



香港品牌發展局
Hong Kong Brand
Development Council



年
報

2023

2024

ANNUAL REPORT

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



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願景 Vision

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推動香港成為名牌薈萃之都

Steering our industries towards brand-building,
and developing Hong Kong into a
brands hub

宗旨 Mission

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

目錄 Contents

主席序辭 Chairman's Statement	2
理事會 General Committee	4
回顧 Review	5
政策建言 Policy Suggestion	6
品牌選舉 Brand Awards	9
2023年香港傑出品牌領袖獎 2023 Hong Kong Distinguished Brand Leader Award	
2023年香港名牌選舉 2023 Hong Kong Top Brand Awards	
2023年香港服務名牌選舉 2023 Hong Kong Top Service Brand Awards	
2023年香港新星品牌選舉暨香港新星服務品牌選舉 2023 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	
2023年「品牌選舉」頒獎典禮暨慶祝晚宴 2023 Awards Presentation Ceremony-cum-Gala Dinner	
品牌認證 Brand Certification	21
香港名牌標識計劃 Hong Kong Top Brand Mark Scheme	
香港製造標識計劃 Made in Hong Kong Mark Scheme	
「香港品牌名冊」登記制度 “Hong Kong Brand i-Directory” Registration System	
推廣交流 Promotion and Exchanges	24
「香港・進・品牌大灣區」系列活動(第二期) “Hong Kong • IN • Brand Greater Bay” Serial Activities (Phase Two)	
品牌形象展示 Brand Image Display	
交流與互動 Exchanges and Networking	
2023《香港名牌巡禮》The Parade of Hong Kong Top Brands 2023	
培育教育 Nurturing and Education	28
中小企品牌群策營 SME Branding Club	
研討會/培訓項目 Seminars and Training	
倡導「環境、社會及管治」ESG Initiatives	34
探索ESG審核 Exploring ESG Assessment	
ESG約章 ESG Pledge	
2023年香港ESG獎 2023 Hong Kong ESG Awards	
香港企業ESG發展現狀與動向調查2024 2024 Survey on Hong Kong Industries' ESG Initiatives and Trends	
其他ESG活動 Other ESG Activities	
會務活動 Council Activities	40
第八屆理事會的產生 Formation of the Eighth General Committee	
2023會員大會 2023 General Meeting	
委員會工作 Work of Committees	
會員招募 Member Recruitment	
會員福利 Member Benefits	45
入會資格 Membership Eligibility	
會員福利 Member Benefits	
品牌局簡介 About the Council	46
附錄 Appendices	47
屬下委員會 Sub-Committees	
會員名錄 Directory of BDC Members	

主席序辭 Chairman's Statement



香港品牌發展局主席
陳家偉 MH

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

回顧過去的一年，儘管內外市場環境依然充滿挑戰，香港經濟終能逐步重拾全面增長的軌道。伴隨著社會踏上由治及興的新階段，香港品牌發展亦迎來了「百舸爭流，千帆競發」的新氣象。我們很高興地看到，香港企業將品牌創建作為「拼經濟，謀發展」的主攻方向，更將品牌策略作為因地制宜、發展具香港特色「新質生產力」的著力點，紛紛嘗試將創新、科技、數碼化、優質、可持續發展和香港優勢等「新質經營要素」注入品牌的日常營運中，打造和磨礪「新質品牌力」，推動品牌的更新、迭代和價值提升。

作為香港品牌發展的引領者和促成者，香港品牌發展局(品牌局)率先提出了「新質生產力+品牌競爭力」的發展新思維，引領和推動香港業界開啟品牌新質化發展的新征程，並從弘揚典範、推廣形象、構建ESG標準等重點領域入手強化會務工作，提升自身作為香港發展支援平台的角色。

其中，由品牌局與香港中華廠商聯合會(廠商會)合辦的2023年「品牌選舉」一如既往地取得美滿的成績，40多個得獎者以全方位的出色表現展示出香港工商界的最新風貌，體現了香港企業以品牌創造價值、以品牌策略駕馭風雲瞬息變化的局勢和實現自我更新與升級的堅定信念，更以「一浪更比一浪高」的非凡氣勢刷新了香港品牌發展的標桿。

在形象推廣方面，品牌局屬下的「香港品牌名冊」登記制度已為200多個本地品牌完成了香港原創品牌的身份認定，並透過「加碼」公示平台上的免費廣告服務，擴闊業界開展數碼化推廣的渠道。

Looking back on the past year, despite ongoing challenges in local and international markets, Hong Kong economy is steadily getting back on its growth track. As the City moving from “stability to prosperity”, Hong Kong brand development is also taking off with boosted momentum. We are thrilled to see local enterprises making brand-building their strategic focus in driving business growth and development. The industries are crafting brand strategies to tailor local conditions, with a keen eye for cultivating “new quality productive force” unique to Hong Kong. Increasingly, they are weaving “new quality elements” such as innovation, technology, digitalisation, quality, sustainability, and Hong Kong’s distinctive advantages into the fabric of their day-to-day operations. These all in all are gearing towards the build-up of “new quality brand power”, providing news impetus for Hong Kong brands to upgrade, accelerate iterative updates and achieve value enhancement.

As bellwether and a facilitator in brand development, the Hong Kong Brand Development Council (the BDC) has championed the concept of “new quality productivity + branding”, taking the initiative to steer and propel local enterprises onto the exciting journey of “new quality” brand development. The BDC has strengthened its operations by focusing on key areas including advocating best practices, promoting brand image, and establishing ESG (Environmental, Social, and Governance) standards, thereby enhancing its key supportive role in these domains.

Among the others, the 2023 “Brand Award” co-organised by the BDC and the Chinese Manufacturers’ Association of Hong Kong (the CMA) met with great success as in previous years. The over 40 award winners brilliantly showcased the dynamic landscape of Hong Kong’s business sector through their all-round superior performance. Their remarkable achievements underscore local industries’ strong determination to create value through branding, their superior ability to navigate rapid changes with brand strategies, and the unswerving commitment to achieving constant transformation and upgrading. Setting the bar ever higher, the Awardees have as their predecessors demonstrated the highest standard of Hong Kong brand development.

On the brand promotion front, the “Hong Kong Brand i-Directory” (Brand HKiD) registration system under the BDC has performed verification for over 200 local original brands. By offering enhanced free advertising opportunities on its on-line platform, the Directory has opened up new avenues to digital promotion for the registered companies.

同時，繼完成「香港·進·品牌大灣區」項目的「澳門站」活動之後，在特區政府「工商機構支援基金」的資助下已在今年4月展開更大規模的新一期活動。第二期項目緊扣「香港·進」和「品牌大灣區」的概念，以廣州為落腳點向灣區縱深推進，透過多形式、實體與虛擬結合的品牌形象推廣活動以及一系列緊湊精煉的市場探知活動，協助香港業界以大灣區為依託來擴闊業務增長的空間，並以品牌為「進道」來提升發展層次，帶動區域的高品質發展。

當今，可持續發展的潮流席捲全球，重視「環境、社會和企業管治」(ESG)亦已成為香港企業發展的大勢所趨。品牌局近年致力於強化自身作為香港ESG發展的倡導者、定標者、推廣者角色。除了繼續透過「品牌選舉」和「香港名牌標識(TOP嘜)計劃」的審核機制探索港版ESG審計與認證實踐之外，品牌局亦與廠商會合辦「ESG約章」和「香港ESG獎」，透過樹立標準和成功典範，為本地ESG的發展建立參照基準。

為了提升本地ESG的知識儲備、協助業界進行「能力構建」，品牌局在對數百間本地企業進行調查的基礎上發表了《香港企業ESG發展現狀與動向》研究報告，並推出了本地首個以培養中小企業ESG經理為目標的證書課程；亦夥拍政府工業貿易署等舉辦以ESG為主題的「品牌『智』勝研討會2023」，以及透過屬下「中小企品牌群策營」舉辦「ESG企業永續經營系列專家講座」，向業界和公眾傳播ESG的理論與實踐。

今年年初，品牌局順利完成了理事會的換屆工作。第八屆理事會陣容鼎盛，並設立多個委員會負責品牌評審、認證、推廣、策略發展、財務等方面的事務，以配合品牌局未來一年的三大工作方向，包括推動業界打造「新質品牌力」、籌辦品牌局20周年的系列慶祝活動以及協助香港企業拓展內銷市場特別是大灣區市場。

在過去一年裡，在各界的支持下，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，與香港企業攜手奮進，在品牌「智」勝的道路上邁步新里程！

Riding on the back of the successful “Macao Brandfest” (Phase One activities of the “Hong Kong • IN • Brand Greater Bay” Project), an even larger-scale sequel project kicked off this April with the sponsorship of the Trade and Industrial Organisation Support Fund (TSF). Phase Two Project is closely aligned with the “Brand Greater Bay Area” concept, with an eye to capitalising on Guangzhou as a springboard to further expand into the region. It lines up an array of multiple-format, physical and virtual-integrated brand promotion campaigns plus a series of compact market exploration activities, aiming to assist Hong Kong companies in leveraging the GBA to expand the room for business growth and make good use of brand strategies to elevate the level of business development and drive high-quality economy in the Region.

With sustainability taking center stage globally, ESG has become a priority area, which attracts increasing attention from Hong Kong companies. The BDC has been strengthening its role as an advocate, standard setter, and promoter of ESG development in Hong Kong. Besides continuing to explore Hong Kong-specific ESG audit and certification practices through the built-in assessment mechanism of “Brand Awards” and “Hong Kong Top Brand Mark Scheme”, the BDC also co-organises the “Hong Kong ESG Awards” and “ESG Pledge” with the CMA, which aim to establish best-practice benchmark for local ESG development by setting standards and successful examples.

To enhance local ESG knowledge and assist the industries in capacity building, the BDC published a ground-breaking research report based on surveys of several hundred local companies. It also has launched a certificate course aimed at grooming ESG managers in SMEs, the first of its kind in Hong Kong. Furthermore, in an effort to promote and disseminate ESG theory and practices to the industries and public at large, the BDC partnered with the Trade and Industry Department and other organisations in hosting the ESG-themed “Branding to Win Serial Seminar 2023”, while delivering a series of expert-led workshops through its affiliated “SME Branding Club”.

Earlier this year, the BDC successfully completed the election of its new-term General Committee. The Eighth General Committee boasts a strong lineup of brand experts and industry representatives, and it has established committees responsible for brand assessment, certification, promotion, strategic development and finance, which align with BDC's three major work directions for the coming year, i.e. promoting the development of “new quality brand power”, organising events to celebrate the Council's 20th Anniversary, and helping Hong Kong companies spread their wings in the Mainland market, particularly in the Greater Bay Area.

In the past year, the BDC was honoured to have gained enthusiastic support from various sectors, which ensured the work of the Council operated smoothly. I sincerely thank all members for their steadfast support, and would like to express my gratitude to our Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus and Advisors for their meticulous guidance; to the General Committee for their dedicated assistance; to the secretariat staff for their hard work; and last but not least, to related government departments and various parties for their sincere cooperation.

I am confident that the new-term General Committee will continue to garner support from all walks of life. Let us work together, hand in hand with Hong Kong enterprises, to forge ahead and achieve new milestones on the path of “branding for excellence”.

理事會 General Committee

組織架構 Organisation Structure



主席 Chairman:

陳家偉先生, MH Mr Calvin K W Chan, MH

副主席 Vice Chairmen:

馬介欽博士, BBS Dr Ma Kai Yum Warren, BBS
 駱百強先生 Mr Robert P K Lok
 黃偉鴻博士 Dr Ellis W H Wong
 吳清煥先生 Mr Ng Ching Wun
 孫榮良先生 Mr Warren Y L Sun

顧問 Advisors:

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

派任理事 Nominated Members:

謝邱安儀女士, 太平紳士 Mrs Annie Yau Tse, JP
 梁國浩先生 Mr Stephen Liang
 王家達先生 Mr Kelvin Wong
 陳昌琪小姐 Ms Kennis Chan
 馮嘉寶小姐 Ms Karen Fung
 樊敏樺小姐 Ms Samantha Fan

選任理事 Elected Members:

劉智穎先生 Mr Lau Chi Wing
 王象志先生 Mr Thomas C C Wong
 楊莉瑤小姐 Ms Juliana Yu
 張呈峰先生 Mr Cheung Ching Fung
 吳懿容小姐 Mrs Ng Yee Yung, Susanna
 顏明秀小姐 Ms Candy M S Ngan
 余瓊峰先生 Mr Kevin Shea
 梁湘東先生 Mr Thomas Leung
 王偉樑先生 Mr Desmond Wong
 黃浩鈞先生 Mr Howard Wong
 王淑筠小姐, MH Ms Diana Wong, MH
 柯家洋先生 Mr Kevin Orr
 張志賢先生 Mr Chang Chi Yin Spande
 謝寶達先生 Mr Tse Po Tat
 曾維博士 Dr Tsang Wai

榮譽理事 Honorary Members:

楊華勇先生, 太平紳士 Mr Johnny Yu, JP
 李慧芬小姐 Ms Stella W F Lee
 鄧錦添博士 Dr Tang Kam Tim

名譽贊助人 Honorary Patron:

丘應樺先生, 太平紳士 The Hon Algernon Yau, JP

名譽顧問 Honorary Advisors:

黃少珠女士, 太平紳士 Ms Maggie Wong, JP
 廖廣翔先生, 太平紳士 Mr Aaron Liu, JP

名譽主席 Honorary Chairman:

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

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

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

榮譽主席 Chairmen Emeritus:

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
 吳宏斌博士, SBS, BBS, MH Dr Dennis W P Ng, SBS, BBS, MH
 史立德博士, SBS, BBS, MH, 太平紳士 Dr Allen Shi, SBS, BBS, MH, JP
 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
 陳國民博士, MH, Dr Edward K M Chan, MH
 倪錦輝博士, 太平紳士 Dr Danny Kam Fai Ngai, JP
 李惠中先生 Mr Charlie W C Lee
 沈運龍博士 Dr Aaron W L Shum

義務法律顧問 Honorary Legal Advisors:

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

行政人員 Management Staff:

徐耀霖先生 Mr William Chui (總裁 Chief Executive Officer)
 顏紅曉先生 Mr Hilson Yan (副總裁 Deputy Chief Executive Officer)
 謝素霞小姐 Ms Eva Tse (總經理 General Manager)
 呂頌恩小姐 Ms Joey Lui (高級經理 Senior Manager)
 王威麟先生 Mr Wallance Wong (高級經理 Senior Manager)

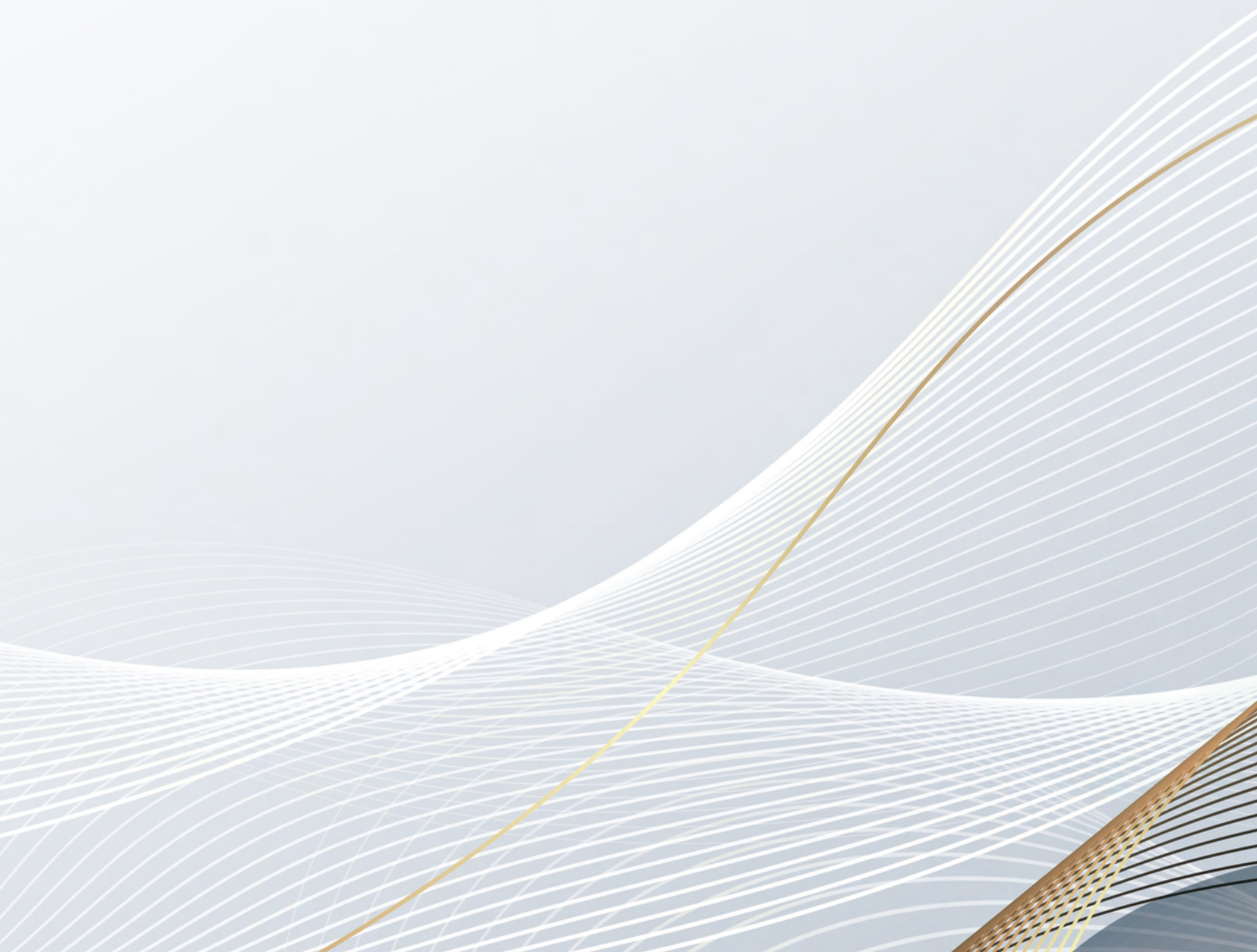
核數師 Auditor:

