

香港名牌選舉暨香港服務名牌選舉
HONG KONG TOP BRAND AWARDS &
HONG KONG TOP SERVICE BRAND AWARDS



香港新星品牌選舉暨香港新星服務品牌選舉
HONG KONG EMERGING BRAND AWARDS &
HONG KONG EMERGING SERVICE BRAND AWARDS

頒獎典禮

Awards Presentation Ceremony

bdc

紀念特刊
Commemorative Issue
2024

主辦機構
Organisers



香港品牌發展局
Hong Kong Brand
Development Council



香港中華廠商聯合會
The Chinese Manufacturers'
Association of Hong Kong

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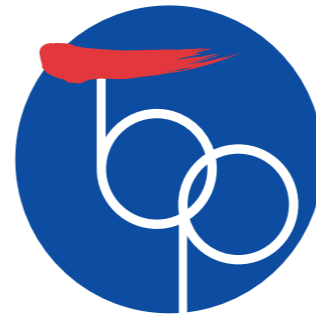
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選舉宗旨 Awards' Objectives



「香港名牌選舉」和「香港服務名牌選舉」旨在表彰香港公司創立的傑出品牌，激勵港商精益求精，並提升香港產品和服務的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。

Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards aim to give recognition to outstanding brands established by Hong Kong companies, to encourage local enterprises to strive for excellence, to promote Hong Kong products and services; and to enhance the profile of Hong Kong industries both locally and internationally.



「香港新星品牌選舉」和「香港新星服務品牌選舉」旨在表彰香港公司創立的新興品牌，激勵業界銳意進取，透過創建品牌提升香港產品和服務的附加價值和競爭能力。

Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards give recognition to up-and-coming young brands established by Hong Kong companies, with an aim to encourage the industries to embrace an enterprising spirit and to enhance the value-added attributes and competitive edge of Hong Kong products and services through brand-building.



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主席獻辭 Message from the Chairman



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

今天我們在這裡歡聚一堂，慶賀新一屆「品牌選舉」得獎者的閃亮登場。相信大家與我一樣，此刻的心情既興奮又自豪；因為這個隆重的典禮，既是對成功者的祝賀與致敬，亦是對香港品牌發展的成就以及品牌局工作的一次盛大檢閱。

剛剛踏入 2024 年，轉眼即將迎來龍年新春佳節。時序更迭，辭舊迎新，四周洋溢著蓬勃生氣和希冀，讓我們憧憬新的開始、新的機遇，亦感受到了，萬物在積累與更新的循環往復中，那股生生不息、不斷向前的澎湃動能。

回顧「品牌選舉」的發展，同樣亦是一個持續耕耘、積累、創新、進步的螺旋式上升過程。這項由香港品牌發展局（品牌局）和香港中華廠商聯合會（廠商會）合辦的活動創立於 1999 年，開啟了香港乃至亞太區品牌評審與認證的先河。二十多年來，世界經濟經歷了多個跌宕起伏的週期，香港業界均能精準地審時度勢，積極發揮固有優勢，靈活「轉身」求變，藉著堅實的根基、高度的韌性和強大的自我更新能力，造就了一次又一次的「波浪式發展」。

「品牌選舉」一直擔當引領者和同行者的角色，承載並促成了許多本地企業以品牌創造價值、借「品牌力」飛得更高更遠的「香港故事」。在此過程中，「選舉」自身亦一步一步邁上新的台階，衍生出多元化的獎項，從評審產品品牌擴展到遴選服務業的典範，從獎掖明日之星到表彰傑出的品牌領袖；得獎品牌的數目亦從最初的「十大」累積至目前的近 600 個。可以說，「品牌選舉」已成為香港品牌發展的一個重要方向標，為世人展現了本港經濟的一道獨特風景線；它更帶動了「建品牌、創品牌」的文化在香港大地扎根、成長、開枝散葉，並蔚然而成大觀，激蕩起以香港品牌精神「拼經濟、謀發展」的時代主旋律。

We gather here today in joyous anticipation of the glamorous debut of a new cohort of 2023 Brand Awardees. I believe that you are feeling as thrilled and proud as I am. An occasion as grand as this not only stands to congratulate and salute to the winners, but also serves as a magnificent display of Hong Kong's achievements in brand development and the work of the Hong Kong Brand Development Council (the BDC).

At the dawn of 2024, the Chinese New Year is around the corner; at this special moment to bid farewell to the old and usher in the new, everywhere is overflowing with vigour, vitality and hopes. This sets the stage for us to pursue a new beginning with budding opportunities and to soak up that enduring surge of energy for forging ahead in an incessant cycle where everything keeps refreshing itself and growing stronger on past achievements.

The development of the Brand Awards, in retrospect, has also demonstrated the same upward spiralling that underscores continuous efforts, innovation, progress and cumulative growth. Initiated in 1999 and currently jointly organised by the BDC and the Chinese Manufacturers' Association of Hong Kong, the Brand Awards spearheaded brand-related assessment and certification in Hong Kong and even across the wider Asia Pacific Region. Over the course of the last 20 years or so, global economy experienced circles of economic ups and downs. Hong Kong's business sector was able to move with the times, playing to the strength of its established advantages with great flexibility to embrace changes and "turn things around" on the back of a solid foundation, remarkable agility and the strong ability of reinventing itself. This has culminated in the City's "wave-like" zigzag developments time and time again.

The Brand Awards has always shouldered the role of a catalyst as well as partner, which carries forward and contributes to the "Hong Kong Stories" of many local enterprises creating value through brand-building and leveraging off "brand power" to fly higher and further. During this process, the Award itself also reached new heights one step at a time and branched out into a diversifying array of award categories, starting with assessment on product brands in the early years and subsequently covering the identification of role models in the service sector, and from selecting young and up-and-coming stars to recognising distinguished brand leaders nowadays. The number of winning brands has also grown from the "top 10" initially to nearly 600 today. Suffice it to day, the Award has become an important signpost for Hong Kong brand development, showing the world a unique vista of our economy; and it has set the pace for the brand culture to take root, grow and flourish across Hong Kong, upholding the Hong Kong Brand Spirit to echo the main theme in this era of "building a vibrant economy and striving for development".



當前香港正昂然邁上「由治及興」的新征程，本地經濟逐步重拾增長的軌道；香港品牌迎來了「輕舟已過萬重山」的發展新契機。許多港商將推動業務增長與促進轉型、籌劃未來與創建品牌緊密地結合起來；而開拓新市場、擁抱數碼科技、踐行 ESG 和提升品牌創建的內在能力，更成為近期品牌創業者們從「新」出發、磨礪競爭力的主攻方向。

2023 年「品牌選舉」的得獎品牌就是這樣一群「善於積勢蓄勢謀勢」的佼佼者。40 多個新一屆「摘星者」當中，既有站在創科最前沿的「數碼新世代」，亦有將「香港製造」發揚光大、在國內外市場打響名堂的行業龍頭；既有以「專精特新」獨樹一幟的後起之秀，更有引領行業變革、用現代管理刷新「金漆招牌」的老字號。得獎品牌無論在「知名度」、「經營特色」，還是「創新意念」、「品質」、「形象」、「環保、社會責任及企業管治」等方面，均有令人鼓舞的出色表現；他們厚積薄發、應時而動，以品牌策略駕馭風雲變化的局勢，實現了自我更新和持續升級，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。

