

香港名牌選舉暨香港服務名牌選舉
HONG KONG TOP BRAND AWARDS &
HONG KONG TOP SERVICE BRAND AWARDS



香港新星品牌選舉暨香港新星服務品牌選舉
HONG KONG EMERGING BRAND AWARDS &
HONG KONG EMERGING SERVICE BRAND AWARDS

頒獎典禮暨慶祝晚宴

Awards Presentation Ceremony-cum-Gala Dinner



主辦機構
Organisers



香港品牌發展局
Hong Kong Brand
Development Council



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

活動贊助及義務核數師
Event Sponsor &
Official Honorary Auditor

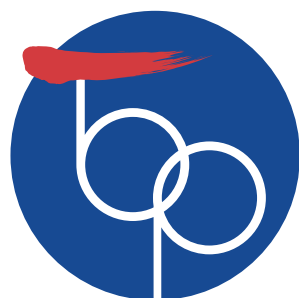


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選舉宗旨 Awards' Objectives



「香港名牌選舉」和「香港服務名牌選舉」旨在表彰香港公司創立的傑出品牌，激勵港商精益求精，並提升香港產品和服務的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。

Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards aim to give recognition to outstanding brands established by Hong Kong companies, to encourage local enterprises in pursuit of excellence, to promote Hong Kong products and services; and to enhance the profile of Hong Kong industries both locally and internationally.



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

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

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主席獻辭

Message from the Chairman



香港品牌發展局主席
黃家和 BBS, 太平紳士
Mr Simon Wong, BBS, JP
Chairman, the Hong Kong Brand Development Council

在這個新年伊始、萬象更新的時刻，我們懷著興奮又自豪的心情，迎接新一屆「品牌選舉」得獎者的閃亮登場。今天的頒獎典禮不但是對成功者的祝賀和致敬，更是對香港品牌驕人成就的一次集體回顧和盛大檢閱。

對主辦機構香港品牌發展局（品牌局）和香港中華廠商聯合會（廠商會）來說，今屆選舉還有著特別的意義；因為其中歷史最悠久的「香港名牌」獎項，本屆剛好踏入了二十周年。回想在1999年，當時正值亞洲金融風暴肆虐，香港經濟面對著外圍市場羸弱、內部結構調整的雙重考驗；廠商會看到了香港業界亟需朝高增值方向轉型的迫切性，決定舉辦「香港十大名牌選舉」，透過樹立典範和提升社會的品牌意識，鼓勵和協助本地企業「立品創名」，從OEM的營運模式邁向OBM，提升在全球價值鏈中的位置和長遠的競爭力。

當時「臨危受命」的「香港名牌選舉」，在隨後的二十年裏走過了不平凡的崢嶸歲月，亦參與和促成了香港品牌發展的一段光輝歷程。正是在這二十年，香港的優質產品和服務在國際舞台上昂然崛起，香港華麗轉身為星光熠熠的「品牌港」。更難能可貴的是，各行各業、「不論出處」的香港企業，紛紛以巨大的熱忱與承擔，投身到品牌創建的行列；越來越多的中小企業乃至初創公司，正以「品牌創業者」的勇氣和魄力打開業務的天地，譜寫了一個又一個鼓舞人心的香港品牌故事。

也就在這二十年間，「品牌選舉」迅速開枝散葉，在「香港名牌」的基礎上，衍生出多元化的獎項；從評審產品品牌擴展到遴選服務領域的佼佼者，從表彰行業楷模延伸到獎掖明日之星；得獎品牌的數目亦從最初的「十大」累積至目前的400多個。「品牌選舉」如同是香港品牌發展的一個方向標，見證了「建品牌，創名牌」的風氣在本港紮根、發芽、成長，蔚然而成大觀；為世人呈現了香港經濟的一道亮麗風景線，展示了一個令人引以為傲的「香港亮點」。

As the new year ushers in new prospects, we are proud and delighted to welcome the new cohort of Brand Awards (the Award) winners. Today's ceremony is not only a celebration and a salute to the successful ones, but also serves as a collective review and a grand parade of the spectacular achievement of Hong Kong brands.

For the Organisers i.e. the Hong Kong Brand Development Council (the BDC) and the Chinese Manufacturers' Association of Hong Kong (the CMA), this year's Award also carries a special meaning — its longest-running award category "Hong Kong Top Brand" celebrates the 20th anniversary. When the Asian financial crisis hit in 1999, the Hong Kong economy was faced with the dual challenges of a weak market externally and structural adjustments internally. The CMA anticipated a need for our business to gear towards high value-added activities and it subsequently launched the "Hong Kong Top Ten Brandnames Awards". Through setting exemplary standard and raising public awareness of brand-building, the Award aimed to encourage and assist local enterprises to "go branding" especially by transforming their operating model from OEM to OBM, so as to move up the value chain and to enhance competitiveness and sustainability.

The mission-driven "Hong Kong Top Brand Awards" had in the following 20 years witnessed the most phenomenal development of Hong Kong brands and played a pivotal role in this cause. It was during those 20 years that Hong Kong's quality products and services claimed their rightful place on the global stage, turning Hong Kong into a star-studded brand hub. More importantly, local enterprises took the initiative to pledge commitment and inject great enthusiasm into brand-building. Meanwhile, a growing number of SMEs and even start-ups acted as "brand entrepreneurs" to establish their positions in the business world, adding new chapters to the fascinating Hong Kong brand stories.

Over the course of the last 20 years, the Award was quick to diversify with an array of awards added to the "Hong Kong Top Brand". Its role has grown from assessing product brands and identifying industry role models to also recognising top players in the service sectors and nurturing up-and-coming stars. As a result, the total number of award recipients has risen from initially the "Top 10" to more than 400 nowadays. The Award proves itself a touchstone for the development of Hong Kong brands; and it has seen the brand culture take root in Hong Kong.

