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CMA Monthly Bulletin

7月號
July 2024

香港工業再展翅 · 締造輝煌新一頁



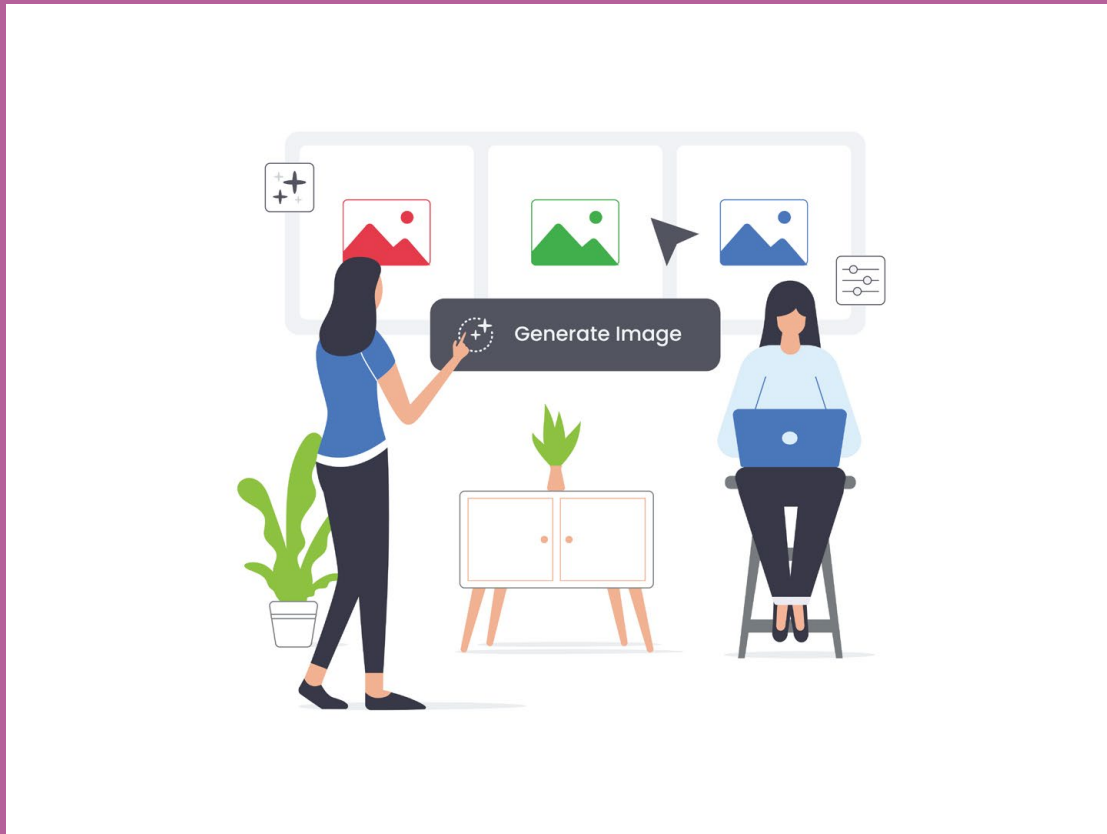
生成式AI 人工智能時代的營銷加速器 GenAI: Marketing Accelerator in the Age of AI

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大綱 Index

- 02 封面故事
Cover Story
- 04 觀點
Views
- 06 會務－活動回顧
Our Chamber－Event Highlights
- 12 專題
Feature
- 13 啟動升級
Get Ready to Upgrade
- 16 廠商會廣州代表處快訊
CMA Guangzhou
Branch Newsletter
- 17 校園動態
Our School
- 19 會員－歡迎新會員
Our Members－Welcome!

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人工智能作為形成新質生產力的重要引擎，正重塑千行百業。其中，生成式AI（GenAI）更以各種方式改變營銷市場行業，從受眾分析、內容創建，到設計和執行策略，都可以充分應用生成式AI營銷技術，以提升績效和品牌競爭力。

Artificial intelligence (AI) – an essential engine for new quality productive forces – is reshaping thousands of industries. Generative AI (GenAI), renowned for its remarkable capacity to autonomously generate and analyse data, create content, and execute creative and marketing campaigns, is increasingly becoming vital for maintaining a competitive brand advantage.

GenAI有助提高創作效率

有分析師認為，在GenAI不斷衝擊傳統搜索引擎的變革浪潮下，企業必須盡快調整市場營銷策略，皆因GenAI的崛起，無疑給營銷從業人員開啟了新的可能性，特別是在提升廣告製作效率和創造性方面，作用日益凸顯，不僅加速了創意素材的生產流程，也為中小型企業帶來更多機會。

例如，GenAI能夠迅速產生多樣化風格的廣告文案、圖片及動畫，並且通過算法提高產出的質量，與此同時，也降低了傳統圖片編輯所需要的人力與時間，顯著提升創意素材的製作效率。對於規模較小的企業來說，這意味著能以較低成本和更快速度參與市場競爭。

GenAI亦能根據品牌特定的風格和受眾的口味打造個性化文案，提高創作效率之餘，亦有助增添創意，令企業營銷團隊能夠更專注於策略規劃和創新思考，推動整體營銷內容的創意發展。

從業者須審核生成內容

AI技術讓原本複雜的視覺創作變得簡單快捷，即使毫無設計經驗，也能利用AI工具輕鬆創造吸引眼球的圖片及影片。然而，在應用AI工具時，營銷人員亦有需要留意的地方。

首先是如何確保AI生成的內容能與品牌形象保持一致。GenAI在未經大量訓練前，生成的圖片及文字大多缺乏對品牌核心價值和消費者情感的深入理解，可能導致無法有效吸引目標受眾、產生共鳴。另外，AI生成的內容未必具版權，或符合法例規定。因此，營銷團隊需對AI生成的內容進行進一步的人工審核和調整，以符合品牌的核心價值和市場定位，並確保內容不侵犯任何版權或違反法律規定。

除了對AI生成的內容做出調整，從業人員亦需採取更多策略，令這個工具更加得心應手。例如，加強AI模型訓練過程，確保其能學習及理解品牌價值、商品特徵、產業特性和目標受眾的需求。

總而言之，AI作為新質生產力的一種，是新一輪科技革命和產業變革的重要驅動力量，將對全球經濟社會發展和人類文明進步產生深遠影響，並將成為未來企業管理和發展的必然選擇。在此浪潮下，本港企業無論是從管理決策，還是到營銷內容，都應積極推動與AI的深度融合，早奪先機，在經濟結構轉型的動蕩中脫穎而出。



GenAI Improves Creation Efficiency

With the wave of change brought about by GenAI, some analysts suggest that enterprises adjust their marketing strategies as soon as possible. The rise of GenAI has undoubtedly created new possibilities for marketing practitioners, especially in enhancing the efficiency and creativity of advertisement production. These advances not only speed up the process of producing creative materials but also offer opportunities for small and medium-sized enterprises (SMEs).

For example, GenAI can quickly generate a wide variety of styles of ad copies, images, and animations. Through algorithms, it can improve the quality of output. At the same time, it allows for reduced time and labour compared to traditional photo editing, significantly improving the efficiency of producing creative materials. As a result, SMEs can compete in the marketplace at a lower cost and faster pace.

