

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

# 頒獎典禮暨品牌局二十周年誌慶晚宴

Awards Presentation Ceremony-cum-BDC 20<sup>th</sup> Anniversary Gala Dinner



## 紀念特刊

Commemorative Issue

## 2025

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

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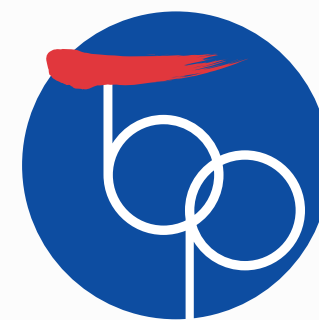
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畢馬威



## 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 to strive for 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能力。

Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards give recognition to up-and-coming young brands established by Hong Kong companies, with an aim to encourage the industries to embrace an enterprising spirit and to enhance the value-added attributes and 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  
陳家偉 MH  
Mr Calvin Chan, MH  
Chairman, the Hong Kong Brand Development Council**

今天的盛會別具意義，我們歡聚一堂，共同慶祝新一屆「品牌選舉」得獎者的閃亮登場，更要一起迎接香港品牌發展局邁向二十周年里程碑的重要時刻。

回首凝望，在 2005 年品牌局成立之際，香港正處於尋覓轉型升級方向的艱辛時期。二十年來，品牌局秉持「引領工商界立品創名，推動香港成為名牌薈萃之都」的使命，以引領者、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闊步前行。

今晚，讓我們首先為各位 2024 年「品牌選舉」的得獎者喝采！你們以出色的產品、完善的服務、非凡創意和卓越的管理，在激烈的市場競爭中脫穎而出。你們的成功印證了「香港品牌」所代表的優良品質、超卓信譽、時尚創意和物超所值的特質，刷新了香港品牌發展的最高標桿；你們的成就，不僅為自身的企業增值，更為香港這個「品牌之都」增添了絢麗的光彩。

「品牌選舉」自創立至今，累計已有超過 600 個本地原創品牌獲此殊榮。摘星者們膾炙人口的成功故事，是展示香港經濟成就的最佳窗口，是香港工商界敢拼、能拼、善拼的鮮明寫照，更是「香港精神」的生動體現。從最初 1999 年的「香港十大名牌」，到如今涵蓋產品、服務、個人的多元化獎項體系，「品牌選舉」開支散葉，在在展示了香港品牌蓬勃發展的澎湃氣勢，亦彰顯在「建品牌、創品牌」的文化在香港大地扎根、發芽、茁壯成長，蔚然而成大觀。

二十年來，品牌局不遺餘力地構建支援香港品牌發展的全方位服務平台。除了透過組織選舉以表彰典範和最佳實踐之外，品牌局推行「香港名牌標識」、「香港製造標識」、「香港品牌名冊」等計劃，開創品牌認證的先河，建立本地品牌發展的參照基準；舉辦了近 400 場培訓和

Today's event holds special significance as we gather together to celebrate the shining debut of the new cohort of Brand Awards winners, and more importantly, to mark the milestone of the Hong Kong Brand Development Council's (the BDC) 20<sup>th</sup> anniversary.

Looking back, when the BDC was established in 2005, Hong Kong was in the midst of a difficult phase, seeking paths for transformation and upgrading. For 20 years, the BDC has been dedicated to its mission of "Steering our industries towards brand-building, and developing Hong Kong into a brands hub". It has played the roles of leader, facilitator, enabler and partner, witnessing, fostering and participating in Hong Kong's remarkable transformation from an OEM entrepôt to a brand hub, while accompanying countless local enterprises in their branding journey.

Tonight, let us first applaud the winners of the 2024 Brand Awards! By dint of outstanding products, all-round services, strong creativity and excellent management, you have strived to stand out in the fiercely competitive market. Your success is a testament to the remarkable attributes that Hong Kong brands represent — superior quality, excellent reputation, thrilling innovativeness and great value for money. You have set a new benchmark for Hong Kong brand development, and your achievements not only add value to your own enterprises but also contribute to the brilliance of Hong Kong as a "city of brands".

Since its inception, the Brand Awards have honoured over 600 local original brands. The inspiring success stories of these Awardees serve as the best showcase of Hong Kong's economic achievements. They are a vivid reflection of Hong Kong business community's daring, capable, and skillful characteristics, and a lively embodiment of the "Hong Kong Spirit". From the initial "Hong Kong Top Ten Brandnames" in 1999 to the current diversified award system covering products, services and individuals, the Brand Awards have evolved and expanded, reflecting the thriving momentum of Hong Kong's brand development. This also demonstrates how the brand culture has taken root, sprouted, and grown strong in Hong Kong, flourishing into a grand landscape.

Over the past two decades, the BDC has spared no effort in building a comprehensive service platform to support Hong Kong's brand development. In addition to organising Awards to recognise branding excellence and best practices, the BDC has also launched initiatives such as the "Hong Kong Top Brand Mark", "Made in Hong Kong Mark", and the "Hong Kong Brand i-Directory", blazing the trail of brand certification and establishing



教育活動，並出版獨到精闢的研究報告和刊物，協助企業提升品牌管理的關鍵能力。我們走出香港，在多個內地城市舉辦聲勢浩大的「香港品牌節」和「品牌大灣區」等大型推廣項目，向各地消費者展示香港品牌的驕人實力與風采；更在 ESG 的時代浪潮中「勇立潮頭」，率先探索本地化的 ESG 評審與認證模式，並組織研究與培訓活動，激勵業界將可持續發展理念融入品牌建設和業務發展中，邁向「新質生產力 + 品牌」的高質量發展階段。

二十年，是深耕細耘的積累，更是群策群力的凝聚。在這個充滿喜悅的時點，我們特別設立了「品牌局二十周年特別榮譽獎」，以表彰在推動香港品牌發展和支持品牌局工作方面有傑出貢獻的個人及機構。這個獎項代表著品牌局對開拓者們的感激與敬意，更承載著我們對香港品牌未來發展的信心與期許。

二十年，是一個重要的里程碑，更是一個新起點；二十歲，風華正茂，充滿激情與希冀。展望未來，數字化轉型、綠色經濟和大灣區發展對香港品牌帶來前所未有的機遇；品牌局將秉持使命，與香港業界攜手同行，在品牌「智」勝的新征程乘風破浪，再創新局！

