



香港品牌發展局
Hong Kong Brand
Development Council

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

bdc

2024-2025
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Hong Kong Brand
Development Council

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
陳家偉 MH

**Chairman of the Hong Kong
Brand Development Council
Mr Calvin Chan, MH**

2025年適逢香港品牌發展局成立二十周年的特殊時點。回首凝望，在2005年品牌局成立之際，香港經濟正處於尋覓轉型升級方向的艱辛時期；品牌局迎難而上，肩負起「引領工商界立品創名，推動香港成為名牌薈萃之都」的使命。二十年來，品牌局一步一個腳印，積極發揮引領者、促進者、賦能者和同行者的角色，見證、促成並參與了香港從「代工大埠」走向「品牌港」的華麗蛻變，陪伴無數本地企業在品牌發展的道路奮勇前行。

為慶祝二十周年華誕，品牌局以「廿載深耕・再啟新程」的主題舉行一系列慶典活動，包括製作紀念短片，回顧品牌局逐夢遠航的成長歷程；舉辦「品牌『啟』行」系列企業探訪活動，帶領會員到訪香港及大灣區的品牌企業，以觀摩、借鑒同業的先進經驗。品牌局亦與《香港經濟日報》合作製作「香港・新質品牌力」報章專訪及視頻系列，細數本地原創品牌如何以「品牌+新質生產力」的思維革新和強化品牌經營的策略；今年稍後更會將有關專訪集結成電子書，並透過舉辦香港品牌發展研討會，將膾炙人口的香港品牌故事廣為傳頌。

品牌局二十周年慶祝活動的另一個「重頭戲」是盛大的頒獎典禮暨誌慶晚宴；逾600位嘉賓歡聚一堂，共同見證香港品牌發展的高光時刻，彰顯了本地工商界的強大凝聚力。當晚除頒發獎項予40多個新一屆「品牌選舉」和「香港傑出品牌領袖獎」的得獎者外，亦向6位個人和機構代表頒發「品牌局二十周年特別榮譽獎」，表彰他們在推動香港品牌發展的傑出貢獻，藉此向開拓者們表達感激和致敬，並激發業界對香港品牌未來發展前景的信心與期許。

面對複雜多變的外圍環境，品牌局以協助港商拓展內銷和海外市場為己任。在過去的一年裡，組織「香港名牌標識(TOP嘜)計劃」的核准品牌及「香港新星品牌」參加了在上海及泰國的展覽活動，向當地商家和消費者推介港產的名優產品，為香港品牌開拓新興市場探路。

The year 2025 marks the 20th anniversary of the establishment of Hong Kong Brand Development Council (the BDC). Looking back, when the BDC was founded in 2005, Hong Kong economy was in a difficult period of seeking a way out for industrial transformation and upgrading. The BDC rose to the challenge, shouldering the mission of “Steering our industries towards brand-building, and developing Hong Kong into a brands hub”. Over the past two decades, the Council has been playing the role of leader, facilitator, enabler and partner, who witnessed, fostered and participated in Hong Kong’s remarkable transformation from an “OEM entrepôt” to a brand hub, accompanying countless local enterprises in their branding journeys.

To celebrate this momentous 20th anniversary, the Council has rolled out an array of commemorative events under the theme of “Two Decades of Dedication, Sailing to New Horizons”. These include the production of a commemorative video to review the Council’s work and achievements, and the organisation of a “Brand In-Sight-Seeing” series to visit best-practice enterprises in Hong Kong and Mainland Cities in the Greater Bay Area.

The Council has recently joined hands with the Hong Kong Economic Times in producing a newspaper interview and video series titled “Hong Kong • New Quality Brand Power”, with an aim to document the success stories of local brands which have sharpened competitiveness by embracing a “brand + new-quality productive force” mindset. Later this year, these interviews are to be compiled into an e-booklet with a seminar to be held to showcase the achievements of Hong Kong brand development.

Another highlight of the 20th anniversary celebrations was the grand Awards Presentation Ceremony-cum-Gala Dinner, which assembled over 600 guests from a wide spectrum of industries, demonstrating once again the strong cohesion of our business community. In addition to over 40 winners of the 2024 Brand Awards and the new laureate of “Hong Kong Distinguished Brand Leader Award”, 6 individuals and organisations were honoured with “The BDC 20th Anniversary Special Merit Award”, as a token of appreciation of their remarkable contribution to the Council. While paying tribute to the brand pioneers, this unprecedented award also inspired confidence in the future of Hong Kong brands.

In face of a complex and ever-changing environment, the BDC is committed to helping Hong Kong companies to quicken the pace of expanding into domestic and overseas markets. Over the past year, the Council organised registered brands of “Hong Kong Top Brand (Top Mark) Scheme” and winners of “Hong Kong Emerging Brand” to participate in exhibitions in Shanghai and Thailand, in an effort to promote high-quality Hong Kong products to local businesses and consumers, while paving the way for Hong Kong brands to tap into emerging markets.

在特區政府「工商機構支援基金」的資助下，品牌局成功推行「香港•進•品牌大灣區」第二期系列活動。項目以廣州為落腳點，透過舉辦品牌形象展示、互動體驗活動和舞台表演節目等一系列消費者參與活動，向大灣區市民展示香港品牌的獨特魅力；並首次在微信設立小程序，構建「香港品牌市集」虛擬展覽和網上推廣平台，帶動業界探索電子商貿的機遇；同時還組織企業到廣州進行商務考察以及發表大灣區市場動態的分析報告，發掘香港品牌深耕大灣區市場的「贏」商之道。

推動品牌教育及交流一直是品牌局工作的重中之重。品牌局透過舉辦研討會和工作坊、與大學合辦證書課程以及屬下的「中小企品牌群策營」的定期活動，促進品牌知識轉移和經驗交流。例如，與廠商會合辦「香港ESG獎」、「ESG約章」認可計劃和ESG相關的培訓及研究活動，向業界和公眾傳播可持續發展的理念與實踐；夥拍政府工業貿易署、香港貿易發展局等舉辦了第十九次「品牌『智』勝研討會」，以「鍛造香港新質品牌力」為主題，解構香港企業打造「新質品牌DNA」的可行之道；更與特區政府粵港澳大灣區發展辦公室聯手於廣州舉辦午餐研討會，匯聚逾百家兩地企業，共同探討大灣區高品質發展的新動向。

二十年是重要的里程碑，更是一個新的起點。當前數字化轉型、綠色經濟、大灣區發展為香港品牌帶來前所未有的機遇；品牌局將秉持使命、不忘初心，與香港業界攜手俱進，在品牌創造價值的新征程上行穩致遠。

謹此，我衷心感謝各位會員多年來的鼎力支持，並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席、顧問的悉心指導，全體理事的通力協助，秘書處職員的辛勤工作，以及政府有關部門和社會各界的精誠合作。

Under the sponsorship of the Trade and Industrial Organisation Support Fund, the BDC implemented the second phase of “Hong Kong • IN • Brand Greater Bay” Project. Capitalising on Guangzhou as a launch pad, the Project highlighted the unique charm of Hong Kong brands through brand image displays, consumer interactive camps, stage performances, and a ground-breaking mini-program established on WeChat to create a virtual exhibition as well as online platform for brand promotion. The Council also organised a one-day business trip to Guangzhou, providing the delegates an opportunity to closely observe the experiences of local brands in developing domestic sales and e-commerce. And this was supplemented by a GBA market quick-view analysis report and a sharing seminar held in Hong Kong to assist local industries in mastering the winning strategies for expanding into the GBA.

It has long been a focal point of BDC's work as to promote brand education and exchanges. The Council facilitates the transfer of brand knowledge and exchange of experiences through hosting seminars and workshops, joint certificate courses in collaboration with universities, as well as regular activities under its “SME Branding Club”. In collaboration with the Chinese Manufacturers' of Hong Kong, the BDC organised “2024 Hong Kong ESG Awards” and “ESG Pledge” Scheme and co-hosted a series of ESG-related training and research activities, continuing to inculcate concepts and practices of sustainable development into the industries and the public. It joined forces with the Trade and Industry Department and the Hong Kong Trade Development Council in rolling out the 19th “Branding to Win Seminar” under the theme of “Unleashing the ‘New-Quality Branding Force’”, as part of the ongoing efforts to stimulate local industries to incorporate “New-Quality Brand DNA”. By partnering with the Guangdong-Hong Kong-Macao Greater Bay Area Development Office of HKSAR Government and the CMA, the BDC also hosted a luncheon seminar in Guangzhou, which gathered over a hundred companies from both Hong Kong and Guangdong to explore the effective paths to high-quality development.

Twenty years marks not only an important milestone but also a new starting point to stride forward. The current trends of digital transformation, green economy, and Greater Bay Area development present unprecedented opportunities for Hong Kong brands. The BDC will uphold its mission, stay true to its original aspirations, and forge ahead, hand-in-hand with the Hong Kong industries, on the new journey of brand value creation.

Taking this opportunity, I sincerely thank all BDC members for their steadfast support over the years, and extend our gratitude to the Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus and Advisors for their meticulous guidance; to the General Committee for their dedicated assistance; to the secretariat staff for their diligent work, and last but not least, to related government departments and various parties for their sincere cooperation.

理事會 General Committee

組織架構 Organisation Structure



主席 Chairman:

陳家偉先生, MH Mr Calvin K W Chan, MH

副主席 Vice Chairmen:

馬介欽博士, BBS Dr Ma Kai Yum Warren, BBS

駱百強先生 Mr Robert P K Lok

黃偉鴻博士 Dr Ellis W H Wong

吳清煥先生 Mr Ng Ching Wun

孫榮良先生 Mr Warren Y L Sun

顧問 Advisors:

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:

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王家達先生 Mr Kelvin Wong

馮嘉寶小姐 Ms Karen Fung

樊敏樺小姐 Ms Samantha Fan

選任理事 Elected Members:

劉智穎先生 Mr Lau Chi Wing

王象志先生 Mr Thomas C C Wong

楊莉瑤小姐 Ms Juliana Yu

張呈峰先生 Mr Cheung Ching Fung

吳懿容小姐 Mrs Ng Yee Yung, Susanna

顏明秀小姐 Ms Candy M S Ngan

余瓊峰先生 Mr Kevin Shea

梁湘東先生 Mr Thomas Leung

王偉樑先生 Mr Desmond Wong

黃浩鈞先生 Mr Howard Wong

王淑筠小姐, MH Ms Diana Wong, MH

柯家洋先生 Mr Kevin Orr

張志賢先生 Mr Chang Chi Yin Spande

謝寶達先生 Mr Tse Po Tat

曾維博士 Dr Tsang Wai

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李慧芬小姐 Ms Stella W F Lee

鄧錦添博士 Dr Tang Kam Tim

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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廖廣翔先生, 太平紳士 Mr Aaron Liu, JP

名譽主席 Honorary Chairman:

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

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

尹德勝先生, SBS, BBS, 太平紳士 Mr Paul T S Yin, SBS, BBS, JP

榮譽主席 Chairmen Emeritus:

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Dr the Hon Jose Sun Say Yu, GBM, GBS, SBS, JP

洪克協先生 Mr Peter H H Hung

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黃家和教授, BBS, 太平紳士 Prof Simon K W Wong, BBS, JP

陳國民博士, MH, Dr Edward K M Chan, MH

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

沈運龍博士 Dr Aaron W L Shum

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:

吳潔貞女士, CDSM Ms Ida Ng, CDSM (總裁 Chief Executive Officer)

顏紅曉先生 Mr Hilson Yan (副總裁 Deputy Chief Executive Officer)

謝素霞小姐 Ms Eva Tse (總經理 General Manager)

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

王威麟先生 Mr Wallance 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

BDC 20th
ANNIVERSARY
品牌局二十周年誌慶



香港品牌發展局二十周年誌慶 BDC 20th Anniversary

廿載深耕・再啟新程

— 香港品牌發展局二十周年誌

Two Decades of Dedication, Sailing to New Horizons

— Commemorating the 20th Anniversary of the Hong Kong Brand Development Council

香港，這個萬商雲集的國際商貿樞紐，是一個華洋交匯的「品牌港」。經過多年勵精圖治、幾代人胼手胝足的打拚和厚積薄發的傳承與創新，香港業界孕育了一批批膾炙人口、獨樹一幟的本土品牌：「香港品牌」、「香港製造」、「香港原創」、香港產品和香港服務，煥發著「品質優良、信譽超卓、時尚新潮、物超所值」的耀眼光環，在國際市場上熠熠生輝，為香港經濟奇蹟加添了一道瑰麗的風景線。

Hong Kong, a bustling international trade hub where East meets West, has earned its reputation as a “City of Brands”. Through years of tireless effort, generations of hard work, and a legacy of innovation, Hong Kong’s business sector has nurtured countless homegrown brands that have become household names. The hallmarks of “Hong Kong Brands”, “Made in Hong Kong” and “Hong Kong Original”, along with Hong Kong products and services, have become synonymous with “superior quality, outstanding credibility, trendsetting style, and excellent value for money”. They shine brilliantly on the global stage, adding a dazzling chapter to Hong Kong’s economic success story.

眾志成城・開局 Joint Initiative, Setting Sail Together



2005年是香港品牌發展史上的重要里程碑，由香港中華廠商聯合會牽頭的「香港品牌發展局」於當年5月份宣告正式成立。作為首個專注於促進香港品牌發展的非牟利機構，品牌局帶著「引領工商界立品創名，推動香港成為名牌薈萃之都」的恢宏願景，以「領航旗艦」的姿態昂然起錨，吹響了香港品牌千帆競發、逐夢遠航的號角。

香港品牌發展局按「市場主導、政府促進、社會支持」模式組建，理事會由政府、工商、學術、專業服務等廣泛界別的代表組成；屬下會員網絡不斷擴展壯大，至今已擁有400多家會員企業。

The year 2005 marked a turning point for Hong Kong’s brand development landscape. Spearheaded by the Chinese Manufacturers’ Association of Hong Kong (the CMA), the Hong Kong Brand Development Council made its debut in May. As the first non-profit organisation dedicated to fostering Hong Kong brands, the BDC set out with a bold vision of “Steering our industries towards brand-building, and developing Hong Kong into a brands hub”. Like a flagship setting sail, the establishment of the BDC signaled the launch of a collective journey for Hong Kong brands to compete and thrive on a new horizon.

Built on the trinity of “market leads, Government facilitates, and community supports”, the BDC brings together the best minds from the Government, business, academia, and professional services. What started as a modest initiative has nowadays blossomed into a network of over 400 corporate members.



出謀劃策 • 導向 Strategic Vision, Charting the Course



自成立伊始，品牌局便致力於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，積極發揮「集體喉舌」的角色，從制定《香港品牌發展策略及行動綱領》、提出CEPA下商標合作到推動「品牌大灣區」倡議和「新質品牌力」的實踐，不時向特區政府和內地政府反映業界的訴求，敦促、協助政府制定和推行品牌扶持政策；更透過發表一系列精闢獨到的市場分析報告，為業界提升市場競爭力和品牌管理水平提供翔實的參考案例和策略性建議。

Since its inception, the BDC has dedicated itself to exploring, advocating, and advancing Hong Kong's brand development strategy from a comprehensive and strategic perspective. Acting as a collective voice for the industries, the Council has played a proactive role in shaping the future of branding. This includes drafting the "Hong Kong Brand Development Strategies and Action Agenda", proposing cross-border trademark cooperation under CEPA, promoting the "Brand Greater Bay" initiative and broaching the "New Quality Branding Forces". The BDC regularly engages with both the Hong Kong SAR Government and the Mainland authorities to convey industry needs and assists in formulating and implementing brand support policies; and its series of incisive market analysis reports provide businesses with practical insights and strategic guidance for enhancing their competitive edge and brand management capabilities.



表彰典範・立品 Brand Recognition, Identifying Role Model



二十年來，品牌局一直活躍於品牌評審、認證、推廣、培育、研究、交流和跨境合作等廣泛的領域，一步一個腳印，建立起領先的地位。為了弘揚品牌典範和最佳實踐，品牌局在「香港名牌選舉」

(創立於1999年)的基礎上，銳意推動獎項多元化，從評審產品品牌擴展到遴選服務業的典範，從獎掖明日之星到表彰傑出的品牌領袖；得獎品牌的數目亦從最初的「十大」累積至目前的逾600個。如今，「品牌選舉」已成為香港品牌發展的重要方向標，更帶動了「建品牌、創名牌」的文化在香港大地扎根、茁壯成長。

Over the past two decades, the BDC has been firing on all cylinders – from brand assessment and certification to promotion, nurturing talents, research, networking, and cross-border collaboration. Step by step, it has laid a robust foundation for its leading position. Building on the success of the “Hong Kong Top Brand Awards” (established in 1999), the BDC has diversified its recognition schemes, expanding from product brands to service industry benchmarks, and from grooming rising stars to honouring outstanding brand leaders. With the total number of awardees has grown from an initial “Top 10” to over 600 today, the Awards have become a key benchmark for Hong Kong brand development, inculcating a culture of “Building Brand, Pursuing Excellence” among the industries.



構建基準・定標 Best-practice Benchmark, Establishing Standards



品牌局推出「香港名牌標識(TOP嘜)計劃」和「香港製造標識(HK嘜)計劃」，開創了品牌相關認證的先河，以規範化的審核和准許證制度，構建香港品牌發展的借鑒基準；近年更首創「香港品牌名冊」(Brand HKiD)登記制度和公示平台，率先設立香港原創品牌的身份認定系統，為提升「香港品牌」這一寶貴公共資產引入了增值和保障的新機制。

The BDC also broke new ground with the introduction of “Hong Kong Top Brand Mark (Top Mark) Scheme” and “Made in Hong Kong Mark (HK Mark) Scheme”. These pioneering programmes set the

gold standards for brand certification through systematic evaluation and licensing. Recently, the Council launched the “Hong Kong Brand i-Directory” (Brand HKiD) registration system, a first-of-its-kind platform that authenticates Hong Kong’s original brands, adding another layer of value and protection to our city’s brand equity.