Because GenAI generates customised copy based on a brand's specific style and the audience's preferences, it not only improves creation efficiency but also reinforces the brand's creative identity. This gives the corporate marketing team more time for strategic planning, innovative thinking, and creative development of the overall marketing content.

Owners' investment in their pets drives industrial diversification

For example, GenAI can quickly generate a wide variety of styles of ad copies, images, and animations. Through algorithms, it can improve the quality of output and provide diverse styles for businesses to choose from. At the same time, it allows for reduced time and labour compared to traditional photo editing, significantly improving the efficiency of producing creative materials. As a result, SMEs can compete in the marketplace at a lower cost and faster pace.

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Marketers to Review Generated Content

AI technology has made it easy to create eye-catching images and videos, even for those with no design experience. However, marketers should be aware of a few stumbling blocks when applying AI tools.

It is crucial, for example, to ensure that AI-generated content is consistent with the brand's image. When GenAI does not have extensive training, most of the images and text it generates lack an in-depth understanding of the brand's core values and consumer sentiment and may fail to effectively engage and resonate with the target audience. In addition, AI-generated content may not be copyrighted or legally compliant. Therefore, the marketing team will need to manually review and adjust the content to align with the brand's core values and market positioning and to ensure that the content does not infringe on copyright or violate legal requirements.

Marketers should also adopt more strategies to make the tool user-friendly. For example, the AI



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工業遊學團 新舊交融長知識

Industrial Study Tour
Blending the New and the Old to Gain Knowledge



又到暑假，大家為孩子準備了什麼益智活動？有沒有想過參觀「工地」，讓孩子開拓眼界、增廣見聞？

我所說的「參觀工地」，並非「參觀地盤」，而是「工業遊學活動」：走訪老廠房遺址，走進今日新型工業基地生產線，聽聽工業發展史，看看創新科技。事實上，近年遊學活動趨向主題化，開創新市場，旅行社紛紛為學生度身定造「暑期工業遊學團」，安排考察工業博物館、科技園和大型科企，「景點」涵蓋內地和海外，邊旅遊邊學習，廣受家長和學校歡迎。

香港工業故事 擦亮金漆招牌

「工業遊學團」屬於工業旅遊項目，方興未艾。台灣在推動「觀光工廠」（工業旅遊）發展得比較早，當地有學者做過專項研究，發現工業旅遊客群主要有五類：需要做研究報告的學生、喜愛體驗的家庭客戶、追求潮流的輕熟女、懷舊的銀髮族，以及鍾情深度遊的外地旅客，客路十分廣泛，反映出工業旅遊絕對「有得做」。若按遊客年齡層分析，則以16至25歲數量最多。

研究更揭開學生喜歡到「工地」體驗的背後原因，除了「打卡」和增長知識，還可透過實地考察，加深對工業和創科的了解，對規劃未來職業生涯非常有幫助。

本港製造業底蘊深厚，具備足夠「先天」條件開拓工業旅遊。二戰之後，本地工業百花齊放，有小型山寨廠，也有大規模生產線，僱用大量勞工，養活千家萬戶，「香港製造」成了金漆招牌。上世紀六、七十年代全盛時期，製造業佔本地生產總值（GDP）大約三成，就業人數更佔全港四成半，當年四大工業（紡織及製衣業、塑膠及玩具業、鐘錶業、電子業）騰飛發展，推動香港經濟轉型，寫下一頁又一頁光輝歷史。

大家可能會問，工業旅遊是不是追本溯源的懷舊之旅？答案是「不」！我認為，工業旅遊是「穿梭時空、包羅萬有的奇妙旅程」，既追尋昔日廠房遺址，細聽工業發展故事；也參觀生產基地，了解新型工業發展；更可體驗創新科技，探索未來工業，一舉多得！

添加科技元素 增加沉浸體驗

「工業遊學團」要辦得宜古宜今、趣味盎然，策劃必須周詳，引入新思維、新元素，早前我在報章撰文，對推動發展工業旅遊提出三項具體建議，在此與大家分享：

1. 因地制宜策劃發展藍圖，照顧參加者的需求，讓他們看到最地道、最獨特的香港工業。
2. 善用創科訴說昔日故事，為景點添多「智慧」，讓參加者透過VR（虛擬實境）等科技，體驗「香港製造」的發展歷程。
3. 提供經濟誘因推動發展，呼籲政府設立專項基金，鼓勵及資助民間參與發展。

「工業遊學團」肩負教育使命，讓莘莘學子溫故知新，我認為值得重點推廣！

工業遊學團，追本又溯源，視野無限遠，創新的開端。



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吳永嘉議員 BBS 太平紳士
廠商會立法會代表
The Hon Ng Wing Ka, Jimmy, BBS JP
CMA Legislative Council Representative



Are you preparing some meaningful activities for your children this summer? Have you considered visiting a worksite to broaden their horizons and expand their knowledge?

When I mentioned "visiting a worksite," I wasn't referring to a "construction site tour." Rather, I was suggesting an "industrial study tour" where children can explore the remains of old factory buildings, visit modern industrial production lines, learn about the history of industrial development, and witness innovative technologies. In fact, in recent years, study tours have become more themed and have opened up new markets. Travel agencies have tailored "summer industrial study tours" for students, arranging visits to industrial museums, technology parks, and large-scale technology companies. These tours cover both domestic and international destinations, combining travel and learning, and have gained popularity among parents and schools.

Hong Kong's Industrial Story: Polishing the Golden Signboard

The "industrial study tour" falls under the category of industrial tourism and is gaining momentum. Taiwan has been promoting "tourism factories" (industrial tourism) for quite some time, and local scholars have conducted specialized research on this topic. They have identified five main types of industrial tourism visitors: students who need to conduct research reports, families seeking experiential activities, trendy young women, nostalgic senior citizens, and out-of-town travelers who are passionate about immersive experiences. The diversity of these visitor profiles reflects the wide appeal of industrial tourism. When analyzing the age group of visitors, the largest segment falls within the 16 to 25 age range.

Further research has uncovered the underlying reasons why students enjoy experiential visits to "worksites." Apart from the desire to check in the destination and gain knowledge, these visits provide an opportunity for students to deepen their understanding of the industrial and innovation sectors. Through on-site observations, they can develop a clearer grasp of these industries, which can be highly beneficial for planning their future careers.

Hong Kong's manufacturing industry has a rich heritage and possesses the necessary conditions to explore industrial tourism. After World War II, the local manufacturing industry flourished with a diverse range of small-scale workshops and large-scale production lines, employing a significant number of workers and supporting countless households. "Made in Hong Kong" became a renowned brand. During the peak of the 1960s and 1970s, the manufacturing sector accounted for approximately 30% of the local Gross Domestic Product (GDP), with employment in the industry representing around 45% of the total workforce in Hong Kong. The four major industries at that time, including textiles and garment manufacturing, plastics and toys, watchmaking, and electronics, experienced rapid development, driving the transformation of Hong Kong's economy and creating a glorious chapter in its history.

