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解讀2025全國兩會

Key Takeaways from Two Sessions 2025

檢測合規助開拓穆斯林市場

Halal Testing and Compliance

「寵」出新藍海

Burgeoning Pet Economy

陳國民

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變與不變的品牌哲學

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強化供應鏈管理中心功能

Strengthening Hong Kong's Role
as a Premier Supply Chain Management Centre

自特區政府提出建設「跨國供應鏈管理中心」以來，此策略成為推動香港經濟增長與轉型的重要方向。

香港工商界對供應鏈管理並不陌生。自工業北移後，港商透過管理香港與內地的跨境供應鏈，優化資源配置。外國企業亦利用香港的地理位置及制度優勢，在此設立地區辦事處，管理其在內地及亞洲的生產網絡，使香港逐漸成為區內供應鏈營運與管理的「指揮中樞」。

然而，近年內地生產成本上升，加上西方國家貿易保護主義抬頭，促使全球掀起新一輪產業轉移。值得注意的是，這次供應鏈重組不再局限於勞動密集型產業，連新興與高科技產業亦開始進行多元化布局。同時，內地中小企業和港商亦積極「出海」，一方面多元化生產基地以強化供應鏈韌性，另一方面加強研發、品牌推廣與市場布局。此外，供應鏈管理趨向綠色化、數智化與科技化。這些趨勢均反映全球供應鏈重組已向價值鏈升級，為香港帶來前所未有的機遇。

不過，香港亦面臨區內競爭壓力。例如廣州和深圳已提出建設供應鏈管理中心的目標，新加坡則透過「供應鏈 4.0 計劃」加強公私營合作，吸引全球企業投資。


在此背景下，香港若要保持領先，必須升級其定位和功能，發展成為供應鏈高增值服務平台。特區政府已在本年度財政預算案中推出多項措施，包括貿發局與投資推廣署聯手吸引內地企業在港設立國際或區域總部，並提供一站式諮詢服務，協助企業建立市場聯繫和了解海外法規。金管局與中國人民銀行亦達成貿易融資流動資金安排，提升人民幣貿易融資靈活性。香港出口信用保險局則擴展信用保險服務，支援企業「走出去」。此外，政府計劃修訂法例，促進貿易文件電子化以提升效率。

廠商會歡迎上述措施，並建議進一步從「五流」著手，全面釋放香港在供應鏈管理領域的潛力。在人流方面，隨着供應鏈數字化與 ESG 需求增加，香港應強化高端專才培養與引進。在物流方面，香港可憑國際機場優勢及低空經濟興起的契機，提升跨境電商中轉功能，



並拓展供應鏈腹地，例如利用港珠澳大橋連結粵西與內地西部出口貨源。

在資金流方面，香港應利用區塊鏈與人工智能推出創新貿易融資與跨境資金管理方案，增強金融服務支持。資訊與知識流方面，香港應鼓勵本地專業服務機構提升能力，以提供緊貼行業趨勢的服務。在商流方面，香港除了要更積極吸引全球和內地企業，我們亦可設立專門的輔導窗口，協助港企將部分高增值的科研及生產環節回流香港。此外，亦建議吸引高增值生產性服務企業集聚香港，並建立制度化的服務供需配對機制。

若香港能在全國供應鏈管理中佔據更重要地位，不僅可為自身經濟轉型升級注入新動能，亦能為國家供應鏈安全作出更大貢獻。 

The establishment of a multinational supply chain management centre has become a key driver of Hong Kong's economic growth and transformation since the Hong Kong SAR government proposed the initiative last year.

Hong Kong's business sector is highly experienced in supply chain management. Following the relocation of industries to the Pearl River Delta, Hong Kong enterprises have optimised resource allocation by managing cross-border supply chains between Hong Kong and the Mainland. Foreign companies have also taken advantage of Hong Kong's strategic location and institutional strengths, establishing regional offices in the city to oversee production facilities in the Mainland and across Asia. With these developments, Hong Kong has evolved into a regional command centre for supply chain operations and management.

Rising production costs in the Mainland and increasing trade protectionism in Western economies have triggered a new wave of global industrial relocation in recent years. Unlike previous shifts, which were largely confined to labour-intensive industries, this phase of supply chain restructuring extends to emerging and high-tech sectors, leading to more diversified supply chain layouts. At the same time, beyond large corporations, Mainland small and medium enterprises

and Hong Kong businesses are also actively going global—diversifying production bases to enhance supply chain resilience, and strengthening efforts in research and development (R&D), branding, and market expansion. Supply chain management is also increasingly embracing greener, more digitalised, and technology-driven approaches. As these trends indicate, global supply chain restructuring has entered an intensive phase of value chain upgrading, which presents Hong Kong with unprecedented opportunities to strengthen its position in the global supply chain.


Despite its strengths and the increasing opportunities, Hong Kong faces growing competition from neighbouring cities. Guangzhou and Shenzhen have set clear goals to develop their own supply chain management hubs, while Singapore is leveraging public-private collaboration through its Supply Chain 4.0 initiative to attract global companies.

To maintain its leadership, Hong Kong must transition into a high value-added service platform for supply chains. The SAR government has introduced several measures in this year's budget to support this transformation. The Hong Kong Trade Development Council and Invest Hong Kong will collaborate to encourage Mainland enterprises to establish international or regional headquarters in Hong Kong, providing one-stop advisory services to help businesses expand and navigate overseas regulations. The Hong Kong Monetary Authority and the People's Bank of China have reached an agreement on a trade financing liquidity arrangement, enhancing the flexibility of RMB trade financing, and the Hong Kong Export Credit Insurance Corporation has extended its services to support businesses in their global expansion efforts. The government also plans to amend legislation to facilitate the digitalisation of trade documents, improving overall supply chain efficiency.

Welcoming these initiatives, the CMA recommends a strategic focus on five key areas to further unlock Hong Kong's potential in supply chain management. First, in talent development, as demand grows

for supply chain digitisation and environmental, social, and governance management, Hong Kong must enhance its efforts to attract and develop high-end supply chain professionals. Second, in logistics, Hong Kong should leverage its world-class international airport and capitalise on the growing low-altitude economy to strengthen its role as a transshipment hub for cross-border e-commerce. Expanding the supply chain hinterland—such as utilising the Hong Kong-Zhuhai-Macao Bridge to connect with western Guangdong and inland China—will also be crucial.

Third, for capital flow, Hong Kong should harness blockchain and artificial intelligence to introduce more innovative trade financing and cross-border capital management solutions, strengthening financial support for supply chain operations. Fourth, in terms of information and knowledge flow, the city should encourage local professional service providers to enhance their capabilities, enabling Hong Kong to offer high-value-added supply chain services that align with industry trends. Finally, regarding business flow, Hong Kong must proactively attract global and Mainland enterprises and establish dedicated advisory platforms to facilitate the relocation of high-value-added R&D and production activities to the city. Additionally, fostering high-value-added productive service clusters and developing service-matching mechanisms will further solidify Hong Kong's position as a global supply chain hub.

By securing a more prominent role in global supply chain management, Hong Kong will not only inject new momentum into its own economic transformation and upgrading but also make a significant contribution to national supply chain security and overall economic resilience. 



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廠商會立法會代表
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用好河套引擎 發動「新質生產力」

Harnessing Hetao as a Catalyst for
Advancing New Quality Productive Forces

業界翹首以待的「河套香港園區」第一期發展項目，今年正式進入營運階段。

去年11月，政府公布《河套深港科技創新合作區香港園區發展綱要》（《綱要》），提出四大發展方向，包括打造世界級產學研平台、建設具國際競爭力的產業中試轉化基地、營造全球創科資源匯聚點，以及開闢制度與政策創新試驗田，方向明確。

就上述《綱要》的公布，筆者於今年第一次立法會大會會議上，提出了「加速推進河套香港園區發展，打造新經濟增長點」的動議，促請政府擘畫全方位藍圖，推出更多配套，扶助產業發展。

「港版中試」現新曙光

事實上，廠商會一直積極提倡推動發展「港版中試」，終獲得《綱要》正面回應。據了解，《綱要》發表後不久，本港數間大學已表明躍躍欲「試」（中試），有意進駐園區進行科研，有利深化「產、學、研」協同發展，推動香港建設國際創新科技中心。

在會議上，多位議員亦踴躍發言，對「一園兩區」各方面的聯通銜接表達關注，並敦促政府提速興建連接園區的基建配套。

值得一提的是，《綱要》第一章提出，要將河套香港園區打造成聯通內地與國際的世界級科技創新樞紐。筆者認為要實現這個宏願，必須下定「三個決心」，以及謹記「兩大注意」。「三個決心」是：決心制定具體發展時間表；決心強化「內聯外通」優勢；決心加快推進發展。「兩大注意」則是：注意「蹄疾而步穩」；注意「因時制宜」。

其中，「內聯外通」是我們的強項，特別是香港擁有「背靠祖國、聯通世界」的獨特優勢，政府與業界必須同心協力，發揮商貿中心功能，將園區研發的創新科技產品推向全球各地，以「新質生產力」創造新經濟增長點，讓香港經濟邁向更多元化及高質量發展。

The long-awaited first phase development project of the Hong Kong Park of Hetao Shenzhen-Hong Kong Science and Technology Innovation Co-operation Zone has officially entered into its operation phase this year.

In November last year, the SAR Government promulgated the Development Outline for the Hong Kong Park of Hetao Shenzhen-Hong Kong Science and Technology Innovation Co-operation Zone (the Outline). The Outline proposed four major development directions: building a world-class industry-academia-research platform, establishing an internationally competitive research

and development transformation and pilot production base for industries, fostering a hub for pooling global I&T resources, and cultivating a testing ground for institutional and policy innovation.

In response to the Outline, I proposed a motion titled "Accelerating the Development of the Hong Kong Park to Create a New Economic Growth Point" at the first Legislative Council meeting this year, urging the government to formulate a comprehensive development blueprint, introduce more supporting measures to facilitate industrial development.

A breakthrough for pilot manufacturing in Hong Kong

In fact, the CMA has long advocated for the development of pilot manufacturing in Hong Kong, which has received a positive response in the Outline. Shortly after the Outline's release, several Hong Kong universities are said to have indicated eagerness to participate in the pilot production and intend to establish a presence in the park for scientific research. Their participation would deepen collaboration among industry, academia, and research, advancing Hong Kong's transformation into an international innovation and technology hub.

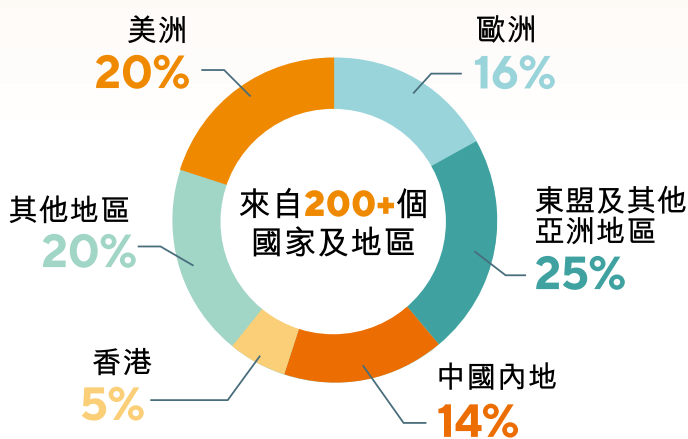
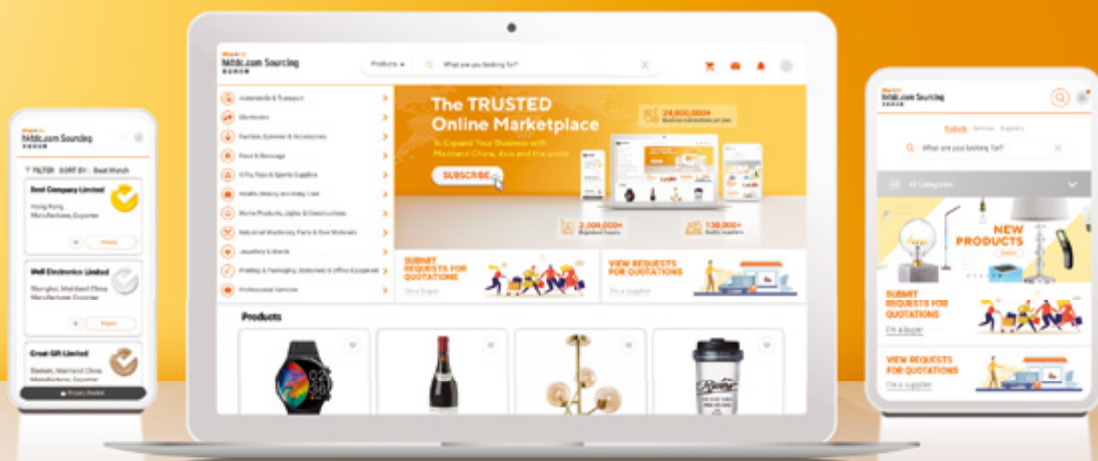
During the Legislative Council meeting, numerous members highlighted the importance of the seamless connectivity between the "one zone, two parks" framework of the Hong Kong Park. They urged the government to accelerate the development of infrastructure connecting the park and its surrounding areas.

It is worth mentioning that the first chapter of the Outline proposes the vision of developing the Hong Kong Park into a world-class technological innovation hub connecting the Mainland with the international community. To achieve this vision, I believe that the following three commitments must be pursued: first, the establishment of a concrete development timeline; second, the strengthening of the advantages of connecting the Mainland and overseas countries; and, third, the acceleration of the development pace. Throughout all such commitments, the importance of ensuring steady progress and adapting to changing circumstances should also be kept in mind. Among these commitments, Hong Kong's core strength is its ability to connect the Mainland and overseas countries, given the city's advantage of enjoying strong support from the motherland while being closely connected to the world.

The government and industry must work together to leverage the functions of a commercial hub, promoting innovative technology products developed in the park to global markets. By fostering new quality productive forces, we can create new economic growth drivers, steering Hong Kong's economy towards greater diversification and high-quality development.

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解讀 2025 全國兩會

Key Takeaways from Two Sessions 2025

十四屆全國人大三次會議和全國政協十四屆三次會議（全國兩會）已圓滿結束。今年是「十四五」規劃的收官之年，亦是謀劃「十五五」規劃的關鍵一年，令全國兩會備受國內外矚目；中央在刺激內需、發展新質生產力和支持資產市場等多個領域均釋出利好訊息，大大提振了市場信心。

The third sessions of the 14th National People's Congress (NPC) and the 14th National Committee of the Chinese People's Political Consultative Conference (CPPCC), collectively known as the Two Sessions, have successfully concluded. This year's Two Sessions has drawn domestic and international attention as 2025 marks the final year of the 14th Five-Year Plan and the beginning of the 15th Five-Year Plan formulation. The central government has sent strong positive signals across multiple fronts, including measures to stimulate domestic demand, advance new quality productive forces, and bolster capital markets, all of which have significantly boosted market confidence.