回顧「品牌選舉」的發展與變遷，除了撫今追昔，讓我們追尋開拓者的足跡、體悟守成之不易和延續使命的重擔之外；更重要的是提醒我們不忘初心，要堅守選舉的宗旨，將「立足香港、弘揚原創、追求卓越、誠信關愛」的香港品牌精神發揚光大。

當前我們正面對一個極具挑戰性的市場環境，尤其是中美貿易摩擦改變了全球的供應鏈格局。香港工商界一向靈活機變，能夠在逆境中奮發圖強，更善於以遠見和洞察力捕捉發展的機遇。在這個充滿不確定性的變革時期，許多香港企業愈發重視品牌發展，以更大的決心和實際的投入，加緊打造「品牌競爭力」。正因如此，2018年的「品牌選舉」一如既往地取得美滿的成績，參賽品牌數目更創下歷史新高！

經過嚴格的甄選和激烈的競爭，又有43個傑出品牌晉身為新一屆的「摘星者」。得獎者當中，既有勇於打破傳統、用現代管理刷新「金漆招牌」的老字號，也有憑著科技和創意搶攻新經濟的「品牌新世代」，更有敢闖敢拼、在粵港澳大灣區和「一帶一路」力拔頭籌的行業先鋒。他們代表著香港品牌發展的最高水準，是香港品牌精神的最佳典範；他們的奮鬥故事傳達了「品牌『智』勝」的信息，為許多正迎難而上的企業帶來了激勵和啟示。

在這裏，我要恭賀2018年「品牌選舉」的得獎者，並向他們致敬！我亦要代表主辦機構，再次感謝頒獎典禮的主禮嘉賓陳茂波司長；並向鼎力支持2018年選舉的政府部門以及社會各方表示衷心銘謝，包括出任今屆選舉各評審團主席的利敏貞常任秘書長、陳百里副局長、甄美薇署長以及各位評審委員，「活動贊助」及義務核數師畢馬威會計師事務所、獎座贊助商「六福珠寶」，協助宣傳的各傳媒機構，以及用各種形式參與、支持今日活動的機構和個人！

最後，讓我們一起，再次向2018年「品牌選舉」的得獎者致以熱烈祝賀！

A revisit to the Award's evolution provides lessons and allows us to trace the footsteps of pioneers and draw inspirations from the past, while better understanding the grave responsibility placed on our shoulders. More importantly, it also reminds us to keep the Award's purpose alive and to carry forward the Hong Kong brand spirit, which is "having a foothold in Hong Kong, upholding originality, pursuing excellence, preserving integrity and promoting a caring culture".

Today, we are navigating an even more challenging market environment; in particular, the trade friction between China and the US has inevitably changed the landscape of the global supply chain. The business community in Hong Kong has always been known for its agility and dexterity against the odds; we are good at overcoming adversities and adept in seizing new development opportunities based on sagacity and far-sightedness. At a time of changes and uncertainties, more and more Hong Kong enterprises are turning their sights towards brand development, showing greater determination and putting in greater efforts to reinforce "brand competitiveness". For this very reason, the 2018 Award has achieved encouraging results, with the number of entry brands reaching historic high!

Through stringent selection and keen competition, 43 brands have stood out as the new batch of laureates this year. Among them are household names, which dare to challenge the status quo and embrace state-of-the-art management techniques, alongside next generation brands that have leveraged on cutting-edge technology and innovation to tap the new economy; and there are trailblazers that have taken the lead to explore the opportunities of Guangdong-Hong Kong-Macao Greater Bay Area Development and Belt & Road Initiative. These shining paragons of Hong Kong brand spirit stand to represent the highest standards of the City's brand development. Their success stories convey the very essence of "branding to win", providing stimulus and inspiration for companies that are striding forward amid adversity.

I congratulate and applaud winners of the 2018 Brand Awards. On behalf of the Organisers, I'd like to thank the Financial Secretary, the Honourable Paul Chan, officiating guest of the Awards Presentation Ceremony. I also wish to extend my gratitude to the government departments and the various parties which have offered tremendous support to the Award. They include the Judging Panels respectively led by Permanent Secretary for Commerce and Economic Development Miss Eliza Lee, Under Secretary for Commerce and Economic Development Dr Bernard Chan, and Director-General of Trade and Industry Ms Salina Yan; the Event Sponsor-cum-Official Honorary Auditor KPMG and the Trophy Sponsor Lukfook Jewellery; media that have assisted in promoting the Award; and other organisations and individuals who have participated in and supported today's event.

Lastly, let us offer our heartfelt congratulations again to the winners!

黃家和

黃家和 BBS, 太平紳士
Mr Simon Wong, BBS, JP
主席
Chairman

嘉賓題辭 Congratulatory Apothegms



香港特別行政區財政司司長陳茂波 GBM, GBS, MH, 太平紳士
The Hon Paul Chan Mo-po, GBM, GBS, MH, JP,
Financial Secretary, Hong Kong Special Administrative
Region

同臻卓越
廣拓商機

財政司司長陳茂波



二零一八年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

嘉賓題辭 Congratulatory Apothegms



商務及經濟發展局局長邱騰華 GBS, 太平紳士
The Hon Edward Yau Tang-wah, GBS, JP
Secretary for Commerce and Economic Development

績望並彰

商務及經濟發展局局長邱騰華



二零一八年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

嘉賓題辭 Congratulatory Apothegms



商務及經濟發展局常任秘書長 (工商及旅遊) 利敏貞太平紳士
Miss Eliza Lee Man-ching, JP
Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

質優信著
業茂商興

二零一八年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

商務及經濟發展局
常任秘書長 (工商及旅遊) 利敏貞

嘉賓題辭 Congratulatory Apothegms



工業貿易署署長甄美薇太平紳士
Ms Salina Yan, JP
Director-General of Trade and Industry

匡導工商
譽馳遐邇

二零一八年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

工業貿易署署長甄美薇



嘉賓題辭 Congratulatory Apothegms



香港中華廠商聯合會會長吳宏斌博士, BBS, MH
Dr Dennis Ng, BBS, MH
President, the Chinese Manufacturers' Association of Hong Kong

創優求新
業界典範

香港中華廠商聯合會會長 吳宏斌博士 敬賀

二零一八年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉誌慶

二零一八年品牌選舉評審委員 Final Judging Panels of 2018 Brand Awards

「香港名牌選舉」決賽評審團成員：

- 香港特區政府工業貿易署署長甄美薇太平紳士（主席評判）
- 香港中華廠商聯合會會長吳宏斌博士, BBS, MH
- 香港生產力促進局主席林宣武 GBS, SBS, 太平紳士
- 香港工業總會主席郭振華 SBS, BBS, MH, 太平紳士
- 香港品牌發展局副主席吳清煥先生
- 香港設計師協會會長葉小卡先生
- 香港貿易發展局助理總裁梁國浩先生

