



香港品牌發展局
Hong Kong Brand
Development Council

2020-2021

ANNUAL REPORT | 年報

推廣

PROMOTION

培育

NURTURING

交流

EXCHANGES

選舉

AWARDS

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



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

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主席序辭 Chairman's Statement



香港品牌發展局主席
陳國民博士, MH
Chairman of the Hong Kong
Brand Development Council
Dr Edward Chan, MH

回顧過去的一年，新冠病毒疫情的衝擊一波接一波，所幸的是香港經濟自2020年下半年起開始好轉。踏入2021年，隨著環球經濟復甦動力進一步加強、本地疫情減退，加上大規模新冠疫苗接種計劃的推展和政府財政支援政策的加碼推行，香港經濟終於「守得雲開見月明」，扭轉了連續兩年下滑的頹勢，重回正增長軌道。

香港工商界素以靈活機變、富有韌力而著稱。面對疫情和經濟逆境的挑戰，業界迎難而上，以勇氣和智慧駕馭轉變；他們洞悉新的市場機遇，銳意革新經營模式，積極採用數碼化等先進技術，為迎接新一輪的經濟增長而準備。尤其令人鼓舞的是，許多本地企業在努力克服短期經營困難的同時，並未放慢品牌發展的步伐，而是以更大的決心、熱誠和投入，加緊打造「品牌競爭力」，為長遠發展奠定更穩固的根基。

正因如此，由香港品牌發展局（品牌局）和香港中華廠商聯合會（廠商會）合辦的2020年「品牌選舉」雖然在舉行過程中遭遇了一系列困難，但在業界齊心協力和社會的鼎力支持下，「選舉」一如既往取得美滿的成績；參與品牌在質素上保持一貫的高水準，而參賽和授獎數目均處於歷史高位。「摘星者」以出類拔萃的表現展示了香港品牌發展的最新風貌和驕人成就；他們在品牌「智」勝路上砥礪前行、勇於超越的故事，再次彰顯了業界朝高增值方向邁進的堅定決心，更是對香港經濟前景投下了信心的一票。

因應形勢的發展，品牌局加緊重啟各項會務工作；其中的重頭戲之一是補辦因受疫情影響而多次延期的2019年、2020年「品牌選舉」頒獎典禮。適逢香港經歷風雨洗禮、整裝「再出發」的特殊時點，這項盛大活動的成功舉行，釋放出激勵人心的正能量，展現了香港業界強大的凝聚力和眾志成城、團結奮進的精神面貌。

The COVID-19 pandemic had spread through a succession of waves over the last year. Fortunately, Hong Kong economy has since the second half of 2020 begun to turn around in a steady pace. With global economic recovery gaining steam at the dawn of 2021, the epidemic subsiding on the home front and the launch of the large-scale vaccination programme in tandem with the extra rounds of government relief measures, the Hong Kong economy has emerged eventually from the gloom, getting back on the growth track away from the two-year slump.

Hong Kong's industries have always been known for their agility, flexibility and dexterity. In the face of the challenges posed by the epidemic and economic adversity, the industries have soldiered on with courage and wisdom. They have got the better of change while tapping budding market opportunities, and made extra efforts to revolutionise operating models with the use of advanced technologies especially digitalisation, revving up to embrace a new economic growth cycle. In the meantime, local enterprises have worked hard to overcome short-term operational hardship without slowing down their brand development pace. They have injected greater determination, passion and enthusiasm into shoring up their "brand competitiveness", in an effort to lay a firmer foundation for long-term development.

Amid the COVID-19 threats, the 2020 Brand Awards (the Awards) jointly organised by the Hong Kong Brand Development Council (the BDC) and the Chinese Manufacturers' Association of Hong Kong (the CMA) had encountered various difficulties. Nevertheless, the Awards reaped encouraging results as always, owing to the concerted effort of the industries and the fervent support of our society. The quality of the participating brands underscored the superlative standards and the numbers of both participants and Awardees maintained at a high level. The Awardees' outstanding performance demonstrated Hong Kong brands' latest development and extraordinary achievements. Stories of such brands striving ahead on the road to "branding to win" reiterated their firm determination for high value-added development, which essentially represented a strong vote of confidence in Hong Kong's economic prospects.

In view of the development of the situation, the BDC spared no effort to resume various kinds of its tasks. One of the key initiatives was to organise the 2019 and 2020 Brand Awards Presentation Ceremony, which had suffered multiple delays due to the epidemic. At this special juncture when eventful Hong Kong was gearing up for a "relaunch", the successful rollout of the Ceremony unleashed inspiring, positive energy and exhibited strong sense of solidarity, unity and progressive spirit of Hong Kong's industries.

The challenge of the epidemic has acted as a catalyst for further development of the digital economy, driving Hong Kong businesses to accelerate digitalisation towards meeting people's changing consumption patterns and lifestyle. Through providing training programmes and disseminating related information, the BDC encouraged and helped businesses to sharpen their skill sets for digital operation management. The Council has sought to set a good example by speeding up the process of putting its services online. Apart from regular webinars, Zoom workshops and online exchange

疫情的挑戰催化了數碼經濟的發展，促使本港各行各業加速營運數碼化的步伐，以迎合市民消費模式與生活習慣的轉變。品牌局一方面透過舉辦培訓課程和提供相關資訊，鼓勵、協助業界提升數碼化營運管理的關鍵技能；另一方面以身作則，加速將服務「上線」，除了定期舉辦網絡研討會、工作坊和組織「中小企品牌群策營」網上交流活動之外，更嘗試利用現場直播的形式開展品牌評審和發佈新聞，以及舉辦實體與線上雙結合的「混合式」活動，冀望發揮帶頭作用，推廣數碼轉型的概念與實踐。

粵港澳大灣區為香港品牌的發展提供了巨大的機遇和更廣闊的空間；參與灣區建設無疑是香港企業疫後振翅起飛的最重要「跑道」。品牌局近年積極倡導共建「品牌大灣區」的願景，強調本港企業應依託「香港品牌」優勢，深耕區域市場，並引領大灣區的品牌創建與品牌合作，促進區域的高品質發展。

除了積極為大灣區發展建言獻策之外，品牌局更身體力行，在「工商機構支援基金」的資助下，推行「『香港•進•品牌大灣區』系列活動」，透過多站式的推廣與多維度的市場探知，為香港品牌進軍大灣區市場提供多方面的支援。今年以來，項目的多個階段性成果已陸續「落地」；除了舉辦大灣區營商實務的培訓工作坊、發表有關大灣區消費者品牌態度和購買行為大型問卷調查的分析報告之外，亦正式推出首個「香港品牌」身份的認定系統和網上中央資料庫——「香港品牌名冊」，為提升香港品牌的集體形象和加強對品牌公共資產的保護構築了一項創新型的「社會基建」。

今年年初，品牌局順利完成了理事會的換屆工作。第七屆理事會陣容鼎盛，並設立多個委員會負責品牌評審、認證、推廣與國際事務、策略發展、財務等方面的事務，以配合品牌局未來的三大工作方向，包括：推動業界拓展大灣區市場，協助中小企業提升品牌競爭力，以及推廣香港品牌的集體形象。

在過去一年裡，儘管面對的挑戰前所未有，但在各界的熱心支持下，品牌局的各項會務得以順利推展。我衷心感謝各位會員的鼎力支持，並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席、顧問的精心指導、全體理事的鼎力協助、秘書處職員的辛勤工作，以及政府有關部門和各界團體的精誠合作。

我相信，新一屆品牌局理事會定能繼續得到社會各方的襄助；讓我們群策群力，攜手推動香港品牌再創高峰！

programmes under SME Branding Club, the BDC also made a foray into live-streaming brand assessment and media conferences. This was in addition to a series of physical-virtual hybrid activities, taking the lead in promoting the concepts and adoption of digital transformation.

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) provides tremendous opportunities and vast room for the development of Hong Kong brands. Participating in GBA development is beyond doubt the most significant “runway” for Hong Kong enterprises seeking a post-epidemic “take-off”. In recent years, the BDC has been actively advocating a “Brand Greater Bay” vision, which emphasises on assisting Hong Kong companies to anchor in the regional markets and enabling the branding partnerships among enterprises in the GBA, in a bid to facilitate high-quality development of the region.

Aside from proactive submission of policy suggestions on advancing the GBA development, the Council is implementing the “Hong Kong • IN • Brand Greater Bay” Serial Activities (the Project) under the sponsorship of Trade and Industrial Organisation Support Fund, which include multi-location promotion campaigns and multidimensional market researches, with a view to providing holistic support to Hong Kong enterprises looking to tap into the regional market. This year, a couple of the initiatives under the Project have come to fruition, including corporate training workshop on GBA business practices and a large-scale survey on GBA consumers’ brand attitudes and buying behaviour. The Council has also launched “Hong Kong Brand i-Directory”, the first authentication mechanism and online centralised database for Hong Kong original brands. This innovative “social infrastructure” is helping to enhance local brands’ collective image and safeguard “Hong Kong brand” as an important public asset.

Earlier this year, the BDC successfully completed its General Committee handover arrangements. With a strong line-up of talents, the seventh General Committee has formed several committees to oversee matters in respect of brand assessment, accreditation, promotion and international liaison, strategic development, and finance, along the Council’s three main pillars of work, i.e. facilitating the industries to develop the GBA market, helping small-and medium-sized enterprises to raise their brand competitiveness, and promoting the collective image of Hong Kong brands.

Thanks to the enthusiastic support of various sectors, the BDC managed to discharge its duties smoothly even in the face of unprecedented challenges last year. I would like to express my sincere gratitude to every member for their support; to our Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus and Advisors for their guidance; to the General Committee members for their assistance; to the staff of Secretariat for their dedication; and last but not least, to the related government departments and various organisations for their collaboration.

I believe that the new BDC General Committee will continue to receive support from every member of society. Let’s strive together and join hands to propel Hong Kong brands to greater heights!

理事會 General Committee

組織架構 Organisation Structure



主席 Chairman:

陳國民博士, MH Dr Edward K M Chan, MH

副主席 Vice Chairmen:

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

顧問 Advisors:

黃偉常先生 Mr Wong Wai Sheung
吳秋全先生 Mr Charles C C Ng
劉健華博士, MH, 太平紳士 Dr Kevin K W Lau, MH, JP
黃偉雄先生, MH, 太平紳士 Mr Addy W H Wong, MH, JP

派任理事 Nominated Members:

謝邱安儀女士 Mrs Annie Yau Tse
梁國浩先生 Mr Stephen Liang
莫偉軒先生 Mr Peter Mok
李潤龍先生 Mr Henry Li
樊敏樺小姐 Ms Samatha Fan
陳昌琪小姐 Ms Kennis Chan

選任理事 Elected Members:

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

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:

史立德博士, BBS, MH, 太平紳士 Dr Allen L T Shi, BBS, MH, JP

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

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

榮譽主席 Chairmen Emeritus:

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
吳宏斌博士, SBS, BBS, MH Dr Dennis W P Ng, SBS, BBS, MH
陳淑玲女士, BBS, 太平紳士 Ms Shirley S L Chan, BBS, JP
黃家和先生, BBS, 太平紳士 Mr Simon K W Wong, 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 Advisors:

周紹榮先生 Mr Joseph S W Chow
湯達熙先生 Mr Anthony T H Tong

行政人員 Management Staff:

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

The background features a light, pastel-toned surface with several overlapping circles in shades of white, light blue, and pale yellow. At the bottom, there are two large, symmetrical, wavy patterns composed of many thin, parallel red lines, resembling stylized waves or ripples.

