

# HONG KONG



香港品牌發展局

Hong Kong Brand Development Council

PROMOTION 推廣  
EXCHANGES 交流  
NURTURING 培育  
AWARDS 選舉

2019-2020

ANNUAL REPORT 年報



香港品牌發展局  
Hong Kong Brand  
Development Council

## 願景 Vision

引領工商界立品創名，推動香港成為名牌薈萃之都  
Steering our industries towards brand-building, and  
developing Hong Kong into a brands hub

## 宗旨 Mission

- 提高香港品牌的知名度  
To promote Hong Kong brands
- 弘揚原創精神  
To advocate innovations and creativity
- 締造有利於品牌發展的社會環境  
To foster an environment conducive to brand-building
- 促進品牌方面的企業交流、聯誼與合作  
To enhance exchange, association and cooperation  
among companies in regard to brand development

# 目錄

## Contents

<b>主席序辭 Chairman's Statement</b>	<b>2</b>
<b>理事會 General Committee</b>	<b>4</b>
<b>大事紀 BDC Chronology</b>	<b>5</b>
<b>回顧 Review</b>	<b>9</b>
齊心抗疫 Fight Epidemic Together	9
抗疫「贏」商資訊速遞 “Winning the Coronavirus Battle” Business Info-Express	
「抗疫『贏』商系列」網絡研討會 “Winning the Coronavirus Battle” Business Strategy Webinars	
「中小企品牌群策營」線上交流活動 SME Branding Club Online	
「與『護』同行，齊心抗疫」行動 Supporting Healthcare Workers Programme	
香港品牌企業「再出發」問卷調查 Survey on “Hong Kong Brands: The Road to Relaunch”	
<b>政策建言 Policy Suggestions</b>	<b>13</b>
支援香港品牌企業「再出發」的政策建議	
Suggestions on Supporting the Relaunch of Hong Kong Brands	
倡導「品牌大灣區」願景 Advocating “Brand Greater Bay” Vision	
<b>品牌選舉 Brand Awards</b>	<b>15</b>
2019年香港傑出品牌領袖獎 2019 Hong Kong Distinguished Brand Leader Award	
2019年香港名牌選舉 2019 Hong Kong Top Brand Awards	
2019年香港服務名牌選舉 2019 Hong Kong Top Service Brand Awards	
2019年香港新星品牌選舉暨香港新星服務品牌選舉	
2019 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	
品牌選舉宣傳片 TV Commercial for Brand Awards	
參與其他獎項 Participating in Other Awards	
<b>標識及認證計劃 Marking and Certification Schemes</b>	<b>23</b>
香港名牌標識計劃 Hong Kong Top Brand Mark Scheme	
香港製造標識計劃 Made in Hong Kong Mark Scheme	
<b>品牌培育與教育 Brand Nurturing and Education</b>	<b>25</b>
中小企品牌群策營 SME Branding Club	
品牌策略管理證書課程 Executive Programme in Strategic Brand Management	
研討會／培訓項目 Seminars and Training	
<b>品牌推廣及交流 Brand Promotion and Exchanges</b>	<b>31</b>
「香港・進・品牌大灣區」系列活動 “Hong Kong • IN • Brand Greater Bay” Serial Activities	
展覽及產品展示 Exhibitions and Product Showcases	
2019《香港名牌巡禮》The Parade of Hong Kong Top Brands 2019	
官方網站 BDC Website	
<b>會務活動 Council Activities</b>	<b>35</b>
2019會員大會 2019 General Meeting	
委員會工作 Work of Committees	
會員招募 Member Recruitment	
<b>會員福利 Member Benefits</b>	<b>38</b>
入會資格 Membership Eligibility	
會員福利 Member Benefits	
<b>品牌局簡介 About the Council</b>	<b>39</b>
<b>附錄 Appendices</b>	<b>41</b>
屬下委員會 Sub-Committees	
會員名錄 Directory of BDC Members	



# 主席序辭 Chairman's Statement



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

回顧過去一年，世界經濟遭逢多事之秋，香港經歷了一段充滿挑戰的非常時期。從中美貿易摩擦、本土社會事件，到新冠病毒疫情爆發以及隨之而來的全球性經濟衰退和金融動蕩，一連串前所未有的考驗接踵而來。

「滄海橫流，方顯出英雄本色」。香港業界在波譎雲詭的逆境中再次展現了強大的韌力與彈性；他們以勇氣和智慧迎難而上，以遠見、進取心和靈活身段駕馭轉變。更令人感到鼓舞的是，即使在充滿不確定性的艱難時期，許多香港企業對發展品牌仍然矢志不移，甚至以更大的決心、熱誠和投入，加緊打造「品牌競爭力」。香港品牌發展局（品牌局）在今年年中進行了一項「香港品牌企業『再出發』」的問卷調查，結果顯示超過九成半的受訪企業表示品牌對公司未來一年業務發展的重要性將會持平或上升，九成的企業將維持或增加品牌方面的資源投入；更有82.7%的企業正部署擴大市場版圖，尤以本港市場以及粵港澳大灣區和東盟為重點。

因應形勢的發展和業界當前的需要，品牌局在過去一年裡將工作重心聚焦於提升香港品牌文化、協助業界拓展市場和推動「數碼抗疫」。受社會事件的影響，由品牌局和香港中華廠商聯合會（廠商會）合辦的2019年「品牌選舉」在舉行過程中遇到了一系列困難，但在業界的齊心協力和社會的鼎力支持下，「選舉」一如既往取得了美滿的成績。45個新一屆得獎者以出類拔萃的表現彰顯了香港品牌發展的最新風貌和最高水準，更以「紮根香港，弘揚原創」的實際行動為香港經濟投下了信心的一票。首次舉辦的「香港傑出品牌領袖獎」亦順利誕生了「香港品牌第一人」；這個旨在表彰品牌企業家、構建成功典範的全新獎項，開創了本地先河，代表著「品牌選舉」向全新領域和更高層次的延伸，為弘揚香港品牌文化開啟了新的篇章。

The past year was an eventful year for the world and a challenging one for Hong Kong, as our economy is going through extremely difficult times under the impacts of China-US trade disputes, local social unrest, the outbreak of COVID-19 and the ensuing global economic downturn and financial turmoil.

Nevertheless, Hong Kong industries have once again demonstrated strong tenacity and resilience amid adversity as well as agility and far-sightedness in rising to the challenges. It is most encouraging to note, many Hong Kong enterprises have never relented in their commitments to brand-building, keeping up their efforts to sharpen “brand competitiveness” in times of uncertainties. According to a questionnaire survey named “Hong Kong Brands: The Road to Relaunch” conducted by the Hong Kong Brand Development Council (the BDC) in mid-2020, over 95% of responding companies believe that the importance of branding to their overall business development in the following year will either remain flat or keep rising; 90% of respondents state that they will sustain or increase the resources for brand development; and 82.7% of them plan to diversify markets, targeting at Hong Kong’s domestic market and the neighbouring markets especially the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and ASEAN countries.

In light of the evolving circumstances and the pressing needs of the industries, the BDC over the past year focused its work on inculcating Hong Kong’s brand culture, assisting the industries to diversify markets and promoting practices of digitalisation as a means of combating the epidemic. The 2019 “Brand Awards” jointly organised by the BDC and the Chinese Manufacturers’ Association of Hong Kong (the CMA), though having to tackle unprecedented difficulties in the organising processes, has turned out to be another great success, thanks to the concerted efforts of the industries and our community as a whole. The 45 winners have showcased the latest development of our industries and signified the highest standard of Hong Kong’s brand-building; and their collective action, which manifests the spirit of “Rooted in Hong Kong, Branding for Excellence”, is in itself a vote of confidence on Hong Kong’s economy.

The Council is also proud to have launched the first “Hong Kong Distinguished Brand Leader Award”. By selecting and recognising a most venerable entrepreneur every year, this new Award identifies role models for the industries, making a precedent locally for commending brand leadership. Its successful introduction implies that Brand Awards has extended to a new scope and to a higher level, adding further impetus to the flourishing of Hong Kong brand culture.



為協助業界分散市場和向外拓展業務，品牌局在過去一年裏加強了在內地、東盟等新興市場的「外展」推廣活動，並參與在越南、廣州、南寧等地舉行的產品展示，向各地消費者推介「香港名牌標識(TOP嘜)計劃」下的優秀品牌，宣傳「TOP嘜」這代表「優質、名望和信心」的標誌。

隨著粵港澳大灣區建設邁上新台阶，一個規模龐大、日趨一體化、充滿活力的新型區域經濟正在崛起，為香港企業打開了空前廣闊的市場空間，更帶來了深化品牌發展和提升品牌層次的歷史性機遇。為協助香港企業把握區域發展的機遇，品牌局提出共建「品牌大灣區」的願景，倡導發揮「香港品牌」的優勢，深耕區域市場，引領大灣區的品牌創建。品牌局更身體力行，在特區政府「工商機構支援基金」的資助下，於今年5月啟動了名為「『香港・進・品牌大灣區』系列活動」的大型推廣和研究項目，力求透過多站式的品牌形象塑造、推廣與消費者參與等活動，配合多維度的市場探知與策略研習，為香港品牌進軍大灣區市場構築支援平台，並提升香港品牌的集體形象和市場影響力。

品牌局近年積極推動品牌數碼化，鼓勵和協助業界提升知識裝備，善用創新思維和科技來提升品牌經營、推廣與管理的水平。今年年初爆發的新型冠狀病毒疫情席捲全球，許多企業的營運受到嚴重衝擊。品牌局及時推廣「數碼抗疫」的概念與實踐；除了與專業服務機構合作發佈「抗疫『贏』商資訊速遞」之外，更組織「中小企品牌群策營」線上交流活動，以及與廠商會攜手呈獻多場網絡研討會，從不同角度分析疫情對經濟和商務發展的影響，分享應對轉變和「疫」境自強之道。

時間飛馳。第六屆理事會的任期已過了大半，品牌局將於明年初舉行新一屆的理事會選舉。能夠擔任品牌局兩任理事會的主席，在這個特別崗位上，與香港業界並肩走過一段崢嶸歲月，共同見證香港品牌發展新時代的來臨，我深感與有榮焉！我感謝會員一直以來對品牌局和本人的熱心支持，並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席、顧問的精心指導，全體理事的鼎力協助，秘書處職員的辛勤工作，以及政府有關部門及各界團體的精誠合作。

我衷心希望品牌局能夠繼續在社會各方的支持下，乘風破浪，與香港品牌攜手揚帆新里程！

To facilitate the market diversification of Hong Kong companies, the BDC strengthened its “outreach” promotional drive in Mainland China and ASEAN. In particular, it took part in the product exhibitions in Vietnam, Guangzhou and Nanning to display premium products of brands under the “Hong Kong Top Brand Mark Scheme”, with an eye to promoting this “Hallmark of Quality, Reputation and Confidence” to consumers in the emerging markets.

With the development of Guangdong-Hong Kong-Macao Greater Bay Area gathering momentum, an increasingly integrated new-type regional economy with remarkable stature and vigor is on the horizon. Hong Kong enterprises are poised to enjoy not only a vast room for business expansion but also unprecedented opportunities for upgrading and deepening brand development. The BDC envisions building a “Brand Greater Bay”, with a view to assisting Hong Kong companies to anchor in the regional markets and enabling the branding partnerships among enterprises in the GBA.

In this connection, the BDC has kick-started a large-scale promotion and research project named “Hong Kong • IN • Brand Greater Bay” Serial Activities under the sponsorship of the Trade and Industrial Organisation Support Fund. By rolling out a series of brand image-building, promotion and consumer engagement activities in selected GBA cities, supplemented by multi-dimensional market researches and business strategy profiling, this Project aims to provide an all-round platform to support branding initiatives of the industries, while helping uplift the collective image and market influences of Hong Kong brands in the Greater Bay Area.

The Council has in the recent years set sight on digital transformation, in an attempt to stimulate local industries to adopt innovative thinking and advanced technology and to help equip them with the state-of-the-art techniques for enhancing the level of brand-building, promotion and management. Seeing that many local companies were hit hard by the COVID-19 outbreak, the BDC timely promoted the concept and practices of digitalisation as a means of maintaining business continuity and mitigating the impacts of epidemic. While joining hands with professional organisations to issue “Winning the Coronavirus Battle” Business Info-Express, the BDC also moved the activities of SME Branding Club online and delivered a series of webinars in collaboration with the CMA, which analysed the impacts of epidemic on economic and business environment from different perspectives and shed light on the strategies to turn adversity into opportunities.

Time flies. The Sixth General Committee is going to complete its three-year term in some six months. As the Chairman of the General Committee for two consecutive terms, I am so honoured to have been able to answer the call of “branding era” shoulder to shoulder with our industries and witness the flourishing of Hong Kong brands. Taking this opportunity, I would like to thank the BDC members for their unfailing support and the Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus, Advisors as well as members of the General Committee for their able leadership. I am also indebted to the devoted secretariat and the supportive Government departments and other organisations.

I am confident that, with the continuous support of the industries and our community, the BDC would not fail to scale new heights hand in hand with Hong Kong brands.

# 理事會 General Committee

## 組織架構 Organisation Structure



### 主席 Chairman :

黃家和先生, BBS, 太平紳士 Mr Simon K W Wong, BBS, JP

### 副主席 Vice Chairmen :

吳清煥先生 Mr Ng Ching Wun  
陳國民博士 Dr Edward K M Chan  
盧金榮博士, 太平紳士 Dr Lo Kam Wing, JP  
陳家偉先生 Mr Calvin K W Chan  
沈運龍博士 Dr Aaron W L Shum  
黃偉鴻博士 Dr Ellis W H Wong

### 顧問 Advisors :

黃偉常先生 Mr Wong Wai Sheung  
吳秋全先生 Mr Charles C C Ng

### 派任理事 Nominated Members :

謝邱安儀女士 Mrs Annie Yau Tse  
盧永強先生 Mr David Lo  
梁國浩先生 Mr Stephen Liang  
王家達先生 Mr Kelvin Wong  
梁美寶女士 Ms Cynthia Leung  
李寶雄先生 Mr Clement P H Li

### 選任理事 Elected Members :

李慧芬小姐 Ms Stella W F Lee  
楊華勇先生, 太平紳士 Mr Johnny Yu, JP  
劉健華博士, 太平紳士 Dr Kevin K W Lau, JP  
王象志先生 Mr Thomas C C Wong  
吳懿容小姐 Ms Susanna Y Y Ng  
張呈峰先生 Mr Cheung Ching Fung  
鄧錦添博士 Dr Tang Kam Tim  
孫榮良先生 Mr Warren Y L Sun  
駱百強先生 Mr Robert P K Lok  
顏明秀小姐 Ms Candy M S Ngan  
黃偉雄先生, MH Mr Addy W H Wong, MH  
謝寶達先生 Mr Tse Po Tat  
曾維博士 Dr Tsang Wai

### 總裁 Chief Executive Officer :

楊立門先生, GBS, 太平紳士 Mr Raymond L M Young, GBS, JP

### 名譽贊助人 Honorary Patron :

邱騰華先生, GBS, 太平紳士 The Hon Edward Yau Tang-wah, GBS, JP

### 名譽顧問 Honorary Advisors :

利敏貞女士, 太平紳士 Miss Eliza Lee Man-ching, JP  
盧世雄先生, 太平紳士 Mr Brian Lo, JP

### 名譽主席 Honorary Chairman :

吳宏斌博士, BBS, MH Dr Dennis W P Ng, BBS, MH

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

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

### 榮譽主席 Chairmen Emeritus :

楊孫西博士, GBM, GBS, SBS, 太平紳士  
Dr the Hon Jose Sun Say Yu, GBM, GBS, SBS, JP  
洪克協先生 Mr Peter H H Hung  
黃友嘉博士, GBS, BBS, 太平紳士  
Dr David Y K Wong, GBS, BBS, JP  
施榮懷先生, BBS, 太平紳士 Mr Irons Sze, BBS, JP  
李秀恒博士, GBS, BBS, 太平紳士 Dr Eddy S H Li, GBS, BBS, JP  
陳淑玲女士, BBS, 太平紳士 Ms Shirley S L Chan, BBS, JP  
倪錦輝博士, 太平紳士 Dr Danny Kam Fai Ngai, JP  
李惠中先生 Mr Charlie W C Lee

### 義務法律顧問 Honorary Legal Advisor :

周紹榮先生 Mr Joseph S W Chow

### 行政人員 Management Staff :

顏紅曉先生 Mr Hilson Yan (總經理 General Manager)  
謝素霞小姐 Ms Eva Tse (高級經理 Senior Manager)  
呂頌恩小姐 Ms Joey Lui (經理 Manager)  
王威麟先生 Mr Wallance Wong (經理 Manager)

### 核數師 Auditor :

子辰會計師事務所 JS CPA & Co

### 公司秘書 Company Secretary :

香港中華廠商聯合會秘書服務有限公司  
CMA Secretarial Services Limited

# 大事紀

## BDC Chronology

<b>1999年</b>	<b>1999</b>
香港中華廠商聯合會(廠商會)自1999年起，每年均舉辦「香港十大名牌選舉」，以表揚香港公司創立的傑出品牌。	Starting from 1999, the Chinese Manufacturers' Association of Hong Kong (the CMA) has organised the "Hong Kong Top Ten Brandnames Awards" every year to give recognition to outstanding brands established by Hong Kong companies.
<b>2003年</b>	<b>2003</b>
《香港十大名牌巡禮》(自2005年起更名為《香港名牌巡禮》)首次出版。	The maiden edition of "The Parade of Hong Kong Top Ten Brandnames" (renamed "The Parade of Hong Kong Top Brands" as of 2005) was published.
<b>2004年</b>	<b>2004</b>
「香港十大名牌選舉」更名為「香港名牌選舉」，「香港名牌標識(TOP嘜)計劃」正式推行。	The Award was renamed "Hong Kong Top Brand Awards" and the "Hong Kong Top Brand Mark Scheme" was first implemented.
<b>2005年</b>	<b>2005</b>
<ol style="list-style-type: none"> <li>1. 由廠商會牽頭的香港品牌發展局於5月完成組建工作，並召開第一次理事會；隨後於8月舉行成立典禮，由工商及科技局常任秘書長俞宗怡主禮。</li> <li>2. 自2005年起，「香港名牌選舉」成為品牌局和廠商會的合辦項目；主辦機構並舉辦首屆「香港服務名牌選舉」。</li> <li>3. 品牌局創立「中小企品牌群策營」並舉行首次活動。</li> </ol>	<ol style="list-style-type: none"> <li>1. Initiated by the CMA, the BDC was formed and the first General Committee Meeting was convened in May 2005. In August, the BDC Inauguration Ceremony was officiated by the Permanent Secretary for Commerce and Industry Ms Denise Yu.</li> <li>2. From 2005 onwards, the Hong Kong Top Brand Awards has become a joint project of the BDC and the CMA. The Hong Kong Top Service Brand Awards was launched in 2005.</li> <li>3. The SME Branding Club was established and the first gathering was held in October.</li> </ol>
<b>2006年4月</b>	<b>2006 April</b>
品牌局引入「香港製造標識(HK嘜)計劃」，並於8月頒發第一批「香港製造標識使用准許證」。	The BDC introduced the Made in Hong Kong Mark Scheme, and the first batch of HK Mark Licences were issued in August.
<b>2006年8月</b>	<b>2006 August</b>
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、國家工商行政管理總局、國家商標局等機構，首次提出將品牌合作納入「CEPA」等建議。	The BDC dispatched a high-level delegation to Beijing and visited Ministry of Commerce; General Administration of Quality Supervision, Inspection and Quarantine; State Administration for Industry and Commerce and State Trademark Office. During the visit, the BDC broached the proposal of incorporating brand cooperation into CEPA.