「香港服務名牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局副局長陳百里博士, 太平紳士（主席評判）
- 香港品牌發展局主席黃家和 BBS, 太平紳士
- 香港理工大學暫任校長陳正豪教授, BBS
- 香港旅遊發展局主席林建岳博士, GBS
- 香港中華總商會副會長劉鐵成太平紳士
- 香港零售管理協會董事會成員鄭偉雄先生
- 香港總商會總裁袁莎妮小姐

「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：

- 香港特區政府商務及經濟發展局常任秘書長（工商及旅遊）利敏貞太平紳士（主席評判）
- 香港品牌發展局副主席陳國民博士
- 香港城市大學副校長（發展及對外關係）、資訊系統與電子商務講座教授李國安教授
- 香港中小型企業總商會會長巢國明先生
- 香港品質保證局副主席何志誠工程師
- 香港設計中心行政總裁利德裕博士

Final Judging Panel of Hong Kong Top Brand Awards:

- Ms Salina Yan, JP, Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Dennis Ng, BBS, MH, President of the Chinese Manufacturers' Association of Hong Kong
- Mr Willy Lin Sun Mo, GBS, SBS, JP, Chairman of the Hong Kong Productivity Council
- Mr Jimmy Kwok, SBS, BBS, MH, JP, Chairman of the Federation of Hong Kong Industries
- Mr Ng Ching Wun, Vice Chairman of the Hong Kong Brand Development Council
- Mr Karr Yip, Chairman of Hong Kong Designers Association
- Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council

Final Judging Panel of Hong Kong Top Service Brand Awards:

- Dr Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Simon Wong, BBS, JP, Chairman of the Hong Kong Brand Development Council
- Prof Philip Chan, BBS, Interim President of the Hong Kong Polytechnic University
- Dr Peter Lam, GBS, Chairman of Hong Kong Tourism Board
- Mr Brandon Liu, JP, Vice Chairman of the Chinese General Chamber of Commerce
- Mr Thomson Cheng, Member of Board of Directors of Hong Kong Retail Management Association
- Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce

Final Judging Panel of Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards:

- Miss Eliza Lee Man-ching, JP, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Edward Chan, Vice Chairman of the Hong Kong Brand Development Council
- Prof Matthew K O Lee, Vice-President (Development and External Relations), Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong
- Mr Joe Chau Kwok-ming, President of the Hong Kong General Chamber of Small and Medium Business
- Ir C S Ho, Deputy Chairman of the Hong Kong Quality Assurance Agency
- Dr Edmund Lee, Executive Director of Hong Kong Design Centre

二零一八年品牌選舉得獎品牌名單

List of 2018 Brand Awards Winners

香港名牌選舉 Hong Kong Top Brand Awards



香港名牌十年成就獎

Hong Kong Top Brand Ten Year Achievement Award



茲曼尼
GIORMANI

歐達家具有限公司
Arredamenti Co Ltd

主要產品：沙發
Main Product: Sofa



五色靈芝
Vita Green Lingzhi

維特健靈健康產品有限公司
Vita Green Health Products Co Ltd

主要產品：五色靈芝
Main Product: Vita Green Lingzhi



維新烏絲素
Vita Hair

維特健靈健康產品有限公司
Vita Green Health Products Co Ltd

主要產品：維新烏絲素、維新烏絲防脫精華、
維新烏絲防脫洗髮露、維新烏絲即食麥片
Main Products: Vita Hair, Vita Hair Rejuvenating
Tonic, Vita Hair Anti-Hair-Loss Shampoo,
Vita Hair Instant Cereal



香港卓越名牌

Hong Kong Premier Brand



恆香
Hang Heung

恆香老餅家有限公司
Hang Heung Cake Shop Co Ltd

主要產品：老婆餅、蜂巢雞蛋卷、
金牌切肉腸、月餅、嫁禮禮餅
Main Products: Wife Cake, Egg Roll, Chinese
Pork Sausage, Mooncake, Wedding Cake



捷榮
Tsit Wing

捷榮咖啡有限公司
Tsit Wing Coffee Co Ltd

主要產品：咖啡、茶、淡奶
Main Products: Coffee, Tea, Evaporated Milk



美味棧
Yummy House

美味棧國際有限公司
Yummy House International Ltd

主要產品：中式湯包、調味醬料、
醃製食品、罐頭食品、零食
Main Products: Chinese Soup Pack,
Seasoning Sauce, Preserved Food,
Canned Food, Snack

二零一八年品牌選舉得獎品牌名單

List of 2018 Brand Awards Winners

香港名牌選舉 Hong Kong Top Brand Awards



香港名牌

Hong Kong Top Brand



曲奇 4 重奏
Cookies Quartet

曲奇四重奏有限公司
Cookies Quartet Ltd

主要產品：曲奇餅、西式餅 (蝴蝶酥)
Main Products: Cookies,
Western Confectioneries (Palmier)



福泰珠寶
Fook Tai Jewellery

福泰珠寶集團有限公司
Fook Tai Jewellery Group Ltd

主要產品：珠寶首飾、金銀首飾、
金銀擺件
Main Products: Pearl & Gem Jewellery,
Precious Metal Jewellery, Precious Metal
Ornament



四海魚蛋
Four Seas Fishballs

四海環球食品有限公司
Four Seas Global Food Co Ltd

主要產品：冷凍食品 (丸類、即食中式小吃)、
冷藏食品 (丸類、餃子、點心)
Main Products: Chilled Food (Balls, Instant
Chinese Snack), Frozen Food (Balls, Dumplings,
Dim Sum)



菲爾詩
FX Creations

豐盛創意國際有限公司
FX Creations International Ltd

主要產品：背包、錢包、斜揷袋、手挽袋
Main Products: Backpack, Wallet,
Crossbody Bag, Tote Bag



軒琴居
HECOM

七海化工 (集團) 有限公司
Seven Seas Chemicals (Holdings) Ltd

主要產品：床褥、枕頭、家具、沙發、椅
Main Products: Mattress, Pillow, Furniture,
Seating



JaneClare
JaneClare

珍卡兒藥妝有限公司
Laboratory JaneClare Ltd

主要產品：面霜、防晒產品、精華素、
片裝面膜、美容原液
Main Products: Facial Cream, Sunscreen,
Serum, Sheet Mask, Booster



