



## 廠商會營商致勝系列 - 廣州動漫網購考察團

日期：5月8日（星期五）

時間：8:00am-8:00pm

費用：會員：\$480/位\* / 非會員：\$600/位（包括來回專車及午膳費用）

\* 上述團費已由本會資助部份費用

查詢：姚小姐 2542 5765

香港工業再展翅 · 締造輝煌新一頁



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



5+  
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# CMA

# Monthly Bulletin

四月號 April Issue 2015

## 嶄新市場營銷學「行銷 3.0」的震撼力

### The Power of "Marketing 3.0", a Brand New Concept in Marketing

公關這一門行業很特別，因經常要與不同公司高層及市場部同事，策動一次又一次的營銷策略。而令人最興奮的，莫過於在計劃推出後，得到市場正面的迴響。

Public relation (PR) is a very special profession because practitioners need to make marketing strategies together with senior managers and coworkers from the marketing department of the company. The most exciting moment in PR is to receive a positive response from the market after the launch of a plan.



#### 為什麼要「公關」？

商業社會上，其實每個人都是公關，大家會悉心為自己包裝，盡力將自己的個人價值提升。不過當一件產品或一項服務建構成一個公關項目，並非簡單兩句便能夠自動執行起來。公關涵蓋範圍廣，其實公關不是（不只是）「推銷」產品，而是要目標客戶（Target user）及利益相關者（Stakeholders）更了解其品牌價值（Brand Value）。更重

要的是，公關不只是創造品牌價值（Create Value），更要附加價值（Attach Value）予品牌上。

#### 從概念到實踐

像國際品牌 Double A 公司為例，她就正是以上所述的佼佼者，成功為品牌增添附加價值。於 2014 年，Double A 籌劃了一項跨年度的市場推廣活動，由前期工作至對外公佈，資料搜集及文件批示等程序，足以看到國際品牌廣闊的宏觀和細緻考慮，亦充份體現到一個品牌如何把概念付諸實行；有好的概念，就必須要將其形象化，讓目標受眾「看得見」。

#### 市場營銷新方向

Philip Kotler 於廣受業界推崇的市場營銷學新書《Marketing 3.0》中提到，現時市場營

銷已進入 3.0 時代。甚麼是 Marketing 3.0? 就是講求企業價值及社會責任，令消費者在付款之際，「亦可做到關心疾病、弱勢社群及環境」，企業從而建立品牌「3-i」，即 **Identity**（品牌身份）、**Integrity**（品牌信譽）及 **Image**（品牌形象）。

Double A 是被現代營銷學之父 Philip Kotler 教授讚賞為實踐 Marketing 3.0 的代表，奉行此新營銷策略概念，他們向 150 萬名泰國農民提供補貼種樹來造紙，又用雨水灌溉、用木屑發電，提升白紙價值之餘，同時為品牌添加社會價值，締造雙贏。而 Double A 亦以此為其品牌造勢，將概念形象化，透過傳媒採訪、Roadshow 及大型活動把信息傳播開去，提升品牌正面形象，達至營銷的最佳效果。

# BRAND

# REPOSITIONING

## 正確定位 創造「三贏」

品牌作用、方向及消費者心理絕對是影響企業決策的重要因素，這些因素也是品牌定位的依據。隨著市場狀況變化、消費者對商品愛好的轉向，企業應對品牌態勢進行調整，如改變產品的品質、包裝、設計配方等。為此，企業應當考慮品牌重新定位的收益、風險等情況。品牌重新定位是企業適應經營環境、市場競爭的需要，也是企業實施經營戰略的需要。通過重新定位，企業及其產品在消費者心目中的形象便得以改變，能夠使企業獲得更大的營運力，創造消費者、企業、社會的「三贏」局面。

## Why "Public Relation Practitioners" are Needed?

In the business world, everyone is a PR practitioner because they will fully prepare their clients for the expected goals. However, a PR project cannot be easily implemented if it involves a product or service. PR covers a wide range of services. It aims not (only) to "promote" products, but also to further familiarize the target users and stakeholders with the brand value. What is more important is that PR not only creates brand value, but also attaches more value to the brand.

## From Concept to Practice

Take the worldly-known company Double A as an example. As an excellent performer in PR, it has successfully attached more value to the brand. In 2014, Double A planned a cross-year marketing campaign. From preliminary work to its release to the outside world, from information collection to the confirmation of documents, this well-known company fully demonstrated its broad vision and careful consideration, and showed how it turned its concept into practice. A good concept must be visualized in order to be "visible" to the target users.

## New Direction of Marketing

In Marketing 3.0, a new book widely applauded in the field of marketing, Philip Kotler said that nowadays, marketing had entered its 3.0 era. So what is Marketing 3.0? It focuses on corporate value and social responsibility, and tries to raise consumers' concern over "diseases, vulnerable groups and the environment" when making their payment. By doing this, enterprises are able to build up a "3-I" concept for their own brands, which are Identity, Integrity and Image.