<b>2006年9月</b>	<b>2006 September</b>
<ol style="list-style-type: none"> <li>1. 品牌局召開第一次會員大會。</li> <li>2. 品牌局擔任國家商務部「品牌萬里行」香港站活動之支持單位。</li> </ol>	<ol style="list-style-type: none"> <li>1. The first BDC Annual General Meeting was held.</li> <li>2. The BDC acted as a supporting organisation for the last leg (Hong Kong) of “China Brand World Promotion” campaign organised by the Ministry of Commerce, PRC.</li> </ol>
<b>2007年5月</b>	<b>2007 May</b>
發表《香港品牌發展策略與行動綱領》，提出將香港發展成為「國際品牌中心」的十項建議。	The report on “Hong Kong Brand Development Strategies and Action Agenda” was published, which put forward 10 strategic proposals on developing Hong Kong into an “International Branding Centre”.
<b>2007年7月</b>	<b>2007 July</b>
廠商會及品牌局合辦慶祝香港特區成立十周年午餐會及「香港品牌發展論壇」。	To celebrate the 10th Anniversary of the Establishment of HKSAR, the CMA and the BDC jointly organised a luncheon and the “Hong Kong Brand Development Forum”.
<b>2008年10月</b>	<b>2008 October</b>
品牌局與香港大學專業進修學院合作開辦「行政人員文憑(品牌策略管理)」課程。	As a joint initiative of the BDC and HKU SPACE, the “Executive Diploma in Strategic Brand Management” programme was launched.
<b>2009年1月</b>	<b>2009 January</b>
於2008年「香港名牌選舉暨香港服務名牌選舉」頒獎典禮上，首次頒發「香港名牌十年成就獎」榮譽獎項。	The first “Hong Kong Top Brand Ten Year Achievement Award” made debut at the Presentation Ceremony of 2008 Brand Awards.
<b>2009年6月</b>	<b>2009 June</b>
品牌局與《文匯報》聯合出版《品牌故事@香港》；並舉行新書首發儀式及「香港名牌選舉十周年慶祝午宴」，由商務及經濟發展局副局長蘇錦樑擔任主禮嘉賓。	The BDC and “Wen Wei Po” co-organised a Launching Ceremony for a jointly-published book namely “Brand Stories @ Hong Kong”, which was officiated by Mr Gregory So, Under Secretary for Commerce and Economic Development; and the ceremony was followed by the “Luncheon in Celebration of the 10th Anniversary of Hong Kong Top Brand Awards”.
<b>2009年6月至2010年2月</b>	<b>2009 June to 2010 February</b>
於香港國際機場設立「香港名牌巡禮」展示廊，展出「香港名牌選舉」和「香港服務名牌選舉」部分得獎品牌的產品。	“The Parade of Hong Kong Top Brands Gallery” was set up in the Hong Kong International Airport to display products of selected Awardees.
<b>2009年10月</b>	<b>2009 October</b>
獲工業貿易署「中小企業發展支援基金」資助，聯同廠商會以及香港理工大學推行為期17個月的「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃。	Under the sponsorship of the SME Development Fund, the BDC joined forces with the CMA and the Hong Kong Polytechnic University in implementing a 17-month research and training project, namely “Branding for Returns: The Path to Strong Brands for SMEs”.

<b>2009年12月</b>	<b>2009 December</b>
國家質量監督檢驗檢疫總局副局長蒲長城到訪品牌局。	Mr Pu Changcheng, the Vice-Minister of the General Administration of Quality Supervision, Inspection and Quarantine visited the BDC.
<b>2010年7月</b>	<b>2010 July</b>
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” was introduced to give recognition to young and up-and-coming brands established by Hong Kong companies.
<b>2010年10月</b>	<b>2010 October</b>
品牌局與香港大學專業進修學院合辦首屆「最佳品牌策劃獎」。	The BDC and HKU SPACE co-organised the first “Best Brand Idea Award”.
<b>2011年6月</b>	<b>2011 June</b>
品牌局組織赴廣東省考察團，拜會多個省政府主管部門，並於廣州舉行交流午宴及座談會。	The BDC dispatched a delegation to Guangdong Province to visit related government departments and hosted a networking luncheon and a discussion meeting in Guangzhou.
<b>2011年11月至2012年8月</b>	<b>2011 November to 2012 August</b>
獲「中小企業發展支援基金」資助，推行為期10個月的「武漢香港品牌週」項目。	Under the sponsorship of the SME Development Fund, the BDC implemented the 10-month project “Wuhan Hong Kong Brand Week”.
<b>2012年11月至2017年12月</b>	<b>2012 November to 2017 December</b>
獲「發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)」(「BUD專項基金」)資助，先後赴廈門、重慶、哈爾濱、天津、大連、北京舉辦「香港品牌節」。	The BDC organised “Hong Kong Brand Festival” in Xiamen, Chongqing, Harbin, Tianjin, Dalian and Beijing in a row under the sponsorship of the “Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)”.
<b>2014年7月至2015年8月</b>	<b>2014 July to 2015 August</b>
為慶祝成立十周年，品牌局圍繞「十年豐盛，一路領先」的主題舉辦一連串慶祝和宣傳活動。	To celebrate its 10th anniversary, the BDC lined up a host of events and programmes under the banner of “Leading the Way, Branding for Excellence”.
<b>2015年8月</b>	<b>2015 August</b>
與《香港經濟日報》聯合出版《香港品牌 • 新 • 經典》書籍；並舉行新書首發儀式，由署理商務及經濟發展局局長梁敬國擔任主禮嘉賓。	The BDC and “Hong Kong Economic Times” co-organised a launching ceremony for a new book titled “Hong Kong Brands: New • Classic”, which was officiated by Acting Secretary for Commerce and Economic Development Mr Godfrey Leung.

<b>2016年8月</b>	<b>2016 August</b>
品牌局組織代表團赴遼寧省大連市和瀋陽市考察，與遼寧省工商業聯合會舉行交流會及午宴，並參觀多家當地知名企業。	The BDC dispatched a delegation to Liaoning Province. During the study tour, the BDC hosted a networking luncheon to meet with Liaoning Commercial Federation and visited several well-known enterprises in Dalian and Shenyang City.
<b>2017年11月</b>	<b>2017 November</b>
出版《品牌•成就•非凡香港》電子書，由商務及經濟發展局副局長陳百里擔任首發儀式的主禮嘉賓，隨後舉辦「2017香港品牌發展論壇」。	The BDC published an e-book titled “Branding: To Do Hong Kong Proud”. The book launching ceremony, for which Under Secretary for Commerce and Economic Development Dr Bernard Chan Pak-li acted as the officiating guest, was followed by the “Hong Kong Brand Development Forum 2017”.
<b>2018年11月</b>	<b>2018 November</b>
為促進香港工商業界與「一帶一路」沿線國家的聯繫，品牌局與廠商會合辦「駐港領事交流酒會」。	To strengthen the economic ties between the industries and countries along the Belt and Road, the BDC and the CMA co-hosted a networking cocktail reception for Consul-Generals in Hong Kong.
<b>2019年8月至2020年1月</b>	<b>2019 August to 2020 January</b>
參與香港貿易發展局舉辦的「香港時尚館•長春」、「2019年中國廣東(越南)進出口商品交易會」及「港•潮流 廣州」，組織「香港名牌」及「香港新星品牌」得獎公司進行產品展示。	Under the coordination of the BDC, products of winners of “Hong Kong Top Brand Awards” and “Hong Kong Emerging Brand Awards” were showcased at trade fairs organised by the Hong Kong Trade Development Council, including “Style Hong Kong Pavilion in Changchun”, “China (Guangdong) – Vietnam Import & Export Fair” and “Chic HK, Guangzhou”.
<b>2020年5月至2021年8月</b>	<b>2020 May to 2021 August</b>
獲「工商機構支援基金」資助，推行「香港•進•品牌大灣區」系列活動。	Under the sponsorship of the Trade and Industrial Organisation Support Fund, the BDC kick-started the “Hong Kong • IN • Brand Greater Bay” Serial Activities.



## 齊心抗疫 Fight Epidemic Together

2020年年初爆發的新型冠狀病毒疫情在全球蔓延，許多企業的營運受到嚴重衝擊。品牌局及時推行了一系列抗疫支援活動，包括資訊速遞、網絡研討會、公益活動和問卷調查等，協助香港品牌在「疫」境之中自強不息，維持業務的發展。

### 抗疫「贏」商資訊速遞

品牌局、廠商會與專業服務機構合作發放「抗疫『贏』商資訊速遞」，分享抗疫時期企業在稅務、勞動關係、營運管理等方面的應對策略以及相關的政策資訊。於2020年2月至5月期間，合共發放八期資訊予會員企業。



With the global outbreak of COVID-19 epidemic, many enterprises were facing unprecedented difficulties. In order to help the Hong Kong brands to rise to the challenges, the BDC timely launched a series of activities to support the industries against the epidemic, including the delivery of serial webinars, issuing newsletters, organising community-support programme and conducting questionnaire survey.

### “Winning the Coronavirus Battle” Business Info-Express

The BDC and the CMA joined hands with professional service bodies in publishing a newsletter namely “Winning the Coronavirus Battle” Business Info-Express, which provided the updated information and suggestions on business strategy in relation to taxation, labour relationship, business operation and management, as well as related government policies in times of epidemic. From February to May 2020, 8 editions of the Info-Express were disseminated to members of the BDC and the CMA.

### “Winning the Coronavirus Battle” Business Strategy Webinars

The BDC and the CMA co-organised eight free webinars under the banner of “‘Winning the Coronavirus Battle’ Business Strategy Series” from March to May 2020, with an eye to shedding light on the solutions to solve operating problems and exploring ways to turn adversity into opportunities in this challenging time. The serial webinars featured experts from different domains who analysed impacts of the COVID-19 pandemic on economic and business environment from a variety of perspectives, such as strategic planning, human resource management, business laws and e-commerce; and they attracted an audience of around 400 participants in total.

### 「抗疫『贏』商系列」網絡研討會

品牌局及廠商會於2020年3月至5月期間聯合舉辦八場免費的「抗疫『贏』商系列」網絡研討會，從策略規劃、人力資源管理、商業法律、電子商務等不同方面分析疫情對經濟及商務發展的影響，傳授企業應對的方法，幫助企業「疫」境自強。八場網絡研討會合共吸引超過400人次登入。

### 「中小企品牌群策營」線上交流活動

因應疫情的發展，品牌局於2020年5月至6月期間採用線上交流形式舉辦了三場「中小企品牌群策營」，分別以「疫」市增長對策、「遙距營商計劃」的申請程序、中美貿易戰與新冠肺炎後的世界市場格局等為討論主題，向中小企業傳遞營商的最新資訊。

### SME Branding Club Online

During the epidemic, the BDC moved the activities of SME Branding Club online. Three Zoom meetings were organised during May and June 2020 whereby the guest speakers elaborated on some enlightening topics like business strategies amid the pandemic, application procedures of “D-Biz Programme” and the changing business world after US-China Trade War and COVID-19 outbreak.



企業顧問梁永忠分析當前環球市場的形勢以及對企業未來發展的影響。  
Corporate consultant Dr Joe Leung analysed the current global market situation and its impacts on the future development of enterprises.



內地法律專家曾寅律師講解疫情期間內地勞動法執行的注意事項。  
Mainland lawyer Mr Zeng Yin interpreted the implementation details of Mainland labour laws during the Coronavirus outbreak.



數碼營銷專家朱俊昌講解數碼轉型的重要性以及香港企業推動數碼化需具備的能力。  
Digital marketing expert Mr Jeffrey Chu illustrated the importance of digital transformation and the core competence that Hong Kong enterprises should develop for implementing digitalisation.



香港調解仲裁中心主席蘇文傑律師講解疫情期間勞資雙方的權益與責任。  
Chairman of Hong Kong Mediation and Arbitration Centre Prof Albert So explained the rights and responsibilities of both employers and employees during the epidemic.



人力資源顧問朱浩雲介紹遙距視像面試的應用技巧和注意事項。  
Human resource consultant Mr Wilson Chu shared tips and practical skills on remote video interview.



「碧然德」營銷總監麥振華分享發展跨境電子商貿和開拓內地市場的實踐經驗。  
Commercial Director of “BRITA” Mr Ivan Mak shared experience in developing cross-border e-commerce and the “e-channels” for tapping into the Mainland market.



內地法律專家徐清波律師分析疫情下合同履行的責任和各種對策。  
Mainland lawyer Mr Bruce Xu elaborated on how to resolve difficulties related to fulfilling contractual obligations during a global pandemic.

## 「與『護』同行，齊心抗疫」行動

為感謝前線抗疫的醫護人員無私付出，品牌局與廠商會合作推行「與『護』同行，齊心抗疫」行動，邀請會員公司和「品牌選舉」得獎品牌為前線醫護人員提供產品或服務優惠，幫助他們在嚴峻的抗疫工作下減壓。「行動」獲50家品牌局會員和廠商會會員企業參與，共提供超過150項產品及服務優惠。



## Supporting Healthcare Workers Programme

To express gratitude to the frontline healthcare workers for their dedication and selfless sacrifice during the epidemic, the BDC and the CMA jointly initiated a programme named "Support Healthcare Workers, Fight the Virus Together". Member companies and winning brands of the "Brand Awards" were invited to offer discounts on products or services exclusively to the healthcare workers. The Programme lined up 50 member companies of the CMA and the BDC with over 150 special offers.

## Survey on "Hong Kong Brands: The Road to Relaunch"

In June 2020, the BDC conducted a survey under the banner of "Hong Kong Brands: The Road to Relaunch" on its affiliated member companies, aiming to understand the measures taken by Hong Kong enterprises to sustain operation during the epidemic, the strategic deployment of future business and brand development as well as the necessary support they need. The survey was mainly done through online questionnaires, with 110 valid replies collected within a specified period. The BDC also conducted a follow-up survey in mid-August, which focused on selected topics to gauge the influences of the third wave of COVID-19 infections on the business confidence. The main findings of the survey are as follows:

- 82.7%的回應企業表示2020年首5個月的業績受到疫情拖累而下降；逾三成的企業生意額更萎縮過半。
- 儘管前路充滿不確定性，許多企業的營商信心並不低落，他們更普遍對明年的業務發展前景看高一線。在6月份的調查中，各有八成多的回應公司對2020年下半年和2021年全年品牌業務的發展前景持中性或正面的看法。8月份的跟進調查發現，分別有76.3%和90%的企業表示對2020年餘下時間和2021年業務前景持中性或正面的看法。
- 96.4%的回應企業認為品牌對公司未來一年整體業務發展的重要性將會持平或上升，90%的企業表示將維持或增加品牌方面的資源投入；而他們相當一致(91.8%)地認同，「香港品牌」的身份有助於提升公司的競爭力。

- 82.7% of responding companies said their business deteriorated due to the COVID-19 pandemic in the first five months this year, and about 30% of the respondents reported a drop in business turnover of over 50%.
- Despite the uncertainties ahead, many responding companies believe that their business prospect is not that bleak and the outlook for the next year could be even positive. As the June survey reveals, over 80% of responding companies held a neutral or positive view about the outlook for branded business both in the second half of year 2020 and throughout 2021. The supplementary survey in August reveals a similar picture, 76.3% and 90% of respondents have affirmed that they are neutral or positive about the business outlook for the remaining months of year 2020 and year 2021.
- 96.4% of responding companies believe that the importance of branding to the overall business development in the following year will either remain flat or keep rising. 90% of responding companies state that they will sustain or increase the resources for brand development. Most of them (91.8%) share the view that the identity of "Hong Kong Brands" bodes well for boosting business competitiveness.



- 在香港品牌企業今後業務發展的策略部署中，推進數碼轉型是90%的回應公司擬採用的策略；而銷售、市務推廣領域的數碼建設更是重中之重，例如設立網購或電商渠道、開展數碼化推廣、推行線上線下融合以及引入電子支付手段等。
- 在加緊數碼轉型的同時，香港業界亦密鑼緊鼓地籌劃從多方面推動品牌「再出發」。分別有五至八成的回應企業準備加強品牌推廣、拓展市場、提升和擴闊產品或服務以及優化品牌規劃與策略；亦有三至六成的企業將致力於強化「2I」與「2R」，即品牌形象(Image)、品牌創新(Innovation)以及客戶關係(Customer Relationship)和社會責任(Social Responsibility)。
- 業界在拓展市場版圖時呈現「就近」的趨勢，紛紛瞄準香港的本土市場(佔回應公司58.2%)以及粵港澳大灣區(42.7%)、東盟(30%)等周邊市場。同時，以社交平台、自家網站和APP、新媒體廣告、網紅及KOL等為代表的數碼工具明顯超越各種傳統的營銷手段，成為品牌推廣的「主戰場」。
- 至於所需的支援，最多(佔93.7%)的回應公司提及維持香港營商環境的穩定；其次是推廣香港品牌集體形象、協助開拓市場、提供資金和財務支持以及推動數碼化轉型，八成以上的企業表示「需要」或「非常需要」政府及相關機構就此施以援手。
- Concerning the strategic deployment of future brand development, digital transformation emerges as a “standard action” of almost 90% of respondents. Digitalisation of sales and marketing is of utmost significance, such as establishing online shopping or e-commerce channels, launching digital promotions, implementing online and off-line integration and introducing electronic payment devices.
- Hong Kong companies are also busy preparing to re-activate branding initiatives in various ways. Around 50% to 80% of responding companies indicate they will boost product promotion, explore new market, enhance their products and services and optimise branding strategies. Besides, 30% to 60% of respondents will focus on strengthening the “2I” and “2R” strategies, which refer to “Image”, “Innovation”, “customer Relationship” and “social Responsibility”.
- When diversifying their markets, respondents tend to take a “proximity” approach by targeting at Hong Kong’s domestic market (representing 58.2% of responding companies) and the neighbouring markets especially the Guangdong-Hong Kong-Macao Greater Bay Area (42.7%) and ASEAN countries (30%). Meanwhile, some typical digital devices notably social media, self-developed websites and apps, new media advertising and Internet celebrities and KOL apparently outweigh traditional marketing tools and constitute the major “battlefield” for brand promotion.
- As for the necessary support, most responding companies (93.7%) believe that maintaining a stable business environment in Hong Kong is of utmost importance, followed by promoting the collective image of Hong Kong brands, assisting in market development, offering funding and financial support, and fostering digital transformation. According to over 80% of respondents, the support of the Government and related organisations on the above areas is “needed” or “much needed”.



品牌局發表《香港品牌企業「再出發」問卷調查研究報告》。  
The BDC published the Survey Report on “Hong Kong Brands: The Road to Relaunch”.



品牌局總裁楊立門在新聞簡佈會上介紹「香港品牌企業「再出發」問卷調查」的結果。  
CEO of the BDC Mr Raymond Young gave a briefing on the finding of the Survey on “Hong Kong Brands: The Road to Relaunch” at a press conference.