子辰會計師事務所 JS CPA & Co

公司秘書 Company Secretary:

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

回顧 Review



香港企業ESG發展現狀、動向與政策建議

隨著可持續發展成為國際性趨勢，香港企業對「環境、社會及企業管治」(ESG)的關注度亦水漲船高。香港品牌發展局於2024年4月對廠商會「ESG約章」計劃下的部分企業(212個有效樣本)進行了研究，輔以「香港企業ESG發展意向調查」(獲144家公司回應)，藉此揭示香港企業尤其是中小企業ESG發展的現狀與趨勢。研究結果摘錄如下：

1. 參與企業依照「ESG約章」的要求釐定未來一年擬推行ESG的重點工作方向，他們中的大多數傾向於從多方面入手，平均每家公司會在E(環保)、S(社會責任)、G(企業管治)三大領域各推行8至10項改善或強化工作。從實踐項目的數量來看，業界目前推行ESG的熱點偏向集中於S和G兩個領域；在獲近三分之二或以上的參與企業普遍採用的「十大熱門」措施中，屬於S與G者分別佔5項和3項。
2. 在回應「香港企業ESG發展意向調查」的144家公司中，88.2%的回應公司表示與上年相比，對ESG的關注程度呈「上升」或「顯著上升」，75.7%的回應公司指他們在ESG領域的投入有所增加。
3. 回應公司未來一年對ESG的資源投放呈現「槓鈴型」分佈，擬投入E的資源佔比平均高達41%，S範疇佔24.5%，G則為34%。這種資源投入分配方式或暗示S領域的改善措施相對地「本小利大」。
4. 回應公司均高度認同推行ESG能為公司帶來多方面的正面作用；除了「經濟因素」(例如有助於企業擴展商機、帶來商業利益以及節省營運成本)外，更有助於體現公司的價值觀和提升品牌的形象，帶來更深遠的「價值維度」裨益。
5. 回應公司普遍冀望政府和社會團體能提供全方位的支援措施，為業界推行ESG助一臂之力。除了鼓勵性政策和提供資助、稅務優惠等財務誘因外，「標準規則」與「技能教育」兩大軸向的支援亦至關重要。前者包括釐定ESG的標準、舉辦嘉獎活動、發展專業支援服務及加快相關立法，後者則有加強ESG培訓與資訊、公眾教育和人才培育等。

Hong Kong Industries' ESG Initiatives, Trends and Related Policy Suggestions

With sustainable development becoming an international trend, an increasing number of Hong Kong enterprises are paying attention to Environmental, Social, and Governance (ESG). The Hong Kong Brand Development Council in April 2024 conducted a study on selected participating companies (212 valid samples) under the CMA “ESG Pledge” Scheme, supplemented by a “Survey on ESG Aspiration of Hong Kong Enterprises” through a built-in questionnaire (with 144 companies responding), with an aim to reveal the current status and trends of ESG development among Hong Kong enterprises. The main findings are as follows:

1. The study found that most companies did not solely focus on one aspect when determining their key work directions for ESG implementation in the coming year. Instead, they tended to adopt a multifaceted approach, with an average of 8 to 10 improvement or enhancement measures being implemented simultaneously in each of the three areas of E, S, and G. However, the current hotspots of ESG implementation tend to concentrate on the S and G areas. Among the “Top Ten” popular measures adopted by nearly two-thirds of the enterprises, five belong to S and three belong to G.
2. Among the 144 companies responding to the “Survey on ESG Aspiration of Hong Kong Enterprises”, 88.2% indicated that their concern over ESG had “increased” or “significantly increased” compared with the previous year, and 75.7% reported increased investment in the ESG field.
3. The distribution of ESG resource investment planned by the responding companies in the coming year shows a barbell-shaped pattern with the lion share (averaging 41%) going to E, whereas S accounts for 24.5% and G takes up 34%. This allocation pattern might suggest that improvement measures in the S area tend to be more cost-effective.
4. The respondents strongly agreed that implementing ESG can bring multiple positive effects to the company. Along with “Benefit Dimension” factors (such as expanding business opportunities, bringing economic benefits, and saving operating costs), ESG would add value to a company’s business philosophy and brand image, resulting in more significant “Value Dimension” benefits.
5. The responding companies generally hope that the Government and social organisations can provide comprehensive support measures to facilitate the implementation of ESG in the industries. Apart from general favourable policies and financial incentives, support measures related to “standards & rules” and “skills & education” are of essential importance. The former includes setting ESG standards, organising recognition schemes, developing professional support services, and accelerating relevant legislation, while the latter includes ESG training and information distribution, public education, and talent cultivation.

基於調查結果，研究認為，近年重視和實踐ESG已蔚然成風，本港企業特別是中小企業加緊擁抱ESG。參考本地先行者的經驗，企業在推行ESG時宜從多方面著手，在E、S、G三大領域齊齊「發力」；惟S與G屬新興領域，資源有限的中小企業不妨先將工作重心向這兩方面特別是社會責任傾斜。同時，業界可思考「ESG + 香港品牌」的策略，以「講心」促「講金」，借助ESG活動的正面外溢效應，為自己的品牌加持。

當前香港ESG的發展仍處於起步階段，政府的引導與支援至關重要；除提供財稅支持外，政府更應投入資源促進本地ESG的「標準建設」與「能力構建」。此外，本港可致力在ESG的標準與能力上建立區域領先地位，透過「ESG × 香港服務」的聯乘打造新質生產力，開啟以「香港標準」促進內地高品質發展的新維度。



As pointed out by the research team, with various sectors of society having enthusiastically pursued ESG, a favourable atmosphere has been created to urge local companies especially SMEs to embrace ESG. Drawing on local experiences, companies should approach ESG from multiple aspects, striving to make efforts in all three areas of E, S, and G. But given that S and G are “emerging” areas with pressing need for improvement, SMEs with limited resources may focus their efforts on these two arenas, especially social responsibility. At the same time, the industry may consider an “ESG + Hong Kong Brand” strategy, leveraging the positive spillover effects of ESG activities to enhance their brand values.

Currently, the development of ESG in Hong Kong is still in its early stage, and government’s guidance and support are crucial. Apart from providing fiscal and tax incentives, the Hong Kong SAR Government should also press ahead with both ESG “standard-building” and “capacity-building”. From another perspective, Hong Kong should strive to establish a regional leading position in ESG standards and capabilities, thereby unleashing “new-quality productive forces” through “ESG × Hong Kong services” and opening up new dimensions for the high-quality development in Mainland China with “Hong Kong standards”.

對推動香港企業ESG發展的策略和政策建議

Suggestion on the Strategies and Policies for Promoting Hong Kong Enterprises' ESG Development

對香港企業的策略建議

Strategy Recommendations for Enterprises

- 各行各業和社會的熱烈「追捧」，構成了有利於ESG理念在香港落地和付諸實踐的良好氛圍，亦發揮起鞭策作用。隨著實踐ESG躍升為企業鞏固和提高市場競爭地位的一項「軟實力」，業界特別是中小企業應坐言起行，加緊擁抱ESG。
With various industries and sectors of society having enthusiastically pursued ESG, a favourable atmosphere has been created for the adoption of this new business concept in Hong Kong. This also plays the role of a “push factor” to urge local companies especially SMEs to embrace ESG as a “soft power” that helps them gain an edge in market competition.
- 實踐ESG有助於強化企業的品牌價值與形象，業界可考慮採用「ESG + 香港品牌」的策略，以「講心」促「講金」，借助ESG活動的正向外溢效應，為自己的品牌加持，更可由此而提升企業形象、導入新增客群、創造「另類」的推廣手法，激發出「新質品牌力」。
Implementing ESG can enhance business efficiency and strengthen brand value and image. The industry may consider an “ESG + Hong Kong Brand” strategy, promoting “profitability” through “heartfelt” efforts and leveraging the positive spillover effects and natural affinity of ESG activities to enhance their brand values and stimulate stronger “new-quality brand power”.
- 企業宜從多方面著手，策略性地推行ESG；除了盡可能在E、S、G三大領域齊齊「發力」之外，更應將ESG視為一種新型價值觀和公司文化的標桿，融匯貫通於業務策略與運作的每個環節。
Companies should adopt a multi-faceted and strategic approach to implementing ESG; in addition to exerting efforts in the three areas of E, S, and G, it is also important to view ESG as a new set of values and a benchmark for corporate culture, integrating it thoroughly into every aspect of business strategies and operations.
- 資源有限的中小企業在現階段可將工作重心向S(社會責任)和G(公司管治)這兩方面特別是S傾斜；更可考慮以關愛員工和強化內部制度作為提升ESG表現的切入點和「短平快」之選。
Small and medium-sized enterprises, limited by resources, can currently focus their efforts particularly on S and G, especially on S. They can also consider caring for employees and strengthening internal systems as a quick and effective starting point to enhance their ESG performance.

對特區政府的政策建議

Policy Recommendations for Government

- 業界推行環保措施的方向往往與當前本港的重點環保政策相呼應；政府在宣傳環保政策時可將其提升到ESG的高度，有助爭取業界與市民的共識和支持，提高有關政策的社會接受度。
When promoting environmental policies, the Government can elevate the promotional exercise to the level of ESG, which would help to achieve consensus and gain support from both the industry and the public, thereby increasing the social acceptance of these policies.
- 政府的引導與支援對香港ESG的發展至為重要。政府應考慮委派明確的部門，以負責統籌本地ESG發展的事宜和開展跨部門的政策協調。
Government’s guidance and support are essential to the ESG development in Hong Kong. A dedicated government unit should be appointed to coordinate ESG development and carry out cross-departmental policy coordination.
- 制定鼓勵性政策特別是提供資助、扣稅等財務誘因。例如，透過「環保和自然保育基金」或者設立類似「清潔生產伙伴計劃」的專項資助計劃，以配對基金的形式資助中小企業推行提升ESG表現的項目。
The Government should consider providing financial incentive to stimulate the industries’ ESG initiatives, especially through tax deductions and subsidies. For example, it can provide funding support to SMEs in the form of matching funds for ESG performance enhancement projects through the Environment and Conservation Fund (ECF) or by establishing a dedicated funding scheme similar to the Cleaner Production Partnership Programme (CPPP).
- 除了提供財稅支持措施之外，政府更應投入資源促進本地ESG的「標準建設」與「能力構建」，例如：
 - ◇ 支持商會等機構舉辦ESG相關的研究、培訓和推廣活動。
Supporting organisations like chambers of commerce to conduct ESG research, training, and promotion activities.
 - ◇ 推進政、商、學、研的協同合作，加緊在本港建立ESG相關的審核、認可、激勵制度和服務體系，特別是產品層面的碳審計和綠色標籤。
Promoting synergy and co-operation among the government, business, academia and research institutes, and taking the lead in establishing ESG-related auditing, certification mechanism and service systems in Hong Kong, especially carbon audit and green labels at the product level.
 - ◇ 透過推動「ESG × 香港服務」的聯乘打造出新質生產力，催生香港專業服務產業的新業態，開啟以「香港標準」促進大灣區和內地高品質發展的新維度。
Striving to establish a regional leading position in ESG standards and capabilities, thereby unleashing “new-quality productive forces” through the combination of “ESG × Hong Kong services”. This would help foster new business models for Hong Kong’s professional service industry on the one hand, while opening up new dimensions for the high-quality development in the Greater Bay Area and Mainland China with “Hong Kong standards” on the other hand.

品牌選舉 Brand Awards

2023年香港傑出品牌領袖獎

品牌局於2023年舉辦第五屆「香港傑出品牌領袖獎」。該獎項首創於2019年，旨在表彰積極投身品牌創建工作並取得卓越成就、對香港品牌發展作出重大貢獻的香港企業家，為業界樹立典範，弘揚香港的品牌文化。

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

第五屆「品牌領袖獎」的得獎者為「力勁」的集團創辦人劉相尚先生。



2023 Hong Kong Distinguished Brand Leader Award

The BDC organised the 2023 Hong Kong Distinguished Brand Leader Award (Brand Leader Award). Incepted in 2019, this groundbreaking award gives recognition to Hong Kong entrepreneurs for the remarkable achievements in brand-building and contributions towards the development of Hong Kong brands, with the objective of identifying role models for the industries and promoting Hong Kong's brand culture.

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

Mr Liu Siong Song, Founder of L.K. Technology Holdings Limited, was honoured with the 2023 Brand Leader Award.

2023年「香港傑出品牌領袖獎」得獎者 The Winner of 2023 Hong Kong Distinguished Brand Leader Award



劉相尚先生
力勁科技集團有限公司創辦人

Mr Liu Siong Song
Founder of L.K. Technology
Holdings Limited

劉相尚先生於1979年創辦力勁科技集團。作為首台本土熱室壓鑄機和注塑機的研製者，「力勁」堅持以價優物美、高效高能的機器提升廠商的技術裝備，為香港工業的發展增添動力；2008年更成為美國著名汽車廠首選合作夥伴，擦亮「香港製造」的金漆招牌。劉先生帶領團隊持續創新，近年研發了全球首台6,000噸冷室壓鑄機和最大型的16,000噸智能壓鑄機，促成汽車大型壓鑄件「一體成型」製造方案，助力電動車產業邁上新台階。

劉相尚先生熱心社會事務，擔任多項公職，並獲頒「香港青年工業家獎」、「卓越社會責任企業家大獎」、「中國鑄造行業終身成就獎」、「獻禮特區40年、致敬品牌40人」等殊榮，以表彰其對國家、香港工業和社會的卓越貢獻。

Mr Liu Siong Song founded L.K. Technology Holdings Limited in 1979. As the developer of the first domestic hot chamber die-casting machine and injection molding machine, LK is devoted to improving the technology and equipment level of local manufacturers with high-quality, high-efficiency and affordable machinery, adding impetus to Hong Kong's industrial development; and it further burnished the sterling reputation of "Made in Hong Kong" by becoming the first-choice partner of an American famous automotive manufacturing company in 2008. More recently, Mr Liu and his team successfully developed the world's first 6,000-ton cold chamber die-casting machine and the largest-ever 16,000-ton intelligent die-casting machine, which enable the "single piece casting" solution for large-scale automotive die-casting parts and have led global electric vehicle industry to a new level.

Mr Liu is enthusiastic about social affairs and has held a number of public service positions. He was honored with the "Hong Kong Young Industrialist Award", "Excellent Social Responsibility Entrepreneur Award", "China Foundry Industry Lifetime Achievement Award", "Tribute to 40 Brand-builders and the 40th Anniversary of Shenzhen Special Economic Zone", in recognition of his outstanding contributions to the country, Hong Kong industry and the society.



2023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2023年已踏入第二十五屆。



2023年「香港名牌選舉」初賽及決賽分別於2023年11月20日及2024年1月8日舉行。

在入圍決賽的20個產品品牌中，有13個優勝者脫穎而出，獲得「選舉」的主要獎項；其中，榮膺「香港名牌」的10個獲獎者包括「攝達」、「CoCoBerry」、「Cottex」、「皇冠牌」、「波仔」、「好棧」、「正品」、「何濟公」、「MaBelle」及「STEPPER」。另外，往屆「香港名牌」的獲獎者「原味家作」、「SUNNEX」及「Tiger Family」再度參賽，成績彪炳，獲頒授更高殊榮的獎項——「香港卓越名牌」。

自2008年起，主辦機構增設了「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「B.Duck」、「中大捲閘」、「巨浪大切」及「澳至尊」。

2023年「選舉」的決賽評審團由香港特區政府時任工業貿易署署長黃少珠擔任主席，其他評審委員來自本港主要的工商機構，包括香港中華廠商聯合會會長盧金榮、香港生產力促進局主席陳祖恒、香港工業總會副主席劉樂濤、香港品牌發展局副主席吳清煥、香港設計師協會主席梅傲竺以及香港貿易發展局助理總裁梁國浩。

2023 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 25th running in 2023.

The Preliminary Judging of the 2023 Awards was held on 20 November 2023, with 20 local brands shortlisted for Final Judging.

At the Final Judging held on 8 January 2024, 13 brands were selected as winners. Awardees of “2023 Hong Kong Top Brand” included “Citracium”, “CoCoBerry”, “Cottex”, “Crown CGS”, “Eat East”, “Good Point”, “Herb Standard”, “Ho Chai Kung”, “MaBelle” and “STEPPER”. Three past winners namely “Original Taste Workshop”, “SUNNEX” and “Tiger Family” also participated in this year’s competition; and were conferred the “Hong Kong Premier Brand”, an upper echelon award to commend past winners that have exhibited sustainable success in brand-building.

As of 2008, the Organisers have introduced an honorary award category namely the “Hong Kong Top Brand Ten Year Achievement Award”; and “B.Duck”, “Chung Tai Roller Shutters”, “巨浪大切” and “澳至尊” 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 then Director-General of Trade and Industry Ms Maggie Wong, the Final Judging Panel of 2023 Hong Kong Top Brand Awards comprised Dr Lo Kam Wing, President of the CMA; Hon Sunny Tan, Chairman of the Hong Kong Productivity Council; Mr Gary Lau, Deputy Chairman of the Federation of Hong Kong Industries; Mr Ng Ching Wun, Vice Chairman of the BDC; Ms Mui Kinoshita, Chairman of Hong Kong Designers Association; and Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council.



2023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)：周瑞麟、梁國浩、吳清煥、盧金榮、黃少珠(時任工業貿易署署長)、陳祖恒、劉樂濤、梅傲竺。
Final Judging Panel of 2023 Hong Kong Top Brand Awards posed for a picture with the then Chief Executive Officer of the BDC (from left): Dr Ralph Chow, Mr Stephen Liang, Mr Ng Ching Wun, Dr Lo Kam Wing, Ms Maggie Wong (the then Director-General of Trade and Industry), Hon Sunny Tan, Mr Gary Lau, and Ms Mui Kinoshita.

