to or influences on Hong Kong's industrial and economic development.
3. 参赛公司必须在香港注册，并透过组织架构或营运分工的安排，拥有对参赛品牌的制造、销售、推广或经营的专有权利或特准的管控制权。
 - c) The entry company should have been registered in Hong Kong and, through its organisational structure or operational arrangements possess exclusive or specifically authorised control rights to control the production, distribution, promotion or other operational activities under the entry brand.

奖项 AWARD STRUCTURE

1. 选举设「出海名牌」和「出海服务名牌」奖项，授予成绩领先之参赛品牌。授奖名额均由评审团视乎参赛情况决定，原则上各以五个为限。
 - a) The Awards will present "Go Global Top Brand" and "Go Global Top 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 respective Judging Panel.
2. 得奖者可获颁证书和奖座。经主办机构批准，得奖者可于两年内将「出海名牌标志」(Go Global Top Brand Logo)用于推广有关品牌和公司的整体形象，但必须标注奖项全名及得奖年份，且不得用于特定产品或服务的推广。
 - b) Winners of both the Award categories 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 "Go Global Top Brand 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.

参赛方法及截止日期 APPLICATION PROCEDURE AND DEADLINE

- 参赛者须标明所参加的选举组别；并须填妥有关的参加表格，向主办机构报名。
 - 参赛者须根据主办机构的通知，提供详细、准确、客观的资料，连同参赛品牌的专有权或特准的管控制权证明文件，有关代表性产品或服务的清单、说明、相片、目录、图片、样本等，于二零二六年八月三十一日或以前递交主办机构。
 - 参赛者须向主办机构申报参赛品牌所涵盖之产品或服务，并协助主办机构就其代表性产品或服务（至少一项）进行实地审核。
 - 凡进入决赛的入围品牌须于第六十届「工展会」会场接受合资格入场人士的投票；各参赛公司还须出席决赛评审会议的面试，向评审团作约十分钟的讲解，以介绍各自的品牌。
 - 报名费用全免，惟参赛公司须分担实地审核的费用，每个品牌通常为港币三千元。进入决赛者须支付部分行政和宣传费用；香港品牌发展局会员或第六十届「工展会」参展商为港币二万五千元，其他参赛公司则为港币二万八千元。
- Companies wishing to enter the competition should indicate the award category and complete the corresponding "Entry Form" for submission to the Organiser.
 - 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 should be submitted to the Organiser no later than 31 August 2026.
 - The Entrant should report to the Organiser regarding the products or services under the entry brand and provide due assistance to the Organiser in conducting On-site Assessment based on the major product/service (at least one item) of the entry brand.
 - Entrants short-listed as candidates for Final Judging would be put up for Public Polling by qualified visitors to the 60th Hong Kong Brands and Products Expo (HKBPE)¹; and they are also required to attend an interview at the Final Judging Meeting and give a presentation (about 10 minutes) to the Judging Panel.
 - All admission fees are waived, but entrants should bear On-site Assessment fees HK\$3,000. A company entering the Final Judging should also pay HK\$25,000 (for member of BDC or exhibitor of the 60th HKBPE) or HK\$28,000 (for others), to cover part of the administrative and promotional costs.

评审标准 JUDGING CRITERIA

- 评审基于「品牌力」和「国际化」两个层面进行。其中，品牌表现参照以下六个标准对参赛品牌进行评定，包括：「知名度（香港、中国内地及海外）」、「经营特色」、「创新意识」、「品质」、「形象」和「环保、社会责任及企业管治」。国际化表现主要考察参赛者在「环球视野」、「国际化营运」以及「香港联系」等方面的努力和成效。
 - 选举活动分初赛和决赛进行。其中，决赛包括评审团面试和公众投票（「工展会」会场投票）；决赛评审团在面试的基础上，综合考虑「工展会」会场投票以及实地审核的结果，决定得奖名单。
 - 决赛评审团和主办机构对有关奖项一切事宜有最终决定权，其决定均具约束力。
- The judging will be conducted based on two aspects, i.e. "Branding Strength" and "Internationalisation Initiative". For "Branding Strength", assessment is primarily based on six factors including "Reputation (Hong Kong, Chinese Mainland and Overseas)", "Distinctiveness", "Innovation", "Quality", "Image" and "Environmental Performance, Social Responsibility and Corporate Governance". For "Internationalisation Initiative", evaluation is mainly based on the efforts and achievements in areas of "Global Perspective", "International Operation" and "Hong Kong Connections".
 - Entries should go through a Preliminary Screening before entering the Final Judging, which in turn consists of an interview by the Final Judging Panel and a Public Polling held at the HKBPE venue. Final decision is based on review by Judging Panel with the results of Public Polling and On-site Assessment taken into consideration.
 - 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.

