



香港製造標識(HK嘜)計劃簡介

宗旨

「香港製造標識(HK嘜)計劃」(「計劃」)旨在透過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。

背景

原產地往往能產生標籤作用,賦予當地出產的商品以某種質量特徵、聲譽或者其他特質。香港的產品行銷世界各地,「香港製造」日益成為物超所值、時尚、優良品質、卓越服務的象徵。事實上,越來越多的香港製造商或出口商亦會主動以標籤、標誌或文字等不同方式,在產品或有關宣傳資料上表達香港原產地的資訊。

「香港製造標識計劃」以香港現行的來源證制度為基礎,透過規範化、簡便易行的准許使用證制度,推行統一的「香港製造(Made in Hong Kong)」標識系統,並為香港原產之貨品提供具有權威性的第三方認證。

主辦機構

「計劃」由香港品牌發展局主辦,品牌局屬下之「香港製造標識計劃督導委員會」負責管理;並委任香港中華廠商聯合會簽證處等簽發機構負責日常營運。

參加資格

凡在香港地區製造或生產的貨品,經認可機構審核並獲簽發香港產地來源證明者,有關生產商或貿易商可憑來源證明向品牌局指定的簽發機構提出申請;在完成必要的登記程序和滿足相關要求後,可以就該批量之貨品獲頒使用准許證,有權使用特別設計的「香港製造標識」在准許範圍內標示、宣傳有關產品的香港原產地身份。

標識及核准範圍

- 「香港製造標識」簡稱「HK嘜」,是代表「計劃」的視覺辨別標誌。同時,「香港製造標識」亦是一項地區標識,表徵貨品於香港特別行政區生產、製造,並可能隱含香港產品普遍擁有之特質。
- 獲授權使用「香港製造標識」的機構(「獲准人」)可以依照「香港製造標識使用細則」的規定,將標識用於表徵准許證上所列明之貨品的香港原產地身份,包括使用於產品及其包裝、說明書、目錄、相關宣傳資料,以及其他形式的印刷、電子、口頭和書面傳訊等。

准許證簽發標準及方法

- 擬使用「香港製造標識」之貨品必須在香港生產或製造,並已獲得香港法定發證機構或香港品牌發展局認可之其他機構審核並簽發香港產地來源證明文件。香港法定發證機構包括特區政府工業

貿易署、香港中華總商會、香港中華廠商聯合會、香港總商會、香港工業總會、香港中華總商會及香港印度商會。

- 「香港製造標識使用准許證」的簽發完全以有關香港產地來源證明為依據,包括一般的香港產地來源證、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、以及專門適用於香港本地市場銷售之貨品的「原產地證明書」或者具同等效力的其他文件。
- 申請人必須就擬使用「香港製造標識」之產品按每批或者依照規定的計量方法向香港品牌發展局指定之簽發機構提出申請;簽發機構在進行資料核證後,依照「香港製造標識計劃管理辦法」,向合資格者頒發一次性的標識使用准許證。

申請程序

- 申請人必須先持有經認可發證機構簽發之香港產地來源證明,方可就該來源證明所列之貨品,向品牌局指定之簽發機構提出准許證申請。
- 申請人須填寫「香港製造標識申請表格」,連同有關香港產地來源證明文件之副本或影印本,提交簽發機構;首次申請並須填寫「香港製造標識申請人資料表格」。
- 簽發機構在收到申請表之後進行資料核證;必要性時可要求申請人提供申報資料的正本、向其他相關機構查證、以及進行實地查核,包括于申請人的營運場所進行資料瀏覽與核對,與管理層會談,視察生產線,查證相關文件如生產紀錄、發票、提單等。
- 簽發機構於收齊資料和完成查證後,決定是否向合資格者發出准許證。

查詢

香港中華廠商聯合會簽證處

地址:香港中環干諾道中64號廠商會大廈1字樓

電話:2542 8613

圖文傳真:2544 2406

網址:www.hkmark.org.hk

電子郵件:info@hkmark.org.hk

標識設計意念

「香港製造標識」由吳秋全先生擔任「榮譽設計顧問」。標識以紅色印章之外形,寓意承諾和信譽;內嵌剛健遒勁的「製」字,更將簡體的「制」和「Made in HK」融為一體,演化成中西合璧的印鑑造型,映射香港工業將本土智慧與國際視野相結合的獨有特色。



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



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香港製造標識(HK嘜)計劃 MADE IN HONG KONG MARK SCHEME

印證香港工業的成就
Marking the Success of Hong Kong Industry



MADE IN HONG KONG MARK SCHEME

Objective

The Made in Hong Kong Mark Scheme (the Scheme) introduces a unified visual identity system 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-recognized location brand that symbolizes high quality, outstanding performance and superior reputation.