推廣形象・傳揚 Collective Image, Showcasing Excellence

作為支援香港品牌的一站式平台，品牌局持續投入資源助力業界進行品牌推廣和宣傳；每年製作有「香港品牌年鑒」美譽的《香港名牌巡禮》專刊，亦出版多本品牌管理書籍，以豐富本地品牌文獻，將香港品牌的成功故事廣為傳播。

品牌局更身體力行，經常帶領企業參加本港、國內和海外的展覽展示與推廣活動，先後赴內地不同城市舉辦聲勢浩大的「香港品牌節」和「香港・進・品牌大灣區」等項目，運用線上與線下融合的全方位推廣渠道，向各地消費者展現香港品牌卓越的集體形象，協助香港業界提升市場影響力。



As a one-stop platform supporting Hong Kong brands, the BDC pulls out all the stops to help our businesses shine in the spotlight. The BDC publishes its annual “The Parade of Hong Kong Top Brands”, widely regarded as the yearbook of Hong Kong brands, along with various brand management publications that enrich local brand literature and share success stories.

Taking actions beyond words, the BDC often leads local brands to participate in trade shows at home and abroad. Its signature events, including the “Hong Kong Brand Festival” and “Hong Kong • IN • Brand Greater Bay” Project, have made waves across Mainland cities. Through integrated online and offline promotional channels, the BDC showcases the collective excellence of Hong Kong brands and helps local businesses make their mark in the market.



教育培育・賦能 Incubation and Education, Empowering

中小企業是香港經濟的中流砥柱，亦是品牌發展的生力軍。品牌局一向將促進中小企創建品牌作為重點工作；除了影拍本地和海外大學推行各類研究計劃、顧問項目和證書課程外，還創立了「中小企品牌群策營」，以定期的培訓和交流活動，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。



Small and medium-sized enterprises (SMEs) are the backbone of Hong Kong's economy and the driving force behind brand development. The BDC has set itself the task of assisting SME to go branding. While partnering with local and international universities for research initiatives, consultancy projects and certificate programmes, the Council has established the “SME Branding Club”, a platform that offers regular training and networking opportunities, creating a space for aspiring brand builders to exchange knowledge, share experiences, and forge connections.

在過去的二十年裡，品牌局主辦、協辦了近400個講座和培訓項目，倡導「建品牌、創名牌」行業風氣；並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。



The past twenty years have seen the BDC organise or co-organise nearly 400 seminars and training programmes, championing a culture of brand excellence. Through public outreach and education, the BDC has helped raise brand awareness among consumers and cultivate a society that values and protects brand intellectual property.



持續發展・領航 Sustainability Advocacy, Leading the Way



隨著可持續發展的潮流席捲全球，重視「環境、社會和企業管治」(ESG)成為香港企業發展的大勢所趨。品牌局近年致力於強化自身作為香港ESG發展的倡導者、定標者、推廣者的角色；除舉辦ESG主題的調查和培訓活動外，更積極探索港版ESG審計與認證的實踐，並與廠商會合辦「ESG約章」和「香港ESG獎」，促進本地ESG標準的構建和企業執行能力的提升。

Hong Kong-specific ESG audit and certification practices. Working in tandem with the CMA, ground-breaking initiatives like the “ESG Pledge” and “Hong Kong ESG Awards” have been rolled out to uplift local ESG standards and help local industries to enhance ESG implementation capabilities.



再啟新程・揚帆 New Journey, New Horizons

2025年適逢香港品牌發展局二十周年華誕。回眸凝望，世界經濟在過去二十年裡經歷了多個跌宕起伏的周期，香港品牌藉著堅實的根基、高度韌性和強大的自我更新能力，造就了一次又一次的「波浪式發展」。在此過程中，香港品牌發展局一直以引領者、賦能者和同行者的角色，承載並促成了許多本地企業以品牌創造價值、借「品牌力」飛得更高更遠的「香港故事」。

二十年，是深耕細耘的磨礪與積累，是群策群力的凝聚與結晶；二十歲，有著春華秋實的喜悅和感悟，帶著風華正茂的激情和期許。在香港經濟向數字化、綠色化、高品質化闊步邁進的新時代，香港品牌發展局將繼往開來，與業界攜手鼓勇奮進，乘風破浪，揚帆品牌「智」勝的新里程。

The year 2025 marks the 20th anniversary of the Hong Kong Brand Development Council. Looking back, the global economy has experienced multiple cycles of ups and downs over the past two decades. Hong Kong brands have demonstrated remarkable resilience and adaptability, riding wave after wave of challenges and opportunities. Throughout this “branding to win” journey, the BDC has served as a leader, enabler, and partner, helping countless local enterprises to create value through branding and soar to new heights with brand power, writing numerous successful “Hong Kong Stories”.

Twenty years represents a period of cultivation and accumulation, a collective effort that has borne fruit. At twenty, there is the joy of harvest and reflection, combined with the passion and ambition of youth. As Hong Kong’s economy strides into a new era of digitalisation, sustainability, and high-quality growth, the Hong Kong Brand Development Council will carry forward its mission, working hand in hand with the industries to ride the waves and sail toward new milestones in branding excellence.

香港品牌發展局二十周年慶祝活動 Celebrating BDC 20th Anniversary

2025年適逢香港品牌發展局創辦二十周年華誕，品牌局從2024年下半年起以「廿載同深耕・一起啟新程」為主題舉辦了一系列慶祝活動，亦藉此宣揚香港品牌的驕人成就，提升本地品牌的整體形象。

The BDC has lined up an array of celebratory events under the banner of “Together • Pressing Ahead • Brand New Horizon” as of the second half of 2024, with an eye to celebrating the Council’s 20th anniversary on the one hand, and uplifting the collective image of local brands and promoting the branding achievements of Hong Kong industries on the other.

「品牌局二十周年」標誌 BDC 20th Anniversary Logo



品牌局委託吳秋全設計顧問特別設計「品牌局二十周年標誌」，作為慶祝品牌局創立二十周年的專用視覺符號，應用於2025年相關的宣傳推廣活動。

The Council commissioned Design Consultant Mr Charles Ng to design a “BDC 20th Anniversary Logo”, which has been extensively used as a distinctive visual symbol for relevant activities rolling out in 2025.

品牌局二十周年特別榮譽獎 The BDC 20th Anniversary Special Merit Award

品牌局特別設立「香港品牌發展局20周年特別榮譽獎」，以表彰積極投身品牌發展、並熱心支持發展局工作的個人或機構，亦藉此對獲獎者的特別貢獻申表謝忱。



遴選委員會在重點考察了候選人對香港品牌發展、對品牌局會務發展以及對國家與香港經濟、社會的貢獻等三方面的貢獻之後，議決將這一難能可貴的榮譽獎項頒授予楊孫西博士、尹德勝先生和4家機構，包括交通銀行（香港）、畢馬威、「李錦記」及「中原地产」。獎項於2025年2月11日舉行的2024年「品牌選舉」的頒獎典禮上由財政司司長陳茂波和商務及經濟發展局局長丘應樺頒發。

The BDC introduced an honorary award named “The BDC 20th Anniversary Special Merit Award” to commend individuals or organisations that have actively promoted the development of Hong Kong brands and enthusiastically supported the work of the BDC. The Award also serves as a token of gratitude to the recipients for their significant contributions.

The Selection Committee, after evaluating nominees mainly based on three criteria, i.e. contributions to Hong Kong brand development, contributions to the development and operations of BDC, and contributions to economic and social development of Hong Kong and our Country, resolved to grant this honorific recognition to Dr the Hon Jose Yu, Mr Paul Yin as well as 4 organisations including, Bank of Communications (Hong Kong), KPMG, Lee Kum Kee, and Centaline Property.

The awards were presented by the Financial Secretary the Hon Paul Chan, and the Secretary for Commerce and Economic Development the Hon Algernon Yau at the 2024 Brand Awards Ceremony held on 11 February 2025.

品牌局二十周年紀念短片 Commemorative Video for the BDC’s 20th Anniversary



品牌局拍攝一輯約5分鐘的紀念短片：以「廿載深耕・再啟新程」為主題，透過訪問品牌局歷屆主席以及副主席參與拍攝的形式，帶領觀眾重溫品牌局過去二十年的成長歷程和工作成就。短片已於2025年2月11日舉行的品牌局二十周年誌慶晚宴上播放。

The BDC produced a 5-minute video show themed on “Together • Pressing Ahead • Brand New Horizon”. By featuring interviews with BDC past and current Chairmen and Vice Chairmen, the video brings the audience on a historical excursion to revisit the growth trajectory and achievements of the BDC over the past two decades. The commemorative video premiered at the BDC 20th Anniversary Gala Dinner held on 11 February 2025.



品牌局二十周年誌慶晚宴 BDC 20th Anniversary Gala Dinner

品牌局於2025年2月11日假香港會展中心會議廳舉行盛大的晚宴；這是品牌局二十周年誌慶活動的重頭戲。晚宴與2024年「品牌選舉」的頒獎典禮一併舉辦，由財政司司長陳茂波以及多名政府主要官員主禮；逾600名業界和各方友好歡聚一堂，共同打造一場別開生面的「品牌盛宴」，彰顯香港品牌的實力和凝聚力。



A grand dinner at the Conference Hall of the Hong Kong Convention and Exhibition Centre on February 11, 2025 was the highlight of the BDC's 20th anniversary celebrations. Held in tandem with the Presentation Ceremony of 2024 Brand Awards, it was officiated by Financial Secretary The Hon Paul Chan and top government officials.

Over 600 distinguished guests joined this “Sumptuous Feast for Hong Kong Brands”, which turned out to be a joyful occasion for sharing the pride and excitement of success, while demonstrating the strength and cohesion of Hong Kong industries.

「香港・新質品牌力」系列報章專訪及視頻 “Hong Kong • New Quality Brand Power” Interview Series

品牌局與《香港經濟日報》合作推出「香港・新質品牌力」系列報章專訪及視頻，深入報導本地品牌企業「品牌+新質生產力」的思維革新和強化品牌經營的策略和實踐。專訪自2025年1月起以連載的形式定期刊登於報紙和電子頻道，有關內容稍後亦會集結成同名書籍於電子平台上發行。



In collaboration with the Hong Kong Economic Times, the BDC published the “Hong Kong • New Quality Brand Power” Series, which take the form of newspaper and video interviews to document local brand enterprises' innovative thinking on taking forward “Branding + New Quality Productive Forces” as well as their strategies and practices for strengthening brand competitiveness. The interviews have been released regularly on newspapers and online platforms starting from January 2025, with the content to be subsequently compiled into an e-book of the same title.

品牌「啟」行企業探訪活動 “Brand In-Sight-Seeing” Corporate Visit

品牌局於2025年組織「品牌『啟』行」系列企業探訪活動，參觀位於香港或大灣區城市的企業，帶領業界觀摩和研習優秀品牌的成功經驗。

首個企業探訪活動於2025年5月28日舉行，由品牌局主席陳家偉率領20多家會員公司參觀位於大埔創新園之「家得路天然健康食品智能生產中心」，瞭解「家得路」利用智能化生產提高品牌競爭力的營商之道。



The BDC has been organising “Brand In-Sight-Seeing” series to visit best-practice enterprises in Hong Kong and Mainland Cities in the Greater Bay Area, providing the participants a precious opportunity to closely observe and study the successful experiences of outstanding brands.

Led by BDC Chairman Mr Calvin Chan, the first company visit was held on 28 May 2025 with over 20 member company representatives as delegation members. The delegation toured around the “Catalo Natural Health Foods Intelligent Production Center” at Tai Po InnoPark, having an eye-opening experience to learn about the brand's success story of leveraging intelligent production to enhance brand competitiveness.

政府官員及社會賢達為品牌局二十周年撰寫賀辭

Congratulatory Messages Received from Government Officials and Community leaders



創優建譽
興業益民

香港品牌發展局成立二十周年賀
二零二四年品牌發展局頒獎典禮

行政長官李家超



耕耘廿載
嘉惠萬商

香港品牌發展局成立二十周年賀
二零二四年品牌發展局頒獎典禮

財政司司長陳茂波



揚名立譽
裕業增光

香港品牌發展局成立二十周年賀
二零二四年品牌發展局頒獎典禮

商務及經濟發展局局長丘應樞



信孚業界
譽滿香江

香港品牌發展局成立二十周年賀
二零二四年品牌發展局頒獎典禮

商務及經濟發展局常任秘書長黃少琳



品牌雲集
駿譽遠揚

香港品牌發展局成立二十周年賀
二零二四年品牌發展局頒獎典禮

工業貿易署署長廖鴻



推廣香港品牌
促進業界發展

香港品牌發展局成立二十周年賀
二零二四年品牌發展局頒獎典禮

全國政協委員、
香港中華總商會會長、
廣東省港商會會長、
HKS JLP 啟

The background is a light blue gradient. On the left, a large, solid blue circle partially covers the frame. To its right, a large, light blue circle is partially visible. Scattered across the right side are several smaller circles of varying sizes and opacities, some solid and some outlined. The text '回顧 Review' is positioned on the left, overlapping the large blue circle.

回顧 Review

「大灣區市場透視及其對香港品牌的啟示」 簡析報告

為協助香港企業把握粵港澳大灣區的發展機遇，香港品牌發展局在「工商機構支援基金」資助下，委託專業的研究團隊對大灣區市場的發展動態進行跟進式研究並發表了一份簡析報告。報告的主題內容分為「變篇」和「策篇」兩部分，前者闡述了近期大灣區市場及消費行為的主要變化：

1. 受新冠疫情、地緣政治局勢及內地經濟放緩、消費降級及消費下沉的影響，謹慎消費成為常態，綠色消費及健康消費大行其道，顏值經濟應運而生；加上中央政府刺激消費的宏觀調控以及各地方政府的促進經濟增長特別是鼓勵零售發展的政策漸次實施，亦催生了假日經濟、夜間經濟、市集經濟、街區經濟、首店經濟、潮玩經濟等新興的消費模式。
2. 大量的現代化商場在灣區內落成並引入「友好型」商業戰略，「場景+活動+引流+轉化」以及策展零售等新興管理和競爭模式，改變了消費者對零售業態的期望和購物方式，促使他們更重視個性化、與生活風格相匹配的消費體驗。
3. 隨著越來越多的大灣區消費者透過社交媒體和內容創作平台進行購物，企業要以全渠道推廣品牌和接觸客戶群，就必須借助有效的大數據電商解決方案。
4. 人口結構及成長環境的變化導致不同年代的中國消費者在消費及品牌購買行為上出現明顯的差異性。當中，Y世代及Z世代消費者成為當今的主力消費群眾；而2011年或以後出生的Alpha世代消費者已逐漸成長，他們的消費意識最強，但尋找品牌、產品及服務等消費資訊以及購買行為和購買決策因素，正呈現出與前數代消費者迥然不同的特徵。



Report on “Greater Bay Area Market in Perspective and Implications for Hong Kong Brands”

To assist Hong Kong companies in capitalising on the vast growth opportunities in the Greater Bay Area, the Hong Kong Brand Development Council appointed a research team to conduct a quick-view analysis on the Greater Bay Area market, under the sponsorship of the Trade and Industrial Organisation Support Fund of the Trade and Industry Department, HKSAR Government. The report contains two parts under the theme of “Changes” and “Strategies and Tactics” respectively, and Part One highlights major changes in the market characteristics and consumers’ buying behaviour in the evolving Greater Bay Area:

1. As affected by the endemic, geopolitical tensions, and economic recession, many consumers in China tend to hold back on splurge and curtail their spending.

Local consumers are increasingly conscious about the issues pertaining to public and personal health, environmental sustainability, and sustainable development of the society. Correspondingly, green consumption, wellness consumption, and beauty consumption have been prevailing. Other notable changes include new strategies for economic growth especially initiatives on stimulating domestic consumption implemented by local governments, and the rise of innovative retail modes and marketing strategies. These changes have led to the emergence of various types of new economic patterns, including holiday economy, night economy, bazaar economy, street economy, first-shop economy, and trendy economy.

2. Many shopping malls in the GBA have adopted the “People-Goods-Venue” and “friendly business” strategies to drive in traffics; they are competing with each other through an innovative “Venue + Event + Traffic + Conversion” strategy and even by introducing new retail formats like “curator retail”. These vicissitudes in the retail market have profound impacts on consumers’ expectations and buying behaviour as well, forcing the management of shopping malls to pay greater attention to personalisation and the design of brand consumption experience that matches well with consumers’ lifestyles.
3. Promoting brands and serving consumers in the Greater Bay Area market through an omni-channel approach are only possible with the adoption of powerful big data e-commerce solution. Nowadays, local consumers have spent more on purchases made through social media and content creation platforms.
4. Significant differences in local consumers’ brand buying and consumption behaviour have become increasingly apparent due to the changes in population structure and the living environment of consumers in different age groups. Today, people classified into the Y-Generation and Z-Generation are the major consumer groups in China. However, it is worth-noting that the Alpha Generation, who were born in 2011 or after, have started to gain prominence and their information searching behaviour, brand learning behaviour, as well as choice criteria are significantly different from old generations.