全國兩會的焦點之一，是國務院總理李強發表的《政府工作報告》（《報告》）。李強總理將 2025 年內地 GDP 增長目標設定為 5% 左右，與過去兩年相同，略高於市場、尤其是海外機構的預期。

經濟增長目標續「保五」

中央對內地經濟增長目標「看高一線」，一定程度上是源於去年第四季經濟大幅反彈；2024 年內地經濟順利達成政府設定的 5% 增長目標，主要是得益於中央在第四季以來加碼推出的一系列宏觀調控政策續見成效，今年有望延續經濟企穩向好的趨勢，增強了中央對經濟前景的底氣和自信。

不過，李強總理也點出內地經濟存在的困難和挑戰，尤其是外部環境今年將愈趨複雜嚴峻，可能對中國貿易、科技等領域造成更大衝擊。世界經濟增長動能不足，單邊主義、保護主義加劇，多邊貿易體制受阻，關稅壁壘增多，衝擊全球產業鏈供應鏈穩定，阻礙國際經濟循環。地緣政治緊張因素依然較多，影響全球市場預期和投資信心，加劇國際市場波動風險。

《報告》特別提到，出台實施政策要能早則早，提高政策實效，並提醒政府部門注重傾聽市場聲音，塑造積極的社會預期，釋出官方致力推動經濟回升的堅定決心。

財政、貨幣政策轉趨積極

宏觀調控政策方面，今年《報告》對財政和貨幣政策的表述，都是自2008年全球金融危機爆發以來最積極的。例如將政府赤字率提高至4%，合計發債籌集的資金規模將比2024年高出2.9萬億元，而貨幣政策基調更是近10多年來，首次由「穩健」轉為「適度寬鬆」，明言今年要「適時降准降息」。

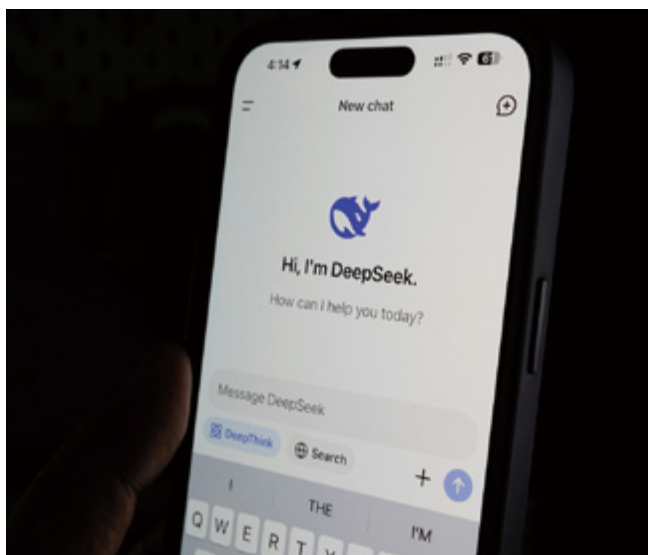
財政、貨幣政策的調整，反映了中央政府主動的債務「加槓桿」來加大政策刺激力度，以應對外圍環境惡化和內部有效需求不足的挑戰。同時也顯示大力度的貨幣政策措施已如箭在弦，提振市場信心和推動資產市場表現回暖。

「擴內需」成今年首要任務

《報告》也提出今年政府工作十大任務，其中「大力提振消費、提高投資效益，全方位擴大國內需求」位列首位，並將會從三大方向提振消費；一是提升居民消費的能力，例如將加碼推出3,000億元超長期特別國債支持消費品「以舊換新」，力度較去年增加一倍。二是增加消費市場尤其是服務消費的優質供給，包括放寬准入、減少限制和優化監管等。三是進一步優化消費環境，包括落實和優化休假制度，並鼓勵創新和豐富消費場景，加快數字、綠色、智能等新興消費。



全國兩會釋出眾多利好訊號，提振市場信心（圖片來源：新華社）
The Two Sessions have sent numerous positive signals, enhancing market confidence (Image Source: Xinhua News Agency)



DeepSeek 的崛起顯示中國在人工智能的研發取得重大進展
The emergence of DeepSeek highlights China's significant advancements in AI research and development

推動科技創新與產業創新融合發展

位列第二和第三的工作任務分別是「因地制宜發展新質生產力，加快建設現代化產業體系」和「深入實施科教興國戰略，提升國家創新體系整體效能」，兩者與發展新質生產力的國策方向高度相關。

值得一提的是，《報告》兩度強調「推動科技創新和產業創新融合發展」。這概念是在去年中共二十屆三中全會首次提出的，概括而言，科技創新是產業創新的重要源頭，產業創新則是科技創新成果應用和轉化的載體，科技創新與產業創新的結（「雙創」融合）代表着一種生產關係上的革新，勢必能激發強大的新質生產力。

「雙創」融合是中央對發展新質生產力策略的最新演繹和方向性指引，鞏固了「中國式新型工業化」理論基礎，為國家構建現代化產業體系和推進高質量經濟發展指明了一條必由之路。

《報告》將人工智能（AI）確立為「雙創」融合發展的重要切入點，提出要持續推進「人工智能+」行動，將數字技術與製造優勢、市場優勢更好地結合，支持大模型廣泛應用，大力發展智能網聯新能源汽車、人工智能手機和電腦、智能機器人等新一代智能終端以及智能製造裝備，並優化全國算力資源布局，打造具有國際競爭力的數字產業集群。

香港新角色：八大中心強外聯

《報告》的港澳部分除了表達對香港和澳門發展經濟和改善民生的支持，也首次提到港澳要「深化國際交往合作」。香港一直是聯通中外的重要橋樑，在「十四五」規劃中，國家賦予香港「八大中心」的發展定位，突顯了中央對香港國際化優勢的高度認可和厚望。然而，當前國際局勢愈趨複雜，歐美國家特別是美國出於打壓中國，常常以有色眼鏡看待包括香港在內的中國發展，更嘗試削弱和破壞香港在國家經濟發展中的獨特功能。

全國政協常委、廠商會永遠名譽會長施榮懷認為，香港的國際化優勢，以及國際金融、航運、貿易中心地位，是得益於國家的改革開放，以及回歸後在香港實行「一國兩制」制度。他舉例指，在香港交易所上市的內地企業佔香港股市總值超過80%，而香港港口去年處理了超過1,300萬個標準集裝箱，當中4成的轉口貨物來自內地。

施榮懷強調，充分發揮背靠祖國、聯通世界的優勢，積極融入國家發展大局，是香港鞏固提升國際化優勢的必由之路，「香港的未來與國家同頻共振，國家如今賦予香港新的戰略定位，我們應要繼續發揮獅子山精神，為國家發展貢獻香港力量。」



《全國政協常委會工作報告》和《政府工作報告》以務實基調擘畫發展藍圖，既彰顯國家戰略定位，也為港澳融入國家發展大局指明方向。

The Work Report of the Standing Committee of the CPPCC National Committee and the Government Work Report adopt a pragmatic tone in outlining the nation's development blueprint. They emphasise China's strategic positioning and offer a clear guidance for Hong Kong and Macao to integrate into the national development.

施榮懷
Mr Irons Sze

廠商會認為，在新形勢下，如何更新和提升香港作為國際交往合作的「戰略樞紐」角色，是中央賦予香港的新要求和使命。「深化國際交往合作」這一個新任務與香港「八大中心」發展定位有共性特質，反映了中央希望香港透過鞏固、深化最基礎的優勢而壯大能力；亦暗喻了「八大中心」與國際合作具有「一體兩面」的統合性和協同性。

香港應進一步鞏固並提升自身國際化優勢，一方面政府和民間應攜手加強「八大中心」領域的國際合作和增加競爭力；同時延展「八大中心」的輻射範圍，維持與歐美國家的交往之餘，亦要加快與東盟和中東等「一帶一路」地區的經貿和社會往來，以配合和應對國際政治經濟形勢的「百年大變局」。

丁薛祥副總理為香港發展指引方向

在全國兩會期間，國務院副總理、中共中央港澳工作領導小組組長丁薛祥出席港澳地區全國政協委員聯組會議並發表講話。丁薛祥寄語香港要繼續發揮國際化優勢，善用河套深港科技創新合作區（河套合作區）和加強對創科的投資。他有信心香港能克服外部挑戰，「打不倒、壓不垮」。

全國政協委員、廠商會會長盧金榮表示，丁薛祥的講話展現了中央對香港的堅定支持，並為香港產業發展指明方向，「全球科技競爭日益激烈，創新科技已成為推動經濟高質量發展的核心動力，而創新發展需要技術研發和資本投入，這都需要企業家的積極參與。」

他認為，河套合作區是粵港澳大灣區創新資源的「聚寶盆」，突破了深港兩地科創要素流通壁壘，香港各界應用好河套合作區，構建一個具備基礎研究、技術攻關、成果轉化，以及產業協同的創新生態圈，藉此推動科技創新和產業創新的融合發展，以培育新質生產力。

盧金榮續指，中央提出的十大任務中，香港都可以積極參與並貢獻力量，「我們應加強傳統產業、新興產業、未來產業協同發力，推進新型工業化。同時發揮聯通中外和品牌建設優勢，助力中國品牌『走出去』。」

今年《政府工作報告》成果豐碩、鼓舞人心；各項發展指標既顯示國家經濟「穩」的態勢，也呈現「進」的步伐

This year's Government Work Report is fruitful and inspiring. The array of development indicators not only highlights the stability of the national economy but also demonstrates clear signs of progress.

盧金榮
Dr Wingco Lo



擴內需、提振消費是今年國家首要任務
Expanding domestic demand and stimulating consumption are among the top national priorities for 2025

港資港法港仲裁 助力大灣區發展

全國兩會收官當日，全國人大通過了最高人民法院報告，明確支持擴展港資港法港仲裁在內地的適用範圍。港區全國人大代表、廠商會立法會代表吳永嘉認為，新措施不但便利港人北上投資，也有助大灣區打造市場化、法治化、國際化的營商環境，增強外資利用香港作為橋頭堡在內地投資的信心及吸引力，期望新政策日後能推廣至更多大灣區以至其他內地城市。

吳永嘉也提到，最高人民法院和最高人民檢察院的工作報告均多次強調國家安全，而隨着經濟不斷發展和轉變，國安不再局限於軍事及糧食領域，也包括商業和網絡數據等層面。他認為香港作為國際金融中心及創科中心，應在這兩方面多下功夫，為國家築牢安全屏障。

2025 政府工作十大任務

Chinese Government's 10 Major Tasks for 2025

1. 大力提振消費、提高投資效益，全方位擴大國內需求
Vigorously boosting consumption and investment returns and stimulating domestic demand across the board
2. 因地制宜發展新質生產力，加快建設現代化產業體系
Developing new quality productive forces in light of local conditions and accelerating the development of a modernised industrial system
3. 深入實施科教興國戰略，提升國家創新體系整體效能
Fully implementing the strategy of invigorating China through science and education and boosting the overall performance of China's innovation system
4. 推動標誌性改革舉措加快落地，更好發揮經濟體制改革牽引作用
Accelerating the implementation of landmark reform measures and better leveraging the leading role of economic structural reform
5. 擴大高水平對外開放，積極穩外貿穩外資
Expanding higher-standard opening up and stabilising foreign trade and investment
6. 有效防範化解重點領域風險，牢牢守住不發生系統性風險底線
Effectively preventing and defusing risks in key areas and ensuring that no systemic risks arise
7. 著力抓好「三農」工作，深入推進鄉村全面振興
Making every effort to deliver in work relating to agriculture, rural areas, and rural residents and taking solid steps to advance all-around rural revitalisation
8. 推進新型城鎮化和區域協調發展，進一步優化發展空間格局
Advancing new urbanisation and coordinated regional development and further improving the spatial layout of development
9. 協同推進降碳減污擴綠增長，加快經濟社會發展全面綠色轉型
Making coordinated efforts to cut carbon emissions, reduce pollution, pursue green development, and boost economic growth and accelerating the green transition in all areas of economic and social development
10. 加大保障和改善民生力度，提升社會治理效能
Working harder to ensure and improve the people's wellbeing and enhancing social governance

廠商會就多個工商界關注的議題草擬了一系列建議，涵蓋鼓勵內地企業通過香港「出海」、推動「灣區標準」制定及應用、加強香港品牌在內地的權益保護、促進國家 ESG 標準體系建設及加強內地與香港碳市場合作等，並透過會內的港區全國政協委員和港區全國人大代表在兩會期間反映。

The CMA has prepared a series of policy recommendations addressing key concerns within the business community. These include encouraging Mainland enterprises to expand overseas markets through Hong Kong, promoting the development and adoption of GBA Standards, strengthening the protection of Hong Kong brands' rights in the Mainland, establishing a national ESG standards system, and enhancing cooperation between the Mainland and Hong Kong carbon markets. These recommendations were presented during the Two Sessions by our CPPCC members and Hong Kong deputy to the NPC.

提案要點：
Key proposal
highlights:



The key highlight of the Two Sessions was the Government Work Report delivered by Premier Li Qiang. The report sets the GDP growth target at around 5% for 2025, aligning with the targets set over the past two years and slightly exceeding market expectations, particularly those of international institutions.

Maintaining the 5% growth target

The central government's optimistic outlook on China's economic growth is, to some extent, rooted in the significant rebound witnessed during the fourth quarter of 2024. Last year, China successfully met its 5% growth target, an achievement largely driven by a series of strengthened macroeconomic policies introduced since late 2024, which have yielded tangible results. These positive developments are expected to sustain the momentum of economic stabilisation and recovery into 2025, further strengthening the government's confidence in the economic outlook.

However, Premier Li also acknowledged the challenges facing the Chinese economy, particularly the growing complexity of the external environment, which could exert a greater impact on China's trade and technology sectors. Global economic growth lacks momentum, the multilateral trading system is facing disruptions, unilateralism and protectionism are on the rise, and tariff barriers continue to multiply. These factors are undermining the stability of global industrial and supply chains and impeding the flow of international economic activity. At the same time, numerous geopolitical tensions are affecting global market expectations and investment confidence while fuelling the risk of volatility in global markets.

The report stressed the importance of implementing policy measures as early as possible to maximise their effectiveness. It also urged government departments to remain attentive to market feedback and actively cultivate positive social expectations, underscoring the government's firm commitment to driving economic recovery.

More proactive monetary and fiscal policies

In terms of macroeconomic policies, the report presents the most proactive stance on fiscal and monetary policy since the 2008 global financial crisis. Notably, the government's deficit-to-GDP ratio has increased to 4%, alongside a planned increase of 2.9 trillion yuan in debt compared to last year. For the first time in over a decade, the monetary policy stance has shifted from “prudent” to “appropriately accommodative”, coupled with a clear commitment to cut the reserve requirement ratio and interest rates in a timely manner throughout the year.

These adjustments reflect the central government's engaged approach to leveraging debt, amplifying policy stimulus to counteract challenges posed by a deteriorating external environment and weak domestic demand. At the same time, these measures signal that robust monetary policy measures are imminent, which is intended to boost market confidence and revive the performance of asset markets.

Boosting consumption: A top priority for 2025

The report outlines 10 major tasks for the government in 2025, with the top priority being to “vigorously boost consumption and investment returns and stimulate domestic demand across the board”. To achieve this, the government will focus on three key policy directions. First, it aims to strengthen residents' purchasing power by doubling support compared to last year through the issuance of 300 billion yuan in ultra-long special treasury bonds to fund a consumer goods trade-in programme. Second, it plans to expand the supply of high-quality goods and services, especially in the service sector, by expanding access, reducing restrictions, and improving supervision. Third, it intends to enhance the consumption environment by refining the leave system and ensuring its effective implementation, thereby unlocking consumption potential in culture, tourism, sports, and other sectors.



中國今年會實施適度寬鬆的貨幣政策，適時降准降息
China will adopt an appropriately accommodative monetary policy this year, including timely reductions to reserve requirements and interest rates

Integrated development of technological and industrial innovation

The second key task identified in the report is to “develop new quality productive forces in light of local conditions and accelerate the development of a modernised industrial system”. The third task is related to the second—namely, to “fully implement the strategy of invigorating China through science and education and boost the overall performance of China's innovation system”. Both tasks are closely aligned with the national development strategy of fostering new quality productive forces.

It is worth noting that the report emphasises “promoting the integrated advancements in technological and industrial innovation” twice. This concept, first introduced during the Third Plenary Session of the 20th CPC Central Committee last year, underscores technological innovation as a vital driver of industrial innovation, which, in turn, provides the foundation for the application and transformation of technological achievements. This dual innovation integration signifies a transformative shift in production relations, one poised to unleash powerful new productive forces.



今年《政府工作報告》首次把穩住樓市股市寫進總體要求

The Government Work Report incorporated the stabilisation of property and stock markets into its overall policy objectives for the first time

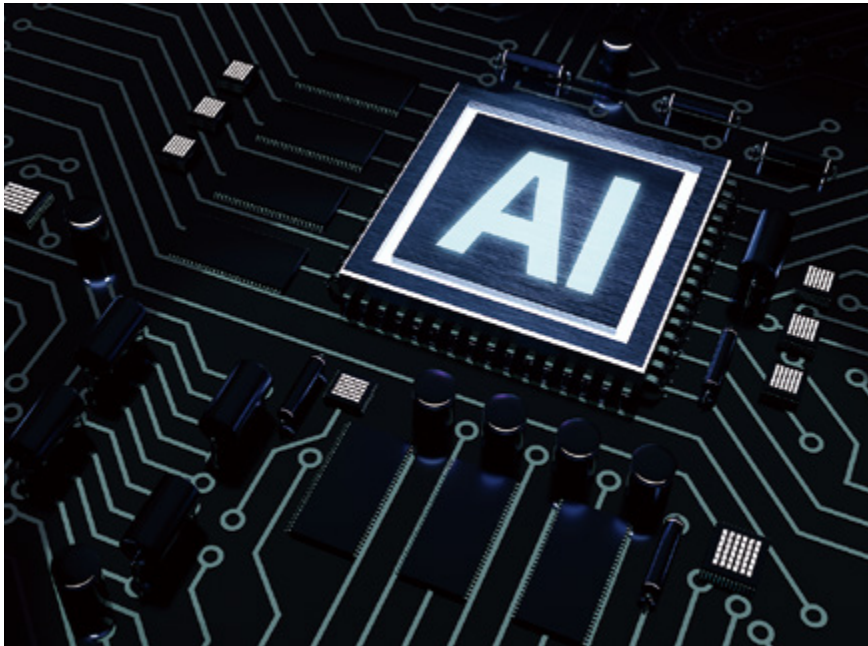
This approach reflects the central government's latest interpretation of and strategic direction for developing new quality productive forces. It solidifies the theoretical foundation of "Chinese-style new industrialisation" and outlines a crucial pathway for building a modern industrial system and driving high-quality economic development.