Review

回顧

品牌研究 Brand Research

粵港澳大灣區消費者對香港品牌的態度及 購買行為調查結果摘要

品牌局在「工商機構支援基金」資助下，委託專業的研究團隊在粵港澳大灣區進行了一項大規模的問卷調查，從灣區的整體概覽以及各城市的差異性比較等層面透視大灣區居民的消費形態、偏好和特點，並瞭解他們對香港品牌的認知、態度及其變化趨勢。調查於2020年下半年在大灣區的9個廣東城市和澳門進行，以面對面問卷的形式訪問超過1,720名消費者，獲得可用問卷1,706份。其主要結果包括：

- 現今大灣區消費者的購買行為日趨理性，炫耀性消費褪色；部分消費者特別是Z世代對品牌的忠誠度有所弱化，反而更注重品牌的差異化利益以及情感價值。
- 網上的資訊搜尋和購買活動在新冠疫情之下更加普及，除了「淘寶」等傳統的平台外，社交電商對消費者購買行為的影響力漸增。
- 在線上消費時，產品質量仍是影響購買決策的最重要因素，但消費者亦越來越重視購物的方便性、配送服務以及個性化的消費體驗。
- 美容及化妝品、珠寶/鐘錶、食品/飲料、服裝及配飾和生活用品及精品是最受大灣區消費者歡迎的香港品牌類別，隨後為保健品、鞋類和餐飲；各城市消費者青睞的香港產品/服務類別的排序有所不同。
- 大灣區消費者透過多種渠道瞭解香港品牌的訊息：傳統媒介中的電視廣告最為普遍，其次為口碑、購物商場和網上購物平台，藉訪港機會認識香港品牌亦是另一重要的資訊渠道。若加上微信公眾號、手機廣告、專業網站、網紅推介等，線上渠道已佔據整體資訊媒介過半的份額。
- 大灣區的消費者普遍對香港品牌持有良好印象：他們對香港品牌「具有良好品質」和「誠信度高」的評價尤佳，而廣告吸引力、顧客關係、服務、反映個人品味等項目上的評分則相對為遜。
- 逾五成半的受訪者表示願意付出較高的價格（以5%-10%的溢價為主）購買香港品牌。

Study on the Attitude towards Hong Kong Brands and Purchasing Behaviour of Greater Bay Area Consumers

The BDC commissioned a professional research team to conduct a large-scale consumer survey (the Study) in the Greater Bay Area, under the sponsorship of the Trade and Industrial Organisation Support Fund. Through an overview of the Greater Bay Area and comparative analyses of the differences in consumers' buying behaviour across GBA cities, the Study would enable Hong Kong companies to understand the consumption patterns and characteristics of brand learning behaviour of local consumers in the regional market, as well as their perceptions, attitudes and purchase intention of Hong Kong brand products and services.

The research was in the form of questionnaire survey conducted in 9 cities in Guangdong Province plus Macao in the second half of 2020. Over 1,720 consumers were sampled for face-to-face interviews and 1,706 completed questionnaires were used for statistical analysis. The major findings of the Study include:

- Consumers in the Greater Bay Area are no longer strongly motivated by conspicuous consumption but becoming more rational. They are savvy and discerning consumers. Relatively, some consumers especially Z-generation place emphasis on differentiated and emotional benefits but have lower allegiance to brands.
- Online information searching and buying behaviour is even prevailing in the wake of COVID-19 epidemic, consumers in the Greater Bay Area prefer to search for product/service information and place orders through traditional e-commerce platforms like Taobao, while social based e-commerce platforms have become influential in shaping consumers' brand attitudes and buying behaviour.
- When shopping online, product quality is still the most important deciding factor, followed by convenience of shopping, delivery services, and personalised consumer experience.
- In terms of the most preferred Hong Kong products/services, the top five industrial categories are cosmetics, jewellery/watches, food/beverage, clothing and accessories, and daily necessities and boutique items, followed by health products, footwear and catering service. The ranks of these preferred product/service categories vary across cities.
- Consumers in the Greater Bay Area learn about Hong Kong brands through multiple channels. TV advertising is still the most popular channel, followed by word of mouth. Shopping malls and online shopping platforms are taking on escalating importance. Besides, a considerable number of respondents indicated that they would avail themselves of the opportunity of visiting Hong Kong to gather information about Hong Kong brands. If adding WeChat official accounts, mobile advertisements, professional websites, and online celebrity recommendations, online channels have already accounted for more than half of the media that disseminate information of Hong Kong brands in the Greater Bay Area market.

- 可能是受近年香港與內地社會關係發生變化以及香港本地社會運動的影響，大灣區受訪者對香港的整體印象稍稍轉向負面，對於香港品牌的整體印象仍能維持於中性偏輕微上升。若以近三年來的變化趨勢而言，受訪者認為他們購買香港品牌的頻率，以及香港品牌在當地的知名度和市場推廣的力度處於「中性/持平」附近，但後三者均顯露了輕微下滑的跡象。
- 大灣區消費者亦認為香港品牌在大灣區的宣傳力度尤其是對網上訊息渠道的利用並不足夠；當地社交媒體中對香港品牌的評價雖然正面，卻數量偏少。
- 消費者亦逐步淡化來港購物的慣性，喜歡在本地城市購買香港品牌產品的消費者比例已高過傾向於到香港購物的消費者比例。

基於調查結果，研究團隊認為，粵港澳大灣區的市場正發生巨大變革，港商應正視面臨的新挑戰和預警性信號，努力在管理思維、品牌體驗、資訊與零售科技的運用、推廣宣傳、形象優化等關鍵性環節上「保優勢、補短板」。

除了就品牌戰略、品牌管理和操作層面提出一系列建議之外，研究團隊亦呼籲特區政府和社會各界攜手重塑、重振香港形象，並倡導和實踐「品牌大灣區」(Brand Greater Bay)的願景。



- GBA Consumers generally have a good impression of Hong Kong brands. While being impressed by “good quality” and “integrity” of Hong Kong brands though, they commonly pointed out the declining performance of Hong Kong brands in the areas like advertising design, customer relationship, services and the ability to tailor to customer’s personal tastes.
- More than 55% of the respondents are willing to pay a higher price (mainly at a premium of 5%-10%) to buy Hong Kong brand products.
- The deterioration in social relations between Hong Kong and the Mainland in recent years, together with the recent social movements in the territory, has somehow led to a negative impression of Hong Kong by residents in the Greater Bay Area, although local consumers’ general perception of Hong Kong brands remains neutral with a slight uptick. Over the past three years, the scores to measure the important equity of Hong Kong brands including frequency of purchase, popularity of Hong Kong brands and the effectiveness of their promotional work were close to the “neutral (flat)” level but on the verge of “drifting down” as perceived by many interviewees.
- Interviewees also pointed out that the promotional effort by Hong Kong brands in the Greater Bay Area, particularly online promotional activities, was apparently inadequate, although electronic word of mouth (eWOM) for Hong Kong brands is positive yet relatively limited.
- Local consumers in the Greater Bay Area seem to have increasingly got used to buy Hong Kong brand products in the cities where they live, to the extent that respondents with such location preference outnumbered those wishing to go shopping across the border.

As pointed out by the research team, with Greater Bay Area market undergoing profound transformations, Hong Kong companies have to step up and upgrade the level of brand development with new brand management capabilities. The study findings clearly disclose Hong Kong brands have to face up to the new challenges and the early warning signals; they should correspondingly strive to “maintain advantages and make up for shortcomings” in key areas such as brand management mentality, design of brand experience, application of new IT and retail technology, as well as promotion and image optimisation.

Apart from putting forward a series of suggestions with respect to brand strategy, brand management and operational tactics, the research team also calls on the SAR government and all sectors of society to work together to reshape and revamp the image of Hong Kong and Hong Kong brands, through, for example, advocating and implementing a “Brand Greater Bay” vision.

重塑香港品牌競爭力的建議

Suggestions on Re-sharpening the Competitive Edges of Hong Kong Brands

對企業的建議	Suggestions to Hong Kong Brand Operators
品牌戰略 - 精準選擇目標市場及進入的優先順序。 - 從產品導向邁向以體驗導向的全方位品牌管理，更系統化地組織、協調和管理品牌創建的活動。 - 把握「香港品牌」優勢仍在的有利時機，加緊在大灣區的中高檔市場佈局。 - 重新界定品牌的承諾價值。	Brand Strategy - Hong Kong companies should accurately select target markets and determine entry priorities for their brands. - To move from product-oriented to experience-oriented brand management approach to designing, managing, and coordinating all brand-building activities in a holistic manner. - To take advantage of the associated brand attributes of “Hong Kong brands” to step up deployment in the mid-to-high-end market in Greater Bay Area. - To redefine the promised value of brands.
品牌管理 - 加緊實施全渠道策略。 - 推進線上線下融合。 - 強化服務策略與服務內容。 - 善用移動設備和廣告。	Brand Management - Adopting a customised omni-channels strategy to promote brands and deliver enriched brand experience. - Effective use and monitoring of omni-channels, better integration of online and offline promotional activities. - Provision of more comprehensive service support. - Smarter application of mobile devices and advertising.
操作層面 - 利用香港品牌具有的溢價能力而靈活定價。 - 品牌宣傳的焦點從產品及廣告轉移往售賣生活和體驗。 - 引入新零售技巧以豐富、提升品牌體驗。 - 運用大數據支援營運和制訂市場營銷要素策略。 - 精心選擇進駐大灣區商場的店址。 - 更精準地投放宣傳資源和利用直播。 - 持續投資於客戶關係和培養品牌忠誠度、品牌社區。 - 從多方面提升品牌管理的知識裝備與關鍵能力。	Operational Tactics - Using the premium price capabilities of Hong Kong brands to flexibly set prices. - Shifting the focus of brand promotion from advertisement and sales promotion to delivery of brand experience and desired lifestyle. - Applying new retail techniques to enhance brand experience. - Using big data meticulously to support operations and develop marketing mix strategies. - Carefully selecting the store location to enter shopping malls. - Handling marketing communication adroitly through more accurate deployment of promotional resources and effective use of live broadcasts. - To continue to invest in customer relationships. - To cultivate brand loyalty and develop brand communities.
對特區政府的建議	Suggestions to HKSAR Government
提升香港品牌形象 - 面向大灣區開展社會性廣告和公關活動。 - 就一些較偏遠的地區以及香港在當地出現較顯著「形象滑坡」的城市制定具針對性的特別宣傳方案。 - 資助和鼓勵商會、行業協會在大灣區城市舉辦香港品牌和產品展覽展銷會。 - 倡導「品牌大灣區」(Brand Greater Bay)的願景。	Enhance the Image of Hong Kong Brands - Launching social advertising and public relations activities tailored to the Greater Bay Area. - Formulating special promotion plans for cities. - Assisting selected industries to organise conferences and exhibitions for promoting Hong Kong brands and products in the regional market. - To envision building a “Brand Greater Bay” and promote it as another iconic attribute of the region’s identity.

品牌選舉 Brand Awards

2020年香港傑出品牌領袖獎

品牌局於2020年舉辦第二屆「香港傑出品牌領袖獎」(簡稱「品牌領袖獎」)。該獎項首創於2019年，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，擔任一個香港品牌(「候選人品牌」)的掌舵人，並參與該品牌的經營管理達至少十年。同時，「品牌領袖獎」亦是「香港名牌選舉」、「香港服務名牌選舉」的一項後續發展機制；「候選人品牌」必須已獲得「香港名牌十年成就獎」或「香港服務名牌十年成就獎」。「品牌領袖獎」的評定標準包括「成就」、「信譽」、「遠見」、「領導才能」及「貢獻」五個方面。

第二屆「品牌領袖獎」的得獎者為「四洲」的集團創辦人兼主席戴德豐博士。

2020 Hong Kong Distinguished Brand Leader Award

The BDC organised the 2020 Hong Kong Distinguished Brand Leader Award (Brand Leader Award). Incepted in 2019, this groundbreaking award gives recognition to Hong Kong entrepreneurs for the remarkable achievements in brand-building and contributions towards the development of Hong Kong brands, with the objective of identifying role models for the industries and promoting Hong Kong's brand culture.

As an honorific award at the highest level, Brand Leader Award is presented to only one candidate every year. To be eligible, the candidate should be a Hong Kong citizen, who has been at the helm of a Hong Kong brand ("Candidate's Brand") and engaged in the operation of the Brand for not less than 10 years. Brand Leader Award in itself also serves as a continued development mechanism to supplement Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards, to the extent that 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.

Dr Tai Tak Fung, Founder and Chairman of Four Seas Group, was honoured with the 2020 Brand Leader Award.

2020年「香港傑出品牌領袖獎」得獎者 The Winner of 2020 Hong Kong Distinguished Brand Leader Award



戴德豐博士，
GBM, GBS, SBS, 太平紳士
四洲集團創辦人兼主席

Dr Tai Tak Fung, Stephen,
GBM, GBS, SBS, JP
Founder and Chairman of
Four Seas Group

戴德豐博士於1971年創辦四洲集團；五十年來帶領公司不斷發展，從初期主要從事日本零食進口，發展成為現今香港最大的食品企業之一。

憑著敏銳的觸覺和創新、拚搏精神，戴博士領導四洲集團建立了多個香港品牌，包括「四洲」、「金妹牌」、「零食物語」等，為消費者帶來開心健康的享受，並引領香港食品業提升水平和邁向國際。戴博士曾擔任全國政協常委，現任廣東省政協常委；獲特區政府頒授「大紫荊勳章」、「金紫荊星章」、「銀紫荊星章」、「太平紳士」等殊榮，並榮獲日本天皇頒授的「旭日雙光章」以及日本政府的「農林水產大臣獎」和「第三十屆日本食品產業功勞賞」。

As founder of Four Seas Group, Dr Tai Tak Fung started his entrepreneurial career in 1971. Through 50 years of unremitting efforts, the Group, which started from Japanese snacks importing business, has nowadays become one of the biggest food conglomerates in Hong Kong.