「策篇」以「應勢而為」為題，就香港企業在大灣區市場推廣及發展品牌提出了多項策略性建議：

1. 利用立體及全面的零售新體驗戰略支持品牌創建和發展。跳出以產品導向、傳統的市場溝通模式來推廣和設計品牌內容，逐步轉為運用立體、全面的零售新體驗來豐富品牌體驗，藉此創建具差異化價值利益的強勢品牌。
2. 更精準地細分和選擇目標市場。結合城市的地域和人口特點以及消費的年齡分佈、消費方式乃至心理因素等，對大灣區市場進行精細化的市場細分，選擇能充分發揮自己的產品及品牌管理優勢的市場區隔作為目標市場。
3. 順應消費潮流。結合具針對性和創新性的市場溝通及服務手段，滿足此等消費潮流背後所蘊含的消費者情緒、心理需要及社會價值觀念，讓品牌的差異化價值更加突出，以及提供更切合大灣區消費者所期所想的品牌消費體驗。
4. 建立能夠支援品牌向顧客提供承諾與價值的生態系統；以滿足消費者對享受品牌體驗的更高期望，支持品牌的持續性發展。
5. 建立全方位品牌管理思維。將傳統上由市場營銷部門獨家負責品牌管理的模式，改為跨部門的全體協作；企業內部必須要委派一個清晰的品牌領導者負責統一規劃、領導和監控。
6. 正視日益重要的生活品牌戰略。針對顧客迫切需要，品牌提供更多符合其個人生活和風格的價值，企業可考慮走生活品牌的路線，以助力提高消費者對品牌的忠誠度。
7. 留意IP授權的發展。利用各類IP來演繹品牌體驗，有助突出品牌形象，以及透過表達特定消費潮流及個人生活風格，吸引消費者；香港企業不妨多留意大灣區消費者對不同IP的喜愛和追捧，並利用合適的授權來為自己的品牌增值。
8. 投資於員工培訓，提升和培養品牌管理能力。因應品牌運作方式的變化，持續提升現有的品牌管理能力和培養新的品牌管理能力；培訓重點可包括全方位品牌管理、創新的品牌管理手段、科技及品牌體驗、顧客參與策略、品牌價值共創、品牌生態系統的建立與管理、數據運用及管理、全渠道管理、顧客品牌體驗設計和管理等。

Part Two, which is themed on “Strategies and Tactics”, suggests several promotion and growth strategies for Hong Kong-based brands competing in the Greater Bay Area market:

1. Support the building and growth of the brands with a holistic brand experience strategy. Brand owners to go beyond conventional product-oriented marketing communication approach to designing and promoting the content of advertising messages. In particular, brand owners should adopt a holistic brand experience approach to designing messages of experiential nature, so as to enhance brand experience by provoking positive emotional responses; and inclusion of the pictures and videos that reflect innovative retail experience should be encouraged. These contents would ultimately enable the brand to deliver differential values that are essential elements of a strong brand.
2. Employ a micro-segmentation approach. Brand owners should adopt a more precise segmentation approach to uncovering the market structure and identifying target segment(s) for their brands. A hybrid segmentation method combining the use of geographic variables, socio-economic characteristics of potential consumers, dynamics of consumption styles, and psychographics will produce a more effective segmentation outcome that allows the brand to leverage its competitive advantages and grow in an optimal way.
3. Ride on the emerging consumption trends. Employment of innovative and tailor-made marketing communication and service programmes is effective in satisfying target consumers' emotional and psychological needs and social expectations. These would help highlight the distinctive differential values of the brand and deliver the brand experience expected by local consumers.
4. Establish a brand ecosystem. This would not only facilitate the delivery of the values promised by brands to meet consumers' expectations on brand experience but also supports the sustainable growth of the brand.
5. Develop a holistic brand management mindset. Brand owners should go further from the traditional brand management approach which mainly relies on a single brand management department to oversee brand building and promotion activities. Instead, inter-functional cooperation is an integral part of holistic brand management approach. Besides, there must be a brand leader within the organisation to direct, coordinate, and monitor all brand management activities.
6. Consider pursuing a lifestyle brand strategy. Brand operators can opt to adopt a lifestyle brand strategy to develop their brands as a lifestyle brand which matches the lifestyle of target customers. A lifestyle brand can deliver greater emotional and psychological benefits to customers and boost brand loyalty. However, the decision must be made based on a thorough analysis of the brand's competitive strengths and weaknesses, its position in the market, and the benefits/values expected by target customers.
7. Pay attention to the trend of IP licensing. Brand owners can use intellectual properties to deliver and enrich brand experience. This approach helps enhance brand image and signify a special type of consumption trend and lifestyle to attract consumers. Hong Kong-based brands should explore the IPs loved by consumers in Greater Bay Area market and employ a licensing strategy to secure the use of the IP to add value to their brands.
8. Invest in training to cultivate and improve brand management capabilities. In tandem with new operation needs, brand owners are required to enhance their brand management competences and nurture new capabilities. The contents of brand management capabilities programmes should cover holistic brand management capabilities, innovation and branding, technology and brand experience, customer participation and value co-creation strategies, establishment and management of brand ecosystem, use of big data, management of omni-channels, and design and management of brand experience.

品牌選舉 Brand Awards

2024年香港傑出品牌領袖獎

品牌局於2024年舉辦第六屆「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。

第六屆「品牌領袖獎」的得獎者為德國寶（香港）有限公司創辦人兼董事長陳國民博士，MH。

2024 Hong Kong Distinguished Brand Leader Award

The BDC organised the 2024 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.

Dr Chan Kwok Man, Edward, MH, Founder & Managing Director of German Pool (Hong Kong) Limited, was honoured with the 2024 Brand Leader Award.

2024年「香港傑出品牌領袖獎」得獎者 The Winner of 2024 Hong Kong Distinguished Brand Leader Award



陳國民博士，MH
德國寶（香港）有限公司
創辦人兼董事長

Dr Chan Kwok Man, Edward, MH
Founder & Managing Director of
German Pool (Hong Kong) Limited

陳國民博士自1970年代起全情投入電器工業，1982年創辦「德國寶」；公司起初與德國企業合作研發和生產家用熱水器，是最早建立自家品牌的港資企業之一。陳博士憑藉遠見和敏銳觸覺，經過多年勵精圖治，將「德國寶」打造成家喻戶曉的時尚生活品牌，集電器、家具、廚櫃、家居用品於一體，實現「家有德國寶，生活無煩惱」的品牌宗旨。

陳博士對工商業貢獻良多，曾擔任香港品牌發展局主席、香港工商品牌保護陣綫主席等公職，在各個領域克盡己能回饋社會；更牽頭創立「香港提升快樂指數基金」和推動「開心工作間」，致力倡導正向人生觀和健康生活方式。陳博士更於2020年獲香港特區政府頒授榮譽勳章。

Dr Edward Chan has been devoted to the electrical appliance industry since the 1970s and he established "German Pool" in 1982. As one of the Hong Kong-funded enterprises taking a lead in establishing self-owned brands, German Pool started out as an importer collaborating with German enterprises to develop and manufacture a variety of water heaters. Owing to the remarkable foresight and strong business acumen of Dr Chan, it has diversified rapidly and firmly established itself as a lifestyle brand, renowned for high-quality stylish appliances, furniture, kitchen cabinets and household products.

Dr Chan has made significant contributions to the community. With a distinguished record of public service including holding the position of Chairman of the Hong Kong Brand Development Council and Chairman of the Hong Kong Brands Protection Alliance, he is committed to giving back to the society; and he is one of the founders of the Promoting Happiness Index Foundation and Happiness-at-Work Promotional Scheme, playing an active role in promoting a positive life attitude and healthy lifestyle. Dr Chan was awarded the Medal of Honour by the HKSAR Government in 2020.



2024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2024年已踏入第二十六屆。



2024年「香港名牌選舉」初賽及決賽分別於2024年11月20日及2025年1月6日舉行。

在入圍決賽的17個產品品牌中，有13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9個獲獎者包括「錦源好味」、「克療痰」、「海的」、「新生飾品」、「金美夢」、「大埔振興肉丸」、「德興隆」、「唐順興」及「淳珍」。另外，往屆「香港名牌」的獲獎者「曲奇四重奏」、「草姬」、「夢樂」及「紫花油」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，主辦機構設立「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「原味家作」及「保濟丸」。

2024年「選舉」的決賽評審團由香港特區政府工業貿易署署長廖廣翔擔任主席，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盧金榮、香港生產力促進局主席陳祖恒、香港品牌發展局副主席馬介欽、香港工業總會副主席劉樂濤、香港設計師協會主席梅傲笙以及時任香港貿易發展局助理總裁梁國浩。

2024 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 26th running in 2024.

The Preliminary Judging of the 2024 Awards was held on 20 November 2024, with 17 local brands shortlisted for Final Judging.

At the Final Judging held on 6 January 2025, 13 brands were selected as winners. Awardees of “2024 Hong Kong Top Brand” included “Come In Home!”, “Hak Liu Tam”, “Hidee”, “SunSang”, “Sweetdream”, “Tai Po Chun Hing Meatballs”, “Tak Hing Loong”, “Tong Shun Hing” and “淳珍”. Four past winners namely “Cookies Quartet”, “Herbs”, “MoonRock” and “Zihua Embrocation” also participated in this year’s competition; and 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 “Original Taste Workshop” and “Po Chai Pills” 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 Mr Aaron Liu, the Final Judging Panel of 2024 Hong Kong Top Brand Awards comprised Dr Wingco Lo, President of the CMA; Hon Sunny Tan, Chairman of the Hong Kong Productivity Council; Dr Ma Kai Yum, Vice Chairman of the BDC; Mr Gary Lau, Deputy Chairman of the Federation of Hong Kong Industries; Ms Mui Kinoshita, Chairman of Hong Kong Designers Association; and Mr Stephen Liang, the then Assistant Executive Director of the Hong Kong Trade Development Council.



2024年「香港名牌選舉」決賽評審團成員與時任品牌局總裁合照(左起)：黃燕(梁國浩代表)、劉樂濤、陳祖恒、廖廣翔(工業貿易署署長)、盧金榮、馬介欽、葉慧兒(梅傲笙代表)、徐耀霖。
Final Judging Panel of 2024 Hong Kong Top Brand Awards posed for a picture with the then Chief Executive Officer of the BDC (from left): Ms Iris Wong (representative of Mr Stephen Liang), Mr Gary Lau, Hon Sunny Tan, Mr Aaron Liu (the Director-General of Trade and Industry), Dr Wingco Lo, Dr Ma Kai Yum, Ms Amy Ip (representative of Ms Mui Kinoshita), and Mr William Chui.

2024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。



2024年「香港服務名牌選舉」已是第二十次舉辦，吸引了從事教育、零售批發、電子支付、衛生設施、活動策劃、語言培訓、餐飲等多個行業的代表性品牌報名參賽。初賽及決賽分別於2024年11月20日及2025年1月7日舉行。

在入圍的14個品牌中，有12個出類拔萃的服務品牌摘取了第二十屆「香港服務名牌選舉」的主要獎項。獲膺「香港服務名牌」者包括：「ABC Pathways International Kindergarten」、「美亞」、「BBMSL」、「e Lighting」、「ESS」、「緯絡活動策劃」、「日經日本語學校」、「PHI Coffee & Pancake」、「RUD」及「香江會一滙天下」。另外，兩家往屆「香港服務名牌」的獲獎者「中西花店」及「數學思維教育」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

2024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家偉、時任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謝湧海、香港理工大學行政及拓展副校長盧麗華、香港零售管理協會副主席黃曦嵐以及香港總商會總裁楊偉添。

2024 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 2024 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as education, retail and wholesale, electronic payment, sanitary facilities, event management, language training, catering. The Preliminary Judging was held on 20 November 2024, while the Final Judging was conducted on 7 January 2025. After fierce competition, 12 brands stood out from the 14 shortlisted entries.

Awardees of “2024 Hong Kong Top Service Brand” included “ABC Pathways International Kindergarten”, “Amerasia”, “BBMSL”, “e Lighting”, “ESS”, “Gridword Events”, “Nikkei Japanese Language School”, “PHI Coffee & Pancake”, “RUD” and “The Barn”. At the same time, “Anglo Chinese Florist” and “MathConcept Education” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Under Secretary for Commerce and Economic Development Dr Bernard Chan headed the Final Judging Panel of the 2024 Hong Kong Top Service Brand Awards, which consisted of Mr Calvin Chan, Chairman of the BDC; Dr Y K Pang, the then Chairman of Hong Kong Tourism Board; Mr Tse Yung-hoi, Life Honorary Chairman of the Chinese General Chamber of Commerce, Hong Kong; Dr Miranda Lou, Executive Vice President of the Hong Kong Polytechnic University; Mr Andrew Wong, Vice Chairman of Hong Kong Retail Management Association; and Mr Patrick Yeung, Chief Executive Officer of the Hong Kong General Chamber of Commerce.



2024年「香港服務名牌選舉」決賽評審團成員與時任品牌局總裁合照(左起)：呂惠婷(彭耀佳代表)、黃曦嵐、謝湧海、陳家偉、陳百里(商務及經濟發展局副局長)、盧麗華、楊偉添、徐耀霖。
Final Judging Panel of 2024 Hong Kong Top Service Brand Awards posed for a picture with the then Chief Executive Officer of the BDC (from left): Ms Farrida Lui (representative of Dr Y K Pang), Mr Andrew Wong, Mr Tse Yung-hoi, Mr Calvin Chan, Dr Bernard Chan (Under Secretary for Commerce and Economic Development), Dr Miranda Lou, Mr Patrick Yeung, and Mr William Chui.

2024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增值能力和競爭能力，並喚起社會對「品牌創業者」的重視。



第十五屆「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2024年11月20日及12月12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黃少珠，多位業界領袖出任決賽評判，包括香港品牌發展局副主席黃偉鴻、香港中小型企業總商會會長黎卓斌、香港品質保證局主席何志誠、時任香港城市大學商學院院長陳家樂以及時任香港設計中心署理副行政總裁陳昌琪。

經過激烈的競爭，在入圍的17個品牌中，有6個產品品牌及7個服務品牌脫穎而出，成為第十五屆的「摘星新一代」。「香港新星品牌」得獎者包括：「AKIV」、「Hareody Home」、「曉茶」、「i2Cool」、「MAHE」和「雲普發」；另外，7個服務品牌獲得「香港新星服務品牌」，包括「H16 Medical Tower」、「思健醫務中心」、「Mapxus」、「米籽」、「MOMCARE」、「Snapio」和「華贏證券」。

2024 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 15th running, the 2024 Emerging Awards Preliminary Judging took place on 20 November 2024; and the Final Judging was conducted on 12 December 2024, under the chairmanship of Ms Maggie Wong, Permanent Secretary for Commerce and Economic Development. Members of the Final Judging Panel comprised Dr Ellis Wong, Vice Chairman of BDC; 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, the then Dean of College of Business, City University of Hong Kong; Ms Kennis Chan, the then Acting Deputy Executive Director of Hong Kong Design Centre.

Among the 17 entries shortlisted for the Final Judging, 6 product labels and 7 service brands stood out as the new batch of “emerging stars” after fierce competition. Awardees of “2024 Hong Kong Emerging Brand” included “AKIV”, “Hareody Home”, “Hiucha Plus Tea”, “i2Cool”, “MAHE” and “Yunpufa”; while winners of “Hong Kong Emerging Service Brand” were “H16 Medical Tower”, “Healthymind Medical Centre”, “Mapxus”, “Mizi”, “MOMCARE”, “Snapio” and “Solomon”.



2024年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員合照(左起)：林偉強(陳昌琪代表)、何志誠、黃偉鴻、商務及經濟發展局副秘書長劉理茵(常任秘書長黃少珠代表)、黎卓斌、陳家樂。
Final Judging Panel of 2024 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards posed for a picture (from left): Dr Wallace Lam (representative of Ms Kennis Chan), Ir C S Ho, Dr Ellis Wong, Deputy Secretary for Commerce and Economic Development Ms Candy Lau (representative of Permanent Secretary Ms Maggie Wong), Mr Michael Lai, and Prof Kalok Chan.

「品牌選舉」宣傳片

為進一步向業界和大眾推廣「品牌選舉」，品牌局拍攝了全新一輯的宣傳片，邀請廠商會會長盧金榮、品牌局主席陳家偉以及一眾歷屆「香港傑出品牌領袖獎」獲獎者包括戴德豐、施永青、鄔友正及劉相尚等進行拍攝；宣傳片已於2024年7月至8月期間於多個網絡平台播放。



TV Commercial for Brand Awards

As a renewed effort to broadcast the message of the Brand Awards to the public, the BDC produced a new advertising video, which features a strong line-up of heavyweights, i.e. CMA President Dr Wingco Lo, BDC Chairman Mr Calvin Chan, and laureates of “Hong Kong Distinguished Brand Leader Award” including Dr Stephen Fung, Mr Shih Wing Ching, Mr James Wu and Mr Liu Siong Song. The promotional video was aired on online platforms from July to August 2024.



品牌局於2024年7月舉行新聞發布會，宣布2024年「品牌選舉」正式啟動並公布「香港企業ESG發展現狀與動向調查2024」結果。The BDC held a press conference in July 2024 to kick off 2024 Brand Awards and announce findings on the “2024 Survey on Hong Kong Industries’ ESG Initiatives and Trends”.



廠商會會長盧金榮於新聞發布會上致辭。
CMA President Dr Wingco Lo delivered a speech at the press conference.



品牌局主席陳家偉簡介2024年「品牌選舉」安排及ESG調查結果。
BDC Chairman Mr Calvin Chan introduced the arrangement of 2024 Brand Awards and the ESG Report outcome.



2023年「品牌選舉」得獎公司分享推行ESG的經驗。
Representatives of 2023 Brand Awards winners shared their experience in implementing ESG.