2023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。



2023年「香港服務名牌選舉」已是第十九次舉辦，吸引了來自零售、餐飲、酒店、虛擬保險、編輯及出版、遊樂設施、能源基建、體檢服務、電器維修、印刷等多個行業的代表性品牌報名參賽。初賽及決賽分別於2023年11月20日及2024年1月9日舉行。

在入圍的16個品牌中，有13個出類拔萃的服務品牌摘取了第十九屆「香港服務名牌選舉」的主要獎項。獲膺「香港服務名牌」者包括「ABC Pathways School」、「Bowtie」、「今日華人出版社」、「大昌行電器維修中心」、「E Cube Club」、「金城」、「萬智印刷」、「牛奶冰室」、「百佳超級市場」及「詩連達」。另外，三家往屆「香港服務名牌」的獲獎者「香港仁和體檢」、「銀鑛灣渡假酒店」及「譚仔三哥米線」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

2023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時任主席陳國民、香港旅遊發展局主席彭耀佳、香港中華總商會副會長謝湧海、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余偉傑以及香港總商會總裁楊偉添。

2023 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 2023 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as retail, catering, hospitality, virtual insurance, editing and publishing, amusement facilities, energy infrastructure, body check services, electrical appliance maintenance, printing.

The Preliminary Judging was held on 20 November 2023, while the Final Judging was conducted on 9 January 2024. After fierce competition, 13 brands stood out from the 16 shortlisted entries.

Awardees of “2023 Hong Kong Top Service Brand” included “ABC Pathways School”, “Bowtie”, “Chinese Today Press”, “DCH ToolBox”, “E Cube Club”, “KUM SHING”, “MARCHE PRINT”, “Milk Café”, “PARKnSHOP” and “SLENDER”. Meanwhile, “re:HEALTH”, “Silvermine Beach Resort” and “TamJai SamGor Mixian” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Under Secretary for Commerce and Economic Development Dr Bernard Chan headed the Final Judging Panel of the 2023 Hong Kong Top Service Brand Awards, which consisted of Dr Edward Chan, the then Chairman of the BDC; Dr Y K Pang, Chairman of Hong Kong Tourism Board; Mr Tse Yung-hoi, Vice Chairman of the Chinese General Chamber of Commerce, Hong Kong; Dr Miranda Lou, Executive Vice President of the Hong Kong Polytechnic University; Mr Andrew Yu, Vice Chairman of Hong Kong Retail Management Association; and Mr Patrick Yeung, Chief Executive Officer of the Hong Kong General Chamber of Commerce.



2023年「香港服務名牌選舉」決賽評審團成員合照(左起)：余偉傑、樊敏樺(彭耀佳代表)、謝湧海、陳百里(商務及經濟發展局副局長)、陳國民、盧麗華、楊偉添。
Final Judging Panel of 2023 Hong Kong Top Service Brand Awards posed for a picture (from left): Mr Andrew Yu, Ms Samantha Fan (representative of Dr Y K Pang), Mr Tse Yung-hoi, Dr Bernard Chan (Under Secretary for Commerce and Economic Development), Dr Edward Chan, Dr Miranda Lou, and Mr Patrick Yeung.

2023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。



第十四屆「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2023年11月20日及12月14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時任商務及經濟發展局常任秘書長利敏貞，多位知名人士出任決賽評判，包括香港品牌發展局主席陳家偉、香港中小型企業總商會會長黎卓斌、香港品質保證局主席何志誠、香港城市大學資訊系統與電子商務講座教授李國安以及香港設計中心署理副行政總裁陳昌琪。

經過激烈的競爭，在入圍的21個品牌中，有7個產品品牌及7個服務品牌脫穎而出，成為第十四屆的「摘星新一代」。「香港新星品牌」得獎者包括「DIREACH」、「東香醉」、「Germagic」、「Heari」、「和橙」、「Qipology」和「Sayvour」；另外，7個服務品牌獲得「香港新星服務品牌」，包括「天星銀行」、「BBMSL」、「EPE」、「FreightAmigo」、「MUXIC」、「RUD」和「天大館」。

2023 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 14th running, the 2023 Emerging Awards Preliminary Judging took place on 20 November 2023; and the Final Judging was conducted on 14 December 2023, under the chairmanship of Miss Eliza Lee, the then Permanent Secretary for Commerce and Economic Development. Members of the Final Judging Panel comprised Mr Calvin Chan, Chairman of the BDC; Mr Michael Lai, President of the Hong Kong General Chamber of Small and Medium Business; Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency; Prof Matthew Lee, Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong; and Ms Kennis Chan, Acting Deputy Executive Director of Hong Kong Design Centre.

Among the 21 entries shortlisted for the Final Judging, 7 product labels and 7 service brands stood out as the new batch of “emerging stars” after fierce competition. Awardees of “2023 Hong Kong Emerging Brand” included “DIREACH”, “Dong Xiang Zui”, “Germagic”, “Heari”, “HK Farmer Story”, “Qipology” and “Sayvour”; while winners of “Hong Kong Emerging Service Brand” were “Airstar Bank”, “BBMSL”, “EPE”, “FreightAmigo”, “MUXIC”, “RUD” and “TDMALL”.



2023年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員與品牌局時任總裁合照(左起)：何志誠、陳昌琪、陳家偉、商務及經濟發展局副秘書長劉理茵(時任常任秘書長利敏貞代表)、李國安、黎卓斌、周瑞麒。
Final Judging Panel of 2023 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards posed for a picture with the then Chief Executive Officer of the BDC (from left): Ir C S Ho, Ms Kennis Chan, Mr Calvin Chan, Deputy Secretary for Commerce and Economic Development Ms Candy Lau (representative of the then Permanent Secretary Miss Eliza Lee), Prof Matthew Lee, Mr Michael Lai, and Dr Ralph Chow.



品牌局於2023年7月舉行的新聞發佈會宣佈2023年各項「品牌選舉」正式啟動。
The BDC held a press conference in July 2023 to kick off 2023 Awards.



品牌局時任主席陳國民介紹2023年「品牌選舉」的詳情。
The then BDC Chairman Dr Edward Chan introduced the details of 2023 Brand Awards.



2022年「香港傑出品牌領袖獎」得獎者中原集團創辦人施永青於新聞發佈會上分享如何帶領品牌走在地產代理業的最前端。
Founder of Centaline Group, Mr Shih Wing Ching, who was the winner of "2022 Hong Kong Distinguished Brand Leader Award", shared on how he led the brand to stay at the forefront of the property agency industry at the press conference.



2022年「品牌選舉」得獎公司分享得獎感受。
Representatives of 2022 Brand Awards winners shared winning tips.

二零二三年香港名牌選舉得獎名單 List of 2023 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		
	B.Duck	森科產品有限公司 Semk Products Ltd
	中大捲閘 Chung Tai Roller Shutters	中大捲閘有限公司 Chung Tai Roller Shutters Co Ltd
	巨浪大切	僑豐行有限公司 Kiu Fung Hong Ltd
	澳至尊	澳至尊國際控股有限公司 AUSupreme International Holdings Ltd
香港卓越名牌 Hong Kong Premier Brand		
	原味家作 Original Taste Workshop	原味家作有限公司 Original Taste Workshop Ltd
	新力士 SUNNEX	日昇實業有限公司 Sunnex Products Ltd
	Tiger Family	泰嘉企業公司 Tiger Enterprise Corporation
香港名牌 Hong Kong Top Brand		
	攝達 Citracium	全球藥業有限公司 The International Medical Co Ltd
	可可貝妮 CoCoBerry	可可貝妮雪糕有限公司 CoCoBerry Ice-Cream Ltd
	歌婷 Cottex	澳洲歌婷國際有限公司 Cottex Australia International Ltd
	皇冠牌 Crown CGS	皇冠爐具(集團)有限公司 Crown Gas Stoves (Holdings) Co Ltd
	波仔 Eat East	陽光一代有限公司 Sun Generation Ltd
	好棧 Good Point	好棧食品有限公司 Good Point Food Co Ltd
	正品 Herb Standard	正品藥業有限公司 Herb Standard Co Ltd
	何濟公 Ho Chai Kung	香港何濟公藥廠有限公司 Ho Chai Kung Medicine Manufactory Ltd
	瑪貝爾 MaBelle	瑪貝爾鑽飾有限公司 Ma Belle Jewellery Co Ltd
	司徠柏 STEPPER	雅視光學有限公司 Arts Optical Co Ltd

二零二三年香港服務名牌選舉得獎名單 List of 2023 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		
	香港仁和體檢 re:HEALTH	醫思健康 EC Healthcare
	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
	譚仔三哥米線 TamJai SamGor Mixian	群順有限公司 Vennic Ltd
香港服務名牌 Hong Kong Top Service Brand		
	ABC Pathways School	進協有限公司 Progress Union Ltd
	保泰人壽 Bowtie	保泰人壽保險有限公司 Bowtie Life Insurance Co Ltd
	今日華人出版社 Chinese Today Press	今日華人出版社有限公司 Chinese Today Press Ltd
	大昌行電器維修中心 DCH ToolBox	太平洋行國際有限公司 Gilman Group Ltd
	智遊天地 E Cube Club	智遊天地(九龍灣)有限公司 E Cube Club (Kowloon Bay) Ltd
	金城 KUM SHING	金城營造有限公司 Kum Shing (K.F.) Construction Co Ltd
	萬智印刷 MARCHE PRINT	萬智商標印刷有限公司 Marche Label & Printing Ltd
	牛奶冰室 Milk Café	亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
	百佳超級市場 PARKnSHOP	百佳超級市場(香港)有限公司 PARKnSHOP (HK) Ltd
	詩連達 SLENDER	詩連達集團有限公司 SLENDER Group Co Ltd

二零二三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 2023 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		
	DIREACH	尚華(香港)有限公司 CGA (HK) Ltd
	東香醉 Dong Xiang Zui	浚一企業有限公司 Merge Enterprise Ltd
	Germagic	捷和實業有限公司 Chiaphua Industries Ltd
	傾耳聽 Heari	捷成馬電子有限公司 MF Jebsen Electronics Ltd
	和橙 HK Farmer Story	信興實業國際有限公司 Shun Hing Industrial International Ltd
	Qipology	The Big Five (HK) Ltd
	Sayvour	Patisserie Sayvour Ltd
香港新星服務品牌 Hong Kong Emerging Service Brand		
	天星銀行 Airstar Bank	天星銀行有限公司 Airstar Bank Ltd
	槌槌支付科技 BBMSL	槌槌支付科技有限公司 BBMSL Ltd
	EPE	雅視光學有限公司 Arts Optical Co Ltd
	FreightAmigo	友貨運控股有限公司 FreightAmigo Services Ltd
	妙式 MUXIC	MUXIC Ltd
	RUD	亞洲國際餐飲集團有限公司 Taste of Asia Group Ltd
	天大館 TDMALL	天大藥業有限公司 Tianda Pharmaceuticals Ltd

2023年「品牌選舉」頒獎典禮暨慶祝晚宴

2023年「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」的頒獎典禮暨慶祝晚宴於2024年2月5日假香港會議展覽中心會議廳舉行。頒獎典禮由香港特區政府財政司副司長黃偉綸、廠商會會長盧金榮、品牌局現任主席陳家偉及時任主席陳國民主禮，並由黃副司長、商務及經濟發展局局長丘應樺、副局長陳百里博士、時任工業貿易署署長黃少珠以及商務及經濟發展局副秘書長劉理茵頒發獎座予第五屆「香港傑出品牌領袖獎」得主劉相尚先生和44個得獎品牌。

晚宴筵開近50席，超過600位嘉賓歡聚一堂，場面熱鬧；豐富的節目精彩紛呈，包括祝酒儀式、LED炫光舞蹈表演、譜樂管弦樂演奏等，令氣氛高潮迭起。主辦機構亦在會場設置大型資料板，以彰顯和慶賀得獎品牌的驕人成就。

2023 Awards Presentation Ceremony-cum-Gala Dinner

The Presentation Ceremony-cum-Gala Dinner of the 2023 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was held at the Convention Hall of the Hong Kong Convention and Exhibition Centre on 5 February 2024.

Deputy Financial Secretary of the HKSAR Government the Hon Michael Wong, CMA President Dr Lo Kam Wing, BDC Chairman Mr Calvin Chan and the then BDC Chairman Dr Edward Chan officiated at the Ceremony. The Hon Michael Wong presented trophies to the winners, together with The Hon Algernon Yau, Secretary for Commerce and Economic Development; Dr Bernard Chan, Under Secretary for Commerce & Economic Development; Ms Maggie Wong, the then Director-General of Trade and Industry; and Ms Candy Lau, Deputy Secretary for Commerce and Economic Development. The 2023 Awardees included 44 brands and Mr Liu Siang Song, who was the laureate of “Hong Kong Distinguished Brand Leader Award”.

The Gala Dinner hosted over 600 distinguished guests, with a strong line-up of spectacular programmes including toasting ceremony, LED dance performance and live band performances. The Organisers also set up large-scale display boards at the venue to showcase and celebrate the remarkable achievements of the Awardees.



主禮嘉賓財政司副司長黃偉綸(前排左八)、商務及經濟發展局局長丘應樺(前排左六)、廠商會會長盧金榮(前排左七)、品牌局時任主席陳國民(前排右七)、品牌局主席陳家偉(前排右二)、評審團成員及得獎公司代表於2024年2月5日舉行之頒獎典禮上合照。
Guest of Honour Deputy Financial Secretary Hon Michael Wong (8th from left, first row), Secretary for Commerce and Economic Development Hon Algernon Yau (6th from left, first row), CMA President Dr Lo Kam Wing (left), then BDC Chairman Dr Edward Chan (7th from right, first row), BDC Chairman Mr Calvin Chan (2nd from right, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the Awards Presentation Ceremony on 5 February 2024.



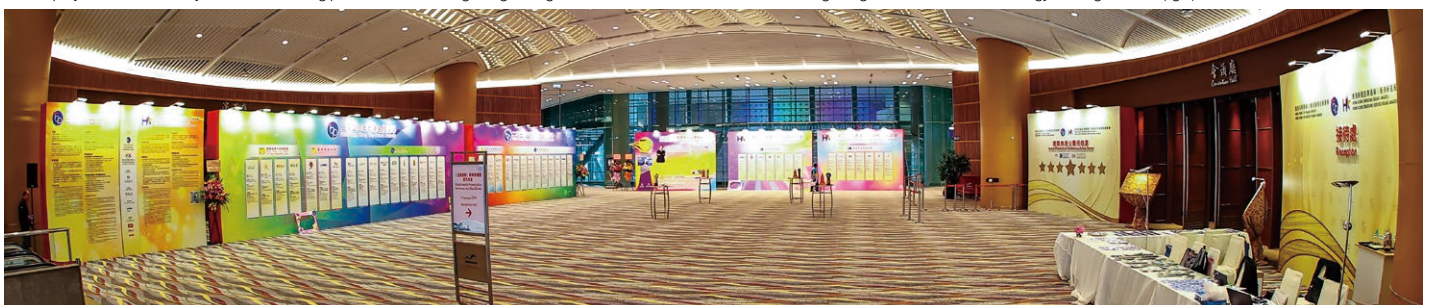
廠商會會長盧金榮(左)致送《香港名牌巡禮2023》予主禮嘉賓財政司副司長黃偉綸。
CMA President Dr Lo Kam Wing (left) presented “The Parade of Hong Kong Top Brands 2023” booklet to Guest of Honour Deputy Financial Secretary Hon Michael Wong.



廠商會會長盧金榮與品牌局主席陳家偉陪同財政司副司長黃偉綸參觀設於頒獎典禮現場的「得獎品牌巡禮」展覽。
Accompanied by CMA President Dr Lo Kam Wing and BDC Chairman Mr Calvin Chan, Deputy Financial Secretary Hon Michael Wong toured around the “Parade of Winning Brands” Exhibition at the venue of 2023 Awards Presentation Ceremony.



1. 品牌局時任主席陳國民致歡迎辭。
The then BDC Chairman Dr Edward Chan gave welcome remarks.
2. 主禮嘉賓財政司副司長黃偉倫於頒獎典禮上致辭。
Guest of Honour Deputy Financial Secretary Hon Michael Wong delivered a speech at the Awards Presentation Ceremony.
3. 廠商會會長盧金榮致送感謝狀予2023活動贊助商代表交通銀行(香港)有限公司副行政總裁朱斌(左)。
CMA President Dr Lo Kam Wing presented Certificate of Appreciation to the representative of 2023 Event Sponsor Mr Zhu Bin, Deputy Chief Executive, Bank of Communications (Hong Kong) Limited (left).
4. 品牌局主席陳家偉致送感謝狀予2023獎座贊助商代表福泰珠寶集團有限公司副董事長陳詩茹(右)。
BDC Chairman Mr Calvin Chan presented Certificate of Appreciation to the representative of 2023 Trophy Sponsor Ms Christina Chan, Vice Chairman of Fook Tai Jewellery Group Limited (right).
5. 品牌局主席陳家偉致送感謝狀予2023義務核數師畢馬威會計師事務所審計合夥人方思穎(左)。
BDC Chairman Mr Calvin Chan presented Certificate of Appreciation to the representative of 2023 Official Honorary Auditor Ms Sylvene Fong, Partner of KPMG (left).
6. 財政司副司長黃偉倫頒發2023「香港傑出品牌領袖獎」予力勁科技集團有限公司創辦人劉相尚先生(右)。
Deputy Financial Secretary Hon Michael Wong presented 2023 Hong Kong Distinguished Brand Leader Award to Mr Liu Siang Song, Founder of L.K. Technology Holdings Limited (right).



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



2



3

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.
3. 慶祝晚宴筵開近50席，出席嘉賓超過600人。
Over 600 guests attended the Awards Presentation Ceremony-cum-Gala Dinner.



1. 政商名流和社會賢達歡聚一堂，同申慶賀，包括財政司副司長黃偉倫、海關關長何珮珊、商務及經濟發展局副局長陳百里、時任工業貿易署署長黃少珠、商務及經濟發展局副秘書長劉理茵、知識產權署署長黃福來、多位立法會議員及駐港領事館代表等。Government officials, celebrities and distinguished guests, including Deputy Financial Secretary Hon Michael Wong, Commissioner of Customs and Excise Ms Louise Ho, Under Secretary for Commerce and Economic Development Dr Bernard Chan, the then Director-General of Trade and Industry Ms Maggie Wong, Deputy Secretary for Commerce and Economic Development Ms Candy Lau, Director of Intellectual Property Mr David Wong, Legislative Council members and representatives of consulates, joined this "Sumptuous Feast for Hong Kong Brands".