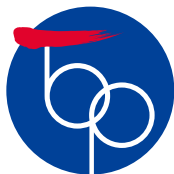
With business acumen and enterprising spirits, Dr Tai is a legendary brand builder. Under his leadership, the Group has established a number of brands, e.g. "Four Seas", "Maid Brand" and "Okashi Land", which bring delightful and healthy choices to local consumers while promoting the reputation of Hong Kong food industry in the world.

Dr Tai is a former Standing Committee Member of the Chinese People's Political Consultative Conference and a member of the Standing Committee of Guangdong CPPCC. He received Grand Bauhinia Medal, Gold Bauhinia Star, Silver Bauhinia Star and Justice of the Peace from the HKSAR Government; and was conferred the "Order of the Rising Sun, Gold and Silver Rays" by the Emperor of Japan and the Award for Overseas Promotion of Japanese Food as well as the 30th Food Industry Distinguished Service Award of Japan by the Ministry of Agriculture, Forestry and Fisheries of Japan.



2020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2020年已踏入第二十二屆。



2020年「香港名牌選舉」初賽及決賽分別於2020年11月23日及2021年1月4日舉行。

在入圍決賽的18個產品品牌中，有12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「楓之寶」、「目清素」、「尚品」、「帆船牌」、「新亞薑糖」、「天龍牌」、「詩樂氏」、「Team Green」、「永星化工」及「萊特維健」。另外，兩家往屆「香港名牌」的獲獎者「軒琴居」及「穩健」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」得主為「盈活雲芝」、「蛋撻王」、「力勁」及「美味棧」。

2020年「選舉」的決賽評審團由香港特區政府工業貿易署署長盧世雄擔任主席，其他評審委員來自本港主要的工商機構，包括香港中華廠商聯合會會長史立德、香港生產力促進局主席林宣武、香港工業總會時任主席葉中賢、香港品牌發展局副主席吳清煥、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。

2020 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 22nd running in 2020.

The Preliminary Judging of the 2020 Awards was held on 23 November 2020, with 18 local brands shortlisted for Final Judging.

At the Final Judging held on 4 January 2021, 12 brands were selected as winners. Awardees of “2020 Hong Kong Top Brand” included “Adrien Gagnon”, “I See”, “Premier Food”, “Ship Brand”, “SINA GINGER”, “Sky Dragon”, “Swashes”, “Team Green”, “WINSTAR CHEMICALS” and “Wright Life”. Two past winners namely “HECOM” and “Winner” 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 “G. E. Yunzhi Essence”, “King Bakery”, “LK” and “Yummy House” were selected as this year’s awardees. The Achievement Award is an honorary award aiming to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance over the years. Winner of the Achievement Award should be an awardee of “Hong Kong Premier Brand” and it should have been conferred “Hong Kong Top Brand” for at least ten years.

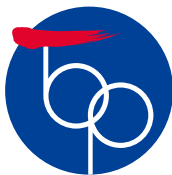
Chaired by the Director-General of Trade and Industry Mr Brian Lo, the Final Judging Panel of 2020 Hong Kong Top Brand Awards comprised Dr Allen Shi, President of the CMA; Mr Willy Lin, Chairman of the Hong Kong Productivity Council; Dr Daniel Yip, the then Chairman of the Federation of Hong Kong Industries; Mr Ng Ching Wun, 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.



2020年「香港名牌選舉」決賽評審團成員與品牌局時任總裁合照(左起)：葉小卡、葉中賢、史立德、盧世雄(工業貿易署署長)、林宣武、吳清煥、梁國浩及品牌局時任總裁楊立門。
Final Judging Panel of 2020 Hong Kong Top Brand Awards posed for a picture with the then Chief Executive Officer of the BDC (from left): Mr Karr Yip, Dr Daniel Yip, Dr Allen Shi, Mr Brian Lo (Director-General of Trade and Industry), Mr Willy Lin, Mr Ng Ching Wun, Mr Stephen Liang, and the then CEO of the BDC Mr Raymond Young.

2020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。



2020年「香港服務名牌選舉」已是第十六次舉辦，吸引了來自零售、餐飲、旅遊、美容、醫療健康、教育等多個行業的代表性品牌報名參賽。初賽及決賽分別於2020年11月23日及2021年1月5日舉行。

在入圍的17個品牌中，有11個出類拔萃的服務品牌摘取了第十六屆「香港服務名牌選舉」的主要獎項。獲膺「香港服務名牌」者包括：「759阿信屋」、「希瑪眼科」、「Cupid Beauty」、「溢豐工程」、「香港教育城」、「香港駕駛學院」、「東方表行」、「銀鑲灣渡假酒店」、「譚仔雲南米線」及「寵物藥妝」。另外，往屆「香港服務名牌」的獲獎者「史偉莎」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

2020年「選舉」由香港特區政府商務及經濟發展局副局長陳百里擔任主席，其他評判包括香港品牌發展局主席(2015-2021年度)黃家和、香港旅遊發展局主席彭耀佳、香港中華總商會時任副會長劉鐵成、香港理工大學行政副校長盧麗華、香港零售管理協會副主席譚錦儀以及香港總商會總裁梁兆基。

2020 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 2020 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as retail, catering, travel, beauty, healthcare, and educational services.

The Preliminary Judging was held on 23 November 2020, while the Final Judging was conducted on 5 January 2021. After fierce competition, 11 brands stood out from the 17 shortlisted entries.

Awardees of “2020 Hong Kong Top Service Brand” included “759 Store”, “C-MER Eye Center”, “Cupid Beauty”, “Deco Classic”, “EdCity”, “Hong Kong School of Motoring”, “Oriental Watch Company”, “Silvermine Beach Resort”, “TamJai Yunnan Mixian” and “寵物藥妝”. At the same time, “LBS Hygiene” was conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Under Secretary for Commerce and Economic Development Dr Bernard Chan headed the Final Judging Panel of the 2020 Hong Kong Top Service Brand Awards, which consisted of Mr Simon Wong, Chairman of the BDC (Year 2015-2021); Dr Y K Pang, Chairman of Hong Kong Tourism Board; Mr Brandon Liu, the then Vice Chairman of the Chinese General Chamber of Commerce; Dr Miranda Lou, Executive Vice President of the Hong Kong Polytechnic University; Ms Janis Tam, Vice Chairman of Hong Kong Retail Management Association; and Mr George Leung, CEO of the Hong Kong General Chamber of Commerce.



2020年「香港服務名牌選舉」決賽評審團成員與品牌局時任總裁合照(左起)：梁美實(彭耀佳代表)、譚錦儀、黃家和、陳百里(商務及經濟發展局副局長)、劉鐵成、王家達(盧麗華代表)、陳利華(梁兆基代表)及品牌局時任總裁楊立門。

Final Judging Panel of 2020 Hong Kong Top Service Brand Awards posed for a picture with the then Chief Executive Officer of the BDC (from left): Ms Cynthia Leung (representative of Dr Y K Pang), Ms Janis Tam, Mr Simon Wong, Dr Bernard Chan (Under Secretary for Commerce and Economic Development), Mr Brandon Liu, Mr Kelvin Wong (representative of Dr Miranda Lou), Mr Watson Chan (representative of Mr George Leung), and the then CEO of the BDC Mr Raymond Young.

2020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。



第十一屆「香港新星品牌選舉」和「香港新星服務品牌選舉」初賽及決賽分別於2020年11月23日及12月18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陳國民、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、香港中小企業總商會時任會長巢國明、香港品質保證局主席何志誠以及香港設計中心時任行政總裁利德裕。

因應新冠疫情的發展，2020年「新星品牌選舉」決賽評審首次採用現場與遙距相結合的「混合」評審模式，以減低新冠病毒傳播的風險。

經過激烈的競爭，在入圍的24個品牌中，有5個產品品牌及6個服務品牌脫穎而出，成為第十一屆的「摘星新一代」。「香港新星品牌」得獎者包括：「airDefender」、「ASB生物柴油」、「六斗」、「漢思傑」和「天然養生」；另外，6個服務品牌獲頒「香港新星服務品牌」，包括「遊艇主義」、「D2 Place」、「iTRANSFORM STATION」、「學升火車」、「小小科學超人」和「寵物假期」。

2020 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

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

Embarking on its 11th running, the 2020 Emerging Awards Preliminary Judging took place on 23 November 2020; and the Final Judging was conducted on 18 December 2020, under the chairmanship of Miss Eliza Lee, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism). Members of the Final Judging Panel comprised Dr Edward Chan, 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, the then 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, the then Executive Director of Hong Kong Design Centre.

In view of the development of the COVID-19 situation, the Final Judging of 2020 Emerging Awards for the first time adopted a hybrid mode that integrated online and physical judging, with an eye to reducing the risk of virus transmission.

Among the 24 entries shortlisted for the Final Judging, 5 product labels and 6 service brands stood out as the new batch of “emerging stars” after fierce competition. Awardees of “2020 Hong Kong Emerging Brand” included “airDefender”, “ASB Biodiesel”, “Green Paws”, “Handscript” and “Mytianran”; while winners of “Hong Kong Emerging Service Brand” were “Aviva Yacht”, “D2 Place”, “iTRANSFORM STATION”, “KP Express”, “Little Scientists” and “Pet Holidays”.



2020年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審引入「現場直播，遙距評審」的安排。除了品牌局主席陳國民及時任總裁楊立門親臨決賽現場外，其他評判則透過視像會議進行遙距評審，包括香港特區政府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)、巢國明、何志誠、利德裕、李彥志(李國安代表)。

The Final Judging of 2020 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards was conducted in the form of “Live Broadcast, Remote Judging”. BDC Chairman Dr Edward Chan and the then CEO of the BDC Mr Raymond Young attended the Final Judging in person, and other Panellists including Deputy Secretary for Commerce and Economic Development (Commerce and Industry) Ms Betty Ho (representative of Permanent Secretary Miss Eliza Lee), Mr Joe Chau, Ir C S Ho, Dr Edmund Lee and Prof David Li (representative of Prof Matthew Lee) participated by video conferencing.

品牌選舉宣傳片

為進一步向業界和大眾推廣「品牌選舉」，品牌局於2020年7月至8月期間在數碼平台和社交媒體上播放廣告宣傳片。宣傳片取材自「品牌選舉」的電視廣告片；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「香港名牌」的核心特質和成功要素，並展現「香港名牌選舉」與業界攜手再攀高峰的願景。

TV Commercial for Brand Awards

An advertising video was broadcasted on digital and social media from July to August 2020 to promote the Brand Awards. The video was a clip from the TV commercial specially produced for the promotion of the Brand Awards, which naturally and innovatively brings out the salient characteristics and key success factors of Hong Kong Top Brand, e.g. “Reputation”, “Quality” and “Image”, while illustrating the Awards’ vision of “Scaling new heights hand-in-hand with the industries”.



品牌局於2020年8月舉行的新聞發佈會宣佈2020年各項品牌選舉正式啟動。
The BDC held a press conference in August 2020 to kick off 2020 Awards.



2019年「品牌選舉」得獎公司於新聞發佈會上分享得獎感受。
Representatives of 2019 Brand Awards winner shared winning tips at the press conference.