Background

It is much common that geographic origin could give rise to a labeling effect, endowing products that derive from a certain location with some special quality, reputation or other characteristics. With the rapid growth of export trade, Hong Kong has been held in high regard internationally as a place capable of manufacturing trendy, high quality, and value-for-money goods with excellent after-sales services. Indeed, there is a growing trend that Hong Kong manufacturers and traders deliberately employ labels, signs or texts on their products or the packaging and promotional materials thereof to highlight the Hong Kong origin of such goods.

Made in Hong Kong Mark Scheme promotes a unified geographical indication to identify a product as originating from Hong Kong and introduces a third-party endorsement mechanism, using a simple but well-structured licensing arrangement in compliance with Hong Kong’s existing Certificate of Origin (CO) regime.

Organizer

The Scheme is organized by the Hong Kong Brand Development Council (the BDC) and administered by a Steering Committee under the BDC. Routine operation of the Scheme is carried out by the Issuing Organizations approved by the BDC, e.g. the Certification Service Center of the Chinese Manufacturers’ Association of Hong Kong.

Eligibility

For goods manufactured or developed in Hong Kong, the producer or trader can apply for a Made in Hong Kong Mark License (License) if and only if it holds a valid certificate of Hong Kong origin issued by a recognized body in Hong Kong. After successful completion of due registration and review process, a qualified applicant will be issued a License and granted the right to use the

Made in Hong Kong Mark (HK Mark) to indicate or promote the Hong Kong origin of the goods within the Scope of the License.

The Mark and Scope of License

1. HK Mark is the distinctive visual symbol for the Scheme. At the same time, it is a geographic indication for identifying goods that originate from Hong Kong and by implication share some special characteristics attributable to the territory.
2. Licensees are entitled to, in accordance with the “Guideline on the Use of Made in Hong Kong Mark”, use the Mark for indicating the Hong Kong origin status of the consignments specified on the License, such as appearing on product packaging, manual, catalogue, and promotional materials, as well as in all other forms of printed, electronic, written and verbal communications.

Licensing Criteria

1. Any goods to bear or use the Mark should be of Hong Kong origin, and have been so certified by a Government-approved CO certification body or an organization recognized by the Organizer. Government-approved certification bodies include the Trade and Industry Department of HKSAR Government or one of the five Government Approved Certification Organizations (GACOs), namely, the Chinese Manufacturers’ Association of Hong Kong, Chinese General Chamber of Commerce, Hong Kong General Chamber of Commerce, Federation of Hong Kong Industries, and Indian Chamber of Commerce Hong Kong.
2. The Made in Hong Kong Mark License is issued squarely on the basis of underlying certificate of Hong Kong origin. Documents in support of a License include ordinary Certificate of Hong Kong Origin (CHKO), Certificate of Origin-CEPA (CO(CEPA)), and Document of Hong Kong Origin-Domestic Sales (DO) or equivalents that are issued specially for goods destined for Hong Kong’s local market.
3. The applicant should file application by each consignment or pursuant to the quantification methods specified by the Organizer or Issuing Organizations. After reviewing and verifying the information submitted by the applicant, the Issuing Organization will decide on the issue of a one-off License according to the “Regulations Governing the Made in Hong Kong Mark Scheme”.

Application Procedures

1. The Applicant should apply to the Issuing Organization for a License in regard to the goods for which it has obtained a valid certificate of Hong Kong origin.
2. The Applicant should fill in “Made in Hong Kong Mark License Application Form” and submitted it together with a duplicate copy or photocopy of the certificate of origin to the Issuing Organization. Applicants should also fill the “Applicant’s Information Form” when submitting the first application.
3. The Issuing Organization review and verify the information submitted. Whenever necessary, the Issuing Organization may require the applicant to produce the original copy of the Certificate of Origin or make enquiry with related organizations; and it has the right to conduct On-site Assessment, mainly through information validation, interview with the management, inspection of production line, and check on the related documents like production records, invoice, bill of lading, etc.
4. The Issuing Organization decides on the conferment of the License after all the required information has been received, and the verification and review procedure been completed.

Enquiry

CMA Certification Service Center
Address: 1/F, CMA Building, 64 Connaught Road Central, Hong Kong
Tel.: 2542 8613
Fax: 2544 2406
Website: www.hkmark.org.hk
E-mail: info@hkmark.org.hk

Meaning Sets of the HK Mark

Designed by Honorary Logo Design Advisor Mr. Charles Ng, the Mark is a combination of a seal and a Chinese character “製”. Seal is a traditional incarnation of commitment and credential; while the “製”, which literally means “Manufactured” or “Made”, is made up of the simplified-form “制” and “Made in HK”. This precise and harmonious transmutation echoes on the uniqueness of Hong Kong industry as a genuine crossover of international vision and local wisdom.



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