最後，我要恭賀 2024 年「品牌選舉」的得獎企業以及「香港傑出品牌領袖獎」和「品牌局二十周年特別榮譽獎」的得主，並向他們致敬！我亦要代表主辦機構，感謝今日典禮的主禮嘉賓陳茂波司長；並向鼎力支持「選舉」以及熱心襄助品牌局工作的政府部門和社會各方表示衷心銘謝，包括商務及經濟發展局丘應樺局長、黃少珠常任秘書長、陳百里副局長，工業貿易署廖廣翔署長、商經局劉理茵副秘書長和「品牌選舉」的各位評審委員，活動贊助商「交通銀行（香港）」、獎座贊助商「福泰珠寶」、義務核數師畢馬威會計師事務所，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。

多謝大家！

benchmarks for local brand development. The BDC has hosted nearly 400 training and educational activities and published insightful research reports and publications, helping the industries enhance key capabilities for brand management. We have gone beyond Hong Kong, organising large-scale promotional events such as the “Hong Kong Brand Festival” and “Brand Greater Bay” Project in a number of Mainland cities, showcasing the strength and charisma of Hong Kong brands to consumers across the border. Furthermore, the Council has taken a lead in the ESG era; apart from exploring localised ESG evaluation and certification standards, we have organised research and training activities to assist local companies to integrate sustainable development concepts into brand-building and business operation, moving towards a stage of high-quality development marked by “New Productivity Force + Branding”.

Twenty years represents an accumulation of dedicated efforts and a convergence of collective wisdom. At this joyful moment, we have specially introduced “The BDC 20<sup>th</sup> Anniversary Special Merit Award” to recognise individuals and organisations that have made outstanding contributions to promoting Hong Kong brand development and supporting the work of the BDC. This honourable award symbolises our gratitude and respect for the pioneers, as well as our confidence and expectations for the bright future of Hong Kong brands.

Twenty years marks an important milestone, but it is also a new starting point. At the age of twenty, we are full of passion and hope. Looking ahead, digital transformation, green economy, and the development of the Greater Bay Area present unprecedented opportunities for Hong Kong brands. The BDC will continue to uphold its mission, working hand in hand with Hong Kong's business community, riding the waves on the new journey of “Branding to Win” and scaling new heights!

Finally, I would like to extend my congratulations to the 2024 Brand Awards winners, laureate of the “2024 Hong Kong Distinguished Brand Leader Award”, and the recipients of the “BDC 20<sup>th</sup> Anniversary Special Merit Award”. I salute you all! On behalf of the Organisers, I would like to express my sincere thanks to our officiating guest, Financial Secretary the Honourable Paul Chan. Our heartfelt gratitude is also extended to the government departments and members of the community who have contributed enormously to the 2024 Awards and lent unfailing support to the BDC over the years, including Secretary for Commerce and Economic Development the Honourable Algernon Yau, Permanent Secretary for Commerce and Economic Development Ms Maggie Wong, Under Secretary for Commerce and Economic Development Dr Bernard Chan, Director-General of Trade and Industry Mr Aaron Liu, Deputy Secretary for Commerce and Economic Development Ms Candy Lau, and all members of the Awards Judging Panels. I would also thank our Event Sponsor, Bank of Communications (Hong Kong), Trophy Sponsor Fook Tai Jewellery, Official Honorary Auditor KPMG, the media that have assisted in promoting the Awards, as well as all the organisations and individuals for their participation and support to today's event.

Thank you!

陳家偉 MH  
Mr Calvin Chan, MH  
主席  
Chairman

## 嘉賓題辭 Congratulatory Apothegms



香港特別行政區行政長官李家超先生，大紫荊勳賢，SBS, PDSM, PMSM  
The Hon John Lee Ka-chiu, GBM, SBS, PDSM, PMSM  
Chief Executive, Hong Kong Special Administrative Region

創優建譽  
興業益民

香港品牌發展局成立二十周年暨  
二零二四年品牌選舉頒獎典禮誌慶

行政長官李家超





**嘉賓題辭**  
**Congratulatory Apothegms**



香港特別行政區政府財政司司長陳茂波先生，大紫荊勳賢，GBS, MH, 太平紳士  
 The Hon Paul Chan Mo-po, GBM, GBS, MH, JP  
 Financial Secretary, the Government of the Hong Kong Special Administrative Region

耕耘廿載  
 嘉惠萬商

香港品牌發展局成立二十周年暨  
 二零二四年品牌選舉頒獎典禮誌慶

財政司司長陳茂波



**嘉賓題辭**  
**Congratulatory Apothegms**



香港特別行政區政府商務及經濟發展局局長丘應樺太平紳士  
 The Hon Algernon Yau, JP  
 Secretary for Commerce and Economic Development,  
 the Government of the Hong Kong Special Administrative Region

揚名立譽  
 裕業增光

香港品牌發展局成立二十周年暨  
 二零二四年品牌選舉頒獎典禮誌慶

商務及經濟發展局局長丘應樺





## 嘉賓題辭 Congratulatory Apothegms



香港特別行政區政府商務及經濟發展局常任秘書長黃少珠太平紳士  
Ms Maggie Wong Siu-chu, JP  
Permanent Secretary for Commerce and Economic Development,  
the Government of the Hong Kong Special Administrative Region

信孚業界  
譽滿香江

香港品牌發展局成立二十周年暨  
二零二四年品牌選舉頒獎典禮誌慶

商務及經濟發展局常任秘書長黃少珠

## 嘉賓題辭 Congratulatory Apothegms



香港特別行政區政府工業貿易署署長廖廣翔太平紳士  
Mr Aaron Liu Kong-cheung, JP  
Director-General of Trade and Industry,  
the Government of the Hong Kong Special Administrative Region

品牌雲集  
駿譽遠揚

香港品牌發展局成立二十周年暨  
二零二四年品牌選舉頒獎典禮誌慶

工業貿易署署長廖廣翔





## 嘉賓題辭 Congratulatory Apothegms



香港中華廠商聯合會會長盧金榮博士, BBS, 太平紳士  
Dr Lo Kam Wing, BBS, JP  
President, the Chinese Manufacturers' Association of Hong Kong

推廣香港品牌  
促進業界發展

全國政協委員、  
香港中華廠商聯合會會長盧金榮博士  
BBS JP 敬賀

香港品牌發展局成立二十周年暨  
二零二四年品牌選舉頒獎典禮誌慶



## 香港品牌發展局二十周年誌慶 BDC 20<sup>th</sup> 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 20<sup>th</sup> 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



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.