2. 品牌局主席陳家偉帶領一眾嘉賓及主辦機構代表舉杯祝酒。Cheers! Led by BDC Chairman Mr Calvin Chan, honourable guests and representatives of Organisers drank a toast.
3. 豐富的表演節目精彩紛呈，令現場氣氛高潮迭起。Joyful stage performances brought the Gala Dinner to a climax.



品牌認證 Brand Certification

香港名牌標識計劃

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

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

直到2024年8月為止，「TOP嘜計劃」核准品牌逾280個，涉及約1,400個產品／服務類別。



Hong Kong Top Brand Mark Scheme

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

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

Up to August 2024, the Scheme has over 280 licensees, covering about 1,400 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」。是項計劃透過簡單易行、規範化的准許證制度，推行特別設計的「香港製造(Made in Hong Kong)」標識系統，藉此將香港原產地的證明圖示化、統一化和品牌化，提升香港產品的形象和附加價值，推動「香港製造」成為國際認可的代表優質、高水準和信譽的標誌。

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

獲准使用「香港製造標識」的本地品牌包括「蘇太名醬」、「青洲英坭」、「Bodibra」、「東東」、「獅球嘜」、「駱駝嘜」、「GE」、「SS」、「特寶」、「紅雙喜」、「金寶」、「效力多」、「膏醫生」、「海參莊」、「大班」、「OMNI」等。

Made in Hong Kong Mark Scheme

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

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

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

香港製造標識計劃

Made in Hong Kong Mark Scheme

香港製造標識
Made in Hong Kong Mark

「HK嘜」使用許可證
HK Mark Licence

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

「香港品牌名冊」登記制度

香港的產品和服務風行世界，「香港品牌」日益成為優質、時尚、信譽、物有所值和上佳服務的象徵。為深化、弘揚和保護「香港品牌」這一公共資產，品牌局於2020年在香港特區政府工業貿易署「工商機構支援基金」的資助下推行「香港品牌名冊」登記制度。



「香港品牌名冊」(Brand HKiD)釐訂了一套有關香港品牌「原創地」之真實性的鑑定基準，並建立相關的註冊機制和公示平台。「名冊」旨在為香港原創品牌提供具權威性、第三方的身份證明，以提升香港品牌的認受性和公信力，並藉此完善香港品牌發展的「社會基建」，為加強品牌保護奠定基礎。

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

自2020年以來，已有超過200個香港產品及服務品牌獲認可為「登記品牌」，涵蓋廣泛的行業。

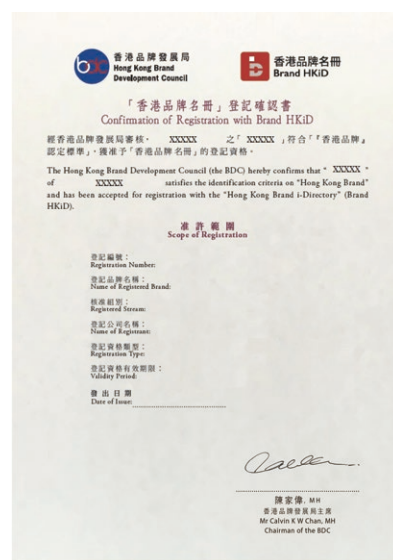
“Hong Kong Brand i-Directory” Registration System

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 introduced a registration system, i.e. “Hong Kong Brand i-Directory (Brand HKiD)” in 2020, under the sponsorship of the Trade and Industrial Organisation Support Fund (TSF) of Trade and Industry Department, HKSAR Government.

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

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

Since its inception, Brand HKiD has admitted over 200 Hong Kong product and service brands from a wide cross-section of industries.



推廣交流

Promotion and Exchanges

「香港・進・品牌大灣區」系列活動(第二期)

為協助香港企業把握粵港澳大灣區的發展機遇，品牌局推行「舉辦「香港・進・品牌大灣區」系列活動以提升香港品牌的集體形象」大型推廣和研究項目(簡稱「香港・進・品牌大灣區」)。



該項目倡導構建「品牌大灣區」的願景，圍繞著促進香港品牌「走進」大灣區和推動品牌升級「進步」兩個主旨，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，為香港品牌深耕粵港澳大灣區市場提供貼身的支援；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，亦強化大灣區消費者以及業界對香港品牌文化的認同感，宣揚香港品牌作為一項優勢資源對大灣區邁向高品質發展的特殊作用。

項目分兩期進行；均獲香港特別行政區政府工業貿易署「工商機構支援基金」撥款資助，並由廠商會擔任合作機構。其中，以「澳門站」活動為主體的第一期項目已於2023年4月完成；第二期系列活動則於2024年4月1日啟動，為期12個月，其主要內容包括：

- 在廣州番禺萬達廣場設立「廣州站」品牌形象展示區，圍繞創科、活力、優質生活的主題，陳列50多個香港原創品牌及其產品，以彰顯香港品牌的優越、時尚、富有文化底蘊的形象；並透過互動式體驗攤位以及富有特色的舞台節目，營造多層次的「感受香港，體驗品牌」氛圍。
- 於社交媒體微信上建立推廣小程序，展示「廣州站」活動參與品牌的資訊，助力香港品牌開展網絡推廣。
- 組織為期一天的商務考察團，帶領香港企業赴大灣區的一個城市，實地考察當地的市場環境，藉此瞭解相關政策的最新資訊以及觀摩成功企業的經驗，並與當地政府和業界增進交流。
- 出版市場動態簡析報告，透視大灣區市場的動態和發展趨勢，幫助香港企業強化知識裝備，提升品牌營運的關鍵能力。
- 舉辦經驗分享研討會，幫助香港企業提升大灣區市場拓展及品牌宣傳的知識和技能。

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

In order to assist Hong Kong industries to ride on the growth of Greater Bay Area, the BDC is implementing a large-scale promotion and research project namely “Organising ‘Hong Kong • IN • Brand Greater Bay’ serial activities to promote Hong Kong brands’ collective image” (also referred to as “Brand Greater Bay” Project).

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-modal publicity campaign, which stages a series of brand image-building, promotion and consumer engagement activities in selected GBA cities, supplemented by multi-location, multi-dimensional market research and business strategy profiling.

With an eye to providing a holistic platform to support Hong Kong companies aspiring to “deep plow” the regional market, the Project makes special efforts to discover the rapidly-changing consumption culture in the Greater Bay Area and endeavours to uplift the collective image and market influence 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.

Under the sponsorship of the Trade and Industrial Organisation Support Fund of Trade and Industry Department of the HKSAR Government and with the CMA acting as the Collaborating Organisation, the “Brand Greater Bay Area” Project is structured into two phases. After successfully completed the Phase One Series (Macao Brandfest) in April 2023, the second-phase serial activities were launched on 1 April 2024 and will last for 12 months.

The major deliverables of the second phase of the Project include:

- Organising “Guangzhou Brandfest”, whose mainstay is a brand image gallery set up at Wanda Plaza in Panyu on the theme of “Innovation Technology”, “Vibrance” and “Quality Living”. The Gallery displays representative products and information of over 50 brands, to illustrate the stylish, enterprising, culturally-sophisticated and superior image of Hong Kong brands. And it is accompanied by interactive demonstration kiosks and stage performance programmes, culminating in a multidimensional dynamic “Experiencing Hong Kong, Experiencing Brands” ambience.

另外，配合第二期項目的開展，品牌局已在香港推出一連串的宣傳活動，透過多種訊息渠道以及社交媒體進行「立體式」市場溝通與傳訊。



品牌展示督導委員會

品牌局屬下的推廣與宣傳委員會擔任「香港・進・品牌大灣區」第二期項目的督導委員會，負責為品牌展示活動及互動體驗營參與公司的補充遴選以及展示區的設計、建造、宣傳和其他相關事宜提供意見。同時，品牌局亦邀得香港品牌協會創會主席吳秋全先生加入督導委員會，以提升委員會的代表性和公信力。

督導委員會於2024年6月14日舉行會議，就「廣州站」的參與品牌名單進行審議。



品牌展示督導委員會討論「廣州站」形象展示廳參與品牌的名單。
Steering Committee on Brand Showcase reviewed the list of brands applying for participating in the product showcase of the “Guangzhou Brandfest”.

項目新聞發布會

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

出席發布會的主辦機構嘉賓還包括廠商會常務副會長兼品牌局副主席馬介欽、廠商會展覽服務有限公司主席施榮恆、品牌局副主席駱百強、黃偉鴻、吳清煥及孫榮良，以及一眾品牌局理事等。

- Establishing a promotion mini program on social media WeChat to display the information of the participating brands of “Guangzhou Brandfest”, in an attempt to give a boost to Hong Kong brands’ growing efforts to press ahead with online promotion.
- Organising a one-day business study tour, which leads a group of representatives of Hong Kong companies to visit a city in the Greater Bay Area, enabling them to better understand the relevant government policies, learn from the development experience of successful companies, and to establish contacts with local governments and industries.
- Conducting a market quick-view analysis to dissect the dynamics and trends of the GBA market, helping Hong Kong enterprises to enhance their knowledge equipment and key capabilities in brand operation.
- Organising an experience-sharing seminar to equip Hong Kong brand operators with the knowledge and practical skills related to market development and brand promotion in the Greater Bay Area.

With the implementation of the Project, an array of publicity activities have been rolling out in Hong Kong through diverse information channels and social media.

Steering Committee on Brand Showcase

The Promotion and Advocacy Committee of the BDC serves as the Steering Committee on Brand Showcase for the “Brand Greater Bay” Project (Phase Two). It is responsible for providing advice on the supplementary selection of companies participating in product showcase and interactive experience camps, as well as the design, construction, promotion and other matters related to the exhibition zone. Mr Charles Ng, Founding Chairman of the Hong Kong Brands Association, has also been invited to be a member of Steering Committee, in order to enhance its representativeness and credibility.

The Steering Committee held a meeting on 14 June 2024 to approve the participant list of product showcase and interactive experience camps for “Guangzhou Brandfest”.

Project Media Briefing

The BDC held a media briefing on 5 June 2024, at which CMA President Dr Lo Kam Wing and BDC Chairman Mr Calvin Chan introduced detailed arrangement of the “Hong Kong • IN • Brand Greater Bay” Serial Activities (Phase Two).

CMA Executive Vice President cum BDC Vice Chairman Dr Ma Kai Yum; Chairman of CMA Exhibition Services Ltd Mr Ivan Sze; BDC Vice Chairmen Mr Robert Lok, Dr Ellis Wong, Mr Ng Ching Wun, Mr Warren Sun; and dozens of BDC General Committee Members also attended the event.



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



品牌局主席陳家偉介紹「品牌大灣區」第二期項目的詳情。
BDC Chairman Mr Calvin Chan gave an account of the arrangement of the "Brand Greater Project" (Phase Two).



主辦機構代表進行大合照。
Representatives of Organisers posed for a group photo.

品牌形象展示

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

Brand Image Display

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



2023年「香港名牌選舉」及「香港服務名牌選舉」於第57屆「香港工展會」進行公眾投票並於場內多處設立推廣展板。
2023 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling and set up bulletin boards at the 57th Hong Kong Brands and Products Expo.



2023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 2023 Awards Presentation Ceremony.

交流與互動

品牌局透過參與本港和內地的論壇、交流會、聯誼活動以及接洽來自國內和海外的訪問團等渠道，積極與各地政府和工商組織保持聯繫，就品牌發展互換意見和探討合作。

Exchanges and Networking

The BDC maintains close links with governments, industrial organisations and enterprises in Hong Kong, Mainland and overseas, through attending forums, participating in social gatherings and exchange programmes, receiving delegations, and via other channels.



1. 山東省市場監督管理局代表團由副局長于智勇率領到訪品牌局，雙方互就兩地的品牌發展及合作交流意見。
A delegation from the Shandong Administration for Market Regulation, led by Deputy Director Mr Yu Zhiyong visited the BDC to exchange views on brand development and cooperation.
2. 品牌局主席陳家偉擔任由廠商會主辦之「新質生產力與香港高質量發展高峰論壇」專題討論環節的主持人。
BDC Chairman Mr Calvin Chan moderated the panel discussion session of the "Summit Forum on Developing New Quality Productive Forces and Promoting Hong Kong's High-quality Development".
3. 品牌局時任主席陳國民出席由香港-中東經貿協會主辦之「成立暨就職典禮」。
The then BDC Chairman Dr Edward Chan attended the Inauguration Ceremony and Charter Night Dinner hosted by Hong Kong-Middle East Business Chamber.

2023《香港名牌巡禮》

2023《香港名牌巡禮》於2023年7月出版，合共323頁；以中英對照、圖文並茂的形式，將300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。自2003年創刊以來，《香港名牌巡禮》已是第二十一次出版。



2023《香港名牌巡禮》共發行約3,000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。

The Parade of Hong Kong Top Brands 2023

The 2023 edition of "The Parade of Hong Kong Top Brands" was published in July 2023. This 323-page bilingual publication collected the information and success stories of about 300 Hong Kong brands; and it at the same time was the official publication of Brand Awards, giving a comprehensive account of the Awards' history and latest developments. Making debut in 2003, "The Parade 2023" was the 21st edition.

With a circulation volume of 3,000, 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 and overseas.

培育教育 Nurturing and Education

中小企品牌群策營

品牌局定期組織「中小企品牌群策營」，透過舉辦講座和交流活動，為有志發展品牌的企業提供一個知識轉移、經驗分享、加強聯絡的互動平台，推動業界特別是中小型企業邁上品牌發展之路；目前的註冊會員企業已超過400家。

「中小企品牌群策營」於過去一年舉行了3次活動；而自2005年創立以來，累計舉行的活動已達88次。

SME Branding Club

In order to inculcate a branding culture among local industries especially SMEs, the BDC has since 2005 operated the SME Branding Club, an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. The Club hosts activities pertinent to SME branding on a regular basis, and the number of its registered corporate members has surpassed 400.

Since its inception, SME Branding Club has organised 88 gatherings, of which 3 were held in the past year.

舉辦日期 Date	內容主題 Topic	出席人數 Number of Participants
2023年 Year 2023		
11月27日 27 November	「HR如何幫助企業推動ESG?」研討會 Seminar on “How HR Promotes ESG in the Enterprise”	約70人 About 70
2024年 Year 2024		
4月26日 26 April	「塑造個人品牌的7個成功關鍵」研討會 Seminar on “7 Steps for Building Personal Brands”	約40人 About 40
6月19日 19 June	「港企如何利用『小紅書』進軍內地市場」研討會 Seminar on “Leveraging on Xiaohongshu to Tap into Mainland Market”	約100人 About 100



香港理工大學專業及持續教育學院持續教育高級顧問鄧兆鵬博士分享人力資源部門在推動企業ESG發展上的關鍵性角色。Dr Keith Chau, Senior Consultant of Continuing Education Office of the Hong Kong Polytechnic University, elaborated the pivotal role of the human resources department in promoting ESG in an enterprise.



品牌顧問吳秋全分享塑造個人品牌的7個成功要素。Brand Consultant Mr Charles Ng explained the 7 steps to build a successful personal brand.



數碼營銷專家吳偉權分析港企應如何善用「小紅書」來提升品牌在內地市場的知名度。Digital marketing expert Mr Jones Ng illustrated how Xiaohongshu could help Hong Kong brands to step up awareness in the Mainland market.

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
2023年		
6月13日	「提升你的團隊卓越表現」工作坊	約5人
7月7日	「抓住新機遇：以ESG思維助力中小企業突破增長的瓶頸」研討會	約40人
7月20日	「企業策略性思維及計劃培訓」工作坊	約10人
7月28日	「品牌數碼化解密：AI與社交媒體營銷」培訓工作坊	約10人
8月30日	品牌局、工業貿易署、香港貿易發展局及廠商會合辦之品牌「智」勝研討會2023：擁抱「ESG+品牌」的可持續時代	約140人
9月6日、13日及20日	「中小企業ESG增長實務」系列工作坊	約10人
9月19日	「強勢督導管理」培訓工作坊	約10人
10月25日、11月1日及8日	ESG經理實務證書課程：將ESG挑戰轉化為業務增長的執行指南(第一期)	約10人
10月26日	「提升領導能力：打造『人心所向』的領導」工作坊	約10人
12月6日	策略性獎酬管理工作坊—「挽留人才和建立多勞多得的企業文化」	約20人
12月18日	「客戶關係管理及銷售技巧」工作坊	約10人
2024年		
1月12日	「有效溝通與變革管理」工作坊	約10人
2月27日	「項目管理培訓」工作坊	約10人
2月28日	「ESG永續經營」專家講座系列一：「企業管治的新風險點—人工智能挑戰、數據私隱與知識產權保護」研討會	約60人
3月8日	品牌局與香港大學專業進修學院合辦之「品牌工作坊：『數碼化時代的體驗式營銷』	約40人
4月11日	「職場跨世代團隊管理」工作坊	約10人
4月22日、29日及5月6日	ESG經理實務證書課程：將ESG挑戰轉化為業務增長的執行指南(第二期)	約10人
5月17日	「利用空間數據分析及三維數碼地圖拓展商機」研討會	約40人
5月28日	「ESG永續經營」專家講座系列二：「如何將ESG轉化為業務增長的新質生產力？」專家講座	約60人
6月26日	「ESG永續經營」專家講座系列三：「氣候相關資訊披露規定及氣候風險評估」研討會	約50人
7月8日	「ESG永續經營」專家講座系列四：「從品牌持份者的角度解構ESG」研討會	約50人

Seminars and Training

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

Seminars and Training Programmes Organised by the BDC

Date	Topic	Number of Participants
Year 2023		
13 June	Workshop on “Power Up Your Team To Achieve Excellent Performance”	About 5
7 July	Seminar on “ESG Essentials for SMEs: Kickstart Your ESG Journey”	About 40
20 July	Workshop on “Strategic Thinking & Planning”	About 10
28 July	Workshop on “Digital and Social Media Marketing for Brands: Unlocking New Possibilities with AI”	About 10
30 August	Branding to Win Seminar 2023: Embrace the Sustainable Era of “ESG + Branding” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA	About 140
6, 13 & 20 September	Serial Workshops on “ESG Essentials for SMEs”	About 10
19 September	Workshop on “Developing Supervisory Charisma & People Management Skills”	About 10
25 October, 1 & 8 November	ESG Manager Certificate Programme: A Practical Guide to Turn ESG Challenges into Business Growth (1st In-take)	About 10
26 October	Workshop on “How To Become an Influential Leader”	About 10
6 December	Workshop on “Strategic Compensation System”	About 20
18 December	Workshop on “Effective Account Management and Selling Skills”	About 10
Year 2024		
12 January	Workshop on “Effective Communication Skills & Change Management”	About 10
27 February	Workshop on “Effective Project Management”	About 10
28 February	“ESG Sustainable Business” Expert Lecture Series No.1: New Dimension of Corporate Governance – AI Challenges, Data Privacy and IP Protection	About 60
8 March	Workshop on “Digital Branding and Experiential Marketing” by the BDC and HKU SPACE	About 40
11 April	Workshop on “Cross-generation Communication & Collaboration”	About 10
22, 29 April & 6 May	ESG Manager Certificate Programme: A Practical Guide to Turn ESG Challenges into Business Growth (2nd In-take)	About 10
17 May	Seminar on “Using Spatial Data Analysis and 3D Digital Maps to Expand Business Opportunities”	About 40
28 May	“ESG Sustainable Business” Expert Lecture Series No.2: Turning ESG into New Quality Productive Forces	About 60
26 June	“ESG Sustainable Business” Expert Lecture Series No.3: Climate Disclosure Requirements and Climate Risk Assessment	About 50
8 July	“ESG Sustainable Business” Expert Lecture Series No.4: Dissecting ESG from the Perspective of Different Brand Stakeholders	About 50



數碼營銷專家黃啟亮博士講解如何通過社交媒體行銷增強品牌的影響力。
Digital marketing expert Dr Bernie Wong expounded on how to enhance brand influence through social media marketing.