Labkable
Labkable

Labkable Asia Ltd
Labkable Asia Ltd

主要產品：入耳式耳機線
Main Product: In Ear Monitor Cable



中大中藥傳承
Legend

仍志中大中藥傳承有限公司
CULegend Co Ltd

主要產品：食用保健產品 (骨質保
膠囊、濕敏清膠囊)、保健飲料沖
劑 (淨心沖劑、唐膚康沖劑)
Main Products: Healthcare Dietary
Supplement (Bone Enhancement,
Allergic Skin Care), Healthcare Drink
Granules (Mid-life Care, Skin Repair)



萬希泉
Memorigin

萬希泉鐘錶有限公司
Memorigin Watch Co Ltd

主要產品：陀飛輪手錶
Main Product: Tourbillon Watch



摩米士
MOMAX

摩米士科技 (香港) 有限公司
Momax Technology
(Hong Kong) Ltd

主要產品：無線充電式外置充電電
池、外置充電電池、無線充電器、
充電器、手機配件
Main Products: Wireless Charging
Reserve External Battery, Reserve
External Battery, Wireless Charger,
Charger, Mobile Phone Accessories

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)

二零一八年品牌選舉得獎品牌名單

List of 2018 Brand Awards Winners

香港服務名牌選舉 Hong Kong Top Service Brand Awards



香港服務名牌十年成就獎
Hong Kong Top Service Brand Ten Year Achievement Award



大昌食品
DCH Foods

大昌行集團有限公司
Dah Chong Hong Holdings Ltd
主要服務：零售 (冷藏食品及雜貨)
Main Services: Retail (Frozen Food & Grocery)



儲存易迷你倉集團
Storefriendly

儲存易迷你倉集團有限公司
Store Friendly Self Storage Group Ltd
主要服務：迷你倉出租、紅酒儲存、運輸
Main Services: Rental of Storage Room, Red Wine Storage, Transportation



翠明假期
Charming Holidays

翠明假期有限公司
Charming Holidays Ltd
主要服務：旅行社
Main Service: Travel Agency



購票通
Cityline

購票通 (香港) 有限公司
Cityline (Hong Kong) Ltd
主要服務：電子商務系統、票務代理、網上支付網關
Main Services: E-commerce System, Ticketing Agency, Online Payment Gateway



清晰醫療集團
Clarity Medical Group

尚方有限公司
Saintford Ltd
主要服務：眼科醫療服務
Main Service: Ophthalmology



香港卓越服務名牌
Hong Kong Premier Service Brand



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
主要服務：場地及設施租賃 (展覽、會議、演唱會及各類文娛活動)、宴會及餐飲服務
Main Services: Venue & Facilities Rental (Exhibition, Conventions, Concerts & Other Entertainment Events), Catering & Banqueting Service



遵理
Beacon Group

遵理學校有限公司
Beacon College Ltd
主要服務：補習社、全日制高中課程、持續進修及專業教育
Main Services: Tutorial Class, Full-time High School Course, Continuing & Professional Education



DR REBORN
DR REBORN

香港醫思醫療集團有限公司
Union Medical Healthcare Ltd
主要服務：醫學美容服務、傳統美容服務、牙科轉介服務、醫學美容相關轉介服務、零售 (護膚品)
Main Services: Aesthetic Medical Service, Traditional Beauty Service, Dental Treatment Referral Service, Aesthetic Medical Service Referral Service, Retail (Skincare Products)



髮再生
Hair Again 2000

創生興業有限公司
New Cynosure Co Ltd
主要服務：護髮及生髮療程、零售 (護髮用品)
Main Services: Hair Treatment, Retail (Hair Treatment Products)



香港街市
Hong Kong Market

建華 (街市) 管理有限公司
Uni-China (Market) Management Ltd
主要服務：街市活化、經營及管理
Main Services: Fresh Market Revitalisation, Operation & Management



滙港資訊
Infocast

滙港資訊有限公司
Infocast Ltd
主要服務：金融資訊科技產品、證券交易平台及解決方案
Main Services: Financial Technology Products, Securities Trading Platform & Solutions



意樂餐廳
Itamomo

亞洲國際餐飲集團有限公司
Taste of Asia Group Ltd
主要服務：餐飲服務 (西式餐廳)
Main Service: Catering Service (Western Restaurant)



環亞機場貴賓室
Plaza Premium Lounge

環亞機場服務管理有限公司
Plaza Premium Lounge Management Ltd
主要服務：機場貴賓室
Main Service: Airport Lounge



寶湖
Treasure Lake

寶湖飲食集團有限公司
Treasure Lake Catering Holdings Ltd
主要服務：餐飲服務、零售 (食品)
Main Services: Catering Service, Retail (Food)



頤和園護老集團
Yi Wo Yuen Aged Sanatorium Centre

頤和園護老中心有限公司
Yi Wo Yuen Aged Sanatorium Centre Ltd
主要服務：安老服務
Main Service: Elderly Residential Care

(排名不分先後 In alphabetical order)

二零一八年品牌選舉得獎品牌名單

List of 2018 Brand Awards Winners

香港服務名牌選舉 Hong Kong Top Service Brand Awards



香港服務名牌
Hong Kong Top Service Brand

(排名不分先後 In alphabetical order)

二零一八年品牌選舉得獎品牌名單

List of 2018 Brand Awards Winners

香港新星品牌選舉 Hong Kong Emerging Brand Awards



味

AFTER TASTE

回味
After Taste

溢興貿易 (香港) 有限公司
Yat Hing Trading (Hong Kong) Ltd
主要產品：雞蛋卷、鳳凰卷、茶包、曲奇、蝴蝶酥
Main Products: Egg Roll, Phoenix Egg Roll, Tea Bag, Cookies, Palmier

azure

azure
azure

美康居國際有限公司
Azureliving International Ltd
主要產品：手提花灑、家用濾水系統
Main Products: Bath Shower, Household Water Filtration System

