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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



carryingorganisation

CMA

Monthly Bulletin

七月號 July Issue 2016

氣派顯赫 北京釣魚臺國賓館國宴 Splendid banquet held in Beijing Diaoyutai State Guesthouse

國宴是我國最隆重其事、規格莊嚴的官方正式宴會。自一九四九年十月一日開國大典當晚，中央領導人在北京飯店舉辦第一場國宴，宴請外國來賓及社會賢達共六百多人，開展了國宴的傳統。一九五八年，國務院決定興建釣魚臺國賓館以接待來華參加新中國成立十周年慶典的外國元首。釣魚臺是北京近郊著名的古代皇家園林，相傳是金代章宗皇帝在此築臺垂釣而得名，至今已有八百多年的歷史。庭內園林風光優美，古典建築氣勢不凡。因此，釣魚臺國賓館自建成後瞬即成為國家領導人舉行慶典及招待外國首腦來訪的主要場所。

釣魚臺國賓館國宴名滿天下，菜式不只融合中國魯、川、粵、閩、蘇、浙、湘、徽八大菜系優點，並同時借鑒和吸收了西餐的烹調技法，秉承「以味為核心，以養為目的」的宗旨，形成了「清鮮淡雅，醇和雋永」釣魚臺菜特色。釣魚

臺國賓館更考慮國賓的飲食習慣、季節氣候等因素，為國賓度身訂造菜餚，多年來得到各國政要的高度讚揚。國宴用料講究，但食材並不一定是山珍海味，國宴菜的珍貴之處在於廚師巧奪天工的廚藝及食材的配搭運用。國宴名菜有鄧小平大為讚賞的中華第一湯「酸辣烏魚蛋湯」、周恩來極為喜歡的「砂鍋獅子頭」以及美國列根也讚嘆不已的「佛跳牆」。

國宴是國家領導人招待國賓的外交場合，中國作為禮儀之邦，國宴的高規格禮儀程序體現國家對國賓的尊重。國宴一般由晚上七時開始，國賓雙方的陪同人員先入席，國賓和配偶在國家領導人的陪同下步入宴會廳。國宴主桌的座位安排也有明文規定，國家領導人坐於主人席上，國賓座位則安排於主人席的右方，隨行翻譯人員按例同樣坐於國賓的右方。入座後，服務員將先上冷盤，隨後上湯，然後再上主食。主食一般是三葷一素，第一道菜是宴會的代表菜，至為名貴。三道菜依次奉上，待客人完成一道菜後，服務員會



砂鍋獅子頭



酸辣烏魚蛋湯



佛跳牆





本會婦女委員會於本年5月份組團前赴北京考察，
並參觀釣魚臺國賓館。

換上新的餐碟，再端上另一道菜。客人完成所有主食後，服務員最後會奉上水果盤。國賓館斯文有禮的服務員全程為客人貼身服務，務求使國賓有賓至如歸之感。

State banquet is the most majestic and solemn official banquet in our country. The first state banquet was held in the Beijing Hotel for the founding ceremony on 1st October 1949 and the state leaders had invited over six hundreds foreign guests and social élites to attend the event. In 1958, the State Council decided to build the Diaoyutai State Guesthouse to accommodate the foreign heads who were going to attend the 10th Anniversary Ceremony of New China. Situated in the countryside of Beijing, Diaoyutai had been a famous garden of the ancient royal family and it is so named because the site was a favourite fishing spot of Emperor Zhangzong of Jin Dynasty. Diaoyutai has had more than eight hundred years history, its picturesque scenery and magnificent classic architectural design make it

of western cuisines and adhere to the purpose of 'tasty and healthy' banquet cuisine. Diaoyutai State Guesthouse gains high reputation from around the world, it tailor-makes cuisines for all the visitors with the consideration of various factors including their eating habits and seasonal weather. Chefs pay particular attention to the food ingredients of the state banquet, but rather than expensive delicacies, the most precious quintessence of state banquet are chefs' fabulous cooking skills and perfect matches of different food ingredients. The haute cuisines in the state banquet include 'Spicy Squid's Egg Soup in Steam Pot' which has been highly praised by Deng Xiaoping and famed as the best soup in Chinese food culture, 'Stewed Minced Meat Ball with Cordyceps in Casserole' which is Zhou Enlai's favourite and the 'Steamed Abalone with Shark's Fin and Fish Maw' which is much appreciated by the U.S. president Reagan.

State banquet is an important diplomatic occasion. Being the nation of greatness and courtesy, China holds the banquet with the top

the wonder of perfection. Therefore, Diaoyutai State Guesthouse has always been the main venue for the leaders to hold ceremony and accommodate the Heads from foreign countries.

The Diaoyutai State Guesthouse state banquet is world-renowned. It provides fusion dishes of Chinese 'Eight Culinary Cuisines', including Anhui, Cantonese, Fujian, Hunan, Jiangsu, Shandong, Sichuan, and Zhejiang cuisines. It also integrates with the cooking skills

specifications to show respect to the guests. The state banquet usually starts at seven o'clock at night, the retinues of the guests will be led to the table first, while the guests and their spouses will enter into the banquet hall with the state leaders afterwards. The seat arrangement of the head table in the banquet is also clearly stated: the state leader sits on the master seat while the guest seats are arranged on its right, and according to the plan, the accompanied translators are arranged to sit on the right side of the guests. After being seated, the host and the guests will be served with appetizers first and then the soup, main course will present next. Main courses usually consist of three meat dishes and one vegetarian dish. The first dish, which is the most valuable one, is treated as the symbol of the banquet. Three dishes will be presented accordingly, after the guests finish one, the stewards will change a new plate for them and present the next dish. When the guests finish the main course, they will be served with a delicate fruit platter. Our polite and courteous servers provide considerate services to our guests throughout the banquet in order to make the guests feel like home.



釣魚臺國賓館紀念品 - 萬壽無疆金碗

部份資料來源：北京釣魚臺國賓館網頁
Source: Website of Beijing Diaoyutai State Guesthouse

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白手興家的電器大亨

陳國民常務會董

A Self-made Tycoon of Electrical Appliances

Dr. Chan Kwok Man, Edward, Executive Committee Member



電熱水器、抽油煙機、冷氣機等家電是我們生活中不可或缺的必需品。試想像嚴冬之際，洗澡時只有冷水，必定苦不堪言。今期的專訪主角 - 本會常務會董陳國民博士從事家電生產四十多年，他創辦的德國寶（香港）有限公司更是家傳戶曉的家電品牌，於本港家電市場佔上重要席位。

自 1973 年起，陳氏開始從事家電行業工作，當時香港的家電產業發展剛剛起步，他認為家電市場將來會有源源不絕的商機，因而積極累積經驗和資本，打算長遠在家電行業發展。其後，他開始與朋友合資生產電熱水器。直到 1982 年，他自立門戶，創立「德國寶」這個品牌，起初專注以生產、設計及銷售電熱水器為主，曾以「十年保養」打造品牌的口碑，成功取得顧客的信任，再逐步將產品線擴充至各類型的家電以及廚櫃產品，規模愈做愈大。

許多人曾誤以為「德國寶」的家電全部來自德國，但「德國寶」的命名意思實是取自其英文名「German Pool」。眾所周知，德國工業舉世聞名，德國產品被公認為一絲不苟的優質產品，而「德國寶」的名字其實代表著品牌將優良設計及品質的產品匯集在一起的意思。陳氏極之重視產品的質量，從世界各地採購優質上乘的材料進行生產，使其產品較其他同類型產品耐用，令產品大受歡迎。

談及事業發展期間曾遇過的難關，陳氏憶述創立「德國寶」以前，他曾與朋友合夥做生意，但最終因意見問題拆夥收場。此次經歷使他深深體會到，日後營商時必須清楚和掌控企業的營運方式及自己的法律權益，並決定不再以合夥形式經營企業。

談及管理心得，陳氏認為科技日新月異，公

司上下必須與時並進，因此他十分鼓勵員工學習新技能，了解最新的科技，使企業及產品能不斷升級優化。此外，陳氏除了是一位成功的企業家，亦是一位成功的父親。他要求子女學習自立，對於子女的升學及就業等重要抉擇，他一向不會強硬干預，放手給她們自由選擇。現時他的兩位千金均在「德國寶」工作，他亦沒有特別優待女兒，反而對她們有更嚴格的要求，以表示一視同仁，同時訓練她們能夠獨當一面，打好基礎。

作為廠商會的常務會董，陳氏與一眾廠商會的首長十分友好，他認為廠商會是一個結交良朋的好平台，會員之間可以互利互益。工餘時，陳氏不時與在廠商會結識的朋友聚會、旅行，在忙碌的工作生活中得以減壓。

Home appliances like electrical water-heater, extractor hood and air-conditioner are necessities in our daily lives. Try to imagine that it must be a terrible experience if there is only cold water for bathing in harsh winter. The main featured interviewee in this issue is Dr. Edward Chan Kwok Man, who is the Executive Committee Member of CMA. Having engaged in home appliance manufacturing industry more than forty years, Dr. Chan found the brand "German Pool (Hong Kong) Limited" which has already become a renowned label of home appliance and occupied an important role in Hong Kong home appliance market.