## 政策建言 Policy Suggestions

### 支援香港品牌企業「再出發」的政策建議

結合「香港品牌企業『再出發』問卷調查」中回應企業的意見，品牌局就如何支援香港品牌的發展提出以下建議：

- 隨著香港抗疫工作進入「下半場」，特區政府「撐企業」政策的重心應從紓解短期的經營困難逐步轉向協助企業重構和提升競爭力。
- 正如調查所發現的，香港品牌企業將維持營商環境穩定列為「頭號」訴求，帶出了人心思穩的強烈信息；冀望政府與社會各界能凝聚共識，攜手恢復和維持法治、安定、便利營商的社會環境。
- 「香港品牌」是香港的一項重要「軟實力」和企業可資利用的公共資產，特區政府應將推廣「香港品牌」作為重建香港形象的著力點和拓展對外經貿關係的工作方向之一；除了在內地和海外舉辦宣傳香港品牌的大型標誌性活動外，亦可鼓勵、協助港商以「抱團出海」的方式，在境外市場設立「香港品牌」的專門分銷設施和推廣項目。
- 同時，政府應強化對品牌企業的資金支持，包括優化「中小企業市場推廣基金」、設立更具針對性的「品牌發展支援計劃」以及為品牌活動的開支提供稅務扣減等財務誘因。政府可考慮將「遙距營商計劃」升格為恆常性基金，雙管齊下地資助「硬技術」和「軟技能」項目，以持續性地、更到位地推動業界加快數碼轉型的步伐。
- 配合業界將業務重心放在本港和鄰近市場的趨勢，政府應盡快將主攻香港本銷市場的推廣活動納入相關基金的資助範圍、在公共採購政策中考慮「香港品牌優先」、以及牽頭或協助舉辦全港性促銷活動或展覽展銷會，為香港品牌開拓本地市場搭建平台。



### Suggestions on Supporting the Relaunch of Hong Kong Brands

Based on the views of the companies that responded to the Survey on "Hong Kong Brands: The Road to Relaunch", the BDC proposed the following measures to support the further development of Hong Kong brands:

- As the HKSAR Government's work to control COVID-19 epidemic evolves, the "Supporting Enterprises" strategy should shift the focus from addressing short-term operational difficulties to assisting enterprises in rebuilding and enhancing competitiveness.
- As revealed by the Survey, the most pressing demand raised by the participating companies is sustaining a stable business environment in Hong Kong, which reflects their strong desire for social stability. The BDC thus calls for the HKSAR Government and various community sectors to build consensus and join hands to restore and maintain the rule of law, stability and a favourable business environment.
- To the extent that "Hong Kong Brands" is one of the critical "soft powers" of the City and a public asset available for local enterprises to leverage on, the HKSAR Government should attach greater importance to promoting "Hong Kong Brands", which could serve as one of the future directions for rebuilding the image of Hong Kong as well as developing external economic and trade relations. Apart from organising large-scale signature events for promoting Hong Kong brands in both Mainland China and overseas, the Government should also encourage and assist Hong Kong enterprises to act collectively in exploring the international market, for example, setting up collective distribution facilities and launching publicity campaigns for "Hong Kong Brands" in markets outside Hong Kong.
- The BDC suggests the Government to strengthen financial support for brand enterprises, including optimising the "SME Export Marketing Fund", establishing a more targeted "Brand Development Support Programme", and providing financial incentives such as additional tax deductions for expenses related to branding. Meanwhile, the Government can consider upgrading the "Distance Business (D-Biz) Programme" to become a regular funding scheme and extending the scope of subsidy to both "hard technology" and "soft skill" projects, so as to stimulate and support digital transformation sustainably and more effectively.
- In line with the trend that the industries are paying increased attention to domestic and neighbouring markets, the Government's funding schemes should include projects aimed primarily at the domestic market. The Government should also consider giving priority to Hong Kong brands when devising public procurement policies, and taking the lead or assisting to organise local trade shows or promotional events, so as to provide platforms for Hong Kong brands to explore the local market.



### 倡導「品牌大灣區」願景

「粵港澳大灣區發展規劃綱要」的公佈，標誌著大灣區的建設進入全面推進階段；區域內的經濟融合邁上新的台階，為香港品牌打開了更廣闊、開放的市場空間，更為港商帶來了提升品牌發展層次、實現品牌升級的機遇。

品牌局認為，品牌優勢可成為香港參與和推動大灣區建設的另一個切入點。經過業界長期的努力和積累，「香港品牌」已昇華為優質、時尚、信譽、物有所值和上佳服務的象徵。品牌與近年本港正銳意打造的創新科技一樣，均代表著知識型經濟和高增值發展的重要方向；更是香港一項重要的「軟實力」以及領先於其他大灣區城市的「相對優勢」。

香港企業創建和推廣品牌的成功實踐，可以作為整個大灣區的一項發展標桿，為其他城市推進產業升級轉型和走向國際化提供借鑒。同時，香港已形成了有利於品牌發展的生態體系，本港優越、豐富、完善的品牌資源可為大灣區其他城市的企業打造品牌提供支撐。

概言之，加強在大灣區宣揚香港的品牌文化和品牌發展經驗有助於凸顯香港在新形勢下的優勢，不但可以增強香港品牌在區域市場的影響力，還可為香港與大灣區其他城市的經貿合作開啟一個新維度。

品牌局建議，香港應率先提出和推動共建「品牌大灣區」的願景，倡導將「品牌經濟」打造成為大灣區的另一張「名片」。特區政府一方面應協助香港業界深耕區域市場和提升品牌的發展層次，另一方面應積極引領和推動大灣區的品牌創建，促進區內企業之間的品牌合作。

為此，品牌局除了積極為大灣區建設建言獻策以及加強與其他城市政府部門的互動之外，亦身體力行，啟動大型的「香港・進・品牌大灣區」系列活動，打造面向大灣區、以推廣香港品牌集體形象為使命的標誌性項目。



### Advocating “Brand Greater Bay” Vision

With the development of Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) gathering momentum, an increasingly integrated new-type regional economy with remarkable stature and vigor is on the horizon. Hong Kong enterprises are poised to enjoy not only a vast room for business expansion but also unprecedented opportunities for upgrading and deepening brand development.

The BDC believes that branding is a promising avenue for Hong Kong to take part in and contribute to the development of the Greater Bay Area. By dint of the strenuous efforts of our industries, “Hong Kong Brand” has nowadays become a symbol of quality, trendiness, credibility, value for money and outstanding services. Like innovation and technology, branding is an effective approach to gearing towards knowledge-based economy and high value-added developments; and it represents one of the strong “soft powers” whereby Hong Kong has a distinctive “comparative advantage” over our counterparts in the Greater Bay Area.

Inter alia, Hong Kong’s best practices in brand development could provide a yardstick for other cities to benchmark and follow, shedding light on an alternative path towards industrial upgrading and internationalisation. Moreover, Hong Kong has developed a benign eco-system for brand development; and our all-round, abundant and high-quality reserve of brand-related resources could provide effective support for the branding activities of enterprises in the Greater Bay Area as a whole.

In a nutshell, Hong Kong should step up the promotion of our brand culture and brand-building experience in the Greater Bay Area, as a means of re-defining the City’s competitive edges under the new circumstance and a new avenue for economic cooperation between Hong Kong and other cities in the Greater Bay Area.

The BDC thus envisions a “Brand Greater Bay”, with an eye to fostering a “brand economy” in the Greater Bay Area, which can be another iconic attribute of the region’s identity. It is suggested that the HKSAR Government should facilitate Hong Kong companies to anchor in the regional markets by leveraging on our “Hong Kong Brand” advantages and enable the industries to foster branding partnerships among enterprises in the Greater Bay Area.

Aside from actively putting forward policy suggestions on advancing the development of Greater Bay Area and strengthening interaction with various government departments in the region, the BDC has launched a large-scale promotion project named “‘Hong Kong • IN • Brand Greater Bay’ Serial Activities”, which aims to become a flagship initiative for uplifting the collective image of Hong Kong brands in the Greater Bay Area.



## 品牌選舉 Brand Awards

### 2019年香港傑出品牌領袖獎

品牌局於2019年首次舉辦「香港傑出品牌領袖獎」(簡稱「品牌領袖獎」)。這項開創先河的新獎項，旨在表彰積極投身品牌创建工作並取得卓越成就、對香港品牌發展作出重大貢獻的香港企業家，為業界樹立典範，弘揚香港的品牌文化。



作為主辦機構頒授的最高榮譽獎項，「品牌領袖獎」每年的得獎名額只限一個。候選人必須為香港居民，須擔任一個香港品牌(「候選人品牌」)的掌舵人，並參與該品牌的經營管理達至少十年。同時，「品牌領袖獎」亦是「香港名牌選舉」、「香港服務名牌選舉」的一項後續發展機制：「候選人品牌」必須已獲得「香港名牌十年成就獎」或「香港服務名牌十年成就獎」。「品牌領袖獎」的評定標準包括「成就」、「信譽」、「遠見」、「領導才能」及「貢獻」五個方面。

首屆「品牌領袖獎」的得獎者為「李錦記」的集團主席李文達先生。

### 2019 Hong Kong Distinguished Brand Leader Award

The BDC introduced Hong Kong Distinguished Brand Leader Award (Brand Leader Award) in 2019. This groundbreaking award gives recognition to Hong Kong entrepreneurs for the remarkable achievements in brand-building and contributions towards the development of Hong Kong brands, with the objective of identifying role models for the industries and promoting Hong Kong's brand culture.

As an honorary award at the high level, Brand Leader Award is presented to only one candidate every year. To be eligible, the candidate should be a Hong Kong citizen, who has been at the helm of a Hong Kong brand ("Candidate's Brand") and engaged in the operation of the Brand for not less than 10 years. Brand Leader Award in itself also serves as a continued development mechanism to supplement Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards, to the extent that its candidate's brand by legitimacy should be a winner of the Hong Kong Top Brand Ten Year Achievement Award or Hong Kong Top Service Brand Ten Year Achievement Award. The judging criteria of the Brand Leader Award include Achievement, Integrity, Vision, Leadership and Contribution.

Mr Lee Man Tat, Lee Kum Kee Group Chairman, was honoured with the first Brand Leader Award.

#### 首屆「香港傑出品牌領袖獎」得獎者 First Winner of "Hong Kong Distinguished Brand Leader Award"



李文達先生, SBS, BBS  
李錦記集團主席  
Mr Lee Man Tat, SBS, BBS  
Lee Kum Kee Group Chairman

李錦記集團主席李文達先生於1954年加入「李錦記」，1972年接任公司主席一職；成功將家族事業由起初只有十多名員工的小作坊，發展為產品行銷至全球的跨國企業，為「李錦記」的輝煌歷史揭開新一頁。

憑其過人的堅毅、決心、機智和奮鬥，李文達先生以「發揚中華優秀飲食文化」及「弘揚中華優秀養生文化」為集團兩大使命，並秉承「務實、誠信、永遠創業精神」，及「思利及人、造福社會、共享成果」的核心價值觀，帶領李錦記集團旗下的醬料和健康產品騰飛發展，成為「中華民族企業」和「香港名牌」的典範。

Lee Kum Kee Group Chairman Mr Lee Man Tat joined Lee Kum Kee in 1954; and he took over the helm as Chairman in 1972, starting a new chapter in the history of Lee Kum Kee. The Company has transformed from a small workshop with only a handful of staff into a multinational enterprise with products selling well across the world.

Mr Lee Man Tat has been pursuing the mission of "Promoting Chinese Culinary Culture Worldwide" and "Advocating the Premium Chinese Health Regime"; and he upholds and advances Lee Kum Kee's core values – Pragmatism, Integrity, Constant Entrepreneurship, "Si Li Ji Ren" (Considering Others' Interests), Benefitting the Community and Sharing Fruits of Success.

With perseverance, determination, business acumen and hard work, Mr Lee Man Tat has taken the Company to a higher level. Lee Kum Kee's two business arms, i.e. Sauce Group and Health Products Group, have been growing from strength to strength and highly acclaimed as a role model for ethnic Chinese enterprise and "Hong Kong brand".



## 2019年香港名牌選舉

「香港名牌選舉」旨在表彰香港企業創立的傑出品牌，激勵廠商精益求精，並提升香港產品的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。這項選舉首創於1999年，至2019年已踏入第二十一屆。



2019年「香港名牌選舉」初賽及決賽分別於2019年11月18日及2020年1月2日舉行。主辦機構並於2019年12月10日至29日期間在第54屆「工展會」會場舉行公眾投票。

在入圍決賽的19個產品品牌中，有16個優勝者脫穎而出，獲得「選舉」的主要獎項；其中，榮膺「香港名牌」的10個獲獎者包括「回味」、「AMAZINGTHING」、「寶健先鋒」、「澳美製藥」、「JNC」、「林淦生」、「超羣麵包西餅」、「西龍傳香飯糰」、「SoftTouch」及「悅和醬園」。另外，六家往屆「香港名牌」的獲獎者「阿一」、「中大捲閘」、「盈活雲芝」、「蛋撻王」、「力勁」及「澳至尊」再度參賽，成績彪炳，獲主辦機構頒授更高殊榮的獎項——「香港卓越名牌」。

自2008年起，主辦機構增設了「香港名牌十年成就獎」榮譽獎項，以表彰在品牌創建方面作出持續努力並取得傑出成就的往屆得獎者；獲此獎項的品牌必須是「香港卓越名牌」的得獎者，而且首次獲獎的歷史不少於10年。今屆「香港名牌十年成就獎」的得主為「恆香」。

2019年「選舉」的決賽評審團由香港特區政府時任工業貿易署署長甄美薇擔任主席，其他評審委員來自本港主要工商機構，包括香港中華廠商聯合會會長吳宏斌、香港生產力促進局主席林宣武、香港工業總會主席葉中賢、香港品牌發展局副主席陳國民、香港設計師協會會長葉小卡以及香港貿易發展局助理總裁梁國浩。

## 2019 Hong Kong Top Brand Awards

Founded in 1999, the Hong Kong Top Brand Awards recognise outstanding product brands established by Hong Kong companies through a well-designed competition, with the objective of promoting Hong Kong products and enhancing the profile of Hong Kong industries. The Award embarked on the 21st running in 2019.

The Preliminary Judging of the 2019 Awards was held on 18 November 2019, with 19 local brands shortlisted for Final Judging. The Organisers also staged public polling at the venue of the 54th Hong Kong Brands and Products Expo (HKBPE) from 10 to 29 December 2019.

At the Final Judging held on 2 January 2020, 16 brands were selected as winners. Awardees of “2019 Hong Kong Top Brand” included “After Taste”, “AMAZINGTHING”, “Body-SOS”, “Bright Future”, “JNC”, “Lam Kam Sang”, “Maria’s Bakery”, “QQ Rice”, “SoftTouch” and “Yuet Wo”. Six past winners namely “Ah Yat”, “Chung Tai Roller Shutters”, “G. E. Yunzhi Essence”, “King Bakery”, “LK” and “澳至尊” also participated in this year’s competition; and they were conferred the “Hong Kong Premier Brand”, an upper echelon award to commend past winners that have exhibited sustainable success in brand-building.

As of 2008, the Organisers have introduced an honorary award category namely the “Hong Kong Top Brand Ten Year Achievement Award”; and “Hang Heung” was selected as this year’s awardee. The Achievement Award is an honorary award aiming to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance over the years. Winner of the Achievement Award should be an awardee of “Hong Kong Premier Brand” and it should have been conferred “Hong Kong Top Brand” for at least ten years.

Chaired by the then Director-General of Trade and Industry Ms Salina Yan, the Final Judging Panel of 2019 Hong Kong Top Brand Awards comprised Dr Dennis Ng, President of the CMA; Mr Willy Lin, Chairman of the Hong Kong Productivity Council; Dr Daniel Yip, Chairman of the Federation of Hong Kong Industries; Dr Edward Chan, Vice Chairman of the BDC; Mr Karr Yip, Chairman of Hong Kong Designers Association; and Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council.



2019年「香港名牌選舉」決賽評審團成員與品牌局總裁合照(左起)：葉小卡、葉中賢、吳宏斌、甄美薇(時任工業貿易署署長)、林宣武、陳國民、梁國浩及品牌局總裁楊立門。

Final Judging Panel of 2019 Hong Kong Top Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Mr Karr Yip, Dr Daniel Yip, Dr Dennis Ng, Ms Salina Yan (the then Director-General of Trade and Industry), Mr Willy Lin, Dr Edward Chan, Mr Stephen Liang, and CEO of the BDC Mr Raymond Young.



## 2019年香港服務名牌選舉

品牌局與廠商會於2005年創立「香港服務名牌選舉」，透過表彰香港服務商創立的優秀品牌，提升香港服務的知名度，並在服務業領域樹立品牌發展的借鑒典範和參照基準。



2019年「香港服務名牌選舉」已是第十五次舉辦，吸引了來自零售、餐飲、印刷、旅遊、醫療健康、商業服務等多個行業的代表性品牌參賽。初賽及決賽分別於2019年11月18日及2020年1月3日舉行；並於2019年12月10日至29日期間在「第54屆「工展會」會場舉行公眾投票。

在入圍的15個品牌中，有13個出類拔萃的服務品牌摘取了第十五屆「香港服務名牌選舉」的主要獎項。榮膺「香港服務名牌」者包括：「ア×横丁」、「君譽醫療」、「Klook」、「新亞生命」、「印館」、「香港仁和體檢」、「譚仔三哥米線」、「橋底辣蟹」、「滙隆」及「You Find」。另外，三家往屆「香港服務名牌」的獲獎者「英識教育」、「Dogaroo」和「洋紫荊維港遊」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

主辦機構自2014年起增設「香港服務名牌十年成就獎」榮譽獎項，以表彰在品牌創建方面作出持續努力並取得傑出成就的往屆得獎者；獲此獎項的品牌必須是「香港卓越服務名牌」的得獎者，而且首次獲獎的歷史不少於10年。今屆獲頒「香港服務名牌十年成就獎」的品牌為「金至尊」。

2019年「選舉」由香港特區政府商務及經濟發展局副局長陳百里擔任主席，其他評判包括香港理工大學校長滕錦光、香港旅遊發展局主席彭耀佳、香港品牌發展局副主席吳清煥、香港中華總商會副會長劉鐵成、香港零售管理協會主席謝邱安儀以及時任香港總商會總裁袁莎妮。

## 2019 Hong Kong Top Service Brand Awards

Launched in 2005, the Hong Kong Top Service Brand Awards give recognition to outstanding brands established by service providers, aiming to set up role models and best-practice benchmark in branding for local service industries.

The 2019 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as retail, catering, printing, travel agency, healthcare and business services.

The Preliminary Judging was held on 18 November 2019, while the Final Judging was conducted on 3 January 2020. The Organisers also staged public polling at the venue of the 54th HKBPE from 10 to 29 December 2019. After fierce competition, 13 brands stood out from the 15 shortlisted entries.

Awardees of “2019 Hong Kong Top Service Brand” included “Ameyokocho”, “IconMed”, “Klook”, “Pangenia”, “PRINT SHOP”, “re:HEALTH”, “TamJai SamGor Mixian”, “Under Bridge Spicy Crab”, “Wui Loong” and “You Find”. At the same time, “Britannia StudyLink”, “Dogaroo” and “Harbour Cruise-Bauhinia” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Besides, “3DG Jewellery” was selected as the 2019 awardee of “Hong Kong Top Service Brand Ten Year Achievement Award”. This honorary Award was first introduced in 2014, in recognition of service brands that have made persistent commitment to branding and sustained outstanding performance over the years. The winner of the Achievement Award should be a winner of “Hong Kong Premier Service Brand” and should have been conferred “Hong Kong Top Service Brand” for at least ten years.

Under Secretary for Commerce and Economic Development Dr Bernard Chan headed the Final Judging Panel of the 2019 Hong Kong Top Service Brand Awards, which consisted of Prof Jin-Guang Teng, President of the Hong Kong Polytechnic University; Dr Y K Pang, Chairman of Hong Kong Tourism Board; Mr Ng Ching Wun, Vice Chairman of the BDC; Mr Brandon Liu, Vice Chairman of the Chinese General Chamber of Commerce; Mrs Annie Yau Tse, Chairman of Hong Kong Retail Management Association; and Miss Shirley Yuen, the then Chief Executive Officer of the Hong Kong General Chamber of Commerce.



2019年「香港服務名牌選舉」決賽評審團成員與品牌局總裁合照(左起)：石平偉(袁莎妮代表)、王家達(滕錦光代表)、吳清煥、陳百里(商務及經濟發展局副局長)、劉鐵成、余麗姚(謝邱安儀代表)、李康瑜(彭耀佳代表)及品牌局總裁楊立門。

Final Judging Panel of 2019 Hong Kong Top Service Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Mr Thinex Shek (representative of Miss Shirley Yuen), Mr Kelvin Wong (representative of Prof Jin-Guang Teng), Mr Ng Ching Wun, Dr Bernard Chan (Under Secretary for Commerce and Economic Development), Mr Brandon Liu, Ms Ruth Yu (representative of Mrs Annie Yau Tse), Ms Vivian Li (representative of Dr Y K Pang), and CEO of the BDC Mr Raymond Young.