二零二零年香港名牌選舉得獎名單

List of 2020 Hong Kong Top Brand Awards Winners

	品牌 Brand	公司 Company
香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award		
	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
	美味棧 Yummy House	美味棧國際有限公司 Yummy House International Ltd
香港卓越名牌 Hong Kong Premier Brand		
	軒琴居 HECOM	七海化工(集團)有限公司 Seven Sea Chemicals (Holdings) Ltd
	穩健 Winner	穩健醫療(香港)有限公司 Winner Medical (Hong Kong) Ltd
香港名牌 Hong Kong Top Brand		
	楓之寶 Adrien Gagnon	維健生香港有限公司 Vital Care Hong Kong Ltd
	目清素 I See	維特健靈健康產品有限公司 Vita Green Health Products Co Ltd
	尚品 Premier Food	尚品之薈有限公司 Premier Food Ltd
	帆船牌 Ship Brand	遠東糖廠實業有限公司 Yuen Tung Sugar Factory Industrial Co Ltd
	新亞薑糖 SINA GINGER	新亞薑糖(香港)有限公司 Sixfifteen Imports-Exports Ltd
	天龍牌 Sky Dragon	新億食品有限公司 Sun Yik Food Ltd
	詩樂氏 Swashes	詩樂氏有限公司 Swashes Ltd
	綠團 Team Green	星光集團有限公司 Starlite Holdings Ltd
	永星化工 WINSTAR CHEMICALS	永星化工有限公司 Winstar Chemicals Co Ltd
	萊特維健 Wright Life	萊特維健藥廠有限公司 Wright Life Pharmaceutical Ltd

二零二零年香港服務名牌選舉得獎名單

List of 2020 Hong Kong Top Service Brand Awards Winners

	品牌 Brand	公司 Company
香港卓越服務名牌 Hong Kong Premier Service Brand		
	史偉莎 LBS Hygiene	史偉莎集團有限公司 LBS Corporation Ltd
香港服務名牌 Hong Kong Top Service Brand		
	759阿信屋 759 Store	高雅線圈製品有限公司 Coils Electronic Co Ltd
	希瑪眼科 C-MER Eye Center	香港(國際)眼科醫療集團有限公司 Hong Kong (International) Eye Care Group Ltd
	Cupid Beauty Cupid Beauty	蚌輝美容初心有限公司 Sunlight Beauty Group (Maiden) Ltd
	溢豐工程 Deco Classic	溢豐工程有限公司 Deco Classic Ltd
	香港教育城 EdCity	香港教育城有限公司 Hong Kong Education City Ltd
	香港駕駛學院 Hong Kong School of Motoring	香港駕駛學院有限公司 The Hong Kong School of Motoring Ltd
	東方表行 Oriental Watch Company	東方表行有限公司 Oriental Watch Co Ltd
	銀鑛灣渡假酒店 Silvermine Beach Resort	銀鑛灣渡假酒店有限公司 Silvermine Beach Resort Ltd
	譚仔雲南米線 TamJai Yunnan Mixian	同心飲食有限公司 Jointed-Heart Ltd
	寵物藥妝 寵物藥妝	羶仁生物技術投資有限公司 T & Y Biologics Investment Ltd

二零二零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 2020 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards Winners

	品牌 Brand	公司 Company
香港新星品牌 Hong Kong Emerging Brand		
	氣淨達 airDefender	氣淨達國際有限公司 Airdefender International Co Ltd
	ASB生物柴油 ASB Biodiesel	ASB Biodiesel (Hong Kong) Ltd ASB Biodiesel (Hong Kong) Ltd
	六斗 Green Paws	綠盈環保有限公司 Green Intellect Co Ltd
	漢思傑 Handscript	漢思傑(亞洲)有限公司 Handscript Asia Ltd
	天然養生 Mytianran	天然養生有限公司 Tian Ran HealthCare Ltd
香港新星服務品牌 Hong Kong Emerging Service Brand		
	遊艇主義 Aviva Yacht	遊艇主義有限公司 Aviva Yacht Ltd
	D2 Place D2 Place	迅嘉投資有限公司 Quickfine Investments Ltd
	iTRANSFORM STATION iTRANSFORM STATION	柯尼卡美能達商業系統(香港)有限公司 Konica Minolta Business Solutions (HK) Ltd
	學升火車 KP Express	學升火車集團有限公司 PrePnK1 Express Group Ltd
	小小科學超人 Little Scientists	小小科學家教育集團有限公司 Little Scientists Education Group Ltd
	寵物假期 Pet Holidays	寵物假期(香港)有限公司 Pet Holidays (Hong Kong) Co Ltd

2019及2020年選舉頒獎典禮

受新冠疫情影响，2019年和2020年的「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」的頒獎儀式被迫多次延期。有見於近期本地疫情明顯緩和，品牌局於2021年6月22日假香港會議展覽中心大會堂為兩屆選舉舉辦了合併的頒獎典禮。典禮由香港特區政府財政司司長陳茂波、廠商會會長史立德及品牌局主席陳國民主禮，並由陳司長、商務及經濟發展局常任秘書長(工商及旅遊)利敏貞、副局長陳百里和工業貿易署署長盧世雄頒發獎座予得獎公司。

頒獎典禮假香港會議展覽中心大會堂舉行，近700位嘉賓歡聚一堂，見證這個「品牌選舉」歷史上陣容最為鼎盛的頒獎典禮，場面空前熱鬧。主辦機構亦於會場設置大型資料板，以彰顯和慶賀得獎品牌的驕人成就。

2019 & 2020 Awards Presentation Ceremony

Due to the outbreak of COVID-19 epidemic, the presentation ceremony for both 2019 and 2020 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards had to be postponed repeatedly. In view of the recent improvement in the epidemic situation, the BDC organised a combined presentation ceremony in honour of the 2019 and 2020 Awardees on 22 June 2021.

Financial Secretary Hon Paul Chan, CMA President Dr Allen Shi and BDC Chairman Dr Edward Chan officiated at the Ceremony. Hon Paul Chan, together with Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Miss Eliza Lee, Under Secretary for Commerce and Economic Development Dr Bernard Chan, and Director-General of Trade and Industry Mr Brian Lo, presented trophies to the winners.

The Ceremony was held at the Grand Hall of the Hong Kong Convention and Exhibition Centre, and it boasted the largest-scale ever in the history of the Brand Awards, receiving overwhelming response with near 700 participants. The Organisers also set up display panels at the venue to showcase and celebrate the remarkable achievements of the Awardees.



- 於2021年6月22日舉行的「2019及2020年品牌選舉頒獎典禮」上，主禮嘉賓財政司司長陳茂波(前排左六)、廠商會會長史立德(前排右六)、品牌局主席陳國民主禮(前排左五)、評審團成員與2019年得獎公司代表合照。
At the Presentation Ceremony of 2019-2020 Brand Awards on 22 June 2021, Guest of Honour Financial Secretary Hon Paul Chan (6th from left, first row), CMA President Dr Allen Shi (6th from right, first row), BDC Chairman Dr Edward Chan (5th from left, first row), Panels of Judges and representatives of the 2019 winning companies posed for a group photo.
- 2020年選舉得獎公司代表與台上嘉賓合照。
Financial Secretary Hon Paul Chan, honourable guests, Judging Panellists and representatives of Organisers had a group photo together with 2020 winners.

主禮嘉賓財政司司長陳茂波於頒獎典禮上致辭。
Guest of Honour Financial Secretary Hon Paul Chan delivered a speech at the Awards Presentation Ceremony.



品牌局主席陳國民致歡迎辭。
BDC Chairman Dr Edward Chan gave welcome remarks.



1. 廠商會會長史立德(右)致送《香港名牌巡禮2020》予主禮嘉賓財政司司長陳茂波。
CMA President Dr Allen Shi (right) presented "The Parade of Hong Kong Top Brands 2020" to Guest of Honour Financial Secretary Hon Paul Chan.
2. 廠商會會長史立德致送感謝狀予2019活動贊助及2019-2020義務核數師代表畢馬威會計師事務所合夥人(大灣區發展)王建傑(右)。
CMA President Dr Allen Shi presented Certificate of Appreciation to the representative of 2019 Event Sponsor and 2019-2020 Official Honorary Auditor Mr James Wong, Partner of KPMG (right).
3. 廠商會常務副會長兼品牌局副主席盧金榮致送感謝狀予2020年獎座金箔銘牌贊助之代表福泰珠寶集團有限公司董事兼行政總裁賴楚惠(右)。
CMA Executive Vice President-cum-BDC Vice Chairman Dr Lo Kam Wing presented Certificate of Appreciation to the representative of 2020 Trophy Gold Nameplate Sponsor Mrs Lai Chor Wai, Director and CEO of Fook Tai Jewellery Group Limited (right).
4. 頒獎典禮出席嘉賓近700人。
Around 700 guests attended the Awards Presentation Ceremony.



1. 一眾嘉賓於簽名板前駐足留影。
Honourable guests arrived at the signing board.
2. 主辦機構代表合照。
Representatives of the Organisers posed for a group photo.



主辦機構於頒獎典禮會場設置大型展板。
Exhibition Panels were displayed at the venue of the Awards Presentation Ceremony.

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《經濟一週》主辦之「實力品牌大獎2021」以及《iMoney智富雜誌》主辦之「智富品牌及企業大獎」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 Outstanding Brand Awards 2021” organised by Economic Digest and “iMoney Enterprise Brand Awards” by iMoney.



品牌局主席陳國民擔任「實力品牌大獎2021」頒獎嘉賓。
BDC Chairman Dr Edward Chan was invited to be an award-presenting guest of “The Outstanding Brand Awards 2021”.



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2021年8月，「TOP嘜計劃」核准品牌達260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 2021, the Scheme has 260 licensees, covering over 1,200 categories of products and services.

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



普通標識
Ordinary Mark



卓越標識
Premier Mark



座檯卡
Tent Cards



襟章
Badge



襟針
Pin



標貼
Stickers

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」、「東東」、「紅雙喜」、「金寶」、「OxyAIR MASK」、「皓淨口罩」、「尚芳」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.

Made in Hong Kong Mark Scheme applies to 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. At the same time, the CMA also provides certification service for goods destined for Hong Kong’s local market; and such certificate namely “Document of Hong Kong Origin – Domestic Sales” (DO) is also accepted as supporting document for the issue of “HK Mark” licence.

A number of local brands have become licensees of Made in Hong Kong Mark Scheme, including “Effective”, “Mrs So’s XO Sauce”, “Green Island Cement”, “East East”, “Double Happiness”, “Campbell”, “OxyAIR MASK”, “Hygiene Mask” and “Shang”.

香港製造標識計劃

Made in Hong Kong Mark Scheme



「HK嘜」使用許可證
HK Mark Licence



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

「香港品牌名冊」登記制度

香港的產品和服務風行世界，「香港品牌」日益成為優質、時尚、信譽、物有所值和上佳服務的象徵。為深化、弘揚和保護「香港品牌」這一公共資產，品牌局獲香港特區政府工業貿易署「工商機構支援基金」資助，推行「香港品牌名冊」登記制度。



「香港品牌名冊」(Brand HKiD)透過釐訂一套有關香港品牌「原創地」之真實性的鑑定基準，並建立相關的註冊機制和公示平台，為香港原創品牌提供具權威性、第三方的身份證明；藉此提升香港品牌的認受性和公信力，並強化香港品牌發展的「社會基建」，為加強品牌保護奠定基礎。

凡經品牌局審核並確認符合「香港品牌認定標準」者，可成為「香港品牌名冊」之登記品牌，並獲刊載於專門網站(id.hkbrand.org)、手機應用程式和其他資訊設施，供公眾查閱。

自2020年推行以來，首階段已有150個香港產品及服務品牌獲認可為「登記品牌」，涵蓋廣泛的行業。

“Hong Kong Brand i-Directory” Registration System

With products and services of Hong Kong gaining popularity worldwide, “Hong Kong Brand” has become a symbol of quality, trendiness, credibility, value for money and excellent services. In order to promote and protect “Hong Kong Brand” as an important public asset, the BDC introduces a registration system, i.e. “Hong Kong Brand i-Directory (Brand HKiD)”, under the sponsorship of the Trade and Industrial Organisation Support Fund (TSF) of Trade and Industry Department, HKSAR Government.

Through setting up an identification benchmark to verify the authenticity of brand’s “domicile of origin” and establishing a registration mechanism together with a publishing platform thereof, Brand HKiD provides authoritative third-party proof of identity for Hong Kong original brands, with an aim to promote the credibility and awareness of Hong Kong brands. Meanwhile, it serves as an “infrastructure” to enhance the support system for brand development, especially helping to lay a firmer foundation for the protection of Hong Kong brands.

Brands that have met the “Hong Kong Brand Identification Criteria” and passed the required assessment conducted by the BDC shall be eligible for registering with the “Hong Kong Brand i-Directory” and being listed on the dedicated website (id.hkbrand.org), mobile application and other information facilities for free public access.

Since its inception in 2020, Brand HKiD has, in the first phase of implementation, admitted around 150 Hong Kong product and service brands from a variety of industries.