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。

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.

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。





### 出謀劃策 · 導向 Strategic Vision, Charting the Course



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.

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。



### 表彰典範 · 立屆 Brand Recognition, Identifying Role Model



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.



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」的文化在香江大地扎根、茁壯成長。



### 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「香港品牌年鑑」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。



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.

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。



## 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；除了夥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



As the tidal wave of sustainability sweeps across global markets, Environmental, Social and Governance (ESG) has become a priority area that attracts increasing attention from Hong Kong businesses. In recent years, the BDC has stepped up as an advocator, standard-setter, and promoter of ESG development in Hong Kong. Apart from hosting ESG-themed surveys and

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。

training sessions, the BDC actively explores 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」。

The year 2025 marks the 20<sup>th</sup> 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".

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。

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特別榮譽獎 The BDC 20<sup>th</sup> Anniversary Special Merit Award

香港品牌發展局頒發「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、並熱心支持品牌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。

遴選委員會重點考察「榮譽獎」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、社會等三方面的貢獻。

The Hong Kong Brand Development Council grants "The BDC 20<sup>th</sup> 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 evaluates nominees mainly based on three criteria, i.e. contributions to Hong Kong brand development, contributions to the development of the BDC, and contributions to economic and social development of Hong Kong and our Country.



## 得獎名單 Awardees



**楊孫西博士, 大紫荊勳賢, GBS, SBS, 太平紳士**  
Dr the Hon Yu Sun Say, Jose, GBM, GBS, SBS, JP

楊博士為推動香港經濟發展和國家經濟建設貢獻良多；其創立的「香江會－滙天下」榮獲「香港服務名牌」，致力於弘揚中國茶文化並推廣至國際市場。楊博士積極倡議和參與香港品牌發展局的創辦工作，為品牌局的發展奠下堅實基礎。

Dr Yu has made significant contribution to the economic development of Hong Kong and our Country and he is the founder of "The Bam", a winner of "Hong Kong Top Service Brand Award" dedicated to promoting Chinese tea culture internationally. Dr Yu actively advocated for and participated in the establishment of the BDC, playing a pivotal role in laying a solid foundation for the Council.



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

尹先生致力於促進工商業發展，建樹良多；2005年發起香港品牌發展局的創辦工作，並擔任首屆主席。尹先生帶領第一屆理事會開基立業，鋪展新猷，拓展多項首開先河、影響深遠的項目，奠定了品牌局作為香港品牌發展引領者的地位。

Mr Yin is dedicated to promoting industrial and commercial development. In 2005, he initiated the establishment of the BDC and served as the Inaugural Chairman. Under his leadership, the First General Committee of the BDC introduced an array of ground-breaking and impactful initiatives, paving the way for the Council's leadership role as a driving force for Hong Kong brand development.



**交通銀行 (香港)**  
Bank of Communications (Hong Kong)

交通銀行扎根香港 90 餘載，秉承「傳承使命，金融報國」宗旨，為工商百業提供全面的金融服務；近年以深耕香港市場為發展重點，積極鼓勵本地企業創建品牌，並透過支持品牌局的推廣工作，助力業界邁上高品質的發展道路。

Bank of Communications has been rooted in Hong Kong for over 90 years. Adhering to the motto of "Inheriting Mission, Serving the Country through Finance", it provides all-round financial services to the industries. In recent years, BOCOM has focused on developing the Hong Kong market; and it actively encourages local companies to go branding and renders supports to the BDC's activities, playing an important part in facilitating Hong Kong industries gearing towards high-quality development.



**畢馬威**  
KPMG

畢馬威自 1945 年在香港成立以來，竭誠為客戶提供審計、稅務和諮詢等專業服務；一直密切聯繫業界，積極協助企業提升營商管理技能和培訓人才，並長期支持品牌局的評審和推廣工作，不遺餘力地推動香港企業向高增值方向發展。

Since its establishment in Hong Kong in 1945, KPMG has been providing audit, tax, advisory and other professional services to clients. While maintaining close connections with the industries and assisting them to enhance management skills and nurture talents, it has lent long-term support to the brand assessment and promotional work of the BDC, sparing no efforts to encourage local enterprises to develop in the high value-added direction.



**李錦記**  
Lee Kum Kee

「李錦記」始創於 1888 年，秉持「務實、誠信、永遠創業精神」的核心價值，積極發揚中華飲食優秀文化。品牌現時供應逾 300 款產品至全球超過 100 個國家和地區；並屢獲殊榮，包括「香港 ESG 大獎」、「香港名牌十年成就獎」等，前集團主席李文達先生榮膺首屆「香港傑出品牌領袖獎」。

Founded in 1888, Lee Kum Kee upholds the core values of Pragmatism, Integrity and Constant Entrepreneurship. The Company is dedicated to promoting Chinese culinary culture worldwide. Lee Kum Kee offers over 300 types of products to more than 100 countries and regions; and it has been honoured with numerous recognitions including the "Hong Kong ESG Awards" and "Hong Kong Top Brand Ten Year Achievement Award". Mr Lee Man Tat, the Former Group Chairman was the inaugural recipient of the "Hong Kong Distinguished Brand Leader Award".



**中原地產**  
Centaline Property

「中原地產」創於 1978 年，為多元化房地產服務企業，業務遍及港澳和內地；致力為市場提供具透明度的房地產資訊，並成立「中原慈善基金」，積極承擔社會責任。品牌榮獲「香港服務名牌十年成就獎」，創辦人施永青先生為首位服務組別「香港傑出品牌領袖獎」的得主。

Founded in 1978, Centaline Property is a diversified real estate service enterprise with business networks across Hong Kong, Mainland China and Macao. It is committed to providing transparent real estate information to the public and has set up the "Centaline Charity Fund" to fulfil social responsibility. Centaline Property received "Hong Kong Top Service Brand Ten Year Achievement Award" and the founder Mr Shih Wing Ching was the first recipient of "Hong Kong Distinguished Brand Leader Award" in service category.