市場營銷專家胡健欣解構在數碼化時代打造體驗式營銷的優秀範例。
Marketing expert Ms Koyi Wu dissected the effective experiential marketing strategies in the digital era.



培訓顧問朱浩雲講解如何透過薪酬管理制度建立一種多勞多得的企業文化。
Training consultant Mr Wilson Chu spoke on how to establish a corporate culture of "Work More and Get More" through the salary management system.



地政總署三維數碼地圖項目高級測量經理易偉峰及發展局空間數據辦事處總監陳宇俊講解空間數據的基本概念，並教導企業運用空間數據瞭解客戶行為及購物趨勢。
Senior Survey Manager of Lands Department Mr Yik Wai Fung and Head of Spatial Data Office of Development Bureau Mr Chan Yue Chun, introduced the basic concepts of spatial data and shared with enterprises on how to use it for understanding customer behavior and grasping shopping trends.



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品牌「智」勝研討會2024

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

品牌局與工業貿易署、香港貿易發展局及廠商會於2023年8月30日聯合舉辦第19屆「品牌『智』勝研討會」。研討會以「擁抱『ESG+品牌』的可持續時代」為主題；多位咗叱業界的學者、專家和企業領袖同台交流，直擊ESG潮流下香港品牌發展的新態勢，探討如何以「ESG+」的概念重構品牌經營的策略與實踐，以更廣闊的ESG視野迎接品牌可持續發展新時代的來臨。是次研討會吸引近140位業界代表出席。

Branding to Win Seminar 2024

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 19th "Branding to Win" Seminar was held on 30 August 2023 under the banner of "Embrace the Sustainable Era of "ESG + Branding"; and it was a joint event of the BDC, the Trade and Industry Department of HKSAR Government, the Hong Kong Trade Development Council and the CMA. With a strong lineup of speakers that included well-known scholar, experts and brand operators, the Seminar analysed the latest trends of brand development under the tidal wave of ESG and explored the effective way to reconstruct brand management strategies and practices to tie in with the concept of "ESG +", providing Hong Kong companies with a mind-opening "ESG Perspective" on how to embrace the new era of sustainable brand development. The seminar attracted a substantial audience of nearly 140 participants.



1. 主辦機構代表與演講嘉賓合照。
Representatives of organisers and speakers posed for a group photo.
2. 廠商會會長盧金榮博士(右)致送感謝狀予演講嘉賓。
CMA President Dr Lo Kam Wing (right) presented Certificate of Appreciation to a speaker.
3. 時任廠商會會長史立德博士(右)致送感謝狀予演講嘉賓。
The then CMA President Dr Allen Shi (right) presented Certificate of Appreciation to a speaker.
4. 時任品牌局主席陳國民博士(左)致送感謝狀予演講嘉賓。
The then BDC Chairman Dr Edward Chan (left) presented Certificate of Appreciation to a speaker.
5. 時任工業貿易署助理署長衛懿欣(左)致送感謝狀予演講嘉賓。
The then Assistant Director-General of the Trade and Industry Department Ms Christine Wai (left) presented Certificate of Appreciation to a speaker.
6. 香港貿易發展局商品貿易及創新總監兼對外事務總監林玉鳳(左)致送感謝狀予演講嘉賓。
Director of Merchandise Trade and Innovation & External Relations of the TDC Ms Smiley Lam (left) presented Certificate of Appreciation to a speaker.
7. 香港中文大學商學院商業可持續發展中心主任盧永鴻教授主講如何透過ESG革新品牌的經營範式和為品牌增值。
Professor Carlos Lo, Director of CBS at CUHK Business School, spoke on how to uplift brand value through ESG strategies.
8. 安永可持續發展服務合伙人李維剛從ESG角度講解品牌構建可持續競爭力的「智」勝之道。
Mr Albert Lee, Partner of Climate Change and Sustainability Services of Ernst & Young, dissected the key to sustainable branding.
9. Hungry Digital創辦人暨總監梁志成分享有關利用ESG推廣品牌及營銷的實例。
Mr Rudi Leung, Founder and Director of Hungry Digital, analysed examples of turning ESG into an opportunity for promoting brand.
10. 美心集團業務總監(美心西餅及其附屬品牌)鄧詠霜講解「美心」在業務營運中實踐可持續理念的經驗。
Ms Theresa Tang, Head of Business, Maxim's Cake and Other Subsidiary Brands of Hong Kong Maxim's Group, illustrated the company's experiences of implementing sustainable concepts in daily operations.
11. 信山實業有限公司董事詹嘉慧博士分享本地空氣清新機科技品牌「b-MOLA」如何將ESG理念融入經營策略中。
Dr Cathy Jim, Director and Chief Technology Officer of RHT Industries, shared on how "b-MOLA", a Hong Kong brand engaged in high-tech air purifier, integrated ESG concepts into business strategies.

「ESG永續經營」專家講座系列

為慶祝廠商會創立九十周年，品牌局與廠商會於2024年舉行一系列免費講座，邀請不同範疇的專家從多個角度解構ESG的策略與執行實務。

專家講座系列至今已舉辦了四場，分別探討人工智能挑戰與知識產權保護、ESG與新質生產力、氣候相關資訊披露及風險評估，以及品牌持份者對ESG的認識等議題；累計出席的企業代表超過200人。

“ESG Sustainable Business” Expert Lecture Series

To celebrate the 90th anniversary of the CMA, the BDC and the CMA jointly organised a series of free lectures in 2024, inviting experts from different fields to speak on ESG strategies and implementation practices from multiple perspectives.

The expert lecture series has been held four times so far with a total audience of over 200 business representatives, covering a range of topics such as artificial intelligence challenges and intellectual property protection, ESG as a new quality productive force, climate-related information disclosure and risk assessment, as well as brand stakeholders' understanding of ESG.



品牌局義務法律顧問湯達熙律師闡釋AI的應用對數據私隱、保密責任以及知識產權保護帶來的挑戰。BDC Legal advisor Mr Anthony Tong expounded the challenges that the application of AI brings to data privacy, confidentiality obligations and intellectual property protection.



可持續發展策略顧問梁永忠博士結合調查數據分析香港企業推動ESG的現況。Sustainability consultant Dr Joe Leung analysed the current situation of Hong Kong companies promoting ESG based on survey data.



德勤中國風險諮詢華南區主管合夥人馮文珊介紹主流的ESG國際標準。Ms Melissa Fung, Partner of Risk Advisory, Deloitte China, introduced the mainstream international sustainable development standards.



香港品質保證局運營總監丁國滔(左)及助理業務總經理林潔瑩(右)剖析國際和中國內地的可持續發展趨勢。Chief Operating Officer Mr K T Ting (left) and Assistant General Manager Ms Kit Lam (right) of Hong Kong Quality Assurance Agency shared on the trends of sustainable development in international arena and Mainland China.

ESG經理實務證書課程：將ESG挑戰轉化為業務增長的執行指南

品牌局聯同廠商會、廠商會檢定中心合辦「ESG經理實務證書課程：將ESG挑戰轉化為業務增長的執行指南」，邀得可持續發展策略顧問梁永忠博士及廠商會檢定中心驗貨、認證及專案部高級經理趙家瑜先生講解ESG要點和市場價值、可持續發展支柱、綠色與碳足印、可持續發展策略、業務整合方法及報告和規劃六大範疇，旨在為香港企業，特別是中小企業提供在本地營商環境下實踐ESG的執行指南，並協助培訓ESG領軍人才，以帶領企業採取行動將關鍵的ESG元素轉化為業務增長的動力，為品牌和社會創造價值。課程已於2023年第四季及2024年第二季各舉辦一期，合共吸引近20名企業代表參加。

ESG Manager Certificate Programme: A Practical Guide to Turn ESG Challenges into Business Growth

The BDC joined hands with the CMA and the CMA Testing in offering an “ESG Manager Certificate Programme” under the banner of “A Practical Guide to Turn ESG Challenges into Business Growth”. Sustainability Consultant Dr Joe Leung and Senior Manager of Inspection, Certification and Project Division of the CMA Testing Mr Joseph Chiu were invited to give lecture on six major areas, including ESG key points and market value, sustainable development pillars, green and carbon footprint, sustainable development strategy, business integration methods and reporting and planning. The certificate course aims to provide Hong Kong enterprises especially SMEs the implementation guidelines for practicing ESG in the local business environment and assist in training ESG talents to lead companies to transform key ESG elements into drivers of business growth and create value for brands and society.

The six-session course had been organised twice, in late 2023 and the second quarter of 2024 respectively, attracting a total of nearly 20 business representatives to participate.



1. 可持續發展策略顧問梁永忠博士講解ESG業務整合方法。Sustainability consultant Dr Joe Leung elaborated the ESG business integration methods.
2. 廠商會檢定中心驗貨、認證及專案部高級經理趙家瑜介紹最新的環保法規。Mr Joseph Chiu, Senior Manager of Inspection, Certification and Project Division of the CMA Testing introduced the latest development of environmental regulations.

倡導「環境、社會及管治」 ESG Initiatives

探索ESG審核

品牌局堪稱是香港ESG審核的先驅者；早在1999年創立「香港名牌選舉」時就將「環保」列為評審標準之一，並於2008年將「環保」的標準擴展為「環保及社會責任」。因應當今ESG方興未艾的潮流，品牌局於2022年對「品牌選舉」和「香港名牌標識(TOP嘜)計劃」的審核機制進行了重大修訂，將原有的「環保及社會責任」的標準擴充為「環保、社會責任及企業管治」，引入更全面的可持續發展元素，以確保這項品牌發展的「標桿」能與時俱進，保持領先的地位。

品牌局還在此基礎上探索出一套適合香港企業的「ESG執行實務類別」指南，為本地業界特別是中小企業提供可持續發展最佳實踐的參照基準；隨後將這項技術標準推而廣之，應用於「ESG約章行動」和「香港ESG獎」的推行機制中，奠定了品牌局作為香港ESG發展的倡導者和定標者的角色。

ESG約章

品牌局與廠商會於2022年聯合發起「ESG約章」，鼓勵業界透過簽署約章，立志推廣、踐行可持續發展的理念，並承諾在環境保護、社會責任、企業管治等範疇率先採取實質性的行動。品牌局擔任「約章」合辦機構，並由屬下的技術顧問委員會兼任「約章」的「技術顧問」，負責制定相關的標準和技術文件，以及為「約章」的執行提供指導。



根據「ESG約章」計劃的規定，參與約章的企業除了須宣示接納、踐行和推廣可持續發展理念的決心之外，還需承諾付諸實施，並訂立具體、實質性的行動部署，從ESG的三大範疇即環境保護、社會責任、企業管治的行動分類清單(即「ESG執行實務類別清單」)中各選取至少一項實務活動，作為來年提升公司ESG工作的重點方向。主辦機構向參與企業頒發證書並授權其於一年內使用「ESG約章」的標誌，以彰顯積極推廣、踐行ESG的先行者形象。

主辦機構於2023年12月4日假香港灣仔會議展覽中心舉辦了「ESG約章證書頒發典禮2023」，邀得商務及經濟發展局副局長陳百里博士擔任主禮嘉賓；特選的150間「ESG約章」參與企業在儀式上獲頒證書。自啟動以來，已有超過1,000家本地公司成為「ESG約章」的簽約企業。



主禮嘉賓商務及經濟發展局副局長陳百里博士於證書頒發典禮上致辭。
Guest of Honour Under Secretary for Commerce and Economic Development Dr Bernard Chan delivered a speech at the ESG Pledge Certificate Presentation Ceremony 2023.

Exploring ESG Assessment

As a pioneer in ESG auditing in Hong Kong, the BDC had adopted “Environmental Protection” as one of the six assessment criteria of the “Hong Kong Top Brand Awards” as early as 1999 when the Award was launched; and this environmental standard was expanded to “Environmental Performance and Social Responsibility” in 2008. In response to today’s growing ESG trend, BDC made a significant enhancement to the assessment mechanism of the Brand Awards and Hong Kong Top Brand Mark Scheme, expanding the “Environmental Performance and Social Responsibility” criteria to “Environmental Performance, Social Responsibility and Corporate Governance”. This amendment, by incorporating a wider scope of sustainability elements, ensured that BDC’s brand development benchmarking system not only keeps pace with the times but also maintains a leading position.

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

ESG Pledge

The BDC and the CMA jointly launched the ESG Pledge Scheme in 2022, in an attempt to encourage the industries to promote and implement the concepts of sustainable development, and make pledge to be a pioneer taking substantive actions to advance ESG. As the co-organiser of this new initiative, the BDC assigned the Technical Advisory Committee to provide assistance in formulating relevant standards and technical documents, as well as guidance for the implementation of the Pledge.

According to the provisions of the ESG Pledge, a participating company should, in addition to declaring the determination to accept, practice and promote the concept of sustainable development, commit itself to formulating substantive action plans. In particular, it is required to select at least one specific item from each of the three major categories (i.e. environmental performance, social responsibility and corporate governance) in pursuant to the “ESG Implementation Practice Taxonomy”, as the key directions for improving the company’s ESG performance in the coming year. The Organiser issues certificates to participating companies and authorises them to use the “ESG Pledge” Logo within one year, as a distinctive visual symbol to highlight their image as pioneer in promoting and implementing ESG.





一眾嘉賓與「ESG約章」的參與企業代表合照。
 Officiating guests posed for a group photo with representatives of ESG Pledge participating companies.



約450嘉賓出席證書頒發典禮。
 Around 450 guests attended the Ceremony.

2023年香港ESG獎

香港中華廠商聯合會與品牌局於2023年聯合創辦「香港ESG獎」(「ESG獎」)，以表彰努力提升ESG表現並取得突出成績的香港公司、機構，激勵各行各業貫徹可持續發展理念，以負責任的態度營運業務，為經濟、社會和生態環境創造長遠的價值。



**HONG KONG
 香港ESG獎
 AWARDS**

品牌局除了擔任「ESG獎」的合辦機構之外，屬下技術顧問委員會亦兼任有關獎項的「技術顧問」，負責為「ESG獎」制定評選機制和提供技術支援。2023年的獎項亦獲廠商會檢定中心擔任策略夥伴，並由香港生產力促進局、香港品質保證局、香港聯合國教科文組織協會等擔任支持機構。

The ESG Pledge Certificate Presentation Ceremony 2023 was held on 4 December 2023 at Hong Kong Convention and Exhibition Centre. Dr Bernard Chan, Under Secretary for Commerce and Economic Development Bureau, officiated at the ceremony, at which 150 selected participating companies of the ESG Pledge were awarded certificates. Since the launch of the Scheme, over 1,000 local companies have become the signatories of the ESG Pledge.

2023 Hong Kong ESG Awards

Jointly launched by the CMA and the BDC in 2023, the Hong Kong ESG Awards (ESG Awards) recognises Hong Kong companies that have made strenuous efforts and attained remarkable achievement in advancing ESG, with an aim to encourage Hong Kong industries to uphold sustainable development, operate business with a responsible attitude, and create long-term value for the economy, society and ecological environment.

「ESG獎」的評審基於「整體表現」和「項目表現」兩個層面進行。參選企業須陳述自身在ESG方面的整體表現和作為，並提交一項於最近一年內已完成或正在推行並與可持續發展相關的代表性項目，作為參賽的ESG核心項目。整體層面的ESG表現側重於考察參選企業在「可持續發展理念」、「環保表現」、「社會責任」、「企業管治」等四個方面的努力與成效；對ESG核心項目的考核則主要圍繞四個方面，即「策劃與執行力」、「價值與效益創造力」、「創新力」和「持續發展力」。

「香港ESG獎」分為「一般組別」和「中小型企業組別」；「一般組別」的獎項接受所有規模企業參選，而「中小型企業組別」的參選者必須為中小型企業。獎項設有「香港ESG大獎」、「香港ESG獎」、以及「香港ESG獎：中小型企業特別獎」。

遴選程序包括參選、資格確認、技術評核(由「策略夥伴」的專家組負責)、初選和決選評議。參選各類獎項均可循「提名」和「報名」兩個渠道進行；其中，提名渠道的入圍企業須由香港品牌發展局按既定機制作出推薦，經香港ESG獎督導委員會同意後可直接入圍決選環節。為此，品牌局屬下的香港名牌評審委員會於2023年7月19日舉行預選會議，為首屆「ESG獎」釐訂「推薦入圍企業名單」。



首屆「香港ESG獎」決賽於2023年9月4日舉行，由香港品質保證局主席何志誠工程師擔任決賽評審團委員會主席，成員包括環境及生態局氣候變化專員黃傳輝、品牌局名譽主席盧金榮、廠商會時任會長史立德、香港理工大學副校長(校園發展及設施管理)黃煜新、香港聯合國教科文組織協會會長張沁以及香港生產力促進局首席創新總監張梓昌。

2023年度「香港ESG獎」的最高榮譽「ESG大獎」的得主為李錦記有限公司。「ESG獎」則由10家企業分別奪得，包括亞洲國際博覽館管理有限公司、中華商務聯合印刷(香港)有限公司、家得路天然健康食品有限公司、中原地產代理有限公司、大昌行集團有限公司、德國寶(香港)有限公司、鴻福堂集團有限公司、力勁機械國際有限公司、雀巢香港有限公司，以及信德集團有限公司；而「中小型企業特別獎」的得獎者則包括得利鐘錶製品廠有限公司、信通信息科技有限公司、創冷科技有限公司，以及萬智商標印刷有限公司等。

The BDC was the co-organiser of the ESG Awards, with its Technical Advisory Committee serving as the “Technical Advisor” to assist in formulating the selection mechanism as well as providing technical supports for the Awards. Besides, CMA Testing, the Hong Kong Productivity Council, the Hong Kong Quality Assurance Agency and UNESCO Hong Kong Association were invited to be “Strategic Partners”.