The report identifies AI as a critical entry point for dual innovation integration. It calls for the continued promotion of the AI Plus initiative, which aims to more effectively combine digital technologies with China's manufacturing and market strengths. The government pledges to support the extensive application of large-scale AI models and emphasises the vigorous development of next-generation intelligent products, such as intelligent connected new-energy vehicles, AI-enabled smartphones and computers, smart robots, and smart manufacturing equipment. The report also highlights the need to optimise the layout of computing resources across the country and foster internationally competitive digital industry clusters.

Hong Kong's new role: Strengthening international connectivity in eight key areas

Concerning Hong Kong and Macao, the report not only reaffirms support for growing the two regions' economies and improving livelihoods but also, for the first time, calls on them to "deepen international exchanges and cooperation". Hong Kong has long served as a bridge between China and the rest of the world. Under the 14th Five-Year Plan, the central government designated Hong Kong as an international hub in eight key areas, highlighting its strong recognition of and high expectations for Hong Kong's global role. However, the current international landscape is becoming increasingly complex, with Western powers, particularly the United States, often perceiving China's development—including Hong Kong's—through a biased lens and seeking to suppress China's rise. These efforts also aim to weaken Hong Kong's unique role in the nation's economic development.

Mr Irons Sze, a Standing Committee Member of the CPPCC and Permanent Honorary President of the CMA, emphasised that Hong Kong's international strengths as a global financial, transportation, and trade hub arise from the national reform and opening-up policies, along with the implementation of the "One Country, Two Systems" principle since Hong Kong's return to the motherland. Mainland enterprises listed on the Hong Kong Stock Exchange account for over 80% of Hong Kong's total market value, and Hong Kong's ports handled more than 13 million standard containers last year, with 40% of transit cargo originating from the Mainland.



人工智能的應用場景廣闊，能與不同產業結合，產生巨大的經濟效益
AI offers a wide array of applications and can integrate with various industries to generate substantial economic benefits

Sze emphasised that the only way to enhance Hong Kong's international competitiveness is to fully leverage Hong Kong's distinctive advantages—strong support from the motherland and close connectivity to the world—while actively integrating into the national development strategy. "Hong Kong's future lies in its integration with the country. Now that the country has designated a new strategic role for Hong Kong, we must continue to uphold the Lion Rock spirit and contribute to national development by harnessing Hong Kong's strengths," he stated.

The CMA believes that, in the evolving global landscape, renewing and elevating Hong Kong's role as a strategic hub for international engagement and cooperation represents a new requirement and mission assigned by the central government. The task of "deepening international exchange and cooperation" aligns closely with Hong Kong's development as an international centre in eight key areas (the "Eight Centres"),

reflecting the central government's expectation for the city to strengthen its capabilities by building on its core strengths. This also highlights that the "Eight Centres" and international cooperation are two sides of the same coin—unified and synergistic in purpose.

Hong Kong should consolidate and enhance its international advantages. The government and the private sector must collaborate to strengthen international cooperation and boost competitiveness in the "Eight Centres". At the same time, Hong Kong should expand the global reach of the "Eight Centres", maintaining ties with Europe and the United States while accelerating economic, trade, and social exchanges with regions such as ASEAN and the Middle East under the "Belt and Road" initiative. By doing so, Hong Kong can better navigate the profound changes in the global political and economic landscape.

Vice Premier Ding Xuexiang charts course for Hong Kong's future

During the Two Sessions, Vice Premier Ding Xuexiang, head of the Central Leading Group on Hong Kong and Macao Affairs, attended a joint meeting with Hong Kong and Macao delegates of the CPPCC, where he delivered an important speech. Ding urged Hong Kong to continue leveraging its international advantages, fully utilise the Hetao Shenzhen-Hong Kong Science and Technology Innovation Cooperation Zone (Hetao Cooperation Zone), and increase investment in innovation and technology. Expressing confidence in Hong Kong's resilience, Ding stated that the city can overcome external challenges and will remain "unshakable and unbreakable".

Dr Wingco Lo, a CPPCC member and President of the CMA, expressed that Ding's speech underscores the central government's unwavering support for Hong Kong and offers a clear roadmap for the city's industrial development. "As global competition in technology intensifies, technological innovation has emerged as a critical driver of high-quality economic growth. Innovation-led development requires not only advancements in technological research and development (R&D) but also significant capital investment, areas where entrepreneurs play an essential role," Lo stated.

Lo believes that the Hetao Cooperation Zone is a "treasure trove" of innovative resources within the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), as it has effectively dismantled the barriers hindering the cross-border flow of innovative elements between Shenzhen and Hong Kong. He

emphasised that Hong Kong should fully utilise the Hetao Cooperation Zone to establish an innovation ecosystem that encompasses fundamental research, technological breakthroughs, commercialisation of R&D, and industrial collaboration. This, he noted, will drive the dual innovation integration, fostering the emergence of new quality productive forces.

Lo further stated that Hong Kong can actively contribute to all 10 major tasks outlined in the report. "We should strengthen synergies among traditional, emerging, and future industries to drive new industrialisation. At the same time, we must capitalise on Hong Kong's role as a bridge between China and the world, as well as its strengths in brand development, to assist Chinese brands in expanding globally."

在嚴峻的國際環境和全球經濟下行的勢態下，中國仍維持 5% 的經濟增長，交出了亮麗的成績單，展現了中國制度的優勢和經濟韌性。

Amid a challenging international environment and a global economic downturn, China sustained 5% economic growth last year, achieving an impressive performance. This highlights the strengths of China's system and the resilience of its economy.

吳永嘉
The Hon Jimmy Ng



Adopting Hong Kong law and arbitration to drive GBA development

On the final day of the Two Sessions, the National People's Congress approved the Supreme People's Court's work report, explicitly endorsing the expansion of measures allowing Hong Kong-invested enterprises to adopt Hong Kong law and choose Hong Kong as the seat of arbitration. The Hon Jimmy Ng, Hong Kong deputy to the NPC and Legislative Council representative of the CMA, remarked that this expansion facilitates Hong Kong residents' investment in the Mainland and supports the development of a market-oriented, law-based, and internationalised business environment in the GBA. He believes that it will enhance the appeal for foreign investors to use Hong Kong as a gateway for Mainland investments. Ng hopes that this policy will be extended to more cities in the GBA and across the Mainland.

Ng also noted that both the Supreme People's Court and the Supreme People's Procuratorate repeatedly emphasised national security in their respective work reports. As the economy continues to evolve, national security now extends beyond traditional domains, such as military and food security, to areas such as commerce and cybersecurity. He believes that, as an international financial centre and hub for innovation and technology, Hong Kong should significantly increase its efforts in these latter areas to help build a robust national security framework. (高麗)





陳國民
Dr Edward Chan

變與不變的品牌哲學

Branding with Constancy in Change

香港工業半世紀以來經歷許多轉變，推動廠商從代工生產轉型發展原創品牌。德國寶（香港）有限公司創辦人兼董事長陳國民卻是少數從一開始就堅持發展品牌的先驅者。40 多年來，他積極求變，不斷推出創意產品帶動新需求，同時不忘對品質和信譽的堅持，在「變」與「不變」中拿捏平衡，帶領「德國寶」成為香港家喻戶曉的生活及家電品牌，也成為香港品牌的典範。

Hong Kong's industrial development has evolved significantly over the past half-century, prompting manufacturers' shifts from original equipment manufacturers (OEMs) to brand creators. Dr Edward Chan Kwok Man, founder and managing director of German Pool (Hong Kong) Limited, was among the few who prioritised brand development from the start. For over 40 years, he has driven innovation, creating products that spark new demand while upholding quality and brand reputation. Under his leadership, German Pool has become a household name and a model for Hong Kong brands.

1 970 年代是香港工業的黃金時代，陳國民也在此時投身電器行業，由起初在電器公司擔任文職，積累經驗後，到 1982 年自立門戶，創辦德國寶（香港）有限公司，與德國原材料供應商合作研發家用電熱水器。到了 80 年代中期，陳國民將業務擴展至研發其他小型家電及廚房電器，其後，「德國寶」進一步將業務拓展至櫥櫃及傢俬訂造。時至今日，「德國寶」已成為一家集設計開發、製造、銷售、進出口貿易為一體的企業。

有別於傳統廠商以代工生產（OEM）模式，為海外品牌生產商品，陳國民早在創業之初已洞悉到發展原創品牌的重要性，「基於家電行業的特性，消費者傾向選擇熟悉、值得信賴和具創意的產品，企業如果沒有品牌的影響力、沒有口耳相傳的良好口碑，是很難經營下去的。」

創新求變 激發品牌價值

80年代家電市場一直被歐美和日本品牌主導，本地品牌要突圍而出並不容易，因此陳國民尤其重視產品研發，向消費者證明「德國寶」的創新和技術水平絕不亞於海外品牌，「我們多年來持續投放大量資源進行研發，一是為了提升原有產品的質素和功能，滿足消費者要求，二是要開發全新商品，創造新需求。」

陳國民透露，「德國寶」幾乎每月都會推出全新的生活家電，當中的得意之作，是一系列專為單身人士和小家庭而設的產品，「他們往往因為份量少又怕麻煩而不想煮食，所以我們推出了多款外型小巧的多功能產品，例如迷你韓燒爐、光波爐和迷你多功能蒸焗爐等，從而搶佔『無飯一族』的藍海市場。」

此外，因應消費者對智能和節能家電的需求日益增加，「德國寶」推出了多款智能家居系列產品，用家透過手機應用程式，可以統一管理家中的照明系統、抽濕機，以至廚房電器等，為消費者帶來更多便利。



陳國民解釋「德國寶」的名字由來：當時德國是最佳品質的代名詞，公司首個產品也是與德國夥伴合作研發的，希望將最好的電器產品集中起來

Edward Chan explained the origin of the brand name German Pool: Germany was synonymous with quality at the time, and the company's first product was developed in collaboration with German partners. The name reflects the company's commitment to bringing together the best electrical appliance products



作為香港原創品牌先驅，「德國寶」先後獲得多項品牌榮譽，成績驕人

As a pioneer of Hong Kong's original brands, German Pool has won numerous brand honours with its remarkable achievements

牢記初心 堅持品質與信譽

除了持續創新，陳國民堅信，良好的產品質量和口碑也是品牌發展的致勝關鍵，因此「德國寶」十分重視產品的安全性、品質控制，以及提供優質的售後服務。「我們不但擁有自己的產品質量管理團隊，產品也取得第三方機構認證；而公司的維修部、客戶服務部及管理層，每兩周舉行會議，檢視顧客的反饋和投訴，並針對問題對產品進行改良，以確保產品的安全性和耐用性。我希望盡力做到百分之一百安全，讓消費者對我們更有信心。」

經過數十年的發展，「德國寶」成功在香港家電市場佔據領先地位，也為陳國民贏得「家電大王」的美譽。不過，陳國民深明「逆水行舟不進則退」的道理。新冠疫情期間，當香港零售市道疲弱乏力之際，「德國寶」卻逆市擴張，在銅鑼灣黃金地段開設了佔地27,000呎的品牌旗艦店，冀透過給予消費者多層次、沉浸式的體驗來傳達品牌形象。「消費者可以在這裡體驗各款『德國寶』最新產品，從家庭電器、廚櫃以至廚房設備，一應俱全。店內更設有Happy Kitchen Café & Bar，消費者可以試用最新的煮食科技，感受高品質的生活。」陳國民介紹道。

多渠道發展內地市場

「德國寶」多年來專注發展香港市場，不過目光敏銳的陳國民，看好內地作為全球第二大消費市場的潛力，自2015年起部署進軍內地，將「德國寶」產品上架到淘寶、天貓、京東等大型電商購物平台。他解釋，由於內地市場競爭激烈，而且消費者對香港品牌未必熟悉；電商平台在挑選上架品牌時，對企業的背景有一定要求，因此消費者往往對平台上的產品較有信心，這有助「德國寶」迅速在內地累積知名度和口碑。

因應各個電商平台的顧客群、市場，以及規則不同，「德國寶」也組建了專門負責電商的團隊，利用大數據，為不同類型的產品挑選最合適的銷售渠道，從而更有效地接觸目標客群。

近年「德國寶」也進駐了小紅書和拼多多等新興社交及電商平台，以短視頻和直播帶貨等模式，拓展內地二、三線城市的業務。「我們也嘗試運用人工智能(AI)去直播帶貨，結果發現，利用AI進行24小時直播，不僅可以減低成本，成效收益也比真人更具優勢，因此，未來我們會嘗試兩者並行發展。」

他也留意到，近年內地消費者出現新常態——體驗式消費，對實體店的需求漸長，因此「德國寶」也計劃在內地逐步增設銷售點，以電商及線下體驗雙線並行的模式，為消費者提供更豐富的購物體驗。

展現品牌先鋒力量備受肯定

經過近50年的品牌耕耘，「德國寶」憑藉其卓越的品牌影響力，先後獲得由香港品牌發展局和廠商會所頒發的多項殊榮，包括「香港名牌」、「香港卓越名牌」、「香港名牌十年成就獎」等，成績斐然。2024年，「德國寶」再下一城，由創辦人兼董事長陳國民榮獲品牌界的最高榮譽——「香港傑出品牌領袖獎」。陳國民對此深感榮幸，感謝業界對他在品牌創建上的努力給予肯定，亦令他堅定信心，繼續帶領「德國寶」邁向下一個高峰。

儘管已年屆75歲，陳國民仍然魄力十足，對自己一手創立的事業充滿熱誠和使命感；「作為一個土生土長的香港企業家，我始終堅信本地品牌擁有無限的發展潛力，這個獎項正是對這份信念的最佳印證，也激勵我和團隊繼續努力，為香港品牌爭光。」



2025年，「德國寶」創辦人兼董事長陳國民榮獲品牌局頒發「香港傑出品牌領袖獎」
In 2025, Dr Edward Chan, founder and managing director of German Pool, was awarded the Hong Kong Distinguished Brand Leader Award presented by the Hong Kong Brand Development Council

The 1970s, when Edward entered the electrical equipment industry, marked the golden age for Hong Kong's industrial development. After gaining years of experience working for a local electrical appliance company, Edward established his own company, German Pool, in 1982, partnering with German suppliers to develop household electric water heaters. By the mid-1980s, he had expanded the business to include the research and development (R&D) of various small household electrical and kitchen appliances. Over the years, German Pool diversified its business to kitchen cabinetry and furniture. Today, the corporation integrates design, development, manufacturing, sales, and trade operations.

Unlike conventional OEMs that produce goods for overseas brands, Edward recognised the importance of developing original brands from the very beginning of his business. He explained, "Due to the nature of the home appliance industry, consumers tend to choose well-known, reliable, and innovative products. If a company lacks brand influence and a strong reputation, it will struggle to sustain its operations."

陳國民堅信，只有嚴格把控產品質量，打造良好口碑和信譽，才能讓企業永續發展
Edward believes that a commitment to high-quality products and a strong reputation enables the company to achieve sustainable development



Persisting in innovation to create brand value

In the 1980s, European, American, and Japanese brands dominated the home appliance market, making it difficult for local brands to stand out from the competition. To prove German Pool's innovation and technological competitiveness with overseas brands, Edward has always valued product R&D. "For many years, we have invested significant resources in R&D for two reasons: first, to enhance the quality and functionality of existing products to meet consumer needs, and second, to develop new products to stimulate fresh demand."

Edward explained that German Pool launches new household appliances almost every month, with its bestsellers designed for singles and small families. "They want to avoid the hassle of preparing small portions. To address this, we have introduced a range of compact and multifunctional products, such as a mini Korean barbecue grill, a halogen cooking pot, and a mini multifunctional steam grill oven, tapping into the 'non-cooking' market."

In response to the growing consumer demand for smart and energy-efficient home appliances, German Pool has also launched a selection of smart home products. These devices allow users to control their home lighting systems, dehumidifiers, and even kitchen appliances through a mobile application, providing greater convenience to consumers.