## 二零二四年品牌選舉評審委員 Final Judging Panels of 2024 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廖廣翔太平紳士（主席評判）
- 香港中華廠商聯合會會長盧金榮博士，BBS，太平紳士
- 香港生產力促進局主席陳祖恒議員
- 香港品牌發展局副主席馬介欽博士，BBS
- 香港工業總會副主席劉榮濤先生
- 香港設計師協會主席梅傲竺女士
- 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陳家偉 MH
- 香港旅遊發展局主席彭耀佳博士，GBS，太平紳士
- 香港中華總商會永遠榮譽會長謝湧海 BBS
- 香港理工大學行政及拓展副校長盧麗華博士，MH
- 香港零售管理協會副主席黃曦嵐先生
- 香港總商會總裁楊偉添先生

### 「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黃少珠太平紳士（主席評判）
- 香港品牌發展局副主席黃偉鴻博士
- 香港中小型企業總商會會長黎卓斌先生
- 香港品質保證局主席何志誠工程師
- 香港城市大學商學院院長陳家樂教授
- 香港設計中心署理副行政總裁陳昌琪小姐

### Final Judging Panel of Hong Kong Top Brand Awards:

- Mr Aaron Liu, JP, Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Lo Kam Wing, BBS, JP, President of the Chinese Manufacturers' Association of Hong Kong
- Hon Sunny Tan, Chairman of the Hong Kong Productivity Council
- Dr Ma Kai Yum, BBS, Vice Chairman of the Hong Kong Brand Development Council
- Mr Gary Lau, Deputy Chairman of the Federation of Hong Kong Industries
- Ms Mui Kinoshita, 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, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Calvin K W Chan, MH, Chairman of the Hong Kong Brand Development Council
- Dr Y K Pang, GBS, JP, Chairman of Hong Kong Tourism Board
- Mr Tse Yung-hoi, BBS, Life Honorary Chairman of the Chinese General Chamber of Commerce, Hong Kong
- Dr Miranda Lou, MH, Executive Vice President of the Hong Kong Polytechnic University
- Mr Andrew Wong, Vice Chairman of Hong Kong Retail Management Association
- Mr Patrick Yeung Wai-tim, Chief Executive Officer of the Hong Kong General Chamber of Commerce

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

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

## 二零二四年品牌選舉得獎名單 List of 2024 Brand Awards Winners



### 香港傑出品牌領袖獎 Hong Kong Distinguished Brand Leader Award



**陳國民博士, MH**  
**德國寶 (香港) 有限公司創辦人及董事長**  
**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.

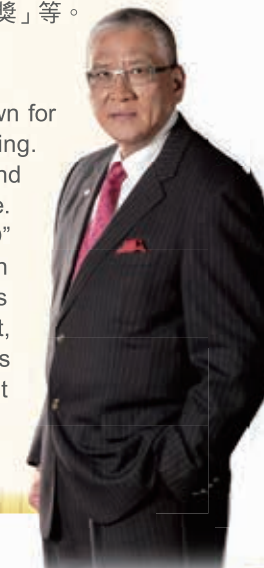
Dr Chan has made significant contributions to the community. With a distinguished record of public service including holding the position of Chairman of the Hong Kong Brand Development Council and Chairman of the Hong Kong Brands Protection Alliance, he is committed to giving back to the society; and 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.

### 德國寶

始創於 1982 年的「德國寶」憑藉優質德國進口即熱式電熱水器建立口碑，多年來不斷推陳出新，產品種類囊括煮食及生活電器、IoT 智能家居電器、全屋訂製傢俬及廚櫃等；近年進駐多個國際電商平台，拓展「O2O」業務。「德國寶」堅持以客為本，力求至臻品質，至今已發展成涵蓋設計、開發、製造、銷售、進出口貿易等領域的國際化集團，並屢獲殊榮，包括「香港名牌十年成就獎」、「中國家電行業十大影響力品牌」、「香港 ESG 獎」等。

### German Pool

Founded in 1982, German Pool is a Hong Kong-based company well-known for high-quality electric water heaters imported from Germany in the beginning. Through incessant innovation, it has extended product lines to culinary and lifestyle appliances, IoT smart home appliances, kitchen cabinets, and furniture. In recent years, German Pool seized the opportunity to embark on "O2O" and has stepped up presence in various e-commerce platforms. Through four decades of strenuous efforts in pursuing excellence, German Pool has developed into an international group spanning over design, development, manufacturing, sales, import & export and other fields; and it has won numerous prestigious accolades, including "Hong Kong Top Brand Ten Year Achievement Award", "Most Influential Brand in China — Home Appliances Industry" and "Hong Kong ESG Award".





# 二零二四年品牌選舉得獎名單

## List of 2024 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



**原味家作**  
Original Taste Workshop

原味家作有限公司  
Original Taste Workshop Ltd  
主要產品：中式湯、小吃、樽裝涼茶、樽裝果味飲品、調味醬料  
Main Products: Chinese Soup, Snack, Bottled Herbal Tea, Bottled Fruit-flavoured Drink, Seasoning Sauce



**保濟丸**  
Po Chai Pills

李衆勝堂 (集團) 有限公司  
Li Chung Shing Tong (Holdings) Ltd  
主要產品：保濟丸  
Main Product: Po Chai Pills



**錦源好味**  
Come In Homei

錦源企業 (香港) 有限公司  
Come In Enterprises Co Ltd  
主要產品：方便醬料、調味粉、調味醬料、風味小吃  
Main Products: Convenience Sauce, Seasoning Powder, Seasoning Sauce, Specialty Snack



**克療痰**  
Hak Liu Tam

濟生堂製藥廠有限公司  
Chaisentomg Pharmaceutical Factory Ltd  
主要產品：中成藥 (克療痰、傷風感冒靈)  
Main Products: Chinese Proprietary Medicine (Hak Liu Tam, Cold & Flu Remedy)



**海的**  
Hidee

長明國際 (香港) 集團有限公司  
Charming International (HK) Group Ltd  
主要產品：冷凍預製食品 (魚類風味熟食、海產風味熟食)、冷凍加工食品 (魚類食品)  
Main Products: Frozen Prepared Food (Fish Specialty Meal, Seafood Specialty Meal), Frozen Processed Food (Fish)