Some may wonder if industrial tourism is simply a nostalgic journey to trace our roots. The answer is "no!" In my opinion, industrial tourism is a "time-traveling, all-encompassing, and marvelous journey." It involves exploring the remnants of old factory buildings, listening to the stories of industrial development, visiting modern production bases to understand the advancements in the industry, and even experiencing innovative technologies that shape the future of industrialization. It is a multi-faceted experience that offers a wide range of insights and discoveries.

Adding Technological Elements: Enhancing Immersive Experiences

"Industrial study tours" should be well-planned to cater to both the past and the present, infused with a sense of fun and excitement. The planning process must be meticulous, incorporating new ideas and elements. I previously wrote an article in the newspaper, proposing three specific suggestions for promoting the development of industrial tourism. I would like to share them with you here:

1. Tailor-Made Development Blueprint: Plan strategically according to the specific characteristics of each location, taking into consideration the participants' needs. This will allow them to witness the most authentic and unique aspects of Hong Kong's industrial landscape.
2. Harnessing Innovation and Technology: Utilize the power of innovation and technology to narrate the stories of the past. Enhance the attractions by incorporating "smart" elements, such as utilizing VR (Virtual Reality) and other technologies, to provide participants with an immersive experience of the development journey of "Made in Hong Kong."
3. Economic Incentives for Development: Advocate for the establishment of dedicated funds by the government to encourage and financially support private sector involvement in the development of industrial tourism. By providing economic incentives, we can foster greater participation and drive the growth of this sector.

"Industrial study tours" bear the educational mission of allowing young students to learn from the past and discover new knowledge. I strongly believe that they are deserving of significant promotion and recognition.

Industrial study tours, tracing our roots and exploring the origins, broaden horizons and mark the beginning of innovation.

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廠商會接待來訪機構及活動

2024港澳山東周開幕式暨魯港合作交流會 (本會協辦)



由山東省人民政府主辦，本會協辦的「2024港澳山東周開幕式暨魯港合作交流會」於5月27日在香港嘉里酒店。本會盧金榮會長(左)代表出席為主禮嘉賓之一，並與中共山東省委書記林武(右)合照。

2024東營市雙招雙引合作交流會(香港)



由東營市人民政府主辦的「2024東營市雙招雙引合作交流會(香港)」於5月27日在香港嘉里酒店。本會吳國安副會長(右)代表出席為發言嘉賓之一，並與東營市委書記楊國強(中)合照。

山東省德州市代表團訪會



山東省德州市委書記田衛東(前排左四)率領代表團一行9人於5月27日蒞會訪問，由本會盧金榮會長(前排中)、周瑞麒時任行政總裁(後排右一)和會董等接待。

「香港十大傑出青年選舉」開幕典禮(本會支持)



由國際青年商會香港總會主辦，本會支持的「十大傑出青年選舉」開幕典禮於5月28日假太古廣場一期舉行，本會李慧芬常務會董代表本會出席，並與主禮嘉賓高永文醫生、GBS, JP及其他出席嘉賓進行大合照。

青島-香港經貿合作交流會(本會支持)



由青島市人民政府主辦，本會支持的「2024青島-香港經貿合作交流會」於5月28日在香港朗廷酒店。本會吳清煥常務會董(右)代表出席，並與青島市委常委、副市長王波(左)合照。

魯港產業和人才交流會 (本會協辦)



由山東省工信廳、山東省政府港澳事務辦公室和山東省商務廳主辦，本會協辦的「魯港產業人才交流會」於5月28日在香港美利酒店舉行。本會盧金榮會長(前排右三)代表出席為演講嘉賓之一和見證簽約儀式，並與山東省工信廳安文建副廳長(前排中)、香港特區政府勞福局孫玉函局長(前排左四)、香港出口信用保險局譚慶會主席吳宏斌(前排右二)和魯港產業人才聯盟籌委會主席陳婉華(後排中)等合照。

魯港產業和人才交流會 (本會協辦)



本會盧金榮會長於交流會致辭。

參觀香港專業教育學院(柴灣)學習資源中心



盧金榮會長、馬介欽常務副會長、黃家和副會長、廠商會檢定中心主席駱百強副會長、時任行政總裁周瑞麒等今天參觀香港專業教育學院(柴灣)學習資源中心，就本會及廠商會檢定中心擬捐款予該局，以支持就讀高級文憑或以上的職業訓練局學生的全面發展，視察有關命名設施，獲該局顏淑賢高級助理執行幹事、譚志強副處長等作簡介。

香港深圳坪山區碧嶺同鄉會代表團訪會



香港深圳坪山區碧嶺同鄉會林宗怡會長率領代表團一行5人於5月30日蒞會訪問，由本會周瑞麒時任行政總裁和常董會董等接待。

天津市委統戰部代表團訪會



天津市委常委、市統戰部部長冀國強(前排左五)率領代表團一行15人於5月31日蒞會訪問，由本會盧金榮會長(前排右五)、副會長陳家偉(後排右二)、莊家彬(前排右三)、周瑞麒時任行政總裁(後排右三)、陳淑玲名譽會長(前排右四)和常董會董等接待。

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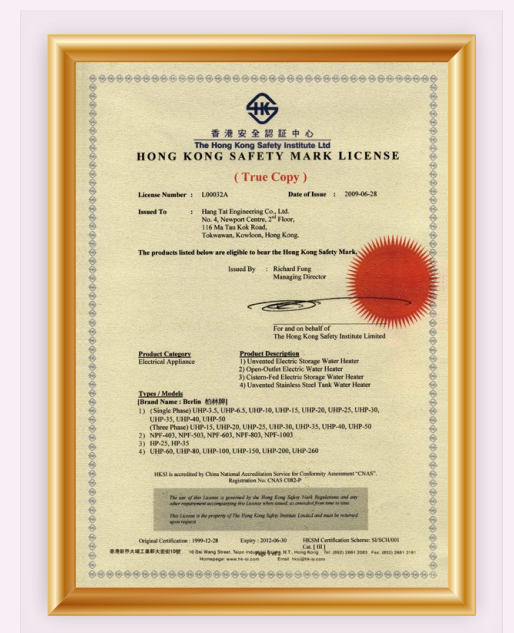
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溫馨提示

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5月30日廠商會會董晚宴

本會於5月30日假上海總會舉行5月份「會董晚宴」，當晚邀得商務及經濟發展局署理局長陳百里博士親臨作出分享，增進交流。



晚宴邀得商務及經濟發展局署理局長陳百里博士蒞臨分享，並與盧金榮會長、吳永嘉議員、史立德永遠名譽會長、馬介欽常務副會長、副會長黃家和、吳國安、梁兆賢、陳家偉、駱百強、施榮恒、莊家彬、黃偉鴻、周瑞麟時任行政總裁、名譽會長陳淑玲、陳鴻基、雷振範、以及香港工業總會林世豪常務副主席合照。



