

## 二零一四年品牌選舉頒獎典禮暨品牌局十周年誌慶晚宴 — 香港品牌發展局主席(2011–2015 年度)陳淑玲太平紳士獻辭

今天適逢「好事成雙」的2月2日，更是香港品牌發展局「雙喜臨門」的大日子。我們懷著興奮而自豪的心情，為一眾2014年品牌選舉的得獎公司喝采，同時亦慶祝品牌局創立十周年，共同見證香港品牌發展的一個重要里程碑。

在當今急速轉變的商業環境，品牌已成為一個企業、一個機構甚至一個經濟體維持競爭力的必要元素。由廠商會於2005年牽頭成立的香港品牌發展局，本身就是工商界眾志成城的一項集體創舉，以「市場主導，政府協助，社會支持」的模式，打造香港品牌發展的領航旗艦。作為一個業界自發成立、專責推動品牌創建的非牟利機構，品牌局清楚認識到自己肩負著任重道遠的使命；除了積極探索和倡議香港品牌發展的整體策略、協助政府推行相關政策之外，品牌局亦擔當統籌和協調的角色，力求集合社會各界的力量，為本地品牌構築「一站式」的支援平台。

自成立以來，品牌局身體力行，堅持全方位開展務實的工作，並勇於作出開創先河的嘗試。從2005年創立「香港服務名牌選舉」和擴展「TOP 嘜計劃」、2006年推行「香港製造標識」、2007年發表《香港品牌發展策略與行動綱領》、2008年推出首個品牌管理文憑課程，到2010年增設「新星品牌選舉」以及近年接連在內地不同城市舉辦大型的「香港品牌節」，品牌局一步一個腳印，在品牌評審、推廣、培育、政策研究、教育以及跨境交流等領域逐步建立了領先地位；與香港業界一起，並肩探索品牌「智」勝的道路，攜手開啟了香港品牌發展的新紀元。

十年耕耘，十年豐盛；在過去的十年間，品牌文化在香港茁壯成長、蔚然成風。品牌局作為一個年青的民間機構，卻能夠迅速紮穩根基，並且在不同方面鋪展新猷；這是有賴於政府以及社會各方群策群力的結果，更昭示著香港這個「品牌薈萃之都」的廣闊前景，反映了香港業界以品牌策略推動升級轉型的熱誠與承擔。

正因如此，2014年的品牌選舉一如既往地取得令人鼓舞的成績；經過嚴格的甄選和激烈的競爭，又有43個傑出品牌晉身為新一屆的「摘星者」。其中，更有3個第一屆的「香港服務名牌」得

主，憑著「十年如一日」的持續努力，摘取了新增設的「香港服務名牌十年成就獎」的桂冠。

今屆的得獎品牌無論在知名度、經營特色、創新意念，還是品質、形象、環保及社會責任等方面，均有出類拔萃的表現，代表著香港品牌的最新風貌和最高水準；他們的奮鬥經歷和成功經驗，為香港品牌故事增添了精彩的篇章，亦為業界樹立參照的典範。

本人謹代表主辦機構，向 2014 年選舉的得獎者致以熱烈祝賀！我們要藉此機會，向品牌局的兩位名譽贊助人致敬，包括早在 2005 年就擔任第一任名譽贊助人的曾俊華司長以及現任名譽贊助人蘇錦樑局長。他們與特區政府一直以來的重視與關心，正是激勵品牌局和香港品牌不斷向前的強大動力。

此外，我們亦要向鼎力支持 2014 年選舉以及一直熱心襄助品牌局的政府部門以及社會各方表示衷心感謝，包括出任今屆選舉各評審團主席的黃灝玄常任秘書長、梁敬國副局長、麥靖宇署長以及各位評審委員，「活動贊助」及義務核數師畢馬威會計師事務所、獎座贊助商「六福珠寶」，協助宣傳的香港貿易發展局和各傳媒機構，以及用各種形式參與、支持今日活動的機構和個人！

## **2014 Awards Presentation Ceremony-cum-BDC 10<sup>th</sup> Anniversary Gala Dinner –**

Speech by Chairman (Year 2011– 2015) of the Hong Kong Brand Development Council, Ms Shirley Chan, JP

Good things come in pairs. With excitement and pride, we gather together here to acclaim winners of the 2014 Brand Awards and celebrate the 10<sup>th</sup> Anniversary of the Hong Kong Brand Development Council (BDC), witnessing an exhilarating “double joy” moment in Hong Kong’s brand development.