### 2019年香港新星品牌選舉暨香港新星服務品牌選舉

為推動香港企業樹立品牌文化，品牌局與廠商會自2010年起舉辦「香港新星品牌選舉」和「香港新星服務品牌選舉」，表彰香港公司創立、不超過八年的新興品牌，激勵中小企透過創立品牌提升增值能力和競爭能力，並喚起社會對「品牌創業者」的重視。



第十屆「香港新星品牌選舉」、「香港新星服務品牌選舉」的初賽及決賽分別於2019年11月18日及12月13日舉行；兩個選舉由同一個評審團負責遴選。決賽評審團的主席為香港特區政府商務及經濟發展局常任秘書長(工商及旅遊)利敏貞；多位知名人士出任決賽評判，包括香港品牌發展局主席黃家和、香港城市大學副校長(發展及對外關係)兼資訊系統與電子商務講座教授李國安、香港中小型企業總商會會長巢國明、香港品質保證局主席何志誠以及香港設計中心行政總裁利德裕。

經過激烈競爭，在入圍的23個品牌中，有7個產品品牌及6個服務品牌脫穎而出，成為第十屆的「摘星新一代」。「香港新星品牌」得獎者包括「b-MOLA」、「攝達」、「ELEEEELS」、「綠芝園」、「蜜蜜啤」、「MoonRock」和「THE SPARKLE COLLECTION」；6個新誕生的「香港新星服務品牌」則為「Cupid Beauty」、「香港安苗醫療中心」、「漁樂」、「樂在棋中」、「尚品」和「滙天下」。



2019年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員合照(左起)：利德裕、巢國明、商務及經濟發展局副秘書長(工商)何小萍(常任秘書長利敏貞代表)、黃家和、何志誠、袁國傑(李國安代表)。

Final Judging Panel of 2019 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards posed for a picture (from left): Dr Edmund Lee, Mr Joe Chau, Deputy Secretary for Commerce and Economic Development (Commerce and Industry) Ms Betty Ho (representative of Permanent Secretary Miss Eliza Lee), Mr Simon Wong, Ir C S Ho, and Prof Richard Yuen (representative of Prof Matthew Lee).

### 品牌選舉宣傳片

為進一步向業界和大眾推廣「品牌選舉」，品牌局特別製作電視廣告宣傳片，以「更上一層樓」的主題，巧妙地帶出良好的「知名度」、「品質」、「形象」等乃「香港名牌」的核心特質和成功要素；並以略有神秘感的電影拍攝手法，展現「香港名牌選舉」與業界攜手再攀高峰的願景。廣告宣傳片於2019年7月至8月在開電視、ViuTV、以及電子和社交媒體上播放。

### 2019 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

In order to foster a brand culture among the industries, the BDC and the CMA have organised Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards since 2010. The Awards give recognition to up-and-coming young brands aged not more than 8 years, with the objective of giving a boost to “brand entrepreneurs” and encouraging Hong Kong industries especially the SMEs to embrace an enterprising spirit and enhance the value-added attributes and competitiveness through branding.

Embarking on its 10th running, the 2019 Emerging Awards Preliminary Judging took place on 18 November 2019; and the Final Judging was conducted on 13 December 2019, under the chairmanship of Miss Eliza Lee, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism). Members of the Final Judging Panel also comprised Mr Simon Wong, Chairman of the BDC; Prof Matthew Lee, Vice-President (Development and External Relations) and Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong; Mr Joe Chau, President of the Hong Kong General Chamber of Small and Medium Business; Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency; and Dr Edmund Lee, Executive Director of Hong Kong Design Centre.

Among the 23 entries shortlisted for the Final Judging, 7 product labels and 6 service brands stood out as the new batch of “emerging stars” after fierce competition. Awardees of “2019 Hong Kong Emerging Brand” included “b-MOLA”, “Citracium”, “ELEEEELS”, “Farm66”, “MiMi Beer”, “MoonRock” and “THE SPARKLE COLLECTION”; while winners of “Hong Kong Emerging Service Brand” were “Cupid Beauty”, “Hong Kong Professional Vaccine”, “Lime Fish”, “People on Board”, “Premier Food” and “The Barn”.

### TV Commercial for Brand Awards

A TV commercial was specially produced for the promotion of the Brand Awards. Based on the theme of “moving up the ladder of success”, the TVC naturally and innovatively brings out the salient characteristics and key success factors of Hong Kong Top Brand, including “Reputation”, “Quality” and “Image”. It employs movie shooting techniques with a mysterious touch to illustrate the Awards’ vision of “Scaling new heights hand-in-hand with the industries”.

The TV commercial was broadcasted on Open TV, ViuTV and digital and social media from July to August 2019.



品牌局於2019年7月舉行的新聞發佈會宣佈2019年各項品牌選舉正式啟動。  
The BDC held a press conference in July 2019 to announce the kick-off of 2019 Awards.

## 二零一九年香港名牌選舉得獎名單

(表一) (Table 1)

## List of 2019 Hong Kong Top Brand Awards Winners

	品牌 Brand	公司 Company
<b>香港名牌十年成就獎</b> Hong Kong Top Brand Ten Year Achievement Award		
	恆香 Hang Heung	恆香老餅家有限公司 Hang Heung Cake Shop Co Ltd
<b>香港卓越名牌</b> Hong Kong Premier Brand		
	阿一 Ah Yat	阿一鮑魚公主(香港)有限公司 Ah Yat Abalone Princess (HK) Ltd
	中大捲閘 Chung Tai Roller Shutters	中大捲閘有限公司 Chung Tai Roller Shutters Co Ltd
	盈活雲芝 G. E. Yunzhi Essence	維特健靈健康產品有限公司 Vita Green Health Products Co Ltd
	蛋撻王 King Bakery	蛋撻王控股有限公司 King Bakery Holdings Ltd
	力勁 LK	力勁機械國際有限公司 L.K. Machinery International Ltd
	澳至尊 澳至尊	澳至尊國際控股有限公司 AUSupreme International Holdings Ltd
<b>香港名牌</b> Hong Kong Top Brand		
	回味 After Taste	溢興貿易(香港)有限公司 Yat Hing Trading (Hong Kong) Ltd
	阿米森 AMAZINGTHING	第一網絡國際有限公司 Top One Network International Ltd
	寶健先鋒 Body-SOS	東億生物有限公司 Biogem Science Technology Ltd
	澳美製藥 Bright Future	澳美製藥廠有限公司 Bright Future Pharmaceutical Laboratories Ltd
	JNC JNC	百家企業國際集團有限公司 100 Enterprises International Group Co Ltd
	林淦生 Lam Kam Sang	林淦生醫藥研究院有限公司 Lam Kam Sang Medical Research Institute Ltd
	超羣麵包西餅 Maria's Bakery	超羣麵包西餅有限公司 Maria's Bakery Co Ltd
	西龍傳香飯糰 QQ Rice	西龍傳香有限公司 QQ Rice (HK) Ltd
	SoftTouch SoftTouch	穩健醫療(香港)有限公司 Winner Medical (Hong Kong) Ltd
	悅和醬園 Yuet Wo	悅和醬園有限公司 Yuet Wo Sauce And Preserved Fruits Ltd

二零一九年香港服務名牌選舉得獎名單

(表二) (Table 2)

List of 2019 Hong Kong Top Service Brand Awards Winners

	品牌 Brand	公司 Company
香港服務名牌十年成就獎 Hong Kong Top Service Brand Ten Year Achievement Award		
	金至尊 3DG Jewellery	金至尊珠寶(香港)有限公司 3D-GOLD Jewellery (Hong Kong) Ltd
香港卓越服務名牌 Hong Kong Premier Service Brand		
	英識教育 Britannia StudyLink	英識教育(亞洲)有限公司 Britannia Study Link (Asia) Ltd
	Dogaroo Dogaroo	奧美(集團)有限公司 Dogaroo Group Ltd
	洋紫荊維港遊 Harbour Cruise-Bauhinia	佳力酒店管理有限公司 Galaxy Hotel Management Co Ltd
香港服務名牌 Hong Kong Top Service Brand		
	アメ横丁 Ameyokocho	金洪有限公司 Golden Water Ltd
	君譽醫療 IconMed	君譽醫療集團 Icon Medical Group
	客路 Klook	客路旅遊科技有限公司 Klook Travel Technology Ltd
	新亞生命 Pangenia	新亞生命科技有限公司 Pangenia Lifesciences Ltd
	印館 PRINT SHOP	環球印館控股有限公司 Universe Printshop Holdings Ltd
	香港仁和體檢 re:HEALTH	香港醫思醫療集團有限公司 Union Medical Healthcare Ltd
	譚仔三哥米線 TamJai SamGor Mixian	群順有限公司 Vennic Ltd
	橋底辣蟹 Under Bridge Spicy Crab	橋底辣蟹有限公司 Under Bridge Spicy Crab Ltd
	滙隆 Wui Loong	滙隆棚業有限公司 Wui Loong Scaffolding Works Co Ltd
	昇華在線 You Find	昇華在線有限公司 You Find Ltd



## 二零一九年香港新星品牌選舉暨香港新星服務品牌選舉得獎名單 List of 2019 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards Winners

(表三) (Table 3)

	品牌 Brand	公司 Company
<b>香港新星品牌 Hong Kong Emerging Brand</b>		
	b-MOLA b-MOLA	安世思奧國際有限公司 NCCO International Ltd
	攝達 Citracium	全球藥業有限公司 The International Medical Co Ltd
	意萊宜 ELEELS	Yell Group Ltd Yell Group Ltd
	綠芝園 Farm66	綠芝園投資有限公司 Farm66 Investment Ltd
	蜜蜜啤 MiMi Beer	素藝策劃有限公司 KsoArts Ltd
	夢樂 MoonRock	植華品牌(亞洲)有限公司 Grown-up Licenses (Asia) Ltd
	閃亮系列 THE SPARKLE COLLECTION	德國寶電商貿易有限公司 German Pool O2O Ltd
<b>香港新星服務品牌 Hong Kong Emerging Service Brand</b>		
	Cupid Beauty Cupid Beauty	蚌暉美容初心有限公司 Sunlight Beauty Group (Maiden) Ltd
	香港安苗醫療中心 Hong Kong Professional Vaccine	Hong Kong Professional Vaccine Ltd Hong Kong Professional Vaccine Ltd
	漁樂 Lime Fish	亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
	樂在棋中 People on Board	樂在棋中社會企業有限公司 People on Board Social Enterprise Ltd
	尚品 Premier Food	尚品之薈有限公司 Premier Food Ltd
	滙天下 The Barn	香江會滙天下茶業有限公司 HKI Tea Development Ltd

### 參與其他獎項

品牌局協助其他機構舉辦和宣傳多個與品牌相關的評審活動，包括由廠商會主辦的「第54屆工展會－Teen創商機攤位創業計劃」、香港優質顧客服務協會之「優質顧客服務大獎」、新城財經台主辦的「大灣區保險業大獎2019－香港站」、亞太品牌發展及加盟協會及新城財經台合辦之「亞太市場發展大獎2019」、香港出口商會主辦的「香港智營設計大賞2020」以及《經濟一週》主辦之「實力品牌大獎2020」等。

### Participating in Other Awards

Over the past year, the BDC acted as Supporting Organisation or provided assistance to a number of brand-related awards, including “The 54th HKBPE: Teen’s Startup Biz” organised by the CMA, “Customer Service Excellence Award” by the Hong Kong Association for Customer Service Excellence, “GBA Insurance Award 2019 (HK Region)” by Metro Broadcast, “APAC Market Development Awards 2019” by Asia Branding & Franchising Association and Metro Finance, “Hong Kong Smart Design Awards 2020” by the Hong Kong Exporters’ Association, and “The Outstanding Brand Awards 2020” by Economic Digest.



品牌局主席黃家和擔任「實力品牌大獎2020」頒獎嘉賓。  
BDC Chairman Mr Simon Wong was invited to be an award-presenting guest of “The Outstanding Brand Awards 2020”.



品牌局主席黃家和擔任「大灣區保險業大獎2019－香港站」主禮及頒獎嘉賓。  
BDC Chairman Mr Simon Wong was one of the honourable guests to present “GBA Insurance Award 2019 (HK Region)”.

## 標識及認證計劃 Marking and Certification Schemes

### 香港名牌標識計劃

為表彰香港公司在發展原創品牌方面的持續努力，提升本地品牌的形象，品牌局和廠商會自2004年起推行「香港名牌標識(TOP嘜)計劃」。「計劃」引入統一的「香港名牌標識」(TOP嘜)系統，並透過規範化的審核和授權制度，對合格者頒發准許證和進行牌照延期，准予其使用「TOP嘜」進行商業推廣。

「TOP嘜計劃」完善了「香港名牌選舉」和「香港服務名牌選舉」的評審和後續發展機制。參與「計劃」的企業必須是兩個「選舉」的獲獎公司，並且每年須按照產品或服務類別接受主辦機構的審核評估，以辦理准許證的續牌手續。

至2020年8月，「TOP嘜計劃」核准品牌超過250個，涉及1,200多個產品/服務類別。



### Hong Kong Top Brand Mark Scheme

Jointly organised by the BDC and the CMA since 2004, the Hong Kong Top Brand Mark Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognise the sustainable achievement in brand development of local companies. Eligible applicants, after successful completion of due registration and review process, would be conferred a licence and entitled to use "Top Mark" for business promotion, subject to annual renewal.

The Scheme is exclusively open to winners of the Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, and it factually is a mechanism to enhance the review process and continuing development of the two Awards. An applicant or licensee has to go through an On-site Assessment that is generally conducted by product/service category and on an annual basis.

Up to August 2020, the Scheme has more than 250 licensees, covering over 1,200 categories of products and services.

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





## 香港製造標識計劃

品牌局自2006年起推行「香港製造標識(HK嘜)計劃」。是項計劃以現行的來源證制度為基礎，透過簡單易行、規範化的准許證制度，授權符合香港原產地規則的產品使用特別設計的「香港製造(Made in Hong Kong)」標識，藉此將香港原產地證明圖示化、統一化和品牌化，提升香港產品的形象和附加價值，推動「香港製造」成為國際認可的代表優質、高水準和信譽的標誌。

「計劃」的適用範圍包括出口產品以及在本港市場銷售的產品。出口貨品可以憑著本港法定機構簽發的香港原產地證，包括一般香港產地來源證以及依照《內地與香港建立更緊密經貿關係的安排》所簽發之產地來源證，向廠商會簽證服務中心申請「HK嘜」使用准許證；而本銷貨品則可向廠商會申領「香港原產地證明書—本地銷售」(DO)作為簽發「HK嘜」的認可文件。

獲准使用「香港製造標識」的本地品牌包括「e-緋蝶」、「蘇太名醬」、「青洲英坭」、「Bodibra」、「東東」、「獅球嘜」、「駱駝嘜」、「GE」、「SS」、「特寶」、「紅雙禧」、「金寶」、「ET PRO」、「Mobework」、「OxyAIR MASK」、「-ONION」、「皓淨口罩」、「S. DECO」等。

## Made in Hong Kong Mark Scheme

Since 2006, the BDC has been running a certification scheme named “Made in Hong Kong Mark (HK Mark) Scheme”. Based on the existing Certificate of Origin regime, the Scheme grants qualified applicants the licence to use a unified visual symbol, i.e. “Made in Hong Kong Mark (HK Mark)”, to represent the geographic origin of goods produced within the territory of Hong Kong, with the objective of raising the profile of Hong Kong products, enhancing their value-added attributes, and promoting “Made in Hong Kong” as an internationally-recognised location brand that symbolises high quality, outstanding performance and superior reputation.

The scope of Made in Hong Kong Mark Scheme covers both goods for exports and goods for domestic sales. For export goods, “HK Mark” licence is granted on the basis of “Certificate of Hong Kong Origin (CHKO)” or “Certificate of Origin – CEPA (CO (CEPA))” issued by Government-approved certification bodies. Besides, the CMA also provides certification service for goods destined for Hong Kong’s local market; and such certificate namely “Document of Hong Kong Origin – Domestic Sales” (DO) is also accepted as supporting document for the issue of “HK Mark” licence.

A number of local brands have become licensees of Made in Hong Kong Mark Scheme, such as “Effective”, “Mrs So’s XO Sauce”, “Green Island Cement”, “Bodibra”, “East East”, “Lion & Globe”, “Camel Brand”, “GE”, “SS”, “Topper”, “Double Happiness”, “Campbell”, “ET PRO”, “Mobework”, “OxyAIR MASK”, “-ONION”, “Hygiene Mask” and “S. DECO”.

### 香港製造標識計劃

### Made in Hong Kong Mark Scheme



香港品牌發展局認可  
Endorsed by Hong Kong Brand Development Council



**Made in Hong Kong Mark Scheme**  
香港製造標識計劃

Applying Organisation 申請機構  
License No. 許可證號碼  
Date of issue 發給日期

Comsigner of goods 貨品代理人(簽署)  
Destination 目的地  
Description of Goods 貨品說明

This licence is hereby issued by  
Hong Kong Brand Development Council  
in accordance with the terms of Made in Hong Kong Mark Scheme  
to confer the right to the above-named organisation regarding the use of  
“Made in Hong Kong Mark”  
on the merchandise represented by the following Certificate of Origin:

香港製造標識  
此許可證是根據香港品牌發展局之「香港製造標識計劃」  
向上述之「申請機構」發給，以作其貨品之用途。

Certificate Number 許可證號碼  
Certificate Type 許可證類別  
Issuing Body 簽發機構  
Issuing Date 發給日期

香港品牌發展局  
Hong Kong Brand Development Council

「HK嘜」使用許可證  
HK Mark Licence

申請編號 DOCUMENT NO.  
簽發日期 ISSUE DATE

申請機構 Applying Organisation  
(請填明機構名稱及地址)

產品名稱 Product Name

產地證明書  
香港原產地證明書  
(本地銷售)  
DOCUMENT OF  
HONG KONG-ORIGIN  
(DOMESTIC SALES)

申請日期 Application date  
工廠編號 Factory number

申請機構  
Bearing No. 地址及電話  
Production Facilities  
Quantity of Goods  
at issue and Signatures

簽發日期  
(由香港品牌發展局)  
Quantity of Goods  
at issue and Signatures

簽發機構  
(由香港品牌發展局)  
Quantity of Goods  
at issue and Signatures

本人謹此證明以上貨品之來源符合香港製造標識計劃之規定  
I HEREBY CERTIFY THAT THE GOODS DESCRIBED ABOVE COMPLY WITH THE HONG KONG  
MADE IN HONG KONG MARK SCHEME.

香港品牌發展局 THE HONG KONG BRAND DEVELOPMENT COUNCIL

香港原產地證明書(本地銷售)  
Document of Hong Kong  
Origin — Domestic Sales

## 品牌培育與教育 Brand Nurturing and Education

### 中小企品牌群策營

為推動和協助中小型企業邁上品牌發展之路，品牌局組織「中小企品牌群策營」，定期舉辦講座和交流活動，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的互動平台；目前的註冊會員企業超過350家。

「中小企品牌群策營」於過去一年舉行了6次活動；而自2005年創立以來，累計舉行的活動已達74次。

### SME Branding Club

In order to inculcate a branding culture among local SMEs, the BDC has since 2005 operated the SME Branding Club, an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. The Club hosts activities pertinent to SME branding on a regular basis, and the number of its registered corporate members has surpassed 350.

Since its inception, SME Branding Club has organised 74 gatherings, of which 6 were held in the past year.