**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  
主要產品：曲奇餅、蝴蝶酥  
Main Products: Cookies, Palmier



**草姬**  
Herbs

草姬國際有限公司  
Herbs Generation International Ltd  
主要產品：靈芝孢子、蟲草 CS-4、NMN24000+、亮目丸、活心丸  
Main Products: Ganoderma Sporo-Pollen, Cordyceps Mycelia CS-4, NMN24000+, Vision Pro EX, Cardio Pro



**新生飾品**  
SUN SANG

新生飾品有限公司  
Sun Sang Accessories Co Ltd  
主要產品：18K 金、天然鑽石、寶石首飾及配件  
Main Products: 18K Gold, Natural Diamond, Gem Jewellery & Accessories



**金美夢**  
Sweetdream

新時床具製造廠有限公司  
Sun Sea Mattresses Manufacturing Co Ltd  
主要產品：彈弓床褥、枕頭、床上用品  
Main Products: Spring Mattress, Pillow, Bedding



**大埔振興肉丸**  
Tai Po Chun Hing Meatballs

大埔振興有限公司  
Tai Po Chun Hing Ltd  
主要產品：冷凍食品 (丸類、中式小吃)  
Main Products: Frozen Food (Balls, Chinese Snack)



**夢樂**  
MoonRock

植華品牌 (亞洲) 有限公司  
Grown-Up Licenses (Asia) Ltd  
主要產品：護脊背包、休閒包  
Main Products: Ergonomic Backpack, Leisure Bag



**紫花油**  
Zihua Embrocation

香港紫花油大藥廠有限公司  
Hong Kong Zihua Pharmaceutical Ltd  
主要產品：紫花油、淡花甜香紫花油、馥郁白木紫花油、芳香紅微紫花油、紫花滴  
Main Products: Zihua Embrocation, Nerolic Zihua Embrocation, Bois Zihua Embrocation, Rosibloom Zihua Embrocation, Zihudick



**德興隆**  
Tak Hing Loong

德興隆集團有限公司  
Tak Hing Loong Group Ltd  
主要產品：乾貨海味、乾貨燕窩、乾貨菌類食品、名貴藥材、中藥材  
Main Products: Dried Sea Foods, Dried Bird's Nest, Dried Fungus Foods, Rare Medical Herb & Material, Chinese Medical Herb & Material



**唐順興**  
Tong Shun Hing

唐順興家禽 (香港) 有限公司  
Tong Shun Hing Poultry (HK) Co Ltd  
主要產品：冷藏食品 (熟食家禽)、冷藏家禽、冷凍食品 (熟食家禽、熟食豬肉)  
Main Products: Chilled Food (Prepared Poultry), Chilled Poultry, Frozen Food (Prepared Poultry, Prepared Pork)



**淳珍**  
淳珍

臻味烘焙制作所有限公司  
CM Bakery Production Ltd  
主要產品：曲奇餅、蝴蝶酥、杏仁條、蛋卷  
Main Products: Cookies, Palmier, Almond Puff Pastry, Egg Roll

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)



## 二零二四年品牌選舉得獎名單 List of 2024 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



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：場地設施及租賃 (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 Provider (Exhibition, Convention, Concert & 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、海外升學顧問及輔助服務  
Main Services: Tutorial Class, Full-time High School Course, Continuing & Professional Education, Overseas Study Consulting & Supporting Service



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



中西花店  
Anglo Chinese Florist

中西花店有限公司  
Anglo Chinese Florist Ltd

主要服務：零售 (花卉禮品)、場地佈置、花藝設計及護理、網上零售、興趣班 (花藝)  
Main Services: Retail (Flower Gift), Venue Decoration, Floral Design & Care, Online Retail, Interest Class (Floriculture)



數學思維教育  
MathConcept Education

數學思維教育有限公司  
MathConcept Education Ltd

主要服務：數學教育  
Main Service: Mathematics Education

## 二零二四年品牌選舉得獎名單 List of 2024 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



ABC Pathways International Kindergarten  
ABC Pathways International Kindergarten

ABC Pathways Education Foundation Ltd  
ABC Pathways Education Foundation Ltd

主要服務：學前預備班、幼稚園課程、兒童暑期課程  
Main Services: Pre-school Course, Kindergarten Course, Child Summer Course



美亞  
Amerasia

美亞食品貿易有限公司  
Amerasia Food Service Co Ltd

主要服務：批發 (環球冷凍食材)  
Main Service: Wholesale (Global Frozen Food)



樺燻支付科技  
BBMSL

樺燻支付科技有限公司  
BBMSL Ltd

主要服務：線上及線下電子支付服務、商業輔助服務轉介  
Main Services: Online & Offline Electronic Payment Service, Business Support Service Referral



e Lighting Group

壹照明  
e Lighting

壹照明集團控股有限公司  
E Lighting Group Holdings Ltd

主要服務：零售 (燈具、家具、家用電器)、網上零售  
Main Services: Retail (Lightings, Furniture, Household Electrical Appliance), Online Retail



ESS  
ESS

環保服務方案有限公司  
Environmental Services Solutions Ltd

主要服務：衛生設施方案、清潔服務、廢物處理、渠道疏通及清潔服務、隔油池處理  
Main Services: Sanitary Facility Solutions, Cleaning Service, Waste Management, Drainage Service, Grease Trap Cleaning Service



緯絡活動策劃  
Gridword Events

緯絡活動策劃顧問有限公司  
Gridword Communications Ltd

主要服務：活動策劃及管理  
Main Services: Event Planning & Management



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

主要服務：日語培訓課程、企業培訓 (日語)、海外升學中介服務  
Main Services: Japanese Training Course, Corporate Training (Japanese), Overseas Study Agency



PHI Coffee & Pancake  
PHI Coffee & Pancake

富臨集團控股有限公司  
Fulum Group Holdings Ltd

主要服務：餐飲服務 (咖啡店)、零售 (食品)  
Main Services: Catering Service (Café), Retail (Food)



RUD  
RUD

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 (日式燒肉店)  
Main Service: Catering Service (Japanese-style BBQ Restaurant)



香江會 - 滙天下  
The Barn

香江會滙天下茶業有限公司  
HKI Tea Development Ltd

主要服務：零售 (茶、茶具)、網上零售、場地及設施租賃服務、活動策劃  
Main Services: Retail (Tea, Tea Ware), Online Retail, Venue & Facilities Rental, Event Planning