Dr. Chan has worked in the industry of home appliance since 1973, which was the initial development stage of this Hong Kong industry. At that time he thought there would be endless business opportunities for the home appliance market in future and thus planned to make long term development in this industry by actively gaining experiences and capitals. Later, he started to produce electrical water-heaters with his friends by means of joint investment and then in 1982 established his own business by setting up the brand "German Pool". At the beginning, with mainly focused on production, design and selling of electrical water-heaters, the brand successfully received its public praise and gained confidence of the customers by "Ten-year Warranty". As such, through gradually extending its product lines to various home appliances and kitchen cabinet products, its business scale has become larger and larger.

Many people have a misunderstanding that all home appliances of "German Pool" come from Germany, but actually the Chinese name of the brand is translated from its English name "German Pool". It is well-known

that German industry, being prosperous, is famous in the world and the products from Germany are generally recognized as precise, seamless, and superior in quality. The name "German Pool" represents the idea of the brand in consolidating products with outstanding designs and quality. As highly emphasizing quality of the products, Dr. Chan purchases excellent materials around the world for production such that the products are more durable when compared with similar types of goods in the market and become highly popular among customers as a result.

When talking about difficulties in developing his career, Dr. Chan recalled that before establishing "German Pool", he had co-operated with his friends to launch business but the partnership broke up finally due to different opinions. That experience made Dr. Chan deeply understanding that while the operation mode of the enterprise and the legal rights of oneself must be clarified and familiar with when doing business in future, he also decided not to do business in the way of joint venture.

Switching the topic to the insights of management, Dr. Chan considers that under the moment of rapid development of science and technology, all members in the company must move in line with time. To optimize the enterprise and products continuously, he always encourages his staff to acquire new techniques and get to know the latest technologies. Aside from this, Dr. Chan is not only a successful entrepreneur, but also an adored father. While asking his children to be self-reliance, he gives freedom of choice to them when facing important decisions like study and career without strong interference. Dr. Chan does not give any privileges to his two daughters who are now working in "German Pool", but impose more stringent requirements on them so that everyone can be treated equally. By building a good foundation, his daughters are also trained in order to have abilities to solely take charge.

As the Executive Committee Member of CMA, Dr. Chan has close relationships with other leaders in the association. He thinks CMA is a good platform to know friends in which members can make mutual benefits among each other. During leisure, Dr. Chan likes to gather or travel with friends whom were met in the association to relieve stress of his busy working life.



外遊「3件事」 做妥數碼裝置保安

3 Practical Tips for Travellers on Digital Device Security



大家出外旅行或公幹，如果只能帶兩件隨身用品，相信大部分人都會選擇智能手機，及有上網或無綫連接功能的流動裝置，例如數碼相機、智能手錶或路由器等。

系統安全 數據保護 網絡連接

由於這些設備儲存了大量個人資料，大家出發前，必須做好設備保安，若不幸失竊，也可減低損失，設備內的敏感資料不至被盜取，作其他不法用途。

要加強智能電子裝置的資訊保安可從系統安全、數據保護及網絡連接3方面着手。系統方面，用戶需更新裝置軟件及韌體至最新版本，並要設定屏幕鎖定功能，縮短閒置鎖屏時限，及使用較強的解鎖密碼。同時，用戶可預先安裝遙控追蹤位置、遙控鎖機及遙控刪除資料的應用程式，或啟用手机內的

「尋找我的手機」功能。

數據保護方面，用戶出門前應刪除或加密裝置上的敏感資料；亦要備份數據，並儲存一份離綫副本，以便當未能尋回遺失的裝置時，也可復原數據。

至於網絡連接，用戶應取消裝置上的WiFi自動連接設定，改為每次以手動確認WiFi連接；亦要關閉檔案共享、WiFi熱點共享等功能。出差時若要連接公司的網絡系統處理公務，應在出發前測試公司的遙距網絡存取服務。另外，若使用的網上服務提供雙重認證功能，應預先啟動並試用，以策萬全。

以上的準備工夫都能減低資料被盜或因遺失智能電子設備而帶來的損失。想出門旅行安心又寫意，旅途中還有一些需要注意的地方，留待下期分解！

原文刊於2016年1月8日《經濟日報》A14版 Smart World 專欄 (智 Net 錦囊)

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If we can only take two items with us on vacation or for business trips, most of us would probably choose smartphones and mobile devices with internet or wireless connection, such as digital camera, smart watch or router, etc.

System Security, Data Protection, Network Connection

Since large amount of personal data is stored in these devices, stringent information security

measures should be in place before setting off for your journey. This will minimize loss and prevent sensitive data from falling into the wrong hands in case the device is lost or stolen.

The information security of smart devices can be enhanced in three areas, namely system security, data protection and network connection. For system security, device users should keep the software and firmware of their devices up-to-date. Also, the screen lock function should be activated and set with a shorter idle time, and stronger unlock passwords. Moreover, users can install remote functions such as location tracking, device lock and data erasing apps in advance, or activate the "Find My Phone" function of their smartphones.

In terms of data protection, before setting off, device users should delete or encrypt sensitive data, perform data backup, and prepare an offline copy for data recovery in case their devices are lost.

For network connection, device users should apply manual verification for WiFi connection and deactivate functions such as file sharing and WiFi hotspot sharing. If there is a need to connect to their workplace's network system during business trips, they should have prior test of their companies' remote network access service beforehand. Similarly, they should activate and test-use the two-factor authentication for their required online services, if available, before their journey.

These preparation works can reduce the loss caused by sensitive data being stolen, or if electronic devices are lost. To enjoy a carefree journey, please look out for more tips in the next issue!

Original article was published on the special column "Smart World" (Smart Net Tips) on page A14 of "Economic Times" on 8th January 2016

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廠商會接待來訪機構及活動

搜尋人物、地點和事物



圖 1 第 15 屆贛港經貿合作活動 - 金融資本綠色發展合作交流會 (9/5)

本會李秀恒會長 (左) 出席活動擔任主禮嘉賓之一, 並與江西省省委衛書記 (右) 會面。

圖 2 江西省贛州市章貢區代表團訪會 (9/5)

江西省贛州市章貢區區長賴正文 (中) 率領代表團一行 5 人於 5 月 9 日蒞會訪問, 由本會吳清煥副會長 (右四) 主持接待。

圖 3 贛州 (香港) 產業合作推介會 (8/5)

本會吳清煥副會長 (右) 出席活動於會上發言, 並與贛州市人民政府冷新市長 (左) 會面。

圖 4 貴州省商務廳代表團訪會 (29/4)

貴州省商務廳黃營廳長助理 (左四) 率領代表團一行 6 人於 4 月 29 日蒞會訪問, 由本會吳永嘉第二副會長 (中) 主持接待。

圖 5 全國政協港澳台僑委員會樓志豪副主任率領代表團訪會 (24/4)

全國政協港澳台僑委員會樓志豪副主任 (前排左四) 率領一行 6 人代表團於 4 月 24 日蒞會訪問, 並出席本會備設的午宴, 活動由本會李秀恒會長 (前排中)、永遠名譽會長、副會長、名譽會長、常董及會董等接待。

圖 6 【ESP 申請易】講座 (22/4)