品牌培育與教育 Brand Nurturing and Education

中小企品牌群策營

為推動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4次活動；而自2005年創立以來，累計舉行的活動已達78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 78 gatherings, of which 4 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

舉辦日期 Date	內容主題 Topic	出席人數 Number of Participants
2020年 Year 2020		
8月18日 18 August	「『遙距營商計劃』：Dos and Don'ts」網絡研討會 Webinar on “‘D-Biz Programme: Dos and Don'ts”	約70人 About 70
2021年 Year 2021		
1月20日 20 January	「品牌營造7部曲」網絡研討會 Webinar on “7 Steps for Building Brands”	約80人 About 80
3月3日 3 March	「專業形象和衣著對個人品牌的提升」網絡研討會 Webinar on “How Professional Image and Dressing Elevate a Personal Brand”	約50人 About 50
4月29日 29 April	「透過電商平台拓展業務：京東電商全攻略」網絡研討會 Webinar on “Expanding Business through E-commerce Platform: JD e-commerce Strategy”	約40人 About 40



品牌局顧問吳秋全講解營造品牌的成功要素及七大步驟。BDC Advisor Mr Charles Ng illustrated on the successful factors and the seven steps for building brands.

香港生產力促進局數碼轉型部數碼啟動組高級經理梁浩鏘(左)及中小企營商服務部遙距營商計劃助理顧問黃曉峯(右)簡介申請「遙距營商計劃」的常見問題並分享獲批個案。Mr Jorge Leung (left), Unit Head of Digital Enablement of Digital Transformation Division and Mr Alfred Wong (right), Associate Consultant of D-Biz of SME Engagement Division of Hong Kong Productivity Council elaborated on some frequently asked questions about the "D-Biz Programme" and shared several approved applications with the audience.

京東國際的代表湯偉傑(左)、張月琳(中)及劉影(右)介紹電商平台的網上零售服務，協助香港企業瞭解打入本地和海外市場的e通道。Representatives from JD.com Mr Tonny Tong (left), Mr Zhang Yuelin (middle) and Miss Liu Ying (right) introduced the online retail services of e-commerce platform, in an attempt to help Hong Kong companies to understand the e-channels for tapping into local and overseas markets.

培訓顧問翁慧雯分享如何透過合適的衣著及專業形象建立個人品牌。Training consultant Ms Elsie Yung spoke on how to build a personal brand through appropriate dressing and professional 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，2020年「行政人員證書(創意品牌及品牌管理)」課程於7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 executive 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 2020 intake of "Creative Branding and Brand Management" started in July.



研討會/培訓項目

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

品牌局舉辦之研討會及工作坊

舉辦日期	內容主題	出席人數
2020年		
7月2日	「電子商貿、社交媒體及國內營銷」系列網絡工作坊(單元二)	約20人
7月13日	「電子商貿、社交媒體及國內營銷」系列網絡工作坊(單元三)	約20人
7月22日	「逆境下的銷售心理」網絡工作坊	約10人
8月11日	「網上零售的發展趨勢及機遇」網絡工作坊	約20人
8月27日	「高效電話應對技巧」網絡工作坊	約10人
9月10日	「『宅經濟』下的推廣策略」網絡工作坊	約10人
9月22日	「商業談判技巧」網絡工作坊	約10人
9月25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」網絡研討會：逆境當自強	約200人
10月19日	「刁難客人服務技巧」網絡工作坊	約20人
10月30日	「疫市轉型：中小企利用網紅行銷提升電子商貿業績」網絡工作坊	約10人
11月11日	「銷售談判雙贏技巧」網絡工作坊	約10人
12月15日	「企業應如何保護客戶私隱資料」網絡工作坊	約10人
12月23日	「香港・進・品牌大灣區」企業培訓工作坊	約100人
2021年		
1月8日	「DISC領袖培訓」網絡工作坊	約20人
3月31日	「有效溝通策略及人際關係技巧」網絡工作坊	約10人
4月26日	「高效電話應對技巧」網絡工作坊	約10人



營銷專家霍文健於「『宅經濟』下的推廣策略」網絡工作坊上介紹針對「御宅族」的各種社交媒體行銷策略。
At the online workshop on "Marketing Strategies for 'Stay-at-Home Economy'", marketing expert Mr Ivan Fok introduced various social media marketing strategies targeting at "Otaku" consumers.

數碼營銷專家王江源於「疫市轉型：中小企利用網紅行銷提升電子商貿業績」網絡工作坊上分享如何開展有效的網紅行銷。
Digital marketing expert Mr Edwin Wong analysed the effective influencer marketing strategies at the online workshop on "Transformation under COVID-19: How SMEs Collaborate with KOLs to Boost E-commerce Sales".

培訓顧問謝寶昇於「DISC領袖培訓」網絡工作坊上講解如何透過DISC性格分析工具瞭解和打造切合自身的領袖風格。
The "DISC Leadership" online workshop was conducted by training consultant Mr Eddy Tse, who illustrated how to find out suitable personal leadership style through DISC personality assessment.

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 foster a branding culture among the industries, and to raise the brand awareness of the public.

Seminars and Training Programmes Organised by the BDC

Date	Activity	Audience Number
Year 2020		
2 July	Serial Online Workshop on “E-Commerce, Social Media and China Marketing Strategies” (Module 2)	About 20
13 July	Serial Online Workshop on “E-Commerce, Social Media and China Marketing Strategies” (Module 3)	About 20
22 July	Online Workshop on “Effective Sales Mindsets in a Predicament”	About 10
11 August	Online Workshop on “Trends and Strategies of E-commerce”	About 20
27 August	Online Workshop on “Effective Telephone Communication Skill”	About 10
10 September	Online Workshop on “Marketing Strategies for ‘Stay-at-Home Economy’”	About 10
22 September	Online Workshop on “Business Negotiation Skill”	About 10
25 September	“Branding To Win Webinar: Stronger Brand Amidst Adversity” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA	About 200
19 October	Online Workshop on “Service Skills for Handling Difficult Customers”	About 20
30 October	Online Workshop on “Transformation under COVID-19: How SMEs Collaborate with KOLs to Boost E-commerce Sales”	About 10
11 November	Online Workshop on “Win-win Sales Negotiation”	About 10
15 December	Online Workshop on “How should a Corporate Protect Data Privacy of Customers?”	About 10
23 December	“Hong Kong • IN • Brand Greater Bay” Corporate Training Workshop	About 100
Year 2021		
8 January	Online Workshop on “DISC Leadership Training”	About 20
31 March	Online Workshop on “Communication & Influencing Skills”	About 10
26 April	Online Workshop on “Effective Telephone Communication Skill”	About 10

品牌「智」勝系列網絡研討會

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年起每年均舉辦「品牌「智」勝系列研討會」，圍繞著品牌發展的各方面議題，邀請不同領域的專家同台交流，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2020年9月25日聯合舉辦第十七個「品牌「智」勝系列網絡研討會」。研討會以網上直播的方式進行，以「逆境當自強」為主題；多位學者、營銷專家及品牌掌舵人分享了本地品牌抗疫「贏」商的經驗與心得，並剖析「後疫情時代」消費復蘇的機遇以及在經濟逆境中打造更強大品牌的致勝之道。當日參與的觀眾逾200人。

Branding to Win Serial Webinar

Since 2005, the BDC has organised a serial seminar named “Branding to Win” annually. 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 17th “Branding to Win” Webinar was broadcasted live via the internet on 25 September 2020 under the banner of “Stronger Brand Amidst Adversity”; and it was a joint event of the BDC, the Trade and Industry Department of HKSAR Government, the Hong Kong Trade Development Council and the CMA. With over 200 participants, the Webinar featured a strong line-up of speakers, including economist, well-known scholar, digital marketing experts and brand CEO who analysed the business opportunities brought by the post-pandemic economic recovery and shared their views on “winning strategies” in times of adversity.



主辦機構代表包括品牌局主席（2015-2021年度）黃家和（右五）、品牌局副主席盧金榮（左四）和吳清煥（右四）、品牌局時任總裁楊立門（右一）、工業貿易署助理署長衛懿欣（左五）以及香港貿易發展局製造業拓展經理何嘉行（左三）與演講嘉賓合照。

Representatives of Organisers including the BDC Chairman (Year 2015-2021) Mr Simon Wong (5th from right), BDC Vice Chairmen Dr Lo Kam Wing (4th from left) and Mr Ng Ching Wun (4th from right), the then BDC Chief Executive Officer Mr Raymond Young (1st from right), Assistant Director-General of Trade and Industry Ms Christine Wai (5th from left) and Manager of Product Promotion of the TDC Mr Kevin Ho (3rd from left) posed for a photo with speakers.



1. 品牌局副主席盧金榮（左）致送紀念品予演講嘉賓。
BDC Vice Chairman Dr Lo Kam Wing (left) presented Certificate of Appreciation to a speaker.
2. 香港貿易發展局助理首席經濟師陳永健講解疫情對消費市場帶來的影響並探討企業適應「新常态」的策略。
Assistant Principal Economist of the TDC Mr Louis Chan expounded on the impacts brought by the COVID-19 pandemic and explored the ways for enterprises to adapt to the New Normal.
3. 香港大學經管學院客席助理教授張天秀提出逆境下保持具競爭力及推動品牌增長的策略性建議。
Adjunct Assistant Professor of HKU Business School Mr Baniel Cheung suggested some strategies for brands to maintain competitiveness and drive growth in times of adversity.
4. 泰美商業科技有限公司營運總監霍文健剖析了「宅經濟」下網絡營銷及社交媒體的發展趨勢。
Chief Operating Officer of Intimex Business Solutions Company Limited Mr Ivan Fok shed light on the trends of online marketing and social media with the advent of “Stay-at-Home Economy”.
5. 僑豐行有限公司行政總裁黃偉鴻博士分享本地品牌「EDO」於疫情下的攻守策略。
Chief Executive Officer of Kiu Fung Hong Limited Dr Ellis Wong shared with audience brand story of “EDO” and its Offense-Defense Strategy to cope with 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，品牌局及廠商會合辦「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（簡稱「香港・進・品牌大灣區」）。有關項目獲香港特別行政區政府工業貿易署「工商機構支援基金」撥款資助，為期22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，亦藉此強化大灣區消費者以及業界對香港品牌文化的認同感，宣揚香港品牌作為一項優勢資源對大灣區邁向高品質發展的特殊作用。

項目的主要內容包括：

- 舉辦「廣東站」及「澳門站」品牌推廣活動，在廣州和澳門舉辦以創科、活力、優質生活為主題的品牌展示，推廣香港品牌的集體形象；並設立互動式體驗攤位以及於「廣東站」舉行具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；
- 首創「香港品牌名冊」，釐訂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；



“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 (also referred to as “Hong Kong • IN • Brand Greater Bay”) under the sponsorship of the Trade and Industrial Organisation Support Fund by Trade and Industry Department. With the CMA acting as the Collaborating Organisation, this 22-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 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 stage a series of brand image-building, promotion and consumer engagement activities in selected cities, supplemented by multi-location, multi-dimensional market research and business strategy profiling. With an eye to providing a holistic platform to support Hong Kong companies aspiring to “deep plow” the regional market, the Project 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. And it also represents a well-orchestrated attempt to inculcate Hong Kong brand culture into the consumer 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:

- Organising Guangdong Brandfest and Macao Brandfest, which include brand exhibition zones set up at Guangzhou and Macao respectively on the theme of “Inno-tech”, “Vigour” and “Quality Living” to demonstrate the collective image of Hong Kong brands. The brand showcases are accompanied by interactive demonstration kiosks and stage performance programmes (in Guangzhou Brandfest), culminating in a multidimensional dynamic “Experiencing Hong Kong, Experiencing Brands” ambience.
- Introducing “Hong Kong Brand i-Directory”, which formulates a set of identification criteria for verifying a brand’s “Hong Kong” identity, together with a registration system and online listing facilities to publish the information of accredited brands.

- 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；
- 舉辦企業培訓工作坊及經驗分享會，幫助香港企業提升品牌發展、推廣與管理方面的知識和技能，強化品牌營運的關鍵能力。

品牌展示督導委員會

配合「廣東站」及「澳門站」的品牌展示活動，品牌局成立了由不同界別代表組成的品牌展示督導委員會，成員包括：廠商會時任會長吳宏斌、品牌局主席（2015-2021年度）黃家和、香港理工大學時任企業發展院暫任院長王家達、香港中小型企業總商會時任會長巢國明、香港設計文化協會秘書長冼子光、香港生產力促進局智能製造部總經理孫國偉以及香港貿易發展局製造業拓展高級經理張慧姬。

委員會於2020年11月16日召開會議，遴選參加品牌展示及互動體驗營的品牌；並就企業範例研究之擬訪問企業名單提供了意見。

- Conducting consumer survey, company case studies and a business tour, aiming to collect first-hand information for Hong Kong companies' reference and shed light on the effective branding and marketing strategies.
- Organising a training workshop and an experience-sharing seminar to equip Hong Kong brand operators with the knowledge and practical skills related to brand development, promotion and management, helping them to sharpen core competences in brand-building.