The selection of Hong Kong ESG Award is primarily based on “Overall Performance” and “Project Performance”. Participating companies must give an account of their work and overall performance in regard to ESG, and at the same time submit an “ESG Core Project” for assessment, which refers to a representative project related to sustainable development, having been completed in the past year or being implemented by the entry. The “ESG Overall Performance” assessment focuses mainly on the efforts and achievements of the participating companies in four aspects, including “Sustainability Mindset”, “Environmental Performance”, “Social Responsibility” and “Corporate Governance”; while ESG Core Project are reviewed along four dimensions, i.e. “Planning & Implementation”, “Values & Impacts”, “Innovativeness” and “Continuing Development”.

The 2023 ESG Awards were divided into two award streams namely “General Stream” and “Small and Medium-sized Enterprise Stream”. General Stream was open to enterprises of all sizes, whereas only SMEs were eligible to bid for the SME Stream. The Award categories included “Hong Kong ESG Grand Awards”, “Hong Kong ESG Awards”, and “Hong Kong ESG Awards: Special Award for SME”.

The selection process of the ESG Awards usually includes Entry, Qualification Verification, Technical Assessment (conducted by the expert team from Strategic Partners), Primary Selection and Final Selection. For both the General Stream and SME Stream, participants may enter into the selection process through either “Nomination” or “Registration” Among them, companies shortlisted for the nomination channel must first be recommended by the BDC in accordance with the established mechanism; and upon the approval of Hong Kong ESG Awards Steering Committee, they would go straight to the Final Selection. To this end, the Hong Kong Top Brand Assessment Board under the BDC held a pre-selection meeting on 19 July 2023 to determine the “Recommended Shortlisted Enterprises List” for the first ESG Awards.

The Final Judging of 2023 Hong Kong ESG Awards was conducted on 4 September 2023, under the chairmanship of Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency. Members of the Final Judging Panel comprised Mr Wong Chuen-fai, the Commissioner for Climate Change; Dr Lo Kam Wing, BDC Honorary Chairman; Dr Allen Shi, the then CMA President; Mr Simon Wong, Vice President (Campus Development and Facilities) of the Hong Kong Polytechnic University; Prof Karen Cheung, President of UNESCO Hong Kong Association; and Dr Lawrence Cheung, Chief Innovation Officer of the Hong Kong Productivity Council.

為隆重其事，主辦機構於2023年9月26日假香港會議展覽中心舉辦首屆「香港ESG獎」頒獎典禮，邀得律政司副司長張國鈞主禮，並聯同商務及經濟發展局副局長陳百里擔任頒獎嘉賓，頒發獎座予15家得獎企業代表。頒獎典禮獲超過300位嘉賓出席，場面熱鬧。

繼成功舉辦首屆「香港ESG獎」後，廠商會與品牌局再接再厲於2024年舉辦「香港ESG獎」；品牌局屬下的香港名牌評審委員會已於2024年4月29日舉行預選會議，為第二屆「ESG獎」釐訂「推薦入圍企業名單」。

香港企業ESG發展現狀與動向調查2024

品牌局於2024年4月進行一項「香港企業ESG發展現狀與動向調查」的研究，以廠商會「ESG約章」計劃下於2024年1至3月辦理首次登記或年度續簽的部分企業(212家有效樣本)為分析對象，對他們在簽署約章時提交的「承諾之行動」清單進行統計分析；並以內建調查表的形式向這些企業進行一項「香港企業ESG發展意向調查」，獲得其中144家公司作出回應，藉此揭示香港企業尤其是中小企業ESG發展的現狀與趨勢。

The 2023 Hong Kong ESG Awards were conferred to 15 winners. Lee Kum Kee Co Ltd was honored with the highest accolade – “Hong Kong ESG Grand Award”. Winner of “The 2023 ESG Award” included AsiaWorld-Expo Management Ltd, C&C Joint Printing Co (H.K.) Ltd, CATALO Natural Health Foods Ltd, Centaline Property Agency Ltd, Dah Chong Hong Holdings Ltd, German Pool (H.K.) Ltd, Hung Fook Tong Group Holdings Ltd, L. K. Machinery International Ltd, Nestlé Hong Kong Ltd and Shun Tak Holdings Ltd. And there were 4 winners of the “Special Award for SME” category, i.e. Dailywin Watch Products Mfg Ltd, Extra Information Technology Limited, I2COOL Ltd and Marche Label & Printing Ltd.

The Presentation Ceremony was held at the Hong Kong Convention and Exhibition Centre on 26 September 2023. Mr Cheung Kwok Kwan, Deputy Secretary for Justice was invited to be the Guest of Honour, who together with Under Secretary for Commerce and Economic Development Dr Bernard Chan presented trophies to the 15 Awardees. The Ceremony featured over 300 distinguished guests.

Riding on the success of 2023 Hong Kong ESG Awards, the second Awards has been rolling out in 2024. The Hong Kong Top Brand Assessment Board under the BDC held a pre-selection meeting on 29 April 2024 to discuss the “Recommended Shortlisted Enterprises List” of the 2024 Hong Kong ESG Awards.



主禮嘉賓律政司副司長張國鈞於頒獎典禮上致辭。
Guest of Honour Mr Cheung Kwok Kwan, Deputy Secretary for Justice, delivered a speech at the Awards Presentation Ceremony.



律政司副司長張國鈞與廠商會時任會長史立德頒發「ESG大獎」予李錦記有限公司代表。
Deputy Secretary for Justice Mr Cheung Kwok Kwan and Dr Allen Shi, the then CMA President, presented the “ESG Grand Award” to the representative of Lee Kum Kee Company Limited.



主禮嘉賓、頒獎嘉賓及評審團成員與一眾得獎企業代表合照。
Guest of Honour, Award Presenters, Panel of Judges and representatives of the winning companies posed for a group photo.

品牌局與廠商會於2024年7月15日舉行新聞發布會公佈調查的結果；廠商會會長盧金榮簡介了研究的背景，隨後由品牌局主席陳家偉公布調查報告的內容要點。主辦機構並邀得「金城」總經理劉家樂及「和橙」總經理李泓翀分享「品牌+ESG」的發展之道。



廠商會會長盧金榮(右二)、品牌局主席陳家偉(右一)、廠商會常務副會長馬介欽(左二)，以及廠商會商業服務發展委員會主席黃家和(左一)手持《香港企業ESG發展現狀與動向調查分析報告》合照。
CMA President Dr Lo Kam Wing (2nd from right), BDC Chairman Mr Calvin Chan (1st from right), CMA Executive Vice President Dr Ma Kai Yum (2nd from left) and Chairman of CMA Business Services Development Committee Mr Simon Wong (1st from left) posed for a group photo, holding the "Survey Report on Hong Kong Industries' ESG Initiatives and Trends".

其他ESG活動

在過去一年，品牌局秘書處參與《廠商會ESG可持續發展報告》的制訂工作；報告覆蓋了節能減碳、社會公益活動和公司管治等全面的範疇，不但是本地商會ESG報告的先行者，更為探討非牟利機構的ESG審計實務做出了開拓性的嘗試。

同時，品牌局舉辦了一系列內容豐富和形式多樣的ESG培訓活動，以提升本地的相關知識儲備、為業界培育實用型人才，以及加強向社會公眾傳播ESG的理念與實踐。培訓活動共有3場研討會、4場專家講座、2期證書課程和1個工作坊等，合共獲近500人次的企業代表參加。

另外，品牌局亦協助廠商會舉辦多個以ESG為主題的業界交流活動，例如「ESG Connect」系列交流會、「推動餐飲業及相關行業ESG發展」合作備忘錄簽署儀式暨「餐飲業及相關行業ESG」講座，以及參觀「廠商會檢定中心」的ESG服務設施等。

2024 Survey on Hong Kong Industries' ESG Initiatives and Trends

The BDC conducted a study namely "Hong Kong Industries' ESG Initiatives and Trends" in April 2024, with an aim to reveal the current status and trends of ESG development among Hong Kong enterprises. The study analysed the "Commitment Actions" lists submitted by some enterprises (212 valid samples) that registered or renewed their annual subscription under the ESG Pledge programme between January and March 2024. A "Survey on ESG Aspiration of Hong Kong Enterprises" was also conducted among these enterprises through a built-in questionnaire, with 144 companies responding.

The BDC and the CMA hosted a press conference on 15 July 2024, at which CMA President Dr Lo Kam Wing briefed on the background of the Study, followed by BDC Chairman Mr Calvin Chan who presented the major findings. Mr George Lau, General Manager of "Kum Shing" and Mr HC Li, General Manager of "HK Farmer Story", were invited to share their successful experience in integrating ESG with brand development.

Other ESG Activities

In the past year, the BDC Secretariat took part in the compiling work of "CMA's ESG Sustainability Report", which covered comprehensive areas such as energy conservation and carbon reduction, social welfare activities and corporate governance. As one of the pioneering ESG reports issued by local chamber of commerce, it made a good attempt to explore the ESG auditing practices pertinent to non-profit organisations.

At the same time, the BDC organised a series of ESG training activities with rich content and various forms to enhance local relevant knowledge reserves, cultivate practical talents for the industry, and strengthen the dissemination of ESG concepts and practices to the public. These training activities included 3 seminars, 4 expert lectures, 2 certificate courses and 1 workshop, with the participation of a total of nearly 500 company representatives.

The Council also assisted the CMA in organising a series of ESG-themed industry exchange activities, such as "ESG Connect" networking series, signing of MOUs with restaurant-related and other trade associations, and visit to the facilities of CMA Testing.



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1. 廠商會副會長黃家和於「ESG Connect」系列講座致歡迎辭。
CMA Vice President Mr Simon Wong delivered welcome remarks at the “ESG Connect” Networking Series.
2. 品牌局副主席馬介欽(右一)及廠商會副會長黃家和(左一)與約章公司合照。
BDC Vice-Chairman Dr Ma Kai Yum (1st from right) and CMA Vice President Mr Simon Wong (1st from left) posed for a photo with a participating company of CMA Pledge.
3. 一眾業界代表出席「廠商會×生產力局ESG講座：綠色新質生產力」。
Industry representatives participated in the “CMA × HKPC ESG Seminar: Green New Quality Productive Forces”.
4. 廠商會會長盧金榮於「推動餐飲業及相關行業ESG發展合作備忘錄」簽署儀式上致歡迎辭。
CMA President Dr Lo Kam Wing delivered welcome remarks at “The Memorandum of Understanding Signing Ceremony with Hong Kong Federation of Restaurants & Related Trades”.
- 5、6. 「ESG約章行動」參與公司參觀廠商會檢定中心的實驗室。
Participating companies of ESG Pledge Scheme toured around the laboratories of CMA Testing.

會務活動 Council Activities

第八屆理事會的產生

品牌局於2024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2024年1月初委任陳家偉、馬介欽及黃偉鴻為品牌局第八屆理事會的「委任理事」，其中陳家偉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18名「選任理事」的候選人。「選任理事」選舉於2024年3月8日至18日舉行，並於3月20日在首屆暨榮譽主席尹德勝和時任總裁周瑞麒的監察下完成點票工作；18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.

品牌局第八屆理事會於4月1日正式就職並於4月12日舉行第一次會議，議決通過由馬介欽、駱百強、吳清煥、黃偉鴻及孫榮良理事出任副主席，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」。

第八屆理事會由特區政府商務及經濟發展局局長丘應樺擔任名譽贊助人，商務及經濟發展局常任秘書長黃少珠和工業貿易署署長廖廣翔擔任名譽顧問；廠商會會長盧金榮為品牌局名譽主席，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、吳宏斌、陳淑玲、黃家和、倪錦輝及李惠中之外，史立德、陳國民及沈運龍亦獲第八屆理事會委任為「榮譽主席」。

Formation of the Eighth General Committee

The Eighth General Committee of the BDC was formed in early 2024. 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 2024, the CMA appointed Mr Calvin Chan, Dr Ma Kai Yum and Dr Ellis Wong to the Eighth General Committee of the BDC, with Mr Calvin Chan appointed as the Chairman. At the same time, 18 candidates for the "Elected Members" were nominated by the CMA pursuant to the Election Rules of the BDC, and the voting took place from 8 to 18 March 2024. After the voting tickets were counted under the scrutiny of Chairman Emeritus-cum-Inaugural Chairman Mr Paul Yin and the then Chief Executive Officer Dr Ralph Chow on 20 March 2024, it was announced that all the 18 candidates were elected by a high number of votes.

The Eighth General Committee took office on 1 April and the first meeting was held on the 12 April, at which Dr Ma Kai Yum, Mr Robert Lok, Dr Ellis Wong, Mr Ng Ching Wun and Mr Warren Sun 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.

The General Committee is honored to have Secretary for Commerce and Economic Development Hon Algernon Yau as the Honorary Patron, with Permanent Secretary for Commerce and Economic Development Ms Maggie Wong, Director-General of Trade and Industry Mr Aaron Liu being the Honorary Advisors. Dr Lo Kam Wing, 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 General Committee 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 Dennis Ng, Ms Shirley Chan, Mr Simon Wong, Dr Danny Ngai and Mr Charlie Lee, Dr Allen Shi, Dr Edward Chan and Dr Aaron Shum have been appointed by the Eighth General Committee as Chairman Emeritus.



品牌局第八屆理事會成員合照。
Members of the 8th BDC General Committee posed for a group photo.

自第六屆開始，品牌局理事會設有「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；今屆由吳秋全、劉健華及黃偉雄擔任「顧問」。至於今年首次增設的「榮譽理事」，旨在鼓勵退任理事繼續關注和支持品牌局的工作，則由楊華勇、李慧芬、鄧錦添等擔任。

2023會員大會

品牌局於2023年9月25日假廠商會會議廳舉行周年大會，由品牌局時任主席陳國民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30多人。

陳國民時任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及「一帶一路」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。

委員會工作

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管商務經濟的政府官員擔任名譽贊助人 and 顧問；第八屆理事會的成員來自工商、學術、專業服務等廣泛的界別，並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」、「策略發展委員會」、「財務委員會」等工作委員會。

The Eighth General Committee has also invited 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. Besides, Mr Johnny Yu, Ms Stella Lee and Dr Tang Kam Tim are appointed to be “Honorary General Committee Members”, an honorary title newly-introduced for retired General Committee Members with an aim to solicit their continued support to the Council.

2023 General Meeting

The BDC held its 2023 Annual General Meeting (AGM) at CMA Conference Hall on 25 September 2023. Dr Edward Chan, the then BDC Chairman 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 and Belt and Road economies, 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 30 General Committee members and registered representatives of member companies attended the meeting.

Work of Committees

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



會員公司代表於2023年度會員大會上合照。
Representatives of BDC Members posed for a group photo at the 2023 Annual General Meeting.

理事會

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

理事會於2023年9月25日及2024年4月12日舉行會議，分別就籌備第八屆理事會選舉以及第八屆理事會的人事架構等進行討論。

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；常務理事會的現任主席為陳家偉。

財務委員會的職能是指導及監察品牌局的財務工作，研究改善品牌局長遠財務狀況的策略。財務委員會現由品牌局副主席孫榮良兼任主席。

常務理事會和財務委員會在2024年6月6日舉行了聯席會議，就品牌局2024年度財政收支預算及品牌局二十周年慶祝活動等進行討論。

General Committee

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

The General Committee held meetings on 25 September 2023 and 12 April 2024, to discuss the logistic arrangements for the 8th General Committee Election and study the personnel structure of General Committee respectively.

Executive Committee & Finance Committee

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

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

The Executive General Committee and Finance Committee held a joint meeting on 6 June 2024 to approve the 2024 financial budget of the Council and to discuss the serial activities to be organised in celebration of the BDC's 20th Anniversary.



品牌局召開第八屆理事會第一次會議。
The BDC convened the first meeting of the 8th General Committee.



第八屆理事會成員於第一次理事會會議後合照。
The 8th BDC General Committee Members posed for a group photo after the first General Committee Meeting.

香港名牌評審委員會

香港名牌評審委員會負責組織品牌選舉和其他與品牌有關的獎勵項目，推行「香港名牌標識計劃」，並對主辦之獎項和認證計劃屬下的企業實施監察和管理；委員會亦負責「香港名牌標識使用准許證」的日常審批和簽發工作。香港名牌評審委員會現任主席由品牌局主席陳家偉及副主席馬介欽擔任聯席主席。

香港名牌評審委員會擔任2023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2023年11月20日完成四個「選舉」入圍品牌的遴選工作。

委員會並於2024年4月29日舉行會議，討論2024年「品牌選舉」的日程以及為2024年「香港ESG獎」釐訂「推薦入圍企業名單」；其後於6月6日再次舉行會議，進行「2024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相關獎項的評審標準和認證計劃提供技術指導，亦致力促進品牌局與學術、專業服務等界別的聯繫和合作；委員會並擔任「香港品牌名冊督導委員會」，就「香港品牌名冊」的登記標準、審核規程以及營運與管理等事宜提供意見。委員會還支援品牌局與廠商會聯合舉辦的「ESG約章」和「香港ESG獎」，兼任有關計劃的「技術顧問」。

技術顧問委員會由品牌局副主席駱百強兼任主席，委員包括來自工商、學術、法律、設計、品質管理等界別的專業人士。

Hong Kong Top Brand Assessment Board

Hong Kong Top Brand Assessment Board is responsible for organising brand awards and other brand-related recognition programmes, implementing Hong Kong Top Brand Mark Scheme, and overseeing the awardees and licensees thereof. Besides, it is the issuing body of the Hong Kong Top Brand Mark Licence. The Board is currently co-chaired by the BDC Chairman Mr Calvin Chan and Vice Chairman Dr Ma Kai Yum.