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)



## 二零二四年品牌選舉得獎名單 List of 2024 Brand Awards Winners

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



**AKIV**  
**AKIV**

双盈環球有限公司  
Arroser Ltd  
主要產品：運動服裝  
Main Product: Sportswear



**華諾狄家居**  
**Hareody Home**

華諾狄家居 (香港) 有限公司  
Hareody Home (Hong Kong) Ltd  
主要產品：傢俬  
Main Product: Furniture



**曉茶**  
**Hiucha Plus Tea**

曉茶茶業香港有限公司  
Hiu Cha Plus Tea Hong Kong Ltd  
主要產品：茶葉  
Main Product: Tea



**H16 Medical Tower**  
**H16 Medical Tower**

殷樂醫療健康集團有限公司  
Bay Area Medical & Healthcare Corporation Ltd  
主要服務：中西醫門診、物理治療及復康治療、牙科服務、植髮服務、醫學美容  
Main Services: Integrative Medicine Clinic, Physical Medicine & Rehabilitation, Dental Services, Hair Transplant Services, Medical Aesthetics



**思健醫務中心**  
**Healthymind Medical Centre**

思健醫務所有限公司  
Healthymind Centre Ltd  
主要服務：精神科及心理治療、腦磁激治療、營養師顧問服務、長者認知評估  
Main Services: Psychiatric Assessment & Psychological Therapy, Transcranial Magnetic Stimulation Therapy, Dietitian Service, Cognitive Assessment for Elderly



**Mapxus**  
**Mapxus**

蜂圖科技有限公司  
Maphive Technology Ltd  
主要服務：導航服務 (室內導航解決方案)  
Main Service: Navigation Service (Indoor Navigation Solutions)



**創冷科技**  
**i2Cool**

創冷科技有限公司  
i2Cool Ltd  
主要產品：無電製冷塗層、無電製冷塗膜  
Main Products: Electricity-free Cooling Paint, Electricity-free Cooling Film



**馬慧**  
**MAHE**

保健通有限公司  
Stronger Six Ltd  
主要產品：健康飲品、調味粉  
Main Products: Health Drinks, Seasoning Powder



**雲普發**  
**Yunpufa**

天大集團有限公司  
Tianda Group Ltd  
主要產品：普洱茶  
Main Product: Pu'er Tea



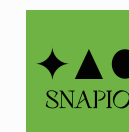
**米籽**  
**Mizi**

亞洲國際餐飲集團有限公司  
Taste of Asia Group Ltd  
主要服務：中式風味餐館、中式火鍋  
Main Services: Chinese Restaurant, Chinese Hot Pot



**MOMCARE**  
**MOMCARE**

香港母嬰教育服務中心有限公司  
Momcare Education Ltd  
主要服務：培訓課程 (產前產後護理、嬰兒急救)  
Main Services: Training Courses (Prenatal & Postnatal Care, Baby First Aid)



**Snapio**  
**Snapio**

香港相機有限公司  
Hong Kong Camera Ltd  
主要服務：自拍亭服務、設施租賃服務 (自拍亭)、自拍亭服務方案  
Main Services: Photo Booth Service, Facility Rental Service (Photo Booth), Photo Booth Solution



**華贏證券**  
**Solomon**

華贏東方 (亞洲) 控股有限公司  
Solomon JFZ (Asia) Holdings Ltd  
主要服務：財富管理、投資銀行、證券交易、資產管理、虛擬資產交易  
Main Services: Wealth Management, Investment Banking, Securities Brokerage, Asset Management, Virtual Assets Dealing

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)





## 香港傑出品牌領袖獎 Hong Kong Distinguished Brand Leader Award

非凡成就 品牌典範

*Excellent Role Model in Branding*

「香港傑出品牌領袖獎」（簡稱「品牌領袖獎」）是主辦機構頒授的高級榮譽獎項，亦是「香港名牌選舉」及「香港服務名牌選舉」的另一項後續發展機制；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。

「品牌領袖獎」的候選人必須為香港居民，並且須擔任一個香港品牌（「候選人品牌」）的掌舵人，參與該品牌的經營管理達至少十年。同時，「候選人品牌」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。

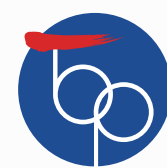
「品牌領袖獎」於2019年首次頒授，歷屆得獎者包括「李錦記」的集團主席李文達先生（2019年）、「四洲」的集團創辦人兼主席戴德豐博士（2020年）、「海馬牌」的集團主席鄒友正先生（2021年）、「中原地產」的集團創辦人施永青先生（2022年）、「力勁」的集團創辦人劉相尚先生（2023年）及「德國寶」的集團創辦人及董事長陳國民博士（2024年）。



The Hong Kong Distinguished Brand Leader Award (Brand Leader Award) is an honorary award at the high level presented by the Organisers. It is also a continued development mechanism to supplement Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards. The Brand Leader 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.

To be eligible, a candidate of the Brand Leader Award should be a Hong Kong citizen, who has been at the helm of a Hong Kong brand ("Candidate's Brand" thereafter) and has brought significant influence on the development of the Brand; and he/she must have been engaged in the operation of the Brand for not less than 10 years. At the same time, the Candidate's Brand must 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.

Making debut in 2019, the Brand Leader Award was presented to Lee Kum Kee Group Chairman Mr Lee Man Tat (2019), Founder and Chairman of Four Seas Group Dr Tai Tak Fung (2020), Chairman of Seven Sea Chemicals Group Mr Wu Yau Ching (2021), Founder of Centaline Group Mr Shih Wing Ching (2022), Founder of L.K.Group Mr Liu Siong Song (2023), and Founder and Managing Director of German Pool Group Dr Chan Kwok Man (2024).



## 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「扎根香港」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、社會責任及企業管治」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450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 locally, 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 China and Overseas)", "Distinctiveness", "Innovation", "Quality", "Image", as well as "Environmental Performance, Social Responsibility and Corporate Governance". 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 450, 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.