二零二四年香港名牌選舉得獎名單

List of 2024 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	
	原味家作 Original Taste Workshop
	原味家作有限公司 Original Taste Workshop Ltd
	保濟丸 Po Chai Pills
	李衆勝堂(集團)有限公司 Li Chung Shing Tong (Holdings) Ltd
香港卓越名牌 Hong Kong Premier Brand	
	曲奇四重奏 Cookies Quartet
	曲奇四重奏有限公司 Cookies Quartet Ltd
	草姬 Herbs
	草姬國際有限公司 Herbs Generation International Ltd
	夢樂 MoonRock
	植華品牌(亞洲)有限公司 Grown-Up Licenses (Asia) Ltd
	紫花油 Zihua Embrocation
	香港紫花油大藥廠有限公司 Hong Kong Zihua Pharmaceutical Ltd
香港名牌 Hong Kong Top Brand	
	錦源好味 Come In Homei
	錦源企業(香港)有限公司 Come In Enterprises Co Ltd
	克療痰 Hak Liu Tam
	濟生堂製藥廠有限公司 Chaisentomg Pharmaceutical Factory Ltd
	海的 Hidee
	長明國際(香港)集團有限公司 Charming International (HK) Group Ltd
	新生飾品 SunSang
	新生飾品有限公司 Sun Sang Accessories Co Ltd
	金美夢 Sweetdream
	新時床具製造廠有限公司 Sun Sea Mattresses Manufacturing Co Ltd
	大埔振興肉丸 Tai Po Chun Hing Meatballs
	大埔振興有限公司 Tai Po Chun Hing Ltd
	德興隆 Tak Hing Loong
	德興隆集團有限公司 Tak Hing Loong Group Ltd
	唐順興 Tong Shun Hing
	唐順興家禽(香港)有限公司 Tong Shun Hing Poultry (HK) Co Ltd
	淳珍
	臻味烘焙制作所有限公司 CM Bakery Production Ltd

二零二四年香港服務名牌選舉得獎名單

List of 2024 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	
 亞洲國際博覽館 AsiaWorld-Expo	亞洲國際博覽館管理有限公司 AsiaWorld-Expo Management Ltd
 GROUP BEACON 遵理	遵理學校有限公司 Beacon College Ltd
香港卓越服務名牌 Hong Kong Premier Service Brand	
 中西花店 Anglo Chinese Florist Ltd	中西花店有限公司 Anglo Chinese Florist Ltd
 MATHCONCEPT education	數學思維教育有限公司 MathConcept Education Ltd
香港服務名牌 Hong Kong Top Service Brand	
 ABC PATHWAYS® INTERNATIONAL KINDERGARTEN	ABC Pathways International Kindergarten ABC Pathways Education Foundation Ltd
 Amerasia 美亞	美亞食品貿易有限公司 Amerasia Food Service Co Ltd
 bbMSL	槌槌支付科技 BBMSL Ltd
 e Lighting Group	壹照明 e Lighting 壹照明集團控股有限公司 E Lighting Group Holdings Ltd
 ess	ESS 環保服務方案有限公司 Environmental Services Solutions Ltd
 緯絡 活動策劃 GRIDWORD EVENTS	緯絡活動策劃 Gridword Events 緯絡活動策劃顧問有限公司 Gridword Communications Ltd
 日經日本語學校 LANGUAGE SCHOOLS 日經語言中心	日經日本語學校 Nikkei Japanese Language School 日經日本語學校有限公司 Nikkei Japanese Language School Ltd
 PHI COFFEE & PANCAKE	PHI Coffee & Pancake 富臨集團控股有限公司 Fulum Group Holdings Ltd
 RUD 燒肉・うどん・丼	RUD 亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
 THE BARN 香江會－滙天下	香江會－滙天下 The Barn 香江會滙天下茶業有限公司 HKI Tea Development Ltd

二零二四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 2024 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		
	AKIV	双盈環球有限公司 Arroser Ltd
	華諾狄家居 Hareody Home	華諾狄家居(香港)有限公司 Hareody Home (Hong Kong) Ltd
	曉茶 Hiu Cha Plus Tea	曉茶茶業香港有限公司 Hiu Cha Plus Tea Hong Kong Ltd
	創冷科技 i2Cool	創冷科技有限公司 i2Cool Ltd
	MAHE 馬囍	保健通有限公司 Stronger Six Ltd
	雲普發 Yunpufa	天大集團有限公司 Tianda Group Ltd
香港新星服務品牌 Hong Kong Emerging Service Brand		
	H16 Medical Tower	殷樂醫療健康集團有限公司 Bay Area Medical & Healthcare Corporation Ltd
	思健醫務中心 Healthymind Medical Centre	思健醫務所有限公司 Healthymind Centre Ltd
	Mapxus	蜂圖科技有限公司 Maphive Technology Ltd
	米籽 Mizi	亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
	MOMCARE	香港母嬰教育服務中心有限公司 Momcare Education Ltd
	Snapio	香港相機有限公司 Hong Kong Camera Ltd
	華贏證券 Solomon	華贏東方(亞洲)控股有限公司 Solomon JFZ (Asia) Holdings Ltd

2024年「品牌選舉」頒獎典禮暨品牌局二十周年誌慶晚宴

2024年「品牌選舉」頒獎典禮暨品牌局二十周年誌慶晚宴於2025年2月11日假香港會議展覽中心會議廳舉行。頒獎典禮由香港特區政府財政司司長陳茂波、廠商會會長盧金榮及品牌局主席陳家偉主禮，並由陳司長、商務及經濟發展局局長丘應樺、工業貿易署署長廖廣翔以及商務及經濟發展局副秘書長劉理茵頒發獎座予第六屆「香港傑出品牌領袖獎」得主陳國民博士和42個得獎品牌。

晚宴筵開逾50席，超過600位嘉賓歡聚一堂，場面熱鬧；豐富的節目精彩紛呈，包括祝酒儀式、生日蛋糕切餅儀式、樂隊演奏等，令氣氛高潮迭起。主辦機構亦在會場設置大型資料板及獎座模型，以彰顯和慶賀得獎品牌的驕人成就。

2024 Awards Presentation Ceremony-cum-BDC 20th Anniversary Gala Dinner

The 2024 Awards Presentation Ceremony-cum-BDC 20th Anniversary Gala Dinner was held at the Convention Hall of the Hong Kong Convention and Exhibition Centre on 11 February 2025.

Financial Secretary of the HKSAR Government the Hon Paul Chan, CMA President Dr Wingco Lo and BDC Chairman Mr Calvin 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; Mr Aaron Liu, Director-General of Trade and Industry; and Ms Candy Lau, Deputy Secretary for Commerce and Economic Development. The 2024 Awardees included 42 brands and Dr Chan Kwok Man, who was the laureate of "Hong Kong Distinguished Brand Leader Award".

The Gala Dinner welcomed over 600 distinguished guests and the strong line-up of spectacular programmes, which included toasting ceremony, cutting birthday cake ceremony and live band performances, brought the event to a climax. The Organisers also set up large-scale display boards and props of Awards' trophy 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(前排左十)、商務及經濟發展局局長丘應樺(前排左八)、中央人民政府駐香港特別行政區聯絡辦公室經濟部副部長兼貿易處負責人周強(前排右八)、廠商會會長盧金榮(前排左九)、品牌局主席陳家偉(前排右九)、評審團成員及得獎公司代表於2025年2月11日舉行的「二零二四年品牌選舉頒獎典禮暨品牌局二十周年誌慶晚宴」上合照。

Guest of Honour Financial Secretary Hon Paul Chan (10th from left, first row), Deputy Director-General of the Economic Affairs Department and Head of the Commercial Office of the LOCPG in the HKSAR Mr Zhou Qiang (8th from right, first row), CMA President Dr Wingco Lo (9th from left, first row), BDC Chairman Mr Calvin Chan (9th from right, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the 2024 Awards Presentation Ceremony-cum-BDC 20th Anniversary Gala Dinner on 11 February, 2025.



廠商會會長盧金榮(左)、主禮嘉賓財政司司長陳茂波(中)及品牌局主席陳家偉(右)於頒獎典禮暨品牌局二十周年誌慶晚宴照相板前合照。

CMA President Dr Wingco Lo (left), Guest of Honour Financial Secretary Hon Paul Chan (centre), and BDC Chairman Mr Calvin Chan (right), posed for a photo at the Award Presentation Ceremony-cum-BDC 20th Anniversary Gala Dinner Photo Board.



廠商會會長盧金榮與品牌局主席陳家偉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 Wingco Lo and BDC Chairman Mr Calvin Chan, Financial Secretary Hon Paul Chan toured around the "Parade of Winning Brands" Exhibition at the venue of 2024 Awards Presentation Ceremony.



- 1 品牌局主席陳偉欽致歡迎辭。
BDC Chairman Mr Calvin Chan gave welcome remarks.
- 2 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 Dr Paul Chan delivered a speech at the Awards Presentation Ceremony.
- 3 廠商會會長盧金榮致送感謝狀予2024活動贊助商代表交通銀行(香港)有限公司副行政總裁朱斌(右)。
CMA President Dr Wingko Lo presented Certificate of Appreciation to the representative of 2024 Event Sponsor Mr Zhu Bin, Deputy Chief Executive of Bank of Communications (Hong Kong) Limited (right).
- 4 廠商會常務副會長兼品牌局副主席馬介欽致送感謝狀予2024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 Ma Kai Yum presented Certificate of Appreciation to the representative of 2024 Trophy Sponsor Ms Christina Chan, Vice Chairman of Fook Tai Jewellery Group Limited (Left).
- 5 廠商會常務副會長兼品牌局副主席馬介欽致送感謝狀予2024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 Ma Kai Yum presented Certificate of Appreciation to the representative of 2024 Official Honorary Auditor Ms Sylvene Fong, Partner of KPMG (left).
- 6 財政司司長陳茂波頒發2024年「香港傑出品牌領袖獎」予德國寶(香港)有限公司創辦人兼董事長陳國民(左)。
Financial Secretary Hon Paul Chan presented "2024 Hong Kong Distinguished Brand Leader Award" to Dr Edward Chan, Founder & Managing Director of German Pool (Hong Kong) Limited (left).



一眾嘉賓於照相板前駐足留影。
Honourable guests arrived at the Photo Board.



主辦機構代表合照。
Representatives of the Organisers posed for a group photo.



政商名流和社會賢達歡聚一堂，同申慶賀，包括商務及經濟發展局局長丘應樺、中聯辦經濟部副部長兼貿易處負責人周強、工業貿易署署長廖廣翔、商務及經濟發展局副秘書長劉理茵、知識產權署長黃福來、多位立法會議員及多國駐港領事館的代表等。

Government officials, celebrities and distinguished guests, including Secretary for Commerce and Economic Development Hon Algermon Yau, Deputy Director-General of the Economic Affairs Department and Head of the Commercial Office of the LOCPG in the HKSAR Mr Zhou Qiang, Director-General of Trade and Industry Mr Aaron Liu, 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".



品牌局主席陳偉傑帶領一眾嘉賓及主辦機構代表舉杯祝酒。

Cheers! Led by BDC Chairman Mr Calvin Chan, honourable guests and representatives of the Organisers drank a toast.



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.

2025最佳品牌策劃獎

自2010年起，品牌局與香港大學專業進修學院合辦「最佳品牌策劃獎」，對修讀由兩個機構合辦之證書課程（現為「單元：數碼化品牌及體驗式營銷」）的學員所創作的品牌計劃書進行評審，從中遴選出優秀的品牌策略和執行方案。這項選舉旨在檢驗教學的成效，促進理論與實踐相結合，推動品牌研究以及本地品牌知識儲備的提升，同時亦增強公眾對品牌發展的重視。

根據選舉的安排，學員以小組形式參加比賽。評審團則參照兩方面的指標進行評選，包括學員的表達能力以及計劃書的內容；後者主要從計劃書「是否能夠令品牌增值」、「是否具策略性、現實性及可操作性」、「是否有創新意念」、「是否具備商業價值」等角度進行評估。

2025年「最佳品牌策劃獎」於2025年5月15日舉行評審，品牌局副主席孫榮良以及證書課程講師許迅出任評審委員，共選出2組得獎者。



品牌局副主席孫榮良及證書課程講師許迅出任「2025最佳品牌策劃獎」的評審委員。
BDC Vice Chairman Mr Warren Sun and Lecturer of the Executive Programme Mr Eddy Hui attended the judging meeting of the "2025 Best Brand Idea Award".

2025 Best Brand Idea Award

Starting from 2010, the BDC has joined forces with HKU's School of Professional and Continuing Education (HKU SPACE) in presenting "Best Brand Idea Award". The Award selects outstanding brand proposals formulated by students of the certificate course (currently "Module: Digital Branding and Experiential Marketing"), a joint programme of the BDC and HKU SPACE. The Organisers believe that this Award, while serving as a tool to test teaching effectiveness and to promote the integration of theory and practice, would help to enhance Hong Kong's brand research and boost brand awareness among the public.

In the competition, programme students are divided into groups; each group shall submit a proposal and is required to make a presentation to the Judging Panel. The Judging is primarily based on the presentation skills of students as well as the contents of the brand proposal, with emphasis on a host of factors such as the business plan's strategic thinking, feasibility, creativity and commercial value.

The judging of the 2025 Best Brand Idea Award was held on 15 May 2025, with two outstanding brand proposals selected as the winners. The panelists of the judging included BDC Vice Chairman Mr Warren Sun and Lecturer of the Executive Programme Mr Eddy Hui.

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2025年7月為止，「TOP嘜計劃」核准品牌已近300個，涉及約1,400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 or 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 July 2025, the Scheme has nearly 300 licensees, covering about 1,400 categories of products and services.

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



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-綵蝶」、「蘇太名醬」、「青洲英坭」、「東東」、「獅球嘜」、「駱駝嘜」、「GE」、「SS」、「特寶」、「紅雙禧」、「金寶」、「海參莊」、「OMNI」、「SNAPIO」、「曲奇四重奏」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.

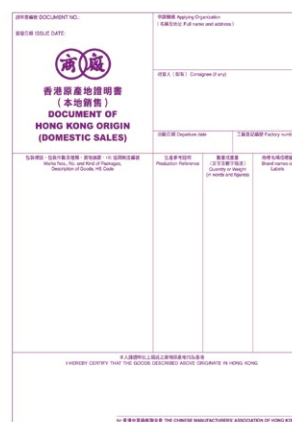
A number of local brands have become licensees of Made in Hong Kong Mark Scheme, including “Effective”, “Mrs So’s XO Sauce”, “Green Island Cement”, “East East”, “Lion & Globe”, “Camel Brand”, “GE”, “SS”, “Topper”, “Double Happiness”, “Campbell”, “Sea Cucumbers Palace”, “OMNI”, “SNAPIO” and “Cookies Quartet”.

香港製造標識計劃

Made in Hong Kong Mark Scheme



「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)透過釐訂一套有關香港品牌「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。

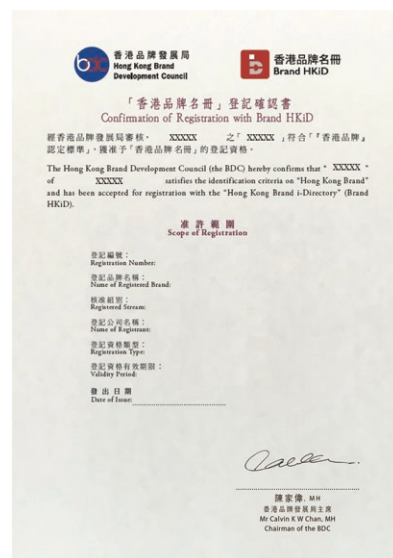
“Hong Kong Brand i-Directory” Registration System

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 introduces 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 variety of industries.



推廣交流

Promotion and Exchanges

「香港・進・品牌大灣區」系列活動(第二期)

為協助香港企業把握粵港澳大灣區的發展機遇，品牌局在2018年至2025年推行「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「香港・進・品牌大灣區」)。



該項目深化構建「品牌大灣區」遠景的倡議，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。

項目分兩期進行，前後兩次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，並由廠商會擔任合作機構。以「澳門站」活動為主體的第一期項目已於2023年4月完成；而以「廣州站」活動為主體的第二期項目則於2024年4月至2025年3月進行，為期12個月；透過舉辦品牌形象展示、互動體驗營、舞台表演、微信小程序等多形式、高效能的品牌推廣活動，輔以商務考察、市場動態簡析報告、經驗分享研討會等緊湊精煉的市場探知與研習，協助香港業界以大灣區為依託來擴闊業務增長的空間。

品牌局於2024年6月5日召開「品牌大灣區」第二期項目新聞發布會，由廠商會會長盧金榮及品牌局主席陳家偉向傳媒和業界宣佈項目活動的詳細情況及日程安排。



主辦機構代表於「香港・進・品牌大灣區」系列活動(第二期)的新聞發布會上合照。
Representatives of Organisers posed for a group photo at the press conference for "Brand Greater Bay" Project (Phase Two).

“Hong Kong • IN • Brand Greater Bay” Serial Activities (Phase Two)

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) during the period of 2018 to 2025.

The Project deepened the “Brand Greater Bay” vision and presented an array of deliverables under a two-pronged approach, i.e. assisting Hong Kong companies to tap into the market of Greater Bay Area on the 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 selected GBA cities, 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. It also represented a well-orchestrated attempt to inculcate Hong Kong brand culture into the consumers 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.

Under the sponsorship of the Trade and Industrial Organisation Support Fund of Trade and Industry Department, HKSAR Government and with the CMA acting as the Collaborating Organisation, the “Brand Greater Bay” Project is structured into two phases. After successfully completed the Phase One Series (Macao Brandfest) in April 2023, the Phase Two Series (Guangzhou Brandfest) was conducted from April 2024 to March 2025. Through a high-efficiency brand promotion campaign that consisted of brand image showcase, interactive experience camps, stage performance and WeChat mini-programme, supplemented by compact but in-depth market research activities such as business tour, market review report, and experience sharing seminar, Phase Two Series were carried out to assist Hong Kong industries in leveraging the Greater Bay Area as a foundation to expand their business growth.

The BDC held a press conference on 5 June 2024, at which CMA President Dr Wingco Lo and BDC Chairman Mr Calvin Chan announced the commencement of the Project (Phase Two) and introduced its details and schedule to the media and the public.

「廣州站」系列活動

「廣州站」活動於2024年8月23日至25日在廣州番禺萬達廣場舉行；以「創科、活力及優質生活」為主題，設置「品牌形象展示區」、「互動體驗營」並進行一系列舞台表演節目，輔以在微信上建立「香港品牌市集」小程序，向大灣區市民展示香港品牌的獨有魅力，協助香港企業緊貼大灣區電子商貿市場的發展趨勢，提升香港品牌的集體形象及市場影響力。

為隆重其事，品牌局於8月23日於萬達廣場舉行「廣州站」活動開幕式，由廠商會會長盧金榮、品牌局主席陳家偉聯同一眾香港、廣州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、廣州市商務局兼廣州市投資發展委員會辦公室副局長張海波、駐粵經濟貿易辦事處主任蘇惠思、廣州市工商聯黨組成員副主席余劍春、番禺區政協黨組成員副主席盧永青等。

“Guangzhou Brandfest” Serial Activities

“Guangzhou Brandfest” was staged from 23 to 25 August 2024 at Panyu Wanda Plaza in Guangzhou. Centering on three thematic elements, i.e. “Innovation Technology”, “Vibrance” and “Quality Living”, a Brand Image Gallery, Interactive Experience Camp were set up along with a series of stage performances on the spot. A mini WeChat program named “We • LOVE HONG KONG Brand Mart” was established to showcase the unique charm of Hong Kong brands to residents of the Greater Bay Area, in an attempt to assist Hong Kong companies to keep abreast of the e-consumption trend in the Greater Bay Area and promote the collective image and market influence of Hong Kong brands as a whole.