陳國民已年屆 75 歲，仍然魄力十足，對「德國寶」的業務充滿熱誠

At 75 years old, Edward remains energetic and enthusiastic about German Pool's business

Commitment to high quality and brand reputation

In addition to continuous innovation, Edward believes that high product quality and a positive reputation are key to brand development. German Pool prioritises product safety, quality control, and exceptional after-sales service. "Not only do we have our own product quality control team, but our products are also certified by third-party organisations. Our maintenance department, customer service department, and top management hold meetings every two weeks to review customer feedback and complaints as we strive to improve our products and ensure product safety and durability. We do our utmost to guarantee 100% safety, so consumers can have confidence in our brand."



陳國民熱心社會公益，2011年，他牽頭創立「香港提升快樂指數基金」，鼓勵港人建立正面人生觀

Edward is passionate about social welfare. In 2011, he spearheaded the establishment of the Promoting Happiness Index Foundation to inspire Hong Kong residents to cultivate a positive outlook on life

After decades of development, German Pool has secured a leading position in Hong Kong's home appliance market, earning Edward the reputation of the "King of Home Appliance". Not one to rest on laurels, Edward is deeply aware of the wisdom behind the saying, "A boat sailing against the current must forge ahead, or it will be driven back." When the Hong Kong retail market became sluggish during the pandemic, German Pool expanded against the trend by opening a 27,000-square-foot flagship store in a prime location in Causeway Bay. This initiative strengthened the brand image by providing consumers with a diverse and immersive experience. As Edward explained, "At our flagship store, consumers can explore the latest German Pool products along with a wide range of home appliances, from kitchen cabinets to kitchen equipment. They can also try out the latest cooking technology and experience a high-quality lifestyle at our Happy Kitchen Café & Bar."



「德國寶」近年推出多款「WiFi Smart」智能家居系列產品
German Pool has launched various "Wi-Fi Smart" smart household products



Developing the Mainland market through multiple channels

Although German Pool has long focused on the Hong Kong market, Edward sees great potential in the Mainland as the world's second-largest consumer market. A visionary leader, he has led the company's expansion into the Mainland since 2015, launching products on major e-commerce platforms, such as Taobao, Tmall, and JD.com. These e-commerce platforms have strict brand selection criteria, which, Edward explained, boosts consumers' confidence in the products offered. Given that competition is intense in the Mainland market and that consumers may not be familiar with Hong Kong brands, this strategy has enabled German Pool to quickly gain popularity and establish a strong reputation in the Mainland.

German Pool has established a dedicated e-commerce team that takes into account diverse customer groups, markets, and the guidelines of various e-commerce platforms. Leveraging big data, the team identifies the most suitable sales channels for different product types, enabling the brand to reach its target customers effectively.

Venturing onto emerging social and e-commerce platforms, such as RedNote (Xiaohongshu) and Pinduoduo, German Pool uses short videos and live streaming to expand into second- and third-tier Mainland cities. Describing this strategy, Edward explained, "In recent years, we have also incorporated AI to conduct live broadcast sales. We discovered that using AI for 24/7 live broadcasts not only reduces costs but also achieves better results compared to human hosts. Therefore, we plan to implement these two strategies further in the future."

Edward has also observed that experiential consumption has become a new norm among Mainland consumers, which has led to an increased demand for physical retail stores. In response, German Pool is exploring the establishment of more sales points across the Mainland, adopting both online and offline strategies to provide consumers with a more diverse and immersive shopping experience.

Recognised for the brand's pioneering power

With nearly 50 years of brand development, German Pool has earned various awards from the Hong Kong Brand Development Council and the CMA for its outstanding brand influence and achievements. These include the Hong Kong Top Brand Awards, the Hong Kong Premier Brand Award, and the Hong Kong Top Brand Ten Year Achievement Award. In 2024, Edward received the highest distinction in the branding category: the Hong Kong Distinguished Brand Leader Award. He expressed deep gratitude for this recognition, thanking the industry for acknowledging his contributions to brand development. Receiving this award has bolstered his confidence to lead German Pool to new heights.

Although 75 years old, Edward remains energetic and passionate about his business. "As a Hong Kong-born entrepreneur, I firmly believe that local brands possess unlimited potential for growth and development, and this award serves as the best proof of that belief. It also motivates my team and me to continue striving for greater recognition for Hong Kong brands." 🇭🇰



2019年，「德國寶」在銅鑼灣黃金地段開設了佔地27,000呎的品牌旗艦店
In 2019, German Pool opened a 27,000-square-foot flagship store in the prime location in Causeway Bay



2024 年品牌選舉頒獎典禮暨品牌局二十周年誌慶晚宴 同慶香港品牌里程碑

2024 Brand Awards Presentation Ceremony-cum-BDC 20th Anniversary Gala Dinner
A Celebration of Hong Kong Brand Milestones

香港品牌發展局（品牌局）與香港中華廠商聯合會（廠商會）於 2 月 11 日假香港會議展覽中心舉行 2024 品牌選舉頒獎典禮暨品牌局二十周年誌慶晚宴，邀得特區政府財政司司長陳茂波擔任主禮嘉賓，與現場 600 多位嘉賓一同見證新一屆傑出品牌的誕生，並慶祝品牌局邁向新里程。

The Hong Kong Brand Development Council (the BDC) and the Chinese Manufacturers' Association of Hong Kong (the CMA) held the 2024 Brand Awards Presentation Ceremony-cum-BDC 20th Anniversary Gala Dinner at the Hong Kong Convention and Exhibition Centre on 11 February. Mr Paul Chan, Financial Secretary of the HKSAR Government, served as the guest of honour, joining over 600 guests to celebrate the achievements of outstanding brands and mark a significant milestone for the BDC.

為弘揚品牌典範和最佳實踐，品牌局多年來持續創新及深化「品牌選舉」，使其成為香港品牌發展的重要風向標，更帶動了本地業界「建品牌、創品牌」的文化氛圍。

陳家偉：品牌局廿載助企業成功蛻變

品牌局主席陳家偉在頒獎典禮致辭時指，「品牌局成立於香港尋覓轉型升級方向的艱辛時期。20 年來，品牌局秉持『引領工商界立品創名，推動香港成為名牌薈萃之都』的使命，以引領者、促進者、賦能者和同行者的角色，見證、促成並推動了香港從『代工大埠』華麗蛻變為『品牌港』。」

他讚揚得獎品牌成功發揚了「香港品牌」的特質，包括優良品質、超卓信譽、時尚創意和物超所值，刷新了香港品牌發展的最高標桿。



品牌局主席陳家偉致辭時指，得獎品牌發揚了「香港品牌」所代表的優良品質、超卓信譽、時尚創意和物超所值的特質。Mr Calvin Chan, Chairman of the BDC, noted in his address that the winning brands exemplify the qualities that Hong Kong Brands represent - excellent quality, reputation, creativity and value for money.

陳茂波：香港品牌具競爭力 促拓展市場

財政司司長陳茂波致辭時，高度肯定品牌局 20 年來推動工商界建立品牌的貢獻，並表示根據他外訪時的觀察，「香港品牌」在全球具有不俗的競爭力，寄語企業應善用這優勢，全力打造品牌，並放眼內地和海外市場。

他亦分享了品牌建立的三大法則：第一，以消費者的需要為中心；其次是要堅持創新；第三則是運用數據驅動的營銷策略和網上銷售平台。他指出，電商或平台營銷早已成為營銷的主流，政府亦通過「香港好物節」等平台提供相關支持，並計劃擴展至東盟等重要市場。



財政司司長陳茂波在典禮上致辭
Mr Paul Chan, Financial Secretary of the HKSAR, delivered an address at the ceremony



由廠商會盧金榮會長（右）陪同，財政司司長陳茂波（左）頒授「香港品牌發展局二十周年特別榮譽獎」予楊孫西博士

Mr Paul Chan (left), Financial Secretary of the HKSAR, accompanied by Dr Wingco Lo (right), President of the CMA, presented the BDC 20th Anniversary Special Merit Awards to one of the awardees Dr the Hon Jose Yu

For two decades, the BDC has been committed to promoting brand excellence and best practices, continuously innovating and enhancing the Brand Awards. These awards have become a benchmark for Hong Kong's brand development, fostering a culture of brand-building across local industries.


Calvin Chan: Two decades of supporting enterprise transformation

Mr Calvin Chan, Chairman of the BDC, stated in his speech, "The BDC was established during challenging times when Hong Kong was seeking directions for transformation and upgrading. For 20 years, the BDC has remained dedicated to its mission of 'steering our industries towards brand-building and developing Hong Kong into a brand hub'. It has played the roles of leader, facilitator, enabler,

特別榮譽獎 表揚傑出貢獻者

為表彰多年來投身品牌發展並熱心支持品牌局工作的人士與機構，品牌局特設「香港品牌發展局二十周年特別榮譽獎」，獲表揚者包括：楊孫西博士、尹德勝先生、交通銀行（香港）、畢馬威、李錦記及中原地產。

今屆「品牌選舉」共有 43 個行業翹楚勝出。至於「香港傑出品牌領袖獎」則由德國寶（香港）有限公司創辦人兼董事長陳國民奪得。

出席是次頒獎禮的官員尚包括商務及經濟發展局局長丘應樺、中聯辦經濟部副部長兼貿易處負責人周強、行政會議成員張宇人、海關關長陳子達、工業貿易署署長廖廣翔、商務及經濟發展局副秘書長劉理茵、知識產權署署長黃福來等，場面盛大。 

and partner, witnessing and contributing to Hong Kong's remarkable transition from an OEM entrepôt to a brand powerhouse."

He commended the winning brands for their commitment to the essential qualities of Hong Kong brands, including excellent quality, reputation, innovation, and value for money, setting new industry benchmarks.

Paul Chan: Hong Kong brands show strong competitiveness, urges market expansion

Mr Paul Chan praised the BDC's 20-year contribution to advancing brand development in Hong Kong. Drawing from his observations abroad, he highlighted the strong global competitiveness of Hong Kong brands and encouraged enterprises to leverage this advantage in their brand building efforts and expand into the Mainland and overseas markets.



一眾主禮嘉賓進行品牌局二十周年誌慶啟動儀式
Distinguished guests kicked off the BDC's 20th anniversary celebrations

He outlined three key principles for successful brand building: understanding consumer needs, maintaining continuous innovation, and utilising data-driven marketing strategies and online sales platforms. Emphasising the growing importance of e-commerce, he noted the government's support through initiatives such as the Hong Kong Shopping Festival and plans to expand into key markets such as ASEAN.

Special Merit Awards recognise outstanding contributors

To recognise individuals and organisations dedicated to brand development and their support for the BDC, the BDC 20th Anniversary Special Merit Awards were presented to Dr the Hon Jose Yu, Mr Paul Yin, Bank of Communications (Hong Kong), KPMG, Lee Kum Kee, and Centaline Property.

This year's Brand Awards celebrated 43 outstanding brands and individuals, with the Hong Kong Distinguished Brand Leader Award presented to Dr Edward Chan, Founder and Chairman of the Board of German Pool (Hong Kong) Ltd.

Notable officials attending the event included Mr Algernon Yau, Secretary for Commerce and Economic Development; Mr Zhou Qiang, Deputy Director-General of the Economic Affairs Department and Head of the Commercial Office of the LOCPG in the HKSAR; Mr Tommy Cheung, Executive Council Member; Mr Chan Tsz Tat, Commissioner of Customs and Excise; Mr Aaron Liu, Director-General of Trade and Industry; Ms Candy Lau, Deputy Secretary for Commerce and Economic Development; Mr David Wong, Director of Intellectual Property, as well as various other distinguished guests. 

得獎感言 Winners' testimonials



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

德國寶(香港)有限公司 | 創辦人兼董事長—陳國民博士
German Pool (Hong Kong) Ltd | Dr Edward Chan, Founder and Managing Director

感謝大會頒發「香港傑出品牌領袖獎」予我。「德國寶」一直秉持「堅守初衷，做得更好」的信念，為大家提供優質創新的家電、傢俬及廚櫃產品，貫徹「家有德國寶，生活無煩惱」的理念。
I'm truly grateful to receive the Hong Kong Distinguished Brand Leader Award. German Pool has always stayed true to our founding principle of continuous improvement, providing innovative, high-quality home appliances, furniture, and kitchen cabinet products. We are determined to enhance the standard of living for every customer. 



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

李眾勝堂(集團)有限公司·「保濟丸」 | 非執行董事—楊國晉
"Po Chai Pills" of Li Chung Shing Tong (Holdings) Ltd | Mr Harry Yeung, Non-Executive Director

「保濟丸」好榮幸獲得此殊榮。傳承 129 年的「保濟丸」，一直與時並進，以優質中藥照顧大眾腸胃健康，成為很多人「有病唔使怕」的後盾。
We're honoured to receive this award. For 129 years, Po Chai Pills has evolved with the times, taking care of people's digestive health with quality Chinese medicine, becoming many people's reliable backup when they're feeling unwell. 



香港卓越名牌 Hong Kong Premier Brand

曲奇四重奏有限公司·「曲奇四重奏」 | 創辦人及股東—謝寧
"Cookies Quartet" of Cookies Quartet Ltd | Ms Charlene Tse, Founder and Shareholder



非常高興「曲奇四重奏」獲頒「卓越名牌大獎」！感謝品牌局的支持。這個獎項是對我們品牌很大的鼓勵和肯定。未來，我們將繼續努力，推出更多優質產品。
We're absolutely thrilled to receive this award! Thank you BDC for your support. This award is a huge encouragement and recognition for our brand. We'll continue striving to introduce more premium products in the future. 



香港卓越服務名牌 Hong Kong Premier Service Brand

數學思維教育有限公司·「MathConcept Education」 | 行政總裁—簡紓淇
"MathConcept Education" of MathConcept Education Ltd | Ms Zoe Wai, CEO

非常感謝學界及家長多年來的支持與信任，使「MathConcept」能獲此殊榮。我們會繼續努力，積極推廣「Connect Math with Concept」這一教學理念，讓更多學生受惠。
We're deeply grateful for the long-standing support and trust of parents and the education sector, which has enabled MathConcept to receive this award. We'll continue our efforts in promoting our teaching philosophy of 'Connect Math with Concept' to benefit more students. 