On 20 November 2023, Hong Kong Top Brand Assessment Board acted as the Preliminary Judging Panel of the 2023 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.

The Committee also held a meeting on 29 April 2024 to discuss the schedule and arrangements for 2024 Brand Awards as well as to determine the list of “Recommended Shortlisted Entries” for the “2024 Hong Kong ESG Awards”. At another meeting on 6 June, the Committee conducted pre-screening of the prospective candidates and their affiliated brands for the 2024 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. Besides, the Committee acts as the “Steering Committee on Hong Kong Brand i-Directory”, which provides advice on the registration requirements, assessment protocol and other matters related to the operation and administration of Hong Kong Brand i-Directory. The Committee has also assumed the role of “Technical Advisor” for the ESG Pledge Scheme and Hong Kong ESG Awards jointly organised by the BDC and the CMA.

Currently chaired by the BDC Vice Chairman Mr Robert Lok, the Technical Advisory Committee is made up of domain experts who are industrialist, academic, legal advisor, designer, quality management expert and professionals in other fields.

推廣與宣傳委員會

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

推廣與宣傳委員會由品牌局副主席吳清煥兼任主席。委員會於2024年6月14日舉行會議，就「香港•進•品牌大灣區」第二期項目之「廣州站」的參與品牌名單進行審議以及就品牌局2024年重要活動的宣傳計劃等進行討論。

策略發展委員會

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

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400多家公司成為品牌局的公司會員。

Promotion and Advocacy Committee

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

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 14 June 2024 to approve the participant list for "Guangzhou Brandfest" of "Hong Kong • IN • Brand Greater Bay" Project (Phrase Two) and to endorse the promotional programmes of the Council's major activities in 2024.

Strategic Development Committee

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

Member Recruitment

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

The BDC welcomes all companies and organisations in sympathy of its objectives to become Corporate Members or Associate Members. Since its establishment in August 2005, the BDC has admitted over 400 Corporate Members.



會員福利 Member Benefits

入會資格

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

會員福利

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

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

Membership Eligibility

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

Member Benefits

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

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

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

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

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

除了每年主辦「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」、「香港新星服務品牌選舉」和「香港傑出品牌領袖獎」等標誌性的獎項之外，品牌局積極協助其他機構策劃品牌評審與比賽，藉以表彰先進，樹立借鑒典範和參照基準。品牌局推行「香港名牌標識計劃」和「香港製造標識計劃」，以規範化的審核和准許證制度，開創品牌相關認證之先河；並創建「香港品牌名冊」登記和公示平台，率先引入香港原創品牌的身份認定系統；近期更與廠商會合作推行「ESG約章」及「香港ESG獎」，激勵香港工商界邁上可持續發展的道路。

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

在追求高質量發展的新時代，打造品牌競爭力是企業賴以持續發展和取得成功的不二法門。香港品牌發展局將引領業界身體力行，立品創名，打造「香港製造、香港原創」的金漆招牌，推動香港成為名牌薈萃之都。

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

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

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

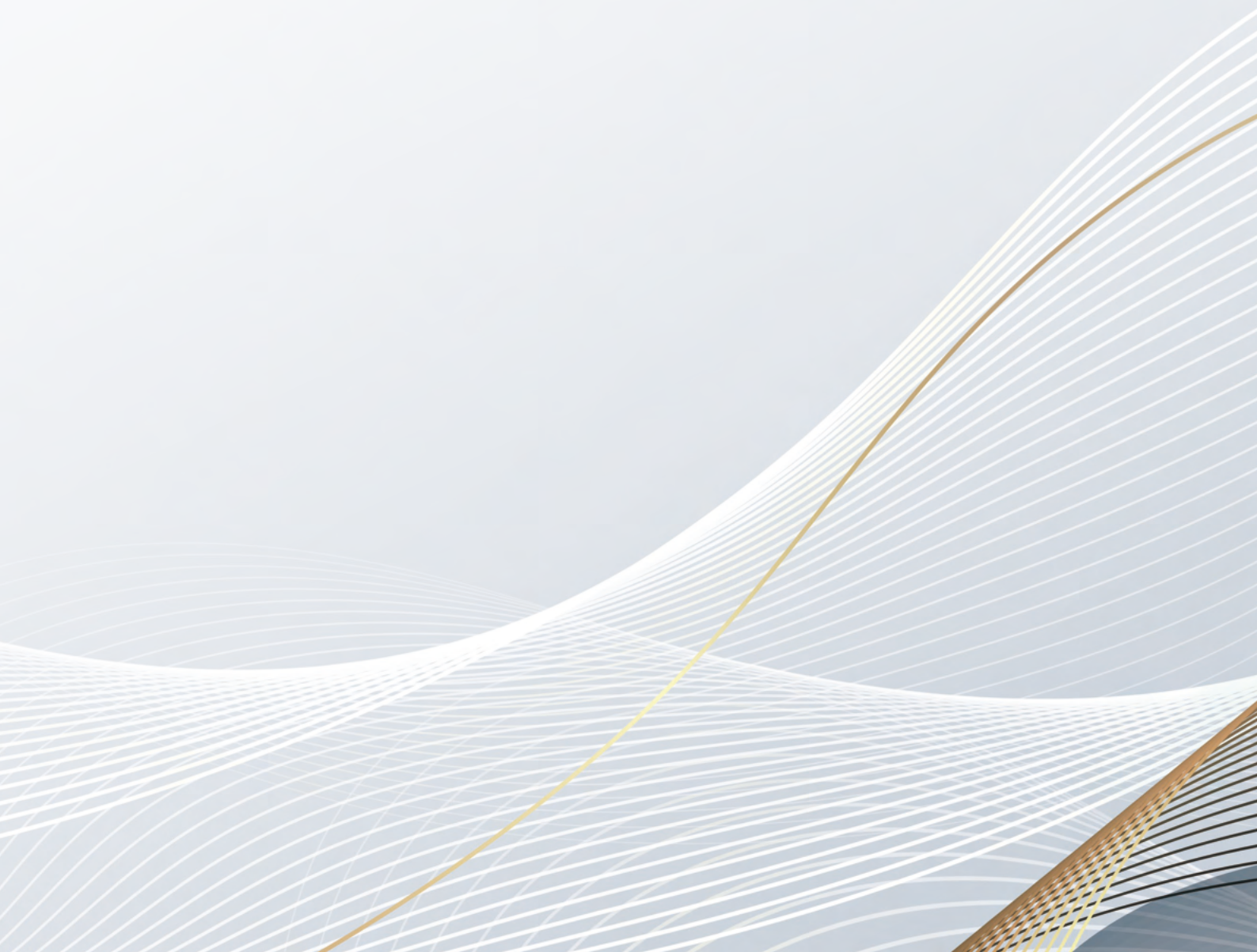
Apart from hosting renowned recognition schemes like "Hong Kong Top Brand Awards", "Hong Kong Top Service Brand Awards", "Hong Kong Emerging Brand Awards", "Hong Kong Emerging Service Brand Awards" and "Hong Kong Distinguished Brand Leader Award", the Council provides assistance to other brand competitions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

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

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

附錄

Appendices



附錄 Appendices

屬下委員會 Sub-Committees

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

聯席主席 Chairmen :

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

副主席 Vice Chairmen :

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

委員 Committee Members :

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

技術顧問委員會 Technical Advisory Committee

主席 Chairman :

駱百強 Mr Robert P K Lok

技術顧問 Technical Advisors :

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

財務委員會 Finance Committee

主席 Chairman :

孫榮良 Mr Warren Y L Sun

委員 Committee Members :

陳家偉 Mr Calvin K W Chan, MH
馬介欽 Dr Ma Kai Yum Warren, BBS
駱百強 Mr Robert P K Lok
黃偉鴻 Dr Ellis W H Wong
吳清煥 Mr Ng Ching Wun
徐耀霖 Mr William Chui

推廣與宣傳委員會 Promotion and Advocacy Committee

主席 Chairman :

吳清煥 Mr Ng Ching Wun

顧問 Advisors :

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

委員 Committee Members :

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

策略發展委員會 Strategic Development Committee

主席 Chairman :

黃偉鴻 Dr Ellis W H Wong

顧問 Advisors :

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

委員 Committee Members :

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

附錄 Appendices

會員名錄

Directory of BDC Members

大中實業股份有限公司
Dah Chung Industrial Co Ltd
雅田實業有限公司
Artin Industrial Co Ltd
YGM貿易有限公司
YGM Trading Ltd
香港生產力促進局
Hong Kong Productivity Council
香港貿易發展局
Hong Kong Trade Development Council
力勁機械國際有限公司
L.K. Machinery International Ltd
漢生堂藥業有限公司
Han Sheng Tang Herbal Technologies Co Ltd
古珀行珠寶有限公司
Aaron Shum Jewelry Ltd
美昌玩具製品廠有限公司
May Cheong Toy Products Fty Ltd
三友實業(集團)有限公司
Sanyu Industrial (Holdings) Co Ltd
諾天時有限公司
Time Mission Ltd
金百加發展有限公司
Kampery Development Ltd
MCL品牌顧問有限公司
Maxi Communications Ltd
恒通資源有限公司
Hang Tung Resources Ltd
其士國際集團有限公司
Chevalier International Holdings Ltd
南洋兄弟煙草股份有限公司
Nanyang Brothers Tobacco Co Ltd
雅芳婷集團有限公司
A-Fontane Groups Ltd
余仁生(香港)有限公司
Eu Yan Sang (HK) Ltd
南順(香港)有限公司
Lam Soon (HK) Ltd
四洲貿易有限公司
Four Seas Mercantile Ltd
新順福食品有限公司
Sun Shun Fuk Foods Co Ltd
香港天廚有限公司
The Tien Chu (HK) Co Ltd
合興食油集團有限公司
Hop Hing Oil Group Ltd
德國寶(香港)有限公司
German Pool (HK) Ltd
龍發製藥(香港)有限公司
Long Far Herbal Medicine Manufacturing (HK) Ltd
六福集團(國際)有限公司
Luk Fook Holdings (International) Ltd
捷榮咖啡有限公司
Tsit Wing Coffee Co Ltd

錦興粉麵食品有限公司
Kam Hing Noodles Food Co Ltd
震歐線衫廠有限公司
Chun Au Knitting Factory Ltd
香港米聯企業有限公司
H.K. Rice Merchants Enterprises Ltd
豐葉電器製造廠有限公司
Fung Yip Electrical Manufacturing Ltd
日昇實業有限公司
Sunnex Products Ltd
三生中藥廠有限公司
Sam Seng Herbal Pharmaceutical Co Ltd
榮華食品製造業有限公司
Wing Wah Food Manufactory Ltd
威馬企業有限公司
Goodway Electrical Enterprise Ltd
大南玩具實業有限公司
Tai Nam Industrial Co Ltd
李錦記有限公司
Lee Kum Kee Co Ltd
官燕棧國際有限公司
Imperial Bird's Nest International Co Ltd
喜居樂有限公司
Hekura Co Ltd
美康居國際有限公司
Azureliving International Ltd
大班麵包西餅有限公司
Tai Pan Bread & Cakes Co Ltd
美心食品有限公司
Maxim's Caterers Ltd
莎莎國際控股有限公司
Sa Sa International Holdings Ltd
信達企業有限公司
Shun Tat Enterprises Ltd
香港中國旅行社有限公司
China Travel Service (HK) Ltd
鏞記酒家集團有限公司
Yung Kee Restaurant Group Ltd
韓泰麗蔘(集團)有限公司
Hong Tai Ginseng (Group) Co Ltd
中原地產代理有限公司
Centaline Property Agency Ltd
鴻福堂集團有限公司
Hung Fook Tong Holdings Ltd
鱧魚恤有限公司
Crocodile Garments Ltd
天泰良友清潔用品有限公司
Tin Tai Leung Yao Cleaning Supplies Ltd
偉邦物業管理有限公司
Well Born Real Estate Management Ltd
香港復康會
The Hong Kong Society for Rehabilitation
美國冒險樂園有限公司
Jumpin Gym USA Ltd

大昌貿易行有限公司
Dah Chong Hong Ltd
卓悅控股有限公司
Bonjour Holdings Ltd
阿波羅雪糕有限公司
Appolo Ice-cream Co Ltd
活力健國際有限公司
Holistol International Ltd
中華製漆(一九三二)有限公司
The China Paint Manufacturing Co (1932) Ltd
彩適化工製品有限公司
Colour Chemical Industrial Ltd
和興白花油藥廠有限公司
Hoe Hin Pak Fah Yeow Manufactory Ltd
淘化大同食品有限公司
Amoy Food Ltd
零食物語有限公司
Fancy Talent Ltd
雅蘭集團有限公司
Airland Holding Co Ltd
君政國際有限公司
Cross International Ltd
八珍國際有限公司
Pat Chun International Ltd
陳記食品有限公司
Chan Kee Foods Ltd
日本城(香港)有限公司
Japan Home Centre (HK) Ltd
安莉芳(香港)有限公司
Embry (HK) Ltd
牛奶有限公司
The Dairy Farm Co Ltd
草姬國際有限公司
Herbs Generation International Ltd
Dr Kong健康鞋專門店
Dr Kong Footcare Ltd
實惠家居有限公司
Pricerite Home Ltd
盾牌保險箱有限公司
Guarda Safe Industrial Ltd
盛威安全設備有限公司
Safewell Equipment Ltd
百昌隆藥業有限公司
Bai Cheong Lung Medicine Ltd
標緻活水有限公司
Beauty & Health Magic Water Purify Ltd
維特健靈健康產品有限公司
Vita Green Health Products Co Ltd
富城物業管理有限公司
Urban Property Management Ltd
衍生集團(國際)控股有限公司
Hin Sang Group (International) Holding Co Ltd
建業五金塑膠廠有限公司
Kin Hip Metal & Plastic Factory Ltd
太古糖業有限公司
Taikoo Sugar Ltd
時富金融服務集團有限公司
CASH Financial Services Group Ltd

富臨商業服務有限公司
FULUM Business Services Ltd
米蘭站(香港)有限公司
Milan Station (HK) Ltd
大記食品有限公司
Dai Kee Food Co Ltd
中華商務聯合印刷(香港)有限公司
C&C Joint Printing Co (HK) Ltd
御藥堂(控股)有限公司
Royal Medic (Holdings) Ltd
儲存易迷你倉集團有限公司
Store Friendly Self Storage Group Ltd
青洲英坭有限公司
Green Island Cement Co Ltd
通用磨坊食品亞洲有限公司
General Mills Foods Asia Ltd
歐達傢俱有限公司
Arredamenti Co Ltd
樂域實業有限公司
Lomak Industrial Co Ltd
美時文儀有限公司
Lamex Trading Co Ltd
雅香園食品有限公司
YHY Food Products Ltd
七海化工(集團)有限公司
Seven Sea Chemicals (Holdings) Ltd
保心安藥廠有限公司
Po Sum On Medicine Factory Ltd
雞仔餅大王有限公司
King of Chicken Cake Ltd
家得路天然健康食品有限公司
Catalo Natural Health Foods Ltd
盈創(疊高)實業有限公司
Kado Industrial Co Ltd
金至尊珠寶(香港)有限公司
3D-Gold Jewellery (HK) Ltd
璋基咖啡有限公司
Grand Coffee Co Ltd
同珍公司
Tung Chun Co
順利建材潔具有限公司
Shun Lee Bldg Materials & Sanitary Wares Ltd
自然怡家有限公司
Natural Home Collections Ltd
香港小輪(集團)有限公司
Hong Kong Ferry (Holdings) Co Ltd
百成堂參茸行有限公司
Pak Shing Tong Ginseng Co Ltd
穩健醫療(香港)有限公司
Winner Medical (HK) Ltd
偉澳照明實業有限公司
Rio Industrial Ltd
康業服務有限公司
Hong Yip Service Co Ltd
蛋撻王控股有限公司
King Bakery Holdings Ltd
海皇國際有限公司
Ocean Empire International Ltd