商務及經濟發展局署理局長陳百里博士擔任演講嘉賓。



盧金榮會長(右)主持問答環節。



6月22日青年委員會參加「香港青年工商界羽毛球賽」

青年委員會組隊參加6月22日「香港青年工商界羽毛球賽」，分別勇奪混合雙打（銀碟賽）亞軍及男子雙打（銀碟賽）季軍，為母會爭光，成績令人鼓舞。

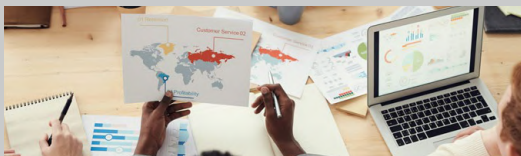


本委員會史吳浩主席（左四）和翁國豪副主席（右四）與一眾參賽隊員合照

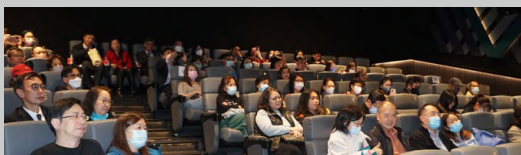


會務－活動 Our Chamber - Events

7月JUL & 8月AUG



「AI職場實務應用：提升職場的新質生產力」工作坊
日期Date：26/7/2024
查詢電話Enquiry Hotline：2542 8635



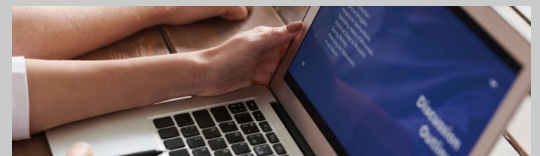
電影欣賞之夜
日期Date：容後公佈
查詢電話Enquiry Hotline：2851 1555



第4屆工展會購物節
日期Date：2-5/8/2024
查詢電話Enquiry Hotline：3421 2012



江門食品科技考察團
日期Date：容後公佈
查詢電話Enquiry Hotline：2851 1555



ESG 經理實務證書課程：
將ESG挑戰轉化為業務增長的執行指南
日期Date：6/8, 13/8及20/8
查詢電話Enquiry Hotline：2542 8691

6月20日廠商會90周年誌慶暨2024行業聯歡晚宴

會籍部於6月20日假紅磡海韻軒海景酒店3樓天澄閣中菜廳舉辦「廠商會90周年誌慶暨2024行業聯歡晚宴」，當晚邀得商務及經濟發展局局長丘應樺擔任主禮嘉賓，並聯同廠商會一眾首長與超過300多位來自各行各業的會員共聚一堂，增進交流。大會更為當晚安排了豐富節目，包括幸運大抽獎、歌唱表演環節等，與會員們共度愉快難忘的一夜。

出席晚宴的本會首長包括：盧金榮會長、楊孫西永遠名譽會長、馬介欽常務副會長、副會長黃家和、吳國安、梁兆賢、黃偉鴻，以及多位常務會董、會董，以及行業委員會召集人。



本會於6月20日圓滿舉行「廠商會90周年誌慶暨2024行業聯歡晚宴」，多位領導與會員共聚一堂，氣氛熱鬧愉快。



商務及經濟發展局局長丘應樺致辭。



盧金榮會長致歡迎辭。





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在商「研」商系列：氧聚解 (NCCO) 技術為下一代構建健康和可持續的環境(歡迎合作及投資)

Bringing Tech to Business: " Nano Confined Catalytic Oxidation (NCCO) Technology Builds a Healthy and Sustainable Environment for the Next Generation" (Co-operation and investment are welcomed)

氧聚解 (NCCO) 是由信山開發的一項創新空氣處理技術，旨在解決空氣質量問題，創造更清潔和健康的環境。該技術已在全球廣泛應用，證明其在增強健康和促進可持續發展方面的有效性。



技術

NCCO 技術利用尖端科學分解空氣中的有害污染物，通過分子層面分解這些污染物，確保空氣淨化。其核心是使用納米孔道濾芯材料，能吸附並分解有害化學分子，生成無害的水 (H₂O) 和二氧化碳 (CO₂)，顯著改善室內空氣質素，適合醫院、學校和辦公大樓等需要嚴格空氣質量控制的環境。

NCCO 技術的優勢

NCCO 技術擁有多項優勢。首先，它不僅捕捉還分解有害物質，消除二次污染風險，提供更高的空氣純淨度。其次，NCCO 濾芯耐用且需要的維護極少，使其具成本效益。此外，NCCO 系統設計節能，減少環境影響，促進可持續發展。

增強健康的特點

NCCO 技術能有效去除異味，分解過敏原和其他有害物質，減少過敏反應和呼吸問題，並中和細菌和病毒，適合需要高衛生標準的環境，如醫療設施和學校。

促進可持續發展

NCCO 技術通過分解而非捕捉污染物，減少頻繁更換過濾器的需求，節約資源並減少浪費。其耐用濾芯和無害副產品進一步減少對環境的影響。

氧聚解 (NCCO) 技術結合先進科學與實際應用，顯著提高空氣質量，並在提升環境健康和促進可持續發展方面發揮重要作用。隨著全球健康和可持續環境需求的增加，NCCO 技術將在未來的生活和工作環境中扮演關鍵角色。



資料提供：信山實業有限公司
Information provided by: RHT Industries Limited

Nano Confined Catalytic Oxidation (NCCO) is an innovative air treatment technology developed and patented by RHT. This advanced technology offers a robust solution to air quality problems, ensuring cleaner and healthier environments across various sectors. NCCO technology has been widely adopted globally, demonstrating its effectiveness in enhancing wellness and promoting sustainable development.

The Technology

Nano Confined Catalytic Oxidation (NCCO) technology leverages cutting-edge science to decompose harmful pollutants found in the air. Unlike conventional air purification methods that often rely on filters to trap pollutants, NCCO goes a step further by breaking down these pollutants at a molecular level. This ensures that the air is not only filtered but also purified, resulting in far superior air quality.

The core of NCCO technology involves the use of a specially designed catalyst that has nano cavities. The catalyst can adsorb harmful chemical molecules and the oxidant generated by the unit, facilitates that pollutants to be decomposed into harmless substances, such as water (H₂O) and carbon dioxide (CO₂). The purified air is then released back into the environment, significantly improving indoor air quality.

This continuous process ensures that the air remains clean and free from harmful pollutants, making it ideal for environments that require stringent air quality controls, such as hospitals, schools, and office buildings.

Advantages of NCCO Technology

NCCO technology offers several significant advantages over traditional air purification methods. Unlike conventional filters that merely trap pollutants, NCCO breaks down harmful substances into benign components, ensuring a higher level of air purity. This decomposition process eliminates the risk of secondary pollution, which can sometimes be generated by traditional air purifiers during the filtration process, thereby providing a cleaner and safer air purification solution. The catalyst used in NCCO technology is highly durable and requires minimal maintenance, making it a cost-effective solution in the long run. Additionally, NCCO systems are designed to be energy-efficient, reducing the overall environmental impact and contributing to sustainability. Job references have shown that NCCO can significantly improve the indoor environment, allowing for a reduced air change rate at the used location. Furthermore, NCCO technology's versatility and effectiveness are evident in its wide application across various settings, including medical institutions, public spaces, and private organizations.