### 「品牌領袖獎」設計意念

「品牌領袖獎」的專用標誌由吳秋全先生擔任名譽設計顧問；以星雲迸發、流光炫動的意象襯托、重構「香港卓越名牌」標誌，營造出祥雲迴繞、彩帶飄揚的型態，寓意叱吒風雲的氣度、騰霄昂壘的成就與非凡地位。

### Design Concept of "Brand Leader Award"

The logo of Brand Leader Award was designed by the Honorary Advisor Mr Charles Ng. It is a glittering re-definition of the Hong Kong Premier Brand Mark, drawing inspiration from a splendid nebula explosion, a swirling auspicious cloud and fluttering ribbons. It denotes power, influence, and remarkable accomplishment.



### 「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.





# 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 47 個及 17 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 Hong Kong Top Service Brand Awards respectively, 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, 47 product brands and 17 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.



### 「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"

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能力。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、社會責任及企業管治」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」已連續舉行十五屆，累計得獎品牌 175 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 China and Overseas)", "Distinctiveness", "Innovation", "Quality", "Image", as well as "Environmental Performance, Social Responsibility and Corporate Governance"; and the final decision is based on "Judging Panel Review" with the results of "On-site Assessment" taken into consideration.

Since 2010, 175 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，寓意扎根香港，向無限空間進發；標誌採用品牌局徽號的紅藍原色，輔以金色光束，盡顯專業、莊重、活力澎湃。

### 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".





# 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，以方便消費者識別這項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」已超過 300 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 over 300 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  
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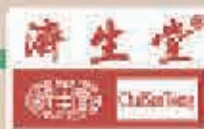
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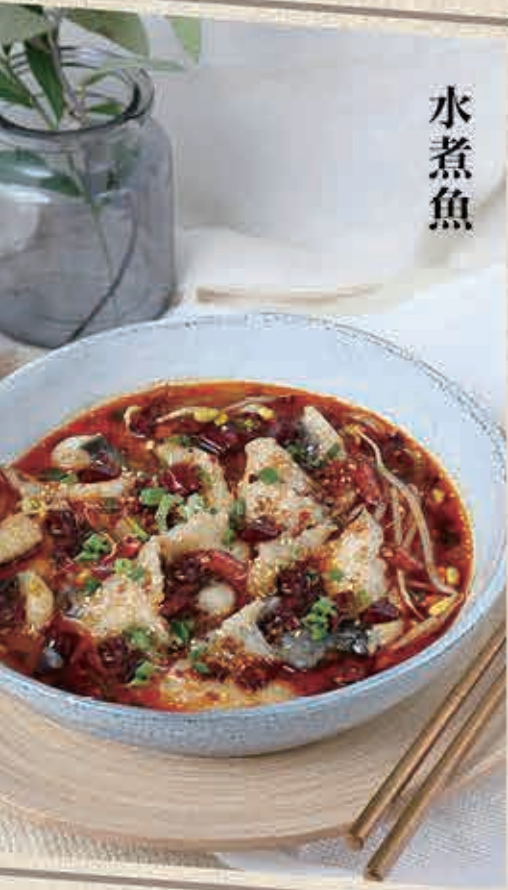
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級別 2

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資歷  
級別 2

N3

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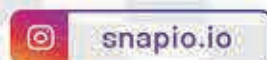
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我們希望以實體照片幫大家養成紀錄當刻的習慣，為生活建立儀式感。



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真·正·香港品牌  
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香港品牌名冊  
Brand HKiD

「香港品牌名冊」是香港原創品牌的登記制度。透過釐訂一套有關品牌「原創地」之真實性的鑑定基準，以及建立相關的註冊機制和公示平台，為香港品牌提供具公信力、第三方的身份證明。

凡經香港品牌發展局審核並確認符合「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) 和手機應用程式，供公眾查閱。

Hong Kong Brand i-Directory (Brand HKiD) is a registration system for Hong Kong original brands. 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, it provides authoritative third-party proof of identity for Hong Kong brands.

Brands that have met the "Hong Kong Brand Identification Criteria" and passed the required assessment by the Hong Kong Brand Development Council shall be eligible for registering with the Brand HKiD and being listed on the dedicated website (id.hkbrand.org) and mobile app for free public access.



查詢 Enquiries

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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 Quality, Reputation and Confidence

當頒獎典禮的帷幕落下，不必擔心榮耀將漸漸歸隱於過去。請即加入「(TOP嘜) 計劃」，延續名牌的喝采！

Join the Hong Kong Top Brand Mark Scheme to extend the acclamations beyond the Awards Presentation Ceremony!



計劃的要義

- 規範化的標誌使用
- 經常化的審核程序
- 制度化的「准許證」安排

Gist of the Scheme

- Unified identity system
- Regular assessment
- Formalised licensing procedures

計劃的特點

- 「香港名牌選舉」和「香港服務名牌選舉」得獎者的專享計劃
- 持續、全面地評估申請人在發展品牌方面的表現
- 程序簡明扼要，符合成本效益

Merits of the Scheme

- Privileged arrangement for winners of Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards
- Continuous and comprehensive review on the brand-building performance
- Succinct and cost-effective operations

參加計劃的好處

- 持續性的榮譽
- 獨立、具權威性機構的認可
- 給予消費者更大的信心保證
- 主辦機構強大的支援和群體宣傳

Benefits of the Scheme

- Renewed honour on top of the Awards
- Recognition by an independent, authoritative institution
- Greater assurance for the consumers
- Strong support and collective promotion by the Organiser

查詢

電話: 2542 8694

Enquiries

Tel: 2542 8694







# 香港品牌發展局簡介

## About the Hong Kong Brand Development Council

香港品牌發展局（品牌局）創立於 2005 年，是由香港中華廠商聯合會（廠商會）牽頭成立、按「市場主導、政府促進、社會支持」模式組建的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提高香港品牌的知名度、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交流和合作；現擁有公司會員逾 400 家。



品牌局從全局性層面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。除了積極敦促、協助政府政策的制定和執行之外，品牌局更活躍於品牌評審、認證、推廣、培育、研究、交流和國際合作等各個領域，以多元化的服務為香港品牌構築一站式的支援平台。

近年，品牌局身體力行，帶領企業參加在本港和國內的各種展覽和推廣活動；先後於內地多個城市舉辦聲勢浩大的「香港品牌節」系列活動以及「香港·進·品牌大灣區」等項目；並與廠商會聯合創辦「ESG 約章」和「香港 ESG 獎」，進一步彰顯其在推廣香港品牌集體形象以及助力本地業界邁上可持續發展之路的積極角色。