大寧有限公司	貴族國際貿易有限公司
Dialink Ltd	Yaki Champion Boutique Ltd
英記茶莊有限公司	阿一鮑魚公主(香港)有限公司
Ying Kee Tea Co Ltd	Ah Yat Abalone Princess (HK) Ltd
南北行參茸葯材有限公司	卡撒天嬌國際有限公司
Nam Pei Hong Sum Yung Drugs Co Ltd	Casablanca International Ltd
天虹海鮮酒家	一心旅遊有限公司
Lamma Rainbow Seafood Restaurant Ltd	Instant Travel Service Ltd
安記海味有限公司	天澄閣投資有限公司
On Kee Dry Seafood Co Ltd	Crystal Harbour Restaurant Ltd
信和物業管理有限公司	華發行(香港)貿易發展有限公司
Sino Estates Management Ltd	Wah Fat Hong (HK) Trading Development Co Ltd
萬希泉鐘錶有限公司	佳力酒店管理有限公司
Memorigin Watch Co Ltd	Galaxy Hotel Management Co Ltd
楊氏水產有限公司	生歷奇教育統籌有限公司
Yeungs Marine Products Ltd	Synergy Education Provider Co Ltd
大有倉集團有限公司	錢氏玩具中心有限公司
Tai Yau Storage Group Ltd	M & C Toy Centre Ltd
恆香老餅家有限公司	尚芳保健有限公司
Hang Heung Cake Shop Co Ltd	Shang Healthcare Ltd
太子珠寶鐘錶公司	雅麗斯中國有限公司
Prince Jewellery and Watch Co	Alice Chan China Ltd
專業國際旅運有限公司	天比廣告有限公司
Travel Expert Ltd	Greenbase Ad Ltd
寵之天國寵物善終服務有限公司	摩米士科技(香港)有限公司
H.K. Pet's Hospice Care Service Ltd	Momax Technology (HK) Ltd
致富集團有限公司	奧美斯傢具有限公司
Chief Group Ltd	Offmax Ltd
榮利集團(國際)有限公司	星華發展有限公司
Wing Li Group (International) Ltd	Sing Wah Development Ltd
美味棧國際有限公司	裕昇實業有限公司
Yummy House International Ltd	Yusan Industries Ltd
銀龍飲食集團有限公司	捷旅集團有限公司
Ngan Lung Catering (Holdings) Ltd	Jetour Holding Ltd
添福餐飲食品發展有限公司	遵理學校有限公司
Timfold Catering and Food Service Ltd	Beacon College Ltd
煌府集團有限公司	FlexSystem Ltd
Palace Group Management Ltd	FlexSystem Ltd
梳化倉有限公司	翠華控股有限公司
Sofamark Ltd	Tsui Wah Holdings Ltd
合和土木發展有限公司	現代美容控股有限公司
Hop Wo Development Ltd	Modern Beauty Salon Holdings Ltd
昇鋒國際有限公司	沙嘜王有限公司
Pro Logic International Ltd	Satay King Co Ltd
康盟有限公司	奇華餅家有限公司
Concord Alliance Ltd	Kee Wah Bakery Ltd
泉昌有限公司	九龍維記牛奶有限公司
Chuan Chiong Co Ltd	The Kowloon Dairy Ltd
原味家作有限公司	迅榮貿易有限公司
Original Taste Workshop Ltd	Fast Fame Trading Ltd
福滿臨珠寶集團有限公司	亞洲國際餐飲集團有限公司
Fook Moon Lam Jewellery Holdings Co Ltd	Taste of Asia Group Ltd
華潤堂有限公司	乾隆1492俱樂部有限公司
CR Care Co Ltd	Kinlonz 1492 Club Ltd
復興貿易發展有限公司	健力五金有限公司
Fok Hing Trading Development Co Ltd	Kent Metal Co Ltd
穎明實業有限公司	DR-Max Ltd
Makebest Industries Ltd	DR-Max Ltd

誠信行貿易有限公司
Lexington Ltd
新佛香食品有限公司
Sun Fat Heung Food Products Ltd
恒和珠寶首飾廠有限公司
Continental Jewellery (Mfg) Ltd
時間廊鐘錶有限公司
City Chain Co Ltd
眼鏡88有限公司
Optical 88 Ltd
科文實業有限公司
4M Industrial Development Ltd
再見寵兒有限公司
Goodbye Dear Co Ltd
信基國際企業有限公司
Truth & Faith International Ltd
僑豐行有限公司
Kiu Fung Hong Ltd
西德寶富麗(遠東)有限公司
Profilia of West Germany (Far East) Ltd
艾寶萊貿易公司
AA Buy Trading Co
富邦帽袋實業有限公司
Richbond Caps & Bags Manufacturing Ltd
京都念慈菴總廠有限公司
Nin Jiom Medicine Manufactory (HK) Ltd
中大捲閘有限公司
Chung Tai Roller Shutters Co Ltd
蒙妮坦學院有限公司
CMM Monita Academy Ltd
歐惠芳公關廣告有限公司
Sharon Au & Associates Ltd
瑞典歐化(遠東)有限公司
Ulferts of Sweden (Far East) Ltd
森科產品有限公司
Semk Products Ltd
偉安發展有限公司
Right Horn Development Ltd
立基環球有限公司
Tanco Pacific Co Ltd
香江國際有限公司
HKI Co Ltd
李琳明金屬製品廠有限公司
Lee Lim Ming Metal Works Ltd
佳寧娜食品(香港)有限公司
Carrianna Food (HK) Ltd
恒益物業管理有限公司
Hang Yick Properties Management Ltd
全港藝術發展有限公司
Hong Kong Art Development Co Ltd
保諾時網上印刷有限公司
Promise Network Printing Ltd
太興集團控股有限公司
Tai Hing Group Holdings Ltd
萬麗行有限公司
Manley Co Ltd
正意工作室有限公司
QConcept Ltd

沁濤美念亞洲有限公司
Samko Concept Asia Co Ltd
合豐投資控股有限公司
Hopeful Investment Holdings Ltd
活色生香國際有限公司
Wonderlife Universal Ltd
得利龍百貨有限公司
Delicron (HK) Ltd
李眾勝堂(集團)有限公司
Li Chung Shing Tong (Holdings) Ltd
寬泰貿易有限公司
Foon Tai Trading Co Ltd
英識教育(亞洲)有限公司
Britannia Study Link (Asia) Ltd
康加實業有限公司
Konstar Industries Ltd
智盛財經媒體有限公司
GenNex Financial Media Ltd
會所1號有限公司
ClubONE Ltd
穎業國際有限公司
Wing Yip International Ltd
冠華食品菓子廠有限公司
Koon Wah Food & Preserved Fruit Factory Ltd
聖諾盟健康家居用品有限公司
Sinomax Health & Household Products Ltd
金寶麗寢室用品有限公司
Goldfully Bedroom Article Ltd
高榮實業有限公司
Global Glory Industrial Ltd
數學思維教育有限公司
MathConcept Education Ltd
Ensec Solutions Hong Kong Ltd
Ensec Solutions Hong Kong Ltd
林和成貿易有限公司
Ettason (HK) Ltd
美斯凱實業有限公司
Maxcare Industrial Ltd
敏寶有限公司
Main Plan Ltd
捷成有限公司
Jetstar Co Ltd
好利來有限公司
Hollyland Co Ltd
建豐胃仙-U有限公司
Kin Fung Weisen-U Co Ltd
萬智商標印刷有限公司
Marche Label & Printing Ltd
香港陳老二藥廠有限公司
Hong Kong Chan Lo Yi Medicine Co Ltd
惠康環境服務有限公司
Waihong Environmental Services Ltd
亞洲國際博覽館管理有限公司
AsiaWorld-Expo Management Ltd
耀才證券金融集團有限公司
Bright Smart Securities & Commodities Group Ltd
並豐生物科技有限公司
Twin Wealth Biotech Ltd

夏德建國術會有限公司
 Ha Tak Kin Martial Art Society Ltd
 啟泰藥業(集團)有限公司
 Kai Tai Chinese Medicine (Holdings) Co Ltd
 香港榮源茶行有限公司
 Wing Yuen Tea (HK) Co Ltd
 飛馬仕科技有限公司
 Freemax Technology Co Ltd
 吡吒(香港)有限公司
 All Power (HK) Ltd
 信德中旅船務管理有限公司
 Shun Tak-China Travel Ship Management Ltd
 澤群顧問有限公司
 B2A Consulting Ltd
 得利鐘錶製品廠有限公司
 Dailywin Watch Products Mfg Ltd
 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
 栢凌有限公司
 Partlink Ltd
 藝采國際企業公司
 Arte Moda International Enterprises
 未來照明有限公司
 Future Lighting Collection Ltd
 明茶房有限公司
 MingCha Ltd
 昇華在線有限公司
 You Find Ltd
 高明利有限公司
 Kool Ltd
 百匯珠寶(香港)有限公司
 Pak Wui Jewellery (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
 史偉莎集團有限公司
 LBS Corporation Ltd
 大埔振興有限公司
 Tai Po Chun Hing Ltd
 醫思健康
 EC Healthcare
 嘉禾(香港)國際貿易公司
 Ka Woo (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
 逢發織造有限公司
 Fung Fat Knitting Mfy Ltd
 寶樹林國際有限公司
 Treasure Forest Co Ltd
 奧美(集團)有限公司
 Dogaroo Group Ltd
 樂濤國際企業有限公司
 Winning International Enterprises Co Ltd
 綠盈環保有限公司
 Green Intellect Co Ltd
 香港馬世良堂製藥有限公司
 H.K. Ma Sai Leung Tong Medicine Manufacturing Ltd
 金怡旅行社有限公司
 Goldjoy Travel Ltd
 張榮記粉麵廠有限公司
 Cheung Wing Kee Noodles Factory Co Ltd
 比比美容化妝有限公司
 BB Beauty & Cosmetic Ltd
 太平洋娛樂有限公司
 Bar Pacific Entertainment Ltd
 Oveco Industries Ltd
 Oveco Industries Ltd
 珠江船務企業(集團)有限公司
 Chu Kong Shipping Enterprises (Holdings) Co Ltd
 同健有限公司
 One Health International Ltd
 研創美國際機構(遠東)有限公司
 Aorta International Association (Far East) Ltd
 挑戰者汽車服務有限公司
 Challenger Auto Services Ltd
 德國寶電商貿易有限公司
 German Pool O2O Ltd
 悅和醬園有限公司
 Yuet Wo Sauce and Preserved Fruits Ltd
 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
 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
寶湖飲食集團有限公司
Treasure Lake Catering Holdings Ltd
東方紅藥業有限公司
Tung Fong Hung Medicine Co Ltd
晉達電能(香港)有限公司
LFP Power (HK) Ltd
天然養生有限公司
Tian Ran HealthCare Ltd
柯尼卡美能達商業系統(香港)有限公司
Konica Minolta Business Solutions (HK) Ltd
永星化工有限公司
Winstar Chemicals Co Ltd
漢思傑(亞洲)有限公司
Handscript Asia Ltd
小小科學家教育集團有限公司
Little Scientists Education Group Ltd
學升火車集團有限公司
PrePnK1 Express Group Ltd
尚智設施服務有限公司
Wisdom Facility Management Co Ltd
溢豐工程有限公司
Deco Classic Ltd
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
姓暉美容初心有限公司
Sunlight Beauty Group (Maiden) Ltd
香港(國際)眼科醫療集團有限公司
Hong Kong (International) Eye Care Group Ltd
高雅線圈製品有限公司
Coils Electronic Co Ltd
Batech Asia Ltd
Batech Asia Ltd
同心飲食有限公司
Jointed-Heart Ltd
出入易迷你倉國際有限公司
In N Out International Corporate Ltd
香港潔淨水有限公司
Hong Kong Water Solution Ltd
時諾有限公司
Time Promise Ltd
林滄生醫藥研究院有限公司
Lam Kam Sang Medical Research Institute Ltd
東方表行有限公司
Oriental Watch Co Ltd
雅悅實業有限公司
Asia Health Products Ltd
溢興貿易(香港)有限公司
Yat Hing Trading (HK) Ltd
時興貿易發展有限公司
Sze Hing Trade Development Ltd
新亞生命科技有限公司
Pangenia Lifesciences Ltd
滙隆棚業有限公司
Wui Loong Scaffolding Works Co Ltd

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
氣淨達國際有限公司
Airdefender International Co Ltd
香港母嬰教育服務中心有限公司
Momcare Education Ltd
莎娜美(國際)有限公司
Satami International Ltd
紹榮鋼鐵有限公司
Shiu Wing Steel Ltd
浚一企業有限公司
Merge Enterprise Ltd
萬士博(亞洲)有限公司
MaxiPro (Asia) Ltd
若苦創作有限公司
The Bittersweet Creations Ltd
草之道滾球訓練學院有限公司
Simply Bowls Institute Ltd
港台餐飲業國際股份有限公司
KT Food and Beverage International Ltd
得易健康有限公司
Take2 Health Ltd
Gaw Capital Asset Management (HK) Ltd
Gaw Capital Asset Management (HK) Ltd
Master Edutainment Ltd
Master Edutainment Ltd
輝煌影音有限公司
Famous Audio and Video Co Ltd
世衛實業有限公司
Guardman Products Ltd
卡美士國際有限公司
Kamex International Ltd
聯豐興業(集團)有限公司
Associated Technology (Holdings) Co Ltd
香港莊臣控股有限公司
Hong Kong Johnson Holdings Co Ltd
正斗飲食管理集團有限公司
Tasty Corporation Ltd
寵物假期(香港)有限公司
Pet Holidays (HK) Co Ltd
康河診所管理有限公司
River Cam Clinic Management Ltd
一道空間有限公司
ADO Ltd
終生美麗美容纖體有限公司
Beauty Forever Salon Ltd
星火能源管理有限公司
EcoSmart Energy Management Ltd
葉氏駱駝(香港)有限公司
Yip's Camel (HK) Ltd
漢強實業有限公司
Hon Keung Industrial Co Ltd

雅各臣貿易有限公司
 Jacobson van den Berg (China) Ltd
 植華品牌(亞洲)有限公司
 Grown-up Licenses (Asia) Ltd
 奧迪美(香港)有限公司
 Optimix (HK) Ltd
 金昇家品有限公司
 Golden Sun Home Products Ltd
 泰嘉企業公司
 Tiger Enterprise Corporation
 金朗科研有限公司
 Golden Fine Research Ltd
 Alan Lo Design & Art Direction
 Alan Lo Design & Art Direction
 樂道藝創有限公司
 Logos Art Co Ltd
 香港駕駛學院有限公司
 The Hong Kong School of Motoring Ltd
 維健生香港有限公司
 Vital Care Hong Kong Ltd
 尚品之蒼有限公司
 Premier Food Ltd
 新亞薑糖(香港)有限公司
 Sixfifteen Imports-exports Ltd
 新億食品有限公司
 Sun Yik Food Ltd
 寶寶米集團有限公司
 BOBORICE Group Ltd
 毓仁生物技術投資有限公司
 T & Y Biologics Investment Ltd
 世利行貿易有限公司
 Golden Row Trading Ltd
 光大參茸海味集團有限公司
 Kwong Tai Medicine Co Ltd
 雅視光學有限公司
 Arts Optical Co Ltd
 詩樂氏有限公司
 Swashes Ltd
 君譽醫療集團
 Icon Medical Group
 嘉禾國際控股有限公司
 Ka Woo International Holdings Ltd
 江炳滔律師事務所
 Benny Kong & Tsai
 九龍巴士(一九三三)有限公司
 The Kowloon Motor Bus Co (1933) Ltd
 香港口腔修復醫學有限公司
 Hong Kong Prosthodontics Medicine Ltd
 遠東糖廠實業有限公司
 Yuen Tung Sugar Factory Industrial Co Ltd
 名策專業商務有限公司
 Lion Consulting Ltd
 信山實業有限公司
 RHT Industries Ltd
 彩迅(亞洲)有限公司
 Express Luck (Asia) Ltd
 駿騰貿易有限公司
 Famous Team Trading Ltd

華鏗貿易有限公司
 Billion Dollar Cooperation Ltd
 加美敦有限公司
 Carmelton Co Ltd
 澳寶化粧品(香港)有限公司
 Opal Cosmetics (Hong Kong) Ltd
 Tai Luen Coffee Co Ltd
 Tai Luen Coffee Co Ltd
 卓遠企業服務有限公司
 Accolade Corporate Services Ltd
 中西花店有限公司
 Anglo Chinese Florist Ltd
 碧瑤綠色集團
 Baguio Green Group Ltd
 e-banner Ltd
 e-banner Ltd
 太平洋行國際有限公司
 Gilman Group Ltd
 GoGo Tech Ltd
 GoGo Tech Ltd
 威曜綠色能源科技有限公司
 Well Green Energy Technology Co Ltd
 Archon Wellness Ltd
 Archon Wellness Ltd
 開心寶國際有限公司
 Happypaws International Ltd
 芳庭逸事集團有限公司
 Jardin Des Fontaines Group Ltd
 磁叉天然美療有限公司
 Magnetic Massager Therapy Ltd
 成興塑膠製品有限公司
 Shing Hing Plastic Manufacturing Ltd
 空控物聯網有限公司
 AirTech IoT Ltd
 小白兔農莊有限公司
 Bunny Wonderland Ltd
 康泓數碼圖像(香港)有限公司
 Kanghong Digital Image (HK) Ltd
 聯邦物流(香港)有限公司
 U-Freight Logistics (Hong Kong) Ltd
 Beans Food And Services Co Ltd
 Beans Food And Services Co Ltd
 安珀文元品牌管理有限公司
 Ambree WY Brand Management Co Ltd
 鮑智海建築師樓有限公司
 Tony Pau Architects Ltd
 素藝策劃有限公司
 Ksoarts Ltd
 尊家管業有限公司
 H-Privilege Ltd
 傲月有限公司
 Moon Sport Ltd
 旭暉衛浴(香港)有限公司
 Sunrise Shower Equipment (HK) Ltd
 台灣臻品禮坊(香港)有限公司
 Taiwan Chun Bun Rivon (HK) Ltd
 頤和園護老中心(九龍)
 Yi Wo Yuen Aged Sanatorium Centre (Kowloon)

全球藥業有限公司
The International Medical Co Ltd
澳洲歌婷國際有限公司
Cottex Australia International Ltd
香港小熊集團有限公司
Hong Kong Little Bear Group Ltd
好棧食品有限公司
Good Point Food Co Ltd
長明國際(香港)集團有限公司
Charming International (HK) Group Ltd
瑪貝爾鑽飾有限公司
Ma Belle Jewellery Co Ltd
鑫榮貿易有限公司
Sin Rong Trading Ltd
進協有限公司
Progress Union Ltd
保泰人壽保險有限公司
Bowtie Life Insurance Co Ltd
今日華人出版社有限公司
Chinese Today Press Ltd
智遊天地(九龍灣)有限公司
E Cube Club (Kowloon Bay) Ltd
金城營造有限公司
Kum Shing (K F) Construction Co Ltd
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Chiaphua Industries Ltd
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MF Jebesen Electronics Ltd
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The Big Five (HK) Ltd
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Patisserie Sayvour Ltd

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快辦易有限公司
You Can Ltd
寶通第一國際有限公司
The First International (Asia) Ltd
Milo's Knitwear (Hong Kong) Ltd
Milo's Knitwear (Hong Kong) Ltd
永興醫藥化學有限公司
Wing Hing Chemical Co Ltd
天元義王材料和科技有限公司
Tianyuan Empire Materials & Technology Ltd
香港相機有限公司
Hong Kong Camera Ltd



香港品牌發展局

Hong Kong Brand Development Council

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