#### 近期「中小企品牌群策營」活動一覽

#### Recent Activities of SME Branding Club

(表四) (Table 4)

舉辦日期 Date	內容主題 Topic	出席人數 Number of Participants
2019年 Year 2019		
7月9日 9 July	「大灣區網上品牌營銷」講座 Online Brand Marketing in the Greater Bay Area	約70人 About 70
8月12日 12 August	「應用網紅營銷及媒體數據分析提升品牌感染力」講座 How to Create Brand Affinity by Influencer Marketing Strategy and Media Data Analysis	約40人 About 40
10月22日 22 October	「品牌成功7R法」講座 7R for Successful Brands	約70人 About 70
2020年 Year 2020		
5月14日 14 May	「『疫』市增長對策：電商、社交媒體及國內營銷」網絡研討會 Webinar on “Business Growth Amidst Pandemic Setbacks: E-Commerce, Social Media and China Marketing Strategies”	約60人 About 60
5月21日 21 May	「『遙距營商計劃』申請知多啲」網絡研討會 Webinar on “Learn More About ‘D-Biz Programme’”	約140人 About 140
6月3日 3 June	「中美貿易戰與新冠肺炎後的世界：催化市場變化新格局」網絡研討會 Webinar on “Business World after US-China Trade War and COVID-19 Outbreak: Shaping New Patterns”	約70人 About 70



數碼營銷專家霍文健講解如何運用網絡營銷工具於大灣區宣傳自家品牌。  
Digital marketing expert Mr. Ivan Fok expounded on the practice of using online marketing tools to promote brands in the Greater Bay Area.

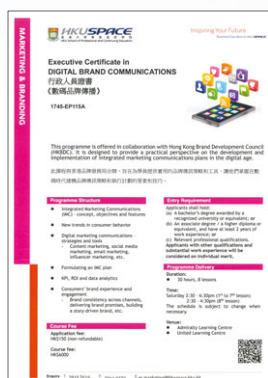


數碼營銷專家王江源分享如何利用AI技術分析相關的媒體數據，創造更具感染力的品牌形象。  
Digital marketing expert Mr. Edwin Wong shared on how to make use of AI technology to analyse relevant media data and create appealing brand image.

## 品牌策略管理證書課程

品牌局與香港大學專業進修學院自2008年起合辦品牌管理行政人員證書課程。這是香港首個由學術界和工商界透過發揮協同性而聯合舉辦的品牌管理教育項目。該課程圍繞「創意品牌及品牌管理」及「數碼品牌傳播」兩大主題，邀請具有豐富的品牌傳播及管理實踐經驗的業內人士任教，講授品牌建立的策略性原則、如何將「設計思維」應用於品牌創造、數碼時代的品牌管理技巧，以及整合營銷傳播的概念、特性和數碼媒體的運用等。

其中，2019年「行政人員證書(數碼品牌傳播)」課程於9月開班。



## Executive Programme in Strategic Brand Management

The BDC and the School of Professional and Continuing Education of the University of Hong Kong have since 2008 joined hands to organise education programme in brand management. This Programme comprises two certificate courses, i.e. “Executive Certificate in Creative Branding and Brand Management” and “Executive Certificate in Digital Brand Communications”. It marks the first brand management course in town that is co-organised by two prestigious organisations, leveraging on the synergy of the industries and the academia.

The Programme is taught by veteran brand experts; and its contents cover the effective strategic principles for branding, application of “design thinking” to brand-building, brand management in the digital age, concepts and features of integrated marketing communications as well as digital marketing.

The 2019 intake of “Executive Certificate in Digital Brand Communications” started in September.



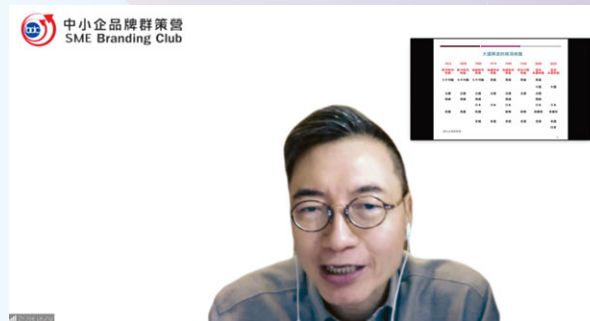
品牌局顧問吳秋全解構成功品牌的七大要素。  
BDC Advisor Mr Charles Ng illustrated on the seven key factors that lead to a brand's success.



數碼營銷專家朱緯賢、陳嘉欣及歐陽偉文分析最新的網上營銷趨勢及「疫」境中的有效營銷策略。  
Digital marketing experts Mr Eddie Chu, Ms Kanas Chan and Mr Wyman Au Yeung analysed the latest trends of online marketing and effective marketing strategies during the epidemic outbreak.



香港生產力促進局企業拓展部署理主管楊裕嘉簡介政府新推出的「遙距營商計劃」的資助詳情及申請手續。  
Acting Head of Corporate Development Division of Hong Kong Productivity Council Ms Katty Yeung introduced funding details and application procedure of “D-Biz Programme” newly-launched by the Government.



企業學習顧問有限公司創辦人梁永忠闡述策略性思維對企業駕馭市場環境轉變的重要意義。  
Founder of Organisational Learning Consultancy Limited Dr Joe Leung highlighted the importance of strategic thinking to an enterprise in coping with the ever-changing market environment.



## 研討會／培訓項目

品牌局不時主辦或與其他機構合作舉辦研討會、培訓課程和工作坊，以促進品牌相關知識的轉移和資訊傳播，提高大眾的品牌意識，並促進業界樹立品牌文化。

## 品牌局舉辦之研討會及工作坊

(表五)

舉辦日期	內容主題	出席人數
<b>2019年</b>		
7月5日	「Facebook營銷必勝」工作坊	約10人
7月16日	「社交媒體危機管理」工作坊	約10人
8月14日	「服務禮儀與服務團隊管理」工作坊	約10人
8月27日	品牌局、工業貿易署、香港貿易發展局及廠商會合辦之「品牌『智』勝研討會：新零售・創・新品牌力！」	約300人
9月6日	「高效電話應對技巧」工作坊	約10人
9月11日	「成為高EQ的職場達人」工作坊	約10人
9月17日	「新時代的知識產權營商之道」研討會	約50人
9月24及26日	「大灣區網上營銷致勝之道」系列工作坊	約10人
10月9日	「高效銷售演說技巧」工作坊	約10人
10月21日	「如何利用催眠學技巧來處理工作壓力」工作坊	約10人
11月5日	「驅動力3.0：如何有效提升員工的投入度和績效」工作坊	約10人
11月8日	「銷售談判雙贏技巧」工作坊	約10人
<b>2020年</b>		
3月27日	「疫情下的環球市場大混亂：『危』機轉化」網絡研討會（抗疫「贏」商講座系列之一）	約60人
3月30日	「疫情期間內地勞動法的政策執行解讀」網絡研討會（抗疫「贏」商講座系列之二）	約50人
4月1日	「疫」境下的數碼轉型策略」網絡研討會（抗疫「贏」商講座系列之三）	約70人
4月6日	「疫情下勞資雙方的法律權益」網絡研討會（抗疫「贏」商講座系列之四）	約70人
4月17日	「招聘面試新趨勢」網絡研討會（抗疫「贏」商講座系列之六）	約60人
4月28日	「e路光明：跨境電商當自強」網絡研討會（抗疫「贏」商講座系列之七）	約60人
5月4日	「以案說法：疫情之下大灣區港企內地合同履約困境的對策」網絡研討會（抗疫「贏」商講座系列之八）	約50人
5月6日	「遙距營商『疫』轉勝」網絡研討會	約180人
5月18日	「疫情下企業的權與責」網絡工作坊	約10人
6月17日	「電子商貿、社交媒體及國內營銷」系列網絡工作坊（單元一）	約10人



「品牌『智』勝研討會」吸引大批聽眾。  
"Branding to Win Seminar" attracted a large audience.



培訓顧問張嘉祺於「驅動力3.0：如何有效提升員工的投入度和績效」工作坊上講解如何激勵員工和提升團隊的協作性。  
At the workshop on "Power Up Your Motivational Skills – To Elevate Staff Engagement & Performance", training consultant Mr Kenneth Cheung gave a talk on how to motivate staff and enhance team collaboration.



蘇文傑律師於「疫情下企業的權與責」網絡工作坊上講解疫情期間的勞資關係及其相關的法律問題。  
At the online workshop on "Impacts of Covid-19 Epidemic upon Employer's Rights and Obligations", Prof Albert So expounded the relationship between employers and employees during the epidemic from legal perspective.

## Seminars and Training

The BDC from time to time hosts or co-organises seminars and training workshops on brand-related topics, in an effort to disseminate information and facilitate knowledge transfer, to raise the brand awareness of the public and to foster a branding culture among the industries.

**Seminars and Training Programmes Organised by the BDC**

(Table 5)

Date	Activity	Audience Number
Year 2019		
5 July	Workshop on “Winning strategies for Facebook Marketing”	About 10
16 July	Workshop on “Social Media Crisis Management”	About 10
14 August	Workshop on “Service Team Management and Service Etiquette”	About 10
27 August	“Branding To Win Seminar: New Retail • Brand • New Power!” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA	About 300
6 September	Workshop on “Effective Telephone Communication Skill”	About 10
11 September	Workshop on “Power Up Your EQ for Work Success”	About 10
17 September	Seminar on “Intellectual Property Management in the New Era”	About 50
24 & 26 September	Serial Workshops on “Winning Strategies for Online Marketing in Greater Bay Area”	About 10
9 October	Workshop on “Effective Sales Presentation”	About 10
21 October	Workshop on “Technique of Hypnosis to Retreat from Stress”	About 10
5 November	Workshop on “Power Up Your Motivational Skills – To Elevate Staff Engagement & Performance”	About 10
8 November	Workshop on “Win-Win Sales Negotiation”	About 10
Year 2020		
27 March	Serial Webinar on “Global Market Chaos During the Epidemic: From Crisis to Opportunity”	About 60
30 March	Serial Webinar on “Implementing Labour Laws in Mainland China During the Covid-19 Epidemic”	About 50
1 April	Serial Webinar on “Digital Transformation Strategy During the Epidemic”	About 70
6 April	Serial Webinar on “Legal Rights of Employers and Employees During the Covid-19 Epidemic”	About 70
17 April	Serial Webinar on “New Trends of Staff Selection Interview”	About 60
28 April	Serial Webinar on “Cross Border e-Commerce: The Road to Bright Future”	About 60
4 May	Serial Webinar on “Tackle the Difficulties in Fulfilling Contracts Related to Greater Bay Area During Pandemic”	About 50
6 May	Webinar on “Distance Business: Turning Adversity into Opportunity”	About 180
18 May	Online Workshop on “Impacts of Covid-19 Epidemic upon Employer’s Rights and Obligations”	About 10
17 June	Serial Online Workshop on “E-Commerce, Social Media and China Marketing Strategies” (Module 1)	About 10



## 品牌「智」勝系列研討會

為了推動業界的交流，加強對公眾的宣傳和教育，提升社會各界的品牌意識，品牌局自2005年起定期舉辦「品牌『智』勝系列研討會」，圍繞著品牌發展的各方面議題，邀請不同領域的專家同台交流，分享品牌「智」勝之道。

品牌局與工業貿易署、香港貿易發展局及廠商會於2019年8月27日聯合舉辦第十六個「品牌『智』勝系列研討會」。研討會於香港會議展覽中心舉行，以「新零售・創・新品牌力！」為主題，邀請學者、專業顧問及品牌掌舵人，直擊「新零售」的深遠影響，解構變革時代塑造品牌力的方略與實踐；同場更特設「技高一籌」環節，邀得兩位本地初創企業代表，分享「香港創造」的智慧零售方案。當日的出席者逾300人。

## Branding to Win Serial Seminar

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

The 16th "Branding to Win" Serial Seminar was held on 27 August 2019 under the banner of "New Retail • Brand • New Power!"; and it was a joint project of the BDC, the Trade and Industry Department, Hong Kong Trade Development Council and the CMA.

With over 300 participants, the Seminar featured a strong line-up of speakers, including well-known scholar, professional consultants and brand CEOs who revealed the promising prospects of New Retail and its profound impacts on future business landscape, while exploring the effective ways to build up brand power in an age of change. Technology experts from two local start-ups also spoke in a newly-introduced "New Tech Power" session to demonstrate Hong Kong's home-grown smart retail solutions, bringing to the audience new inspirations for using technology to reinvent brand experience.



品牌局副主席吳清煥(右)致送紀念品予畢馬威諮詢(香港)有限公司合夥人王建樑。  
BDC Vice Chairman Mr Ng Ching Wun (right) presented certificate of appreciation to Partner of KPMG Advisory (HK) Limited Mr James Wong.



香港理工大學專業進修學院課程總監及講師梁偉峯博士講解新零售的概念及其發展動態。  
Programme Director and Lecturer of the School of Professional Education and Executive Development of the Hong Kong Polytechnic University Dr Joseph Leung dissected the concept of New Retail and its latest developments.



主辦機構代表包括品牌局副主席吳清煥(右四)、工業貿易署高級政務主任馬念恩(右三)以及香港貿易發展局製造業拓展高級經理李柏齡(右二)與演講嘉賓合照。  
Representatives of Organisers including the BDC Vice Chairman Mr Ng Ching Wun (4th from right), Senior Administrative Officer of the TID Miss Leanne Ma (3rd from right) and Senior Manager of Product Promotion of the TDC Mr Eddie Lee (2nd from right) posed for a photo with speakers.



啟航創投有限公司產品開發總監黃啟綱介紹「港式」聊天機器人於新零售中的應用。  
Director of Product Development of Set Sail Venture Limited Mr Sunny Wong introduced Cantonese Chatbot and its applications in retail contexts.



The Hula Limited數碼轉型總監林靜芝剖析多個將藝術和科技巧妙融入品牌營銷的案例。  
Head of Digital Transformation of the Hula Limited Ms April Lam presented several case studies to illustrate how arts and technologies can be integrated into brand marketing.



時惠環球集團執行董事及實惠家居行政總裁梁兆邦分享「實惠家居」以「全渠道」營銷締造顧客新體驗的心得。  
Executive Director of CRMG & Chief Executive Officer of Pricerite Mr James Leung shared with audience the successful practice of "Pricerite" in implementing omni-channel retail to enhance customer experience.



GoAnimate Hong Kong Limited總經理鍾定鏞示範如何善用科技，以簡單步驟自製品牌推廣動畫片。  
General Manager of GoAnimate Hong Kong Limited Mr Billy Chung gave a demonstration of producing brand video with easy steps through "Vyond", a cloud-based animated video creation platform.



### 「新時代的知識產權營商之道」研討會

為了向業界推介品牌知識產權的最新資訊，品牌局和廠商會於2019年9月17日聯合舉辦「新時代的知識產權營商之道」研討會，邀請專業律師講解大灣區及東盟市場的知識產權管理策略以及電商時代對知識產權管理的新挑戰。研討會吸引了近50家公司代表出席。



主辦機構代表與演講嘉賓合照。  
Speakers and the representatives of Organisers posed for a group photo.



品牌局技術顧問兼喬立本廖依敏律師行合夥人湯達熙律師闡述粵港澳大灣區市場的商標管理和知識產權營商策略。  
Technical Advisor of the BDC and Managing Partner of Robin Bridge & John Liu Mr Anthony Tong expounded on trademark management and intellectual property strategies for companies operating in the Guangdong-Hong Kong-Macao Greater Bay Area.



霍金路偉律師行合夥人劉耀慈律師分析電商時代的知識產權新挑戰和應對方法。  
Partner of Hogan Lovells Mr Eugene Low analysed the IP challenges emanating from e-commerce.



張淑姬趙之威律師行管理合夥人趙之威律師講解東盟市場的知識產權事務。  
Managing Partner of Ella Cheong & Alan Chiu Solicitors & Notaries Mr Alan Chiu gave an account of the intellectual property issues in ASEAN countries.

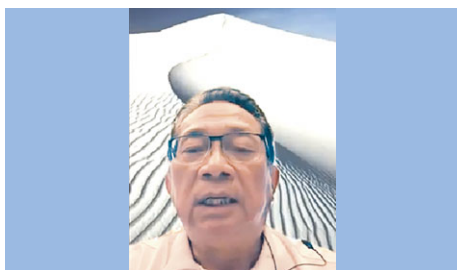
### Seminar on “Intellectual Property Management in the New Era”

To help the industries keep abreast of the latest developments on intellectual property, the BDC and the CMA jointly held a seminar titled “Intellectual Property Management in the New Era” on 17 September 2019.

The Seminar featured several experienced lawyers, who shed light on intellectual property strategies in Greater Bay Area and ASEAN countries as well as the challenges emanating from e-commerce. The Seminar attracted more than 50 participants.

### 「遙距營商『疫』轉勝」網絡研討會

為了向業界推廣特區政府最新推出的「遙距營商計劃」，品牌局及廠商會於2020年5月6日聯合舉辦「遙距營商『疫』轉勝」網絡研討會，邀請基金秘書處的代表和營銷專家分別講解計劃的資助範圍和分享疫情下成功推行數碼轉型策略的本地個案。研討會獲得熱烈反應，吸引近180人次登入。



廠商會創新及資訊科技委員會主席楊志雄致歡迎辭。  
Chairman of the CMA Innovation and Information Technology Committee Mr Johnny Yeung delivered a welcome remark.



香港生產力促進局數碼轉型部總經理陳仲文簡介「遙距營商計劃」的資助範圍及詳情。  
General Manager of Digital Transformation Division of Hong Kong Productivity Council Mr Alex Chan introduced the funding scope and details of the “D-Biz Programme”.



數碼化聯盟創會主席兼香港大學經管學院客席助理教授張天秀分享中小企業推行數碼化的攻略。  
President of Digital Transformation Alliance and Adjunct Assistant Professor of HKU Business School Mr Daniel Cheung gave advice on the digitalisation strategies of SMEs.

### Webinar on “Distance Business: Turning Adversity into Opportunity”

The BDC and the CMA jointly held a webinar titled “Distance Business: Turning Adversity into Opportunity” on 6 May 2020, with an eye to promoting “D-Biz Programme” newly launched by the Government.

The Webinar received overwhelming response from the industries with more than 180 participants. A representative from the Programme Secretariat and an marketing expert were invited to respectively introduce the details of the funding scheme and share cases of successful digital transformation during the epidemic.

## 品牌推廣及交流 Brand Promotion and Exchanges

### 「香港・進・品牌大灣區」系列活動

為協助香港企業把握粵港澳大灣區的發展機遇，品牌局推行「舉辦『香港・進・品牌大灣區』系列活動以提升香港品牌的集體形象」項目。有關項目由廠商會擔任合辦機構，並獲特區政府「工商機構支援基金」撥款資助，為期16個月；已於2020年5月1日啟動。



該計劃提出構建「品牌大灣區」的遠景，圍繞著促進香港品牌「走進」大灣區和推動品牌升級「進步」兩個主軸，舉辦一系列面向整個大灣區、多站式的品牌形象塑造、推廣與消費者參與活動，配合多地點、多維度的市場探知與策略研習，為香港品牌深耕區域市場構建支援平台；在協助香港企業把握區域消費文化的發展趨勢、提升香港品牌的集體形象和市場影響力的同時，強化大灣區消費者以及業界對香港品牌文化的認同感，宣揚「香港品牌」作為一項優勢資源對大灣區邁向高品質發展的特殊作用。

項目的主要內容包括：

- 在廣州番禺萬達廣場及「2021香港工展會・澳門」中設立「香港・進・品牌大灣區」品牌展示區（分別簡稱為「廣東站」及「澳門站」），圍繞創科、活力、優質生活的主題，陳列合共70多個原創品牌及其產品／服務，以彰顯香港品牌的優越、時尚、富有文化底蘊的形象；並透過特別設計的互動式體驗攤位，以及於「廣東站」舉辦具濃厚香港特色的舞台節目，營造多層次的「感受香港，體驗品牌」氛圍。
- 制定「香港品牌名冊」，釐訂一套香港品牌身份的認定標準，建立香港品牌的登記和網上公示系統，並將一批獲認可的品牌資料上載供公眾免費查閱。



### “Hong Kong • IN • Brand Greater Bay” Serial Activities

In order to assist Hong Kong industries to ride on the growth of Greater Bay Area, the BDC is implementing “Organising ‘Hong Kong • IN • Brand Greater Bay’ serial activities to promote Hong Kong brands’ collective image” Project under the sponsorship of the Trade and Industrial Organisation Support Fund of Trade and Industry Department. With the CMA acting as the Collaborating Organisation, this 16-month Project commenced on 1 May 2020.