评审团成员 JUDGING PANEL

「出海名牌选举暨出海服务名牌选举」决赛评审团成员包括：

- 香港特区政府引进重点企业办公室主任任景信先生，JP（主席评判）
- 香港中华厂商联合会常务副会长马介钦博士，BBS
- 香港中国企业协会副会长王化斌先生
- 香港品牌发展局副局长黄伟鸿博士
- 香港出口信用保险局总监赵民忠先生
- 香港科技大学利丰供应链研究院执行总监张敬敏先生
- 香港科技园公司署理首席业务发展总监黄家裕先生

Final Judging Panel of Go Global Top Brand Awards and Go Global Top Service Brand Awards comprises:

- Mr Peter Yan, JP, Director-General of the Office for Attracting Strategic Enterprises (Chairman of Judging Panel)
- Dr Ma Kai Yum, BBS, Executive Vice President of the Chinese Manufacturers' Association of Hong Kong
- Mr Wang Huabin, Vice Chairman of the Hong Kong Chinese Enterprises Association
- Dr Ellis Wong, Vice Chairman of the Hong Kong Brand Development Council
- Mr Terence Chiu, Commissioner of the Hong Kong Export Credit Insurance Corporation
- Mr Chang Ka Mun, Executive Director of HKUST Li & Fung Supply Chain Institute
- Mr Oscar Wong, Acting Chief Business Development Officer of the Hong Kong Science and Technology Parks Corporation

颁奖典礼 PRESENTATION CEREMONY

2026年选举颁奖典礼暨庆祝晚宴定于二零二七年二月二日假香港会议展览中心会议厅隆重举行，并由香港特区政府财政司司长陈茂波先生，大紫荆勋贤，GBS, MH, JP和其他主要官员担任主礼嘉宾。

The Presentation Ceremony-cum-Gala Dinner of 2026 Awards will be held on the evening of 2 February 2027 at Convention Hall, Hong Kong Convention and Exhibition Centre, to be officiated by Financial Secretary The Honourable Paul Chan, GBM, GBS, MH, JP and top officials of HKSAR Government.

选举日程（暂定） AWARDS SCHEDULE (TENTATIVE)

日期 Date	事项 Item
2026年7月至8月31日 Jul - 31 Aug 2026	接受报名 Enrolment
2026年11月19日 19 Nov 2026	初赛评审 Preliminary Screening
2026年12月12日至2027年1月2日 12 Dec 2026 - 2 Jan 2027	「工展会」公众投票 Public Polling
2027年1月6日 6 Jan 2027	决赛评审 Final Judging
2027年2月2日 2 Feb 2027	颁奖典礼暨庆祝晚宴 Awards Presentation Ceremony-cum-Gala Dinner

查询 ENQUIRIES

香港品牌发展局 HONG KONG BRAND DEVELOPMENT COUNCIL

联络人 Contact Person : 钟小姐 Ms Florence Chung
传真 Fax : 3421 1092
网址 Website : www.hkbrand.org
地址 Address : 香港中环干诺道中64号厂商会大厦3字楼 3/F, CMA Building, 64 Connaught Road Central, Hong Kong

联络电话 Tel : 2542 8634
电邮 Email : amr3@cma.org.hk



¹ 「二零二六年选举」之「公众投票」将于二零二六年十二月十二日至二零二七年一月二日假第六十届「工展会」（暂定于香港维多利亚公园举行）进行。

¹ The Public Polling of the 2026 Awards is to be organised from 12 December 2026 to 2 January 2027 in tandem with the 60th HKBPE (to be held at the Victoria Park, Hong Kong tentatively).

致：香港品牌发展局
To: Hong Kong Brand Development Council

图文传真 Fax no.:
3421 1092



2026 出海名牌选举 / 出海服务名牌选举参加回执 2026 Go Global Top Brand Awards / Go Global Top Service Brand Awards Reply Slip

本公司有兴趣参加以下选举，请惠寄有关资料及详细表格。

We are interested to participate in the Award below. Please send relevant details and Entry Form to us.

(请于适当方格内，填上✓号。 Please mark a ✓ in the appropriate box.)

- 出海名牌选举 Go Global Top Brand Awards
- 出海服务名牌选举 Go Global Top Service Brand Awards



网上报名
Online Registration

参赛品牌 (中文) :	Brand (English):
公司名称 Company Name:	
公司地址 Company Address:	
联络人 Contact Person:	联络电话 Contact Tel No.:
电子邮件 Email:	图文传真 Fax No.:
网址 Website:	品牌创立年份 Year Establishing the Brand:
主要产品 / 服务类别 Major Product / Service Categories:	

「出海名牌标志」设计意念 DESIGN CONCEPT OF "GO GLOBAL TOP BRAND LOGO"



「出海名牌标志」由吴秋全先生担任设计顾问。标志采用沉稳的原色蓝搭配闪耀的金色外圈，以圆印造型构成一枚信誉徽章。内嵌隐含着「1」的「品牌」英文缩写「b」，并以代表环球的「G」和镶嵌地球经纬线的「O」字契合成动感澎湃的「GO」；寓意品牌从香港出发，领航蓝海，驰誉世界，一往无前。

With Mr Charles Ng serving as the design consultant, the "Go Global Top Brand Logo" pairs solid primary blue with a gleaming golden outer ring to shape a circular seal standing for trust mark of impeccable credibility. Engraved within is the number "1" seamlessly integrated with the letter "b" (the abbreviation for "brand"), which subtly incorporates with letter "G" – signifying global vision – and "O", inscribed with the Earth's longitudes and latitudes, together converging into a dynamic "GO". Ultimately, the Logo symbolises that the award-winning brand, by setting sail from Hong Kong, would pioneer in navigating "blue ocean", win international acclaim, and forge ahead with unstoppable momentum.