Double A is regarded as an Icon of Market 3.0, whose practice is greatly appreciated by Dr. Philip Kotler, the father of modern marketing. By following the new concept of marketing, Double A subsidized 1.5 million farmers in Thailand so that they could plant more trees. Water used in irrigation comes from the rain, and sawdust from trees can be further used in electricity generation. In this process, the company managed to get a win-win result of attaching more value to white paper and creating more social value for its brand. In addition, Double A also strengthened and visualized the brand, and managed to disseminate information through interviews, road shows and other large-scale activities, which improved the positive image of the brand and created the best market effect.

## Right Positioning and "Triple-Win" Result

Brand impact, brand direction and consumers behavior are crucial factors that are influencing companies' decision making, as well as the indication of brand positioning. With the change of the market and consumers' preference, enterprises should adjust their branding strategies accordingly, such as adjusting its quality, packaging, design and formula. However, enterprises should also consider the possible impact induced. Repositioning is a good way for the enterprises to adapt the fast changing environment and remain competitive. It is also important for implementation of marketing strategies. Through repositioning, companies could change the image among consumers, enhance the operation, and create a triple-win result among consumers, companies and the society.

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廠商會會員  
服務熱線

2851 1555

# 行業委員會主席專題訪問 — 食品製造業黃偉鴻主席

*Interview with Chairman of Industrial Committees - Mr. Wong Wai Hung, Ellis, Food & Beverage Products*

## 勇往直前的商場賽車手

*A Smart Racing Driver in the Business Market*



**要**數本港最受歡迎的零食品牌，相信不少人立刻聯想到 EDO 或旗下的「巨浪大切」，其推出的餅乾、薯片，以至各類零食系列，在市場上一直保持著領導者的地位。這個零食王國的掌舵人，亦即今期專訪主角 - 食品製造業黃偉鴻主席，原來年青時熱愛賽車，更將賽車精神融入品牌的經營理念，多年來馳騁商場，創出自己的一片天空。

成立於 1965 年的僑豐行有限公司，最初只是從事批發、零售包裝涼果。至 1996 年，黃氏在機緣下洞悉到市場存在著對講求健康、進食方便、獨立包裝的餅乾製品有殷切的需求，為了帶給市場一個全新感受，於是大膽創立了 EDO 這品牌。由於定位及市場策略運用得宜，新產品旋即大受消費者歡迎，為公司奠下鞏固的基礎。

黃氏認為，經營生意就如賽車，落場要放膽拼搏才有機會爭勝，但是只有膽量並不足夠，還需講求駕駛技術，車手要懂得收放自如才可以超越對手，勝出錦標。放諸於商場上，就等如企業領導者必須掌握經營之道，要為產品制定清晰的市場定位和市場策略，並要有持續發展、創新和精細化的毅力，讓消費者時刻保持對品牌的期待，這樣產品及品牌週期才不停延長，邁向成功。

就是本著要令品牌持續改進和更加精細化的理念，EDO 於 2009 年創立了「巨浪大切」品牌，提供以薯片為主的零食項目，整個品牌性格均邁向優閒、歡樂、自由、活力滿盈。由於定位準確，迅速攻陷年青人市場。

在管理哲學上，黃氏又自行創立了三「S」管理理念，就是：Seek(尋)、Solutions(解)及

Self Criticism(思)，意思是先懂得尋找問題的核心與定位，從而制定多個解決方案，最後需不斷反思成效，令品牌持續向前。

而作為本會行業委員會主席，他勉勵同業應努力轉變經營模式，建立自己的品牌，保持競爭力。此外，他認為本會規模龐大，服務類型多元化，例如香港品牌發展局是協助會員建立品牌的優越平台，會員應多加善用及參與；他亦會致力籌辦各類同業活動，加強彼此之間的聯繫，協助會員作進一步發展。

最後，談及公餘時有何喜好，原來黃主席除了酷愛賽車外，亦醉心太極，認為有助調和身心，藉此減壓和保持強健體魄。



**M**ost people will associate EDO or its sub-brand EDO Pack with Hong Kong's most popular brands of snacks because snacks like biscuits and potato chips produced by the company have always been playing a leading role in their respective field. The leader of this snack kingdom and important interviewee of today's special interview is one of the Chairmen of CMA Industrial Committees Wong Wai Hung, Ellis who has been working on food and beverage products. He was fond of car racing when he was young and then injected this kind of car racing spirit into his business operation, through which he managed to make some great achievements in his business.

Established in 1965, Kiu Fung Hong Co. Ltd. was only engaged in the wholesale and retail business of packaged preserved fruit in its early period. In 1996, Wong realized the market's great demand on healthy, convenient and individually packaged biscuits, so he boldly created EDO at that time in order to add some brand-new experience to the market. Thanks to his proper market orientation and strategy, the new products received great popularity among consumers, which laid a solid foundation for the company.