活動由本會食品製造業委員會舉辦, 邀得 BUD 專項基金 (企業支援計劃) 秘書處李觀裕高級經理 (左) 講解 BUD 專項基金「ESP 申請易」, 委員會黃偉鴻主席 (右) 於活動上致歡迎辭及致送紀念品。

圖 7 四川博覽事務局代表團訪會 (21/4)

四川博覽事務局劉瑛副局長 (中) 率領代表團一行 5 人於 4 月 21 日蒞會訪問, 由本會吳懿容會董 (右四) 主持接待。

圖 8 煉鐵可成鋼 - 任哲雕塑作品展開幕酒會 (19/4)

由本會五金業委員會主辦, 香港金屬製造業協會合辦的「煉鐵可成鋼 - 任哲雕塑作品展開幕酒會」假 KC100 舉行開幕酒會, 約 50 多位來自工業界、商界, 以及藝術界的嘉賓出席。

圖 9 2015 香港環保卓越計劃頒獎典禮 (19/4)

本會吳永嘉第二副會長 (左四) 代表本會出席活動並擔任頒獎嘉賓之一, 與主禮嘉賓環境局黃錦星局長 (右八) 及環境運動委員會林超英主席 (右七) 等合照。

圖 10 黑龍江省工商聯張海華主席率領代表團訪會 (18/4)

黑龍江省工商聯張海華主席 (左五) 率領代表團一行 4 人於 4 月 18 日蒞會訪問, 由本會李秀恒會長 (中) 主持接待。

圖 11 廣東省商務廳公平貿易局代表團訪會 (18/4)

廣東省商務廳公平貿易局余金富局長 (左五) 率領代表團一行 6 人於 4 月 18 日蒞會訪問, 由本會李秀恒會長 (左六)、吳清煥副會長 (右六) 等接待。

圖 12 湖南省商務廳投資促進局代表團訪會 (18/4)

湖南省商務廳投資促進局王庭愷局長 (中) 率領代表團一行 3 人於 4 月 18 日蒞會訪問, 由本會李秀恒會長 (右五)、吳清煥副會長 (右四)、常董及會董等接待。

圖 13 「千里緣、淨土行」豹皮手袋一帶一路之旅展覽開幕酒會 (15/4)

由亞洲皮革有限公司主辦, 本會協辦的「『千里緣、淨土行』豹皮手袋一帶一路之旅展覽」假香港理工大學紡織及製衣學系展覽廳舉行開幕酒會。本會李秀恒會長 (右二) 出席致辭, 並與黃家和常務會董 (右一) 及王象志會董 (左二) 合照。

圖 14 山東省經濟和信息化委員會代表團訪會 (14/4)

山東省經濟和信息化委員會張忠軍副巡視員 (前排左四) 率領代表團一行 8 人於 4 月 14 日蒞會訪問, 由本會盧毓琳常務會董 (前排右四) 主持接待。

圖 15 江西省贛州市代表團訪會 (13/4)

江西省贛州市商務局劉華明局長 (左五) 率領代表團一行 5 人於 4 月 13 日蒞會訪問, 由本會尹德輝常務會董 (右五) 主持接待。



CMA Makers

搜尋人物、地點和事物



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編輯個人資料

行業委員會 38

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- 鞋履及皮革業
- 紙品包裝業
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- 電子及光學製品業
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會員刊登《企業雄才》
廣告可享 7 折！

《企業雄才》7至9月號即將出版，今期專題探討香港「共享經濟」的商機及發展前景，並邀請青年創業家暢談自己的創業路。其他精彩內容包括：本會創新科技委員會參觀科學園，了解業界最前沿的發展及經驗；重溫廣受傳媒及社會關注的「一帶一路」中亞考察團；以及闡述當局推出「單一窗口」平台及檢討現行報關做法，對港商的利與弊。季刊會發送至各大工商機構、企業、中港政府部門、團體、媒體，以及學術機構。誠邀會員訂閱及刊登廣告！

網上版本：www.cma.org.hk/hke
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廠商會赴中亞考察 - 探索「一帶一路」機遇



會董晚宴



青年委員會 - 永明金融赤柱國際龍舟錦標賽



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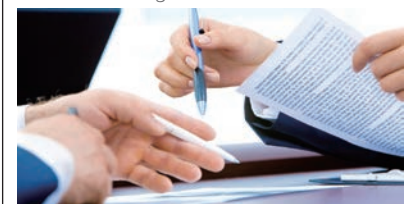
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 - (1) 出口商發票及其他商業文件：\$270 (原價 \$315)
 - (2) 9 款指定商業文件：\$190 (原價 215)
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廠商會保險代理有限公司

工展會主辦機構廠商會推出貨運保險普及計劃
工展會主辦機構廠商會推出貨運保險普及計劃，劃一保率 0.049%，5 月 15 日前登記，最低保費減至 \$208，首張『最低保費保單』保費全數回贈，之後每張送現金券，一經登記，優惠保留至 2016 年尾。



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餐飲服務業委員會 - 參觀廠商會檢定中心及稻鄉飲食文化博物館



精益求精的革新者 貿易服務業委員會梁湘東主席

An innovator who strives for perfection

Mr. Thomas Leung, Chairman of Trading Services Industrial Committee



踏入二十一世紀的智能家居年代，人們對於家電功能的期望愈來愈高，用家眼中家電不只要耐用，更加要具備智能、人性化的設計。本期專訪主角本會貿易服務業委員會梁湘東主席，他掌舵的昇鋒國際有限公司是本地一間著名智能家電代理商，其企業代理的產品可以與日本、歐洲等品牌於市場上平分秋色。

梁氏白手興家，自中七畢業以後，他開始從事產品銷售的前線工作，一方面使他對全球最新的智能家電產品瞭如指掌，另一方面使他在行業內累積了許多寶貴的經驗和人脈關係。梁氏於2000年自立門戶，公司主要從事市場推廣和銷售等業務。直到2003年，梁氏完成進修，銳意建立自家品牌，推出快速智能煲和化妝綿拖把等創新家庭用品，大受好評，其中化妝綿拖把至今已經售出超過一百萬支。現時，梁氏企業旗下有多個品牌，主要產品包括廚房用家電、廚具、自動清潔機械人等等。

梁氏的個人成功之道，在於其高瞻遠矚的營商觸覺，他認為企業的領導人不能只著眼於短期的利益，而是要審時度勢，未雨綢繆，為未來作好準備。梁氏會為企業制定好未來五年的計劃，然後按部就班完成計劃，令企業能找到未來發展的定位。此外，梁氏的品牌不但著重市場推廣，例如邀請藝人作為品牌的代言人，更加重視產品的實用程度，務求客戶對其產品存有信心，建立忠誠度。

談及管理心得，梁氏認為團隊精神是企業運作順暢不可或缺的因素。企業的文化絕對影響企業的運作，假若團隊上下一心，同事便能自動自覺地完成工作。梁氏一直為員工提供自由開放的

工作空間，員工能夠有發揮創意的機會。如此的工作環境，員工坦誠相對之餘，又能夠發揮潛能，盡責地完成任務。

至於貿易服務業的未來發展方向，梁氏認為貿易業同行於出口方面仍然是商機處處。面對著內地工資成本上漲及新市場消費力下降等問題，貿易業同行可以考慮利用香港貿易行業的優勢，建立自家品牌，利用電子商貿等新興渠道，引進外國的產品到中國市場，這是一個能夠使企業轉型的良機。

作為本會行委會主席，梁氏希望透過商會的平台與其他同業增加交流，分享管理企業與宣傳產品的方法，與同業們交換意見。

最後，談及工餘時的興趣，梁氏表示年紀漸長，開始著重身體健康，假日喜歡與家人出外旅遊，放鬆生活節奏。

People have greater expectation for what household appliances can do when they enter to 21st century, an age of Smart Home. Users hope household appliances can not only stand wear and tear, but also have the design of intelligence and humanization. Today, we will interview Mr. Thomas Leung, the Chairman of Trading Services Industrial Committee. The enterprise he manages - Pro Logic International Limited, is a well-known agent of intelligent household appliances, whose products are as famous as those from Japan and Europe in the market.