Baby Basic

寶寶百味
BabyBasic

健康創建 (香港) 有限公司
Health Basis (HK) Ltd
主要產品：嬰幼兒食品、有機嬰幼兒食品
Main Products: Baby Food, Organic Baby Food

e-banner

e-banner
e-banner

e-banner Ltd
e-banner Ltd
主要服務：數碼噴畫 (橫額、易拉架、舞台背景、展覽攤位、展板)
Main Services: Digital Printing (Banner, Roll-up Banner, Stage Backdrop, Exhibition Booth, Foamboard)

ELITE HAIR

Elite Hair
Elite Hair

蛙暉控股集團有限公司
Sunlight Enterprises Holding Ltd
主要服務：髮型屋
Main Service: Hair Salon

HOHOLIFE

好好生活
HOHOLIFE

好好集團有限公司
HOHO Group Ltd
主要服務：零售、批發、網上零售 (長者生活用品)、長者護理及相關諮詢服務
Main Services: Retail, Wholesale, Online Retail (Elderly Daily Living Products), Elderly Care & Related Consultancy Services

KnitWarm

暖之織
KnitWarm

逢發織造有限公司
Fung Fat Knitting Mfy Ltd
主要產品：智能發熱針織產品 (眼罩、護腕、護膝、手帕、腿套)
Main Products: Intelligent Heated Knit Products (Eye Mask, Wrist Wrap, Knee Sleeve, Handkerchief, Calf Sleeve)

The Lederer

The Lederer
The Lederer

The Lederer Ltd
The Lederer Ltd
主要產品：手縫材料包 (皮革產品)
Main Product: Stitching Packs for Leather Products

Zi Gaau Daai

Zi Gaau Daai

紙膠帶
ZiGaauDaai

Spring Innovative Workshop Co Ltd
Spring Innovative Workshop Co Ltd
主要產品：紙膠帶
Main Product: Masking Tape

re:HEALTH

香港仁和體檢
re:HEALTH

香港醫思醫療集團有限公司
Union Medical Healthcare Ltd
主要服務：預防醫學、體檢服務、疫苗接種、中醫普通科、零售 (食用保健產品)
Main Services: Preventive Medicine, Health Screening, Vaccination Services, Chinese Medical General Out-patient Clinic, Retail (Health Dietary Supplements)

SHIBAINC

柴犬工房
SHIBAINC

柴犬工房有限公司
SHIBAINC Ltd
主要服務：卡通角色授權、卡通角色設計
Main Services: Cartoon Character Licensing, Cartoon Character Design

SILVERMINE BEACH RESORT

銀鑛灣渡假酒店
Silvermine Beach Resort

銀鑛灣渡假酒店有限公司
Silvermine Beach Resort Ltd
主要服務：酒店住宿、餐飲、場地租賃、康樂活動、水療按摩
Main Services: Hotel Accommodation, Catering Service, Venue Rental, Recreational Activities, Spa & Massage Service

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azure

azure
azure

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ELITE HAIR

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Elite Hair

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Sunlight Enterprises Holding Ltd
主要服務：髮型屋
Main Service: Hair Salon

HOHOLIFE

好好生活
HOHOLIFE

好好集團有限公司
HOHO Group Ltd
主要服務：零售、批發、網上零售 (長者生活用品)、長者護理及相關諮詢服務
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Zi Gaau Daai

Zi Gaau Daai

紙膠帶
ZiGaauDaai

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re:HEALTH

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Main Services: Preventive Medicine, Health Screening, Vaccination Services, Chinese Medical General Out-patient Clinic, Retail (Health Dietary Supplements)

SHIBAINC

柴犬工房
SHIBAINC

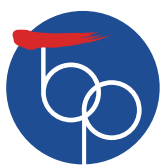
柴犬工房有限公司
SHIBAINC Ltd
主要服務：卡通角色授權、卡通角色設計
Main Services: Cartoon Character Licensing, Cartoon Character Design

SILVERMINE BEACH RESORT

銀鑛灣渡假酒店
Silvermine Beach Resort

銀鑛灣渡假酒店有限公司
Silvermine Beach Resort Ltd
主要服務：酒店住宿、餐飲、場地租賃、康樂活動、水療按摩
Main Services: Hotel Accommodation, Catering Service, Venue Rental, Recreational Activities, Spa & Massage Service

(排名不分先後 In alphabetical order)



香港名牌選舉暨香港服務名牌選舉 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards

立品創名 精益求精

Branding for Excellence



「香港名牌選舉」和「香港服務名牌選舉」分別創立於1999年及2005年，旨在表彰香港公司創立的傑出品牌，激勵港商精益求精，並提升香港產品和服務的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。

「選舉」秉承「紮根香港」的定位，其參賽品牌必須在香港創立或與香港有實質的密切聯繫；而參賽公司須在香港註冊並於香港有實質業務運作，且擁有對所提交之參賽品牌的製造、銷售或經營專有權。

「選舉」主要依照六項標準進行評審，包括知名度（香港、中國內地及海外）、經營特色、創新意念、品質、形象、環保及社會責任等；評審程序由「專家評議」、「公眾投票」和「實地審核」等三個環節組成，全面而深入地評估品牌的整體表現。主辦機構更透過「香港名牌標識(TOP嘜)計劃」，以准許證制度評估和認可品牌得獎後的持續發展。

經過多年的努力，「香港名牌選舉」和「香港服務名牌選舉」累計的得獎品牌已達330個；成為備受業界推崇和政府認同的一項殊榮，亦是香港市民和海外消費者心目中象徵名望和優質的信心標誌，更是一個推廣、支援和提升香港品牌的獨特平台。

Established in 1999 and 2005 respectively, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards aim to give recognition to outstanding brands established by Hong Kong companies, to encourage local enterprises to pursue excellence, to promote Hong Kong products and services, and to enhance the profile of Hong Kong industries both locally and internationally.

With a positioning of “rooted in Hong Kong”, the Awards have set it as an eligibility requirement that entries must be established in Hong Kong or have substantially close associations with the territory. Besides, the entry company should have been registered in Hong Kong and have substantive business operation in Hong Kong, and it should possess exclusive rights to fully control the production, distribution or other operational activities under the entry brand.

Entrants have to go through a rigorous and comprehensive vetting process that combines “Panel Review”, “Public Polling” and “On-site Assessment”; and the judging is primarily based on six criteria, namely Reputation (Hong Kong, Mainland and Overseas), Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility. The Organisers have also introduced a licensing system, i.e. “Hong Kong Top Brand Mark (TOP Mark) Scheme” to assess and recognise the continued development of the Awardees.