In Wong's view, doing business is just like car racing, both of which need bravery and great efforts. However, bravery is not everything. If you want to beat your rivals and win the champion, you must also learn to adopt

flexible strategies in different situations. The same case is with doing business. Business leaders must master proper skills in business operation. They must have a clear market orientation, a wise market strategy and the perseverance to keep developing the company, innovating and streamlining all the business process. In addition, they should also try to arouse consumers' expectation with different products, through which their products and brands can never meet the end of a business cycle and continue to move toward success.

According to the concept to continue to improve the brand and streamline the business, EDO established EDO Pack in 2009 which mainly produces potato chips. The series of products fully represent the brand's concept of relaxation, happiness, freedom and vitality. Finally, the market of the young was immediately conquered thanks to the brand's precise market orientation.

In terms of managerial philosophy, Wong created a managing concept of "3S", namely Seek, Solutions and Self Criticism, which means that when facing a problem, a company should first Seek its core reason and market orientation, then find different Solutions from different aspects, and finally continue to push forward the brand through effective Self Criticism.

As Chairman of Industrial Committees, he encourages his peers to try to change their business model and establish their own brands in order to maintain competitiveness. In addition, he regards CMA as a large-scale platform that provides diversified services, such as The Hong Kong Brand Development Council which assists CMA members to establish their own brands, so CMA members should take this advantage and actively participate in it. Moreover, he will also organize more activities among different industries in order to strengthen their ties with one another and facilitate their development.

In the end, when asked about hobbies, Chairman Wong said he also liked tai chi besides car racing, because he thought that tai chi could help him remain physically and mentally healthy and reduce pressure.





# 財富得來不易， 您應如何善用？

今天的市場越來越難以預測。即使最保守的投資組合，如果缺乏專業的管理及調整，都會受市場不穩定因素影響。我們的財富規劃團隊，會透徹地了解您的投資目標，從而為客戶提供長遠保障。

**讓我們為您解答並提出方案。**請致電+852 2971 8888，或登入[ubs.com/make-a-plan-hk-tc](https://ubs.com/make-a-plan-hk-tc)，打開財富管理新一頁。



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# 創新科技署資助科研項目系列 ( 十四 ) : 一站式胸杯生產流程改善方案

*Scientific research funded by Innovation and Technology Commission – xiv:  
Total Solution for Bra Cup Manufacturing Process*



自動物料裝卸配置胸杯生產設備 Automatic Loader for Bra Cup Molding Machine  
三維胸杯膠殼激光切割系統 Master Cone 3D Laser Cutting System

女士選購胸圍，特別講求舒適稱身。傳統胸杯的生產流程繁複，既涉及大量人手且工序重複，浪費人力和時間，而且由人手剪裁的胸杯質量欠缺穩定性，以致廢品率高。針對以上問題，香港生產力促進局（生產力局）應用先進的 CAD/CAM 技術，為胸杯製造商提供一站式生產流程改善方案，減少勞工密集工序，提升生產效率及產品質素，並長遠減輕人力成本。

一站式胸杯生產流程改善方案由兩部分組成，包括：

- i) 由創新及科技基金 - 香港紡織及成衣研發中心資助研發：
  - 自動物料裝卸配置胸杯生產設備
  - 智能型多滾筒帶膠水貼合系統
- ii) 由生產力局自資研發：
  - 雙面同步激光胸杯專用掃描系統
  - 三維胸杯膠殼激光切割系統
  - 快速胸杯模加工技術
  - 無泡半成形鑄鋁模胚

有關改善方案已廣泛應用於胸杯行業中，商品化項目超過 50 個。

### 特點

- 節能近 40%
- 節省鋁料近 50%
- 降低廢品率近 40%
- 縮短胸杯模加工時間近 50%
- 總生產效率提高近 100%

### 應用範圍

胸杯設計、製造、加工及品質監控。

對此項技術有興趣的會員，可聯絡資料提供機構 - 香港生產力促進局。

Lingerie is the second skin for women so comfort and perfect fit are essential. Traditionally, making a bra cup involves complicated and repetitive manual procedures, which are both labour intensive and time consuming, resulting in high scrap rates and inconsistent product quality. To address the problem, the Hong Kong Productivity Council (HKPC) developed a total automation solution for bra cup manufacturers based on CAD/CAM technology. By optimizing the production process, the solution helps manufacturers improve productivity and product quality, while reducing labour costs.

**Total solution for bra cup manufacturing process consists of two parts, including:**

- i) **Development under ITF through the Hong Kong Research Institute of Textiles and Apparel (HKRITA):**
  - Automatic Loader for Bra Cup Molding Machine
  - Smart Multi-Adhesive-Carrying-Rollers Lamination System
- ii) **In-house development by HKPC:**
  - Double-sided Laser Scanning System

- Master Cone 3D Laser Cutting System
- Bra Cup Mold High Speed Cutting Technology
- Bubbleless Al Casting Preformed Bra Cup Mold

The solution has been widely adopted by the bra cup industry, with more than 50 licenses granted.