On 23 August, a grand opening ceremony was held at the Panyu Wanda Plaza in Guangzhou to kick off the “Guangzhou Brandfest”. The Ceremony was officiated by the CMA President Dr Wingco Lo, BDC Chairman Mr Calvin Chan, together with a number of officials representing the local Governments and HKSAR Government, including Secretary for Commerce and Economic Development of the HKSAR Government Hon Algernon Yau, Deputy Director of Guangzhou Municipal Commerce Bureau and Canton Investment Development Commission Mr Zhang Haibo, Director of Hong Kong Economic and Trade Office in Guangdong Ms Linda So, Vice Chairman of Guangzhou Federation of Industry and Commerce Mr Yu Jianchun, Vice Chairman of the Party Group of the Panyu District Political Consultative Conference Mr Lu Yongqing.



一眾嘉賓主持「廣州站」的開幕式。
Guests-of-honour officiated the opening ceremony of “Guangzhou Brandfest”.



廠商會及品牌局組織高層代表團出席「廣州站」開幕式。
The CMA and BDC dispatched a high-level delegation to Guangzhou to witness the opening ceremony.



品牌局主席陳家偉於「廣州站」開幕式上致歡迎辭。
BDC Chairman Mr Calvin Chan delivered a welcome remark at the opening ceremony of “Guangzhou Brandfest”.



商務及經濟發展局局長丘應樺於開幕式上發表講話。
Secretary for Commerce and Economic Development of the HKSAR Government Hon Algernon Yau delivered a speech at the ceremony.

品牌形象展示區

「品牌形象展示區」匯聚50多個精選香港原創品牌，展示其名下150多件具代表性的產品，包括電子產品、家用電器、配飾、玩具、保健產品、食品、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。

展示區內還設有3個「互動體驗營」攤位，包括「4M STEAM創意科普親子工作坊」、「佳寧娜造餅體驗工作坊」及「維亮好玩恐龍工作坊」，讓參加者參與富趣味性的消費者體驗活動，以營造多層次的「感受香港，體驗品牌」氛圍，凸顯香港品牌的創意新潮形象和「非一般」的情感價值。

展示期間，品牌局亦分不同時段舉辦多場具香港特色、富有動感的舞台節目，包括「小小科學超人：從科學課堂到品德教育，培養全面的科創人才」、「金茶王領航：品味正宗港式奶茶」及「培星育才：劍擊實戰示範」，展現香港時尚生活文化方式的精髓，彰顯香港品牌的多元精彩和「飛一般」的感染力，並透過營造嘉年華氣氛，增強參觀者的參與和互動。

Brand Image Gallery

The specially-designed Brand Image Gallery displayed more than 150 representative products and information of over 50 brands, including electronic products, home appliances, accessories, toys, healthcare products, food, household products, etc, 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 three demonstration kiosks named “4M STEAM Workshop”, “Carrianna Mooncake-Making Workshop” and “Wenno Dinosaurs with Augmented Reality Experience Workshop”, which delivered unique consumer experience by offering innovative and interactive activities, culminating in a multidimensional dynamic “Experiencing Hong Kong, Experiencing Brands” ambience to highlight the trendy appealing image and remarkable emotional values of Hong Kong brands.

A series of dynamic stage performances with “Hong Kong flavor” were put up at the venue, scattering over the exhibition period, including “Little Scientists: From Science Classroom to Character Education, Nurturing Comprehensive Science and Innovation Talents”, “KamCha: Tasting Traditional Hong Kong Style Milk Tea” and “Blazing Star Fencing: Fencing Demonstration Performance”. While showcasing the diversity and lifestyle-orientation of Hong Kong brands, the performances enhanced the participation and enjoyment of the visitors, allowing them to immerse in a carnival atmosphere and savour the appeal and sense of affinity 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150多件香港品牌產品。

The Brand Image Gallery displayed more than 150 Hong Kong brand products themed on “Innovation Technology”, “Vibrance” and “Quality Living”.



「4M」的代表指導參與者透過創意益智玩具體驗「寓學於樂」。
"4M" representative guided participants to enjoy "learning through play" with creative educational toys.



「佳寧娜」廚師與參與者一起製作美味的潮式月餅。
A chef from "Carrianna" taught participants the techniques of making delicious Chaozhou-style moon cakes.



「維亮」的代表帶領參加者體驗有趣的教育活動。
Representatives from "Venno" led participants to experience interesting educational activities.



品牌局主席陳家偉(右二)陪同商務及經濟發展局局長丘應樺(右一)參觀互動體驗營。
BDC Chairman Mr Calvin Chan (2nd from right) and Secretary for Commerce and Economic Development of the HKSAR Government Hon Algernon Yau (1st from right) visited the Interactive Experience Camp.



「小小科學超人」的品牌創辦人解釋科學如何與品德教育融合。
Brand founder of "Little Scientists" explained how science can be integrated with moral education.



「金茶王」的代表展示港式奶茶的沖泡技藝。
Representative from "KamCha" showed the art of brewing Hong Kong-style milk tea.



「培星劍擊」的代表示範劍擊技藝。
Representatives from "Blazing Star Fencing" demonstrated fencing techniques.

「微・信香港品牌市集」微信小程序

品牌局於微信上建立「微・信香港品牌市集」(We • LOVE HONG KONG Brand Mart) 的推廣小程序，形成一個與實物展示相對應的虛擬展覽空間，同步展示約60個「廣州站」活動參與品牌的資訊，並鏈接至參與品牌的微信官方賬號或網站；藉以助力香港品牌開展網絡推廣，迎合大灣區消費者信息獲取和購買渠道向數碼化轉型的趨勢。



“We • LOVE HONG KONG Brand Mart” WeChat Mini Programme

A promotion mini programme “We • LOVE HONG KONG Brand Mart” was established on social media WeChat, which formed a virtual exhibition space corresponding to the physical showcase, simultaneously displaying the information of the about 60 participating brands of “Guangzhou Brandfest” with hyper-links to the brands’ own WeChat facilities or websites. The mini programme gave a boost to Hong Kong brands’ growing efforts to press ahead with online promotion and tie in with the trends of digitalisation of consumer information acquisition and purchasing channels in the Greater Bay Area.

Business Tour

A one-day business tour to Panyu, Guangzhou was organised on 23 August 2024, during which Hong Kong industry representatives paid a visit to Guangzhou Zhiyi Technology Company Limited, Prette Jewelry (Guangzhou) Company (The China R&D headquarter of “APM Monaco”) and Greater Bay Fashion Jewelry Youth Creative Entrepreneurship Center located in Shawan Jewelry Industrial Park.

The tour provided a good opportunity for Hong Kong industry representatives to have better understanding of expanding domestic sales and e-commerce in China, while building up connection with Guangzhou entrepreneurs and gaining experience from local market pioneers.



代表團參觀沙灣珠寶產業園。
The delegation visited Shawan Jewelry Industrial Park.



代表團與沙灣珠寶產業園代表進行熱烈交流。
The delegation held an exchange meeting with the representatives from Shawan Jewelry Industrial Park.



商務考察代表團成員合照。
Participants of Business Tour posed for a group photo.



「香港品牌大灣區攻略2025」分享研討會

作為「品牌大灣區」第二期項目的總結活動，品牌局於2025年3月21日舉行「香港品牌大灣區攻略2025」分享研討會。

活動邀請著名學者、營銷專家和知名品牌掌舵人同台交流，透視大灣區消費文化和市場環境的大變局，解構品牌行銷範式轉移的新趨勢，並分享香港品牌深耕大灣區市場的「贏」商之道；並借此機會正式發表「大灣區市場透視及其對香港品牌的啟示」簡析報告的內容。分享研討會採用線上線下混合模式舉行，吸引近140位業界代表參與。

Experience Sharing Seminar on “Strategies for Hong Kong Brands Going GBA 2025”

As concluding session of the “Brand Greater Bay” Project (Phase Two), an experience sharing seminar under the banner of “Strategies for Hong Kong Brands Going GBA 2025” was held on 21 March 2025.

Renowned scholars, marketing experts and leaders of well-known brands were invited to be speakers of the seminar, who shared their insights into the major changes in the consumer culture and market environment, and explored the new trends of brand marketing and the effective strategies for Hong Kong brands entering in the Greater Bay Area market.

Printed copies of the “Report on Greater Bay Area Market in Perspective and Implications for Hong Kong Brands” were distributed on the occasion. The Seminar was conducted online and offline simultaneously, with an audience of near 140 participants in total.



1. 主辦機構代表與演講嘉賓合照。
Representatives of organisers and speakers posed for a group photo.
2. 品牌局主席陳家偉致歡迎辭。
BDC Chairman Mr Calvin Chan delivered welcome remarks.
3. 法國里昂商學院市場營銷學教授陸定光就「大灣區市場透視及其對香港品牌的啟示」簡析報告進行要點解讀。
Professor of Marketing of Emlyon Business School Dr Sherriff Luk announced the gist of the Report on “Greater Bay Area Market in Perspective and Implications for Hong Kong Brands”.
4. 深圳恒聯文化傳播有限公司總經理金穗解讀大灣區品牌行銷現狀及策略。
General Manager of Shenzhen HS Cultural Media Company Limited Ms Kim Jin interpreted the latest trends and strategies of brand marketing in the GBA.
5. 騰浪科技有限公司共同創辦人陳慶達介紹人工智能在社交媒體營銷中的應用。
Co-founder of Cloudbreakr Mr Rudy Chan spoke on the application of AI in social media marketing.
6. 「新生飾品」品牌總監李肇業以自家品牌為例暢談進軍內銷市場的成功之道。
Chief Marketing Officer of “Sun Sang” Mr Eddie Lee shared the key factors leading to his brand’s successful entry into the GBA market.

宣傳活動

除了於香港報章雜誌及社交媒體刊登「品牌大灣區」第二期系列活動的廣告之外，品牌局亦於2024年7至8月期間為「廣州站」活動展開密集式的宣傳，包括安排《廣州日報》及廣東電視台進行報導、邀請網紅於微信及小紅書等社交媒體上進行推廣等。

品牌局亦透過項目的官方網站 (www.brandgreaterbay.org) 上載最新資料和發布活動花絮。此外，「廣州站」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 "Guangzhou Brandfest" during the period of July to August 2024, including media coverage by the "Guangzhou Daily" and Guangdong Television, as well as recommendations by key opinion leaders on WeChat and "Xiaohongshu" social media platform.

Moreover, the official website (www.brandgreaterbay.org) of Brand Greater Bay Project was updated timely to release the latest information and event highlights; and the exhibition booklet of "Guangzhou Brandfest" as well as handouts of Sharing Seminar had been uploaded on the website, available to the public for online reading or free download.



廣東電視台報道「廣州站」開幕式的盛況。
Guangdong Television broadcasted news on the opening ceremony of "Guangzhou Brandfest".



品牌局主席陳偉傑接受當地傳媒採訪。
BDC Chairman Mr. Calvin Chan was interviewed by local media.



廣州網紅於小紅書推廣「廣州站」活動。
Key opinion leader from Guangzhou reported "Guangzhou Brandfest" activities on "Xiaohongshu".



廣州網紅於微信公眾號推廣「廣州站」活動。
Key opinion leader from Guangzhou recommended "Guangzhou Brandfest" activities on WeChat Official Account.

參加展覽展示活動

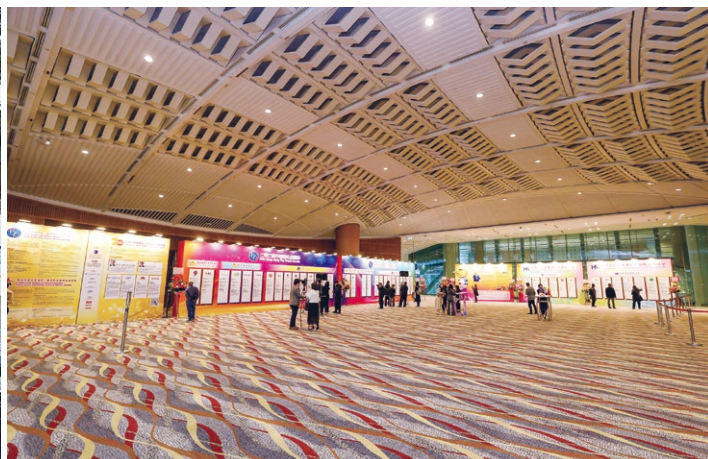
品牌局不時參與展覽展銷會和各種市場推廣活動，以設立展板、產品展示專櫃等形式，推介屬下香港品牌；藉此展示香港品牌的整體形象，為消費者提供認識和瞭解香港品牌的窗口。



2024年「香港名牌選舉」及「香港服務名牌選舉」於第58屆「香港工展會」進行公眾投票。
2024 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 58th Hong Kong Brands and Products Expo.

Participating in Exhibitions and Showcases

The BDC from time to time takes part in various exhibitions, trade shows and market promotion activities; and sets up display boards or product showcases at the venues, in an effort to promote the collective image of Hong Kong brands while providing a window to raise their awareness among consumers.



2024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 2024 Awards Presentation Ceremony.



品牌局於2025年5月帶領「香港名牌」及「香港新星品牌」得獎公司參與由香港貿易發展局舉辦之「SIAL國際食品展(上海)」及「泰國曼谷食品展覽會」，並於其設立的「香港館」進行產品展示。
Under the coordination of the BDC, selected Awardees of Hong Kong Top Brand and Hong Kong Emerging Brand showcased their products at "Hong Kong Pavilion" of "SIAL Shanghai" and "THAIFEX – Anuga Asia" organised by Hong Kong Trade Development Council in May 2025.



加強品牌保護

有鑑於近年內地和海外市場不時出現仿冒「香港品牌」個案，對本地品牌構成挑戰，品牌局致力透過強化和推廣旗下具公信力與市場認受性的認證制度，維護香港原創品牌權益。

「美誠事件」發生後，品牌局主席陳家偉在本地報章撰文，建議政府加強品牌釐定與對外推廣工作。品牌局亦於2024年11月18日舉辦專題研討會，邀請品牌局義務法律顧問湯達熙律師分享兩地品牌保護制度，為進軍內地市場的企業提供實務建議。

2024年12月6日，品牌局接待了國家知識產權局代表團，雙方就知識產權保護、品牌權益與認證推進等議題深入交流，促進兩地合作。

Strengthening Brand Protection

In recent years, counterfeit Hong Kong brands have frequently appeared in the Mainland and overseas markets, posing challenge to the reputation of local brands. The BDC thus stepped up the efforts to protect the rights of Hong Kong original brands through enhancing and promoting the credible, market-recognised certification systems under its aegis.

After the “Meicheng” incident, BDC Chairman Mr Calvin Chan wrote to the press suggesting that the Government strengthen brand identification and external promotion efforts. On 18 November 2024, the BDC held a themed seminar which invited legal expert to share insights on the brand protection systems in both Hong Kong and the Mainland, and offer practical advice for businesses looking to enter the Mainland market.

On 6 December 2024, the BDC hosted a delegation from the China National Intellectual Property Administration, and both parties engaged in in-depth discussions on intellectual property protection, brand rights, and the advancement of certification systems, further promoting cooperation across the border.



國家知識產權局代表團由副局長胡文輝率領到訪品牌局，雙方互就兩地的知識產權保護發展及合作交流意見。
Led by Deputy Commissioner Mr Hu Wenhui, a delegation from the China National Intellectual Property Administration visited the BDC to exchange views on intellectual property rights development and cooperation.



品牌局義務法律顧問湯達熙講解中港兩地品牌保護的制度，協助香港企業做好品牌保護措施。
BDC Honorary Legal Advisor Mr Anthony Tong explained the brand protection regimes in Hong Kong and the Mainland, in an attempt to equip Hong Kong enterprise with the effective measures for brand protection.

2024《香港名牌巡禮》

《香港名牌巡禮2024》於2024年8月出版，合計350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，同時記載了「品牌選舉」的歷史沿革和最新發展，亦介紹第四屆「香港傑出品牌領袖獎」的得獎者。自2003年創刊以來，《香港名牌巡禮》已是第二十二次出版。



《香港名牌巡禮2024》共發行近3,300冊；除各得獎公司惠存之外，還寄予超過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 2024

The 2024 edition of “The Parade of Hong Kong Top Brands” was published in August 2024. This 350-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 Schemes’ history and latest developments. A chapter was specially designed to introduce the winner of the fourth “Hong Kong Outstanding Brand Leader Award”. Making debut in 2003, “The Parade 2024” was the 22nd edition.

With a circulation volume of 3,300, 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4次活動；而自2005年創立以來，累計舉行的活動已達92次。

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 92 gatherings, of which 4 were held in the past year.

舉辦日期 Date	內容主題 Topic	出席人數 Number of Participants
2024年 Year 2024		
10月28日 28 October	「中小企電商指南：掌握高效數碼行銷策略」研討會 Seminar on “Guide for SMEs: Mastering Effective Digital Marketing Strategies”	約50人 About 50
11月18日 18 November	「從『美誠事件』探討中港兩地的品牌保護及打擊虛假宣傳的相關法規」研討會 Seminar on “Regulations on Brand Protection and Misleading Advertising in Mainland China and Hong Kong: A Reflection on “Meicheng Mooncake Incident”	約50人 About 50
2025年 Year 2025		
3月5日 5 March	「內地數碼營銷方案：善用多元平台開展高效的市場推廣」研討會 Seminar on “Mastering Social Marketing and Multi-Channel Strategy”	約40人 About 40
6月27日 27 June	「中小企營銷攻略：低成本AI如何助力SEO表現？」研討會 Seminar on “A Cost-Effective Strategy for SMEs: Improving SEO Performance with AI”	約50人 About 50



數碼營銷專家譚景鴻分析當前數位轉型趨勢及數碼營銷策略。
Digital marketing expert Mr Chris Tam analysed the latest trends of digital transformation and digital marketing strategies.



品牌局義務法律顧問湯達熙律師從法律角度探討中港兩地的品牌保護制度。
BDC Honorary Legal Advisor Mr Anthony Tong expounded the brand protection systems in China and Hong Kong from legal perspective.



香港貿易發展局商品貿易及創新副總監張慧姬介紹第二屆「香港好物節」的重點內容。
Associate Director (Merchandise Trade and Innovation) of the Hong Kong Trade Development Council Ms Maggie Cheung introduced the highlights of the second “Hong Kong Shopping Festival”.