After graduating from the high school, Leung began a job of product sales, which helped him know well the global latest smart household appliances and gain lots of invaluable experience and personal connections. In 2000, Leung started his own company mainly engaged in market promotion and sales and until 2003, he was then determined to build his own brand when completing the further study. Some innovative household products his company launched have received a lot of praise, such as intelligent electric cooker and sponge&cotton mop, among which the sponge&cotton mop has been sold more than one million. At present, there are various brands built by Leung's company and their products mainly include kitchen appliances, kitchenware and automatic cleaning robot and so on.

For Leung, the way to success lies in farsighted

business acumen. He believes in one leader cannot focus on the short-term interests only, but judge the right moment and make a preparation for future. He will make a plan for his enterprise in next five years and then complete it step by step so as to lay a foundation for the development of his company. Furthermore, more attentions are paid by him to promote his brand in the market, such as inviting celebrity to be spokesman and to improve the utility of his product that can build on his customers' trust and confidence.

Speaking of management experience, Leung thinks that team spirit is a crucial factor for enterprise to run well and the company culture will absolutely make an influence on its operation. Staff will actively finish their work, if the team they are in is united. He always provides a free and open space for employees to work creatively, in which they would like to be more honest with each other, develop their potentials to the utmost and conduct their tasks dutifully.

Referring to the developing tendency of the trading services industry, Leung says his counterparts still have many business opportunities in export. With an increase of wage costs in the Mainland and a decrease of consumption in emerging market, they might as well establish their own brands through taking advantage of strengths in Hong Kong trading services industry or make use of some new channels like e-commerce to introduce foreign products into Chinese market, all of which are conducive to enterprise transformation.

As the chairman of this industry committee, Thomas hopes to communicate more with other counterparts, share some measures of company management and goods promotion with them and then exchange ideas with each other via the platform of CMA.

In the end, Leung expresses that he often takes physical exercise in his spare time and likes to travel with his family in holiday to relax himself.





只要識食識玩，瘦，很簡單

As long as you know the trick, slimming is just a piece of cake!

現今香港人出現腰部脂肪積聚過多（俗稱大肚腩）的情況十分普遍，體重指標（BMI）超標，引致「三高」（高血糖、高血脂、高血壓）等不同的疾病。究其原因，不少人因工作需要經常外出飲食，但工作忙碌難以抽空運動。其實只要識玩識食，要瘦身一點也不難！

每天十分鐘，也可踢走大肚腩，腹肌快快出現

以下數項動作，每組動作，需時不超過 1 分鐘，正能切合繁忙都市人的需要，讓你輕鬆無壓力修身！

捲腹 (Crunch)

主要訓練：腹直肌上部（即俗稱胃腩位置）

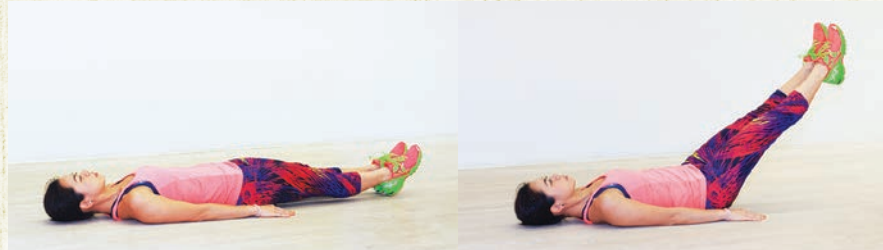


動作：

- 仰臥屈膝的做法：先平躺在地面，小腿屈曲至與大腿成 90 度
- 集中注意力在腹部，肩和頸都不應用力，先深吸一口氣，在慢慢呼氣時，用上腹力向雙腿的方向
- 抬起上身，保持 2 秒，然後慢慢回到起始位置

直腳提高 (Leg Lifting):

主要訓練：腹直肌下部，股四頭肌（即皮帶下肚腩和大腿前面的肌肉位置）



動作：

- 開始時，先平躺在地面，手心放鬆貼地，雙腳合齊伸直
- 腹肌收緊，將臀部抬高離地面，雙腿一直保持伸直和往胸部方向舉起
- 舉至最高點後稍作停頓，然後保持雙腿伸直，慢慢回到起始位置

建議腹部運動方案：

- 組合：先做捲腹，再做直腳提高
- 初學者：每個動作每組 10 下，每次做 2 個組合，組與組之間可以休息 10-15 秒
- 進階者：每個動作每組 15 下，每次做 2-3 個組合，組與組之間可以休息 10-15 秒
- # 在運動前需先行評估身體狀況，如果在運動時感到不適，應馬上停止，不要勉強完成。如果本身有高血壓、心臟病或血管疾病，宜於運動前先徵詢醫生或有關人士之意見。

只要吃得聰明，識得計數，也可享受美食

早餐例子：

以一個中年男士為例，少運動，每日大概需要的熱量約為 2200 卡路里，如果在早上已吃過 A 餐（沙嗲牛肉出前一丁，牛油多士，凍奶茶），他已經攝取了大概 1000 -

1100 卡路里，差不多佔整天所需熱量的一半；但如果早餐改為吃火腿通粉，多士走牛油，熱檸水走甜的話，熱量大概只有 300 - 350 卡路里，是 A 餐的 3 分之 1。所以，只要稍為改動食物的選擇，茶餐廳也並非修身的人士禁地。

Nowadays, most Hong Kong people have a common ground: accumulation of excess fat in waist (i.e. big belly) which will result in exceeding body mass index (BMI) as well as 3 "Highs" - high blood glucose, blood lipids and blood pressure or other severe diseases. Frequent eating out or inadequate exercises due to bustling working life account for the unhealthiness. However, as long as you know the trick, slimming is just a piece of cake!

10-minute workout a day helps lose belly fat and build firm muscles!

Busy working life greatly reduces our exercise time each day! Whole set of workouts below will no exceed 1 minute, which fits our hectic pace and allow you easily keep fit without any stress!

Crunch

Mainly train for upper rectus abdominis (i.e. belly)

Workout:

- Bent-knee Sit-up: Lie down and bend knee at 90 degrees
- Focus on abdomen; Relax your shoulder and neck; Take a deep breath; Sit-up towards the legs by applying abdominal crunch force during breathing out
- Lift upper body and hold for 2 seconds; Resume to the starting position

Leg Lifting

Mainly train for lower rectus abdominis and quadriceps (i.e. below-belt belly and front thigh muscles)

Workout:

- Lie down with you palm facing down and keep your legs straight and together.
- Tighten your abdominis muscles, lift your butt off the ground and keep your legs straight and lift them towards chest.
- Stay still at the highest point and resume to the starting point with your legs straight.

Recommended Abdominal Exercise Set:

- Combination: (1) Crunch; (2) Leg Lifting
- Beginner Level: 2 consecutive combined sets with 10 times per workout; 10-15 seconds rest time in between
- Advanced Level: 2-3 consecutive combined sets with 15 times per workout; 10-15 seconds rest time in between

Before exercise, thorough body assessment is required. Stop immediately if you feel unwell during workout. People with hypertension, heart or vascular diseases should consult doctor or relevant expertise in advance.

Be a SMART Foodie!

Example of Breakfast :

Take a middle-aged man as example. He lacks adequate exercises and at the same time just requires 2,200 calories intake daily. A breakfast of satay beef noodles, buttered toast and ice milk tea accounts for 1,000 - 1,100 calories which makes up 50% of his daily intake. However, macaroni soup with ham, unbuttered toast and hot lemon water without honey only consume 300 - 350 calories which is 1/3 of the previous menu. So, be smart when you eat. Hong Kong-styled teahouses can always be on your to-go list.