The Project broaches a “Brand Greater Bay” vision and presents a variety of deliverables under a two-pronged approach, i.e. assisting Hong Kong companies to tap into the domestic market of Greater Bay Area on one hand and facilitating the upgrading of their brand operations on the other. Its mainstay includes a multi-stop “roving” publicity campaign, which stages a series of brand image-building, promotion and consumer engagement activities in selected cities in the Greater Bay Area, supplemented by multi-location, multi-dimensional market research and business strategy profiling.

With an eye to providing a holistic platform to support Hong Kong companies aspiring to “deep plow” the regional market, the Project makes special efforts to discover the rapidly-changing consumption culture in the Greater Bay Area and endeavors to uplift the collective image and market influences of Hong Kong brands. At the same time, it also represents a well-orchestrated attempt to inculcate Hong Kong brand culture into the consumers and the industries in the region, while advocating “Hong Kong Brand” as a unique “advantageous resource” that could boost the high-quality development of the Greater Bay Area.

The major deliverables of the Project include:

- Setting up brand exhibition zones at Wanda Plaza in Panyu (Guangdong Brandfest) and “2021 Hong Kong Trendy Products Expo, Macao” (Macao Brandfest). Centering on three thematic elements, i.e. “Inno-tech”, “Vigour” and “Quality Living”, specially-designed thematic exhibition galleries will display representative products and information of around 70 brands to illustrate the stylish, culturally-sophisticated and superior image of Hong Kong brands. And the exhibitions are accompanied by interactive demonstration kiosks and a variety of stage performances with “Hong Kong flavours” (Guangdong Brandfest), culminating in a multidimensional dynamic “Experiencing Hong Kong, Experiencing Brands” ambience.
- Introducing “Hong Kong Brand i-Directory” (Brand HKiD), which formulates a set of identification criteria for verifying a brand’s “Hong Kong” identity, together with an online registration and a listing system to publish the information of accredited brands for free public access.

- 在大灣區進行消費者問卷調查、企業範例研究及組織商務考察活動，為香港品牌制訂市場拓展策略和選擇有效的推廣傳訊管道提供第一手資料和決策的依據。
- 舉辦企業培訓工作坊及經驗分享會，幫助香港企業強化知識裝備，提升品牌營運的關鍵能力。

另外，配合項目的開展，品牌局在香港、廣州及澳門推行一連串宣傳活動，透過多種訊息渠道以及社交媒體進行「立體式」市場溝通與傳訊。

- Conducting consumer survey, company case studies and a business tour, which aim to collecting first-hand information for Hong Kong companies' reference and shedding light on the effective branding and marketing strategies.
- Organising training workshop and experience sharing seminar to share with Hong Kong brand operators the knowledge and practices related to brand development, promotion and management, helping them to sharpen core competence in brand-building.

With the implementation of the Project, an array of diversified publicity activities are being rolled out in Hong Kong, Macao and Guangzhou through a full range of information channels and social media.

## 展覽及產品展示

品牌局不時參加在本港、內地及海外舉行的各種展覽會和產品展銷會，以設立展板和產品展示專櫃等形式，推介屬下品牌選舉的得獎者；透過這些活動展示香港品牌的整體形象，提升得獎公司的市場影響力，並為本地和海內外消費者提供認識和瞭解香港品牌的窗口。

品牌局參與之展覽會及展示活動

(表六)

舉辦日期	活動名稱	地點	展示內容
2019年			
8月23日至27日	香港時尚館 • 長春	長春	設置產品展示專櫃；展示38個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
8月28日至30日	2019年中國廣東(越南)進出口商品交易會	越南河內	設置產品展示專櫃；展示36個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
12月10日至31日	第54屆香港工展會	香港	設立資料展板及網站宣傳
2020年			
1月9日至13日	港 • 潮流   廣州	廣州	設置產品展示專櫃；展示32個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品



## Exhibitions and Product Showcases

From time to time, the BDC takes part in various exhibitions held in Hong Kong, Mainland China and overseas; and promotes winners of the brand awards through display boards and product showcases. Such promotional activities help to boost the collective image of Hong Kong brands, while providing a window to raise their awareness among consumers, both locally and overseas.

### BDC's Presence in Exhibitions and Showcases

(Table 6)

Period	Event	Location	Promotion Activity
Year 2019			
23 to 27 August	Style Hong Kong Pavilion in Changchun	Changchun	Display board and product showcase (for 38 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
28 to 30 August	China (Guangdong) – Vietnam Import & Export Fair	Hanoi, Vietnam	Display board and product showcase (for 36 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
10 to 31 December	The 54th Hong Kong Brands and Products Expo	Hong Kong	Display board and Internet promotion
Year 2020			
9 to 13 January	Chic HK, Guangzhou	Guangzhou	Display board and product showcase (for 32 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")



2019年「香港名牌選舉」及「香港服務名牌選舉」於第54屆「香港工展會」進行公眾投票。  
2019 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 54th Hong Kong Brands and Products Expo.



品牌局組織「香港名牌」及「香港新星品牌」得獎公司參加由香港貿易發展局舉辦的「香港時尚館・長春」、「2019年中國廣東(越南)進出口商品交易會」及「港・潮流 | 廣州」，並進行產品展示。  
Under the coordination of the BDC, selected Awardees of Hong Kong Top Brand and Hong Kong Emerging Brand showcased their products at "Style Hong Kong Pavilion in Changchun", "China (Guangdong) – Vietnam Import & Export Fair" and "Chic HK, Guangzhou" organised by the Hong Kong Trade Development Council.

### 2019《香港名牌巡禮》

2019《香港名牌巡禮》於2019年7月出版，合計323頁；以中英對照、圖文並茂的形式，將200多個香港原創品牌的成功故事和心得經驗集結成書，同時亦記載了「香港名牌選舉」、「香港服務名牌選舉」和「香港新星品牌選舉暨香港新星服務品牌選舉」的歷史沿革和最新發展。自2003年創刊以來，《香港名牌巡禮》已是第十七次出版。



2019《香港名牌巡禮》共發行近4,000冊；除各得獎公司惠存之外，還寄予超過800個政府部門、各國駐港領事館、酒店、學校、報館、工商團體及社會知名人士；並利用本港及國內展覽會、訪問團及其他推廣活動，向國內及海外的機構和人士派發。

### 官方網站

品牌局官方網站(www.hkbrand.org)是品牌局向公眾介紹各項工作和服務的重要渠道，亦是推廣香港品牌的一個專門的網上平台；其主要內容包括「關於品牌局」、「品牌局活動」、「品牌選舉」、「認證計劃」、「名牌巡禮」、「品牌推廣」、「品牌培訓」、「資源中心」等。

配合「香港・進・品牌大灣區」系列活動(「TSF」資助項目)的開展，品牌局網站在「品牌推廣」內設立專門網頁，發佈系列活動的信息。此外，2019《香港名牌巡禮》以電子書的形式上載於網站的「名牌巡禮」欄目，透過互聯網進一步向海內外的商家與消費者宣傳香港的優秀品牌。

### The Parade of Hong Kong Top Brands 2019

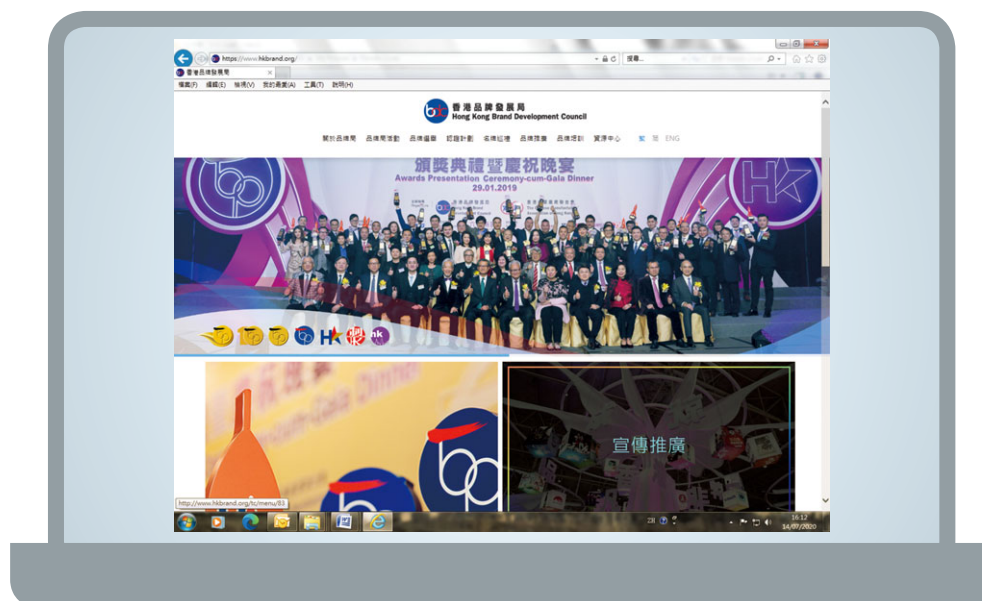
The 2019 edition of “The Parade of Hong Kong Top Brands” was published in July 2019. This 323-page bilingual publication collected the information and success stories of over 200 Hong Kong brands; and it on the other hand was the official publication of Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, giving a comprehensive account of the Awards’ history and latest developments. Making debut in 2003, “The Parade 2019” was the 17th edition.

With a circulation volume of 4,000, the publication was distributed to over 800 organisations, including Government departments, chambers, associations, media, universities and consulates; and it also stepped up presence in exhibitions and other events held in Hong Kong, Mainland China and overseas.

### BDC Website

The BDC official website (www.hkbrand.org) is an important channel to update the public of the Council’s activities and services, while serving as a unique online platform for promoting Hong Kong brands. The website provides rich and versatile information under several content sections, e.g. “About the Council”, “Council in Action”, “Brand Awards”, “Marking Scheme”, “Top Brands Gallery”, “Brand Promotion”, “Brand Education” and “Resource Centre”.

As an online promotional avenue for the ongoing “Hong Kong • IN • Brand Greater Bay” Project, a dedicated sub-section has been created under the “Brand Promotion” to provide updates of the serial activities. Meanwhile, “The Parade of Hong Kong Top Brands 2019” was uploaded onto the BDC website under the column of “Top Brands Gallery”. By adopting the format of an e-book, the electronic version helped to extend the promotion coverage of the Parade to overseas business communities and consumers via Internet.





## 會務活動 Council Activities

### 2019會員大會

品牌局於2019年9月25日假廠商會會議廳舉行周年大會，由品牌局主席黃家和擔任大會主席並致辭；出席會議者包括品牌局理事及會員公司代表等20多人。

黃家和主席回顧了品牌局在過去一年的主要工作，包括協助香港品牌拓展內地及新興市場、倡導「品牌大灣區」願景、推動業界實踐數碼化轉型以及加強品牌研究與教育培訓等。大會並一致通過財務報告及理事會和核數師報告，以及續聘子辰會計師事務所擔任品牌局核數師。

### 委員會工作

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管商務經濟的政府官員擔任名譽贊助人及顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」、「財務委員會」、「國際事務委員會」、「策略發展委員會」等工作委員會。

為了促進行業的品牌發展，品牌局設立多個行業小組，包括「製造業小組」、「服務業小組」、「專業服務業小組」、「創意香港小組」、「社會服務小組」及「批發及零售業小組」，分別由理事劉健華、謝寶達、李慧芬、王象志以及黃偉雄等出任召集人；行業小組就加強品牌局與相關行業的聯繫及合作提供意見。

### 2019 General Meeting

The BDC held its 2019 Annual General Meeting (AGM) at CMA Conference Hall on 25 September 2019. Mr Simon Wong, the BDC Chairman was the Chairman of AGM. In his speech, he reviewed the major work of the BDC in the past year, including assisting local brands to explore markets in Mainland and emerging economies, advocating “Brand Greater Bay” Vision, promoting the practices of digital transformation, and strengthening brand research and education.

The AGM resolved that the Statement of Accounts of the Council and Reports of the General Committee and Auditors be received and JS CPA & Co be re-appointed as the Auditor. Over 20 General Committee members and registered representatives of member companies attended the meeting.

### Work of Committees

The BDC is established on the principle of “Market Leads, Government Facilitates, Community Supports”. The Council has invited Government officials as Honorary Patron and Honorary Advisors, and it has a General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academics, and professional services. Besides, several working committees including “Hong Kong Top Brand Assessment Board”, “Technical Advisory Committee”, “Promotion and Advocacy Committee”, “Finance Committee”, “International Affairs Committee” and “Strategic Development Committee” have been set up as the operational arms to carry out the Council’s various initiatives.

The Sixth General Committee has set up six industrial sub-committees to study the strategic directions for fostering the brand development of selected sectors, including “Manufacturing”, “Services”, “Professional Service”, “Creative Hong Kong”, “Social Service” and “Wholesale & Retail”, with Dr Kevin Lau, Mr Tse Po Tat, Ms Stella Lee, Mr Thomas Wong and Mr Addy Wong being the Convenors.



會員公司代表於2019年度會員大會上合照。

Representatives of BDC Members posed for a group photo at the 2019 Annual General Meeting.



### 理事會

理事會為品牌局的決策和管理機構，負責對品牌局的活動制定方向性指引，並對香港品牌的整體發展策略和推進措施進行研究；理事會監察品牌局的日常運作並協調屬下各委員會的工作。

理事會現任主席為黃家和。理事會於2019年9月25日及2020年5月13日舉行會議，分別就推行「『新星品牌』」工展會推廣先導計劃以及品牌局2020年的工作計劃等進行討論。



品牌局採用網上直播形式召開第六屆理事會第五次會議。  
The BDC conducted the fifth meeting of the 6th General Committee by means of live streaming.

### 常務理事會及財務委員會

品牌局設立由主席、副主席、總裁組成的常務理事會。常務理事會受理事會委託推行管理、督導及其他工作；常務理事會現任主席為黃家和。

財務委員會的職能是指導及監察品牌局的財務工作，研究改善品牌局長遠財務狀況的策略。財務委員會由品牌局副主席吳清煥兼任主席。

常務理事會和財務委員會在2020年5月13日舉行了聯席會議，審議品牌局2020年度財政收支預算及2019年「品牌選舉」頒獎典禮的補辦方案。常務理事會亦於6月24日召開特別會議，研究籌建推廣香港品牌之網上資訊平台的可行性。

### 香港名牌評審委員會

香港名牌評審委員會負責組織品牌選舉和其他與品牌有關的獎勵項目，推行「香港名牌標識計劃」，並對主辦之獎項和認證計劃屬下的企業實施監察和管理；委員會亦負責「香港名牌標識使用准許證」的日常審批和簽發工作。

香港名牌評審委員會現任主席由品牌局副主席陳國民兼任主席。委員會擔任2019年「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」及「香港新星服務品牌選舉」初賽的評審團，於2019年11月18日完成四個「選舉」入圍品牌的遴選工作。委員會於2020年5月26日舉行會議，商討2020年「品牌選舉」的日程以及進行「2020年香港傑出品牌領袖獎」的預選；並於6月3日舉行特別會議探討「2020年品牌選舉頒獎典禮」的舉辦地點等。

### General Committee

The General Committee is the governing body of the Council, which provides guidance on the developmental directions of the Council and also looks into the overall strategy and policies related to the development of Hong Kong brands. The General Committee supervises the operation of the Council and coordinates the work of sub-committees.

Currently chaired by the BDC Chairman Mr Simon Wong, the General Committee held meetings on 25 September 2019 and 13 May 2020, to study the proposal on a pilot scheme for promoting Emerging Brands in the HKBPE and to approve the Year Plan of the BDC respectively.

### Executive Committee & Finance Committee

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

The Finance Committee is set up to advise on and monitor the financial affairs of the BDC and to study the strategies for improving the Council's financial soundness in the long run. It is chaired by the BDC Vice Chairman Mr Ng Ching Wun.

Executive General Committee and Finance Committee held a joint meeting on 13 May 2020 to approve the 2020 financial budget of the Council as well as the plan for re-launching the Presentation Ceremony of 2019 Brand Awards. In a special meeting convened on 24 June 2020, the Executive Committee studied the possibility of setting up an online facility dedicated to promoting Hong Kong brands.

### Hong Kong Top Brand Assessment Board

Hong Kong Top Brand Assessment Board is responsible for organising brand awards and other brand-related recognition programmes, implementing Hong Kong Top Brand Mark Scheme, and overseeing the awardees and licensees thereof. Besides, it is the issuing body of the Hong Kong Top Brand Mark Licence.

The Board is currently chaired by the BDC Vice Chairman Dr Edward Chan. It acted as the Preliminary Judging Panel of the 2019 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards to select the shortlisted entries on 18 November 2019.

The Committee held a meeting on 26 May 2020 to discuss the schedule and arrangements for 2020 Brand Awards as well as to conduct pre-screening of the prospective candidates and their affiliated brands for the 2020 Hong Kong Distinguished Brand Leader Award. The Committee also convened a special meeting on 3 June 2020 to decide on the venue for 2020 Brand Awards Presentation Ceremony-cum-Gala Dinner.

## 技術顧問委員會

技術顧問委員會就品牌選舉的評審標準和認證計劃提供技術指導；亦致力促進品牌局與學術、專業服務等界別的聯繫和合作。

技術顧問委員會由品牌局副主席盧金榮兼任主席，委員主要是來自工商、學術、法律、設計、品質管理等界別的专业人士。委員會於2020年8月31日舉行會議，就「香港品牌名冊」的登記程序、「香港品牌」認定標準以及其他技術細節提供意見。

## 推廣與宣傳委員會

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

推廣與宣傳委員會由品牌局副主席陳家偉兼任主席。委員會於2019年11月29日舉行會議，討論2019年「品牌選舉」頒獎典禮暨慶祝晚宴的具體安排；在2020年6月10日的會議上，委員會審議了品牌局2020年重要活動的宣傳計劃。

## 國際事務委員會

國際事務委員會負責協助推廣香港品牌的國際形象，以及促進品牌局與海外機構的品牌交流與聯繫；由品牌局副主席沈運龍兼任主席。

## 策略發展委員會

策略發展委員會負責研究品牌局的長遠發展策略，以及指導品牌局會員的招募、管理及服務工作。委員會由品牌局副主席黃偉鴻兼任主席。

## 會員招募

會員網絡是品牌局倡導和推行其創立理念的重要基礎，是品牌局聯繫業界、服務業界不可或缺的介面。

品牌局歡迎任何認同品牌局理念、支持香港品牌發展的公司和組織加入成為公司會員或贊助會員。自2005年8月成立以來，已有350多家公司成為品牌局的公司會員。



## Technical Advisory Committee

The Technical Advisory Committee advises on the judging criteria of brand awards and technical aspects of the certification schemes, and it is also devoted to fostering the communications and cooperation between the Council and academics, professionals and other sectors.

Currently chaired by the BDC Vice Chairman Dr Lo Kam Wing, the Committee is made up of domain experts who are industrialist, academic, legal advisor, designer, quality management expert and other professionals. The Committee held a meeting on 31 August 2020 to give advices on the implementation details of “Hong Kong Brand i-Directory” such as the registration mechanism, “Hong Kong Brand Identification Criteria” and other technical issues.