Features to Improve Wellness

NCCO technology is particularly beneficial for improving wellness in various environments due to its key features that directly enhance air quality. It effectively removes odors from the air, creating a more pleasant and comfortable atmosphere, which is especially useful in settings such as hospitals, garbage collection center, and public restrooms. By decomposing allergens and other harmful particles, NCCO helps reduce allergic reactions and respiratory issues, thereby promoting better health and well-being. Additionally, NCCO technology is highly effective in neutralizing bacteria and viruses, making it an excellent choice for environments that require high levels of hygiene, such as healthcare facilities and schools. The continuous purification process ensures that indoor air quality remains consistently high, contributing to overall health and productivity.

Assisting in Sustainable Development

NCCO technology also plays a crucial role in promoting sustainable development through several key contributions to sustainability. By decomposing pollutants rather than merely trapping them, NCCO technology reduces the need for frequent filter replacements, conserving resources and minimizing waste. The durability of the NCCO catalyst ensures a longer lifespan for the technology, reducing the need for frequent replacements and further minimizing environmental impact. Moreover, the byproducts of the NCCO process, such as water and carbon dioxide, are harmless, ensuring that no harmful substances are released into the environment, thus promoting safe disposal practices.

Nano Confined Catalytic Oxidation (NCCO) technology offers a revolutionary approach to air purification, combining advanced science with practical applications to significantly improve air quality. Its ability to decompose harmful pollutants, eliminate secondary pollution, and operate efficiently makes it an ideal.



歡迎掃描 QR code 閱讀此內容

智慧港口管理平台

e-Smart Port Platform



全球供應鏈是國際貿易的重要支柱，連繫全球的企業。隨著供應鏈愈趨複雜，業界需要善用創新科技提升效率、透明度及可持續性。

在運輸及物流局的推動下，LSCM進行「智慧港口管理平台（e-Smart Port Platform）」的研發。這是一個數據智能基礎設施及企業互聯的訊息平台，旨在促進港口和物流資訊分享。平台應用了區塊鏈、智能合約、先進的數碼加密技術、物聯網及GPS定位技術等，有助對全球供應鏈和港口物流的可視化和運作的追蹤。透過整合及優化多個流程，包括船期安排、貨物追蹤、貨櫃裝卸等，平台提升物流供應鏈的效率、透明度及可靠性。平台可為整個物流供應鏈提供全面的可見性。透過收集實時數據、分析及分享，業界可掌握貨物流動的狀況，從而作出決策及管理風險。物流供應鏈的可視化有助多方協作、減少延誤，以及提升營運效率。

智慧港口管理平台的試用版本經已推出。業界人士可於 <https://espp.lscm.hk/register> 填妥表格，參與試用。而用戶的登入資料及密碼將會發送到你登記的電郵地址。你的意見將有助於研發及優化eSPP。

eSPP新聞手機應用程式亦收集供應鏈和物流業界的新聞、報告、網誌和其他有用的資訊，供港口社群參考和討論。

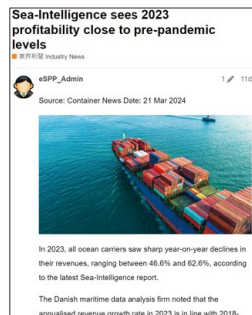
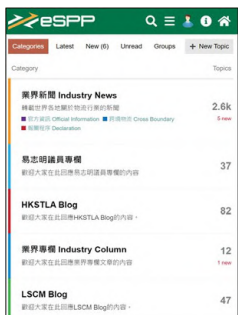
The global supply chain is the backbone of international trade to connect businesses across the globe. As supply chains grow increasingly complex, it is crucial to utilise innovation and technology to enhance efficiency, visibility, and sustainability.

Under the initiative of the Transport and Logistics Bureau, LSCM has developed the e-Smart Port Platform (eSPP). The eSPP is a data-smart infrastructure and an inter-organisational software platform which facilitates the sharing of port and logistics information in the port community. It deploys blockchain technology, smart contracts, advanced IoT and global positioning technology, etc. with a view to tracking and visualising the global supply chain and port logistics effectively. By integrating and optimising various processes, including vessel scheduling, cargo tracking, and container handling, etc., the eSPP enhances the efficiency, transparency, and reliability of logistics supply chains. The eSPP could provide comprehensive visibility across the entire logistics ecosystem. Through real-time data collection, analysis, and sharing, the industry could gain valuable insights into the movement and status of goods, enabling proactive decision-making and risk mitigation. The enhanced visibility allows for better coordination, reduced delays, and enhanced operational efficiency.

The trial version of the e-Smart Port Platform has been released. Please fill in the registration form at <https://espp.lscm.hk/register> to participate in the trial while the login and password information will be sent to your registered email. Your feedback and suggestions are invaluable to the enhancement and development of the eSPP.

eSPP also includes a News Portal App which gathers industry news, reports, blogs, and other useful information for the port community's reference and discussion.

Hong Kong has been dedicated to the digitalisation and the development of the Smart port. The continuous enhancement of the platform could assist the industry in coping with the challenges in the highly competitive industry ecosystem. It will foster the digitalisation of the port logistics in Hong Kong, strengthening the city's status as an international trade and maritime hub.



eSPP平台試用:
Trial version of eSPP:



<https://espp.lscm.hk/register>

eSPP新聞手機應用程式:
eSPP News Portal App:



<https://espp.lscm.hk/news/android>



<https://espp.lscm.hk/news/ios>

香港致力於智慧港口的數碼化創新，一直重塑平台的新發展，可協助業界有效地應對高競爭性的港口行業生態中的挑戰，有利於香港實踐港口物流數碼化，鞏固其作為國際貿易與航運中心的優勢。

物流及供應鏈多元技術研發中心
Logistics and Supply Chain MultiTech R&D Centre
查詢電話 Enquiry : 3973 6200
電郵 Email : info@lscm.hk
網站 Website : www.lscm.hk

重新校驗及 節能改造約章計劃

Retro-commissioning and Retrofitting Charter Programme

掌握專業技術 實踐節能目標

Gain Technical Skills to Achieve Energy-Saving Targets

中電「重新校驗及節能改造約章計劃」就節能及相關領域，為工商客戶的能源管理人員提供全面及有系統的課程，讓他們掌握重新校驗及節能改造的專門技術，協助工商機構以更智能和更高效的方式實現減碳「商」贏。

The CLP Retro-Commissioning (RCx) and Retrofitting Charter Programme provides comprehensive and full coverage training on energy saving and related areas. Designed for energy management teams, it aims to equip them with RCx and retrofitting knowledge to upgrade team skills and help businesses achieve low-carbon transformation in a smarter and more efficient manner.



▶ 立即報名
Apply Now

▶▶ 培訓課程特色 Features of the Training Course ◀◀



2天培訓課堂配合課外實地考察，理論與實踐兼備，深入透徹

Two days of in-depth theoretical and practical training with on-site evaluation



全面掌握專業技術與知識，涵蓋數據分析、系統診斷、測量和驗證等

Comprehensive coverage of technical skills and knowledge, including data analysis, system diagnosis, measurement and verification



完成課程並通過審核的學員可獲「重新校驗專家」或「重新校驗從業員（級別二）」的認可資格

Qualification as 'RCx Professional' or 'RCx Practitioner (Level 2)' for participants who successfully complete the training course and pass the assessment



得益 Benefits

培訓你的重新校驗及 節能改造專才



Equip Teams with RCx and Retrofitting Expertise

參與機構可安排最多3位負責能源管理的人員，參與本計劃專設的培訓課程，相關費用全由中電贊助。

A tailored training course with our full sponsorship will be offered to a maximum of three energy management staff nominated from your organisation.