Steering Committee on Brand Showcase

To facilitate the brand exhibitions in Guangdong Brandfest and Macao Brandfest, a Steering Committee was formed, which comprised the then President of the CMA Dr Dennis Ng, Chairman of the BDC (Year 2015-2021) Mr Simon Wong, the then Institute for Entrepreneurship of the Hong Kong Polytechnic University Interim Director Mr Kelvin Wong, the then President of the Hong Kong General Chamber of Small and Medium Business Mr Joe Chau, Secretary General of the Mode of Design Alliance Mr Sin Tze Kong, General Manager of Smart Manufacturing of the Hong Kong Productivity Council Mr Samson Suen, and Senior Manager of Product Promotion of the Hong Kong Trade Development Council Ms Maggie Cheung.

The Committee held a meeting on 16 November 2020 to conduct a screening on brands applying for the brand exhibition and experience camps, and advise on the list of candidates for conducting company case studies.



品牌展示督導委員會成員(左起)：張慧姬、孫國偉、冼子光、吳宏斌、黃家和及巢國明。
Members of Steering Committee on Brand Showcase (from left): Ms Maggie Cheung, Mr Samson Suen, Mr Sin Tze Kong, Dr Dennis Ng, Mr Simon Wong and Mr Joe Chau.

項目新聞發布會

品牌局於2021年6月2日舉行新聞發布會：廠商會會長史立德、品牌局主席陳國民及品牌局副主席盧金榮於會上簡介了「香港•進•品牌大灣區」系列活動的內容，並宣佈開通「香港品牌名冊」網上公示平台(id.hkbrand.org)。負責調研的法國里昂商學院市場營銷學教授陸定光博士亦於會上講解了「粵港澳大灣區消費者對香港品牌的態度及購買行為調查」的主要研究結果，為港商進軍大灣區市場和拓展品牌提出策略性建議。

出席發布會的主辦機構嘉賓還包括廠商會展覽服務有限公司主席施榮恆、品牌局副主席陳家偉、吳清煥、黃偉鴻、沈運龍、品牌局顧問吳秋全、劉健華、以及一眾品牌局理事等；並以網上直播的方式開放予業界參與。

Project Media Briefing

The BDC hosted a media briefing on 2 June 2021, at which CMA President Dr Allen Shi, BDC Chairman Dr Edward Chan and BDC Vice Chairman Dr Lo Kam Wing introduced detailed arrangement of the “Hong Kong • IN • Brand Greater Bay” Serial Activities and announced the official launch of “Hong Kong Brand i-Directory” together with its dedicated website (id.hkbrand.org). The briefing also featured a speech by Dr Sherriff Luk, Professor of Marketing of Emlyon Business School, who presented the salient findings of “Study on the Attitude towards Hong Kong Brands and Purchasing Behaviour of Greater Bay Area Consumers” and shared management insights into the effective strategies for Hong Kong companies to expand market and promote brands in GBA.

Vice Chairman of CMA Exhibition Services Ltd Mr Ivan Sze; BDC Vice Chairmen Mr Calvin Chan, Mr Ng Ching Wun, Dr Ellis Wong, Dr Aaron Shum; BDC Advisors Mr Charles Ng, Dr Kevin Lau; and dozens of BDC General Committee Members also attended the event. The Briefing was broadcasted live online and opened for the participation of the industries.



1. 廠商會會長史立德博士致歡迎辭。
CMA President Dr Allen Shi delivered welcome remarks.
2. 品牌局主席陳國民博士簡介「品牌大灣區」項目的背景及詳情。
BDC Chairman Dr Edward Chan gave an account of the background and arrangements of the “Brand Greater Bay” Project.
3. 主辦機構代表進行大合照。
Representatives of Organisers posed for a group photo.
4. 品牌局副主席盧金榮博士宣佈「香港品牌名冊」網站正式開通。
BDC Vice Chairman Dr Lo Kam Wing announced that the official website of “Hong Kong Brand i-Directory” came into operation.
5. 法國里昂商學院市場營銷學教授陸定光博士發表《粵港澳大灣區消費者對香港品牌的態度及購買行為調查報告》的研究結果。
Professor of Marketing of Emlyon Business School Dr Sherriff Luk illustrated major findings of “Study on the Attitude towards Hong Kong Brands and Purchasing Behaviour of Greater Bay Area Consumers”.

創建「香港品牌名冊」

品牌局推行香港原創品牌的登記制度「香港品牌名冊」(Hong Kong Brand i-Directory)；並設立網上中央資料庫暨公示平台，包括專門網站(id.hkbrand.org)和手機應用程式，以刊載經香港品牌發展局審核並確認的登記品牌的資料，供公眾查閱。



「名冊」專門網站於2021年6月正式開通，主要欄目包括「關於名冊」、「辦理登記」、「登記品牌」、「香港精選」等；除了系統化地介紹「名冊」的背景、登記資格及程序、管理辦法外，亦備有強大的搜索引擎，方便使用者透過輸入關鍵字或以產品/服務分類、熱門項目等，查閱已登記的香港品牌資料。網站亦設有「名牌特區」及「優·惠·港」，讓企業公佈品牌的最新動態以及發佈限時的優惠推廣資訊，協助業界進行業務推廣。

為確保「香港品牌名冊」的運作具公正性和專業性，品牌局特別成立了「香港品牌名冊督導委員會」，委員包括來自不同界別的專業人士以及本港主要工商機構的代表，就「名冊」的登記標準、審核規程以及營運與管理等事宜提供指導，並協助處理「香港品牌名冊」相關的爭議。委員會於2020年8月31日舉行了第一次會議，審議並通過了「香港品牌名冊」登記制度管理辦法及相關的技術文件。



大灣區消費者問卷調查

品牌局委託市場學專家陸定光教授率領的香港理工大學研究團隊，於2020年7至10月期間在10個大灣區城市，包括深圳、惠州、廣州、佛山、肇慶、江門、珠海、中山、東莞及澳門等地的選定商場進行問卷調查，成功訪問超過1,700名消費者。主辦機構於2021年6月2日公布了調查結果並發表《粵港澳大灣區消費者對香港品牌的態度及購買行為調查報告》。



研究團隊在大灣區城市進行問卷調查。
Research team conducted questionnaire survey in GBA cities.

Introduction of Hong Kong Brand i-Directory

The BDC has introduced the “Hong Kong Brand i-Directory” (Brand HKiD), a groundbreaking registration system for Hong Kong original brands. Brand HKiD includes an online centralised database cum listing facility, whereby the information of registered brands are published on its dedicated website (id.hkbrand.org) and mobile application for public access.

The official website of Brand HKiD entered into operation in June 2021. Through main content sections like “About Brand HKiD”, “Registration”, “Registered Brands” and “Hong Kong Selections”, the website is an all-round portal, which not only lists the detailed information including background, registration requirement and procedure, registration mechanism of Brand HKiD in a systematic approach, but also provides powerful engines for searching registered brands by keywords, product or service category or hashtag. Registrants could also make use of “TOP BRAND Zone” and “BRAND’S Mart” columns as new promotional avenues to announce the latest developments and disseminate limited time promotion offers.

To ensure impartiality and professionalism, the BDC has formed a steering committee to oversee the operation of Brand HKiD, whose membership includes professionals in different fields as well as representatives of leading organisations. The Steering Committee on Hong Kong Brand i-Directory provides advice on the registration requirements, the assessment protocol and other matters concerning the operation and administration of Brand HKiD, while assisting to handle the related disputes. The first meeting of the Committee was convened on 31 August 2020 to review and approve the “‘Hong Kong Brand i-Directory’ Registration Regulation” and other technical documents.

Survey on Greater Bay Area Consumers

Commissioned by the BDC, a research team of the Hong Kong Polytechnic University led by marketing expert Professor Sherriff Luk carried out a questionnaire survey in the Greater Bay Area from July to October 2020. The survey was conducted in selected shopping malls in 10 GBA cities including Shenzhen, Huizhou, Guangzhou, Foshan, Zhaoqing, Jiangmen, Zhuhai, Zhongshan, Dongguan and Macao and over 1,700 consumers were interviewed.

The BDC released the result of the survey and published the “Report of Study on the Attitude towards Hong Kong Brands and Purchasing Behaviour of Greater Bay Area Consumers” on 2 June 2021.



企業培訓工作坊

品牌局於2020年12月23日舉辦為期一天的「香港・進・品牌大灣區」企業培訓工作坊。在上午的環節，法國里昂商學院市場營銷學教授陸定光博士闡述了大灣區居民的消費偏好、對香港品牌的看法以及品牌購買行為與信息渠道，並分析新冠疫情下消費者心理和行為的轉變趨勢；隨後由四象文化(中國)有限公司總經理陳偉明先生講解香港品牌打入大灣區商場的訣竅和商場推廣的注意事項。

在工作坊的下午部分，香港管理專業協會客座教授余富強博士主講如何透過強化品牌戰略執行力提升品牌體驗；澳至尊集團創辦人及董事局主席蔡志輝先生介紹「澳至尊」運用跨境電商打造品牌的經驗，東莞得利鐘錶有限公司首席運營官劉仁先生分享其品牌「世家」借力社交電商平台拓展內銷市場的心得。陸定光教授亦簡述了由香港珠海學院一帶一路研究所所長陳文鴻教授撰寫的資料，展望粵港澳大灣區的經濟發展前景及市場機遇。

品牌局主席(2015-2021年度)黃家和及顧問劉健華出席了研討會。工作坊採用線上實時直播的方式，吸引逾100位業界代表參與。

Corporate Training Workshop

The BDC organised “Hong Kong • IN • Brand Greater Bay” Corporate Training Workshop on 23 December 2020. This one-day workshop started with a speech by Dr Sherriff Luk, Professor of Marketing of Emlyon Business School, who gave an outline of the consumer market in the Greater Bay Area with focus on consumption preference, purchasing behavior, information channels, consumer's perception of Hong Kong brands as well as the latest changes in response to outbreak of COVID-19 pandemic. Then Mr Roger Chan, General Manager of ARTIP Limited expounded on the avenues for Hong Kong brands to tap into the shopping malls and the effective strategies for leveraging shopping mall activities to promote brands.

In the afternoon session, Dr Eddie Yu, Adjunct Professor of Hong Kong Management Association, delivered a talk on how to enhance customer experience through effective implementation of branding strategies. Mr Leslie Choy, Group Founder & Chairman of AUSupreme, illustrated the importance of cross-border e-commerce as an emerging channel to promote brand based on the Company's successful case; and Mr Lau Yan, Chief Operating Officer of Dailywin Watch Products Manufacturing Limited shared with audience the experience of “SAGA” brand in capitalising on social media to develop domestic market. At last, Prof Sherriff Luk depicted the economic prospects of the Greater Bay Area and the unfolding vast opportunities in the region, by making reference to a research conducted by Prof Thomas Chan, Director of One Belt One Road Research Institute of Chu Hai College of Higher Education.

BDC Chairman (Year 2015-2021) Mr Simon Wong and Advisor Dr Kevin Lau attended the Workshop. The Workshop was broadcasted live via the internet and attracted over 100 participants.



1. 主辦機構代表與演講嘉賓合照。
Speakers and the representatives of Organisers posed for a group photo.
2. 市場營銷學教授陸定光博士闡述大灣區消費市場的最新情況。
Professor of Marketing Dr Sherriff Luk depicted the latest situation of the consumer market in the Greater Bay Area.
3. 四象文化(中國)有限公司總經理陳偉明講解在大灣區商場進行品牌推廣的技巧。
General Manager of ARTIP Limited Mr Roger Chan illustrated the techniques for promoting brands at the shopping malls in the GBA.
4. 香港管理專業協會客座教授余富強博士主講如何有效執行品牌戰略。
Adjunct Professor of Hong Kong Management Association Dr Eddie Yu spoke on how to implement branding strategies effectively.
5. 澳至尊集團創辦人及董事局主席蔡志輝分享拓展跨境電商業務的經驗。
Group Founder & Chairman of AUSupreme Mr Leslie Choy shared his experience in cross-border e-commerce.
6. 東莞得利鐘錶有限公司首席運營官劉仁探討社交電商平台對內地零售市場的深遠影響。
Chief Operating Officer of Dailywin Watch Products Manufacturing Limited Mr Lau Yan analysed the implications of social media for Mainland's retail market.