社交媒體專家吳偉權分享揀選及營運內地社交媒體平台的注意事項。

Social media expert Mr Jones Ng shared on the tips for brand operation at Mainland's social media platforms.



數碼營銷專家蘇子賢講解如何善用人工智能，以相對低的成本提升品牌在搜索引擎中的可見性。

Digital marketing expert Mr Ivan So spoke on how to make use of AI to improve brand visibility in search engines at a relatively low cost.

品牌策略管理證書課程

品牌局與香港大學專業進修學院自2008年起合辦品牌管理行政人員證書課程，是香港首個由學術界和工商界透過發揮協同性而聯合舉辦的品牌管理教育項目。重新設計的2025年課程以「數碼化品牌及體驗式營銷」為主題，邀請具有豐富的品牌傳播及管理實踐經驗的業內人士任教。

2025年課程於3月開班，講解本地、中國內地及環球國際品牌的管理模式，並教授中小企業應如何使用新科技提升顧客的品牌體驗、以及評估及規劃品牌的市場定位，幫助學員掌握在數碼時代塑造品牌和建立實用營銷及傳媒活動的策略。



Executive Programme in Strategic Brand Management

The BDC and the School of Professional and Continuing Education of the University of Hong Kong have since 2008 joined hands to organise education programme in brand management. It marks the first brand management course in town that is co-organised by two prestigious organisations, leveraging on the synergy of the industries and the academia. The newly-revamped 2025 programme, taught by veteran brand experts, is themed on “Digital Branding and Experiential Marketing”.

The 2025 intake commenced in March 2025; and its content covered how to elevate customers' brand experience by new technology, understanding of management model of local, Mainland and global international brands, evaluation and planning of the brand positioning, in an attempt to assist students in mastering the strategies for conducting practical marketing campaigns and shaping brand image in the digital era.

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	出席人數
2024年		
8月19日	「如何處理及協助表現欠佳的員工」工作坊	約10人
8月23日	品牌局、政制及內地事務局粵港澳大灣區發展辦公室及廠商會合辦之「香港・進・品牌大灣區」午餐研討會	約170人
8月28日	「ESG永續經營」專家講座系列五：「碳關稅發展趨勢以及港企如何利用綠色供應鏈把握『出海』新機遇」研討會	約50人
8月30日	「『小紅書』行銷全攻略」實務工作坊	約20人
9月23日	「BUD專項基金—『電貿易』及中小企支援計劃」研討會	約80人
9月30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2024：鍛造香港「新質品牌力」	約120人
10月17日	「職場情緒管理：管理層如何應對員工的負面情緒？」工作坊	約10人
2025年		
3月11日	「績效管理與激勵：激發員工潛能的有效手段」工作坊	約10人
3月21日	「香港品牌大灣區攻略2025」分享研討會	共約150人（線上及線下）
6月25日	品牌局、商務及經濟發展局、廠商會及CMA檢定中心合辦之「把握香港銀髮經濟新機遇」研討會	約100人



主辦機構代表與演講嘉賓於「把握香港銀髮經濟新機遇」研討會上合照。
Representatives of organisers and speakers posed for a group photo at the Seminar on "Seizing New Opportunities of Hong Kong's Silver Economy".



署理商務及經濟發展局局長陳百里講解香港銀髮市場的前景及相關政策的最新發展。
Acting Secretary for CEDB Dr Bernard Chan elaborated on the prospects of Hong Kong's silver market and latest development of government policies.

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	Number of Participants
Year 2024		
19 August	Workshop on “How to Handle Underperforming Employees”	About 10
23 August	“Hong Kong • IN • Brand Greater Bay” Luncheon Seminar by the BDC, the Guangdong-Hong Kong-Macao Greater Bay Area Development Office (GBA Office) of the Constitutional and Mainland Affairs Bureau, and the CMA	About 170
28 August	“ESG Sustainable Business” Expert Lecture Series No. 5: Trends of Carbon Pricing & How to “Go Overseas” by Leveraging Green Supply Chains	About 50
30 August	Workshop on “Practical Guide to Advertising on ‘Xiaohongshu’”	About 20
23 September	Seminar on “Guide to ‘BUD Fund – E-commerce Easy’ and Funding Support for SMEs”	About 80
30 September	Branding to Win Seminar 2024: Unleashing the “New-Quality Branding Force” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA	About 120
17 October	Workshop on “How to Handle Employees’ Negative Emotions in Workplace”	About 10
Year 2025		
11 March	Workshop on “Effective Performance Management and Employee Motivation”	About 10
21 March	Experience Sharing Seminar on “Strategies for Hong Kong Brands Going GBA 2025”	About 150 (Online and Offline)
25 June	Seminar on “Seizing New Opportunities of Hong Kong’s Silver Economy” by the BDC, Commerce and Economic Development Bureau, the CMA and the CMA Testing	About 100



畢馬威稅務合夥人梁因樂、何家輝及張柏寧就碳關稅與綠色供應鏈分享香港企業如何基於既有的優勢上開拓並實現可持續發展的機會。
KPMG Tax Partners Mr Kenneth Leung, Mr Stanley Ho and Mr Patrick Cheung shared on the carbon tariffs and how Hong Kong companies can make use of green supply chains to exploit sustainable development opportunities.



社交媒體專家吳偉權講解營運「小紅書」的實用技巧及工具。
Social media expert Mr Jones Ng illustrated the practical skills and tools for operating “Xiaohongshu”.



企業培訓顧問陳振盛講述情緒管理及處理壓力技巧。
Corporate training consultant Mr Philip Chan gave a lecture on the emotional management and stress handling skills.

「香港・進・品牌大灣區2024」午餐研討會

品牌局、政制及內地事務局粵港澳大灣區發展辦公室及廠商會於2024年8月23日假廣州番禺奧園喜來登酒店聯合舉辦「香港・進・品牌大灣區2024」午餐研討會。170位香港和內地的業界代表匯聚一堂，共同探討大灣區高質量發展的機遇。

研討會並邀請了多位學者、專家和行業代表發表演講，分享在大灣區拓展市場及宣傳品牌的成功經驗，解構以品牌策略提升競爭力的「贏」商之道。

“Hong Kong • IN • Brand Greater Bay 2024” Luncheon Seminar

The BDC, the Guangdong-Hong Kong-Macao Greater Bay Area Development Office (GBA Office) of the Constitutional and Mainland Affairs Bureau and the CMA joined hands to organise the “Hong Kong • IN • Brand Greater Bay” Luncheon Seminar at Sheraton Guangzhou Panyu on 23 August 2024.

170 industry representatives from enterprises and chambers of commerce in Hong Kong and the Mainland gathered together to discuss the opportunities for high-quality development in the Greater Bay Area. The seminar also invited a number of scholars, experts and industry representatives to give speeches, sharing their successful experiences in expanding the market and promoting brands in the Greater Bay Area, and deconstruct the “winning” way of business by using brand strategies to enhance competitiveness.



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



時任粵港澳大灣區發展副專員莫君虞致辭。
The then Deputy Commissioner for the Development of the GBA Mr Benjamin Mok delivered an opening remark.



廠商會會長盧金榮致歡迎辭。
CMA President Dr Wingcoo Lo delivered a welcome remarks.



金百加集團主席黃家和分享「金茶王」進軍大灣區市場的經驗。
Chairman of the Kampery Development Limited Prof Simon Wong shared the success story of "KamCha" in the Mainland market.



法國里昂商學院市場營銷學教授陸定光講解大灣區市場營銷策略。
Professor of Marketing of Emlyon Business School Dr Sherriff Luk expounded the effective marketing strategies for GBA.



畢馬威粵港澳大灣區戰略與發展中心主管合夥人彭富強分析大灣區營商環境與香港品牌的機遇。
Head of Advisory, Southern Region of the KPMG China Mr Wilson Pang analysed the business environment of GBA and the opportunities for Hong Kong brands in.



廣州一小時科技有限公司董事長馮平闡述如何利用品牌連鎖店及系統合作店，構建強大的服務生態網絡。
Director of Guangzhou One Hour Technology Limited Mr Feng Ping spoke on how to leverage brand chain stores and cooperative systems to build a robust service delivery ecosystem.



演講嘉賓於問答環節回答觀眾的問題。
Speakers answered questions from the audiences in the Q&A Session.



午餐研討會邀請了約170家大灣區企業代表出席並進行交流。
The Luncheon Seminar provided opportunities for about 170 representatives of GBA enterprises to meet and network.

品牌「智」勝研討會2024

為了推動業界的交流，加強對公眾的宣傳和教育，提升社會各界的品牌意識，品牌局自2005年起每年均舉辦「品牌「智」勝系列研討會」，圍繞著品牌發展的各方面議題，邀請不同領域的專家分享經驗，探討品牌「智」勝之道。

品牌局與工業貿易署、香港貿易發展局及廠商會於2024年9月30日聯合舉辦第20屆「品牌「智」勝研討會」。研討會以「鍛造『香港新質品牌力』」為主題；多位咗叱業界的學者、專家和企業領袖同台交流，探討如何以「品牌+新質生產力」的思維革新和強化品牌經營的策略與實踐，以激發、鍛造和弘揚具香港特色的「新質品牌力」，推動香港經濟向高品質發展的道路邁進。是次研討會吸引近120位業界代表出席。

“Branding to Win” Serial Seminar 2024

Since 2005, the BDC has organised a serial seminar under the banner of “Branding to Win” every year. Addressing different aspects of brand development, this serial seminar is an effective catalyst to boost brand consciousness among the public, while serving as a forum whereby experts from a wide range of professional arenas exchange views on branding.

The 20th “Branding to Win” Seminar was held on 30 September 2024 around the theme of “Unleashing the ‘New-Quality Branding Force’”; and it was a joint event of the BDC, the Trade and Industry Department of HKSAR Government, the Hong Kong Trade Development Council and the CMA. With a strong line-up of speakers that included well-known scholar, experts and brand operators, the Seminar explored the possible avenues to incorporating the innovative thinking of “brand + new quality productivity” into the strategy and practice of brand management, while shedding light on how stimulate the “new quality branding power” with Hong Kong characteristics to gear our economy towards high-quality development. It attracted near 120 participants.



1. 主辦機構代表與演講嘉賓合照。
Representatives of organisers and speakers posed for a group photo.
2. 工業貿易署助理署長(工商業支援部)陳栢榮(右)致送感謝狀予演講嘉賓。
Assistant Director-General of the Trade and Industry Department (Industries Support) Mr Sunny Chan (right) presented Certificate of Appreciation to a speaker.
3. 品牌局主席陳家偉(左)致送感謝狀予演講嘉賓。
BDC Chairman Mr Calvin Chan (left) presented Certificate of Appreciation to a speaker.
4. 廠商會副會長吳國安(右)致送感謝狀予演講嘉賓。
CMA Vice President Mr Dennis Ng (right) presented Certificate of Appreciation to a speaker.
5. 廠商會副會長梁兆賢(左)致送感謝狀予演講嘉賓。
CMA Vice President Mr Jackson Leung (left) presented Certificate of Appreciation to a speaker.
6. 香港貿易發展局商品貿易及創新副總監梁君豪(左)致送感謝狀予演講嘉賓。
Associate Director (Merchandise Trade and Innovation) of the TDC Mr Leung Kwan Ho (left) presented Certificate of Appreciation to a speaker.
7. 法國里昂商學院市場營銷學教授陸定光解構香港品牌的「新質DNA」。
Professor of Marketing of Emlyon Business School Prof Sherriff Luk dissected the "New-quality DNA" of Hong Kong brands.
8. 香港資本有限公司行政總裁林曉鋒分享在數位化時代品牌行銷的實例。
Chief Executive Officer of the Gravity Capital Partners Company Limited Prof Alan Lam illustrated with examples the brand marketing in the digital era.
9. 香港理工大學專業及持續教育學院持續教育高級顧問鄧兆鵬講解利用ESG推廣品牌及營銷的重要性及趨勢。
Senior Continuing Education Consultant, College of Professional and Continuing Education of the Hong Kong Polytechnic University Dr Keith Chau highlighted the significance of ESG as a "trendy" means to enhance brand promotion.
10. 百佳超級市場(香港)董事總經理吳逸群分享「百佳」在業務營運中實踐新零售「O+O」概念的經驗。
Managing Director of "PARKnSHOP" Ms Freda Ng shared the brand's experiences in implementing the concepts of "O+O" in operations.
11. 信興實業國際有限公司總經理李泓翀講述「和橙」如何利用科技提升生產效益及質量。
General Manager of Shun Hing Industrial International Limited Mr Hung-chung Li illustrated how "HK Farmer Story" used technology to improve production efficiency and product quality.

倡導「環境、社會及管治」 ESG Initiatives

探索ESG審核

品牌局堪稱是香港ESG審核的先行者：早在1999年創立「香港名牌選舉」時就將「環保」列為評審標準之一，隨後於2008年擴展為「環保及社會責任」，2022年更擴充為「環保、社會責任及企業管治」，引入全面的可持續發展元素。

品牌局在此基礎上探索出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；並將這項技術標準推而廣之，應用於「ESG約章行動」和「香港ESG獎」的推行機制中，奠定品牌局作為香港ESG發展的倡導者和定標者的角色。

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，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。



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。

自啟動以來，已有超過1,000家本地公司成為「ESG約章」的簽約企業。

Exploring ESG Assessment

As a pioneer in ESG auditing in Hong Kong, the BDC had adopted “Environmental Protection” as one of the six assessment criteria of the “Hong Kong Top Brand Awards” as early as 1999; and this standard was expanded to “Environmental Performance and Social Responsibility” in 2008 and upgraded to full-fledged “Environmental Performance, Social Responsibility and Corporate Governance” in 2022.

On this foundation, the BDC also tailored a set of “ESG Implementation Practice Taxonomy” guidelines suitable for Hong Kong enterprises, providing a best-practice benchmark in sustainable development for local industries especially SMEs. And it has further strengthened its role as an advocate and standard-setter of ESG development in Hong Kong through applying this technical standard to the “ESG Pledge” Scheme and “Hong Kong ESG Awards”.

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.

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, 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.



Since the launch of the Scheme, over 1,000 local companies have become the signatories of the ESG Pledge.

2024年香港ESG獎

廠商會與品牌局於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」，為「ESG獎」制定評選機制和提供技術支援。

「香港ESG獎」分為「一般組別」和「中小型企业組別」；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；為此，品牌局屬下的香港名牌評審委員會於2024年4月29日舉行預選會議，為2024年「ESG獎」釐訂「推薦入圍企業名單」。

2024年「香港ESG獎」決賽於2024年8月7日舉行，由香港品質保證局主席何志誠工程師擔任決賽評審團委員會主席，成員包括廠商會會長盧金榮、廠商會常務副會長馬介欽、香港生產力促進局主席陳祖恒、環境及生態局氣候變化專員黃傳輝、香港聯合國教科文組織協會會長張沁以及香港理工大學行政及拓展副校長盧麗華。



2024年度「香港ESG獎」的最高榮譽「ESG大獎」的得主為東華三院。「ESG獎」則由10家企業分別奪得，包括亞洲聯合基建控股有限公司、香港九龍東皇冠假日酒店、福田實業(集團)有限公司、奇華餅家有限公司、僑豐行有限公司、羅氏集團、七海化工(集團)有限公司、偉邦物業管理有限公司、永順控股香港有限公司，以及有利集團有限公司；而「中小型企业特別獎」的得獎者則包括歐達傢俱有限公司、達騰工業有限公司、信源智能有限公司、金朗科研有限公司，以及添成鈕扣有限公司。

繼成功舉辦首兩屆「香港ESG獎」後，廠商會與品牌局再接再厲於2025年3月推出第三屆「香港ESG獎」；品牌局屬下香港名牌評審委員會於2025年4月10日舉行預選會議，為2025「ESG獎」釐訂「推薦入圍企業名單」。

2024 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, 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 was 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.

The 2024 ESG Awards were divided into two award streams namely “General Stream” and “Small and Medium-sized Enterprise Stream”. For both the two streams, participants may enter into the selection process through the “Registration” channel or upon “Nomination” by the BDC in accordance with established mechanism. To this end, the Hong Kong Top Brand Assessment Board under the BDC held a pre-selection meeting on 29 April 2024 to determine the “Recommended Shortlisted Enterprises List” for the 2024 ESG Awards.

The Final Judging of 2024 Hong Kong ESG Awards was conducted on 7 August 2024, under the chairmanship of Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency. Members of the Final Judging comprised Dr Wingco Lo, CMA President; Dr Ma Kai Yum, CMA Executive Vice President; Hon Sunny Tan, Chairman of the Hong Kong Productivity Council; Mr Wong Chuen-fai, the Commissioner for Climate Change Environment and Ecology Bureau; Prof Karen Cheung, President of UNESCO Hong Kong Association; and Dr Miranda Lou, Executive Vice President of the Hong Kong Polytechnic University.

The 2024 Hong Kong ESG Awards were conferred to 16 winners. Among them, Tung Wah Group of Hospitals was honored with the highest accolade — “Hong Kong ESG Grand Award”. Winners of “2024 ESG Award” included Asia Allied Infrastructure Holdings Limited, Crowne Plaza Hong Kong Kowloon East, Fountain Set (Holdings) Limited, Kee Wah Bakery Limited, Kiu Fung Hong Limited, LAWSGROUP, Seven Sea Chemicals (Holdings) Ltd, Well Born Real Estate Management Limited, Winson Holdings Hong Kong Limited, and Yau Lee Holdings Ltd. And there were 5 winners of the “Special Award for SME” category included Arredamenti Company Limited, Dayton Industrial Co Ltd, EnerRight Intelligent Limited, Golden Fine Research Ltd, and T & S Buttons Company Limited.

Riding on the previous successes, the Hong Kong ESG Awards was rolled out for the third consecutive year in March 2025. The Hong Kong Top Brand Assessment Board under the BDC held a pre-selection meeting on 10 April 2025 to formulate the “Recommended Shortlisted Enterprises List” of the 2025 Awards.