In today’s fast-paced business environment, brand has become an indispensable factor for an enterprise, an organisation and even an economy to sustain competitiveness. Initiated by the Chinese Manufacturers’ Association of Hong Kong (CMA) in 2005, the BDC itself is an unprecedented common undertaking of Hong Kong industries, aiming to build a flagship to spearhead brand development by leveraging on a “Market Leads, Government Facilitates, and Community Supports” tripartite model.

As a vision-driven, non-profit-making organisation specialising in brand building, the BDC has been devoted to fulfilling its founding mission. While pursuing the overall strategy for advancing Hong Kong’s brand development and assisting the Government to implement related policies, it has been playing the role of a facilitator and coordinator, in an attempt to pool together the resources in our community and set up a “one-stop” platform to support the branding efforts of local industries.

Since its inception, the BDC has adhered to a pragmatic approach and never been afraid of blazing new trails. From the launch of the Hong Kong Top Service Brand Awards and the expansion of the Hong Kong Top Brand Mark (Top Mark) Scheme in 2005, the introduction of “Made in Hong Kong Mark” in 2006, the publication of “Hong Kong Brand Development Strategies and Action Agenda” in 2007 and the provision of Hong Kong’s first diploma course on brand management in 2008, to the establishment of Emerging Brand Awards in 2010 and the implementation of serial “Hong Kong Brand Festival” Projects in the Mainland’s major cities more recently, the BDC has continuously rolled out ground-breaking initiatives, sharpening its leading position in the field of brand accreditation, promotion, incubation, policy research, education and international cooperation. On the road of “branding to win”, the Council has moved from strength to strength and, hand in hand with the industries, ushered in a new epoch for Hong Kong brand development.

The past decade has witnessed Hong Kong brands honing their strengths and a “branding for excellence” culture taking root here, flourishing to the fullest. Meanwhile, the BDC, a relatively young organisation with limited resources, has notwithstanding managed to gain a firm foothold in key areas, laying a sound foundation for further development. While these are attributed to the concerted efforts of the Government and

our community as a whole, one would agree that these are as good as an indicator for Hong Kong's immense potential as a "brands hub" and a testimony to local companies' unswerving commitment to upgrading along the value chain.

In the same vein, it comes as no surprise that the 2014 Brand Awards have turned out to be another great success. Through rigorous selection, 43 brands have become laureates of the four award schemes. In particular, three brands, which were winners of the maiden Hong Kong Top Service Brand Awards in 2005, have been honoured with the newly-introduced "Hong Kong Top Service Brand Ten Year Achievement Award".

Like their predecessors, this year's winners have exhibited remarkable performance in respect of Reputation, Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility, showcasing the latest developments and admirable achievements of Hong Kong brands. Their hard-earned success stories have added a remarkable chapter to the legendary epic of Hong Kong brands, while setting up role models for and giving inspirations to our industries.

Ladies and Gentlemen, please join me in congratulating all winners of the 2014 Awards. Taking this opportunity, let me pay tribute to the Financial Secretary Hon John Tsang, who was also the first Honorary Patron of the BDC back in 2005, and the Secretary for Commerce and Economic Development Hon Gregory So, our current Honorary Patron, for the invaluable guidance, encouragement and support that they and the Government have rendered us all the way.

I would like to express our sincere gratitude to all Government departments, organisations and individuals that have contributed enormously to the 2014 Awards and lent unfailing support to the BDC over the years. In particular, our special thanks go to the Judging Panels respectively led by Former Permanent Secretary for Commerce and Economic Development Mr. Andrew Wong, Under Secretary for Commerce and Economic Development Mr. Godfrey Leung, and Director-General of Trade and Industry Mr. Kenneth Mak; the Official Honorary Auditor-cum-Event Sponsor KPMG (HK); and the Trophy Sponsor Lukfook Jewellery. Likewise, we sincerely thank the Hong Kong Trade Development Council and the media, for their valuable assistance in promoting the Awards.