實踐節能及 減省成本



Reduce Consumption & Costs

能源管理人員執行重新校驗及節能改造有助發掘更多潛在節能機會，為你的樓宇節省能源並減省成本。合資格的節能改善項目更可獲「綠適樓宇基金」資助，進一步縮短投資回本期。

By implementing RCx and retrofitting measures, you can identify hidden opportunities to save energy and costs in buildings. Eligible projects will be subsidised by the Eco Building Fund to help shorten the investment payback period even further.

實現可持續 發展目標



Contribution to Sustainability Goals

參與機構可以採取積極的措施來實現可持續發展的目標，並履行其社會責任通過減少碳排放，致力為香港建構可持續未來。

Your organisation can take proactive steps to achieve sustainability goals and fulfil its social responsibilities by reducing carbon emissions, thereby contributing to a sustainable future for Hong Kong.

了解更多中電低碳能源方案
Learn more about
CLP Low Carbon Solutions



CLP Energy Audit Service



CLP Eco Building Fund

計劃詳情
Details



廣東加大吸引外資力度方案實施至2027年



為更大力度吸引和利用外資，推動重大外資項目加快落地建設，廣東省商務廳和財政廳早前聯合公布《廣東省進一步加大吸引和利用外商投資力度的專項實施方案》，對符合有關規定的外商投資企業(含港澳台資企業)實施獎勵，不含金融業、房地產業企業。《實施方案》執行期限為2023至2027年。有關獎勵內容包括：

外商投資企業投資獎勵

- 對在廣州、深圳、珠海、佛山、東莞及中山6市設立的外商投資企業：年新增實際外資金額合計達5,000萬美元及以上的，高技術製造業企業按不高於新增實際外資金額3%的比例予以獎勵，其他製造業、高技術服務業企業按不高於新增實際外資金額2%的比例予以獎勵，其他行業企業按不高於新增實際外資金額1%的比例予以獎勵；
- 對在汕頭、韶關、河源、梅州、惠州、汕尾、江門、陽江、湛江、茂名、肇慶、清遠、潮州、揭陽及雲浮15市設立的外商投資企業：年新增實際外資金額合計達1,000萬美元及以上的，高技術製造業企業按不高於新增實際外資金額3%的比例予以獎勵，其他製造業、高技術服務業企業按不高於新增實際外資金額2%的比例予以獎勵，其他行業企業按不高於新增實際外資金額1%的比例予以獎勵。

上述投資獎勵中，高技術製造業、其他製造業單個企業在當年度最高獎勵5,000萬元人民幣，實施方案執行期內累計最高獎勵1.5億元人民幣；高技術服務業、其他行業單個企業在當年度最高獎勵2,000萬元人民幣，實施方案執行期內累計最高獎勵8,000萬元人民幣。

外資跨國公司總部獎勵

- 對經廣東省認定的外資跨國公司地區總部，註冊地在廣州、深圳、珠海、佛山、東莞及中山6市且年新增實際外資金額合計達1,000萬美元及以上的，以及註冊地在汕頭、韶關、河源、梅州、惠州、汕尾、江門、陽江、湛江、茂名、肇慶、清遠、潮州、揭陽及雲浮15市且年新增實際外資金額合計達500萬美元及以上的，每家給予一次性500萬元人民幣獎勵，單個企業在實施方案執行期內僅可申請一次總部獎勵。

資料整理：香港中華廠商聯合會
備註：本文稿內容以中文版為準

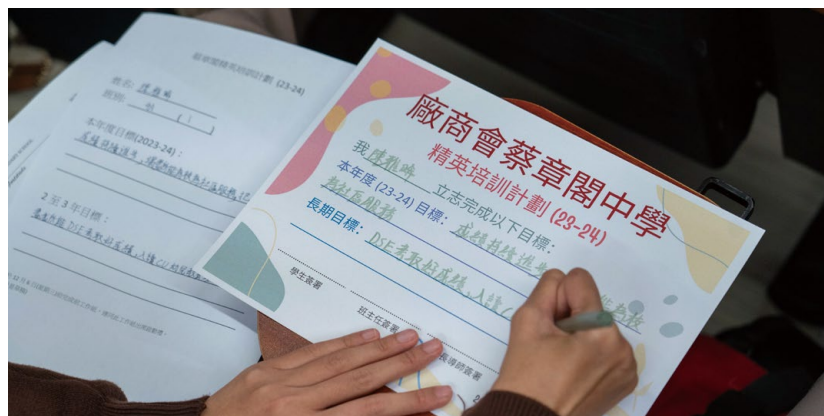
Information collation: The Chinese Manufacturers' Association of Hong Kong
Remarks: The Chinese version shall prevail



歡迎掃描 QR code 閱讀此內容

蔡章閣精英培訓計劃 擇優培訓 各展所長

CMACCK Elite Training Program Personalized Programs Catering for Diverse Talents



精英學生寫立志卡，定下年度目標
Filling out the aspiration cards and set annual goals

廠商會蔡章閣中學自2022-23年度起，推行「蔡章閣精英培訓計劃」，只要學生在某個領域有突出表現，便可提出申請。入選者將會接受一系列的多元培訓，並由成長導師定期跟進。

負責老師表示，2023-24年度入選計劃的學生共12名。他們已於去年十二月參與此項計劃的啟動禮暨備試攻略講座。當天，在湯校長、成長導師及班主任的見證下，這些精英學生填寫立志卡，訂定年度目標。

培訓計劃設有一系列的體驗活動，旨在培養參與計劃的學生勇於嘗試、敢於接受挑戰的精神。本年二月，學校安排學生到騎術學校參觀，並接受騎馬的挑戰。到了三月，學校又安排學生參與歷奇訓練，挑戰全港獨家的「蜥蜴攀爬牆」和全長60米的「高空飛索」。其後，學校更籌辦了「真人圖書館」交流活動，讓學生聆聽不同行業的前綫人員分享工作的苦與樂，引導他們思考未來的發展方向。就讀中二級的尼泊爾裔學生沈匡，他對科學尤感興趣，學校特意安排物理科科主任關老師作為他的成長導師。當關老師知道沈同學希望成為一名飛機師後，便安排他與正在修讀機師課程的尼泊爾裔學兄見面，讓他能夠親自向學兄取經，了解在同一目標下，有相近背景的學兄如何面對挑戰、克服困難，一步一步實踐理想。學兄的經歷給予沈同學啟發和鼓舞，堅定了他追夢的決心。

「蔡章閣精英培訓計劃」致力協助有天賦的學生盡展所長。計劃充分關注學生的個性化發展需求，讓學生對自己的興趣和專業志向有更清晰的理解。在學校精心策劃和悉心指導下，相信參與計劃的學生必定收穫滿盈。



「蔡章閣精英培訓計劃」啟動禮
"CMACCK Elite Training Program" Opening Ceremony



參觀騎術學校
Visiting horse-riding school

CMA Choi Cheung Kok Secondary School has been running "CMACCK Elite Training Program" since 2022-23. Students can apply as long as they have outstanding performance in a certain field. Selected candidates will receive a series of diversified trainings under the guidance of a mentor.