資料及相片提供：Trellis Limited 簡杏芳小姐

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Information and photos provided by: Trellis Limited, Ms. Elco Kan

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抓緊機遇 成功轉型

雅暉創意產品有限公司 曹漢輝先生

Grasps every opportunity to make a successful enterprise transformation

Mr. Tso Hoi Fai, Amazing Specialist Production Co. Limited



隨著人口老化，市場對養生保健產品的需求有增無減，各類型的保健護理產品大行其道。本會會員雅暉創意產品有限公司曹漢輝先生便捕捉到保健產品的龐大商機，將企業成功轉型。

曹氏畢業後於大型滑浪風帆生產商從事美術設計工作，其後機遇巧合下，認識到外國的衝浪用品品牌，藉其設計專長及衝浪用品生產的經驗，開始承接訂單加工生產泳裝及潛水衣，其後逐步發展至生產多元化潛水料用品，企業其後發展至六百人的規模。

至數年前，隨著市場競爭越趨劇烈，曹氏嘗試帶領企業轉型，憑著其開朗及關心朋友的性格，轉型方案得到不少前輩指點，決定從生產「老齡護理」產品著手。經歷兩年時間的籌備及研究測試，曹氏企業於2014年將專利的腰封、護膝等溫熱舒緩產品推出市場，產品不單只使用先進的電池溫熱技術，更加結合中醫經絡療法理論，成功大獲好評，產品現時已經行銷至澳門、馬來西亞及新加坡等地。

曹氏對產品推廣甚有心得，主力將產品於物理治療中心、中醫藥館及高級美容中心寄賣，針對性地接觸目標客群。曹氏的產品更加得到服務香港甲一籃球隊的物理治療師推薦，特別訂購其產品供專業運動員熱身及賽後理療使用。曹氏表示其產品主攻高檔及中產用家，故由產品質素、包裝、外觀以至銷售點，也一絲不苟，以確立產品的定位及形象。

談及未來的發展大計，曹氏希望進一步發揮其產品的功能，由現時針對長者保健的設計，進一步發展至運動保護的性能，擬於原有溫熱舒緩的基礎上，進一步研發低溫冰敷、磁療及負離子能量的功能，以吸引喜歡運動的年輕一代。他更希望使產品配合不同類型顧客的需要，以中醫經絡療法的設計舒緩各類長期病患者的不適。

曹氏表示希望藉著廠商會的平台，認識更多不同的會員，擴展人際網絡，以帶來與不同企業更多的合作機會。

With the growth of aged population, the demand for health care products increases a lot in the market and all types of those products become popular among people. Under this circumstance, Mr. Tso Hoi Fai, Director of Amazing Specialist Production Co. limited captures this huge business opportunity to make a successful enterprise transformation.

After his graduation, Tso was engaged in art design when working in a large-scale windsurfing manufacturer. He chanced to know some brands of foreign surfing products, which led him to start his business. Taking advantage of his strong points on design and experience of producing surfing goods, Tso began to accept orders of producing swimwear and diving suit. With the development of his enterprise to six hundred employees, the production of diversified diving material goods also became one of his businesses.

Facing keen competition in the market these years, Tso tried to conduct enterprise transformation. With his cheerful and considerate personality, Tso got valuable guideline from the older generation in business, he decided to firstly produce health care products for the aged. After two years of preparation and testing, Tso finally launched his patent warm soothing products into market in 2014, such as waist support and kneepad. Those products not only make use of advanced battery warming technology, but also adopt meridian-collateral therapy, which receives high praise among the public. Nowadays, they have been sold to Macau, Malaysia and Singapore etc.

Tso has a series of successful promotion strategies. He mainly commissions physical therapy center, Chinese medicine store and senior beauty center to sell his products in order to easily touch target customer group. What's more, his products, recommended by physiotherapist who is serving Hong Kong Class A basketball team, are ordered for professional athletes to use when they do warm-up or after a match. Tso expresses his products are aimed at the high and middle class customers so that he must strictly focus on its quality, package and appearance as well as sales station to establish a good image for it.

Speaking of the future plan, Tso hopes to add function of sports protection to his product. He plans that based on its function of warm soothing, the more functions of low-temperature ice compress, magnetic therapy and negative ion energy need to be further developed so as to attract the younger generation who like sports. He also wants to help patients suffering from chronic diseases relieve their pain and discomfort by its function of meridian-collateral therapy, making his products meet different customers' demands.

Finally, Tso wishes to know more members and expand his social network via the CMA platform to seek more cooperation opportunities with other enterprises.





「會員會客室」服務



為促進會方與會員之間的了解和溝通，會籍部推出「會員會客室」服務，定期安排會員與本會不同行業領導作親身會晤，就各項會員服務或企業營商等問題相互交流意見，增進聯繫，歡迎各會員踴躍參與。

▲ 如對本服務有任何查詢，
請致電會員服務熱線 2851 1555。

商會有情

向消防員致敬

Salute to Our Firefighters

香港中華廠商聯合會會長李秀恒 BBS JP



九龍牛頭角迷你倉的滔天大火終於被撲滅。五日烈焰、108 小時的灌救、兩位消防員英勇殉職，在鏡頭前我們看到的，除了噬人的火舌，就是一幕又一幕消防員揹起沉重裝備，堅定和無懼地步入火場的情景，如今聽著電視台播放向消防員致敬的一曲《真的英雄》，裡面的一句歌詞「無私的犧牲，可灌溉天下，看灰燼遲或早開花。」道出了消防員大無畏精神的崇高，感動著每個人的心靈，喚回了社會的溫情，也解答了我心中的疑問；他們害怕嗎？想念家人嗎？恐懼死亡嗎？他們的無私和勇敢，值得世人敬禮！

The deadly Ngau Tau Kok blaze has finally been put out after burning for more than 108 hours which claimed the lives of two brave firemen. We saw firefighters continuing to enter the fire scene with tons of heavy equipment so as to combat the inferno. Their firmness and fearless undoubtedly win our applause. Hong Kong celebrities recorded a song named "Real Hero" in honours of the firefighters. There is one lyric, saying: "Your unselfish sacrifice irrigates our heart. All the ashes will fade away with flower blossom everywhere." The noble yet fearless spirit of our firefighters warms our heart and awakens our tenderness in society. Before, countless questions popped up in my mind. Are they afraid? Will they miss their family? Do they fear death? All doubts are clear now. Our dear firefighters, thank you for all your braveness! Salute!

廠商會以行動支持

廠商會對高級消防隊長張耀升及消防隊目許志傑於日前牛頭角淘大工業邨「時昌迷你倉」四級大火中不幸殉職，深表哀痛和惋惜，並為其家人發起募捐行動，廠商會率先透過廠商會特別儲備基金委員會批准即時撥出捐款港幣 100,000 元，並分別向會董會成員、會員及秘書處職員募捐。截至 6 月 29 日，所籌得的金額為港幣 450,430 元，有關捐款將悉數透過「香港消防主任協會」及「香港消防職工總會」交予兩位殉職消防員家屬。

Support in Action

CMA has expressed sadness and is profoundly grieved at the loss of our brave Senior Station Officer Thomas Cheung and Senior Fireman Samuel Hui in a fourth-alarm blaze swept through an industrial building in Ngau Tau Kok in Kowloon. CMA has called for donations to help their family get through the difficult time and HKD100,000 from CMA Special Reserve Funds is immediately allocated for this cause. Moreover, CMA has also encouraged Board members, corporate members and Secretariat staff to give a helping hand. As of 29 June, a sum of HKD450,430 has been raised and the donation will hand over to the families of deceased brave firemen through "HKFS Officers Association" and "HK Fire Services Department Staffs General Association".

內地營商法律專欄

為員工購買團體意外險不能當然減輕或免除 用人單位的工傷保險責任

Group Personal Accident Insurance cannot reduce or exempt the Employers' Injury Insurance responsibility

【案情再現】 2010年11月，賈某入職某公司從事木料切割工作，某公司一直未 賈某繳納包括工傷保險在內的各項社會保險，而僅購買了某保險公司的團體意外險。2014年6月，賈某因工受傷並於同年12月鑒定為傷殘五級。該公司協助賈某辦理了團體意外險的理賠，賈某在收到團體保險支付的理賠款131,234元後向公司主張工傷待遇，公司要求用保險公司的前述理賠款沖抵其應承擔工傷保險待遇，賈某不同意，雙方因此發生糾紛。

【爭議焦點】 某公司為員工購買的團體意外險能否免除其工傷保險責任，保險理賠款能否沖抵該公司應當支付的工傷保險待遇。

【判決要點】 團體意外險與社會工傷保險具有不同的法律屬性，兩者在法律關係、支付條件、支付主體、適用法律等方面均存在不同。用人單位不能以保險公司已支付商業保險理賠款為由主張沖抵或免除其應向工傷職工承擔的工傷待遇。根據《工傷保險條例》的規定，用人單位具有為其員工參加工傷保險並繳納保險費是其法定義務，應當參加工傷保險而未參加工傷保險的用人單位職工發生工傷的，由該用人單位按照工傷保險條例規定的工傷保險待遇項目和標準支付費用。因此，賈某工傷保險待遇請求應予支持。