在這裏，我要恭賀 2023 年「品牌選舉」的得獎企業和「香港傑出品牌領袖獎」得獎者劉相尚先生，並向他們致敬！我也要代表主辦機構，感謝頒獎典禮的主禮嘉賓黃偉綸副司長；並向鼎力支持「選舉」的政府部門和社會各方表示衷心銘謝，包括商務及經濟發展局丘應樺局長、利敏貞常任秘書長、陳百里副局長，工業貿易署黃少珠署長、商經局劉理茵副秘書長和「品牌選舉」的各位評審委員，活動贊助商「交通銀行」、獎座贊助商「福泰珠寶」、義務核數師畢馬威會計師事務所，協助宣傳的各傳媒機構，以及用各種形式參與、支持今日活動的機構和個人。

我亦預祝大家龍年吉祥、龍馬精神，並祝願香港業界在品牌「智」勝的道路上龍騰虎躍，邁向新里程！

At this moment, Hong Kong is making strides in its new journey of “advancing from stability to prosperity”. The local economy is steadily getting back on its growth track. Hong Kong brands are seeing silver linings as new opportunities for development emerge. Many local companies are striving for business growth and driving transformation by integrating brand-building into their future plans. Tapping new markets, embracing digital technologies, implementing ESG and enhancing the internal capability of branding have also become our brand entrepreneurs’ key focuses of late for starting “anew” and sharpening competitive edges.

The 2023 Award recipients are shining examples who are versed in “seeking, building and keeping up momentum”. Of the new cohort of more than 40 laurels, there are “digital pioneers” standing at the forefront of technological innovation, alongside industry leaders who made a name for themselves in domestic and overseas markets by building on the “Made in Hong Kong” label. There are also rising stars who stand out as “new, distinctive, specialised and sophisticated” niche players, as well as household names who refreshed their reputation by implementing modern management models and took a leading role in reforming the industry. The awarded brands have demonstrated awe-inspiring performance as regards “Reputation”, “Distinctiveness” and in respect of “Innovation”, “Quality”, “Image” and “Environmental Performance, Social Responsibility and Corporate Governance”. They learn and accumulate with perseverance, bide their time and ride on brand strategy to harness changes in the fast-changing environment and achieve self-enhancement and continuous upgrade, producing an extraordinary “surpassing” impetus to raising the bar for Hong Kong brand development.

I take this opportunity to congratulate the 2023 winners of the Brand Awards and the recipient of the “Hong Kong Distinguished Brand Leader Award” Mr Liu Siang Song. I take my hat off to them! On behalf of the Organisers, I would like to thank our officiating guest Deputy Financial Secretary the Honourable Michael Wong. I would also like to express my heartfelt gratitude to the various government departments and members of the community for their support for the Brand Awards. These include Secretary for Commerce and Economic Development the Honourable Algernon Yau, Permanent Secretary for Commerce and Economic Development Miss Eliza Lee, Under Secretary for Commerce and Economic Development Dr Bernard Chan, Director-General of Trade and Industry Ms Maggie Wong, Deputy Secretary for Commerce and Economic Development Ms Candy Lau, members of the Awards Judging Panels, Event Sponsor Bank of Communications, Trophy Sponsor Fook Tai Jewellery, Official Honorary Auditor KPMG, media which have assisted in promoting the Awards, as well as organisations and individuals for their different forms of participation and support to today’s event.

In the Year of the Dragon, I wish all of you the best of luck and excellent health. And I wish Hong Kong industries the soaring power of a dragon and the agility of a tiger for reaching new milestones along the “Branding to Win” journey!

陳國民博士, MH
Dr Edward K M Chan, MH
主席
Chairman

嘉賓題辭 Congratulatory Apothegms



香港特別行政區行政長官李家超 GBM, SBS, PDSM, PMSM
The Hon John Lee Ka-chiu, GBM, SBS, PDSM, PMSM
Chief Executive, Hong Kong Special Administrative Region

業懋名揚
質優信著

行政長官李家超



二零二三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉



嘉賓題辭
Congratulatory Apotheogs



香港特別行政區政府財政司司長陳茂波 GBM, GBS, MH, 太平紳士
The Hon Paul Chan Mo-po, GBM, GBS, MH, JP
Financial Secretary, the Government of the Hong Kong Special Administrative Region

績猷茂著
譽望崇隆

財政司司長陳茂波



二零二三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

嘉賓題辭
Congratulatory Apotheogs



香港特別行政區政府財政司副司長黃偉綸 GBS, 太平紳士
The Hon Michael Wong Wai-lun, GBS, JP
Deputy Financial Secretary, the Government of the Hong Kong Special Administrative Region

品牌秀立
駿業長興

財政司副司長黃偉綸



二零二三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉



嘉賓題辭
Congratulatory Apotheogs



香港特別行政區政府商務及經濟發展局局長丘應樺太平紳士
The Hon Algernon Yau, JP
Secretary for Commerce and Economic Development,
the Government of the Hong Kong Special Administrative Region

業品
盛優
譽績
隆卓

二零二三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

商務及經濟發展局局長丘應樺



嘉賓題辭
Congratulatory Apotheogs



香港特別行政區政府商務及經濟發展局常任秘書長利敏貞太平紳士
Miss Eliza Lee Man-ching, JP
Permanent Secretary for Commerce and Economic Development,
the Government of the Hong Kong Special Administrative Region

競弘
進商
啓拓
新業

二零二三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

商務及經濟發展局常任秘書長利敏貞



嘉賓題辭

Congratulatory Apothegms



香港特別行政區政府工業貿易署署長黃少珠太平紳士
Ms Maggie Wong Siu-chu, JP
Director-General of Trade and Industry,
the Government of the Hong Kong Special Administrative Region

成就臻卓
品牌添輝

工業貿易署署長黃少珠



嘉賓題辭

Congratulatory Apothegms



香港中華廠商聯合會會長盧金榮博士, BBS, 太平紳士
Dr Lo Kam Wing, BBS, JP
President, the Chinese Manufacturers' Association of
Hong Kong

協領同業
共展宏猷

香港中華廠商聯合會會長 盧金榮博士 敬賀

二零二三年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉誌慶



二零二三年品牌選舉評審委員 Final Judging Panels of 2023 Brand Awards

「香港名牌選舉」決賽評審團成員：

- 香港特區政府工業貿易署署長黃少珠太平紳士（主席評判）
- 香港中華廠商聯合會會長盧金榮博士, BBS, 太平紳士
- 香港生產力促進局主席陳祖恒議員
- 香港工業總會副主席劉榮濤先生
- 香港品牌發展局副主席吳清煥先生
- 香港設計師協會主席木下無為女士
- 香港貿易發展局助理總裁梁國浩先生

「香港服務名牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局副局長陳百里博士, 太平紳士（主席評判）
- 香港品牌發展局主席陳國民博士, MH
- 香港旅遊發展局主席彭耀佳博士, GBS, 太平紳士
- 香港中華總商會副會長謝湧海 BBS
- 香港理工大學行政副校長盧麗華博士
- 香港零售管理協會副主席余偉傑先生
- 香港總商會總裁楊偉添先生

「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：

- 香港特區政府商務及經濟發展局常任秘書長利敏貞太平紳士（主席評判）
- 香港品牌發展局候任主席陳家偉 MH
- 香港中小型企業總商會會長黎卓斌先生
- 香港品質保證局主席何志誠工程師
- 香港城市大學資訊系統與電子商務講座教授李國安教授
- 香港設計中心署理副行政總裁陳昌琪小姐