## Promotion and Advocacy Committee

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

Currently chaired by the BDC Vice Chairman Mr Calvin Chan, the Committee held a meeting on 29 November 2019 to discuss the logistic arrangements for the 2019 Awards Presentation Ceremony-cum-Gala Dinner. It convened another meeting on 10 June 2020 to endorse the promotional programmes of the Council’s major activities in 2020.

## International Affairs Committee

The International Affairs Committee aims to promote the image of Hong Kong brands in the international arena, and to enhance the exchanges and networking between the Council and overseas organisations. The Committee is currently chaired by BDC Vice Chairman Dr Aaron Shum.

## Strategic Development Committee

The Strategic Development Committee is set up to study the strategies for the Council’s long-term development and to provide guidance on membership affairs such as recruitment, administration and services. It is currently chaired by BDC Vice Chairman Dr Ellis Wong.

## Member Recruitment

Membership is not only an important base for the BDC to advocate and implement its founding missions, but also an indispensable interface for the Council to connect and serve the industries.

The BDC welcomes all companies and organisations in sympathy of its objectives to become Corporate Members or Associate Members. Since the establishment in August 2005, the BDC has admitted over 350 Corporate Members.

# 會員福利 Member Benefits

## 入會資格

凡持有香港商業登記證明的公司，或已向香港特區政府相關主管當局註冊的工商社會團體，均有資格申請成為香港品牌發展局之公司會員。境外註冊之公司或工商社會團體，可申請為贊助會員。

## 會員福利

公司會員有權參加品牌局的會員大會，擁有投票表決權。公司會員及贊助會員均可尊享多元化服務，包括：

- 利用品牌局的平台，就品牌發展的政策和相關事宜表達意見。
- 參與品牌局在香港、內地和海外舉辦的展覽、產品展示和市場推廣活動。
- 以會員優惠價或免費(特定活動)參加研討會、培訓課程、營商考察團等。
- 接受品牌方面的最新資訊。
- 分享品牌局所推行之研究和發展項目的成果。
- 使用品牌局構建之品牌發展支援體系，例如專家庫、免費諮詢、顧問引介服務等。
- 免費取得品牌局的刊物，包括《香港名牌巡禮》、《年報》、會員通告及電郵簡訊等。
- 羅列公司簡介於品牌局官方網站。
- 依託品牌局的網絡，開展業界間的商業配對、合作、交流、聯誼與互惠活動。
- 享有廠商會之團體會員優惠，例如培訓、保險服務費用折扣等。

## Membership Eligibility

Any Hong Kong company holding a valid business registration certificate or any Hong Kong association registered with the relevant Government authority are eligible to apply to become a Corporate Member of the Hong Kong Brand Development Council. Companies or associations incorporated outside Hong Kong can apply to be admitted as Associate Members.

## Member Benefits

Corporate Members have the right to attend and vote at general meetings of the BDC. All Members can enjoy a bevy of privileges:

- Become part of a collective voice to express views and concerns on government's policies and issues pertaining to brand development.
- Have opportunities to participate in various exhibitions, product showcases, and promotional activities organised by the BDC in Hong Kong, Mainland and overseas.
- Attend seminars, training programmes, business study trips and other activities at a discounted rate or free-of-charge (for specified events).
- Acquire updated information on branding.
- Share findings of research and development projects conducted by the BDC.
- Get access to brand development supporting facilities established by the BDC, e.g. brand expert database, free consultancy, and consultant referral services.
- Receive free publications, including "The Parade of Hong Kong Top Brands", "Annual Report", member circular, e-mail broadcast, etc.
- Upload company information on the BDC's official website.
- Leverage on the BDC's network to facilitate business matching, experience sharing, strategic alliance, inter-company liaison and mutually preferential arrangements.
- Enjoy benefits entitled to CMA Group Members, such as discounts on training and insurance services.



# 品牌局簡介 About the Council



## 香港品牌發展局 Hong Kong Brand Development Council

香港品牌發展局(品牌局)是由香港中華廠商聯合會(廠商會)牽頭成立的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提升香港品牌的知名度、弘揚原創精神、構築有利於品牌發展的社會環境、以及促進品牌方面的企業交流、聯誼和國際合作。

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管工商及經濟的政府官員擔任名譽贊助人 and 顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」、「財務委員會」、「國際事務委員會」及「策略發展委員會」等工作委員會和專責秘書處。

品牌局從全局性層面和戰略的高度探索、倡議和推進香港品牌的整體發展策略，並發揮統籌和協調的角色，力求成為香港品牌發展的領航旗艦。

除了積極敦促、協助政府政策的制定和執行之外，品牌局亦活躍於品牌評審、培育、推廣、研究、交流和國際合作等各個領域，包括：每年主辦「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」、「香港新星服務品牌選舉」和「香港傑出品牌領袖獎」，並協助策劃其他名牌評審與比賽，藉以表彰先進，樹立借鑒典範和參照基準；推行「香港名牌標識計劃」和「香港製造標識計劃」，透過規範化的審核和准許證制度，開創品牌相關認證之先河；帶領企業參加本港、中國內地和海外的展覽和推廣活動，包括在內地不同城市舉辦「香港品牌節」系列活動；定期舉辦「中小企品牌群策營」，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的平台；並推行研究計劃、培訓項目、觀摩與交流活動，扶植後起之秀，倡導「建品牌、創名牌」的行業風尚；透過加強公眾宣傳和教育，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。

隨著「品牌時代」的來臨，品牌策略已成為企業賴以維持競爭力的不二法門。香港品牌發展局將引領業界身體力行，立品創名，打造「香港製造、香港原創」的金漆招牌，推動香港成為名牌薈萃之都。

Initiated by the Chinese Manufacturers' Association of Hong Kong, the Hong Kong Brand Development Council is a non-profit-making institution aiming to promote the development of Hong Kong brands by pooling together the efforts of all walks of life. It is committed to promoting Hong Kong brands, advocating innovation and creativity, fostering an environment conducive to brand-building, and enhancing exchanges and cooperation among companies in regard to brand development.

The Council is established on the principle of "Market Leads, Government Facilitates, Community Supports". Apart from having invited Government officials as Honorary Patron and Honorary Advisors, the Council has a prestigious General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academic, and professional services. A devoted secretariat and several working committees including "Hong Kong Top Brand Assessment Board", "Technical Advisory Committee", "Promotion and Advocacy Committee", "Finance Committee", "International Affairs Committee" and "Strategic Development Committee" have been set up as the operational arms to carry out the Council's various initiatives.

The Council has set itself the task of becoming a flagship to lead the way in Hong Kong's brand development, being a driver for the pursuit of an overall strategy, a facilitator for the formulation and implementation of related policies, and a coordinator for the branding efforts of local organisations. The Council has been playing an active role in every key area, sharpening its leadership in brand accreditation, nurturing, promotion, research, exchanges and international cooperation.

Besides hosting the renowned brand awards like "Hong Kong Top Brand Awards", "Hong Kong Top Service Brand Awards", "Hong Kong Emerging Brand Awards", "Hong Kong Emerging Service Brand Awards" and "Hong Kong Distinguished Brand Leader Award", the Council also provides assistance to other brand competitions or prizes, in an attempt to identify role models and set up best-practice benchmark in branding. It is the organiser of the "Hong Kong Top Brand Mark Scheme" and "Made in Hong Kong Mark Scheme", which, as the first of their kinds, have blazed the trail of brand-related certification based on well-structured assessment and licensing system.

In order to enhance the profile of Hong Kong brands, the Council has been actively participating in various exhibitions, product showcases and other promotional events, domestically and overseas, apart from staging large-scale projects like "Hong Kong Brand Festivals" in major Mainland cities. It organises "SME Branding Club" regularly, in an attempt to foster brand-building culture among local SMEs and to build up an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. Furthermore, a number of training, research, study, and exchange programmes as well as public education campaigns have been rolling out under the Council's aegis, as part of its efforts to step up brand awareness among local enterprises and the public in general.

With the advent of "brand era", brand-building is becoming a must for an organisation to stay competitive. Hand in hand with our industries, the Hong Kong Brand Development Council is devoted to promoting "Made by Hong Kong, Originated from Hong Kong" as a world-class label and developing Hong Kong into a star-studded brands hub.

# Appendices

## 附錄

# 附錄

## Appendices

### 屬下委員會 Sub-Committees

#### 香港名牌評審委員會 Hong Kong Top Brand Assessment Board

##### 主席 Chairman :

陳國民 Dr Edward K M Chan

##### 顧問 Advisors :

黃家和 Mr Simon K W Wong, BBS, JP  
楊立門 Mr Raymond L M Young, GBS, JP

##### 副主席 Vice Chairmen :

吳清煥 Mr Ng Ching Wun  
盧金榮 Dr Lo Kam Wing, JP

##### 委員 Committee Members :

陳家偉 Mr Calvin K W Chan  
沈運龍 Dr Aaron W L Shum  
黃偉鴻 Dr Ellis W H Wong  
梁兆賢 Mr Jackson S Y Leung  
孫榮良 Mr Warren Y L Sun  
賴偉星 Mr Wilson W S Lai  
周紹榮 Mr Joseph S W Chow  
梁湘東 Mr Thomas Leung  
顏明秀 Ms Candy M S Ngan

#### 技術顧問委員會 Technical Advisory Committee

##### 主席 Chairman :

盧金榮 Dr Lo Kam Wing, JP

##### 技術顧問 Technical Advisors :

劉健華 Dr Kevin K W Lau, JP  
謝邱安儀 Mrs Annie Yau Tse  
巢國明 Mr Joe Chau  
葉小卡 Mr Karr Yip  
曾慶才 Dr Albert Tsang  
陸定光 Dr Sherriff Luk  
張天秀 Mr Baniel Cheung  
周紹榮 Mr Joseph S W Chow  
湯達熙 Mr Anthony Tong  
林俊康 Mr Dominic Lam

#### 財務委員會 Finance Committee

##### 主席 Chairman :

吳清煥 Mr Ng Ching Wun

##### 委員 Committee Members :

黃家和 Mr Simon K W Wong, BBS, JP  
陳國民 Dr Edward K M Chan  
盧金榮 Dr Lo Kam Wing, JP  
陳家偉 Mr Calvin K W Chan  
沈運龍 Dr Aaron W L Shum  
黃偉鴻 Dr Ellis W H Wong  
楊立門 Mr Raymond L M Young, GBS, JP

#### 推廣與宣傳委員會 Promotion and Advocacy Committee

##### 主席 Chairman :

陳家偉 Mr Calvin K W Chan

##### 顧問 Advisors :

吳清煥 Mr Ng Ching Wun  
陳國民 Dr Edward K M Chan  
吳秋全 Mr Charles C C Ng

##### 委員 Committee Members :

王象志 Mr Thomas C C Wong  
鄧錦添 Dr Tang Kam Tim  
何偉權 Dr Ken W K Ho  
梁承傑 Mr Vincent S K Leung  
駱百強 Mr Robert P K Lok  
余瓊峰 Mr Kevin K F Shea  
王淑筠 Ms Diana Wong  
黃偉雄 Mr Addy W H Wong, MH  
謝寶達 Mr Tse Po Tat  
郭勇維 Mr Garic Y W Kwok  
林國興 Mr Wilfred K H Lam, JP, BH  
黃浩鈞 Mr Howard Ken Wong



### 國際事務委員會 International Affairs Committee

#### 主席 Chairman :

沈運龍 Dr Aaron W L Shum

#### 顧問 Advisors :

徐晉暉 Mr Marvin T F Hsu  
黃家和 Mr Simon K W Wong, BBS, JP  
陳淑玲 Ms Shirley S L Chan, BBS, JP

#### 委員 Committee Members :

陳國民 Dr Edward K M Chan  
陳家偉 Mr Calvin K W Chan  
李世傑 Mr Eric Lee  
蔡少森 Mr Philip S S Choi  
王象志 Mr Thomas C C Wong  
吳懿容 Ms Susanna Y Y Ng  
張呈峰 Mr Cheung Ching Fung  
黃偉雄 Mr Addy W H Wong, MH

### 行業小組委員會 Industrial Sub-Committees

製造業小組召集人 Convenor of Manufacturing Sub-Committee  
服務業小組召集人 Convenor of Services Sub-Committee  
專業服務業小組召集人 Convenor of Professional Service Sub-Committee  
創意香港小組召集人 Convenor of Creative Hong Kong Sub-Committee  
社會服務小組召集人 Convenor of Social Service Sub-Committee  
批發及零售業小組 Wholesale & Retail Sub-Committee

### 策略發展委員會 Strategic Development Committee

#### 主席 Chairman :

黃偉鴻 Dr Ellis W H Wong

#### 顧問 Advisors :

黃家和 Mr Simon K W Wong, BBS, JP  
盧金榮 Dr Lo Kam Wing, JP  
吳秋全 Mr Charles C C Ng

#### 委員 Committee Members :

李慧芬 Ms Stella W F Lee  
劉健華 Dr Kevin K W Lau, JP  
張呈峰 Mr Cheung Ching Fung  
駱百強 Mr Robert P K Lok  
顏明秀 Ms Candy M S Ngan  
謝寶達 Mr Tse Po Tat  
曾維 Dr Tsang Wai

劉健華 Dr Kevin K W Lau, JP  
謝寶達 Mr Tse Po Tat  
李慧芬 Ms Stella W F Lee  
王象志 Mr Thomas C C Wong  
黃偉雄 Mr Addy W H Wong, MH

## 會員名錄

## Directory of BDC Members

大中實業股份有限公司 Dah Chung Industrial Co Ltd	捷榮咖啡有限公司 Tsit Wing Coffee Co Ltd
雅田實業有限公司 Artin Industrial Co Ltd	錦興粉麵食品有限公司 Kam Hing Noodles Food Co Ltd
YGM貿易有限公司 YGM Trading Ltd	震歐線衫廠有限公司 Chun Au Knitting Factory Ltd
香港生產力促進局 Hong Kong Productivity Council	香港米聯企業有限公司 H.K. Rice Merchants Enterprises Ltd
香港貿易發展局 Hong Kong Trade Development Council	關東百源堂(靈藥德興堂)聯合藥廠有限公司 Kwan Tung Pak Yuen Tong (Ling Yok Tack Hing Tong) Union Medicine Factory Ltd
力勁機械國際有限公司 L.K. Machinery International Ltd	威信珠寶有限公司 Wilson Designs & Jewellery Ltd
漢生堂藥業有限公司 Han Sheng Tang Herbal Technologies Co Ltd	豐葉電器製造廠有限公司 Fung Yip Electrical Manufacturing Ltd
古珀行珠寶有限公司 Aaron Shum Jewelry Ltd	日昇實業有限公司 Sunnex Products Ltd
美昌玩具製品廠有限公司 May Cheong Toy Products Fty Ltd	三生中藥廠有限公司 Sam Seng Herbal Pharmaceutical Co Ltd
三友實業(集團)有限公司 Sanyu Industrial (Holdings) Co Ltd	榮華食品製造業有限公司 Wing Wah Food Manufactory Ltd
寶星首飾廠有限公司 Polaris Jewellery Manufacturer Ltd	威馬企業有限公司 Goodway Electrical Enterprise Ltd
諾天時有限公司 Time Mission Ltd	大南玩具實業有限公司 Tai Nam Industrial Co Ltd
金百加發展有限公司 Kampery Development Ltd	李錦記有限公司 Lee Kum Kee Co Ltd
MCL 品牌顧問有限公司 Maxi Communications Ltd	官燕棧國際有限公司 Imperial Bird's Nest International Co Ltd
恒通資源有限公司 Hang Tung Resources Ltd	喜居樂有限公司 Hekura Co Ltd
其士國際集團有限公司 Chevalier International Holdings Ltd	美康居國際有限公司 Azureliving International Ltd
南洋兄弟煙草股份有限公司 Nanyang Brothers Tobacco Co Ltd	大班麵包西餅有限公司 Tai Pan Bread & Cakes Co Ltd
雅芳婷集團有限公司 A-Fontane Groups Ltd	美心食品有限公司 Maxim's Caterers Ltd
余仁生(香港)有限公司 Eu Yan Sang (HK) Ltd	莎莎國際控股有限公司 Sa Sa International Holdings Ltd
南順(香港)有限公司 Lam Soon (HK) Ltd	信達企業有限公司 Shun Tat Enterprises Ltd
四洲貿易有限公司 Four Seas Mercantile Ltd	康泰旅行社有限公司 Hong Thai Travel Services Ltd
新順福食品有限公司 Sun Shun Fuk Foods Co Ltd	香港中國旅行社有限公司 China Travel Service (HK) Ltd
香港天廚有限公司 The Tien Chu (HK) Co Ltd	鑛記酒家集團有限公司 Yung Kee Restaurant Group Ltd
合興食油集團有限公司 Hop Hing Oil Group Ltd	韓泰麗蔘(集團)有限公司 Hong Tai Ginseng (Group) Co Ltd
德國寶(香港)有限公司 German Pool (HK) Ltd	中原地產代理有限公司 Centaline Property Agency Ltd
福田科技有限公司 Fook Tin Technologies Ltd	芝柏婚禮殿堂 GP Wedding
龍發製藥(香港)有限公司 Long Far Herbal Medicine Manufacturing (HK) Ltd	金瓶實業有限公司 Golden Cup Industries Ltd
六福集團(國際)有限公司 Luk Fook Holdings (International) Ltd	嘉頓有限公司 The Garden Co Ltd

鴻福堂集團有限公司  
Hung Fook Tong Holdings Ltd  
鱷魚恤有限公司  
Crocodile Garments Ltd  
天泰良友清潔用品有限公司  
Tin Tai Leung Yao Cleaning Supplies Ltd  
偉邦物業管理有限公司  
Well Born Real Estate Management Ltd  
皇室實業集團有限公司  
Majestic Holding Ltd  
香港復康會  
The Hong Kong Society for Rehabilitation  
美國冒險樂園有限公司  
Jumpin Gym USA Ltd  
大昌貿易行有限公司  
Dah Chong Hong, Ltd  
卓悅控股有限公司  
Bonjour Holdings Ltd  
阿波羅雪糕有限公司  
Appolo Ice-cream Co Ltd  
活力健國際有限公司  
Holistol International Ltd  
中華製漆(一九三二)有限公司  
The China Paint Manufacturing Co (1932) Ltd  
彩適化工製品有限公司  
Colour Chemical Industrial Ltd  
和興白花油藥廠有限公司  
Hoe Hin Pak Fah Yeow Manufactory Ltd  
淘化大同食品有限公司  
Amoy Food Ltd  
零食物語有限公司  
Fancy Talent Ltd  
雅蘭企業有限公司  
Airland Enterprise Co Ltd  
環保冰專門店有限公司  
GE-Ice Specialty Shop Ltd  
天冰有限公司  
Ice Master Ltd  
君政國際有限公司  
Cross International Ltd  
八珍國際有限公司  
Pat Chun International Ltd  
陳記食品有限公司  
Chan Kee Foods Ltd  
日本城(香港)有限公司  
Japan Home Centre (HK) Ltd  
安莉芳(香港)有限公司  
Embry (HK) Ltd  
牛奶有限公司  
The Dairy Farm Co Ltd  
草姬國際有限公司  
Herbs Generation International Ltd  
Dr Kong 健康鞋專門店  
Dr Kong Footcare Ltd  
權智有限公司  
Group Sense Ltd  
實惠家居有限公司  
Pricerite Stores Ltd  
盾牌保險箱有限公司  
Guarda Safe Industrial Ltd