2024年「品牌選舉」得獎名單 List of 2024 Brand Awards Winners

香港品牌發展局二十周年特別榮譽獎

楊孫西博士，大紫荊勳賢，GBS, SBS, JP
尹德勝 SBS, BBS, JP
交通銀行(香港)
畢馬威
李錦記
中原地產

BDC 20th Anniversary Special Merit Award

Dr the Hon Yu Sun Say, Jose, GBM, GBS, SBS, JP
Mr Yin T S, Paul, SBS, BBS, JP
Bank of Communications (Hong Kong)
KPMG
Lee Kum Kee
Centaline Property

2024年香港傑出品牌領袖獎

香港傑出品牌領袖獎

陳國民博士, MH
德國寶(香港)有限公司創辦人兼董事長(「德國寶」)

2024 Hong Kong Distinguished Brand Leader Award

Hong Kong Distinguished Brand Leader Award

Dr Edward Chan Kwok Man, MH
Founder and Managing Director of the Board of German Pool (Hong Kong) Ltd

2024年香港名牌選舉

香港名牌十年成就獎

原味家作有限公司之「原味家作」
李衆勝堂(集團)有限公司之「保濟丸」

香港卓越名牌

曲奇四重奏有限公司之「曲奇四重奏」
草姬國際有限公司之「草姬」
植華品牌(亞洲)有限公司之「MoonRock」
香港紫花油大藥廠有限公司之「紫花油」

香港名牌

錦源企業(香港)有限公司之「錦源好味」
濟生堂製藥廠有限公司之「克療痰」
長明國際(香港)集團有限公司之「海的」
新生飾品有限公司之「新生飾品」
新時床具製造廠有限公司之「金美夢」
大埔振興有限公司之「大埔振興肉丸」
德興隆集團有限公司之「德興隆」
唐順興家禽(香港)有限公司之「唐順興」
臻味烘焙制作所有限公司之「溇珍」

2024 Hong Kong Top Brand Awards

Top Brand Ten Year Achievement Award

"Original Taste Workshop" of Original Taste Workshop Ltd
"Po Chai Pills" of Li Chung Shing Tong (Holdings) Ltd

Hong Kong Premier Brand

"Cookies Quartet" of Cookies Quartet Ltd
"Herbs" of Herbs Generation International Ltd
"MoonRock" of Grown-Up Licenses (Asia) Ltd
"Zihua Embrocation" of Hong Kong Zihua Pharmaceutical Ltd

Hong Kong Top Brand

"Come In Homei" of Come In Enterprises Co Ltd
"Hak Liu Tam" of Chaisentomg Pharmaceutical Factory Ltd
"Hidee" of Charming International (HK) Group Ltd
"SUN SANG" of Sun Sang Accessories Co Ltd
"Sweetdream" of Sun Sea Mattresses Manufacturing Co Ltd
"Tai Po Chun Hing Meatballs" of Tai Po Chun Hing Ltd
"Tak Hing Loong" of Tak Hing Loong Group Ltd
"Tong Shun Hing" of Tong Shun Hing Poultry (HK) Co Ltd
"溇珍" of CM Bakery Production Ltd

2024年香港服務名牌選舉

香港服務名牌十年成就獎

亞洲國際博覽館管理有限公司之「亞洲國際博覽館」
遵理學校有限公司之「遵理」

香港卓越服務名牌

中西花店有限公司之「中西花店」
數學思維教育有限公司之「MathConcept Education」

香港服務名牌

ABC Pathways Education Foundation Ltd 之「ABC Pathways International Kindergarten」
美亞食品貿易有限公司之「美亞」
槌錘支付科技有限公司之「BBMSL」
壹照明集團控股有限公司之「e Lighting」
環保服務方案有限公司之「ESS」
維絡活動策劃顧問有限公司之「維絡活動策劃」
日經日本語學校有限公司之「日經日本語學校」
富臨集團控股有限公司之「PHI Coffee & Pancake」
亞洲國際餐飲集團有限公司之「RUD」
香江會滙天下茶業有限公司之「香江會-滙天下」

2024 Hong Kong Top Service Brand Awards

Top Service Brand Ten Year Achievement Award

"AsiaWorld-Expo" of AsiaWorld-Expo Management Ltd
"Beacon Group" of Beacon College Ltd

Hong Kong Premier Service Brand

"Anglo Chinese Florist" of Anglo Chinese Florist Ltd
"MathConcept Education" of MathConcept Education

Hong Kong Top Service Brand

"ABC Pathways International Kindergarten" of ABC Pathways Education Foundation Ltd
"Amerasia" of Amerasia Food Service Co Ltd
"BBMSL" of BBMSL Ltd
"e Lighting" of E Lighting Group Holdings Ltd
"ESS" of Environmental Services Solutions Ltd
"Gridword Events" of Gridword Communications Ltd
"Nikkei Japanese Language School" of Nikkei Japanese Language School Ltd
"PHI Coffee & Pancake" of Fulum Group Holdings Ltd
"RUD" of Taste of Asia Group Ltd
"The Barn" of HKI Tea Development Ltd

2024年香港新星品牌選舉

香港新星品牌

双盈環球有限公司之「AKIV」
華諾狄家居(香港)有限公司之「Hareody Home」
曉茶茶業香港有限公司之「曉茶」
創冷科技有限公司之「i2Cool」
保健通有限公司之「MAHE」
天大集團有限公司之「雲普發」

2024 Hong Kong Emerging Brand Awards

Hong Kong Emerging Brand

"AKIV" of Arroser Ltd
"Hareody Home" of Hareody Home (Hong Kong) Ltd
"Hiucha Plus Tea" of Hiuch Plus Tea Hong Kong Ltd
"i2Cool" of i2Cool Ltd
"MAHE" of Stronger Six Ltd
"Yunpufa" of Tianda Group Ltd

2024年香港新星服務品牌選舉

香港新星服務品牌

股樂醫療健康集團有限公司之「H16 Medical Tower」
思健醫務所有限公司之「思健醫務中心」
韓圖科技有限公司之「Mapxus」
亞洲國際餐飲集團有限公司之「米籽」
香港母嬰教育服務中心有限公司之「MOMCARE」
香港相機有限公司之「Snapio」
華贏東方(亞洲)控股有限公司之「華贏證券」

2024 Hong Kong Emerging Service Brand Awards

Hong Kong Emerging Service Brand

"H16 Medical Tower" of Bay Area Medical & Healthcare Corporation Ltd
"Healthymind Medical Centre" of Healthymind Centre Ltd
"Mapxus" of Maphive Technology Ltd
"Mizi" of Taste of Asia Group Ltd
"MOMCARE" of Momcare Education Ltd
"Snapio" of Hong Kong Camera Ltd
"Solomon" of Solomon JFZ (Asia) Holdings Ltd



左起：廠商會會長盧金榮、創新科技及工業局局長孫東、廠商會副會長駱百強
From left: Dr Wingco Lo, President of the CMA, Professor Sun Dong, Secretary for Innovation, Technology and Industry, Mr Robert Lok, Vice President of the CMA

圍繞發展新質生產力布局產業鏈

Building Resilient Industrial Chains Through New Quality Productive Forces

發展新質生產力能夠提升產業鏈和供應鏈的韌性。最新兩集的廠商會《新質新視野》特輯，邀請了創新科技及工業局局長孫東與商務及經濟發展局局長丘應樺，探討香港如何通過推進科技創新與開拓國際市場，構築新競爭優勢。

Developing new quality productive forces is essential for strengthening industry and supply chain resilience. In the two latest episodes of the CMA programme *New Quality Insight*, Professor Sun Dong, Secretary for Innovation, Technology and Industry, and Mr Algernon Yau, Secretary for Commerce and Economic Development, discussed how Hong Kong can leverage technological innovation and international market expansion to build competitive advantages.

孫東指出，構建新質生產力需因地制宜，關鍵在於結合地區的發展特點與優勢。因此，香港可優先聚焦《香港創新科技發展藍圖》中提出的三大優勢領域：生命健康科技、人工智能與數據科學，以及先進製造與新能源科技產業。

孫東：以創新科技驅動新質生產力

孫東表示：「要將傳統科研優勢轉化為生產力及實質經濟的高質量增長，香港必須加快落實新型工業化，並推動科技創新與未來產業的深度融合。」

特區政府與國家工業和信息化部早前簽署《關於發展新質生產力推進新型工業化的合作協議》，充分體現國家對香港的堅定信心。政府亦先後推出了「新型工業化資助計劃」及「新型工業加速計劃」，幫助本地企業升級轉型，同時吸引更多企業來港設立智能生產設施，進一步壯大香港的創科生態圈。



北都河套引領大灣區創科發展

孫東提到，香港科研實力雄厚，近年政府加大力度推動中游科研成果轉化及下游產業發展，以促進產業鏈協同。例如，通過「產學研 1+ 計劃」投入 100 億港元，資助多個研究團隊推動科研成果落地；同時成立微電子研發院，推動第三代半導體核心技術的合作。

然而，孫東強調：「發展新型工業化不能單靠政府之力，還需社會各界攜手合作。」為此，政府倡議成立了「香港新型工業發展聯盟」，凝聚「政、產、學、研、投」的力量，共同推動新型工業化發展。

香港正開發北部都會區，並計劃把河套香港園區打造成具有國際競爭力的中試產業轉化基地，全力推動中試產業；而新田科技城則將專注發展具香港特色的優勢產業，以進一步提升產業鏈的協作效能。

孫東補充，河套深港科技創新合作區以「一河兩岸」、「一區兩園」的理念構建，並希望充分發揮香港「一國兩制」的獨特優勢，促進兩地創科要素互聯互通。在人流方面，兩地將建立跨境步行橋，並推行預先登記等特殊措施，實現無感通關；在物流方面，當局計劃在安全可控的前提下，便利科研物資與設備的自由流動，並探索低空運輸技術；在資金流方面，爭取更具彈性的國家政策，以便內地企業在港設立國際總部及研發中心；在信息流方面，則致力擴大科研用途數據的流動空間。



知名床品品牌「雅芳婷」與初創科研公司「MicroFish」同為 CMA 檢定中心的夥伴企業，並在中心的協助下，成功將科研成果轉化落地。他們的代表分享了與 CMA 檢定中心合作的成果
Bedding brand A-Fontane and tech start-up MicroFish collaborated with CMA Testing to commercialise their research innovations. Representatives shared insights into their partnerships



左起：廠商會副會長梁兆賢、商務及經濟發展局局長丘應樺、廠商會副會長施榮恆
From left: Mr Jackson Leung, Vice President of the CMA, Mr Algernon Yau, Secretary for Commerce and Economic Development, Mr Ivan Sze, Vice President of the CMA

丘應樺：開拓國際市場 促進新質生產力發展

在全球產業鏈和供應鏈加速重建的背景下，不少企業加快多元布局，為香港這一國際貿易中心帶來了擴容增效的機會。商務及經濟發展局局長丘應樺表示，香港可發揮「超級增值人」與「超級聯繫人」的雙重角色，不僅能把海外企業「引進來」，還可助力內地企業「走出去」，同時為本地帶來更廣闊的發展空間。

建設「跨國供應鏈管理中心」 助內地企業出海

丘應樺指出，隨着香港離岸貿易的快速增長和作為「國際金融中心」的實力，香港具備充分條件成為區域內的「跨國供應鏈管理中心」。這將吸引內地企業在香港設立地區總部，管理供應鏈及國際業務。

為此，特區政府積極推動相關措施。一方面，投資推廣署深入內地，尋找有意「走出去」的企業；另一方面，香港貿易發展局（貿發局）提供法律、金融及綠色管理等專業諮詢服務，為企業提供全面支持。此外，政府在全球設立的經濟貿易辦事處，亦為拓展海外業務的企業提供「在地」支援，助力企業開拓國際市場。

自由貿易原則下拓展多元市場

面對地緣政治挑戰，丘應樺強調，香港始終堅持自由貿易的原則。他指出，過去10年間，美國企業在香港的累計貿易順差達2,700億美元，反映香港對美國經濟的重要性。他補充道：「我們曾與美商會交流，美國企業依然對香港的貿易前景充滿信心。」丘應樺期待雙方經貿合作能夠持續穩定。

為應對貿易戰升級的風險，特區政府正積極與新興市場建立緊密的經貿關係。早前，香港已與秘魯簽訂《自由貿易協定》，並與巴林簽署促進和保護投資協定。同時，政府加強與中東及「一帶一路」市場的聯繫，計劃於沙特阿拉伯設立經貿辦事處，進一步促進雙邊商貿合作。

助港商打進內銷市場

特區政府亦積極協助港商拓展內地市場，特別是進軍大灣區，例如透過GoGBA平台及在內地的10個辦事處，提供進入大灣區市場的資訊和在地協助。

電子商務發展迅猛。政府在「BUD專項基金」下推出「電商易」，讓每家企業於基金資助金額中，可靈活運用上限，在內地推行電商項目。貿發局亦積極推動電商發展，並透過SmartHK及進博會等大型活動，推廣香港品牌，助力港商拓展內銷市場。商

Sun emphasised that fostering new quality productive forces requires tailoring efforts to local strengths and industry trends. For Hong Kong, efforts should focus on three key areas identified in the Hong Kong Innovation and Technology Development Blueprint: life and health technology, AI and data science, and advanced manufacturing and new energy technology industries.

Sun Dong: Driving new quality productive forces with I&T

“To turn Hong Kong’s strong research capabilities into productivity and high-valued economic growth, we must accelerate new industrialisation and deepen the integration of technological innovation with future industries,” Sun stated.

The Hong Kong SAR government and the Ministry of Industry and Information Technology co-signed the Cooperation Agreement on the Development of New Quality Productive Forces and the Promotion of New Industrialisation, which reflects strong national support. Complementing this, the government has introduced initiatives such as the New Industrialisation Funding Scheme and the New Industrialisation Acceleration Scheme. These schemes not only help local enterprises upgrade and transform but also encourage companies to set up smart manufacturing facilities in Hong Kong, further strengthening the city’s innovation ecosystem.

Sun highlighted Hong Kong’s strong foundation in research and development (R&D). To facilitate midstream research commercialisation and downstream industrial development, the government has introduced key



initiatives such as the HK\$10 billion Research, Academic and Industry Sectors One-plus Scheme (RAISe+), which funds research teams to bring their innovations to market, and the establishment of the Microelectronics Research and Development Institute, fostering collaboration in third-generation semiconductor technology.

However, as Sun underscored, “Developing new industrialisation cannot rely solely on the government—it requires the collective efforts of all sectors of society.” To this end, the government proposed the establishment of the Hong Kong New Industrialisation Development Alliance, bringing together the strengths of government, industry, academia, research, and investment to jointly promote the development of new industrialisation.



Hetao Co-operation Zone: Innovation hub in the GBA

As part of its broader innovation strategy, Hong Kong is developing the Northern Metropolis, with plans to transform the Hong Kong Park of the Hetao Shenzhen-Hong Kong Science and Technology Innovation Co-operation Zone into a world-class pilot manufacturing and commercialisation base. Meanwhile, the San Tin Technopole will focus on industries in which Hong Kong has a competitive edge, enhancing collaboration within the supply chain.

Sun added that the Co-operation Zone was built on the concepts of “one river, two banks” and “one zone, two parks” with the aim of leveraging Hong Kong’s unique advantage under “One Country, Two Systems” to facilitate the seamless exchange of innovation and technology resources between

the two regions. For example, to enhance cross-border mobility, a pedestrian bridge will be constructed, and special measures such as pre-registration will be introduced to enable easy clearance. The government is also exploring safe and controllable ways, such as using low-altitude transportation technologies, to facilitate the movement of research materials and equipment. Efforts are also being made to enhance financial flow. For instance, the government is working to secure more flexible national policies to help Mainland enterprises establish international headquarters and R&D centres in Hong Kong. Additionally, measures are being explored to expand the flow of research-related data to support scientific development.

Algernon Yau: Global expansion is key to competitiveness

As global industry and supply chains undergo rapid restructuring, businesses are diversifying their market strategies, creating new growth opportunities for Hong Kong as an international trade hub. Yau believes Hong Kong can play the dual role of “super value-adder” and “super connector” to attract overseas enterprises to Hong Kong, while also helping Mainland businesses expand internationally.

Offering supply chain management support to Mainland enterprises

Yau pointed out that with the rapid growth of Hong Kong’s offshore trade and its strength as an international financial centre, the city is well positioned to become a multinational supply chain management centre in the region. This will encourage Mainland enterprises to establish regional headquarters in Hong Kong to manage their supply chains and international operations.



To support this vision, the government is taking proactive steps. InvestHK is actively identifying Mainland enterprises looking to expand globally, while the Hong Kong Trade Development Council (HKTDC) provides advisory services in legal, financial, and sustainable management to facilitate international expansion. Additionally, Hong Kong’s global network of Economic and Trade Offices (ETOs) offers on-the-ground support for businesses entering overseas markets.

Adhering to a free trade policy

Despite geopolitical challenges, Yau reaffirmed Hong Kong’s commitment to free trade. Over the past decade, US businesses in Hong Kong have accumulated a trade surplus of US\$270 billion, underscoring Hong Kong’s crucial role in



the American economy. “We have engaged with the American Chambers of Commerce and found that US companies remain confident in Hong Kong’s trade prospects,” he noted.

To mitigate risks from trade tensions, Hong Kong is strengthening ties with emerging markets. Recent developments include a Free Trade Agreement with Peru and an Investment Promotion and Protection Agreement with Bahrain. The government is also deepening collaboration with Middle Eastern and Belt and Road markets, with plans to establish an ETO in Saudi Arabia.

Helping businesses expand into Mainland market

The government is equally committed to supporting Hong Kong businesses in the Greater Bay Area, providing Hong Kong market insights and assistance through the GoGBA platform and a network of ten offices across the Mainland. With the rapid rise of e-commerce, the government launched “E-commerce Easy” under the BUD Fund, allowing companies to develop cross-border e-commerce initiatives. HKTDC is also actively promoting digital trade to facilitate Hong Kong brands’ entry into major expos like SmartHK and the China International Import Expo, helping businesses expand in the Mainland market.



廠商會副會長梁兆賢（左）與常務會董梁日昌（右）均積極拓展業務至「一帶一路」沿線國家及其他新興市場。他們在節目內各自分享了在這些市場發展業務的經驗

CMA Vice President Mr Jackson Leung (left) and Executive Committee Member Dr Frank Leung (right) shared their experiences of expanding into Belt and Road countries and other emerging markets



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檢測合規助開拓穆斯林市場

Halal Testing and Compliance: The Key to Unlocking the Muslim Market

全球有四分之一人口信奉伊斯蘭教，基於教義，穆斯林對食品的要求嚴格，形成了龐大商機，更有研究預測，2034 年全球清真食品市場價值將達至 39.7 億美元。香港作為國際食品貿易中心，可以透過國際化、專業的檢測認證和合規服務，取得清真（Halal）認證，捕捉穆斯林商機。

Nearly one in four people in the world practises Islam, and their strict dietary requirements, rooted in religious teachings, present a vast business opportunity. Research predicts that the global halal food market will reach US\$3.97 billion by 2034. As an international food trade hub, Hong Kong is well-positioned to tap into this growing market by leveraging its professional, globally recognised testing, certification, and compliance services to obtain halal certification.