With the cumulative number of Awardees reaching 330, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards have nowadays become a cachet pursued by the industries and recognised by the Government, a symbol of confidence cherished by our citizens and overseas consumers, as well as a unique platform to promote and foster Hong Kong brands.



香港名牌十年成就獎暨 香港服務名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award & Hong Kong Top Service Brand Ten Year Achievement Award

十年卓越 一路領先 Salute to the First and Best in Branding

「香港名牌十年成就獎」及「香港服務名牌十年成就獎」（簡稱「十年成就獎」）分別是「香港名牌選舉」及「香港服務名牌選舉」屬下的榮譽獎項；旨在表彰於品牌創建方面作出持續努力並取得傑出成績的香港品牌。

「十年成就獎」的參加品牌必須是「香港卓越名牌」或「香港卓越服務名牌」的得獎者，而且首次獲獎的歷史不少於10年；其評審標準主要參考三個方面，包括業務表現與成績、品牌策略與管理、以及對行業和社會的貢獻。

至今，分別有32個及13個品牌榮獲「香港名牌十年成就獎」及「香港服務名牌十年成就獎」。

The Hong Kong Top Brand Ten Year Achievement Award and Hong Kong Top Service Brand Ten Year Achievement Award (Achievement Award) are honorary awards under the Hong Kong Top Brand Awards and the Hong Kong Top Service Brand Awards, aiming to commend Hong Kong brands for having demonstrated persistent commitment to branding and having sustained outstanding performance for years.

To be eligible, a candidate of this honorary award should be a winner of “Hong Kong Premier Brand” or “Hong Kong Premier Service Brand”, and has been conferred the title of “Hong Kong Top Brand” or “Hong Kong Top Service Brand” for at least ten years. The assessment is conducted based on three sets of factors, including Business Performance and Track of Success, Brand Strategies and Management, and Contribution to Industries and Society.

To date, 32 product brands and 13 service brands have become laureates of “Hong Kong Top Brand Ten Year Achievement Award” and “Hong Kong Top Service Brand Ten Year Achievement Award” respectively.



「香港名牌標識」設計意念

「香港名牌標識」的設計顧問為靳埭強先生，標識以豐潤飽滿的圓點，形如一擲千鈞的印章，內嵌英文「TOP」字，寓意傑出超群；又隱含「b」字，正是「名牌」(Top Brand)的縮寫。「普通標識」以紅、藍原色為主；「卓越標識」採用金色，象徵高貴尊尚，更有金漆招牌之形意。

Design Concept of “Hong Kong Top Brand Mark”

The “Top Mark” was designed under the supervision of Mr Kan Tai Keung. The Mark is mainly a combination of a seal and a “TOP”, signifying authority, credential and prominence; the letters “T” and “O” are tangential to make up a letter “b”, which together imply “Top Brand”. The Ordinary Mark is in primary blue and red, while the Premier Mark is gold in colour to signify prestige and superiority.



「十年成就獎」設計意念

「十年成就獎」的專用標誌由吳秋全先生擔任名譽設計顧問；以「香港卓越名牌」的標誌（靳埭強先生於2004年設計）和代表一流、領先的「1」字嵌合而成「10」字形輪廓，寓意「十年卓越，一路領先」。

Design Concept of “Ten Year Achievement Award Logo”

The logo of Ten Year Achievement Award was designed under the guidance of the Honorary Advisor Mr Charles Ng. Taking the shape of Arabic numeral 10, it is a seamless combination of the Hong Kong Premier Brand Mark (designed by Mr Kan Tai Keung in 2004) and the number 1, which literally implies “the first” and “the best”.



香港新星品牌選舉暨 香港新星服務品牌選舉

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

為品牌創業者喝采加油

Lauding our "Brand Entrepreneurs"



「香港新星品牌選舉暨香港新星服務品牌選舉」（「新星選舉」）遴選由香港公司創立、年資不超過八年的新興品牌，旨在鼓勵業界特別是中小企業銳意進取，透過創建品牌提升香港產品及服務的附加價值和競爭力。主辦機構亦希望「新星選舉」能夠喚起社會對「品牌創業者」的重視，推動香港品牌文化的建立。

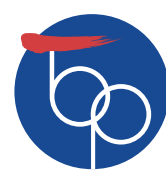
「新星選舉」的參賽品牌必須在香港創立或與香港有實質的密切聯繫；評選程序包括「專家評議」和「實地審核」，評審標準為知名度（香港、中國內地及海外）、經營特色、創新意念、品質、形象、環保及社會責任等六項。

自 2010 年創立以來，「香港新星品牌選舉暨香港新星服務品牌選舉」已連續舉行九屆，累計得獎品牌 102 個，展示了香港品牌發展的又一道亮麗風景線。

The Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards ("Emerging Awards") give recognition to up-and-coming young brands aged under 8 years, with an aim to encourage the industries especially SMEs to embrace an enterprising spirit and to enhance the value-added attributes and the competitive edge of Hong Kong products and services through brand-building. The Organisers also hope that the Emerging Awards would give a boost to "brand entrepreneurs", thus helping to foster a branding culture in Hong Kong.

The Emerging Awards are open for brands that are established in or have substantially close relations with Hong Kong. There are six judging criteria namely Reputation (Hong Kong, Mainland and Overseas), Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility; and the final decision is based on "Judging Panel Review" with the results of "On-site Assessment" taken into consideration.

Since 2010, 102 young brands have been selected as winners of the Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, demonstrating a new horizon of Hong Kong's brand development.