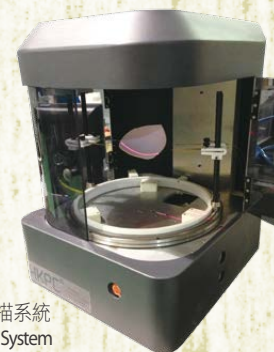
### Main features

- Saving energy by about 40%
- Aluminum materials reduction by about 50%
- Scrap rate reduction by about 40%
- Shortening bra cup mold machining time by about 50%
- Raising overall productivity by about 100%

### Application

Bra Cup Design, Manufacturing, Processing and Quality Control.

Interested members can contact the information provider (Hong Kong Productivity Council) for more details.



雙面同步激光胸杯專用掃描系統  
Double-sided Laser Scanning System

資料及相片提供：香港生產力促進局  
電話：2788 5544 電郵：automation@hkpc.org  
Information and photos provided by:  
**Hong Kong Productivity Council**  
Tel: 2788 5544  
Email: automation@hkpc.org

## 本會活動速遞 CMA Focus

活動 Event	會員「樂」Bar CMA Bar Time	廠商會「電影欣賞之夜」 - 《狂野時速 7》 CMA Film Show - "Furious 7"	廠商會營商致勝系列 - 廣州著名動畫設計及時裝網店考察團 Mission to Guangzhou- A visit to Pleasant Goat Showroom and Moonbasa	參觀廠商會檢定中心 - 食品製造、藥物、電子光學、 電器、貿易服務測試實驗室 Visit to CMA Testing and Certification Laboratories
日期 Date	9/4/2015	17/4/2015	8/5/2015	15/5/2015
查詢電話 Enquiry Hotline	2542 8616	2542 5765	2542 5765	2542 5765

## CMA Makers

搜尋人物、地點和事物



### 圖 1 開心愛社群創會慶典暨籌款晚宴 (13/3)

由開心愛社群主辦，本會為贊助單位，贊助港幣 57,600 元的「開心愛社群創會慶典暨籌款晚宴」於 3 月 13 日假觀塘尚宴舉行。本會徐炳光副會長（第二排右六）、吳清煥副會長（第二排右四）、曾金城名譽會長（第三排右三）及多名常務會董、會董、行業委員會主席等出席。

### 廠商會接待來訪機構及活動 (9 photos)



### 圖 2 食品製造業委員會第一次會議 (12/3)

食品製造業委員會黃偉鴻主席（前排右六）於 3 月 12 日假廠商會大廈召開了「食品製造業委員會第一次會議」，會議以「食品品牌力」為主題，共同分享品牌重要性，並就如何進入內地市場發展進行交流。



### 圖 3 禮品業委員會第一次會議 (5/3)

禮品業委員會徐鳴翔主席（中）於 3 月 5 日假廠商會大廈召開了「禮品業委員會第一次會議」，並就禮品行業現時的概況及未來發展與會員互相交流意見。

### 圖 4 廣交會及中國對外貿易中心春茗聯誼會 (3/3)

「廣交會及中國對外貿易中心春茗聯誼會」於 3 月 3 日假香港麗酒店舉行，本會吳清煥副會長（左）出席，並與中國對外貿易中心李晉奇主任（右）會面。



### 圖 5 傢俬裝飾業委員會第一次會議 (2/3)

廠商會傢俬裝飾業委員會羅富國主席（左二）於 3 月 2 日假廠商會大廈召開了「廠商會傢俬裝飾業委員會第一次會議」，並就傢俬裝飾行業的概況及未來發展與會員互相交流探討。

### 圖 6 香港廣東外商公會 廣東省工商聯 2015 新春聯歡晚宴 (12/2)

「香港廣東外商公會 廣東省工商聯 2015 新春聯歡晚宴」於 2 月 12 日假香港洲際酒店舉行，本會李秀恒會長（第二排，中）獲邀擔任活動主禮嘉賓之一，另徐炳光副會長、吳清煥副會長及戴澤良副會長等均應邀出席活動，並與廣東省委林雄常委（第一排，右二）會面。

### 圖 7 廣州市貿促會代表團訪會 (12/2)

廣州市貿促會王旭東會長（左二）率領一行 4 人代表團於 2 月 12 日蒞會訪問，由本會李秀恒會長（中）、戴澤良副會長（右二）及會董等接待。

### 婦女委員會 - 新春團拜暨 1 月至 3 月份生日午宴 (6 photos)



### 圖 8 中聯辦經濟部貿易處乙未年春茗晚宴 (10/2)

中聯辦經濟部貿易處乙未年春茗晚宴於 2 月 10 日假港島海逸君綽酒店舉行，本會李秀恒會長（前排右二）獲邀擔任活動主禮嘉賓之一，另徐炳光副會長（前排左二）、楊志雄副會長（前排左一）、徐晉暉副會長（前排右一）、吳清煥副會長、戴澤良副會長（後排右三）等均應邀出席活動，並與中聯辦經濟部貿易處楊益副部長（前排中）會面。