盛威安全設備有限公司  
Safewell Equipment Ltd  
百昌隆藥業有限公司  
Bai Cheong Lung Medicine Ltd  
標緻活水有限公司  
Beauty & Health Magic Water Purify Ltd  
維特健靈健康產品有限公司  
Vita Green Health Products Co Ltd  
富城物業管理有限公司  
Urban Property Management Ltd  
樓上有限公司  
HK JEBN Ltd  
衍生集團(國際)控股有限公司  
Hin Sang Group (International) Holding Co Ltd  
建業五金塑膠廠有限公司  
Kin Hip Metal & Plastic Factory Ltd  
太古糖業有限公司  
Taikoo Sugar Ltd  
時富金融服務集團有限公司  
CASH Financial Services Group Ltd  
富臨集團有限公司  
Foo Lum Holdings Ltd  
米蘭站(香港)有限公司  
Milan Station (HK) Ltd  
大記食品有限公司  
Dai Kee Food Co Ltd  
中華商務聯合印刷(香港)有限公司  
C&C Joint Printing Co (HK) Ltd  
御藥堂(控股)有限公司  
Royal Medic (Holdings) Ltd  
儲存易迷你倉集團有限公司  
Store Friendly Self Storage Group Ltd  
青洲英坭有限公司  
Green Island Cement Co Ltd  
通用磨坊食品亞洲有限公司  
General Mills Foods Asia Ltd  
歐達傢俱有限公司  
Arredamenti Co Ltd  
樂域實業有限公司  
Lomak Industrial Co Ltd  
美時文儀有限公司  
Lamex Trading Co Ltd  
雅香園食品有限公司  
YHY Food Products Ltd  
七海化工(集團)有限公司  
Seven Sea Chemicals (Holdings) Ltd  
保心安藥廠有限公司  
Po Sum On Medicine Factory Ltd  
雞仔餅大王有限公司  
King of Chicken Cake Ltd  
奧麗有限公司  
Oceanic Leader Ltd  
美國家得路天然健康食品有限公司  
Catalo Natural Health Foods Ltd  
盈創(疊高)實業有限公司  
Kado Industrial Co Ltd  
金至尊珠寶(香港)有限公司  
3D-Gold Jewellery (HK) Ltd  
瑋基咖啡有限公司  
Grand Coffee Co Ltd



同珍公司  
Tung Chun Co  
順利建材潔具有限公司  
Shun Lee Bldg Materials & Sanitary Wares Ltd  
Banner SHOP Hong Kong Ltd  
Banner SHOP Hong Kong Ltd  
自然怡家有限公司  
Natural Home Collections Ltd  
香港小輪(集團)有限公司  
Hong Kong Ferry (Holdings) Co Ltd  
百成堂參茸行有限公司  
Pak Shing Tong Ginseng Co Ltd  
穩健醫療(香港)有限公司  
Winner Medical (HK) Ltd  
三聯書店(香港)有限公司  
Joint Publishing (HK) Co Ltd  
偉澳照明實業有限公司  
Rio Industrial Ltd  
康業服務有限公司  
Hong Yip Service Co Ltd  
蛋撻王控股有限公司  
King Bakery Holdings Ltd  
海皇國際有限公司  
Ocean Empire International Ltd  
大寧有限公司  
Dialink Ltd  
英記茶莊有限公司  
Ying Kee Tea Co Ltd  
南北行參茸葯材有限公司  
Nam Pei Hong Sum Yung Drugs Co Ltd  
天虹海鮮酒家  
Lamma Rainbow Seafood Restaurant Ltd  
安記海味有限公司  
On Kee Dry Seafood Co Ltd  
信和物業管理有限公司  
Sino Estates Management Ltd  
萬希泉鐘錶有限公司  
Memorigin Watch Co Ltd  
楊氏水產有限公司  
Yeungs Marine Products Ltd  
大有倉集團有限公司  
Tai Yau Storage Group Ltd  
恆香老餅家有限公司  
Hang Heung Cake Shop Co Ltd  
太子珠寶鐘錶公司  
Prince Jewellery and Watch Co  
專業國際旅運有限公司  
Travel Expert Ltd  
信譽科技發展有限公司  
Faith Technology Development Ltd  
致富集團有限公司  
Chief Group Ltd  
榮利集團(國際)有限公司  
Wing Li Group (International) Ltd  
美味棧國際有限公司  
Yummy House International Ltd  
銀龍飲食集團有限公司  
Ngan Lung Catering (Holdings) Ltd  
添福餐飲食品發展有限公司  
Timfold Catering and Food Service Ltd

煌府集團有限公司  
Palace Group Management Ltd  
梳化倉有限公司  
Sofamark Ltd  
合和土木發展有限公司  
Hop Wo Development Ltd  
昇鋒國際有限公司  
Pro Logic International Ltd  
康盟有限公司  
Concord Alliance Ltd  
泉昌有限公司  
Chuan Chiong Co Ltd  
原味家作有限公司  
Original Taste Workshop Ltd  
譽宴集團有限公司  
U Banquet Group Ltd  
福滿臨珠寶集團有限公司  
Fook Moon Lam Jewellery Holdings Co Ltd  
華潤堂有限公司  
CR Care Co Ltd  
復興貿易發展有限公司  
Fok Hing Trading Development Co Ltd  
穎明實業有限公司  
Makebest Industries Ltd  
貴族國際貿易有限公司  
Yaki Champion Boutique Ltd  
阿一鮑魚公主(香港)有限公司  
Ah Yat Abalone Princess (HK) Ltd  
卡撒天嬌國際有限公司  
Casablanca International Ltd  
高來國際集團有限公司  
Top Loyal International Holdings Ltd  
一心旅遊有限公司  
Instant Travel Service Ltd  
天澄閣投資有限公司  
Crystal Harbour Restaurant Ltd  
華發行(香港)貿易發展有限公司  
Wah Fat Hong (HK) Trading Development Co Ltd  
佳力酒店管理有限公司  
Galaxy Hotel Management Co Ltd  
生歷奇教育統籌有限公司  
Synergy Education Provider Co Ltd  
錢氏玩具中心有限公司  
M & C Toy Centre Ltd  
尚芳保健有限公司  
Shang Healthcare Ltd  
雅麗斯中國有限公司  
Alice Chan China Ltd  
天比廣告有限公司  
Greenbase Ad Ltd  
珈冕環球有限公司  
Aqueen International Ltd  
西雅有限公司  
Zear Corporation Ltd  
高登設計有限公司  
Golden Design Ltd  
摩米士科技(香港)有限公司  
Momax Technology (HK) Ltd  
親子王國有限公司  
Baby-Kingdom.Com Ltd

奧美斯傢具有限公司  
Offmax Ltd  
星華發展有限公司  
Sing Wah Development Ltd  
裕昇實業有限公司  
Yusan Industries Ltd  
捷旅集團有限公司  
Jetour Holding Ltd  
遵理學校有限公司  
Beacon College Ltd  
FlexSystem Ltd  
FlexSystem Ltd  
翠華控股有限公司  
Tsui Wah Holdings Ltd  
現代美容控股有限公司  
Modern Beauty Salon Holdings Ltd  
沙嗲王(集團)有限公司  
Satay King (Holdings) Co Ltd  
奇華餅家有限公司  
Kee Wah Bakery Ltd  
九龍維記牛奶有限公司  
The Kowloon Dairy Ltd  
十二星繡國際集團有限公司  
Twelve Constellation International Holdings Ltd  
諾亞香港藥業有限公司  
Noah Hong Kong Ltd  
迅榮貿易有限公司  
Fast Fame Trading Ltd  
美好生活  
Perfect Trading Co  
亞洲國際餐飲集團有限公司  
Taste of Asia Group Ltd  
品味香江有限公司  
Gourmet Orient Ltd  
乾隆1492俱樂部有限公司  
Kinlonz 1492 Club Ltd  
譽明有限公司  
Advance Bright Ltd  
高清製作有限公司  
Best Video Ltd  
健力五金有限公司  
Kent Metal Co Ltd  
金煌(亞太區)有限公司  
Golden King (Asia Pacific) Ltd  
DR-Max Ltd  
DR-Max Ltd  
誠信行貿易有限公司  
Lexington Ltd  
龐蓓有限公司  
Pompei Ltd  
新佛香食品有限公司  
Sun Fat Heung Food Products Ltd  
恒和珠寶首飾廠有限公司  
Continental Jewellery (Mfg) Ltd  
時間廊鐘錶有限公司  
City Chain Co Ltd  
東瀛遊旅行社有限公司  
EGL Tours Co Ltd  
眼鏡88有限公司  
Optical 88 Ltd

科文實業有限公司  
4M Industrial Development Ltd  
再見寵兒有限公司  
Goodbye Dear Co Ltd  
信基國際企業有限公司  
Truth & Faith International Ltd  
鎮通控股有限公司  
Foron Holdings Ltd  
僑豐行有限公司  
Kiu Fung Hong Ltd  
Iconlady Ltd  
Iconlady Ltd  
西德寶富麗(遠東)有限公司  
Profilia of West Germany (Far East) Ltd  
艾寶萊貿易公司  
AA Buy Trading Co  
富邦帽袋實業有限公司  
Richbond Caps & Bags Manufacturing Ltd  
京都念慈菴總廠有限公司  
Nin Jiom Medicine Manufactory (HK) Ltd  
中大捲閘有限公司  
Chung Tai Roller Shutters Co Ltd  
許留山食品製造有限公司  
Hui Lau Shan Food Manufacturing Co Ltd  
蒙妮坦學院有限公司  
CMM Monita Academy Ltd  
歐惠芳公關廣告有限公司  
Sharon Au & Associates Ltd  
瑞典歐化(遠東)有限公司  
Ulferts of Sweden (Far East) Ltd  
森科產品有限公司  
Semk Products Ltd  
娛藝院線有限公司  
UA Cinema Circuit Ltd  
香港嘉捷藥業有限公司  
Hong Kong Kamax Pharmacy Ltd  
偉安發展有限公司  
Right Horn Development Ltd  
立基環球有限公司  
Tanco Pacific Co Ltd  
香江國際有限公司  
HKI Co Ltd  
李琳明金屬製品廠有限公司  
Lee Lim Ming Metal Works Ltd  
領天國際企業有限公司  
Leadsy International Enterprise Ltd  
佳寧娜食品(香港)有限公司  
Carrianna Food (HK) Ltd  
恒益物業管理有限公司  
Hang Yick Properties Management Ltd  
全港藝術發展有限公司  
Hong Kong Art Development Co Ltd  
保諾時網上印刷有限公司  
Promise Network Printing Ltd  
欣德製作及培訓有限公司  
Unlimited Power Production and Training Ltd  
太興集團控股有限公司  
Tai Hing Group Holdings Ltd  
新世界(國際)免稅集團有限公司  
New Era (International) Duty Free Group Co Ltd

新時代卡拉OK有限公司  
Neway Karaoke Box Ltd  
萬麗行有限公司  
Manley Co Ltd  
正意工作室有限公司  
QConcept Ltd  
沁濤美念亞洲有限公司  
Samko Concept Asia Co Ltd  
華人策略控股有限公司  
Chinese Strategic Holdings Ltd  
合豐投資控股有限公司  
Hopeful Investment Holdings Ltd  
活色生香國際有限公司  
Wonderlife Universal Ltd  
得利龍百貨有限公司  
Delicron (HK) Ltd  
李眾勝堂(集團)有限公司  
Li Chung Shing Tong (Holdings) Ltd  
寬泰貿易有限公司  
Foon Tai Trading Co Ltd  
英識教育(亞洲)有限公司  
Britannia Study Link (Asia) Ltd  
康加實業有限公司  
Konstar Industries Ltd  
智盛財經媒體有限公司  
GenNex Financial Media Ltd  
會所1號有限公司  
ClubONE Ltd  
穎業國際有限公司  
Wing Yip International Ltd  
冠華食品菓子廠有限公司  
Koon Wah Food & Preserved Fruit Factory Ltd  
聖諾盟健康家居用品有限公司  
Sinomax Health & Household Products Ltd  
金寶麗寢室用品有限公司  
Goldfully Bedroom Article Ltd  
高榮實業有限公司  
Global Glory Industrial Ltd  
香港國際文藝交流協會有限公司  
Hong Kong International Exchange of Artist & Culture Association Ltd  
天利藥業國際有限公司  
Tin Lee Medicine International Ltd  
數學思維教育有限公司  
MathConcept Education Ltd  
明豐(樂見)國際發展有限公司  
Ming Fung (Lok Keen) International Development Ltd  
Ensec Solutions Hong Kong Ltd  
Ensec Solutions Hong Kong Ltd  
林和成貿易有限公司  
Ettason (HK) Ltd  
美斯凱實業有限公司  
Maxcare Industrial Ltd  
敏寶有限公司  
Main Plan Ltd  
捷成有限公司  
Jetstar Co Ltd  
好利來有限公司  
Hollyland Co Ltd

建豐胃仙-U有限公司  
Kin Fung Weisen-U Co Ltd  
世壯有限公司  
Century Strong Ltd  
萬智商標印刷有限公司  
Marche Label & Printing Ltd  
廣豪服飾(香港)有限公司  
Grand Concord Garment (HK) Ltd  
香港陳老二藥廠有限公司  
Hong Kong Chan Lo Yi Medicine Co Ltd  
惠康環境服務有限公司  
Waihong Environmental Services Ltd  
亞洲國際博覽館管理有限公司  
AsiaWorld-Expo Management Ltd  
柯伍陳律師事務所  
ONC Lawyers  
耀才證券金融集團有限公司  
Bright Smart Securities & Commodities Group Ltd  
並豐生物科技有限公司  
Twin Wealth Biotech Ltd  
夏德建國術會有限公司  
Ha Tak Kin Martial Art Society Ltd  
啟泰藥業(集團)有限公司  
Kai Tai Chinese Medicine (Holdings) Co Ltd  
香港榮源茶行有限公司  
Wing Yuen Tea (HK) Co Ltd  
飛馬仕科技有限公司  
Freemax Technology Co Ltd  
叱吒(香港)有限公司  
All Power (HK) Ltd  
高崎國際控股有限公司  
Goki International Holding Co Ltd  
信德中旅船務管理有限公司  
Shun Tak-China Travel Ship Management Ltd  
澤群顧問有限公司  
B2A Consulting Ltd  
環球印館控股有限公司  
Universe Printshop Holdings Ltd  
得利鐘錶製品廠有限公司  
Dailywin Watch Products Mfg Ltd  
懷舊傢俱公司  
Style50s Home Decor  
冠珍興記醬園有限公司  
Koon Chun Hing Kee Soy & Sauce Factory Ltd  
維昌歷高(國際)有限公司  
Webber & Nickel (Int'l) Co Ltd  
Total Loyalty Co Ltd  
Total Loyalty Co Ltd  
栢凌有限公司  
Partlink Ltd  
藝采國際企業公司  
Arte Moda International Enterprises  
未來照明有限公司  
Future Lighting Collection Ltd  
明茶房有限公司  
MingCha Ltd  
昇華在線有限公司  
You Find Ltd  
高明利有限公司  
Kool Ltd



百匯珠寶(香港)有限公司  
Pak Wui Jewellery (H.K.) Ltd  
億達再生資源有限公司  
E. Tech Management (HK) Ltd  
王子食品廠有限公司  
Prince Foods Manufactory Ltd  
雙建成衣有限公司  
Shuang Jian Garments Co Ltd  
華興文儀集團有限公司  
Wah Hing Office Supplies Group Ltd  
宏發電聲(香港)有限公司  
HongFa Electroacoustic (HK) Co Ltd  
四季養生茶館  
四季養生茶館  
史偉莎集團有限公司  
LBS Corporation Ltd  
銀河工程集團有限公司  
Galaxy Engineering Holding Co Ltd  
大埔振興有限公司  
Tai Po Chun Hing Ltd  
Union Medical Healthcare Ltd  
Union Medical Healthcare Ltd  
潮安發展有限公司  
Chase On Development Ltd  
恒宇仁龍拳協會有限公司  
Heng Yue Yen Long Kwon Association Ltd  
嘉禾(香港)國際貿易公司  
Ka Woo (HK) International Trading Co  
健康創建(香港)有限公司  
Health Basis (HK) Ltd  
銀鑛灣渡假酒店有限公司  
Silvermine Beach Resort Ltd  
躍思教育出版社  
Jumpstart Publishers  
曲奇四重奏有限公司  
Cookies Quartet Ltd  
太和洞藥廠有限公司  
Tai Wo Tung Medicine Co Ltd  
伊勢珠寶有限公司  
Ise Jewellery Co Ltd  
四海環球食品有限公司  
Four Seas Global Food Co Ltd  
Labkable Asia Ltd  
Labkable Asia Ltd  
逢發織造有限公司  
Fung Fat Knitting Mfy Ltd  
中信醫藥科技有限公司  
Reliable Medicine Technology Co Ltd  
奧美(集團)有限公司  
Dogaroo Group Ltd  
樂濤國際企業有限公司  
Winning International Enterprises Co Ltd  
柴犬工房有限公司  
Shibainc Ltd  
綠盈環保有限公司  
Green Intellect Co Ltd  
香港馬世良堂製藥有限公司  
HK Ma Sai Leung Tong Medicine Manufacturing Ltd  
傳承科技有限公司  
Inheritance Technology Co Ltd  
金怡旅行社有限公司  
Goldjoy Travel Ltd  
張榮記粉麵廠有限公司  
Cheung Wing Kee Noodles Factory Co Ltd  
比比美容化妝有限公司  
BB Beauty & Cosmetic Ltd  
宏俊創建有限公司  
Great Smart Creation Ltd  
太平洋娛樂有限公司  
Bar Pacific Entertainment Ltd  
Oveco Industries Ltd  
Oveco Industries Ltd  
珠江船務企業(集團)有限公司  
Chu Kong Shipping Enterprises (Holdings) Co Ltd  
同健有限公司  
One Health International Ltd  
研創美國際機構(遠東)有限公司  
Aorta International Association (Far East) Ltd  
挑戰者汽車服務有限公司  
Challenger Auto Services Ltd  
德國寶電商貿易有限公司  
German Pool O2O Ltd  
悅和醬園有限公司  
Yuet Wo Sauce and Preserved Fruits Ltd  
Yell Group Ltd  
Yell Group Ltd  
安世思奧國際有限公司  
NCCO International Ltd  
超羣麵包西餅有限公司  
Maria's Bakery Co Ltd  
西龍傳香有限公司  
QQ Rice (HK) Ltd  
澳美製藥廠有限公司  
Bright Future Pharmaceutical Laboratories Ltd  
翠明假期有限公司  
Charming Holidays Ltd  
素藝策劃有限公司  
KsoArts Ltd  
安興金屬壓鑄有限公司  
On Hing Metal Die-casting Co Ltd  
推廣易有限公司  
EZ Promo Ltd  
福泰珠寶集團有限公司  
Fook Tai Jewellery Group Ltd  
創生興業有限公司  
New Cynosure Co Ltd  
尚方有限公司  
Saintford Ltd  
建華(街市)管理有限公司  
Uni-China (Market) Management Ltd  
珍卡兒藥妝有限公司  
Laboratory Janeclare Ltd  
香港中華煤氣有限公司  
The Hong Kong & China Gas Co Ltd  
景鴻移民顧問有限公司  
EK Immigration Consulting Ltd  
購票通(香港)有限公司  
Cityline (Hong Kong) Ltd  
寶湖飲食集團有限公司  
Treasure Lake Catering Holdings Ltd  
港豐金融集團控股有限公司  
Kong Fung Financial Group Holdings Ltd



香港品牌發展局

**Hong Kong Brand Development Council**

地址 : 香港中環干諾道中64號廠商會大廈5字樓  
Address : 5/F, CMA Building, 64 Connaught Road Central, Hong Kong  
電話Tel : (852) 2542 8634  
圖文傳真Fax : (852) 3421 1092 / 2815 4836  
網址Website : [www.hkbrand.org](http://www.hkbrand.org)  
電郵E-mail : [info@hkbrand.org](mailto:info@hkbrand.org)