Final Judging Panel of Hong Kong Top Brand Awards:

- Ms Maggie Wong, JP, Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Lo Kam Wing, BBS, JP, President of the Chinese Manufacturers' Association of Hong Kong
- 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 Hong Kong Brand Development Council
- Ms Mui Kinoshita, Chairman of Hong Kong Designers Association
- Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council

Final Judging Panel of Hong Kong Top Service Brand Awards:

- Dr Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Edward K M Chan, MH, Chairman of the Hong Kong Brand Development Council
- Dr Y K Pang, GBS, JP, Chairman of Hong Kong Tourism Board
- Mr Tse Yung-hoi, BBS, 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
- Mr Patrick Yeung Wai-tim, Chief Executive Officer of the Hong Kong General Chamber of Commerce

Final Judging Panel of Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards:

- Miss Eliza Lee Man-ching, JP, Permanent Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Calvin K W Chan, MH, Chairman-Designate of the Hong Kong Brand Development Council
- 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 K O Lee, Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong
- Ms Kennis Chan, Acting Deputy Executive Director of Hong Kong Design Centre

二零二三年品牌選舉得獎名單 List of 2023 Brand Awards Winners



香港傑出品牌領袖獎 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 噸冷室壓鑄機和至今全球最大的 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.

力勁

歷經 40 多年不懈努力，「力勁」成為全球最大壓鑄機生產商、中國五大注塑機製造商以及具全面解決方案的加工中心製造商；於深圳、上海、寧波、台灣、意大利等地設立十大生產基地，2006 年在香港交易所上市。集團建有 200 多人的技術團隊，其豐碩的研發成果填補了多項國內空白，並主導壓鑄機國家和行業標準的起草。憑藉創新、品質、ESG 等方面的出色表現，「力勁」獲頒「香港名牌十年成就獎」、「香港工商業獎」、「深圳知名品牌」、「國際信譽品牌」、「香港 ESG 獎」等殊榮。

LK

After over 40 years of unremitting efforts, LK has become the world's largest die-casting machine manufacturer, China's top five injection molding machine manufacturer, and a CNC machining centre manufacturer with comprehensive solutions. It has established 10 modern production bases in Shenzhen, Shanghai, Ningbo, Taiwan, Italy, etc; and was listed on the Hong Kong Stock Exchange in 2006. With a strong technical team of over 200 members, the Group has achieved fruitful R&D results that help plug domestic technology gaps, and it also took a leading role in the formulation of national and industry standards for die-casting machines. By dint of outstanding performance in respect of innovation, quality and ESG, LK has garnered numerous recognitions, including "Hong Kong Top Brand Ten Year Achievement Award", "Hong Kong Awards for Industries", "Shenzhen Famous Brand", "Trusted International Brand" and "Hong Kong ESG Award".





二零二三年品牌選舉得獎名單

List of 2023 Brand Awards Winners

香港名牌選舉 Hong Kong Top Brand Awards



香港名牌十年成就獎
Hong Kong Top Brand Ten Year Achievement Award



B.Duck
B.Duck

森科產品有限公司
Semk Products Ltd

主要產品：家居用品、浴室用品、文具、玩具、服裝
Main Products: Household Products, Bathing Products, Stationery, Toys, Clothing



中大捲閘
Chung Tai Roller Shutters

中大捲閘有限公司
Chung Tai Roller Shutters Co Ltd

主要產品：防火捲閘、安防捲閘、透明捲閘
Main Products: Fired-rated Roller Shutter, Security Roller Shutters, Transparent Roller Shutters



巨浪大切
巨浪大切

僑豐行有限公司
Kiu Fung Hong Ltd

主要產品：零食(薯片、薯條、蝦餅、紫菜)
Main Products: Snacks (Potato Chips, French Fries, Shrimp Cracker, Seaweeds)



攝達
Citracium

全球藥業有限公司
The International Medical Co Ltd

主要產品：食用保健產品(女士鈣、強效骨固靈、納豆通血管、泌尿適)、靜脈護理滾珠啫喱
Main Products: Healthcare Dietary Supplements (Ladies Formula, Joint Flex, Blood Vessel Health, Urobiotic), Leg & Vein Massage Gel



可可貝妮
CoCoBerry

可可貝妮雪糕有限公司
CoCoBerry Ice-Cream Ltd

主要產品：球型雪糕、雪糕杯、桶裝雪糕、雪糕、乳酪雪糕甜筒
Main Products: Ball-shaped Ice Cream, Ice Cream Cup, Ice Cream Tub, Ice Lolly, Yogurt Ice Cream Cones



歌婷
Cottex

澳洲歌婷國際有限公司
Cottex Australia International Ltd

主要產品：床上用品、枕頭、床褥
Main Products: Bedding, Pillow, Mattress

澳至尊

澳至尊
澳至尊

澳至尊國際控股有限公司
AUSupreme International Holdings Ltd

主要產品：藍莓護眼至尊、深海魚油丸、關節至尊、蜂膠丸、溶脂瘦身菌
Main Products: Super Eye Care, Omega-3, Super Joint, Propolis, Slimming Biotic



皇冠牌
Crown CGS

皇冠爐具(集團)有限公司
Crown Gas Stoves (Holdings) Co Ltd

主要產品：台式燃氣煮食爐、嵌入式燃氣煮食爐、卡式爐、熱水爐、燃氣飯煲
Main Products: Gas Cooking Range (Hotplate, Built-in), Portable Cassette Cooker, Water Heater, Gas Rice Cooker



波仔
Eat East

陽光一代有限公司
Sun Generation Ltd

主要產品：冷凍快餐、冷藏快餐、冷藏食品(小吃、湯、糖水)
Main Products: Frozen Ready-made Meal, Chilled Ready-made Meal, Chilled Food (Snack, Soup, Chinese Dessert)



好棧
Good Point

好棧食品有限公司
Good Point Food Co Ltd

主要產品：乾貨燕窩、乾貨海味、乾貨水產食品、乾貨菌類食品、名貴藥材
Main Products: Dried Bird's Nest, Dried Sea Foods, Dried Aquatic Foods, Dried Fungus Foods, Rare Medical Herb & Material



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

主要產品：中式湯、小吃、樽裝涼茶、樽裝果味飲品、調味醬料
Main Products: Chinese Soup, Snack, Bottled Herbal Tea, Bottled Fruit-flavoured Drink, Seasoning Sauce



新力士
SUNNEX

日昇實業有限公司
Sunnex Products Ltd

主要產品：不銹鋼餐爐、電熱不銹鋼餐爐、飲料容器、咖啡暖鼎、廚具
Main Products: Stainless Steel Chafing Dish, Electric Stainless Steel Chafing Dish, Beverage Dispenser, Coffee Urn, Cookware



Tiger Family
Tiger Family

泰嘉企業公司
Tiger Enterprise Corporation

主要產品：護脊書包、斜揹包、文具收納袋、保溫袋、塑膠水樽
Main Products: Ergonomic Schoolbag, Crossbody Bag, Stationery Pouch, Thermal Bag, Plastic Water Bottle