### 圖 9 吉林省延邊朝鮮族自治州人民政府藍公海副州長率領代表團訪會 (9/2)

吉林省延邊朝鮮族自治州人民政府藍公海副州長（左三）率領一行 8 人代表團於 2 月 9 日蒞會訪問，本會尹德勝永遠名譽會長（左四）主持接待。



會員「樂」Bar- 食品製造業委員會 (6 photos)



香港中華廠商聯合會秘書  
服務有限公司

香港中華廠商聯合會秘書服務有限公司致力提供專業和優質的公司秘書及一站式商業服務。包括成立香港及海外有限公司、法定公司秘書、註冊地址及代收郵件、虛擬辦公室、安排會計及核數服務等。現時更推出會員價 \$8,020 免除成立公司服務費的成立公司全包優惠。查詢熱線：3652 7676



「廠商會專業顧問團隊」

會員專享免費諮詢服務，首次惠顧可享 \$200 折扣或其他特別優惠，詳情請瀏覽：[http://www.cma.org.hk/files/fckfiles/cma\\_prof\\_2014.pdf](http://www.cma.org.hk/files/fckfiles/cma_prof_2014.pdf)



廠商會非凡金鑽系列 - 特斯拉試駕日 (6 photos)



誠邀參與「會員領航計劃」

透過會員領航計劃，讓每一位新會員輕鬆融入廠商會大家庭，提昇投入感。詳情請瀏覽：<http://203.198.181.113/file/20130806.pdf>



製作：  
會籍部團隊

會董暨員工周年晚宴 (3 photos)





# 長期服務金對沖行為的潛在風險個案分析

## *A Case Study of Potential Risks in the Hedge against Long-Term Service Payment*



**張**小姐在何老闆公司擔當會計的工作超過二十年，最近因為私人理由，向何老闆提出請辭。跟其他舊員工一樣，張小姐的退休福利是根據公司的職業退休計劃所安排。由於張小姐已經在公司工作超過了二十年，根據張小姐所屬公司的職業退休計劃內有關累算權益歸屬安排，所有計劃內的累算權益均屬於張小姐。此外，根據勞工法例，張小姐亦可獲得何老闆所付出的長期服務金，而何老闆可以從職業退休計劃內顧主供款部份把所付出的長期服務金金額全數對沖回來。

何老闆於是根據法例，付給張小姐十多萬元作為長期服務金，之後，從職業退休計劃服務供應商哪裡，順利把這十多萬從計劃內顧主供款部分對沖回來，事情好像告一段落。

最近何老闆收到由破產管理署寄來的信，發現原來張小姐於數年前已被法庭勒令破產，張小姐離職時，破產令尚未解除。根據香港破產法例第六章第五十八節，破產人在職業退休計劃內的個人權益應被收歸於破產管理處。即何老闆的職業退休計劃服務供應商，把張小姐在計劃內的顧主供款部分的累算權

益跟長期服務金作對沖的做法並不恰當；破產管理處並要求何老闆退還對沖回來的十多萬元。經過多番調查，得出以下結論。

何老闆成功將職業退休計劃服務供應商與長期服務金對沖的行為原來是錯誤的，可概括作以下三點：第一) 何老闆多年前跟該服務供應商所定立的計劃契約，對何老闆保障不足；第二) 何老闆跟員工溝通不足；第三) 該職業退休計劃服務供應商行政失當。

職業退休計劃契約的獨特性其實甚強，不同的顧主可就其不同的需要跟服務供應商定立適合他們機構的契約。

有關以上個案，顧主可以如何避免受到牽連，請留意下期文稿。

**M**iss Cheung has worked in Mr. Ho's company for over 20 years, but recently, she asked for resignation because of some personal reasons. Miss Cheung enjoys the same retirement benefits as other employees, which are in line with the company's occupational retirement scheme. Since Miss Cheung has worked in the company for more than 20 years, the accrued benefit in the ORSO account will be vested to Miss Cheung according to the scheme rules of the ORSO scheme. In

addition, Miss Cheung is also eligible to long-term service payment provided by Mr. Ho according to Hong Kong's labor law, and Mr. Ho can hedge against all the long-term service payment with the employer's contribution included in the occupational retirement scheme.

As a result, Mr. Ho paid Miss Cheung over HK\$ 100 thousand of long-term service payment according to the labor law and then hedged against it with the employer's contribution included in the occupational retirement scheme supplier. The problem seemed to have been solved after that.

However, Mr. Ho recently received a letter from Official Receiver's Office, which stated that Miss Cheung had been declared bankruptcy several years before and the bankruptcy had not been discharged when she resigned. According to Article 58 in Chapter 6 of Hong Kong Bankruptcy Act, personal interests of a bankrupt within the occupational retirement scheme should be managed by Official Receiver's Office, that is Mr. Ho's occupational retirement scheme supplier should not have hedged against Miss Cheung's long-term service payment with the accrued benefits of the employer's contribution within the scheme. As a result, Official Receiver's Office required Mr. Ho to repay the money already used in the hedge. After investigation, the following conclusions are drawn from the case.