清真 是阿拉伯語「合法」的意思，「Haram」則為「非法或禁止」，而處於不確定狀態的則被稱為「Syubhah」。根據伊斯蘭教義，穆斯林除了不可吃豬肉，對其他肉類亦有規限：一般水產和海鮮都可食用，但雜食性動物如食肉動物、猛禽皆禁止。草食性動物及家禽則須按教規宰殺方式和處理才可食用；酒及祭祀食品亦禁食用。為了遵守教義，食用清真食品成為穆斯林日常生活不可或缺的一環。

清真食品認證嚴格

清真認證是為了確保穆斯林權益而延伸出來的把關機制，其核心在於確保產品不含豬肉、酒精或未按伊斯蘭教法屠宰的動物成分，並在生產、包裝和運輸過程中避免任何非清真物質的污染。以明膠為例，若其來源是豬，則屬於Haram；即使來源是牛，若未按伊斯蘭教法屠宰，仍然不符合清真標準。

商家如要取得清真認證，必須對供應鏈中的每一個環節進行嚴格把控，例如實施清真保證管理系統，從採購到生產的所有流程都需要全面記錄、驗證所有供應商是否提供符合清真標準的原材料、確保設施不受非清真物質的污染、能夠將所有成分和工藝追溯到其來源並進行定期審核，以持續符合清真要求。

清真食品市場的機遇與挑戰

香港作為一個宗教多元的城市，穆斯林社群約有30萬人，佔總人口的4%，為本地清真市場提供了穩定的需求基礎。與此同時，香港地理位置優越，位處亞洲中心，距離全球超過30%的穆斯林人口僅3至6小時的飛行時間，使得香港成為連接東南亞、中東及中國內地穆斯林市場的理想門戶。

香港政府和旅遊發展局近年積極推動「穆斯林友好」的旅遊環境；截至2025年3月，香港已有超過140家餐廳獲得清真認證，另有53家酒店和5個旅遊景點獲得國際穆斯林旅遊認證機構CrescentRating的認可。隨着來自中東、東南亞及內地新疆等地訪港旅客的增加，香港的清真食品和服務需求正迅速增長，為旅遊業和餐飲業帶來更多元化的發展機會及出路。



不過香港商家要拓展清真市場也有不少挑戰，例如香港的食肆普遍廚房空間有限，難以實現清真與非清真食品的完全分隔，這增加了認證的難度。此外，公眾對清真認證的認知不足，誤以為只要不含豬肉即可符合標準，往往忽略了屠宰方式和交叉污染等關鍵環節，使得專業的清真檢測和認證服務顯得尤為重要。

CMA 檢定中心提供全面清真解決方案

雖然清真認證的核心原則在全球範圍內保持一致，重點都是要確保產品不含「Haram」物質，但各國對清真認證標準和要求可能因當地法規和文化習俗而異，例如，馬來西亞伊斯蘭發展部、印尼烏裡瑪理事會和沙特阿拉伯食品藥物管理局都有自己的認證要求，成為港商進軍各大穆斯林市場時不可忽略的一大要素。

有見及此，廠商會轄下的CMA檢定中心正積極為有意拓展穆斯林市場的企業提供全面清真解決方案，涵蓋認證、測試和培訓，包括動物基因及酒精含量檢測、提供從原料採購到物流過程的綜合管理系統、出具清真證書，以及培訓員工清真意識及文化敏感度等等。

此外，為提升清真認證的認可度，CMA檢定中心早前與Islamic Food Research Centre (IFRC Asia) 及清真國際中國(港澳)有限公司 (Halal International China (Hong Kong Macau) Limited) 合作，幫助企業為進入穆斯林市場做好準備，搶佔先機。📞

Halal is an Arabic word meaning “permissible” or “lawful”, while haram means “forbidden” or “prohibited”. Syubhah refers to items or substances that are ambiguous and cannot be clearly classified as halal or haram. According to Islamic teachings, Muslims are prohibited from consuming pork and are restricted in consuming certain types of meat. While most aquatic and seafood products are permissible, carnivorous animals, such as meat-eating creatures and birds of prey, are forbidden. Herbivorous animals and poultry must be slaughtered and processed according with Islamic guidelines to be considered halal. Additionally, alcohol and food used in sacrificial rituals are prohibited. Adhering to these dietary rules makes halal food an essential part of daily life for Muslims.

Rigorous halal food certification

Halal certification safeguards Muslim consumers by ensuring that products are free from pork, alcohol, and improperly slaughtered animal ingredients. It also guarantees that production, packaging, and transportation processes are uncontaminated by non-halal substances. For example, gelatin derived from pigs is considered haram. Even gelatin from cattle fails to meet halal standards unless the animal was slaughtered in accordance with Islamic law.

To obtain halal certification, businesses must exercise strict control measures across the entire supply chain. This includes establishing a halal assurance management system, which requires thorough documentation and verification of all

processes—from procurement to production. Businesses must ensure that suppliers provide halal-compliant raw materials, maintain facilities free from non-halal contamination, and trace all ingredients and processes back to their sources. Regular audits are essential to ensure ongoing compliance with halal standards.

Opportunities and challenges in the halal food market

Hong Kong, a city of religious diversity, is home to a Muslim community of approximately 300,000 people, accounting for 4% of its population. This provides a stable foundation for the local halal market. Geographically, Hong Kong’s strategic location at the heart of Asia—within a 3-to-6-hour flight of over 30% of the global Muslim population—positions it as an ideal gateway to the Muslim markets of Southeast Asia, the Middle East, and the Mainland.

In recent years, the Hong Kong government and the Hong Kong Tourism Board have been actively promoting a Muslim-friendly environment. As of March 2025, over 140 restaurants in Hong Kong have obtained halal certification, while 53 hotels and 5 tourist attractions have been recognised by CrescentRating, an international Muslim travel certification body. With an increasing number of Muslim visitors from the Middle East, Southeast Asia, and Xinjiang in the Mainland, the demand for halal food and services in Hong Kong is growing rapidly. This trend is creating new opportunities and avenues for growth in the tourism and catering industries.





However, Hong Kong businesses face challenges in expanding into the halal market. Many local eateries have limited kitchen space, making it difficult to fully separate halal and non-halal food preparation – a key requirement for halal certification. Additionally, public awareness of halal certification remains low as many people mistakenly believe that the absence of pork alone is sufficient, overlooking critical factors such as slaughter methods and cross-contamination risks. These challenges highlight the importance of professional halal testing and certification services.

CMA Testing offers comprehensive halal solutions

While the core principles of halal certification remain consistent globally, requirements can vary by country due to local regulations and cultural practices. For instance, the Department of Islamic Development Malaysia, Majelis Ulama Indonesia, and the Saudi Food and Drug Authority each have their own certification criteria. Hong Kong businesses targeting Muslim markets must consider these variations.

CMA Testing provides comprehensive halal solutions for businesses eyeing on the Muslim market. These services include certification, testing, and training, such as animal

DNA and alcohol testing, as well as a complete management system covering raw material procurement, logistics, halal certificates issuance, and staff training on halal awareness and cultural sensitivity.

Moreover, to enhance the credibility of its halal certification, CMA Testing has partnered with the Islamic Food Research Centre (IFRC Asia) and Halal International China (Hong Kong Macau) Limited to help businesses prepare for entry into Muslim markets and gain an early-mover advantage.





優化輸入外勞政策 提升本港競爭力

Optimise Labour Importation Policies to Enhance Hong Kong's Competitiveness

近年，香港人力資源流失嚴重，各行各業均面臨勞動力短缺的困境。為解決愈趨嚴重的結構性人力短缺問題，政府輸入勞工新策頻出，力度空前。單是「補充勞工優化計劃」（「優化計劃」），迄今已為香港增加了 4.3 萬名勞工，大大紓緩了部分行業的人手壓力，更帶動行業整體服務質素提升。儘管措施成效顯著，但不可否認仍存有優化改善的空間。

In recent years, Hong Kong has witnessed a substantial outflow of human resources, resulting in widespread labour shortages. To tackle the escalating structural manpower gap, the government has implemented a series of new and impactful labour importation policies. The "Enhanced Supplementary Labour Scheme" has, to date, attracted 43,000 workers, considerably easing workforce strains in some sectors and contributing to enhanced overall service quality. While these measures have yielded positive results, there is potential for further refinement.

因 應勞工及福利局早前就「優化計劃」的執行情況進行諮詢，廠商會循多個角度提出了改善建議。

關注市場需求 調整名額及比例

首先，輸入勞工的配額及比例方面有放寬的必要；根據現時規定，輸入勞工人數與本地員工人數的比例上限通常是 1:2。此外，在「行業輸入勞工計劃」推出後，部分行業的首批配額迅速用罄。其中，院舍業約有 2,200 宗申請因配額不足而未獲批。這一個「僧多粥少」的情況恐怕會蔓延至即將

實施的技工輸入計劃。該計劃未來 3 年僅提供 1 萬個配額，但根據最新的《人力推算報告》，到 2028 年，香港各行業人力短缺將上升至 18 萬人，其中「熟練技術人員」更缺乏 6 萬至 6.5 萬名。

面對持續擴大的人力缺口，廠商會建議，當局可考慮適時放鬆輸入勞工人數與本地員工人數的比例上限，並在總量控制的前提下，允許「行業輸入勞工計劃」日後新增的名額按市場需求跨年度靈活調配和使用，例如把第二或第三年的配額調撥到首年適用，以便更及時地應對市場當前的迫切所需。

優化行政程序 加速引入勞力

此外，輸入勞工的審批流程也需加快。以「優化計劃」為例，雖然政府已採取多項措施提升行政效率，但申請時間仍往往動輒數月，而要求僱主反覆證明無法在本地招聘員工的做法更是費時失事。當局宜審視簡化計劃申請手續的空間，例如研究對「常見職位表」上的常見工種或同一僱主對同一類崗位的重覆申請，設立特別通道或豁免重複刊登招聘廣告；將本地常見職位的工資中位數更新週期由每半年縮短至每季度，並預先研究一些新興職位的工資水平供僱主參考，以加快工資中位數的釐定程序。此外，政府也應檢視審批標準是否過緊導致申請成功率偏低，並公布常見拒批原因，供企業參考。


在執行層面，當局規定外勞只能從事僱傭合約指定的職務範圍和在指定地點工作，限制了企業調配人手的靈活性。建議適度放寬，允許僱主在確保職位性質相同的前提下可彈性地調配勞工，並只需向勞工處作出事後報備。此外，外勞在合約到期後不得自動續期的規定亦影響企業的長遠人事規劃，政府可參考澳門做法，允許外勞在合約到期前三個月申請續約，以便企業留住熟練人員，減少培訓成本。

調整外勞住宿費分攤安排

目前規定容許僱主從工資扣除不超過一成作為租金，然而這一比例與實際租金水平相比只是杯水車薪，僱主往往需額外補貼，而且僱主須以其名義租屋給外勞，一旦員工提前離職，僱主便要承擔空置期租金損失。本港可參考澳門經驗，允許外勞自行租屋；僱主可選擇以定額住宿津貼取代直接提供住所，相關津貼可計入外勞工資的抵扣額內，並把抵扣額上限提高至兩成。此舉不僅可降低僱主的財務風險，更可增加外勞選擇居所的自由度，增加他們來港工作意願。

平衡競爭力與勞工權益

此外，外勞工資不得低於本地相類職位的月薪中位數的規定，雖可保障本地勞工權益，但同時亦削弱了企業的人事管理彈性。事實上，聘請外勞還涉及培訓費、住宿、中介及保險等額外支出，總成本往往高於本地員工。相比之下，鄰近的新加坡和澳門，僱主享有更大自主權決定外勞薪酬，能有效控制成本。

在「性價比為王」的年代，輸入外勞政策不應只著眼解決短期人力短缺，還要以節省成本作為目標之一。當局宜放長眼光，為外勞輸入制度引入多元化的政策目標，在協助商界重建成本優勢以及保障本地工人的權益和長遠福祉兩方面拿捏平衡。 

（資料來源：廠商會政策研究部）



In response to the Labour and Welfare Bureau's recent consultation on the implementation of the "Enhanced Supplementary Labour Scheme", the CMA put forward several suggestions for improvement.

Adjust quotas and ratios in response to market demands

First, the quotas and ratios for imported labour should be relaxed. Currently, the ratio of imported workers to local employees is generally capped at 1:2. Meanwhile, the Sector-Specific Labour Importation Schemes have seen quotas deplete rapidly. In the residential care sector, for example, approximately 2,200 applications were not approved due to insufficient quotas. This scarcity is likely to extend to the upcoming skilled technicians importation plan, which has a three-year cap of 10,000 employees, significantly below demand. According to the latest manpower projections, Hong Kong's labour shortfall across various industries is expected to reach 180,000 by 2028, with a shortfall of 60,000 to 65,000 skilled technicians alone.

To address the widening manpower gap, the CMA recommends relaxing the ratio cap between imported and local workers. Additionally, under the premise of overall quota control, authorities should allow flexible allocation of quotas across different years based on market demand. For instance, quotas allocated for the second or third year could be transferred to the first year to address immediate market needs.



Streamline administrative procedures to expedite labour importation

To alleviate the labour shortage as soon as possible, the approval process for imported labour should be expedited. Despite efforts to improve administrative efficiency, applications under the Enhanced Supplementary Labour Scheme still take several months to process. The requirement for employers to repeatedly prove their inability to recruit locally is particularly time consuming and inefficient. To simplify procedures, authorities should explore ways to simplify the application procedures, such as by establishing a fast-track process or waiving the repeated advertising requirement for job types listed on the List of Common Posts; updating the median wage data for common local jobs quarterly instead of bi-annually, to speed up wage determination, and pre-emptively researching wage levels for emerging job roles to avoid delays. Furthermore, the government should also review whether overly stringent approval criteria contribute to the low application success rate and publish common rejection reasons to help employers improve their applications.

At the operational level, current regulations restrict imported workers to specific duties and locations, limiting businesses' flexibility in manpower deployment. The CMA suggests allowing employers to redeploy imported workers as long as the job nature remains unchanged, with subsequent reporting to the Labour Department. Furthermore, the prohibition on automatic contract renewal hinders long-term workforce planning. The government could consider adopting Macao's approach, allowing imported workers to apply for contract renewal three months before expiry. This would enable businesses to retain skilled personnel and reduce training costs.

Amend cost sharing for imported workers' accommodation

Although employers can currently deduct up to 10% of wages for accommodation expenses, yet this often falls short of covering actual rental costs, requiring employers to provide additional subsidies. Moreover, employers are required to rent accommodation in their own name, exposing them to the risk of rental losses if a worker leaves their employment prematurely. Hong Kong could consider adopting Macao's approach, where imported workers rent their own accommodation while receiving a fixed accommodation allowance. This allowance could be counted as part of the wage deductions, with the deduction cap raised to 20%. This



would not only reduce employers' financial risks but also offer imported workers greater freedom in choosing their accommodation, thereby enhancing their willingness to work in Hong Kong.

Balance competitiveness with labour rights

While the requirement that imported workers' wages cannot be lower than the median monthly wage for comparable local jobs protects local workers' rights, it also reduces companies' flexibility in human resources management. In reality, hiring imported workers involves additional expenses, such as training levies, accommodation, agency fees, and insurance, often making imported labour more expensive than hiring locally. In contrast, neighbouring Singapore and Macao offer employers greater autonomy in determining imported workers' salaries, enabling better cost control.

In an economic period where cost-effectiveness is prioritised, imported labour policies should go beyond simply addressing short-term workforce shortages; they should also incorporate cost reduction as a key objective. The government should adopt a forward-thinking approach, balancing business competitiveness with local workforce protections, ensuring sustainable and equitable labour policies for Hong Kong's long-term development. 香港

(Source: Policy Research Department, the CMA)



「寵」出新藍海

Pet Economy Unleashes New Market Potential

港人外遊及北上消費的熱潮持續，為零售業帶來挑戰，然而 2024 年兩大寵物展覽卻雙雙丁財兩旺，成為逆市奇葩。隨着本港飼養寵物的家庭數量持續增加，加上飼主對寵物生活質素的要求不斷提升，寵物經濟衍生出龐大商機，可望成為提振本地消費的新動力。

The trend of Hong Kong residents travelling abroad and spending in the Mainland continues to challenge the city's retail sector. However, in 2024, two major pet exhibitions bucked this trend, achieving remarkable success in both attendance and revenue. As the number of pet-owning households in Hong Kong steadily increases and pet owners prioritise high standards of care and quality of life for their furry companions, the pet economy has unlocked significant business potential. It is anticipated to emerge as a powerful new driver of local consumption.