A total of 12 students were selected for the program in 2023-24. They attended the program's opening ceremony and examination preparation talk in December last year. On the same day, these elite students filled out aspiration cards and set annual goals under the witness of Principal Tong, mentors and class teachers.

The training program includes a series of activities aimed at challenging the students. In February, students visited a riding school and tried horse riding for the first time. In March, students joined adventure camp and attempted Hong Kong's unique "Lizard Climbing Wall" and the 60-meter-long zipline. Later, the school invited frontline personnel from different industries to share their ups and downs at work. On top of that, the school designated Mr. Kwan, the Head of the Physics Department to be the mentor of Ale Som, a Form two student, who has shown a strong interest in Physics. After knowing Som's goal of becoming a pilot, Mr. Kwan introduced a senior student who was enrolled in an aviation piloting course to Som. The experience of his senior schoolmate inspired and encouraged Som and strengthened his determination to pursue his dream.

The "CMACCK Elite Training Program" is dedicated to helping talented students develop their talents. The plan pays full attention to students' individual needs, allowing students to have a clearer understanding of their interests and professional aspirations. With the school's careful planning and careful guidance, it is believed that students participating in the program will gain a lot.



精英學生親自策騎馬匹
Riding a horse for the first time



精英學生參與歷奇訓練
Taking challenges in the adventure camp



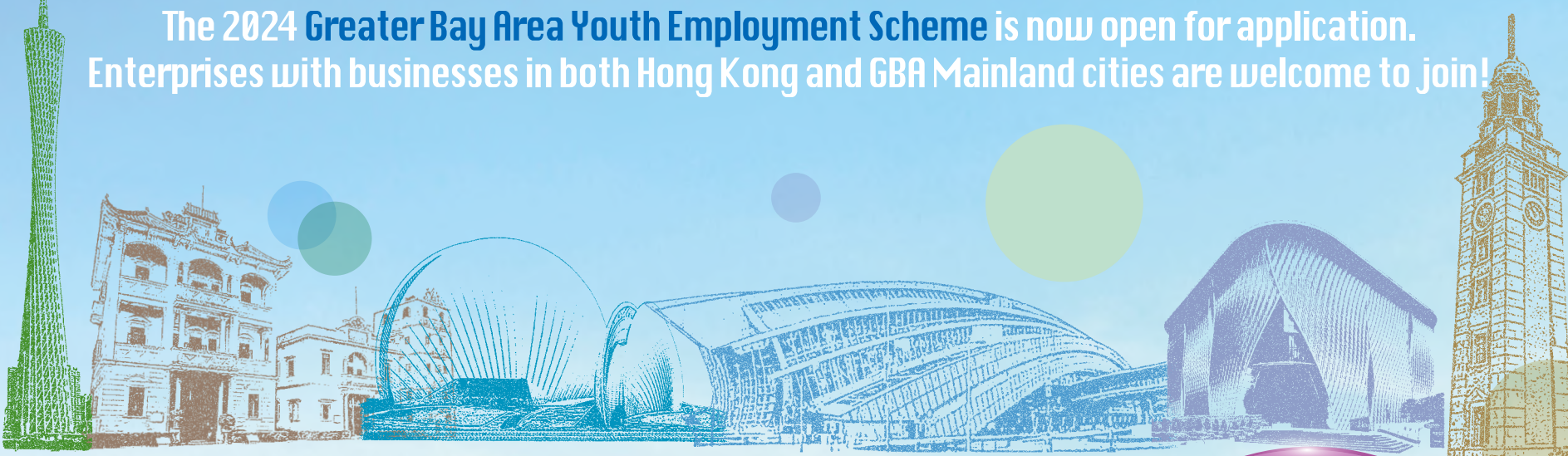
沈同學與學兄及關老師分享交流後留影
Ale Som taking a group photo with his graduated schoolmate and Mr. Kwan



蜥蜴爬牆
Climbing the unique "Lizard Climbing Wall" in Hong Kong

2024年度的大灣區青年就業計劃現正接受申請， 歡迎在香港及大灣區內地城市均有業務的企業參加！

The 2024 Greater Bay Area Youth Employment Scheme is now open for application.
Enterprises with businesses in both Hong Kong and GBA Mainland cities are welcome to join!



政府於2021年1月試行大灣區青年就業計劃，參與企業及青年對計劃的評價非常正面。勞工處於2023年3月開始恆常推行該計劃，鼓勵更多企業提供職位，聘請香港的青年到大灣區內地城市工作，促進他們的事業發展及大灣區內的人才交流。在2023年，270多間企業在計劃下提供職位空缺及聘用超過700位青年。

The Government launched the pilot scheme in January 2021, which received favourable feedback from the participating enterprises and young people. The Labour Department launched the regularised scheme in March 2023 to encourage more enterprises to offer jobs and hire young people to work in GBA Mainland cities, so as to foster their career development and the exchange of talent in the GBA. In 2023, over 270 enterprises provided job vacancies and hired more than 700 young people under the scheme.

參與企業須按照香港法例，以不低於月薪18,000港元聘請合資格青年*，並派駐他們到大灣區內地城市工作及接受在職培訓。本年度的計劃更推出多項靈活措施，包括：

Participating enterprises shall employ eligible young people* in accordance with Hong Kong laws, offer them a monthly salary of not less than HK\$18,000 and station them in GBA Mainland cities to work and receive on-the-job training. This year, the scheme introduces a number of flexibility measures, including:

- 自本年度起全年接受申請
Open for application year round
- 容許企業聘用在過往12個月內曾於同一機構或相聯公司擔任為期不多於6個月在學實習職位的合資格青年
Enterprises are allowed to hire qualified young people previously employed by the same enterprise or its associate company for student intern positions for a period not exceeding 6 months within the past 12 months
- 企業可申請將青年派駐回港或到大灣區以外內地省市工作的時間由6個月延長至9個月

Enterprises may apply for an extension of deploying the young people to work in Hong Kong or Mainland cities outside the GBA from 6 months to 9 months

政府委聘服務機構在內地提供全面支援及定期舉辦活動，令青年更快適應新環境。

The Government has commissioned service contractors to provide comprehensive support services in the Mainland to help young people quickly adapt to the new environment.

我們期待你的支持和參與！

We look forward to your support and participation!

*2022年至2024年獲頒學士或以上學位的香港青年合資格參加計劃。

Hong Kong young people awarded bachelor's degrees or above from 2022 to 2024 are eligible to join the scheme.