Mr. Ho should not have hedged against the long-term service payment with the employer's contribution included in the occupational retirement scheme. There are three reasons: 1) the agreement signed between Mr. Ho and The ORSO provider did not offer adequate protection to Mr. Ho, 2) Mr. Ho did not communicate with his employees adequately; 3) the occupational retirement scheme supplier did not act properly.

Actually there are many unique features in different occupational retirement scheme contracts, and different employers can make proper contracts with the occupational retirement scheme supplier according to their own need.

Please check back next time for solution of this case.

資料提供：積金超市有限公司 (Mpfsupermart Company Limited)  
查詢電郵：admin@mpfsupermart.com.hk  
Source of material: Mpfsupermart Company Limited  
E-mail: admin@mpfsupermart.com.hk



## 廠商會限量版紀念杯 *CMA Mug (Limited edition)*

原價：\$48

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Remarks: Promotion period up to 31 May 2015



# 新會員介紹

## Introduction of New Members

公司：一道空間有限公司  
Company : ADO Limited

代表：創辦人及行政總裁 葉小卡先生  
Representative : Founder & CEO  
Mr Yip Siu Ka

產品：室內設計工程  
Product : Interior design & contracting



公司：香港捷力翔(國際)實業公司  
Company : Hong Kong Jeshine International Co. Ltd.

代表：總經理 鄧捷小姐  
Representative : General Manager  
Ms Earry Tang

產品：保險箱及五金工具  
Product : Safe Box, tools & hardware



公司：大明企業國際有限公司  
Company : Daming Enterprise International Limited

代表：董事總經理 陳維德先生  
Representative : Managing Director  
Mr Victor Chan

產品：安全套  
Product : Condoms



公司：合豐集團控股有限公司  
Company : Hop Fung Group Holdings Limited

代表：主席 許森國先生  
Representative : Chairman  
Mr Hui Sum Kwok

產品：瓦楞紙產品  
Product : Corrugated paper-ware product



公司：雅暉創意產品有限公司  
Company : Amazing Specialist Production Co. Limited

代表：董事 曹漢輝先生  
Representative : Director  
Mr Tso Hoi Fai

產品：禮品  
Product : Gift



公司：東捷運通國際物流控股(香港)有限公司  
Company : M&S International Forwarding Limited

代表：董事長 黃鵬先生  
Representative : Chairman  
Mr Wong Pang

產品：物流服務  
Product : Logistics services



公司：恒信金屬製品廠有限公司  
Company : Hanson Metal Fty Ltd

代表：營業經理 林煒耀先生  
Representative : Sale Manager  
Ms Lam Wai Yiu Jackson

產品：鐘錶配件和電子配件  
Product : Watch parts & electronic parts manufacturing



公司：新興電鍍廠  
Company : Sun Hing Electro-Plating Fty

代表：董事總經理 鄭瑞欽先生  
Representative : Managing Director  
Mr Paul Cheng Shui Yam

產品：電鍍  
Product : Electro plating



公司：領天國際企業有限公司  
Company : Leadsy International Enterprise Limited

代表：總經理 葉致欣女士  
Representative : General Manager  
Mdm Coty Yip

產品：烘焙裝飾糖果及產品  
Product : Sugar decoration and bakey products



公司：德輝行鐘錶有限公司  
Company : Tak Fai Watch Company Limited

代表：董事長 梁輝文先生  
Representative : Managing Director  
Mr Leung Fai Man

產品：鐘錶  
Product : Watches

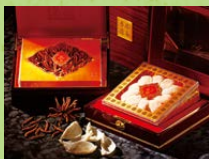


# 升格永遠會員 Introduction of Upgraded Permanent Members

公司：加美敦實業有限公司  
Company : Carmelton Enterprise Limited  
代表：執行董事 李國明會董  
Representative : CEO  
Mr Wilfred Li  
產品：紙尿褲及衛生用品  
Product : Diaper (baby, adult) & underpad



公司：啟泰藥業(集團)有限公司  
Company : Kai Tai Chinese Medicine (Holdings) Co Limited  
代表：行政總裁 溫國揚先生  
Representative : Chief Executive Officer  
Mr Wan Kwok Yeung, John  
產品：湯包、中藥飲片、滋補品、燕窩及參茸海味  
Product : Soup pack, Chinese medicine, health supplement, birdnest, ginseng and dried seafood



公司：時興隆(香港)有限公司  
Company : Sze Hing Loong Development Limited  
代表：Manager Ms Renee Cheung  
Representative : Manager  
Ms Renee Cheung  
產品：魷魚絲、花生、辣味卷及芝士圈  
Product : Cuttlefish, roasted peanut, corn roll & cheese ring



公司：恒香老餅家有限公司  
Company : Hang Heung Cake Shop Co Ltd  
代表：總經理 黎卓婷小姐  
Representative : General Manager  
Ms Crystal Lai  
產品：老婆餅、蜂巢蛋卷及中秋月餅  
Product : Food products



公司：新一代(遠東)有限公司  
Company : New Generation (Far East) Limited  
代表：總經理 駱柏良先生  
Representative : General Manager  
Mr Ricky Lok  
產品：食品  
Product : Food products