寵物經濟是指由飼養寵物而衍生的一系列生產、消費和服務等經濟活動。受晚婚和少子化趨勢影響，許多人將寵物視為精神伴侶，推動寵物經濟蓬勃發展。新冠疫情期間的隔離措施令人們的孤獨感加劇，驅使飼養貓狗的人數進一步攀升，以南韓為例，寵物登記數字甚至超越初生嬰兒數目。

「養兒式養寵」催生新業態

根據《Global Market Insights》，2023 年全球寵物市場規模達 3,044 億美元，預計到 2032 年將增至 5,457 億美元，年複合增長率達 6.8%。

除了養寵人數持續增長，「養兒式養寵」也逐漸成為主流趨勢。飼主將寵物視如子女般悉心照顧，令寵物產品和服務邁向擬人化、精緻化方向發展，形成了一條涵蓋衣食住行、生老病死的完整產業鏈，並不斷催生新業態。以寵物保健為例，個性化營養諮詢、健康監測設備，以至寵物針灸、推拿等服務正迅速興起；另一方面，寵物友好型酒店、主題公園以及遊艇體驗等也相繼湧現。

內地寵物產業迅速崛起

相較已發展成熟的歐美市場，亞太地區成為寵物經濟的新藍海，尤其是中國和印度，其需求正以前所未有的速度上升。有預測顯示，2025 年內地寵物經濟的產業規模將激增至 8,114 億元人民幣，過去三年間年複合增長率達 18%，遠超全球平均水平。

為了把握「毛孩」帶來的商機，內地超過 10 個省份和 40 多個地級市推出了大型寵物產業園的規劃，部分更由地方政府與行業龍頭企業合作推進。此外，深圳、上海等地相繼推出「人寵共融」政策，鼓勵開發寵物旅遊線路、試點開通寵物旅遊專線，並開放符合條件的公共空間，營造寵物友好的社會氛圍。

在此背景下，一系列「寵物+」的商業模式應運而生，成功帶動了新消費需求，例如上海博物館允許民眾攜帶寵物貓入場看展，「寵物同行」門票的熱銷更帶動周邊酒店預訂量增長。

香港飼主追求高增值服務

香港的寵物經濟同樣潛力巨大。政府統計處數據顯示，全港有 24.19 萬個住戶有飼養貓狗，佔所有住戶近一成。有市場調查指出，超過兩成受訪者月花港幣 5,000 元以上在寵物身上，除了食品開支，醫療保健及保險等亦佔據很大份額，反映飼主對高增值服務的強勁需求。

廠商會寵物業委員會召集人陳恩德從事保健產品行業多年，他留意到一些消費者會購買人類保健品供愛寵食用，啟發他在 2018 年成立寵物藥妝，引進和研發寵物專用的保健品和食品，「愈來愈多飼主將寵物視為家人，十分願意在牠們身上花錢，希望延長牠們的壽命和提升生活質素。疫情期間市民長期留在家中，與寵物相處時間大增，進一步帶動寵物經濟蓬勃發展。」

目前香港經濟面臨多重挑戰，陳恩德指由於飼料、寵物醫療等產品和服務屬於剛性需求，故所受的影響較少，至於非必需品，例如寵物玩具和保健品，一般消費者變得更精打細算。因此陳恩德正部署業務轉型，除了零售業務，也計劃開拓寵物美容和醫療檢查等一條龍的高增值服務，加強飼主和寵物體驗，開拓高消費客群。

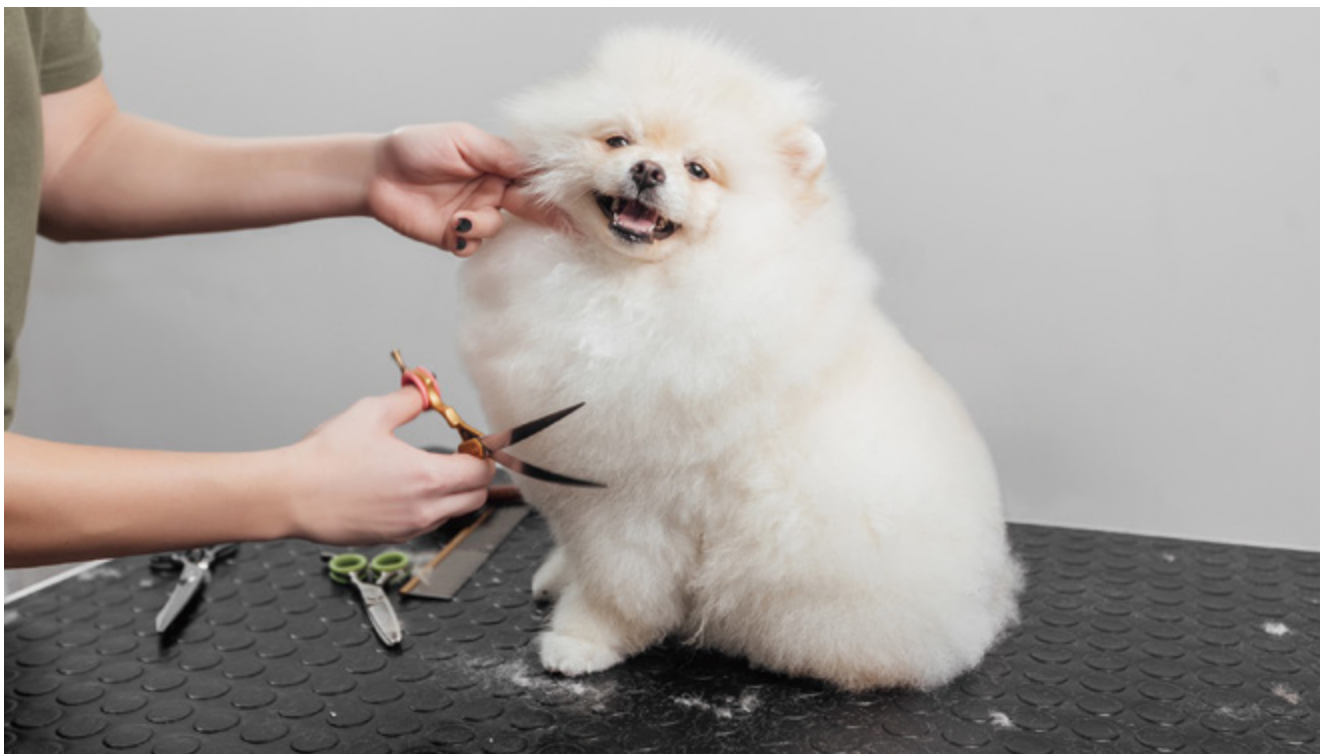


陳恩德（左）指，香港和內地養寵人士數量持續增加，看好寵物產業的發展前景

Chan Yan Tak (left) is optimistic about the prospects of the pet industry as the number of pet owners in Hong Kong and the Mainland continues to rise

推動寵物友善政策 做大寵物產業

廠商會研究報告指出，寵物相關消費支出穩定性和持續性高，而且各地對寵物出入境有嚴格管制，消費北移的情況暫時較難在寵物市場發生，相信寵物經濟有助促進本地消費。報告建議特區政府在政策層面加強扶持，建立人寵共融的環境，例如是擴大寵物友好公共空間和鼓勵餐飲及交通業採取包容政策，以鼓勵飼主攜帶寵物外出消費。當局也可借鑑外地經驗，完善本地寵物相關產品及業務的監管制度，提升檢測和認證標準，為寵物經濟做大、做強，營造有利條件。



在「養兒式養寵」趨勢下，寵物產品和服務趨向擬人化、精緻化

Amid the trend of pet humanisation, pet products and services are becoming increasingly diversified and refined

The pet economy refers to a series of economic activities rooted in pet ownership, including production, consumption, and services. Driven by societal shifts, such as delayed marriages and declining birth rates, a growing number of people are turning to pets as companions, fuelling the rapid growth of the pet economy. During the COVID-19 pandemic, quarantine measures intensified feelings of loneliness, prompting a surge in cat and dog ownership. A notable illustration of this trend can be seen in South Korea, where the number of registered pets has now surpassed that of newborn babies.

Pet humanisation spurs new business models

According to Global Market Insights, the global pet market size reached US\$ 304.4 billion in 2023 and is expected to grow to 545.7 billion by 2032, with a compound annual growth rate (CAGR) of 6.8%.

Alongside this growth, the practice of pet humanisation is gaining widespread popularity. Pet owners are treating their pets as if they were their own children, leading to the refinement of pet products and services. This shift has fostered the development of a comprehensive industry

chain that caters to every aspect of pets' lives—from food and apparel to housing, transportation, and even end-of-life care—while spawning new business models. In pet healthcare, for instance, personalised nutrition consultations, health monitoring devices, and services like pet acupuncture and massage are rapidly emerging. Pet-friendly hotels, theme parks, and yacht experiences are also becoming more common.

The rapid rise of China's pet industry

Compared to the mature pet markets in Europe and the United States, the Asia-Pacific region has become a new blue ocean for the pet economy, particularly in China and India, where market demand is rising at an unprecedented pace. Projections suggest that China's pet economy will reach 811.4 billion yuan by 2025, with a CAGR of 18% over the past three years, far exceeding the global average.

To seize the opportunities presented by "fur kids", more than 10 provinces and 40 cities in the Mainland have unveiled plans for large-scale pet industry parks. Some of these projects are being developed in collaboration with local governments and leading industry companies. Additionally,



寵物經濟規模持續增長，預計到 2032 年將增至 5,457 億美元

The global pet economy is experiencing sustained growth and is projected to expand to US\$545.7 billion by 2032

cities like Shenzhen and Shanghai have introduced pet-friendly policies, encouraging the development of pet-friendly travel routes, piloting pet-friendly travel services, and designating public spaces as pet-inclusive areas to foster greater harmony between humans and animals in the community.

Amid this evolving landscape, a series of “pet+” business models have emerged, successfully driving new consumer demand. When the Shanghai Museum, for example, allowed visitors to bring cats to its designated exhibition, the event’s popularity boosted hotel bookings in the surrounding areas.

Hong Kong pet owners seek high-value services

Hong Kong’s own pet economy holds significant potential. According to data from the Census and Statistics Department, 241,900 households in Hong Kong own cats or dogs, accounting for nearly 10% of all households. A market survey revealed that over 20% of respondents spend more than HK\$5,000 per month on their pets, with a significant portion going towards healthcare and insurance. This amount reflects the strong demand for high-value services among pet owners.

Chan Yan Tak, Convenor of the Pet Industry Committee of the CMA, is a veteran in the health products industry. After observing consumers buying human health supplements for their pets, Chan was inspired to establish Petmacy in 2018. The company specialises in importing and developing pet-specific supplements and food. “More and more pet owners treat their pets as cherished family members,” Chan explained. “They are not only willing to invest in their pets’ well-being but are also eager to enhance their lifespan and overall quality of life. The pandemic accelerated this trend as people spent more time at home with their pets, deepening the emotional bond and fuelling the expansion of the pet economy.”




透過制定寵物友善政策，可鼓勵飼主攜帶寵物一同外出消費
By implementing pet-friendly policies, local governments can encourage pet owners to take their pets out for leisure and consumption

Although Hong Kong’s economy currently faces multiple challenges, Chan pointed out that products and services such as pet food and veterinary care are considered essential and are therefore less affected than other domains. However, for non-essential items, such as pet toys and supplements, consumers have become more budget conscious. As a result, Chan is planning a business transformation. In addition to retail, he aims to expand into high-value one-stop services, such as pet grooming and medical check-ups, to attract high-spending customers.

Promoting pet inclusivity to grow the pet industry

A report by the CMA highlights that pet-related consumption demonstrates high stability and continuity. Moreover, due to strict regulations on pet import and export, the trend of locals going north for spending is less likely to occur in the pet market. The report suggests that the Hong Kong government should strengthen policy support to create a pet-friendly environment. This could include expanding inclusive public spaces for pets and encouraging the food and beverage and transportation industries to adopt more inclusive policies, thereby encouraging pet owners to take their pets out for leisure and consumption. The government could also look to international contexts to learn how to refine regulations and standards for pet-related products and services, creating favourable conditions for the pet industry to grow and thrive. 商區



透視 ESG 最新實踐趨勢

Recent Developments in ESG Practices

數位化和綠色技術的迅速發展正重塑商業運營模式，賦能企業更有效率地實踐可持續發展。隨着業界對 ESG 的探索逐步加深，企業的 ESG 實踐已從最低層次的合規要求，逐步升級至與利益相關方聯合推動廣泛的可持續發展，建設完整的 ESG 生態系統。

The rapid development of digital and green technologies is reshaping business operations, empowering companies to adopt sustainability practices more efficiently. As the business community delves deeper into ESG (Environmental, Social, and Governance) principles, corporate ESG practices have evolved beyond mere regulatory compliance to active collaboration with stakeholders to drive broader sustainability efforts and establish a robust ESG ecosystem.

在廠商會最新一場 ESG Connect 講座中，多名專家學者介紹了環境、社會和公司治理（ESG）的最新實踐趨勢，幫助企業滿足合規要求的同時，提升核心競爭力。

環境：推動碳積分回應淨零浪潮

企業的碳足跡是衡量他們在「環境」（E）表現的重要一環。CMA 檢定中心驗貨、認證及項目部高級經理趙家瑜指出，歐盟已經推出「碳關稅」（CBAM），將企業的碳排放量量化和轉換成成本，來應對「碳洩漏」問題，推動了碳交易市場的形成。在碳市場裡，企業可購買碳信用額，來中和或抵消自身的碳排放量。

此外，企業也可以透過鼓勵綠色消費來達致減碳。為此，CMA 檢定中心推出了「Carbon Point 計劃」，從經過驗證的綠色技術公司購買二氧化碳排放配額，並為計劃下的減碳項目提供第三方碳審核，以核實其減碳量，而消費者選購參與計劃商戶的產品，可將其消費額轉換為碳積分，並兌換禮品和優惠，進一步提升全社會對減碳的意識，助力香港成為全球領先的可持續發展城市。

社會：從合規到共融的多元實踐

香港大學公民社會與治理研究中心助理總監周韻芝，則分享了工商界實施 ESG 的最新趨勢。她指出，香港企業往往從「環境」（E）範疇入手，因其較易量化和實施。然而，根據香港品牌發展局早前一項調查顯示，企業正逐步轉向重視「社會」（S）和「管治」（G）。「在這項針對 140 間公司的調研中，頭十大措施有五項屬於『S』，包括人事管理、員工關懷及慈善活動等。」

周韻芝又提到，愈來愈多公司，尤其是跨國企業都陸續推出多元、平等和包容（diversity, equity, and inclusion, DEI）政策，例如聘用殘疾人士來履行社會責任。她指出，「企業要落實 DEI 政策，關鍵在於知行合一，將意識轉化為具體行動，支持殘疾人士就業。這不但有利於社會共融，也能協助企業應對人力短缺，提升生產力。」



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助理總監 周韻芝

Ms Joyce Chow
Assistant Director
Centre for Civil Society and Governance
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貿易通電子服務有限公司
管理高級副總裁 杜遠龍

Mr Kenny To
Senior Vice President of Management
Tradelink Electronic Commerce Limited



管治：技術賦能的無紙化實踐

而在管治（G）方面，數位化技術的提升和普及，不單可以減少浪費，還有助提升企業管治及營運效率。貿易通電子服務有限公司管理高級副總裁杜遠龍指，香港辦公室平均每週消耗逾 1.9 億張紙，用量驚人。

為此，近年政府及監管機構積極推動無紙化通訊和電子簽名的普及，而香港交易所更規定新上市的公司僅可以電子形式刊發所有上市文件。杜遠龍表示，提交電子檔案可減少繁瑣的資料輸入步驟及優化審計流程。此外，企業透過使用安全性高的數碼簽署工具，可確保電子簽名的真實性，更好地防範文件被篡改的風險，有助提升法律效力，這與「管治」所強調的高透明度與合規性息息相關，「可以說，『管治』不僅是內部規範，更是通過技術手段實現可持續發展的關鍵。」



At the CMA's recent ESG Connect seminar, experts and academics discussed the latest ESG trends, sharing insights to help businesses not only meet regulatory requirements but also strengthen their core competitiveness.