2024「香港ESG獎」暨「ESG約章」頒授典禮

為隆重其事，主辦機構於2024年10月7日假香港會議展覽中心舉辦2024「香港ESG獎」暨「ESG約章」頒授典禮，超過400位嘉賓及業界代表出席，場面熱鬧，盛況空前。

財政司副司長黃偉綸擔任典禮的主禮嘉賓，並聯同商務及經濟發展局副局長陳百里、環境及生態局氣候變化專員黃傳輝等擔任頒獎嘉賓，向16家「香港ESG獎」得獎企業代表頒發獎項，以及2024年度參與「ESG約章」的約180家特選企業代表頒發證書。

2024 Hong Kong ESG Awards cum ESG Pledge Presentation Ceremony

The 2024 Hong Kong ESG Awards cum ESG Pledge Presentation Ceremony was held at the Hong Kong Convention and Exhibition Centre on 7 October 2024. Over 400 distinguished guests and industry representatives participated in the joyous and epochal celebration.

Mr Michael Wong Wai Lun, Deputy Financial Secretary was invited to be the Guest of Honour of the Presentation Ceremony, who together with Dr Bernard Chan, Under Secretary for Commerce and Economic Development, and Mr Wong Chuen Fai, Commissioner for Climate Change of the Environment and Ecology Bureau presented trophies to the 16 Awardees of Hong Kong ESG Awards, and certificates to around 180 selected companies participating in the 2024 ESG Pledge Scheme.



主禮嘉賓、頒獎嘉賓及評審團成員與一眾得獎企業代表合照。

Guest of Honour, Award Presenters, Panel of Judges and representatives of the participating companies posed for a group photo.



主禮嘉賓財政司副司長黃偉綸肯定廠商會及品牌局的ESG推廣工作。

Guest of honour Deputy Financial Secretary Hon Michael Wong praised the CMA and the BDC for their efforts in promoting ESG.



財政司副司長黃偉綸(左)與廠商會會長盧金榮(右)頒發「ESG大獎」予東華三院代表。

Deputy Financial Secretary Hon Michael Wong (left) and CMA President Dr Wingco Lo (right) presented the ESG Grand Award to representative of Tung Wah Group of Hospitals.



品牌局主席陳家偉(右)向「香港ESG獎」決賽評審委員會主席何志誠頒發感謝狀。
BDC Chairman Mr Calvin Chan (right) presented Certificate of Appreciation to Chairman of Judging Panel Ir C S Ho.



頒獎典禮雲集超過400位嘉賓及企業代表。
The Presentation Ceremony attracted over 400 guests.

香港企業ESG發展現狀與動向調查

自2024年起，品牌局連續兩年開展一項名為「香港企業ESG發展現狀與動向調查」的研究，旨在揭示香港企業尤其是中小企業ESG發展的現狀與趨勢，並為構建有利於ESG發展的生態提供策略性意見。



2025年的研究以廠商會「ESG約章」計劃下於2025年1至5月辦理續簽的300多間企業為分析對象，對他們在簽署約章時提交的「承諾之行動」清單進行統計分析；並以內建調查表的形式瞭解這些企業發展ESG的意向、動機、面臨的困難和所需的協助。

其他ESG活動

在過去一年，品牌局主辦或協助廠商會舉辦多個以ESG為主題的專家講座或業界交流活動，例如「ESG永續經營」專家講座、「ESG Connect」系列交流會等，以提升本地的相關知識儲備、為業界培育實用型人才，並加強向社會公眾傳播ESG的理念與實踐。



廠商會盧金榮會長於一個「ESG Connect」系列講座上致歡迎辭。
CMA President Dr Wingco Lo delivered welcome remarks at one of the "ESG Connect" Networking Series.

Survey on Hong Kong Industries' ESG Initiatives and Trends

The BDC has conducted a study namely "Hong Kong Industries' ESG Initiatives and Trends" for two consecutive years as of 2024, with an aim to reveal the current status and trends of ESG development among Hong Kong enterprises, especially small and medium-sized enterprises, and to provide strategic advice for building an ecosystem conducive to ESG development.

The 2025 Study analysed the "Commitment Actions" list submitted by over 300 enterprises that had renewed their annual subscription with the ESG Pledge Scheme from January to May 2025. And a survey was also conducted among these enterprises through a built-in questionnaire to gauge their aspiration and motivations as well as difficulties faced and the supports needed when developing ESG.

Other ESG Activities

In the past year, the BDC organised or assisted the CMA in hosting a series of ESG-themed training or industry exchange activities such as "ESG Connect" networking series and "ESG Sustainable Business Expert Lectures", in an attempt to enhance local knowledge reserves, cultivate practical talents for the industry, and strengthen the dissemination of ESG concepts and practices to the public.



畢馬威中國代表梁因榮、何家輝及張柏寧在「ESG永續經營」專家講座上分享香港企業如何利用綠色供應鏈把握「出海」新機遇。

At a "ESG Sustainable Business Expert Lecture", Representatives from KPMG China Mr Kenneth Leung, Mr Stanley Ho and Mr Patrick Cheung illustrated how Hong Kong companies could leverage green supply chains to seize new opportunities for "Going Global".

會務活動 Council Activities

2024會員大會

品牌局於2024年9月27日假廠商會會議廳舉行周年大會，由品牌局主席陳家偉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約30人。

陳家偉主席回顧了品牌局在過去一年的主要工作，包括倡導「新質品牌力」、弘揚典範、推廣香港品牌集體形象、構建本地ESG標準等。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。

2024 General Meeting

The BDC held its 2024 Annual General Meeting (AGM) at CMA Conference Hall on 27 September 2024. Mr Calvin Chan, the BDC Chairman, was the Chairman of AGM. In his speech, he reviewed the major work of the BDC in the past year, including the advocacy of “New-Quality Brand Power”, promotion of best branding practices, uplifting of collective image of Hong Kong brands, and establishment of local ESG standards.

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. About 30 General Committee members and registered representatives of member companies attended the meeting.



會員公司代表於2024年度會員大會上合照。

Representatives of BDC Members posed for a group photo at the 2024 Annual General Meeting.

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 and 顧問；第八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」、「推廣與宣傳委員會」、「策略發展委員會」、「財務委員會」等工作委員會。

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 Advocacy Committee”, “Strategic Development Committee” and “Finance Committee” have been set up as operational arms to carry out the Council’s various initiatives.

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家偉。理事會於2024年9月27日及2025年4月29日舉行會議，分別就品牌局二十周年系列慶祝活動方案、以及《香港名牌巡禮》電子化出版等進行討論。



品牌局召開第八屆理事會第三次會議。
The BDC convened the third meeting of the 8th General Committee.

常務理事會及財務委員會

品牌局設立由主席、副主席組成的常務理事會。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家偉。

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孫榮良兼任主席。

常務理事會和財務委員會在2025年4月29日舉行了聯席會議，就品牌局2025年度財政收支預算進行討論。

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 Mr Calvin Chan, the General Committee held meetings on 27 September 2024 and 29 April 2025, in which the plan for serial activities in celebration of the BDC 20th Anniversary and digitalisation of the publication of The Parade of Hong Kong Top Brands were discussed respectively.

Executive Committee & Finance Committee

The BDC has an Executive Committee consisting of the Chairman and Vice Chairmen. The Executive Committee is empowered by the General Committee to conduct, manage and supervise the affairs of the Council. The BDC Chairman Mr Calvin 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 Mr Warren Sun.

The Executive General Committee and Finance Committee held a joint meeting on 29 April 2025, to approve the 2025 financial budget of the Council.

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。

香港名牌評審委員會現任主席由品牌局主席陳家偉及副主席馬介欽擔任聯席主席。委員會擔任2024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2024年11月20日完成四個「選舉」入圍品牌的遴選工作。

委員會並於2025年4月10日舉行會議，討論2025年「品牌選舉」的日程、進行「2025年香港傑出品牌領袖獎」的預選以及為2025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相關獎項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；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駱百強兼任主席，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2024年10月28日舉行第一次會議，通過「香港品牌名冊」之每兩年審核一次的新措施，並就「ESG約章執行清單」及內建之「企業ESG發展調查表」的優化方案以及「品牌局20周年特別榮譽獎」的頒授機制進行討論。委員會並於2025年3月20日再次舉行會議，修訂「香港ESG獎」的參賽及評選機制。

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.

The Board is currently co-chaired by the BDC Chairman Mr Calvin Chan and Vice Chairman Dr Ma Kai Yum. It acted as the Preliminary Judging Panel of the 2024 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 20 November 2024.

The Committee held a meeting on 10 April 2025 to discuss the schedule and arrangements for 2025 Brand Awards, conduct pre-screening of the prospective candidates and affiliated brands for the 2025 Hong Kong Distinguished Brand Leader Award, and to determine the list of “Recommended Shortlisted Entries” for the “2025 Hong Kong 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. 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 Mr Robert Lok, 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 the first meeting on 28 October 2024 to approve the suggestion of extending the renewal period of “Brand HKiD” registration from one year to two year, to study the revisions to “Commitment Actions” list and built-in “Survey on ESG Initiative of Hong Kong Enterprises”, and to discuss the selection mechanism for “The BDC 20th Anniversary Special Merit Award”. Another meeting was held on 20 March 2025, in which the Committee reviewed the rules and selection mechanism of the “Hong Kong ESG Awards”.

推廣與宣傳委員會

推廣與宣傳委員會的職能是提升業界與公眾的品牌意識，協助香港品牌在本地、內地和國際市場的發展，以及宣傳品牌局的宗旨與活動。

推廣與宣傳委員會由品牌局副主席吳清煥兼任主席。委員會於2024年12月2日舉行會議，研究2024年「品牌選舉」頒獎典禮暨品牌局二十周年誌慶晚宴的具體安排；並於2025年6月4日會議上，就2024年重要活動的宣傳計劃及「香港・新質品牌力」新書首發儀式的執行方案等進行討論。

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2024年8月15日舉行第一次會議，就慶祝品牌局成立二十周年而增設的榮譽獎項及「品牌局20周年誌慶」標誌設計方案等事宜進行討論。

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450多家公司成為品牌局的公司會員。

Promotion and Advocacy Committee

The Promotion and Advocacy Committee is set up to raise the brand awareness among the industries and the general public; to facilitate local brands' development in domestic, Mainland and overseas markets; and to promote the objective and activities of the Council.

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 2 December 2024 to discuss the arrangement for the 2024 Brand Awards Presentation Ceremony-cum-BDC 20th Anniversary Gala Dinner. It convened another meeting on 4 June 2025, which reviewed the promotional programmes of the Council's major activities in 2025 and discussed the arrangement for the "Hong Kong • New Quality Brand Power" e-Book Launch Ceremony.

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.

Currently chaired by BDC Vice Chairman Dr Ellis Wong, the Committee held the first meeting on 15 August 2024 to discuss the introduction of a new honorary award and the design of new logo for the celebrations of BDC 20th Anniversary.

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 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 450 Corporate Members.



會員福利 Member Benefits

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」、「推廣與宣傳委員會」、「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；近年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。

在追求高質量發展的新時代，打造品牌競爭力是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 Advocacy 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 new era in pursuit of high-quality development, 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.

The background features a large, solid blue circle on the left side. To its right, there are several overlapping circles of varying sizes and shades of blue, some with thin outlines. The overall design is clean and modern, with a focus on geometric shapes and a cool color palette.

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

聯席主席 **Chairmen** :

陳家偉 Mr Calvin K W Chan, MH
馬介欽 Dr Ma Kai Yum Warren, BBS

副主席 **Vice Chairmen** :

駱百強 Mr Robert P K Lok
黃偉鴻 Dr Ellis W H Wong

委員 **Committee Members** :

吳清煥 Mr Ng Ching Wun
孫榮良 Mr Warren Y L Sun
梁兆賢 Mr Leung Siu Yin, Jackson
余立明 Mr Yu Lee Ming, Michael
顏明秀 Ms Candy M S Ngan
余瓊峰 Mr Shea King Fung, Kevin
梁湘東 Mr Thomas Leung
王偉樑 Mr Desmond Wong
張志賢 Mr Chang Chi Yin, Spande
黃浩鈞 Mr Howard Wong

技術顧問委員會 Technical Advisory Committee

主席 **Chairman** :

駱百強 Mr Robert P K Lok

技術顧問 **Technical Advisors** :

謝邱安儀 Mrs Annie Yau Tse, JP
黎卓斌 Mr Lai Cheuk Pun
黃偉雄 Mr Addy Wong Wai Hung, MH, JP
梅傲笙 Mrs Mui Kinoshita
陸定光 Dr Luk Ting Kwong
劉武 Prof Wu Liu
朱俊昌 Mr Jeffrey Chu
周紹榮 Mr Joseph S W Chow
湯達熙 Mr Anthony T H Tong
林俊康 Mr Dominic Lam
丁國滔 Mr KT Ting

財務委員會 Finance Committee

主席 **Chairman** :

孫榮良 Mr Warren Y L Sun

委員 **Committee Members** :

陳家偉 Mr Calvin K W Chan, MH
馬介欽 Dr Ma Kai Yum Warren, BBS
駱百強 Mr Robert P K Lok
黃偉鴻 Dr Ellis W H Wong
吳清煥 Mr Ng Ching Wun
吳潔貞 Ms Ida Ng, CDSM

推廣與宣傳委員會 Promotion and Advocacy Committee

主席 **Chairman** :

吳清煥 Mr Ng Ching Wun

顧問 **Advisors** :

陳家偉 Mr Calvin K W Chan, MH
馬介欽 Dr Ma Kai Yum Warren, BBS
駱百強 Mr Robert P K Lok
黃偉鴻 Dr Ellis W H Wong
孫榮良 Mr Warren Y L Sun
吳秋全 Mr Charles C C Ng

委員 **Committee Members** :

林凱章 Mr Victor K C Lam, MH, JP
蔡承偉 Mr Tsoi Shing Wai
劉智穎 Mr Lau Chi Wing
梁承傑 Mr Vincent S K Leung
楊莉瑤 Ms Juliana L Y Yu
李國明 Mr Wilfred Li
何偉權 Dr Ken W K Ho
高麗芳 Ms Rose L F Ko
吳景瀚 Mr Kevin Ng
鄧立本 Mr Tang Lap Pun, Harry
呂樂偉 Mr Lui Lok Wai
曾維 Dr Tsang Wai
楊振年 Mr Winston Yeung

策略發展委員會 Strategic Development Committee

主席 **Chairman** :

黃偉鴻 Dr Ellis W H Wong

顧問 **Advisors** :

陳家偉 Mr Calvin K W Chan, MH
馬介欽 Dr Ma Kai Yum Warren, BBS
駱百強 Mr Robert P K Lok
吳清煥 Mr Ng Ching Wun
孫榮良 Mr Warren Y L Sun
吳秋全 Mr Charles Ng

委員 **Committee Members** :

李世傑 Mr Eric Lee
顏明潤 Ms Jaclyn Ngan
王象志 Mr Wong Cheung Chi, Thomas
李嘉惠 Mr Johnny K W Li
張呈峰 Mr Cheung Ching Fung
吳懿容 Mrs Ng Yee Yung, Susanna
林蘭詩 Ms Lin Nan Sze, Alida
王淑筠 Ms Diana Wong, MH
黃繼雄 Mr Wong Kai Hung, Kelvin
傅承蔭 Mr Fu Sing Yam, William
柯家洋 Mr Kevin Orr
陳婉華 Ms Eva Chan
謝寶達 Mr Donald Tse
莊裕坤 Mr Jerry Chong

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
 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
 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
 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
 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
雅蘭集團有限公司
Airland Holding 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
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
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
富臨商業服務有限公司
FULUM Business Services 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
歐達傢俱有限公司
Arredamenti 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
家得路天然健康科學有限公司
Catalo Natural Health Science 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
瑋基咖啡有限公司
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
Pak Shing Tong Ginseng Co Ltd
穩健醫療(香港)有限公司
Winner Medical (HK) Ltd
偉澳照明實業有限公司
Rio Industrial Ltd
康業服務有限公司
Hong Yip Service Co Ltd
蛋撻王控股有限公司
King Bakery Holdings Ltd
海皇國際有限公司
Ocean Empire International Ltd
大寧有限公司
Dialink Ltd
英記茶莊有限公司
Ying Kee Tea Co Ltd
南北行參茸葯材有限公司
Nam Pei Hong Sum Yung Drugs Co Ltd
天虹海鮮酒家
Lamma Rainbow Seafood Restaurant Ltd
安記海味有限公司
On Kee Dry Seafood Co Ltd
信和物業管理有限公司
Sino Estates Management Ltd
萬希泉鐘錶有限公司
Memorigin Watch Co Ltd
楊氏水產有限公司
Yeungs Marine Products Ltd
大有倉集團有限公司
Tai Yau Storage Group Ltd

恆香老餅家有限公司
 Hang Heung Cake Shop Co Ltd
 太子珠寶鐘錶公司
 Prince Jewellery and Watch Co
 專業國際旅運有限公司
 Travel Expert Ltd
 寵之天國寵物善終服務有限公司
 H.K. Pet's Hospice Care Service Ltd
 致富集團有限公司
 Chief Group Ltd
 榮利集團(國際)有限公司
 Wing Li Group (International) Ltd
 美味棧國際有限公司
 Yummy House International Ltd
 銀龍飲食集團有限公司
 Ngan Lung Catering (Holdings) Ltd
 煌府集團有限公司
 Palace Group Management Ltd
 梳化倉有限公司
 Sofamark Ltd
 合和土木發展有限公司
 Hop Wo Development Ltd
 昇鋒國際有限公司
 Pro Logic International Ltd
 康盟有限公司
 Concord Alliance Ltd
 泉昌有限公司
 Chuan Chiong Co Ltd
 原味家作有限公司
 Original Taste Workshop Ltd
 福滿臨珠寶集團有限公司
 Fook Moon Lam Jewellery Holdings Co Ltd
 復興貿易發展有限公司
 Fok Hing Trading Development Co Ltd
 穎明實業有限公司
 Makebest Industries Ltd
 貴族國際貿易有限公司
 Yaki Champion Boutique Ltd
 阿一鮑魚公主(香港)有限公司
 Ah Yat Abalone Princess (HK) Ltd
 卡撒天嬌國際有限公司
 Casablanca International Ltd
 一心旅遊有限公司
 Instant Travel Service Ltd
 華發行(香港)貿易發展有限公司
 Wah Fat Hong (HK) Trading Development Co Ltd
 佳力酒店管理有限公司
 Galaxy Hotel Management Co Ltd
 生歷奇教育統籌有限公司
 Synergy Education Provider Co Ltd
 錢氏玩具中心有限公司
 M & C Toy Centre Ltd
 尚芳保健有限公司
 Shang Healthcare Ltd
 雅麗斯中國有限公司
 Alice Chan China Ltd
 天比廣告有限公司
 Greenbase Ad Ltd
 摩米士科技(香港)有限公司
 Momax Technology (HK) Ltd