公司：紹香園餅家  
Company : Shiu Heung Yuen Bakery  
代表：市場經理 劉比利先生  
Representative : Marketing Director  
Mr Billy Lau  
產品：合桃果仁、干菓及中式餅食  
Product : Walnut, traditional chinese cake and confection



公司：驅蟲大王有限公司  
Company : Bug Scare Limited  
代表：經理 伍經綸先生  
Representative : Manager  
Mr Victor Ng  
產品：家居健康用品  
Product : Healthcare product



公司：龍華發展國際有限公司  
Company : Dragon Development International Limited  
代表：常務董事 陳升貴先生  
Representative : Executive Director  
Mr Chan Sing Kwai  
產品：魚肚及海產乾品



## 在粵香港服務業企業名冊

### Directory of Hong Kong Service Enterprises in Guangdong



為推動粵港服務業合作，推廣在廣東提供服務的香港企業或港人，讓內地企業和民眾多接觸香港服務業和探討合作機遇，以及便利在粵港人尋找當地香港服務提供者的服務，香港特別行政區政府駐粵經濟貿易辦事處（駐粵辦）與香港貿易發展局及中國香港（地區）商會－廣東合作，聯合匯編《在粵香港服務業企業名冊》（《名冊》）。

《名冊》第一版已在2014年8月出版，載有近450家在廣州市及深圳市內從事服務業的香港企業的資料，包括：企業名稱、企業簡介、企業聯絡方式（地址、電話、傳真、網址、電郵、微博、微信等）。歡迎各位隨時在駐粵辦網頁 (<http://www.gdeto.gov.hk/tc/directory/index.html>) 下載參考。

我們正在籌備編制《名冊》2015年更新版，並會將地域範圍由廣州和深圳兩市擴展至珠三角九市，包括：廣州、深圳、珠海、佛山、惠州、東莞、中山、江門、肇慶；同時，服務業範疇也會擴闊至涵蓋金融服務、專業服務、房地產服務、企業服務、生活服務、綜合服務及生產性服務。歡迎在珠三角九市內有提供

服務的香港企業加入《名冊》，一起推動宣傳在粵港資服務企業，拓展商機。

有興趣把企業資料加入《名冊》的珠三角九市內提供服務的香港企業，請到駐粵辦網頁 (<http://www.gdeto.gov.hk/tc/directory/index.html>) 下載資料表格，填妥後按表格上所列方式交回。

To enhance the co-operation in service industries between Hong Kong and Guangdong as well as to promote the services provided by Hong Kong enterprises and Hong Kong people in Guangdong, the Hong Kong Economic and Trade Office in Guangdong of the Government of the Hong Kong Special Administrative Region (GDETO) joined hands with the Hong Kong Trade Development Council and the Hong Kong Chamber of Commerce in China - Guangdong to jointly compile the "Directory of Hong Kong Service Enterprises in Guangdong" ("the Directory"). The publication of the Directory aims at facilitating Hong Kong Service Enterprises to reach out to Mainland enterprises and people so as to further explore co-operation opportunity and, at the same time, facilitating Hong Kong people in Guangdong to have more information on local Hong Kong service providers.

Issued in August 2014, the Directory publicizes the information of about 450 Hong Kong service enterprises in Guangzhou and Shenzhen, including their names, company profiles, services provided as well as contact information

(address, telephone, fax, website, e-mail, Weibo, WeChat, etc). You are welcome to download the Directory (<http://www.gdeto.gov.hk/en/directory/index.html>) for reference .

We are preparing for the publication of the 2015 updated version of the Directory with an expansion of the scope from Hong Kong enterprises providing services in Guangzhou and Shenzhen to the nine PRD cities, including Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing. We welcome enterprises in the sectors of financial services, professional services, real estate services, corporation services, personal services, integrated services and services related to manufacturing provide information for inclusion in the Directory. Through the Directory, Hong Kong enterprises providing services in the nine PRD cities could contribute to promote the Hong Kong service industry in Guangdong with a view to further expanding the market.

Interested enterprises please download the Information Provision Form from GDETO's website (<http://www.gdeto.gov.hk/en/directory/index.html>) and return the completed form to us by the methods as stated in the form.

資料提供：  
駐粵辦

Information provided by: GDETO



會員優惠  
Member Offers

金至尊珠寶 (香港) 有限公司  
3D-Gold Jewellery (HK) Limited

金至尊  
3D-GOLD



廠商會會員優惠：  
購買正價珠寶鑽飾 88 折。

Exclusive offer to CMA members:  
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條款及細則：

1. 優惠適用於香港及澳門金至尊珠寶。
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3. 金至尊珠寶保留修訂條款與細則，不作另行通知；如有任何爭議，金至尊珠寶保留最終決定權。

Terms & Conditions:

1. Offer is valid in HK & Macau 3D-GOLD Jewellery.
2. Offer is not applicable to cash coupons, loose diamonds, pure-gold items, platinum items, platinum items, pure-gold electroforming items, watches, promotional items and is not applicable to other promotional or discounts offers.
3. In case of any disputes, 3D-GOLD Jewellery reserves the right to alter the terms and conditions without prior notice.