正品
Herb Standard

正品藥業有限公司
Herb Standard Co Ltd

主要產品：食用保健產品(鹿筋骨痛丸、生長鈣、鱷肺補、肝酵素)、保健外擦劑(鱷膚油)
Main Products: Healthcare Dietary Supplements (Deer Sinew Essence, Growth Ca+ Essence, Crocodile Pro, Liver Clear), Healthcare External Analgesic (Crocodile Oil)



何濟公
Ho Chai Kung

香港何濟公藥廠有限公司
Ho Chai Kung Medicine Manufactory Ltd

主要產品：西成藥(止痛退熱散、止痛退熱片)、中成藥(杜鵑止咳露、猴棗散)
Main Products: Medicine (Tji Thung San, Analgesic Tablets), Chinese Proprietary Medicine (Azalea Cough Syrup, Hou Cho San)



瑪貝爾
MaBelle

瑪貝爾鑽飾有限公司
Ma Belle Jewellery Co Ltd

主要產品：鑽石首飾、珠寶首飾、金銀首飾
Main Products: Diamond Jewellery, Pearl & Gem Jewellery, Precious Metal Jewellery



司徠柏
STEPPER

雅視光學有限公司
Arts Optical Co Ltd

主要產品：眼鏡框(金屬、塑膠)、眼鏡鏡片(單焦點鏡片、漸進鏡片、近視控制鏡片)
Main Products: Glasses Frames (Metal, Plastic), Glasses Lenses (Single Vision Lenses, Progressive Lenses, Myopia Control Lenses)

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)



二零二三年品牌選舉得獎名單

List of 2023 Brand Awards Winners

香港服務名牌選舉 Hong Kong Top Service Brand Awards



香港仁和體檢
re:HEALTH
醫思健康
EC Healthcare

主要服務：預防醫學、體檢服務、疫苗接種、中醫普通科、零售 (食用保健產品)
Main Services: Preventive Medicine, Health Screening, Vaccination Service, Chinese Medical General Out-patient Clinic, Retail (Health Dietary Supplements)



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

主要服務：酒店住宿、餐飲、場地租賃、康樂活動、水療按摩
Main Services: Hotel Accommodation, Catering Service, Venue Rental, Recreational Activities, Spa & Massage Service



譚仔三哥米線
TamJai SamGor Mixian
群順有限公司
Vennic Ltd

主要服務：中式風味餐館
Main Service: Chinese Specialty Cuisine Restaurant



ABC Pathways School
ABC Pathways School
進協有限公司
Progress Union Ltd

主要服務：英語培訓課程
Main Service: English Training Course



保泰人壽
Bowtie

保泰人壽保險有限公司
Bowtie Life Insurance Co Ltd

主要服務：虛擬保險、健康檢查轉介服務
Main Services: Virtual Insurance, Health Check Referral Service



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
主要服務：編輯及出版、廣告、活動策劃
Main Services: Editing & Publishing, Advertising, Event Planning



大昌行電器維修中心
DCH ToolBox

太平洋行國際有限公司
Gilman Group Ltd

主要服務：家用電器安裝及維修、零售 (家用電器)
Main Services: Household Electrical Appliance Installation & Maintenance, Retail (Household Electrical Appliance)



智遊天地
E Cube Club

智遊天地 (九龍灣) 有限公司
E Cube Club (Kowloon Bay) Ltd

主要服務：派對房間、場地及設施租賃服務、遊樂設施、興趣班 (兒童發展)
Main Services: Party Room, Venue & Facilities Rental, Playground, Interest Class (Child Development)



金城
KUM SHING

金城營造有限公司
Kum Shing (K.F.) Construction Co Ltd

主要服務：土木工程、機電工程、能源及環境工程、供電網絡、電動車快充服務
Main Services: Civil Engineering, Electrical & Mechanical Engineering, Energy & Environmental Engineering, Electricity Supply Network, Electric Vehicle Charging Services



萬智印刷
MARCHE PRINT

萬智商標印刷有限公司
Marche Label & Printing Ltd

主要服務：設計及印刷服務 (商業宣傳品、文儀用品、紙袋、紙品包裝、書刊)
Main Services: Design & Printing Services (Commercial Advertising Products, Stationery, Paper Bag, Paper Package, Publication)



牛奶冰室
Milk Café

亞洲國際餐飲集團有限公司
Taste of Asia Group Ltd

主要服務：餐飲服務 (港式茶餐廳)
Main Service: Catering Service (Hong Kong-style Tea Café)



百佳超級市場
PARKnSHOP

百佳超級市場 (香港) 有限公司
PARKnSHOP (HK) Ltd

主要服務：超級市場
Main Service: Supermarket



詩連達
SLENDER

詩連達集團有限公司
SLENDER Group Co Ltd

主要服務：零售 (建築材料)、建材加工服務、設計及訂造服務 (家具)
Main Services: Retail (Building Materials), Building Materials Processing Service, Design & Tailor-making Service (Furniture)

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)



二零二三年品牌選舉得獎名單

List of 2023 Brand Awards Winners

香港新星品牌選舉 Hong Kong Emerging Brand Awards



DIREACH
DIREACH

尚華 (香港) 有限公司
CGA (HK) Ltd

主要產品：消費電子產品
Main Product: Consumer Electronic Products



東香醉
Dong Xiang Zui

浚一企業有限公司
Merge Enterprise Ltd

主要產品：食米
Main Product: Rice



Germagic
Germagic

捷和實業有限公司
Chiaphua Industries Ltd

主要產品：抗菌噴霧、抗菌搓手液、
空氣抗菌濾網貼
Main Products: Disinfectant Spray, Hand Sanitiser,
Air Disinfection Stick-On Filter



天星銀行
Airstar Bank

天星銀行有限公司
Airstar Bank Ltd

主要服務：虛擬銀行
Main Service: Virtual Banking



樋樋支付科技
BBMSL

樋樋支付科技有限公司
BBMSL Ltd

主要服務：電子支付服務
Main Service: Electronic Payment Service



EPE
EPE

雅視光學有限公司
Arts Optical Co Ltd

主要服務：零售 (配光眼鏡及太陽眼鏡)
Main Service: Retail (Optical & Sunglasses)



傾耳聽
Heari

捷成馬電子有限公司
MF Jebesen Electronics Ltd

主要產品：藍牙助聽器、無線助聽咪高峰
Main Products: Bluetooth Hearing Aids,
Remote Microphone



和橙
HK Farmer Story

信興實業國際有限公司
Shun Hing Industrial International Ltd

主要產品：橙
Main Product: Orange



Qipology
Qipology

The Big Five (HK) Ltd
The Big Five (HK) Ltd

主要產品：旗袍、唐裝、服裝配飾、手袋
Main Products: Qipao, Tang Jackets,
Accessories, Tote Bag



FreightAmigo
FreightAmigo

友貨運控股有限公司
FreightAmigo Services Ltd

主要服務：物流供應鏈解決方案及
相關金融服務平台
Main Services: Logistics Supply Chain Solutions &
Related Financial Services Platform



妙式
MUXIC

MUXIC Ltd
MUXIC Ltd

主要服務：元宇宙演唱會
Main Service: Metaverse Concert



RUD
RUD

亞洲國際餐飲集團有限公司
Taste of Asia Group Ltd

主要服務：餐飲服務 (日式燒肉店)
Main Service: Catering Service (Japanese Style
BBQ Restaurant)