【律師提醒】

- ① 團體意外險屬於商業險範疇，具有自願性；而工傷保險屬於社會保險範疇，具有強制性；
- ② 工傷保險責任為用人單位對因工受傷職工的法定責任；團體意外險屬於用人單位給予職工的福利範疇；
- ③ 用人單位如欲通過團體意外險分散工傷事故責任的目的，可與勞動者達成保險金權益轉讓協議，將保險金權益轉讓給用人單位。
- ④ 投保受益人為用人單位的雇主責任險可在一定程度直接分散用人單位的工傷事故責任。

【THE CASE】 Jia has started working in a company for cutting woods in November 2010, the company did not pay for any social insurance including Employment Injury Insurance for him, but just purchase a Group Personal Accident Insurance from an Insurance company. In June 2014, Jia was injured during work and was verified as Level Five disability. The company assisted Jia for the claim procedures of the Group Personal Accident Insurance and after Jia received the claim of \$131,234, he requested the company to provide the injury treatments while the company asked him to offset the injury insurance treatment it should undertake with the claim thereinbefore provided by the insurance company. Jia disagreed with the arrangement and dispute was arised.

【THE DISPUTE】 Whether the Group Personal Accident Insurance purchased by the company can exempt its responsibility of Employment Injury Insurance,

and whether the insurance claim can offset the injury insurance treatment the company should undertake

【JUDGEMENT】 The Group Personal Accident Insurance and Social Employment Injury Insurance are with different law attributes, including law relationship, payment criteria, the payer, and the applicable laws. The employers cannot reduce or exempt their responsibilities to provide the Employment Injury Insurance to the injured staffs by offsetting against it with the paid insurance claim. According to the rules prescribed in the "Regulation on Work-Related Injury Insurances", employers have legal duty to purchase the Injury Insurance and pay the premium for their staff. The employers, who should purchase the Injury Insurance but fail to do so, should provide the injury insurance treatment items prescribed in the Regulation on Work-Related Injury Insurances and pay certain fees to the injured staff. Therefore, the request raised by Jia for the injury insurance treatment should be supported.

【REMINDER FROM LAWYER】

- ① Purchasing Group Personal Accident Insurance is a commercial and voluntary decision; but Injury Insurance is a kind of social insurance which is compulsory.
- ② Injury Insurance responsibility are the employers' legal responsibility to provide to the injured staff; Group Personal Accident Insurance is the benefit providing to the staff by the employers;
- ③ If the employers want to diffuse the Injury Insurance responsibility through the Group Personal Accident Insurance, they can sign a Subrogation Receipt of insurance claim with the staffs and transfer the insurance rights to the employers.
- ④ Employer's liability insurance can directly diffuse their injury responsibility to the beneficiary.



中電「環保節能機構」嘉許計劃，與業界攜手推動節能文化

CLP GREEN^{PLUS} Award - Promoting Energy Saving to Different Business Sectors



積極鼓勵工商界企業為節能環保出一分力

廠商會會長李秀恒博士推介的業界環保節能盛事，萬勿錯過！
Industrial energy saving award recommended by Dr Eddy Li, President of CMA

中電的嘉許計劃旨在鼓勵及表揚對環保節能作出貢獻的機構，亦一直獲得各行各業的支持及參與，去年合共接獲超過 5,000 份申請，反應相當熱烈。今年邁入第五周年，中電亦十分榮幸邀請到不同政府部門、綠色團體、商會、學界及專業機構作為此計劃的評審委員會。如你的機構亦致力於環保節能，歡迎了解得獎者的成功實例！

過往得獎機構的成功例子：

港資工廠的銀獎得主 — 富士高實業控股有限公司



富士高自 2000 年起在香港聯合交易所主板上市，主要從事電聲產品之設計、製造及銷售，當中包括耳筒、音箱，揚聲器系統及無線產品等。

節能工程項目特色及節能措施：



- 整個香港辦公室及國內廠房部份地方更換超過 3000 支 LED 節能光管，亦計劃日後全面換上節能光管，每年可節省 60% 用電量
- 邀請中電為公司節能減排提供意見，並根據建議著手推行一系列的節能措施，廠房員工宿舍採用太陽能熱水器，改造超過 100 部廠房的生產機組，提升能源效益，最高可節省 50% 電量
- 改造辦公樓冷氣系統，更換 10 多台水冷製冷機組，每年可節省約 20% 用電量
- 全套項目每年可節省超過 200 萬電費

CLP GREEN^{PLUS} Award Programme aims to encourage and recognise the outstanding organizations contributed in energy saving and environmental protection. Last year, the programme has received a hugely positive response with over 5,000 applications from different business sectors in Hong Kong. Stepping to the fifth year, CLP invites the members of judging panel from the government, green groups, business chambers, academic and professional bodies. If your organisation is looking for energy saving solutions, please don't hesitate to learn

the awardees' successful stories!

Successful Story of Previous Awardees:

Awardee of Hong Kong Manufacturer - Fujikon Industrial Holdings Limited

Fujikon is a listed company in HK. Its main business covers designing, manufacturing and distributing of professional audio products, such as headphone, audio speaker, and wireless audio accessories.

Energy Saving Measures & Performance:

- Replaced more than 3000pcs of energy saving LED tubes at Hong Kong office and some factory areas, the company achieved 60% annual energy saving. Full replacement will be carried out in future.
- Having professional advice from CLP on energy saving, a series of solutions were applied, such as adapting Solar Heater at factory worker's dormitory, and enhancing more than 100 production machine units which achieved up to 50% energy saving
- Replaced more than 10 Water-cooled Chillers and enhanced the air-conditioning system at the office that could save 20% energy per year
- Saved approximately two million energy cost for whole project



了解得獎機構的節能心得，請瀏覽網頁：
Please visit website to learn more energy saving tips from awardees:
www.clp.com.hk/GPaward

資料提供：香港中華電力有限公司

Information and photos provided by: CLP Power Hong Kong Limited

查詢：蔣佳偉先生，電話：2678 6142

Enquiry: Mr. Gary Chiang, tel.: 2678 6142

本會活動速遞 CMA Focus

活動 Event	會員「樂」Bar CMA Bar Time	會員會客室 Members' Opinions Collection Session	廠商會營商致勝系列 - 中國傳統味品製造及廚餘處理技術考察團 Mission of traditional sauce production and food waste processing	「廠商會好聲音 2016」邀請賽 - 初賽 The Voice of CMA 2016 (Heat)
日期 Date	14/7/2016	25/07/2016	29/7/2016	5/8/2016
查詢電話 Enquiry Hotline	2542 5765	2851 1555	2851 1555	2851 1555

歡迎推薦工商友好加入廠商會大家庭





新會員介紹

Introduction of New Members

公司：創匯企業（國際）有限公司
Company：Unique Innovation Company Limited
代表：股東 黃凱俊先生
Representative：Shareholder
Mr Wong Hoi Chun Bryan

產品：服裝
Product：Clothing



Company：K-Matrix Digital Intelligence Limited
代表：行政總裁 李志雄先生
Representative：CEO

Mr Edmund Lee

產品：社交媒體分析
Product：Social media analysis



公司：金洪有限公司
Company：Golden Water Limited

代表：助理總經理 張志遠先生
Representative：Deputy General Manager
Mr Cheung Chi Yuen

產品：加工改裝及包裝快銷品及電子商貿
Product：Processing, packing products & electronic commerce



公司：栢凌有限公司
Company：Partlink Limited

代表：董事 王丹小姐
Representative：Director
Ms Wang Tan

產品：製作包裝組合供應及電子商貿
Product：Production, packaging component supply & electronic commerce



公司：寶萬企業有限公司
Company：Million Noble Enterprises Limited
代表：董事 林錦榮先生
Representative：Director