奧美斯傢具有限公司
 Offmax Ltd
 星華發展有限公司
 Sing Wah Development Ltd
 裕昇實業有限公司
 Yusan Industries Ltd
 捷旅集團有限公司
 Jetour Holding Ltd
 遵理學校有限公司
 Beacon College Ltd
 翠華控股有限公司
 Tsui Wah Holdings Ltd
 現代美容控股有限公司
 Modern Beauty Salon Holdings Ltd
 沙嗲王有限公司
 Satay King Co Ltd
 奇華餅家有限公司
 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
 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	林和成貿易有限公司
Ulferts of Sweden (Far East) Ltd	Ettason (HK) Ltd
森科產品有限公司	美斯凱實業有限公司
Semk Products Ltd	Maxcare Industrial Ltd
偉安發展有限公司	敏寶有限公司
Right Horn Development Ltd	Main Plan Ltd
立基環球有限公司	捷成有限公司
Tanco Pacific Co Ltd	Jetstar Co Ltd
香江國際有限公司	好利來有限公司
HKI Co Ltd	Hollyland Co Ltd
李琳明金屬製品廠有限公司	建豐胃仙—U有限公司
Lee Lim Ming Metal Works Ltd	Kin Fung Weisen-U Co Ltd
佳寧娜食品(香港)有限公司	萬智商標印刷有限公司
Carrianna Food (HK) Ltd	Marche Label & Printing Ltd
恒益物業管理有限公司	香港陳老二藥廠有限公司
Hang Yick Properties Management Ltd	Hong Kong Chan Lo Yi Medicine Co Ltd
全港藝術發展有限公司	惠康環境服務有限公司
Hong Kong Art Development Co Ltd	Waihong Environmental Services Ltd
保諾時網上印刷有限公司	亞洲國際博覽館管理有限公司
Promise Network Printing Ltd	AsiaWorld-Expo Management Ltd
太興集團控股有限公司	耀才證券金融集團有限公司
Tai Hing Group Holdings Ltd	Bright Smart Securities & Commodities Group Ltd
萬麗行有限公司	並豐生物科技有限公司
Manley Co Ltd	Twin Wealth Biotech Ltd
正意工作室有限公司	夏德建國術會有限公司
QConcept Ltd	Ha Tak Kin Martial Art Society Ltd
沁濤美念亞洲有限公司	啟泰藥業(集團)有限公司
Samko Concept Asia Co Ltd	Kai Tai Chinese Medicine (Holdings) Co Ltd
合豐投資控股有限公司	香港榮源茶行有限公司
Hopeful Investment Holdings Ltd	Wing Yuen Tea (HK) Co Ltd
活色生香國際有限公司	飛馬仕科技有限公司
Wonderlife Universal Ltd	Freemax Technology Co Ltd
得利龍百貨有限公司	叱吒(香港)有限公司
Delicron (HK) Ltd	All Power (HK) Ltd
李眾勝堂(集團)有限公司	信德中旅船務管理有限公司
Li Chung Shing Tong (Holdings) Ltd	Shun Tak-China Travel Ship Management Ltd
寬泰貿易有限公司	澤群顧問有限公司
Foon Tai Trading Co Ltd	B2A Consulting Ltd
英識教育(亞洲)有限公司	得利鐘錶製品廠有限公司
Britannia Study Link (Asia) Ltd	Dailywin Watch Products Mfg Ltd
康加實業有限公司	冠珍興記醬園有限公司
Konstar Industries Ltd	Koon Chun Hing Kee Soy & Sauce Factory Ltd
智盛財經媒體有限公司	栢凌有限公司
GenNex Financial Media Ltd	Partlink Ltd
會所1號有限公司	藝采國際企業公司
ClubONE Ltd	Arte Moda International Enterprises
穎業國際有限公司	未來照明有限公司
Wing Yip International Ltd	Future Lighting Collection Ltd
冠華食品菓子廠有限公司	明茶房有限公司
Koon Wah Food & Preserved Fruit Factory Ltd	MingCha Ltd
聖諾盟健康家居用品有限公司	昇華在線有限公司
Sinomax Health & Household Products Ltd	You Find Ltd
金寶麗寢室用品有限公司	酷有限公司
Goldfully Bedroom Article Ltd	Kool Ltd
高榮實業有限公司	百匯珠寶(香港)有限公司
Global Glory Industrial Ltd	Pak Wui Jewellery (HK) Ltd
數學思維教育有限公司	億達再生資源有限公司
MathConcept Education Ltd	E. Tech Management (HK) Ltd
Ensec Solutions Hong Kong Ltd	王子食品廠有限公司
Ensec Solutions Hong Kong Ltd	Prince Foods Manufactory Ltd

史偉莎集團有限公司
 LBS Corporation Ltd
 大埔振興有限公司
 Tai Po Chun Hing Ltd
 醫思健康
 EC Healthcare
 嘉禾(香港)國際貿易公司
 Ka Woo (H.K) International Trading Co
 健康創建(香港)有限公司
 Health Basis (HK) Ltd
 銀鑛灣渡假酒店有限公司
 Silvermine Beach Resort Ltd
 曲奇四重奏有限公司
 Cookies Quartet Ltd
 太和洞藥廠有限公司
 Tai Wo Tung Medicine Co Ltd
 四海環球食品有限公司
 Four Seas Global Food Co Ltd
 Labkable Asia Ltd
 Labkable Asia Ltd
 達發織造有限公司
 Fung Fat Knitting Mfy Ltd
 寶樹林國際有限公司
 Treasure Forest Co Ltd
 奧美(集團)有限公司
 Dogaroo Group Ltd
 樂濤國際企業有限公司
 Winning International Enterprises Co Ltd
 綠盈環保有限公司
 Green Intellect Co Ltd
 香港馬世良堂製藥有限公司
 H.K. Ma Sai Leung Tong Medicine Manufacturing Ltd
 金怡旅行社有限公司
 Goldjoy Travel Ltd
 張榮記粉麵廠有限公司
 Cheung Wing Kee Noodles Factory Co Ltd
 比比美容化妝有限公司
 BB Beauty & Cosmetic Ltd
 太平洋娛樂有限公司
 Bar Pacific Entertainment Ltd
 Oveco Industries Ltd
 Oveco Industries Ltd
 珠江船務企業(集團)有限公司
 Chu Kong Shipping Enterprises (Holdings) Co Ltd
 研創美國際機構(遠東)有限公司
 Aorta International Association (Far East) Ltd
 挑戰者汽車服務有限公司
 Challenger Auto Services Ltd
 德國寶電商貿易有限公司
 German Pool O2O Ltd
 悅和醬園有限公司
 Yuet Wo Sauce and Preserved Fruits Ltd
 安世思奧國際有限公司
 NCCO International Ltd
 超羣麵包西餅有限公司
 Maria's Bakery Co Ltd
 西龍傳香有限公司
 QQ Rice (HK) Ltd
 澳美製藥廠有限公司
 Bright Future Pharmaceutical Laboratories Ltd

翠明假期有限公司
 Charming Holidays Ltd
 福泰珠寶集團有限公司
 Fook Tai Jewellery Group Ltd
 創生興業有限公司
 New Cynosure Company Ltd
 尚方有限公司
 Saintford Ltd
 建華(街市)管理有限公司
 Uni-China (Market) Management Ltd
 珍卡兒藥妝有限公司
 Laboratory Janeclare Ltd
 香港中華煤氣有限公司
 The Hong Kong & China Gas Co Ltd
 景鴻移民顧問有限公司
 EK Immigration Consulting Ltd
 寶湖飲食集團有限公司
 Treasure Lake Catering Holdings Ltd
 東方紅藥業有限公司
 Tung Fong Hung Medicine Co Ltd
 晉達電能(香港)有限公司
 LFP Power (HK) Ltd
 天然養生有限公司
 Tian Ran HealthCare Ltd
 柯尼卡美能達商業系統(香港)有限公司
 Konica Minolta Business Solutions (HK) Ltd
 永星化工有限公司
 Winstar Chemicals Co Ltd
 漢思傑(亞洲)有限公司
 Handscript Asia Ltd
 小小科學家教育集團有限公司
 Little Scientists Education Group Ltd
 學升火車集團有限公司
 PrePnK1 Express Group Ltd
 尚智設施服務有限公司
 Wisdom Facility Management Co Ltd
 溢豐工程有限公司
 Deco Classic Ltd
 皇鑽世家珠寶金行有限公司
 Imperial Diamond Jewellery Gold Co Ltd
 姓暉美容初心有限公司
 Sunlight Beauty Group (Maiden) Ltd
 香港(國際)眼科醫療集團有限公司
 Hong Kong (International) Eye Care Group Ltd
 同心飲食有限公司
 Jointed-Heart Ltd
 香港潔淨水有限公司
 Hong Kong Water Solution Ltd
 時諾有限公司
 Time Promise Ltd
 林淦生醫藥研究院有限公司
 Lam Kam Sang Medical Research Institute Ltd
 東方表行有限公司
 Oriental Watch Co Ltd
 雅悅實業有限公司
 Asia Health Products Ltd
 溢興貿易(香港)有限公司
 Yat Hing Trading (HK) Ltd
 時興貿易發展有限公司
 Sze Hing Trade Development Ltd

新亞生命科技有限公司
Pangenia Lifesciences Ltd
滙隆棚業有限公司
Wui Loong Scaffolding Works Co Ltd
百家企業國際集團有限公司
100 Enterprises International Group Co Ltd
香港同康藥業有限公司
Hong Kong Tung Hong Medicine Co Ltd
鼎豐信貸有限公司
Tiptop Credit Ltd
氣淨達國際有限公司
Airdefender International Co Ltd
香港母嬰教育服務中心有限公司
Momcare Education Ltd
莎娜美(國際)有限公司
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
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
泰嘉企業公司
Tiger Enterprise Corporation
金朗科研有限公司
Golden Fine Research Ltd
Alan Lo Design & Art Direction
Alan Lo Design & Art Direction
樂道藝創有限公司
Logos Art Co Ltd
香港駕駛學院有限公司
The Hong Kong School of Motoring Ltd
維健生香港有限公司
Vital Care Hong Kong 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
諗仁生物技術投資有限公司
T & Y Biologics Investment Ltd
世利行貿易有限公司
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
Arts Optical Co Ltd
詩樂氏有限公司
Swashes Ltd
君譽醫療集團
Icon Medical Group
嘉禾國際控股有限公司
Ka Woo International Holdings Ltd
江炳滔律師事務所
Benny Kong & Tsai
九龍巴士(一九三三)有限公司
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 (Hong Kong) Ltd
 Tai Luen Coffee Co Ltd
 Tai Luen Coffee Co Ltd
 卓遠企業服務有限公司
 Accolade Corporate Services Ltd
 中西花店有限公司
 Anglo Chinese Florist Ltd
 碧瑤綠色集團
 Baguio Green Group Ltd
 e-banner Ltd
 e-banner Ltd
 太平洋行國際有限公司
 Gilman Group Ltd
 GoGo Tech Ltd
 GoGo Tech Ltd
 威曜綠色能源科技有限公司
 Well Green Energy Technology Co Ltd
 Archon Wellness Ltd
 Archon Wellness Ltd
 開心寶國際有限公司
 Happypaws International Ltd
 芳庭逸事集團有限公司
 Jardin Des Fontaines Group Ltd
 磁叉天然美療有限公司
 Magnetic Massager Therapy Ltd
 成興塑膠製品有限公司
 Shing Hing Plastic Manufacturing Ltd
 空控物聯網有限公司
 AirTech IoT Ltd
 小白兔農莊有限公司
 Bunny Wonderland Ltd
 康泓數碼圖像(香港)有限公司
 Kanghong Digital Image (HK) Ltd
 聯邦物流(香港)有限公司
 U-Freight Logistics (Hong Kong) Ltd
 Beans Food And Services Co Ltd
 Beans Food And Services Co Ltd
 安珀文元品牌管理有限公司
 Ambree WY Brand Management Co Ltd
 鮑智海建築師樓有限公司
 Tony Pau Architects Ltd
 尊家管業有限公司
 H-Privilege Ltd
 傲月有限公司
 Moon Sport Ltd
 旭暉衛浴(香港)有限公司
 Sunrise Shower Equipment (HK) Ltd
 台灣臻品禮坊(香港)有限公司
 Taiwan Chun Bun Rivon (HK) Ltd
 頤和園護老中心(九龍)
 Yi Wo Yuen Aged Sanatorium Centre (Kowloon)
 全球藥業有限公司
 The International Medical Co Ltd
 澳洲歌婷國際有限公司
 Cottex Australia International Ltd
 香港小熊集團有限公司
 Hong Kong Little Bear Group Ltd

好棧食品有限公司
 Good Point Food Co Ltd
 長明國際(香港)集團有限公司
 Charming International (HK) Group Ltd
 瑪貝爾鑽飾有限公司
 Ma Belle Jewellery Co Ltd
 鑫榮貿易有限公司
 Sin Rong Trading Ltd
 進協有限公司
 Progress Union Ltd
 保泰人壽保險有限公司
 Bowtie Life Insurance Co Ltd
 今日華人出版社有限公司
 Chinese Today Press Ltd
 智遊天地(九龍灣)有限公司
 E Cube Club (Kowloon Bay) Ltd
 金城營造有限公司
 Kum Shing (K F) Construction Co Ltd
 百佳超級市場(香港)有限公司
 PARKNSHOP (HK) Ltd
 西園農莊管理有限公司
 Sai Yuen Farm Management Co Ltd
 詩連達集團有限公司
 Slender Group Co Ltd
 金盞有限公司
 Marigold Beauty Ltd
 凱富國際貿易(香港)有限公司
 High Life International Ltd
 捷和實業有限公司
 Chiaphua Industries Ltd
 捷成馬電子有限公司
 MF Jebson Electronics Ltd
 信興實業國際有限公司
 Shun Hing Industrial International Ltd
 尚華(香港)有限公司
 CGA (H.K.) Ltd
 The Big Five (HK) Ltd
 The Big Five (HK) Ltd
 Patisserie Sayvour Ltd
 Patisserie Sayvour Ltd
 天星銀行有限公司
 Airstar Bank Ltd
 樾樾支付科技有限公司
 BBMSL Ltd
 盆景星球香港有限公司
 Bonsai Planet Hong Kong Ltd
 BOXS Ltd
 BOXS Ltd
 友貨運控股有限公司
 FreightAmigo Services Ltd
 思健醫務所有限公司
 Healthymind Centre Ltd
 MUXIC Ltd
 MUXIC Ltd
 美奧文化出版有限公司
 Made of Paper Ltd
 天大藥業有限公司
 Tianda Pharmaceuticals Ltd
 奧米科技有限公司
 Omni Technology Ltd

金茶王加盟店有限公司
Kamcha Franchising Concept Ltd
和興隆潮州花生糖有限公司
Wo Hing Long Food Co Ltd
香江會滙天下茶業有限公司
HKI Tea Development Ltd
嘉盈珠寶有限公司
Charming Jewellery Ltd
四君子藝術中心有限公司
Four Nobles Arts Center Ltd
華興行集團有限公司
Wah Hing Hong Group Ltd
快辦易有限公司
You Can Ltd
寶通第一國際有限公司
The First International (Asia) Ltd
Milo's Knitwear (Hong Kong) Ltd
Milo's Knitwear (Hong Kong) Ltd
永興醫藥化學有限公司
Wing Hing Chemical Co Ltd
天元義王材料和科技有限公司
Tianyuan Empire Materials & Technology Ltd
香港相機有限公司
Hong Kong Camera Ltd
嘉頓有限公司
The Garden Co Ltd
錦源企業(香港)有限公司
Come In Enterprises Co Ltd
新生飾品有限公司
Sun Sang Accessories Co Ltd
新時床具製造廠有限公司
Sun Sea Mattresses Manufacturing Co Ltd
永星製品廠有限公司
Win Seng Manufacturing Factory Ltd
誠高國際有限公司
Sincere Top International Ltd
壹照明集團控股有限公司
E Lighting Group Holdings Ltd
環保服務方案有限公司
Environmental Services Solutions Ltd
緯絡活動策劃顧問有限公司
Gridword Communications Ltd
日經日本語學校有限公司
Nikkei Japanese Language School Ltd
ABC Pathways Education Foundation Ltd
ABC Pathways Education Foundation Ltd
双盈環球有限公司
Arroser Ltd
Aqua Monster Sports Company Ltd
Aqua Monster Sports Co Ltd
華諾狄家居(香港)有限公司
Hareody Home (Hong Kong) Ltd
曉茶茶葉香港有限公司
Hiu Cha Plus Tea Hong Kong Ltd
創冷科技有限公司
i2Cool Ltd
億達動力科技有限公司
E.Tech Dynamic Technology Co Ltd
殷樂醫療健康集團有限公司
Bay Area Medical & Healthcare Corporation Ltd

懿正綜合醫療中心有限公司
Health Miracle Integrated Medical Centre Co Ltd
蜂圖科技有限公司
Maphive Technology Ltd
華贏東方(亞洲)控股有限公司
Solomon JFZ (Asia) Holdings Ltd
唐順興家禽(香港)有限公司
Tong Shun Hing Poultry (HK) Co. Ltd
正品藥業有限公司
Herb Standard Co Ltd
濤韻國際有限公司
Ho Wan AG International Ltd
香港中貨有限公司
Hong Kong Intrade Company Ltd
興華(香港)集團有限公司
Hing Wah (HK) Group Ltd
富運酒業有限公司
Fortunate Wines Limited
星光視覺媒體有限公司
Starlite Visual Communication Ltd
寰宇美食有限公司
International Gourmet Foods Ltd
皇冠爐具(集團)有限公司
Crown Gas Stores (Holidays) Company Ltd



香港品牌發展局

Hong Kong Brand Development Council

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