### 品牌局的標誌性活動

- 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
- 香港傑出品牌領袖獎
- 香港名牌標識 (TOP 嘜) 計劃
- 香港製造標識 (Made in Hong Kong 嘜) 計劃
- 「香港品牌名冊 (Brand HKiD)」登記制度
- 中小企品牌群策營
- 《香港名牌巡禮》刊物
- 品牌管理證書課程
- 「香港品牌節」推廣活動
- 「香港·進·品牌大灣區」項目
- 合辦「ESG 約章」計劃
- 合辦「香港 ESG 獎」

網址 Website: [www.hkbrand.org](http://www.hkbrand.org)  
查詢電話 Enquiry Hotline: (852) 2542 8634

Initiated by the Chinese Manufacturers' Association of Hong Kong in 2005, 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. The Council currently has a strong membership with over 400 companies. For years, the BDC has been committed to promoting Hong Kong brands and products, advocating innovation and creativity, fostering an environment conducive to brand-building, and enhancing exchanges and cooperation among companies in regard to branding.

The BDC 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 one-stop service platform to support Hong Kong brands. The Council has been playing an active role in every key area, sharpening its leadership in brand accreditation, certification, promotion, nurturing, research, exchanges and international cooperation.

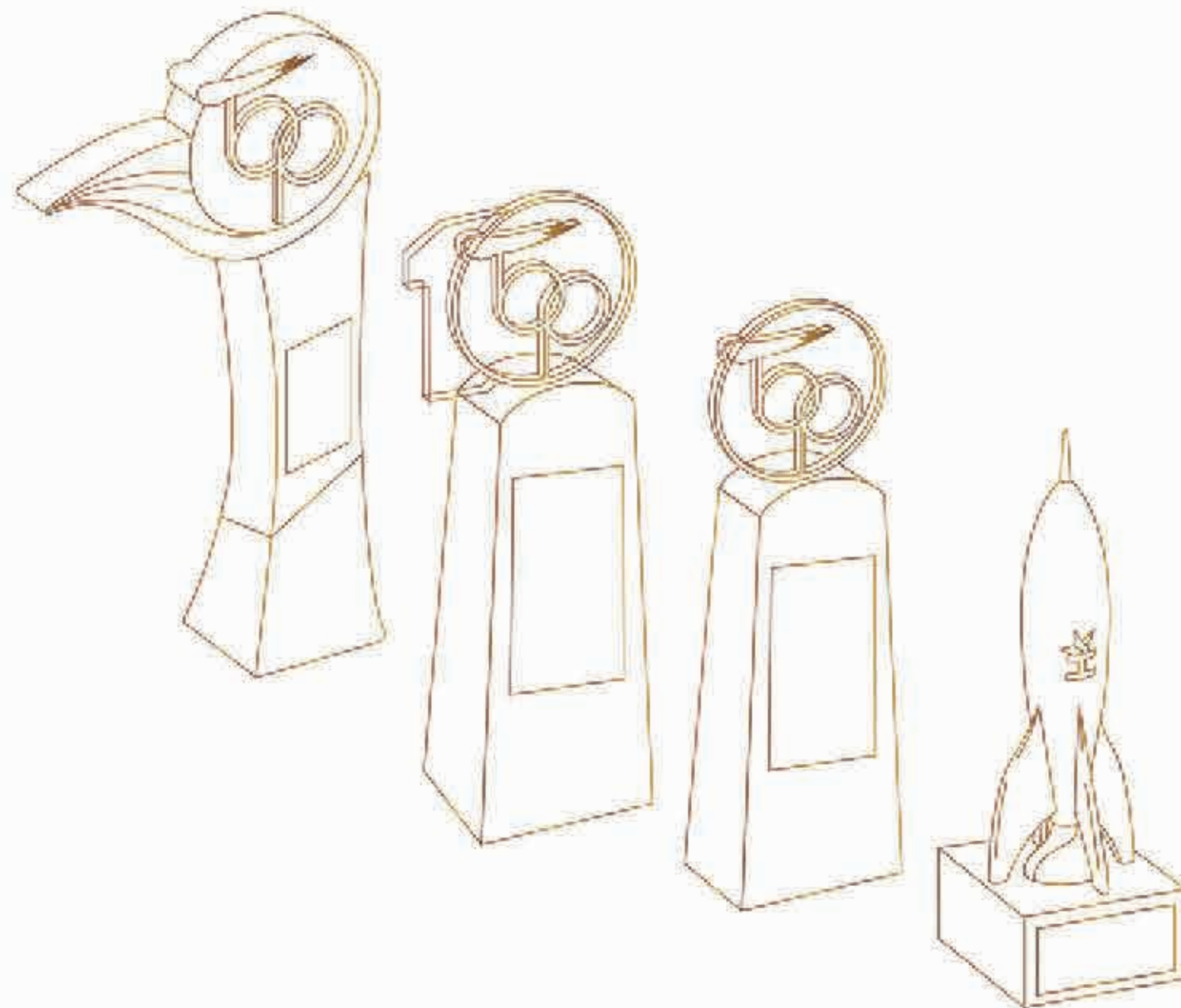
The BDC has been actively participating in various exhibitions, product showcases, and other promotional events, both domestically and across the border; and it took the lead in implementing large-scale serial activities under the banner of "Hong Kong-IN-Brand Greater Bay" and "Hong Kong Brand Festival" in major Mainland cities. These, together with the "ESG Pledge" Project and the "Hong Kong ESG Awards" organised jointly with the CMA, have further strengthened BDC's pivotal role as a promoter for the collective image of Hong Kong brands and an enabler to give local enterprises a leg up on the road to sustainable development.



### Some of the BDC's major activities

- Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards
- Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards
- Hong Kong Distinguished Brand Leader Award
- Hong Kong Top Brand Mark (Top Mark) Scheme
- Made in Hong Kong Mark (HK Mark) Scheme
- Hong Kong Brand i-Directory (Brand HKiD) Registration System
- SME Branding Club
- "The Parade of Hong Kong Top Brands" Booklet
- Executive Certificate in Brand Management
- "Hong Kong Brand Festival" Promotion Activities
- "Hong Kong-IN-Brand Greater Bay" Project
- Co-organise the "ESG Pledge" Scheme
- Co-organise the "Hong Kong ESG Awards"

## 立品創名 精益求精 Branding for Excellence







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