Sayvour
Sayvour

Patisserie Sayvour Ltd
Patisserie Sayvour Ltd

主要產品：朱古力、曲奇、蝴蝶酥
Main Products: Chocolate, Cookies, Palmier



天大館
TDMALL

天大藥業有限公司
Tianda Pharmaceuticals Ltd

主要服務：中醫診療、傳統療法、養生保健、
遙距診症及健康管理服務
Main Services: Chinese Medicine Out-patient,
Traditional Therapy, Health Maintenance,
Tele-consultation & Health Management Service

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)



香港傑出品牌領袖獎 Hong Kong Distinguished Brand Leader Award

非凡成就 品牌典範

Excellent Role Model in Branding

「香港傑出品牌領袖獎」（簡稱「品牌領袖獎」）是主辦機構頒授的高級榮譽獎項，亦是「香港名牌選舉」及「香港服務名牌選舉」的另一項後續發展機制；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。

「品牌領袖獎」的候選人必須為香港居民，並且須擔任一個香港品牌（「候選人品牌」）的掌舵人，參與該品牌的經營管理達至少十年。同時，「候選人品牌」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。

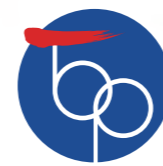
「品牌領袖獎」於2019年首次頒授，歷屆得獎者包括「李錦記」的集團主席李文達先生（2019年）、「四洲」的集團創辦人兼主席戴德豐博士（2020年）、「海馬牌」的集團主席鄒友正先生（2021年）、「中原地產」的集團創辦人施永青先生（2022年）及「力勁」的集團創辦人劉相尚先生（2023年）。



The Hong Kong Distinguished Brand Leader Award (Brand Leader Award) is an honorary award at the high level presented by the Organisers. It is also a continued development mechanism to supplement Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards. The Brand Leader 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.

To be eligible, a candidate of the Brand Leader Award should be a Hong Kong citizen, who has been at the helm of a Hong Kong brand ("Candidate's Brand" thereafter) and has brought significant influence on the development of the Brand; and he/she must have been engaged in the operation of the Brand for not less than 10 years. At the same time, the Candidate's Brand must 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.

Making debut in 2019, the Brand Leader Award was presented to Lee Kum Kee Group Chairman Mr Lee Man Tat (2019), Founder and Chairman of Four Seas Group Dr Tai Tak Fung (2020), Chairman of Seven Sea Chemicals Group Mr Wu Yau Ching (2021), Founder of Centaline Group Mr Shih Wing Ching (2022) and Founder of L.K.Group Mr Liu Siong Song (2023).



香港名牌選舉暨香港服務名牌選舉 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards

立品創名 精益求精

Branding for Excellence



「香港名牌選舉」和「香港服務名牌選舉」分別創立於1999年及2005年，旨在表彰香港公司創立的傑出品牌，激勵港商精益求精，並提升香港產品和服務的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。

「選舉」秉承「扎根香港」的定位，其參賽品牌必須在香港創立或與香港有實質的密切聯繫；而參賽公司須在香港註冊並於香港有實質業務運作，且擁有對所提交之參賽品牌的製造、銷售或經營專有權。

「選舉」主要依照六項標準進行評審，包括「知名度（香港、中國內地及海外）」、「經營特色」、「創新意念」、「品質」、「形象」、「環保、社會責任及企業管治」等；評審程序由「專家評議」、「公眾投票」和「實地審核」等三個環節組成，全面而深入地評估品牌的整體表現。主辦機構更透過「香港名牌標識（TOP 嘜）計劃」，以准許證制度評估和認可品牌得獎後的持續發展。

經過多年的努力，「香港名牌選舉」和「香港服務名牌選舉」累計的得獎品牌已達430個；成為備受業界推崇和政府認同的一項殊榮，亦是香港市民和海外消費者心目中象徵名望和優質的信心標誌，更是一個推廣、支援和提升香港品牌的獨特平台。

Established in 1999 and 2005 respectively, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards aim to give recognition to outstanding brands established by Hong Kong companies, to encourage local enterprises to pursue excellence, to promote Hong Kong products and services, and to enhance the profile of Hong Kong industries both locally and internationally.

With a positioning of "rooted in Hong Kong", the Awards have set it as an eligibility requirement that entries must be established in Hong Kong or have substantially close associations with the territory. Besides, the entry company should have been registered in Hong Kong and have substantive business operation locally, and it should possess exclusive rights to fully control the production, distribution or other operational activities under the entry brand.

Entrants have to go through a rigorous and comprehensive vetting process that combines "Panel Review", "Public Polling" and "On-site Assessment"; and the judging is primarily based on six criteria, namely "Reputation (Hong Kong, Mainland China and Overseas)", "Distinctiveness", "Innovation", "Quality", "Image", as well as "Environmental Performance, Social Responsibility and Corporate Governance". The Organisers have also introduced a licensing system, i.e. "Hong Kong Top Brand Mark (TOP Mark) Scheme" to assess and recognise the continued development of the Awardees.

With the cumulative number of Awardees reaching 430, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards have nowadays become a cachet pursued by the industries and recognised by the Government, a symbol of confidence cherished by our citizens and overseas consumers, as well as a unique platform to promote and foster Hong Kong brands.

「品牌領袖獎」設計意念

「品牌領袖獎」的專用標誌由吳秋全先生擔任名譽設計顧問；以星雲迸發、流光炫動的意象襯托、重構「香港卓越名牌」標誌，營造出祥雲迴繞、彩帶飄揚的型態，寓意叱吒風雲的氣度、騰霄昂壘的成就與非凡地位。

Design Concept of "Brand Leader Award"

The logo of Brand Leader Award was designed by the Honorary Advisor Mr Charles Ng. It is a glittering re-definition of the Hong Kong Premier Brand Mark, drawing inspiration from a splendid nebula explosion, a swirling auspicious cloud and fluttering ribbons. It denotes power, influence, and remarkable accomplishment.



「香港名牌標識」設計意念

「香港名牌標識」的設計顧問為新埭強先生，標識以豐潤飽滿的圓點，形如一擲千鈞的印章，內嵌英文「TOP」字，寓意傑出超群；又隱含「b」字，正是「名牌」(Top Brand)的縮寫。「普通標識」以紅、藍原色為主；「卓越標識」採用金色，象徵高貴尊尚，更有金漆招牌之形意。

Design Concept of "Hong Kong Top Brand Mark"

The "Top Mark" was designed under the supervision of Mr Kan Tai Keung. The Mark is mainly a combination of a seal and a "TOP", signifying authority, credential and prominence; the letters "T" and "O" are tangential to make up a letter "b", which together imply "Top Brand". The Ordinary Mark is in primary blue and red, while the Premier Mark is gold in colour to signify prestige and superiority.





香港名牌十年成就獎暨 香港服務名牌十年成就獎

Hong Kong Top Brand Ten Year Achievement Award & Hong Kong Top Service Brand Ten Year Achievement Award

十年卓越 一路領先 Salute to the First and Best in Branding



「香港名牌十年成就獎」及「香港服務名牌十年成就獎」（簡稱「十年成就獎」）分別是「香港名牌選舉」及「香港服務名牌選舉」屬下的榮譽獎項；旨在表彰於品牌創建方面作出持續努力並取得傑出成績的香港品牌。

「十年成就獎」的參加品牌必須是「香港卓越名牌」或「香港卓越服務名牌」的得獎者，而且首次獲獎的歷史不少於 10 年；其評審標準主要參考三個方面，包括業務表現與成績、品牌策略與管理、以及對行業和社會的貢獻。

至今，分別有 45 個及 15 個品牌榮獲「香港名牌十年成就獎」及「香港服務名牌十年成就獎」。

The Hong Kong Top Brand Ten Year Achievement Award and Hong Kong Top Service Brand Ten Year Achievement Award (Achievement Award) are honorary awards under the Hong Kong Top Brand Awards and the Hong Kong Top Service Brand Awards respectively, aiming to commend Hong Kong brands for having demonstrated persistent commitment to branding and having sustained outstanding performance for years.