優惠日期至 2015 年 6 月 30 日

Valid until 30 June 2015

優惠提供：金至尊珠寶  
優惠查詢：2766 3693  
網址：www.3d-gold.com

Offer provided by: 3D-GOLD Jewellery  
Enquiry Hotline: 2766 3693  
Website: www.3d-gold.com

百成堂參茸行有限公司  
Pak Shing Tong  
Ginseng Company Limited



廠商會會員優惠：

Exclusive offer to CMA members:

1. 惠顧零售價貨品可享 9 折優惠。
2. 惠顧天然中藥保健系列 2 件可享 88 折優惠 (包括純正石斛丸 / 粉、純正鹿茸丸等)。

1. Enjoy 10% off on regular priced items.
2. Enjoy 12% off upon purchase on 2pcs or above of Premium Chinese Medicine Health Supplement Series, including PST Pure Dendrobium Orchid/Powder, PST Pure Deer Antler Capsule.

條款及細則：

1. 優惠不可與其他推廣或折扣優惠同時使用。
2. 如有任何爭議，百成堂參茸行有限公司保留最終決定權。
3. 請向百成堂店內職員查詢相關優惠詳情。

Terms & Conditions:

1. This offer cannot be used in conjunction with other promotional offer.
2. In case of disputes, the decision of Pak Shing Tong Ginseng Company Limited should be final.
3. Please check out the promotion details with our sales team in Pak Shing Tong shops.

優惠日期至 2015 年 6 月 30 日

Valid until 30 June 2015

優惠提供：百成堂參茸行有限公司  
優惠查詢：2541 1882  
網址：www.pakshingtong.com

Offer provided by:  
Pak Shing Tong Ginseng Company Limited  
Enquiry Hotline: 2541 1882  
Website: www.pakshingtong.com



"Eco Fresh" 智能空氣淨化抽濕機

"Eco Fresh" Ionic Intelligent  
LED Dehumidifier



廠商會會員優惠：

1. 產品型號："Eco Fresh" 智能空氣淨化抽濕機 (SD-1396)  
建議零售價：HK\$2,998  
廠商會會員價：HK\$1,998

Exclusive offer to CMA members:

1. "Eco Fresh" Ionic Intelligent LED Dehumidifier (SD-1396)  
Suggested Retail Price: HK\$2,998  
CMA Member Price: HK\$1,998

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# 名車薈

Vehicle Show Case



## Mitsubishi Lancer GT 查詢熱線 Hotline: 2721-1111



三菱四門五座位 Lancer GT 房車擁有三菱家族面譜鯊魚頭鬼面罩，內藏蜂巢狀網層，配合 18 吋鋁合金輪圈及尾翼，力量感盡現。

Lancer GT 賣相標榜跑味，車廂裝潢也充滿動感，同時兼顧實用性。全車座椅都披上原廠高級真皮，駕駛席還有電動調校功能、配合備有音響按鍵和加減波撥片的多功能軀環，與及中控台的輕觸式大面板音響對應後視泊車鏡頭，設備與歐洲豪華房車不遑多讓。後座的乘坐空間非常充裕，整排座椅設計都符合人體工學要求，坐滿三人依然舒適。有外形當然亦要有實力。Lancer GT 沿用 1.8 公升直四 MIVEC 引擎，馬力和扭力分別達 139ps 和 17.5kgm，配合 INVECS-III 六前速 CVT 波箱，起步和加速反應順暢迅速，讓你盡情享受駕駛樂趣。

Combining the Mitsubishi Motors sedan's hallmark inverted-slant nose with a trapezoidal grille, the exterior design of Mitsubishi Lancer GT has a strong road presence. Besides of such racing-inspired styling, Lancer GT also has a roomy interior space, as well as a well-appointed cockpit featuring efficient controlling, including a steering wheel with paddle shifters and audio controls added; and a touch panel display which is connected with the rearview camera system. Exclusive equipment including leather seats, power controlled driver seats are also found. The powertrain of Lancer GT uses a 1.8-liter MIVEC engine, maximum output and maximum torque reaches 139ps and 17.5kg-m respectively. Mated to Mitsubishi's INVECS-III 6-speed Sport Mode CVT, Lancer GT delivers responsive power transmission while returning excellent fuel economy.

### 規格 Specification

引擎 Engine :	4J10 MIVEC
容積 Piston Displacement :	1,798c.c.
最大馬力 Maximum Output :	139ps/6,000rpm
最大扭力 Maximum Torque :	17.5kgm/4,200rpm
傳動 Transmission :	INVECS- III 6-speed Sports Mode CVT
車身體積 Dimensions :	4,570×1,760×1,490mm (L×W×H)
平均耗油量 Average fuel Consumption :	16.2km/L
售價 Price :	\$199,800