Mr Lim Kam Wing Jimmy

產品：組裝產品及電子商務
Product：Product assembling & e-marketing



公司：活龍有限公司
Company：Bylicar Co Ltd

代表：董事 黃鵬貴先生
Representative：Director

Mr Wong Pang Kwai

產品：加工組裝成品製作供應及電子商貿
Product：Product assembling & supply, electronic commerce



公司：迪迅有限公司
Company：Dison Company Limited

代表：行政總裁 黃偉鴻先生
Representative：CEO

Mr Wong Wai Hung

產品：加工、包裝食品及電子商貿
Product：Product processing, packaging & electronic commerce



公司：天天（國際）食品有限公司
Company：Tintin (International) Food Limited

代表：董事 陳達成先生
Representative：Director

Mr Chan Tat Seng

產品：進行加工食品及電子商貿
Product：Food processing & electronic commerce



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



宗旨

表彰香港公司創立的傑出品牌，
提升香港產品和服務的知名度。

頒獎典禮

2016年選舉頒獎典禮暨慶祝晚宴定於二零一七年一月二十五日
假香港會議展覽中心會議廳隆重舉行，並由香港特區政府
財政司司長曾俊華, GBM, 太平紳士和其他官員擔任主禮嘉賓。

「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 (主席評判)
- 香港中華廠商聯合會會長李秀恒博士, BBS, 太平紳士
- 香港工業總會主席鄧文聰教授, MH, 太平紳士
- 香港生產力促進局主席
- 香港品牌發展局副主席吳清煥先生
- 香港貿易發展局副總裁葉澤恩先生
- 香港設計師協會主席盧永強先生

「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梁敬國太平紳士 (主席評判)
- 香港品牌發展局主席黃家和太平紳士
- 香港理工大學校長唐偉章教授太平紳士
- 香港旅遊發展局主席林建岳博士, GBS
- 香港中華總商會副會長袁武, GBS, 太平紳士
- 香港零售管理協會副主席周允成先生
- 香港總商會總裁袁莎妮小姐

2016

接受報名

選舉組別

「香港名牌選舉」— 產品品牌
「香港服務名牌選舉」— 服務品牌

參賽資格

- 參賽品牌須在香港創立或者與香港有實質的密切聯繫
- 參賽品牌及所屬公司必須在香港註冊

獎項

香港名牌十年成就獎
香港卓越名牌
香港名牌(最多10個)
香港服務名牌十年成就獎
香港卓越服務名牌
香港服務名牌(最多10個)

截止日期

2016年8月31日

評審標準

- 知名度(香港、中國內地及海外)
- 創新意念
- 形象
- 經營特色
- 品質
- 環保及社會責任

查詢

香港品牌發展局呂小姐(香港名牌) 電話：2542 8632 /
林小姐(香港服務名牌) 電話：2542 5780
電子郵件：mr3@cma.org.hk / eor5@cma.org.hk
網 頁：www.hkbrand.org

主辦機構：



香港品牌發展局

活動贊助及
義務服務：



香港中華廠商聯合會



畢馬威會計師事務所

獎券贊助：

特別鳴謝：



六福珠寶



明報



星島日報



香港電台

致：香港品牌發展局

圖文傳真：3421 1092 / 2815 4836

2016 香港名牌選舉 暨 香港服務名牌選舉 參加回條

本公司有興趣參加以下選舉，請惠寄有關資料及詳細表格。

香港名牌選舉 香港服務名牌選舉 (請於適當方格內，填上✓號。)

參賽品牌 (中文) _____ (English) _____

公司名稱 _____

公司地址 _____

聯絡人 _____ 聯絡電話 _____

電子郵件 _____ 圖文傳真 _____

網 址 _____ 品牌創立年份 _____

主要產品/服務類別 _____

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



宗旨

表彰香港公司創立的新興品牌，
提升香港產品和服務的附加價值和競爭能力。

評審團成員

- 香港特區政府商務及經濟發展局常任秘書長(工商及旅遊)
容偉雄太平紳士(主席評判)
- 香港品牌發展局副主席沈運龍博士
- 香港城市大學副校長(發展及對外關係)、資訊系統與電子
商務講座教授李國安教授
- 香港中小型企業總商會會長林國良太平紳士
- 香港品質保證局副主席何志誠工程師
- 香港設計中心行政總裁利德裕博士

選舉組別

「香港新星品牌選舉」— 產品品牌
「香港新星服務品牌選舉」— 服務品牌

參賽資格

- 參賽品牌必須在香港創立或者與香港有實質的密切聯繫
- 參賽品牌的創立時間不得超過八年
- 參賽品牌及所屬公司必須在香港註冊

獎項

香港新星品牌 (原則上以5個為限)
香港新星服務品牌 (原則上以5個為限)

截止日期

2016年8月31日

主辦機構：



香港品牌發展局

活動贊助：



香港中華廠商聯合會



畢馬威會計師事務所

獎券贊助：

特別鳴謝：



六福珠寶



明報



星島日報



香港電台

致：香港品牌發展局

圖文傳真：3421 1092 / 2815 4836

2016 香港新星品牌選舉 暨 香港新星服務品牌選舉 參加回條

本公司有興趣參加以下選舉，請惠寄有關資料及詳細表格。

香港新星品牌選舉 香港新星服務品牌選舉 (請於適當方格內，填上✓號。)

參賽品牌 (中文) _____ (English) _____

公司名稱 _____

公司地址 _____

聯絡人 _____ 聯絡電話 _____

電子郵件 _____ 圖文傳真 _____

網 址 _____ 品牌創立年份 _____

主要產品/服務類別 _____



會員優惠
Member Offers

電訊盈科
PCCW



廠商會會員優惠 Exclusive offer to CMA Members :

廠商會會員每月現凡購買指定型號的電視、流動平板、個人電腦產品即可享有高達八五折優惠。另凡新申請網上行光纖入屋寬頻計劃即送超市禮券，指定用戶更專享特選月費優惠，詳情請致電「企業員工優惠專線 2883 2323」。

CMA members enjoy up to 15% discount for purchasing selected Smart TVs, Tablets and Computers, etc. New subscribers of PCCW services may also get extra supermarket coupons. For more details, please call our dedicated Corporate Hotline 2883 2323.

優惠日期至 2016 年 12 月 31 日

The offer is valid until 31 December, 2016



電話 Tel : 2883 2323



第一夫人皮草有限公司

Dai-Ichi Madam Fur Limited



廠商會會員優惠 Exclusive offer to CMA Members :

於本公司展廳購買皮草衣服，可獲 95 折（特價貨品除外）
Less 5% discount for fur garments (expect special items)

優惠日期至 2016 年 12 月 31 日

The offer is valid until 31 December, 2016



電話 Tel : 2757 2789

傳真 Fax : 2649 8528

電郵 Email : info@daiichimadam.com



八達通卡有限公司

Octopus Cards Limited



廠商會會員優惠 Exclusive offer to CMA Members :

八達通除了是生活必需品，其實也可以是有助企業提昇形象及品牌知名度的精美禮品！八達通卡有限公司為各大企業提供製作「企業版八達通」服務，企業可於八達通上印上獨特的卡面設計或公司商標，為客戶及員工送上獨一無二的禮品！香港中華廠商聯合會會員企業現凡訂購「企業版八達通」或「企業版特訂八達通」，可尊享印刷效果免費升級優惠（例如加印序號在「企業版八達通」）。贈送之特別印刷效果將隨訂購數量而不同，最高優惠可達每張 HK\$20！

「企業版八達通」及「企業版特訂八達通」的最低訂量均為 500 張。訂購最低訂量已可享有印刷效果升級優惠。Octopus is not only a kind of commodity but also a premium. Octopus cards Limited offers enterprises with Corporate Octopus with tailor-made card face design and company logo imprinted to reinforce the corporate identity and increase brand awareness. It is definitely a unique and handy corporate gift to your clients and staff in marketing promotions and company events.

CMA members are now enjoying special offer of free upgrade with special printing effect when ordering Corporate Octopus or Corporate Customized Shape Octopus (for example, serial number printing for Corporate Octopus). Free upgrade of special printing effect will vary depending on order quantity and the special offer can be up to HK\$20 per Octopus!

The minimum order quantity for both Corporate Octopus and Corporate Customized Shape Octopus is 500 pieces. You can enjoy the free upgrade of printing effect special offer even with the minimum order quantity!