To be eligible, a candidate of this honorary award should be a winner of Hong Kong Premier Brand or Hong Kong Premier Service Brand, and has been conferred the title of Hong Kong Top Brand or Hong Kong Top Service Brand for at least ten years. The assessment is conducted based on three sets of factors, including Business Performance and Track of Success, Brand Strategies and Management, and Contribution to Industries and Society.

To date, 45 product brands and 15 service brands have become laureates of Hong Kong Top Brand Ten Year Achievement Award and Hong Kong Top Service Brand Ten Year Achievement Award respectively.



「十年成就獎」設計意念

「十年成就獎」的專用標誌由吳秋全先生擔任名譽設計顧問；以「香港卓越名牌」的標誌（靳埭強先生於 2004 年設計）和代表一流、領先的「1」字嵌合而成「10」字形輪廓，寓意「十年卓越，一路領先」。

Design Concept of "Ten Year Achievement Award"

The logo of Ten Year Achievement Award was designed under the guidance of the Honorary Advisor Mr Charles Ng. Taking the shape of Arabic numeral 10, it is a seamless combination of the Hong Kong Premier Brand Mark (designed by Mr Kan Tai Keung in 2004) and the number 1, which literally implies "the first" and "the best".



香港新星品牌選舉暨 香港新星服務品牌選舉

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

為品牌創業者喝采加油

Lauding our "Brand Entrepreneurs"



「香港新星品牌選舉暨香港新星服務品牌選舉」（「新星選舉」）遴選由香港公司創立、年資不超過八年的新興品牌，旨在鼓勵業界特別是中小企業銳意進取，透過創建品牌提升香港產品及服務的附加價值和競爭能力。主辦機構亦希望「新星選舉」能夠喚起社會對「品牌創業者」的重視，推動香港品牌文化的建立。

「新星選舉」的參賽品牌必須在香港創立或與香港有實質的密切聯繫；評選程序包括「專家評議」和「實地審核」，評審標準為「知名度（香港、中國內地及海外）」、「經營特色」、「創新意念」、「品質」、「形象」、「環保、社會責任及企業管治」等六項。

自 2010 年創立以來，「香港新星品牌選舉暨香港新星服務品牌選舉」已連續舉行十四屆，累計得獎品牌 162 個，展示了香港品牌發展的又一道亮麗風景線。

The Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards (Emerging Awards) give recognition to up-and-coming young brands aged under 8 years, with an aim to encourage the industries especially SMEs to embrace an enterprising spirit and to enhance the value-added attributes and the competitive edge of Hong Kong products and services through brand-building. The Organisers also hope that the Emerging Awards would give a boost to "brand entrepreneurs", thus helping to foster a branding culture in Hong Kong.

The Emerging Awards are open for brands that are established in or have substantially close relations with Hong Kong. There are six judging criteria namely "Reputation (Hong Kong, Mainland China and Overseas)", "Distinctiveness", "Innovation", "Quality", "Image", as well as "Environmental Performance, Social Responsibility and Corporate Governance"; and the final decision is based on "Judging Panel Review" with the results of "On-site Assessment" taken into consideration.

Since 2010, 162 young brands have been selected as winners of the Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, demonstrating a new horizon of Hong Kong's brand development.



「香港新星品牌標誌」設計意念

「香港新星品牌標誌」由吳秋全先生擔任名譽設計顧問。標誌的主體為一顆從「H」字背後嶄露頭角的彩星，象徵著蓄勢而發、光芒初綻；星號更幻化成「K」字，令整個構圖呈現「HK」字形輪廓，寓意扎根香港，向無限空間進發；標誌採用品牌局徽號的紅藍原色，輔以金色光束，盡顯專業、莊重、活力澎湃。

Design Concept of "Hong Kong Emerging Brand Logo"

"Hong Kong Emerging Brand Logo" was designed by the Honorary Advisor Mr Charles Ng. It features a splendid star emerging from the back of letter "H" to symbolise "enterprising" and "promising". The asterisk also takes the shape of letter "K" to make the logo a perfect incarnation of "HK", implying "originating from Hong Kong" and "reaching out to new horizons". The Logo inherits the primary red and blue from the BDC's corporate colour, which together with a touch of shining golden signify "dignity", "professionalism" and "vitality".



香港名牌標識 (TOP 嘜) 計劃

Hong Kong Top Brand Mark Scheme

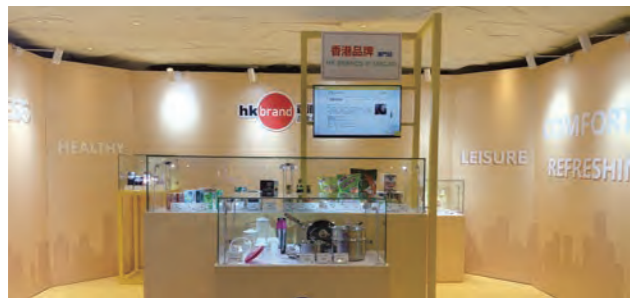
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香港品牌發展局和香港中華廠商聯合會自 2004 年起推行「香港名牌標識 (TOP 嘜) 計劃」，透過規範化的審核和授權制度，對「香港名牌選舉」及「香港服務名牌選舉」的得獎品牌進行覆審和監管。

參加「計劃」的歷屆得獎品牌每年須按照產品或服務類別接受主辦機構的審核評估，以辦理准許證的簽發和續牌手續。合格者可獲准使用特別設計的「香港名牌標識 (TOP 嘜)」進行商業推廣，以方便消費者識別這項香港引以為傲的優質和信心之選。

目前獲得「香港名牌標識 (TOP 嘜) 計劃」核准的「香港名牌」及「香港服務名牌」已近 300 個。



Jointly organised by the BDC and the CMA since 2004, the Hong Kong Top Brand Mark (TOP Mark) Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognise the sustainable achievement in branding of Hong Kong companies.



An applicant, who by legitimacy should be a winner of Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, has to go through an annual On-site Assessment that is conducted on the basis of product/service category. And it would, after successful completion of due registration and review process, be conferred a licence and entitled to use "Hong Kong Top Brand Mark (TOP Mark)", a distinctive visual identity, for business promotion.

Currently, the Scheme has some 300 registered brands under its aegis.

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



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物業管理公司牌照號碼: C-310394

恒益物業管理有限公司(「恒益」)為恒基兆業地產集團成員公司，於1974年成立，本著與時並進的宗旨，提供最優質專業的資產管理服務，不斷創新，努力為業戶提升生活環境質素，為物業及設施增值。

Hang Yick Properties Management Limited ("Hang Yick"), a member company of Henderson Land Group, was established in 1974. Adhering with the objective of "growing with society", aiming to provide professional and superior property management service to our prestigious customers, at the same time enhance the living and environmental quality, infuse value-added services to all properties.