香港名牌標識 (TOP 嘜) 計劃

Hong Kong Top Brand Mark Scheme

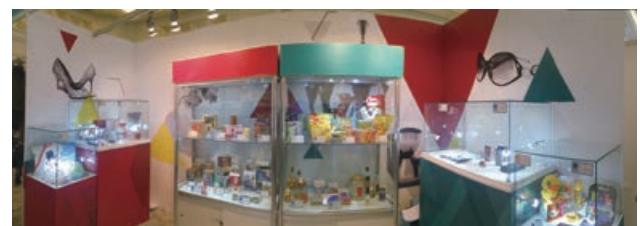
優質、名望和信心的標誌

The Hallmark of Reputation, Quality and Confidence

香港品牌發展局和香港中華廠商聯合會自 2004 年起推行「香港名牌標識 (TOP 嘜) 計劃」，透過規範化的審核和授權制度，對「香港名牌選舉」及「香港服務名牌選舉」的得獎品牌進行覆審和監管。

參加「計劃」的歷屆得獎品牌每年須按照產品或服務類別接受主辦機構的審核評估，以辦理准許證的簽發和續牌手續。合格者可獲准使用特別設計的「香港名牌標識 (TOP 嘜)」進行商業推廣，以方便消費者識別香港引以為傲的優質和信心之選。

目前獲得「香港名牌標識 (TOP 嘜) 計劃」核准的「香港名牌」及「香港服務名牌」已近 240 個。



Jointly organised by the BDC and the CMA since 2004, the Hong Kong Top Brand Mark (TOP Mark) Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognise the sustainable achievement in branding of Hong Kong companies.



An applicant, who by legitimacy should be a winner of Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, has to go through an annual On-site Assessment that is conducted on the basis of product/service category. And it would, after successful completion of due registration and review process, be conferred a licence and entitled to use "Hong Kong Top Brand Mark (TOP Mark)", a distinctive visual identity, for business promotion.

Currently, the Scheme has some 240 registered brands under its aegis.

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



普通標識
Ordinary Mark



卓越標識
Premier Mark



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標貼 Sticker



襟章 Badge



襟針 Pin



「香港新星品牌標誌」設計意念

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

Design Concept of "Hong Kong Emerging Brand Logo"

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

品牌 • 創新里程

On Branding Journey



1999

「香港十大名牌選舉」初試啼聲，旋即得到業界熱烈響應。

“Hong Kong Top Ten Brandnames Awards” made its debut, receiving enthusiastic response from the industry.

2003

《香港十大名牌巡禮》（二零零三年版）宣傳小冊（二零零五年起改名為《香港名牌巡禮》）首次出版。

The maiden edition of “The Parade of Hong Kong Top Ten Brandnames” (renamed as “The Parade of Hong Kong Top Brands” since 2005) was published.



2004

推行了三項革新，包括將「香港十大名牌選舉」更名為「香港名牌選舉」、引入新標誌、啟動「香港名牌標識（TOP 嘜）計劃」。

A re-branding campaign was launched to enhance the Award through three major new initiatives, i.e. renaming of the Award, introduction of new logo, and the implementation of “Hong Kong Top Brand Mark (TOP Mark) Scheme”.



2005

1. 由廠商會牽頭的「香港品牌發展局」完成組建工作，隨後於同年8月份隆重舉行成立典禮。

Initiated by the CMA, the Hong Kong Brand Development Council was formed. In August 2005, the BDC held a grand ceremony to celebrate its inauguration.



2. 「香港名牌選舉」正式成為香港品牌發展局和香港中華廠商聯合會的合辦項目。主辦機構並增設「香港服務名牌選舉」。

Hong Kong Top Brand Awards became a joint project of the BDC and the CMA. The Organisers launched the “Hong Kong Top Service Brand Awards”.



2008

舉辦「香港名牌選舉」創辦十周年慶典活動，包括增設「香港名牌十年成就獎」榮譽獎項，以及與《文匯報》聯合出版《品牌故事 @ 香港》。

The BDC launched a series of activities in celebration of the 10th Anniversary of Hong Kong Top Brand Awards including the introduction of an honorary award – “Hong Kong Top Brand Ten Year Achievement Award”, and published a book namely “Brand Stories @ Hong Kong” jointly with “Wen Wei Po”.



2011-2014

接連於武漢、廈門、重慶、哈爾濱等地舉行「香港品牌節」。

The “Hong Kong Brand Festival” Projects were staged in Wuhan, Xiamen, Chongqing and Harbin.

2016

1. 舉辦「大連 + 香港品牌節」，於大連打造「香港品牌 +」品牌體驗區。

“Hong Kong Brand+” Brand Experience Zone was set up in Dalian, as one of the major deliverables of “Dalian + Hong Kong Brand Festival” Project.



2. 組織赴遼寧省代表團，拜訪當地商會、企業和商場，以瞭解遼東半島的營商環境。

The BDC organised a delegation to Liaoning Province and visited local chambers, enterprises and shopping malls to have better understanding of business environment in Liaodong Peninsula.



2018

品牌局聯同廠商會舉辦「駐港領事交流酒會」，藉此加強香港工商界與「一帶一路」沿線各國駐港領事的交流與聯繫。

The BDC and CMA co-hosted “Cocktail Reception for Consul-Generals”, providing an excellent occasion for Hong Kong industries to strengthen ties with consulates of the Belt and Road countries.



2006

品牌局組織赴北京高層代表團，拜訪國家商務部、國家質量監督檢驗檢疫總局、國家商標局等國內品牌推進機構。

The BDC dispatched a high-level delegation to Beijing and met with Ministry of Commerce; General Administration of Quality Supervision, Inspection and Quarantine; State Trademark Office and other brand-facilitation organisations.



2009

於香港國際機場設立「香港名牌巡禮」展示廊，為期9個月。

A 9-month “The Parade of Hong Kong Top Brand Gallery” was set up in the Hong Kong International Airport.



2010

增設「香港新星品牌選舉暨香港新星服務品牌選舉」，表彰香港公司創立的新興品牌。

“Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards” were introduced to give recognition to up-and-coming young brands established by Hong Kong companies.

2015

1. 舉辦「天津香港品牌節」，設立以「親·愛小孩」為主題的大型品牌展示區。

“Tianjin Hong Kong Brand Festival” Project was carried out, which featured a large-scale brand showcase on the theme of “Deary • Loving Children”.

2. 為慶祝品牌局成立十周年，圍繞「十年豐盛 一路領先」的主題舉辦一系列活動，包括與《香港經濟日報》合作出版《香港品牌·新·經典》等。

To celebrate its 10th anniversary, the BDC lined up a host of events under the banner of “Leading the Way, Branding for Excellence”, including the publication of “Hong Kong Brands: New • Classic” in collaboration with “Hong Kong Economic Times”.