企業可經計劃網頁提交職位空缺

Enterprises can submit job vacancies through the scheme website

www.jobs.gov.hk/gbaves

查詢請致電熱線

For enquiries, please call the hotline

2969 0446 / 2969 0460

政府向參加計劃的企業
發放每名受聘青年每月津貼

HK\$10,000

為期最長18個月

The Government will grant a monthly allowance of HK\$10,000 to participating enterprises for each employed young person for a period up to 18 months



計劃詳情
Details on the scheme



參加廠商會「ESG約章」行動 建立企業形象及提升競爭力

Join ESG Pledge Scheme to build corporate image and enhance competitiveness



企業可持續發展為近年新趨勢，消費者、海外和本地買家均重視「環境、社會及管治」(ESG)。香港中華廠商聯合會於2022年推出了「ESG約章」行動，香港品牌發展局擔任合辦機構，目的是提升香港工商界對可持續發展理念與實踐的重視，及鼓勵業界透過簽署約章和訂立行動承諾，提升在環境保護、社會責任及公司管治(ESG)表現。「ESG約章」行動獲得廠商會工業發展基金擔任活動贊助、CMA檢定中心及香港生產力局作為策略伙伴，以及得到中華電力有限公司、香港數碼港管理有限公司、香港出口信用保險局、香港電燈有限公司、香港餐飲聯業協會、香港綠色金融協會、香港科技園公司、香港提升快樂指數基金、香港中華煤氣有限公司、貿易通電子貿易有限公司及香港聯合國教科文組織協會作為支持機構。

「ESG約章」行動 – 參與公司可得廠商會及檢定中心提供在ESG活動、培訓、課程、檢測及專項證書等支援。參與公司將獲頒發「ESG約章」證書、電子標誌及膠貼，可於公司、分店、網頁、卡片、社交媒體及資料上展示，推廣公司形象，提升競爭力。香港中華廠商聯合會及香港品牌發展局會員及分公司客戶，優惠年費\$1,000 (原價\$1,200)。

ESG倡導公司嘉許計劃 – 公司本身參加「ESG約章」行動，也積極鼓勵旗下各分店、分公司、供應鏈伙伴等一起加入。每年ESG典禮上獲頒「ESG倡導公司嘉許證書」(100間獲金鑽、50間獲銀鑽、30間獲金及10間獲銀「嘉許證書」)。倡導公司及其計劃下的約章參與公司，將獲得廠商會及廠商會檢定中心下支援，以取得廠商會「ESG獎」項為其中一個目標。

連鎖店集團「ESG約章」優惠 – 10間或以公司及分店參加「ESG約章」，每間公司及分店可享20%年費折扣。30間或以上參加「ESG約章」，每間可額外多獲得ESG標誌膠貼一張。

Corporate sustainability has become a new trend in recent years. Consumers, overseas and local buyers concern a lot to the "environmental, social and governance" (ESG). The Chinese Manufacturers' Association of Hong Kong, co-operated with Hong Kong Brand Development Council launched the "ESG Pledge Scheme" in 2022. The scheme is aimed at strengthening the concern of sustainable development. It encourages the business and public sectors to sign the pledge and implement the action plans to improve the ESG performance, thus building a sustainable environment in future. The scheme was sponsored by CMA Industrial Development Foundation Limited. CMA Testing and the Hong Kong Productivity Council are the strategic partners with CLP Power Hong Kong Limited, Hong Kong Cyberport Management Company Limited, Hong Kong Export Credit Insurance Corporation, Hong Kong Electric Company Limited, Hong Kong Federation of Restaurants and Related Trades, Hong Kong Green Finance Association, Hong Kong Science & Technology Parks Corporation, Promoting Happiness Index Foundation, Hong Kong and China Gas Company Limited, Tradelink Electronic Commerce Limited and the UNESCO Hong Kong Association as supporting organisations.

ESG Pledge Scheme - ESG Pledge Scheme participating companies are authorized to use the ESG Pledge logo on their website, name cards or advertisements. CMA will also introduces other service agencies and professional certification bodies to provide support such as training, courses, testing and special certificates to participating companies.

ESG Advocator company - Advocator companies not only joined the ESG Pledge Scheme but also promoting the scheme to their business partners and downstream suppliers to join the scheme. Every year, the advocator will be awarded a certificate of appreciation by CMA. A special certificate will be awarded in annual Ceremony based on the number of partners participated in the ESG Pledge Scheme. Gold Diamond (100 Recommended), Silver Diamond (50 Recommended), Gold (30 Recommended) and Silver (10 Recommended). ESG Advocators receive supports from CMA and CMA Testing and to get ESG Award in the long run.

Chain stores privileges of applying ESG Pledge Scheme - 20% discount on 10 or more chain stores or shops join ESG Pledge Scheme. One more plastic ESG logo sticker will be provided to over 30 stores or shops joined the scheme.



詳情請聯絡「ESG約章」行動秘書處梅小姐或張小姐：

查閱詳情：
For details



電話Tel : 2542 5710 / 電郵Email : info@ESGpledge.org.hk
網址Website : www.ESGpledge.org.hk

廠商會多媒體頻道 Hashtag CMA

CMA Multi-media Channel Hashtag CMA



Hashtag CMA (#CMA)是香港中華廠商聯合會(廠商會)轄下的多媒體頻道，內容集時事熱話、業界資訊、營商策略於一身，並不時邀請各界嘉賓分享意見，令觀眾對討論的話題有多角度的了解。

Hashtag CMA (#CMA) is a multi-media channel under the Chinese Manufacturers' Association of Hong Kong (CMA). It combines current affairs, industry information and business strategies, and from time to time invites guests from all walks of life to share their views, so as to provide viewers with a multi-faceted understanding of the topics under discussion.

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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

2024

接受
報名

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。

獎項

香港傑出品牌領袖獎
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)

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
- 參賽品牌及所屬公司必須在香港註冊，並於香港有實質業務運作

評審標準

- 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

「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
- 香港品牌發展局副主席馬介欽博士, BBS
- 香港工業總會副主席劉樂濤先生
- 香港設計師協會主席梅傲笙女士
- 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家偉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
- 香港理工大學行政及拓展副校長盧麗華博士, MH
- 香港零售管理協會副主席黃曦嵐先生
- 香港總商會總裁楊偉添先生

頒獎典禮

2024年選舉頒獎典禮暨香港品牌發展局二十周年誌慶晚宴定於二零二五年二月十一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陳茂波GBM, GBS, MH, 太平紳士 (暫定) 和其他主要官員擔任主禮嘉賓。

報名截止日期

2024年8月31日

有關報名詳情，
請查閱品牌局網站(www.hkbrand.org)
查詢電話：2542 8634
電子郵件：info@hkbrand.org



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

2024

接受
報名

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。

獎項

香港新星品牌(原則上以五個為限)
香港新星服務品牌(原則上以五個為限)

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，並於香港有實質業務運作

評審標準

- 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

評審團成員

- 香港特區政府商務及經濟發展局常任秘書長(主席評判)
- 香港品牌發展局副主席駱百強先生
- 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
- 香港城市大學商學院院長陳家樂教授
- 香港設計中心署理副行政總裁陳昌琪小姐

頒獎典禮

2024年選舉頒獎典禮暨香港品牌發展局二十周年誌慶晚宴定於二零二五年二月十一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陳茂波GBM, GBS, MH, 太平紳士 (暫定) 和其他主要官員擔任主禮嘉賓。

報名截止日期

2024年8月31日

有關報名詳情，
請查閱品牌局網站(www.hkbrand.org)
查詢電話：2542 8634
電子郵件：info@hkbrand.org