優惠日期至 2016 年 12 月 31 日

The offer is valid until 31 December, 2016



電話 Tel : 2266 2291 (Grace Lam) / 2266 2397 (June Li)

傳真 Fax : 2266 2336

電郵 Email : corp-enquiries@octopus.com.hk

網址 Website : www.octopus.com.hk



浚達國際市務有限公司

Smartech International Marketing Ltd



廠商會會員優惠 Exclusive offer to CMA Members :

1. 多功能冷熱攪拌機 (SB-2428)
寧靜摩打，快速研磨；輕鬆面板，電子控制；玻璃水杯，冷熱皆宜；時速設定，安全裝置。建議零售價 HK\$2998，廠商會會員優惠 HK\$1798
2. "Smart Global" 環保幻彩 360° 球型風扇 (SF-1908)
獨特創新內置 360° 旋轉扇葉設計；把節能風扇，幻彩燈結合於一身；環保節能變頻式馬達，安全寧靜；輕觸式按鍵；8 段風速選擇；LED 顯示屏；多功能遙控，控制風扇及夜光燈；低耗電量：19W
建議零售價 HK\$1998，廠商會會員優惠 HK\$998
3. 智能 LCD 雙發熱電蒸籠 (SC-2418)
電子控制，方便省時；健康蒸煮，特大容量；雙發熱器，受熱均勻；加熱保溫，預設功能。建議零售價 HK\$1198，廠商會會員優惠 HK\$898

1. Smart Hot & Cool Blender (SB-2428)
Suggested Retail Price HK\$2998, CMA Member Price HK\$1798

2. "Smart Global" - Digital Mood Light 360° Oscillating Eco Tower Fan (SF-1908)
Suggested Retail Price HK\$1998, CMA Member Price HK\$998

3. Smart LCD Food Steamer (SC-2418)
Suggested Retail Price HK\$1198, CMA Member Price HK\$898

優惠日期至 2016 年 12 月 31 日

The offer is valid until 31 December, 2016



電話 Tel : 2578 8813

傳真 Fax : 3568 0518

電郵 Email : info@smartech-intl.com / cs@smartech-intl.com

網址 Website : www.smartech-intl.com



妃秀愛

Facial Apps HK



廠商會會員優惠 Exclusive offer to CMA Members :

凡在「Facial Apps HK」Facebook 讚好專頁，將免費獲贈總值 \$60《妃秀愛》珍貴人參面膜一片
If you join "Facial Apps HK" by liking our page on Facebook now, you will receive a free Facial Apps deluxe Ginseng mask worth \$60

優惠日期至 2016 年 12 月 31 日

The offer is valid until 31 December, 2016



電話 Tel : 3114 5543

電郵 Email : lily@facialapps.com

網址 Website : www.facialapps.com

面書 Facebook : Facial Apps HK



香港澤雨農科集團控股有限公司

Hong Kong Rainigrace Agricultural Science Group Holding Company Limited



廠商會會員優惠 Exclusive offer to CMA Members :

於本公司購買以下產品可享優惠：

1. 石斛鮮品 9 折
2. 石斛乾品 95 折
3. 金線蓮鮮品 9 折
4. 金線蓮茶葉 95 折

Purchase below products can enjoy:

1. Dendrobium fresh goods less 10% discount
2. Dendrobium dry goods less 5% discount
3. Anoectochilus fresh goods less 10% discount
4. Anoectochilus tea less 5% discount

優惠日期至 2016 年 12 月 31 日

The offer is valid until 31 December, 2016



電話 Tel : 2110 0341

傳真 Fax : 2110 0342





2016香港名牌選舉暨香港服務名牌選舉 香港新星品牌選舉暨香港新星服務品牌選舉

查詢電話：2542 8698

網址：www.hkbrand.org

主辦機構：



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



INNOTECH 呈獻：「廠商會好聲音 2016」邀請賽 INNOTECH presents: The Voice of CMA 2016



廠商會隆重舉辦「廠商會好聲音 2016」邀請賽，邀請各大友好商會，包括香港總商會、香港中華總商會、香港工業總會以及香港中華出入口商會會員企業參加，祈藉著是次比賽讓各商會的會員一拼歌藝，以促進商會間的交流！是次比賽獲得多家企業贊助支持，並由匯德產品發展有限公司冠名贊助。

Innotech 呈獻：「廠商會好聲音 2016」邀請賽共設個人及組合 2 個組別。是次比賽獎項十分豐富，除個人及組合均設冠、亞、季軍獎項各一名外，亦另設全場總冠軍及最佳台風獎，得主分別可獲頒發港幣 20000 元及 5000 元豐富獎金！是次比賽更特設「好聲音商會大獎」，頒發予獲獎數目最多的參與商會，鼓勵各商會會員踴躍參加！

是次比賽的評審團極具份量，大會邀請多位音樂及藝能界專業級代表擔任評審，並特別於決賽當晚邀得殿堂級音樂人黎小田先生以及英皇娛樂有限公司音樂總監蒞臨指導，賽果更具代表性。此外，大會更獲香港著名樂隊 Mr. 主音布志綸應允，為決賽夜擔任表演嘉賓。

Innotech 呈獻：「廠商會好聲音 2016」初賽訂於 8 月上旬進行，入圍者可進入 9 月份的總決賽，爭取各個組別的獎項。如欲與各界高手過招，切磋歌藝，請即報名參加「廠商會好聲音 2016」，截止報名日期為 7 月 20 日，請從速報名！

本會現誠邀各位會員出席決賽，親身感受現場熱熾氣氛，為喜愛的參賽者打氣！有興趣索取

門票的會員，請填妥回條於 8 月 26 日前逕交本會（連結：<http://event.cma.org.hk/registrations/register/515>），本會將有專人安排跟進。是次比賽並歡迎各業會員作出贊助，詳情請參閱比賽贊助表格。

CMA is glad to present "The Voice of CMA 2016". The association is cordially to invite the Hong Kong General Chamber of Commerce, the Chinese General Chamber of Commerce, Federation of Hong Kong Industries as well as the Hong Kong Chinese Importers' and Exporters' Association to join the contest! Through the competition, members from various chambers can share their singing talents and happiness together. This competition is sponsored by several enterprises and "Innotech Advanced Products Limited" is the title sponsor of the event.

Solo and Group categories will be available in competition with plentiful awards and gifts. Except champion, 1st runner-up and 2nd runner-up for each category, "The Voice of the Voice" and "Best Stage Performance" prizes will also be presented while each winner can receive HKD20,000 and HKD5,000 cash respectively! What's more – chamber with the most number of awards will be given "Best Voice of Association" Awards. Welcome all to participate!

Professional celebrities from music and entertainment industrie, are invited to serve as juges panels. We are also honoured to have renowned music producer, Mr Michael Lai, and music director from Emperor Entertainment Group be our special guest in finals for on-site guidance. Look forward to this grand occasion! Vocals of popular band "Mr.", Alan Po is invited to be guest performer of the event.

The preliminary contest will be scheduled in early August while the selected finalists will strive for various awards in the finals held in September. Want to meet other skilled-handed and exchange music talent? Enroll Innotech presents: "The Voice of CMA 2016"! Deadline will be due on 20 July. Act NOW!

CMA members are welcome to attend the finals and cheer your favourite candidate in such a blazing

atmosphere! Interested members please complete and send the application form (available at <http://event.cma.org.hk/registrations/register/515>) to us before 26 August for admission tickets. Sponsorship by members are also highly appreciated. For more details, please refer to promotional leaflet.

查詢熱線：2851 1555
Enquiries: 2851 1555

冠名贊助機構



贊助機構（排名不分先後）



參賽表格
Enrolment Form



贊助表格
Sponsorship Form

決賽 Finals

日期 Date	14/09/2016 (星期三) Wednesday, 14 September 2016
時間 Time	晚上 7:30 7:30pm
地點 Venue	青年廣場 Y 綜藝館 (地址：柴灣柴灣道 238 號) Y-Theatre, Youth Square (Address: 238 Chai Wan Road, Chai Wan)

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

地址：香港中環干諾道中 64-66 號廠商會大廈
會籍部熱線 Tel: 2851 1555
傳真 Fax: 2815 5713

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電郵 Email: info@cma.org.hk