2017

1. 配合香港特區成立二十周年，推行「『喜·愛香港』品牌聚京城」系列活動，包括設立品牌展示區、形象廊，出版電子書，以及組織聯乘推廣行動、商務交流對接會等。

The BDC organised “Celebration! Loving Hong Kong” Brand Festival in Beijing” Serial Activities to celebrate the 20th anniversary of HKSAR, with a variety of deliverables including brand showcase, image gallery, joint promotion scheme, e-book, business networking meeting.

2. 舉辦《『品牌·成就·非凡香港』電子書首發儀式》和「2017香港品牌發展論壇」。

An e-book titled “Branding: To Do Hong Kong Proud” was launched at the “Hong Kong Brand Development Forum 2017”.



**「香港名牌標識」及「香港新星品牌標誌」核准品牌
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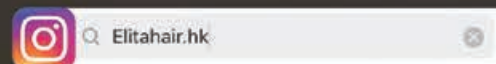
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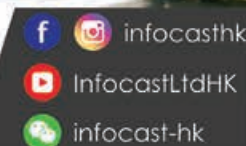
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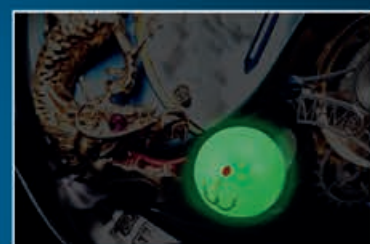
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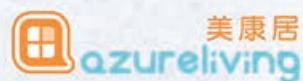


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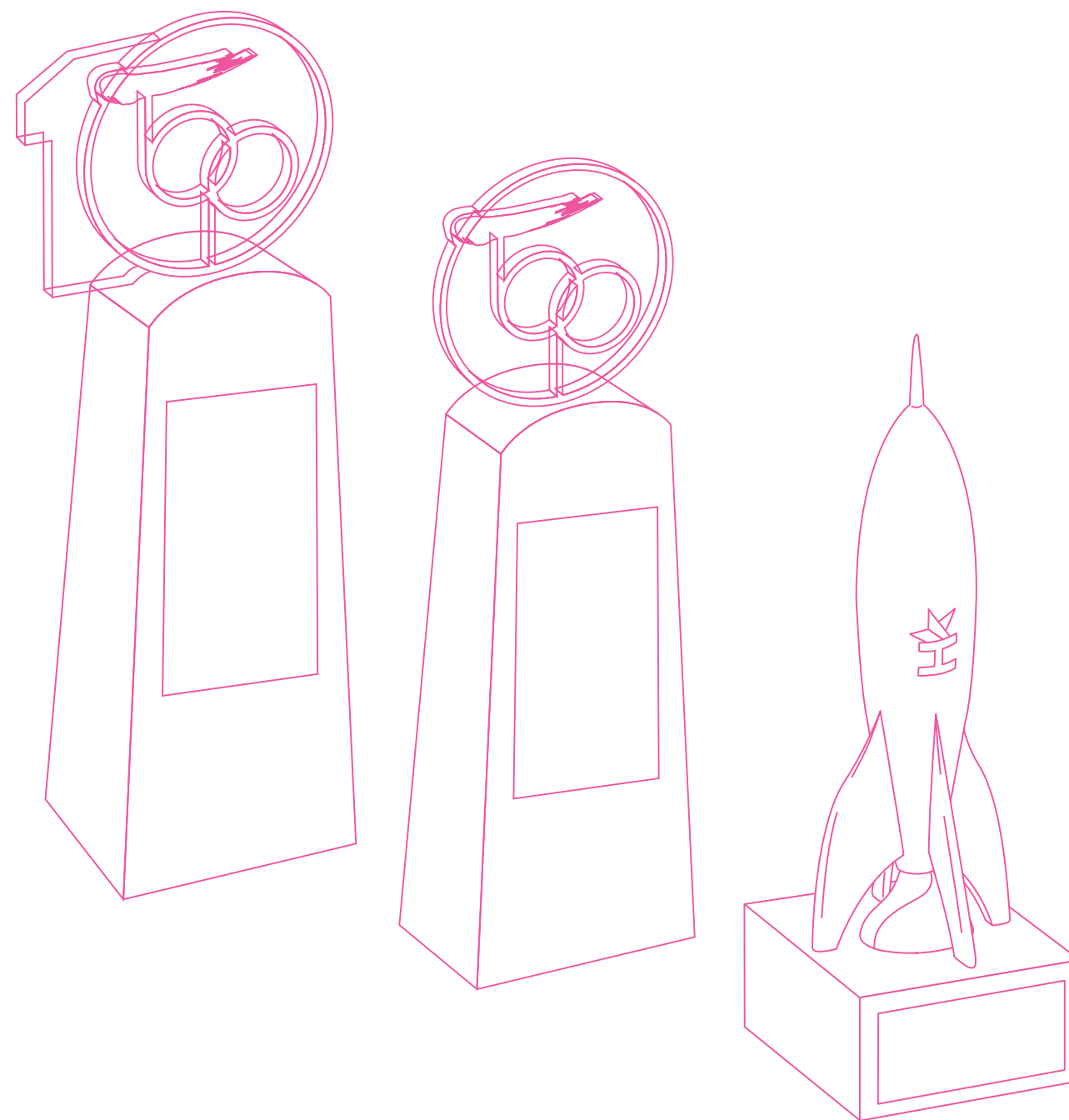
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電話：23562138 傳真：27731283
網址：www.yiwoyuen.com

創新思維， 成就超群 卓越。

中國商機無限。1992年，畢馬威在中國內地成為首家獲准合資開業的國際會計師事務所。2012年8月1日，畢馬威成為四大會計師事務所之中，首家從中外合作制轉為特殊普通合伙的事務所。畢馬威香港的成立更早在1945年。

畢馬威中國在十九個城市設有二十一個辦事機構，合夥人及員工約12,000名，分佈在北京、長沙、成都、重慶、佛山、福州、廣州、杭州、南京、青島、上海、瀋陽、深圳、天津、武漢、廈門、西安、香港特別行政區和澳門特別行政區。在這些辦事機構緊密合作下，畢馬威中國能夠高效和迅速地調動各方面的資源，為客戶提供高品質的服務。

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圖文傳真 Fax : (852) 3421 1092 / 2815 4836

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