H H-PRIVILEGE LIMITED
尊家管業有限公司

物業管理公司牌照 (C-595978)

尊家管業有限公司於2013年成立，專責為恒基兆業地產集團發展之「The H Collection」系列高尚住宅，提供優質管理。短短數年已於業界嶄露頭角。「The H Collection」標榜生活品味，融匯多功能會所，車場及商店，為都市人提供完善生活配套，營造理想家居；以「時尚生活」理念加入創新元素，為業戶提供尊尚及先進智能管理；以別出心裁的增值服務，提升業戶生活及環境素質。

H-Privilege Limited established in 2013 taking care of the Group's luxury residential series - 'H Collection' promoting a high quality of living, a comprehensive lifestyle to residents. With the all-round clubhouses, car parks and shopping malls, the Collection premises aim to provide a dream home to all residents.

To make a difference, 'H-Collection' also integrates innovative elements into the living environment, offering smart and diversified value-added services in order to enhance the overall living environment and quality.



WELL BORN 物業管理有限公司
Real Estate Management Limited

恒基兆業地產集團成員公司 A Member of Henderson Land Group

物業管理公司牌照 (C-722645)

偉邦物業管理有限公司(「偉邦」)為恒基兆業地產集團成員公司，於1996年創立，為集團發展的豪宅物業、大型屋苑、停車場提供卓越管理服務。「偉邦」恪守「互動服務 攜手進步」的理念，以嚴謹的紀律和專業迅速崛起，成為香港最優質物業管理品牌之一。「偉邦」不只為客戶管理物業，而是與他們共建理想家園。

Well Born Real Estate Management Limited ("Well Born"), a member company of Henderson Land Group, was established in 1996. Upholding its management philosophy, "Interactive Services for Quality Management", and conduct its business with uncompromising discipline and pace. Well Born has become one of the best real estate management brands in Hong Kong since its inception a decade ago. Well Born does not only manage properties for client; it builds an ideal home with them together.

MSS

宏力保安服務有限公司
Megastrength Security Services Co., Ltd.



宏力保安服務有限公司(「宏力」)於1995年成立，為恒基地產集團全資附屬公司，與「恒益」、「偉邦」、「尊家」同隸物業管理部。「宏力」旨在提供全面的世界級保安服務，客戶來自各私營和公營機構，涵蓋甲級物業以及跨國企業組織，是香港首屈一指的保安公司。「宏力」除預估潛在風險外還致力減除威脅，為客戶提供額外的保護。

Megastrength Security Services Co. Ltd. ("MSS") is a wholly-owned subsidiary of the Henderson Land Group established in 1995, belonging to the Property Management Department together with Hang Yick, Well Born and H-Privilege. MSS offers a wide range of world-class security services with a clientele from various private and public sectors, and manages a portfolio of over a hundred security contracts mainly covering Class A properties and multi-national enterprises and organizations which is one of the top-listed security companies in Hong Kong. MSS is committed to providing protection on top of security, by mitigating against threats over the risks to give clients greater peace of mind.





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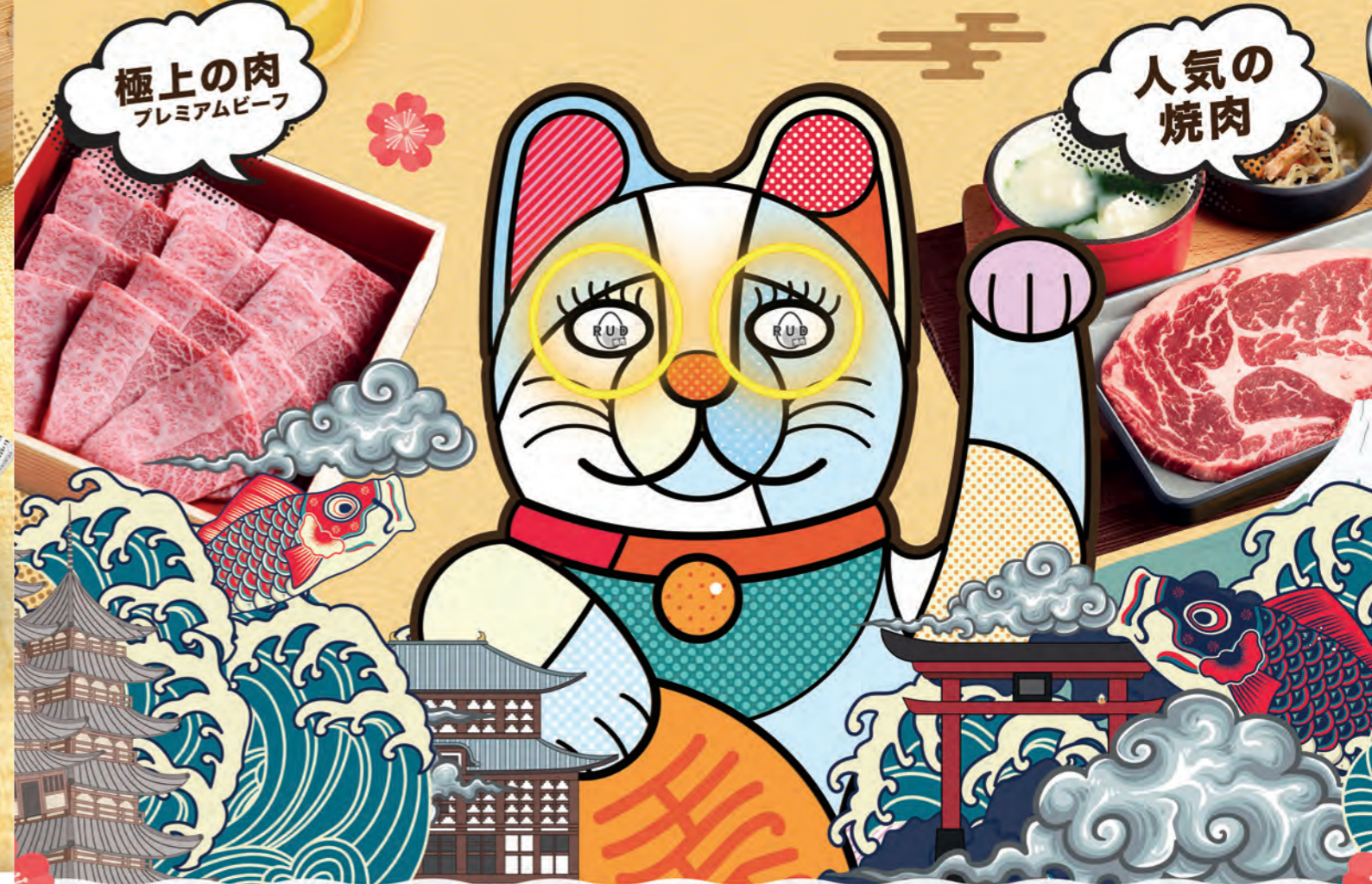
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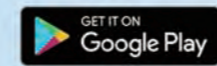
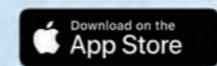
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香港品牌發展局簡介

About the Hong Kong Brand Development Council

香港品牌發展局（品牌局）創立於 2005 年，是由香港中華廠商聯合會（廠商會）牽頭成立、按「市場主導、政府促進、社會支持」模式組建的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提高香港品牌的知名度、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交流和合作；現擁有公司會員逾 400 家。