宣傳活動

除了在香港報章雜誌和社交媒體刊登「香港・進・品牌大灣區」系列活動的宣傳廣告之外，品牌局亦設立項目官方網站(www.brandgreaterbay.org)，詳載各項活動的資料，並定期發佈活動花絮。此外，企業培訓工作坊的講義和《粵港澳大灣區消費者對香港品牌的態度及購買行為調查報告》亦上載於項目網站供公眾查閱。

Promotional Campaign

Apart from newspaper and social media advertising in Hong Kong, the BDC also built up a website (www.brandgreaterbay.org) to provide news feeds about the various activities of the “Brand Greater Bay” Project. Handouts of Corporate Training Workshop as well as “Report of Study on the Attitude towards Hong Kong Brands and Purchasing Behaviour of Greater Bay Area Consumers” have been uploaded on the website, available for online reading or free download.



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

舉辦日期	活動名稱	地點	展示內容
2020年			
11月27日至30日	香港時尚館・南寧	南寧	設置產品專櫃；展示20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
2021年			
6月22日	2019及2020年香港名牌選舉及香港服務名牌選舉、香港新星品牌選舉及香港新星服務品牌選舉頒獎典禮	香港	大型展板介紹84個得獎者資料

Exhibitions and Product Showcases

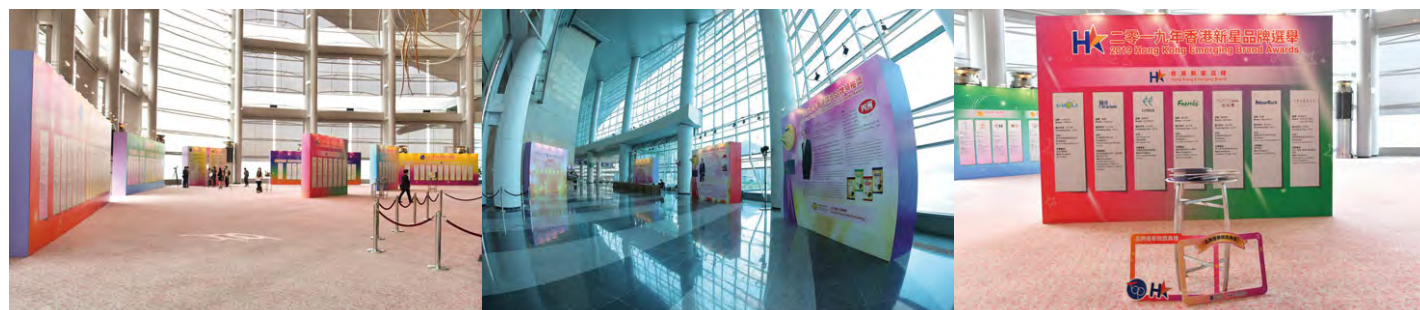
From time to time, the BDC takes part in various exhibitions held in Hong Kong, Mainland China and overseas; and promotes winners of the brand awards through display boards and product showcases. Such promotional activities help to boost the collective image of Hong Kong brands, while providing a window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

BDC's Presence in Exhibitions and Showcases

Period	Event	Location	Promotion Activity
Year 2020			
27 to 30 November	Style Hong Kong Pavilion in Nanning	Nanning	Display board and product showcase (for 20 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
Year 2021			
22 June	2019-2020 Presentation Ceremony of Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	Hong Kong	Large-scale display board (for 84 winners of the 2019 & 2020 Awards)



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•南寧」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 Nanning" organised by the Hong Kong Trade Development Council.



2019及2020年「品牌選舉」頒獎典禮設有大型的得獎品牌資料板。
Large information panels were set up at the venue of 2019 & 2020 Awards Presentation Ceremony.

2020《香港名牌巡禮》

2020《香港名牌巡禮》於2020年7月出版，合共311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，並記載了「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。今期的《巡禮》還另闢專章，介紹2019年新增設的「香港傑出品牌領袖獎」及首位得獎者。自2003年創刊以來，《香港名牌巡禮》已是第十八次出版。

2020《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」系列活動的開展，品牌局在網站內增設了「香港品牌名冊」的子網域(id.hkbrand.org)。此外，2020《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 2020

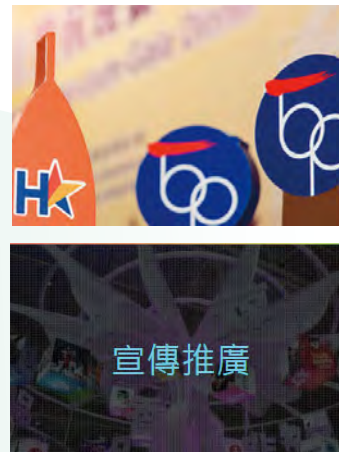
The 2020 edition of “The Parade of Hong Kong Top Brands” was published in July 2020. This 311-page bilingual publication collected the information and success stories of over 200 Hong Kong brands; and it on the other hand was the official publication of Hong Kong Top Brand Awards, Hong Kong Top Service 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 2020” was the 18th edition; and it also introduced a separate chapter to introduce the newly-established Hong Kong Distinguished Brand Leader Award and its first Awardee.

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-domain for “Hong Kong Brand i-Directory” (id.hkbrand.org) has been created. Meanwhile, “The Parade of Hong Kong Top Brands 2020” 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

第七屆理事會的產生

品牌局於2021年初順利完成理事會的換屆工作。依照品牌局章程規定，理事會的成員包括由廠商會委任之「委任理事」、由會員投票選舉之「選任理事」，以及由主要工商組織委派之「派任理事」。

廠商會於2021年1月初委任陳國民、盧金榮及沈運龍為品牌局第七屆理事會的「委任理事」，其中陳國民獲委任為新一屆理事會主席；廠商會並依照章程規定，提名了16名「選任理事」的候選人。「選任理事」選舉於2021年3月12日至22日舉行，並於3月23日在首屆暨榮譽主席尹德勝和時任總裁楊立門的監察下完成點票工作；16名候選人均以高票當選。



「選任理事」選舉在首屆暨榮譽主席尹德勝和時任總裁楊立門的監察下進行開票及核點選票。
The ballots of "Elected Member" Election were counted under the scrutiny of Chairman Emeritus-cum-Inaugural Chairman Mr Paul Yin and the then Chief Executive Officer Mr Raymond Young.

Formation of the Seventh General Committee

The Seventh General Committee of the BDC was formed in early 2021. In accordance with the Memorandum and Articles of the Association of the BDC, the General Committee may comprise "Appointed Members" (who are appointed by the CMA), "Elected Members" (elected by BDC members), and "Nominated Members" (nominated by major organisations upon the invitation of the BDC).

In January 2021, the CMA appointed Dr Edward Chan, Dr Lo Kam Wing and Dr Aaron Shum to the Seventh General Committee of the BDC, with Dr Edward Chan appointed as the Chairman. Moreover, 16 candidates for the "Elected Members" were nominated by the CMA pursuant to the Election Rules of the BDC, and the voting took place from 12 to 22 March 2021. After the voting tickets were counted under the scrutiny of Chairman Emeritus-cum-Inaugural Chairman Mr Paul Yin and the then Chief Executive Officer Mr Raymond Young on 23 March 2021, it was announced that all the 16 candidates were elected by a high number of votes.

The Seventh General Committee took office on 1 April and the first meeting was held on the same day, at which Dr Lo Kam Wing, Mr Calvin Chan, Mr Ng Ching Wun, Dr Ellis Wong and Dr Aaron Shum were elected as Vice Chairmen. The General Committee also resolved to invite "Nominated Members" from 6 organisations, namely the Hong Kong Trade Development Council, Hong Kong Productivity Council, Hong Kong Tourism Board, Hong Kong Polytechnic University, Hong Kong Retail Management Association, and Hong Kong Design Centre.



品牌局第七屆理事會成員合照。
Members of the 7th BDC General Committee posed for a group photo.

品牌局第七屆理事會於4月1日正式就職並於同日舉行第一次會議，議決通過由盧金榮、陳家偉、吳清煥、黃偉鴻及沈運龍理事出任副主席，以及邀請香港貿易發展局、香港生產力促進局、香港旅遊發展局、香港理工大學、香港零售管理協會及香港設計中心等六個機構委派代表出任「派任理事」。

第七屆理事會由特區政府商務及經濟發展局局長邱騰華擔任名譽贊助人，商務及經濟發展局(工商及旅遊)常任秘書長利敏貞和工業貿易署署長盧世雄擔任名譽顧問；廠商會會長史立德為品牌局名譽主席，而周紹榮律師及湯達熙律師則擔任義務法律顧問。

此外，品牌局設有「榮譽主席」職銜，以頒授予往屆的名譽主席、主席及副主席(累計出任副主席兩屆或以上者)。除了尹德勝(首屆暨榮譽主席)、楊孫西、洪克協、黃友嘉、施榮懷、李秀恒、陳淑玲、倪錦輝及李惠中之外，吳宏斌及黃家和亦獲第七屆理事會委任為「榮譽主席」。第七屆理事會還設有「當屆顧問」榮譽職銜，邀請在品牌發展及相關範疇有顯著建樹或者對品牌局有重大貢獻的人士出任；今屆由黃偉常、吳秋全、劉健華及黃偉雄擔任「顧問」。

2020會員大會

品牌局於2020年9月29日假廠商會議廳舉行周年大會，由品牌局主席(2015-2021年度)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近20人。

黃家和主席回顧了品牌局在過去一年的主要工作，包括推動業界拓展大灣區市場、協助中小企業提升品牌競爭力以及推廣香港品牌的集體形象等。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。

The General Committee is honored to have Secretary for Commerce and Economic Development Hon Edward Yau as the Honorary Patron, with Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Miss Eliza Lee, Director-General of Trade and Industry Mr Brian Lo being the Honorary Advisors. Dr Allen Shi, President of the CMA, is the Council's Honorary Chairman, and Mr Joseph Chow and Mr Anthony Tong have been appointed as the Honorary Legal Advisors.

Besides, the BDC has conferred "Chairman Emeritus", an honorary title, upon the past Honorary Chairmen, Chairmen and Vice Chairmen (those having held this post for at least two terms). In addition to Mr Paul Yin (Chairman Emeritus-cum-Inaugural Chairman), Dr Jose Yu, Mr Peter Hung, Dr David Wong, Mr Irons Sze, Dr Eddy Li, Ms Shirley Chan, Dr Danny Ngai and Mr Charlie Lee, Dr Dennis Ng and Mr Simon Wong were appointed by the Seventh General Committee as Chairmen Emeritus. The Seventh General Committee also invited Mr Wong Wai Sheung, Mr Charles Ng, Dr Kevin Lau and Mr Addy Wong to be "Advisors", a title in honour of persons who have attained significant achievements in branding or made great contributions to the Council.

2020 General Meeting

The BDC held its 2020 Annual General Meeting (AGM) at CMA Conference Hall on 29 September 2020. Mr Simon Wong, the BDC Chairman (Year 2015-2021) was the Chairman of AGM. In his speech, he reviewed the major work of the BDC in the past year, including facilitating local brands to develop Greater Bay Area market, assisting SMEs to enhance their brand competitiveness, and promoting the collective image of Hong Kong brands.

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



會員公司代表於2020年度會員大會上合照。

Representatives of BDC Members posed for a group photo at the 2020 Annual General Meeting.

委員會工作

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管商務經濟的政府官員擔任名譽贊助人 and 顧問；第七屆理事會的成員來自工商、學術、專業服務等廣泛的界別，並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與國際事務委員會」、「策略發展委員會」、「財務委員會」等工作委員會。

理事會

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

理事會現任主席為陳國民。理事會於2020年9月29日及2021年4月1日舉行會議，分別就籌備第七屆理事會選舉以及第七屆理事會的人事架構等進行討論。



品牌局召開第七屆理事會第一次會議。
The BDC convened the first meeting of the 7th General Committee.

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

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 Dr Edward Chan, the General Committee held meetings on 29 September 2020 and 1 April 2021, to discuss the logistic arrangements for the 7th General Committee Election and study the personnel structure of General Committee respectively.



第七屆理事會成員於第一次理事會會議後合照。
The 7th BDC General Committee Members posed for a group photo after the first General Committee Meeting.

常務理事會及財務委員會

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

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沈運龍兼任主席。

常務理事會和財務委員會在2021年5月7日及6月2日舉行了聯席會議，分別就品牌局2021年度財政收支預算及2019及2020年「品牌選舉」頒獎典禮的後續活動安排等進行討論。

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家偉兼任。委員會擔任2020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2020年11月23日完成四個「選舉」入圍品牌的遴選工作。委員會並於2021年5月24日舉行會議，討論2021年「品牌選舉」的日程以及進行「2021年香港傑出品牌領袖獎」的預選等。

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；委員會並兼任「香港品牌名冊督導委員會」，就「香港品牌名冊」的登記標準、審核規程以及營運與管理等事宜提供意見。

技術顧問委員會由品牌局副主席盧金榮兼任主席，委員包括來自工商、學術、法律、設計、品質管理等界別的專業人士。委員會於2021年8月30日舉行了會議，就修訂品牌評審標準等進行討論。

Executive Committee & Finance Committee

The BDC has an Executive Committee consisting of the Chairman and Vice Chairmen. The Executive Committee is empowered by the General Committee to conduct, manage and supervise the affairs of the Council. The BDC Chairman Dr Edward Chan is the Chairman of the Executive Committee.

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

The Executive Committee and Finance Committee held joint meetings on 7 May and 2 June 2021, to approve the 2021 financial budget of the Council as well as the arrangement of the supplementary activity for the 2019 & 2020 Brand Awards Presentation Ceremony respectively.

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 Mr Calvin Chan. It acted as the Preliminary Judging Panel of the 2020 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 23 November 2020.

The Committee held a meeting on 24 May 2021 to discuss the schedule and arrangements for 2021 Brand Awards as well as to conduct pre-screening of the prospective candidates and their affiliated brands for the 2021 Hong Kong Distinguished Brand Leader Award.

Technical Advisory Committee

The Technical Advisory Committee advises on the judging criteria of brand awards and technical aspects of the certification schemes, and it is devoted to fostering the communications and cooperation between the Council and academics, professionals and other sectors. The Committee also acts as the "Steering Committee on Hong Kong Brand i-Directory", which provides advice on the registration requirements, assessment protocol and other matters related to the operation and administration of Hong Kong Brand i-Directory.

Currently chaired by the BDC Vice Chairman Dr Lo Kam Wing, the Technical Advisory Committee is made up of domain experts who are industrialist, academic, legal advisor, designer, quality management expert and other professionals. The Committee held a meeting on 30 August 2021 to study proposed amendments to the judging criteria of Brand Awards.

推廣與國際事務委員會

推廣與國際事務委員會的職能是推廣香港品牌的國際形象，協助香港品牌在本地、內地和國際市場的發展，以及促進品牌局與海外機構的品牌交流與聯繫。

推廣與國際事務委員會由品牌局副主席吳清煥兼任主席。委員會於2020年12月4日舉行會議，討論2019及2020年「品牌選舉」頒獎典禮的具體安排；在2021年5月25日的會議上，委員會審議了品牌局2021年重要活動的宣傳計劃。

策略發展委員會

策略發展委員會負責研究品牌局的長遠發展策略，以及指導品牌局會員的招募、管理及服務工作。

委員會由品牌局副主席黃偉鴻兼任主席。委員會於2021年8月19日舉行會議，就推展大灣區品牌推廣活動收集意見。

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360多家公司成為品牌局的公司會員。

Promotion and International Affairs Committee

The Promotion and International Affairs Committee is set up to promote the image of Hong Kong brands in the international arena; to facilitate Hong Kong brands' development in domestic, Mainland and overseas markets; and to enhance the exchanges and networking between the Council and overseas organisations in regard to branding.

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 4 December 2020 to discuss the logistic arrangements for the 2019 and 2020 Awards Presentation Ceremony. It convened another meeting on 25 May 2021 to endorse the promotional programmes of the Council's major activities in 2021.

Strategic Development Committee

The Strategic Development Committee is set up to study the strategies for the Council's long-term development and to provide guidance on membership affairs such as recruitment, administration and services.

Currently chaired by BDC Vice Chairman Dr Ellis Wong, the Committee held a meeting on 19 August 2021 to explore the ways to take forward brand promotion activities in Greater Bay Area.

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 360 Corporate Members.

會員福利 Member Benefits

入會資格

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

會員福利

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

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

Membership Eligibility

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

Member Benefits

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

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

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」、「推廣與國際事務委員會」、「策略發展委員會」及「財務委員會」等工作委員會和專責秘書處。

品牌局從全局性層面和戰略的高度探索、倡議和推進香港品牌的整體發展策略，並發揮統籌和協調的角色，力求成為香港品牌發展的領航旗艦。在積極敦促、協助政府制定相關政策的同時，品牌局亦活躍於品牌評審、認證、推廣、培育、研究、交流和國際合作等廣泛的領域，逐步建立起領先地位。

除了每年主辦「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」、「香港新星服務品牌選舉」和「香港傑出品牌領袖獎」等標誌性的獎項之外，品牌局積極協助其他機構策劃品牌評審與比賽，藉以表彰先進，樹立借鑒典範和參照基準。品牌局推行「香港名牌標識計劃」和「香港製造標識計劃」，以規範化的審核和准許證制度，開創品牌相關認證之先河；近期更創建「香港品牌名冊」登記和公示平台，率先引入香港原創品牌的身份認定機制。

為增強香港品牌的市場影響力，品牌局經常帶領企業參加本港、國內和海外的展覽與推廣活動，近年更於內地不同城市舉辦「香港品牌節」以及「香港•進•品牌大灣區」等大型項目，協助本地企業進軍龐大的內銷市場。品牌局創立了「中小企品牌群策營」，定期舉辦活動，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的平台；並積極推行研究計劃、培訓項目、觀摩與交流活動，協助業界提升品牌管理能力，倡導「建品牌、創名牌」的行業風尚；以及透過公眾宣傳和教育，增進消費者的品牌意識，培養「重視品牌、保護品牌」的社會氛圍。

在「品牌經濟」時代，打造品牌競爭力已成為企業賴以持續發展和取得成功的不二法門。香港品牌發展局將引領業界身體力行，立品創名，打造「香港製造、香港原創」的金漆招牌，推動香港成為名牌薈萃之都。

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

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

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

Apart from hosting renowned recognition schemes like "Hong Kong Top Brand Awards", "Hong Kong Top Service Brand Awards", "Hong Kong Emerging Brand Awards", "Hong Kong Emerging Service Brand Awards" and "Hong Kong Distinguished Brand Leader Award", the Council provides assistance to other brand competitions or prizes, with an eye to identifying role models and setting up best-practice benchmark in branding. It is the organiser of the "Hong Kong Top Brand Mark Scheme" and "Made in Hong Kong Mark Scheme", which, as the first of their kinds, have blazed the trail of brand-related certification based on well-structured assessment and licensing system. And the newly-introduced "Hong Kong Brand i-Directory" (Brand HKiD) is a registration mechanism plus publishing platform whereby the BDC provides authoritative proof of identity for Hong Kong original brands.

In order to enhance the profile of Hong Kong brands, the Council has been actively participating in various exhibitions, product showcases and other promotional events, domestically and overseas, apart from staging large-scale serial activities under the banner of "Hong Kong • IN • Brand Greater Bay" and "Hong Kong Brand Festival" in major Mainland cities. It organises "SME Branding Club" regularly, 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.

In this "branding economy" era, brand competitiveness holds the key to an enterprise's development and continued success. Hand in hand with our industries, the Hong Kong Brand Development Council is devoted to promoting "Made by Hong Kong, Originated from Hong Kong" as a world-class label and developing Hong Kong into a star-studded brands hub.

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 :

陳家偉 Mr Calvin K W Chan, MH

顧問 Advisor :

陳國民 Dr Edward K M Chan, MH

副主席 Vice Chairmen :

盧金榮 Dr Lo Kam Wing, JP

吳清煥 Mr Ng Ching Wun

委員 Committee Members :

黃偉鴻 Dr Ellis W H Wong

沈運龍 Dr Aaron W L Shum

梁兆賢 Mr Jackson S Y Leung

孫榮良 Mr Warren Y L Sun

顏明秀 Ms Candy M S Ngan

余瓊峰 Mr Kevin K F Shea

梁湘東 Mr Thomas Leung

王偉樑 Mr Desmond W L Wong

傅承蔭 Mr William S Y Fu

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 :

謝邱安儀 Mrs Annie Yau Tse

周嘉弘 Mr Calvin Chau

黃偉雄 Mr Addy W H Wong, MH, JP

葉小卡 Mr Karr Yip

陸定光 Dr Sherriff Luk

劉武 Prof Wu Liu

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

丁國滔 Mr K T Ting

財務委員會

Finance Committee

主席 Chairman :

沈運龍 Dr Aaron W L Shum

委員 Committee Members :

陳國民 Dr Edward K M Chan, MH

盧金榮 Dr Lo Kam Wing, JP

陳家偉 Mr Calvin K W Chan, MH

吳清煥 Mr Ng Ching Wun

黃偉鴻 Dr Ellis W H Wong

推廣與國際事務委員會

Promotion and International Affairs Committee

主席 Chairman :

吳清煥 Mr Ng Ching Wun

顧問 Advisors :

陳國民 Dr Edward K M Chan, MH

盧金榮 Dr Lo Kam Wing, JP

陳家偉 Mr Calvin K W Chan, MH

駱百強 Mr Robert P K Lok

吳秋全 Mr Charles C C Ng

委員 Committee Members :

馬介欽 Dr Ma Kai Yum

林凱章 Mr Victor K C Lam, JP

王象志 Mr Thomas C C Wong

鄧錦添 Dr Tang Kam Tim

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

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海皇國際有限公司 Ocean Empire International Ltd	福滿臨珠寶集團有限公司 Fook Moon Lam Jewellery Holdings Co Ltd
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佳力酒店管理有限公司
Galaxy Hotel Management Co Ltd
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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
西雅有限公司
Zear Corporation Ltd
摩米士科技(香港)有限公司
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親子王國有限公司
Baby-Kingdom.Com Ltd
奧美斯傢具有限公司
Offmax Ltd
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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
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
乾隆1492 俱樂部有限公司
Kinlonz 1492 Club 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
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龐蓓有限公司
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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
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Optical 88 Ltd
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 信德中旅船務管理有限公司
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 澤群顧問有限公司
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 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
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 明茶房有限公司
 MingCha Ltd
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 You Find Ltd
 高明利有限公司
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 百匯珠寶(香港)有限公司
 Pak Wui Jewellery (HK) 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

醫思健康
 EC Healthcare
 潮安發展有限公司
 Chase On Development 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
 曲奇四重奏有限公司
 Cookies Quartet Ltd
 太和洞藥廠有限公司
 Tai Wo Tung Medicine Co Ltd
 四海環球食品有限公司
 Four Seas Global Food Co Ltd
 Labkable Asia Ltd
 Labkable Asia Ltd
 達發織造有限公司
 Fung Fat Knitting Mfy Ltd
 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
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 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
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 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

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Challenger Auto Services Ltd
德國寶電商貿易有限公司
German Pool O2O Ltd
悅和醬園有限公司
Yuet Wo Sauce and Preserved Fruits Ltd
安世思奧國際有限公司
NCCO International Ltd
超羣麵包西餅有限公司
Maria's Bakery Co Ltd
西龍傳香有限公司
QQ Rice (HK) Ltd
澳美製藥廠有限公司
Bright Future Pharmaceutical Laboratories Ltd
翠明假期有限公司
Charming Holidays Ltd
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
東方紅藥業有限公司
Tung Fong Hung Medicine Co Ltd
晉達電能(香港)有限公司
LFP Power (HK) Ltd
天然養生有限公司
Tian Ran HealthCare Ltd
柯尼卡美能達商業系統(香港)有限公司
Konica Minolta Business Solutions (HK) Ltd
永星化工有限公司
Winstar Chemicals Co Ltd
漢思傑(亞洲)有限公司
Handscript Asia Ltd
小小科學家教育集團有限公司
Little Scientists Education Group Ltd

學升火車集團有限公司
PrePnK1 Express Group Ltd
尚智設施服務有限公司
Wisdom Facility Management Co Ltd
溢豐工程有限公司
Deco Classic Ltd
香港體育會(集團)控股有限公司
Hong Kong Sports Association (Group) Holdings Ltd
皇鑽世家珠寶金行有限公司
Imperial Diamond Jewellery Gold Co Ltd
蛙暉美容初心有限公司
Sunlight Beauty Group (Maiden) Ltd
香港(國際)眼科醫療集團有限公司
Hong Kong (International) Eye Care Group Ltd
高雅線圈製品有限公司
Coils Electronic Co Ltd
永成電業有限公司
Wingshing Electrical Ltd
Batech Asia Ltd
Batech Asia Ltd
培天有限公司
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Elsyung Consulting Ltd
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時興貿易發展有限公司
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Pangenia Lifesciences Ltd
滙隆棚業有限公司
Wui Loong Scaffolding Works Co Ltd
合廠有限公司
Hatch Ltd
百家企業國際集團有限公司
100 Enterprises International Group Co Ltd
香港同康藥業有限公司
Hong Kong Tung Hong Medicine Co Ltd
鼎豐信貸有限公司
Tiptop Credit Ltd



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