品牌局從全局性層面倡議和推進香港品牌的整體發展策略，並發揮統籌和協調的角色，力求成為香港品牌發展的領航旗艦。除了積極敦促、協助政府政策的制定和執行之外，品牌局更活躍於品牌評審、認證、推廣、培育、研究、交流和國際合作等各個領域，以多元化的服務為香港品牌構築一站式的支援平台。

近年，品牌局身體力行，帶領企業參加在本港和國內的各種展覽和推廣活動；先後於內地多個城市舉辦聲勢浩大的「香港品牌節」系列活動以及「香港·進·品牌大灣區」等項目；並與廠商會聯合創辦「ESG 約章」和「香港 ESG 獎」，進一步彰顯其在推廣香港品牌集體形象以及助力本地業界邁上可持續發展之路的積極角色。

品牌局的標誌性活動

- 香港名牌選舉、香港服務名牌選舉
- 香港新星品牌選舉暨香港新星服務品牌選舉
- 香港傑出品牌領袖獎
- 香港名牌標識 (TOP 嘜) 計劃
- 香港製造標識 (Made in Hong Kong 嘜) 計劃
- 「香港品牌名冊 (Brand HKiD)」登記制度
- 中小企品牌群策營
- 《香港名牌巡禮》刊物
- 品牌管理證書課程
- 「香港品牌節」推廣活動
- 「香港·進·品牌大灣區」項目
- 合辦「ESG 約章」計劃
- 合辦「香港 ESG 獎」

網址 Website: www.hkbrand.org
查詢電話 Enquiry Hotline: (852) 2542 8634

Initiated by the Chinese Manufacturers' Association of Hong Kong in 2005, 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. The Council currently has a strong membership with over 400 companies. For years, the BDC has been committed to promoting Hong Kong brands and products, advocating innovation and creativity, fostering an environment conducive to brand-building, and enhancing exchanges and cooperation among companies in regard to branding.

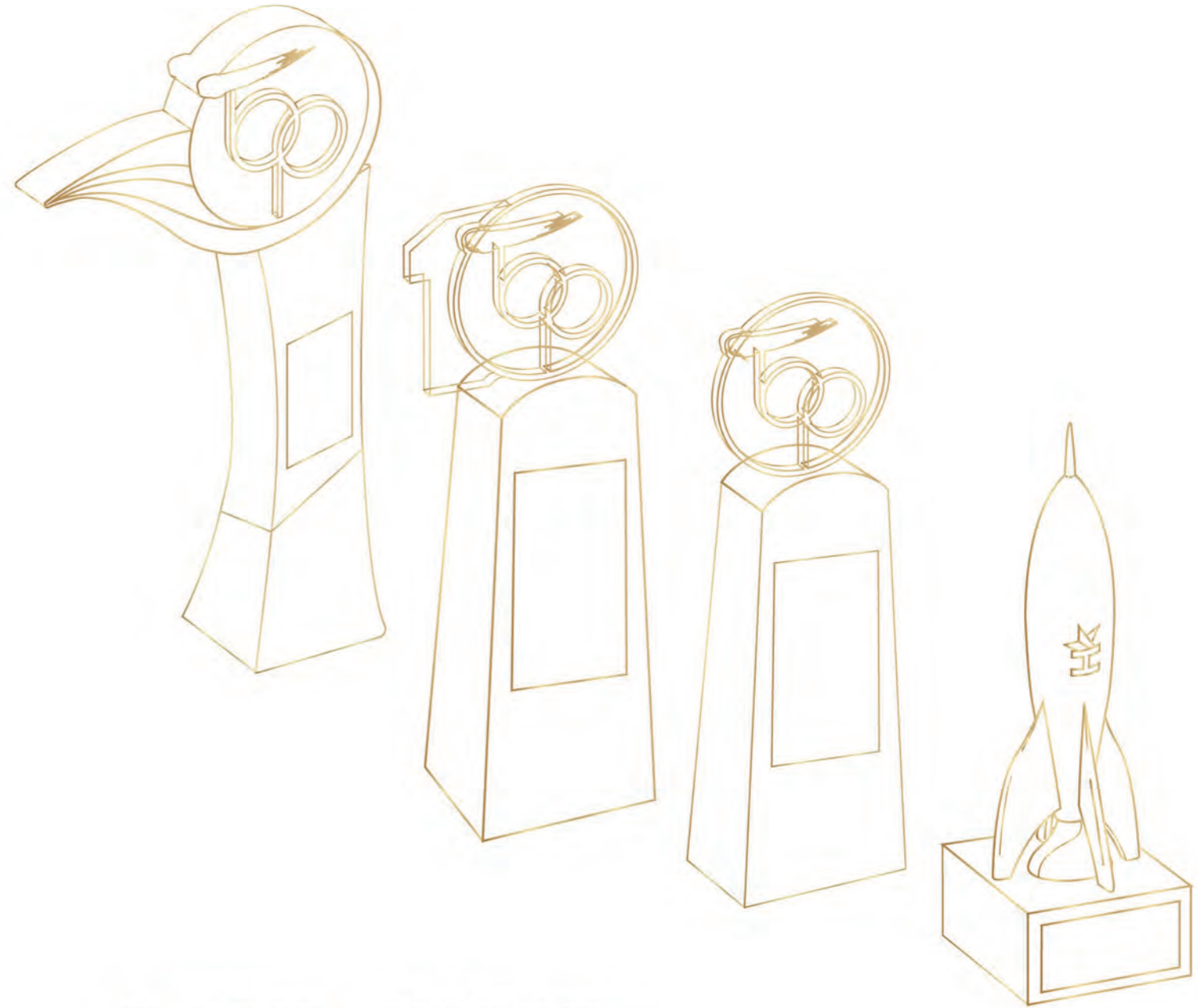
The BDC has set itself the task of becoming a flagship to lead the way in Hong Kong's brand development, being a driver for the pursuit of an overall strategy, a facilitator for the formulation and implementation of related policies, and a one-stop service platform to support Hong Kong brands. The Council has been playing an active role in every key area, sharpening its leadership in brand accreditation, certification, promotion, nurturing, research, exchanges and international cooperation.

The BDC has been actively participating in various exhibitions, product showcases, and other promotional events, both domestically and across the border; and it took the lead in implementing large-scale serial activities under the banner of "Hong Kong-IN-Brand Greater Bay" and "Hong Kong Brand Festival" in major Mainland cities. These, together with the "ESG Pledge" Project and the "Hong Kong ESG Awards" organised jointly with the CMA, have further strengthened BDC's pivotal role as a promoter for the collective image of Hong Kong brands and an enabler to give local enterprises a leg up on the road to sustainable development.



Some of the BDC's major activities

- Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards
- Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards
- Hong Kong Distinguished Brand Leader Award
- Hong Kong Top Brand Mark (Top Mark) Scheme
- Made in Hong Kong Mark (HK Mark) Scheme
- Hong Kong Brand i-Directory (Brand HKiD) Registration System
- SME Branding Club
- "The Parade of Hong Kong Top Brands" Booklet
- Executive Certificate in Brand Management
- "Hong Kong Brand Festival" Promotion Activities
- "Hong Kong-IN-Brand Greater Bay" Project
- Co-organise the "ESG Pledge" Scheme
- Co-organise the "Hong Kong ESG Awards"



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

香港品牌發展局

Hong Kong Brand Development Council

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