Environmental: Promoting carbon credits to drive net-zero emission

A company's carbon footprint is a crucial indicator to determine its environmental (E) performance. Mr Joseph Chiu, Senior Manager of the Inspection, Certification and Project, CMA Testing, highlighted that the European Union's Carbon Border Adjustment Mechanism (CBAM) quantifies and monetises corporate carbon emissions to combat carbon leakage, fostering the development of a carbon market. Through this mechanism, companies can purchase carbon credits to offset their carbon footprint.

Companies can also achieve carbon reduction by encouraging green consumption. To this end, CMA Testing has launched the Carbon Point Scheme. The scheme purchases carbon credits from verified green technology companies and provides third-party carbon audits for emission reduction projects under the scheme. Consumers who purchase products from participating merchants can convert their spending into carbon points and redeem them for gifts and discounts. This not only raises public awareness of carbon reduction but also contributes to Hong Kong's ambition of becoming a leading sustainable city.



Social: Driving diversity beyond compliance

Ms Joyce Chow, Assistant Director of the Centre for Civil Society and Governance at the University of Hong Kong, shared the latest trends in ESG implementation within the business sector. She noted that Hong Kong businesses often prioritise the environmental pillar when initiating ESG improvements, as it is easier to quantify and implement. However, a recent survey by the Hong Kong Brand Development Council revealed a shift in focus towards the social and governance pillars. "Among the top ten ESG initiatives identified in the survey of 140 companies, five were related to social responsibility, including human resources management, employee welfare, and charitable activities."

Ms Chow further noted that a growing number of companies, particularly multinational corporations, are adopting diversity, equity, and inclusion (DEI) policies, such as employing people with disabilities, to fulfil their social responsibilities. She emphasised, "The key to implementing DEI policies lies in aligning words with actions, translating awareness into concrete efforts to support the employment of people with disabilities. This not only promotes social inclusion but also helps companies address labour shortages and enhance productivity."



Governance: Leveraging technology for paperless operations

In the governance pillar, the rise of digital technologies is driving both corporate sustainability and operational efficiency. Mr Kenny To, Senior Vice President of Management at Tradelink Electronic Commerce Limited, highlighted that Hong Kong offices consume a staggering 190 million sheets of paper per week on average.

In response, the government and regulatory bodies have actively promoted paperless corporate communication and the adoption of electronic signatures. The Hong Kong Stock Exchange now mandates that newly listed companies publish all listing documents solely in an electronic format. According to Mr To, submitting electronic documents streamlines tedious data entry processes and optimises auditing efficiency. Furthermore, using secure digital signature tools ensures the authenticity of electronic documents, reducing the risk of tampering and strengthening legal validity. These advancements align closely with the high standards of transparency and compliance emphasised in the governance pillar. "Governance is not only about internal regulations," he noted, "it is also a key to achieving sustainability through technology." 商麻

落葉歸根

百年守護

A Century of Guardianship
for the Deceased

在華人社會中，死亡一直是個難以啟齒的沉重話題。然而，電影《破·地獄》以破紀錄的票房打破了這禁忌，其所呈現的喪葬禮俗，突顯了華人對生命的尊重，以及「逝者善終、生者善別」的生死觀。電影中的一個重要場景——東華義莊，是香港碩果僅存的「先人客棧」，曾承載着無數海外華工渴望死後落葉歸根的願望，讓人反思生命的價值。

Death is often a taboo topic in Chinese culture, but *The Last Dance* broke this silence, achieving remarkable box office success. The film's portrayal of funeral traditions underscores Chinese reverence for life and the importance of a dignified farewell. A key setting, the Tung Wah Coffin Home—one of Hong Kong's last “hostels for the deceased”—once fulfilled the wishes of overseas Chinese labourers to return home for burial, prompting reflection on life's meaning.



東華三院主席徐季良題

今來古往在宇宙亦猶傳舍逝者如斯

東華義莊創建已久雖經變亂靡然無恙願以日久失修
風雨侵襲屋瓦洩漏蟲蟻蛀蝕梁椽損壞堪堪當同人
等為先友靈柩安厝起見與經籌劃始於本年二月
召匠興修並推舉趙總理舉主持其事鳩工庀材費時
兩月盡復舊觀修理費用滙帶四萬圓工事既竣用誌崇
畧藉留紀念
中華民國三十七年四月
發起人 全通明 林厚儀
王漢青 林炳輝 林鳳生 王廷玉
李良周 羅先輝 陳大輝 蔡慶生 全誌
黃仲輝 區慶昌 葉慶雲 馮廷生
馮慶和 馮慶和 馮慶和 馮慶和
馮慶和 馮慶和 馮慶和 馮慶和

優見愜聞賢子孫到此堂階孝思倍切
中華民國三十七年春日

東華義莊前身是位於西環堅尼地城牛房附近的「牛房義莊」，由上環文武廟於1875年出資興建，後於1899年起由東華醫院接管，並遷至薄扶林的沙灣大口環道現址，佔地達6,000平方米。

見證歷史 助先人魂歸故里

義莊是為客死異鄉的華人提供一個暫時安置遺體或骨灰的場所，讓逝者得以魂歸故里。東華三院高級經理（廟宇及文化服務）梁中杰介紹說，在19世紀的淘金潮時期，大批華人往美國做苦力，但多數在身故後沒有能力原籍安葬，「為幫助他們回家，各地的華人會館收到華工身故消息便會聯絡義莊，以水路方式運送先人遺體到香港，以作為臨時中轉站。隨後義莊會登報招領，聯絡內地親人接回遺體，讓先人入土為安。」

自19世紀以來，東華義莊經歷了多次擴建，呈現出不同時期的建築風格，並糅合了中式和西式建築。東華義莊在2003年和2004年進行了大規模修復工程，「我們堅持以『修舊如舊』的原則來修復，門線、鉸位，根釘大小、數量等，必須跟足原貌才收貨。」因此，義莊內不同年代的建築群都保留原有的形態，獲得聯合國獎項以表彰其保育價值，更在2020年被政府列為法定古蹟。

守候數十載 留存記憶與傳承

一般而言，棺骨由海外抵港，再經東華義莊運至內地故鄉需時6至8個月，如選擇在本地下葬的則多數不會存放超逾3年，不過也有例外；東華醫院創院總理之一的鄧鑑之伉儷寄厝於義莊至今已超過100年，「他們沒有親人安排葬禮，由東華三院董事局幫忙處理，董事局認為把棺木存放在義莊是對他們最好的守護，並會在每年清明節前來祭拜，管理員也會定時為莊內棺骨上香以示敬意，並非如民間謠傳的被遺棄。」梁中杰解釋道。

此外，有一些棺骨在東華義莊寄厝數十年才被後人尋回，曾經有一位女士為完成其祖母臨終心願，特地從海外回港尋親，得知祖父遺體有可能存在東華義莊後，便前來尋找並領回遺體，待他日回鄉與祖母合葬。「所以義莊不僅是一個提供殮葬服務的場所，更承載著無數家庭的記憶與傳承，是華人文化和傳統的重要象徵。」梁中杰道。



安排華工棺骨回鄉的記錄
Records of arrangements for the repatriation of Chinese labourers' remains



梁中杰指，東華義莊不忍華工在世時孤身漂泊，離世後還流落異鄉，故幫助他們回歸原籍安葬

Mr Vandesar Leung explains that the Tung Wah Coffin Home helps return Chinese labourers' remains to their ancestral homes, recognising the hardship of living and dying alone abroad




電影《破·地獄》拍攝場景之一

A filming location used in the movie *The Last Dance*

由於國家政策變化，棺木一度積壓在義莊無法運回內地，1960年代高峰時存放了逾600具靈柩和超過8,000副骨殖。不過隨着火葬、海葬的盛行，寄厝的靈柩及骨殖逐漸減少。現時每年約有30具遺體新入莊寄厝在義莊內，或因擇吉日入葬，或需轉運至另一地方才下葬。過往寄厝於東華義莊的先人不乏名人，包括前北京大學校長蔡元培、廣東軍閥陳炯明，以及「賭王」何鴻燊等等。

超越生死 尋求解脫與安寧

在電影《破·地獄》中，甄小姐接受不了幼子夭折，拒為遺體下葬或火化，將兒子遺體作防腐處理及真空密封，寄厝於東華義莊。這不免讓人好奇，是否要這樣大費周章，才能寄厝於義莊？梁中杰指，義莊一般不會要求為遺體做防腐，最重要是把棺木的縫隙密封，防止屍蟲或液體滲出，以便存放。

至於戲中的「破地獄」儀式，是香港非物質文化遺產，旨在讓先人免受地獄之苦，甚至可以早登仙界。現實中，東華三院轄下的殯儀館平均每間每日都會進行3至4次「破地獄」儀式。梁中杰認為，「破地獄」的意義除了是超渡逝者，對生者也是一種慰藉和救贖：「超渡亡者，為他們謀求解脫是中國人重視孝道的一種體現，對家屬而言也能帶來心靈安寧，協助他們面對失去至親的傷痛和對亡者的遺憾。」

The Tung Wah Coffin Home was originally located near the Slaughter House in Kennedy Town, Western District, and was known as the Slaughter House Coffin Home. It was established in 1875 with funding from the Man Mo Temple in Sheung Wan and later, in 1899, came under the management of the Tung Wah Group of Hospitals (TWGHs). It was then relocated to its current site in Sandy Bay, Pok Fu Lam, on Tai Koo Wan Road, occupying an area of 6,000 square metres.

A history of returning workers to their roots

Coffin homes provide a temporary resting place for the bodies or ashes of Chinese people who die far from home, allowing the deceased to return to their ancestral land. Mr Vandesar Leung, Senior Manager (Temples and Cultural Services) of TWGHs, explained that during the 19th-century gold rush, most of the Chinese labourers who travelled to the United States could not afford burial in their place of origin after death. "To help them return home, Chinese associations worldwide would contact coffin homes to transport their remains to Hong Kong as a temporary transit point. The coffin home would then post newspaper advertisements to find their relatives, allowing families to reclaim the remains and lay them to rest."



不少名人曾寄厝於此，以天字 1 號莊房最多人選用
Many prominent individuals have had their remains stored at the home, with the Number One "Tian" Room being the most chosen

Since the 19th century, the Tung Wah Coffin Home has undergone several expansions, showcasing various architectural styles that blend Chinese and Western elements. Extensive restoration work was carried out in 2003 and 2004. As Leung explained, "We adhered to the principle of preserving the old as it was. Door frames, hinges, the size and number of nails - everything had to match the original appearance." This dedication to preservation has earned the site a UN award, culminating in its designation as a statutory monument by the government in 2020.



義莊內的《落葉歸根》壁畫，由本地藝術家黃鼎豐所創作
The Tung Wah Coffin Home's mural, *Fallen Leaves Returning to Their Roots*, was created by local artist Wong Ting Fung

Safeguarding memories and heritage for decades

Typically, it takes six to eight months for remains to arrive in Hong Kong from overseas and be transported from the Tung Wah Coffin Home to their final resting place in the Mainland. And it may take less than 3 years for repository if they choose to bury in Hong Kong. However, there are exceptions. The remains of Mr Tang Kam Chi, one of the founders of TWGHs, and his wife, have been housed in the Coffin Home for over 100 years. "They had no relatives to arrange their funeral, so the TWGHs' board of directors took responsibility, believing that keeping them here was the best way to honour them. Every year during the Ching Ming Festival, our board members visit to pay respects, and caretakers regularly offer incense as a mark of remembrance," Leung explained.

Other remains have also been stored for extended periods before being reclaimed by descendants. In one instance, a woman, fulfilling her grandmother's dying wish, travelled from overseas to Hong Kong to reconnect with their family. Upon discovering that her grandfather's remains were at the Tung Wah Coffin Home, she retrieved them to bury alongside her grandmother in their homeland. As Leung observed, "The Coffin Home is not just a place that provides mortuary services; it carries the memories and heritage of countless families, serving as an important symbol of Chinese culture and tradition."

At some points in the Tung Wah Coffin Home's history, coffins accumulated in the home as they could not be transported back to the Mainland due to national policies. At its peak in the 1960s, there were over 600 coffins and more than 8,000 sets of bones stored in the Tung Wah coffin home. With the increasing prevalence of cremation and sea burials, the number of coffins and remains stored has gradually decreased. Currently, around 30 bodies are newly admission in the Tung Wah Coffin Home each year, awaiting either an auspicious burial date or transfer to another location for interment. Prominent figures whose remains were once deposited at the Tung Wah Coffin Home include Cai Yuanpei, former president of Peking University; Chen Jiongming, a revolutionary figure in the early periods of the Republic of China; and Stanley Ho, the "King of Gambling" in Macao.



東華義莊最初是海外華工遺體運返原鄉安葬的中轉站，後來也為本地居民在覓地安葬先人期間，提供棺骨暫存服務
Originally serving as a transit point for the deceased Chinese workers waiting to be buried in their native soil, the Tung Wah Coffin Home subsequently provided temporary coffin storage for local residents awaiting burial plots for their ancestors


華工即使已在海外「土葬」，仍會「執骨」放入「招魂箱」送到義莊，再聯絡內地親友，將逝者骨殖送回故鄉。對於一些無法尋回骸骨先人，就會在空的箱子上寫上先人的姓名，將其運回來，讓家屬聊以慰藉。

In some cases, even if Chinese labourers were buried overseas, their remains were exhumed, boxed, and sent to the coffin home for repatriation. If retrieval was impossible, an empty box bearing the deceased's name symbolically carried their soul to comfort the family



Transcending life and death for liberation and peace

In *The Last Dance*, Miss Yan cannot accept the death of her son and refuses to bury or cremate his body. Instead, she has it embalmed and vacuum-sealed, placing it in the Tung Wah Coffin Home. This scene raises the question of whether such elaborate measures are necessary for storing remains in the home. Leung clarified that the Tung Wah Coffin Home typically does not require that bodies are embalmed. The most important thing is ensuring that all gaps in the coffin are sealed to prevent bodily fluid leakage or insect infestation.

The film depicts a “breaking hell’s gate” ritual, which is a Hong Kong intangible cultural heritage practice intended to relieve the deceased from suffering in hell and facilitate their ascent to the celestial realm. In reality, the each TWGHs funeral parlours conduct three to four such rituals every day. Leung believes that the ritual’s significance extends beyond simply guiding the deceased; it also provides comfort and solace to the living. “Guiding the deceased towards liberation is a manifestation of the importance of filial piety in Chinese culture. It brings peace of mind to the bereaved, helping them cope with the pain of loss and any regrets they may have concerning the deceased.” 



義莊內連同涼亭及花園等設施獲得香港政府古物古蹟辦事處頒發「文物保存及修復獎」(2004)榮譽大獎及於2005年獲得聯合國教育、科學及文化組織頒發「亞太區文物修復獎」(2005)優越大獎

The Tung Wah Coffin Home complex, encompassing the pavilion and gardens, won the Award of Honour in the Heritage Preservation and Conservation Awards (2004) from the Hong Kong government and an Award of Merit in the UNESCO Asia-Pacific Awards for Cultural Heritage Conservation in 2005



— 眾廠商會首長與傳媒代表共慶新禧
CMA office bearers celebrated the New Year with media representatives

廠商會新春團拜 展望蛇年經濟

CMA Shared the Economic Outlook at the Spring Reception

廠商會於2月7日舉行乙巳年新春團拜，盧金榮會長率領一眾首長和會董會成員向各大媒體代表拜年賀喜，並就蛇年經濟作出預測。

盧會長致辭時表示，去年貨物出口是本港經濟增長的主要動力，雖然受關稅戰威脅，今年的出口增長或有所放緩，但隨着內地企業與港商加速供應鏈多元化布局帶來的新機遇，香港2025年貨物出口有望保持低單位數增長。

The CMA held its Spring Reception on 7 February. The CMA President Dr Wingco Lo, along with other office bearers and general committee members, extended New Year greetings to media representatives and shared insights into the economic outlook for the year ahead.

In his address, Dr Lo noted that merchandise exports were the main driver of Hong Kong's economic growth last year. While export growth may moderate this year due to escalating tariff threats, he anticipates that Hong Kong's merchandise exports will maintain low single-digit growth through 2025, driven by new opportunities from the accelerated diversification of supply chains by Mainland and Hong Kong enterprises.



舞獅表演為團拜增添喜慶氣氛
A lion dance elevated the festive spirit

在內需方面，考慮到股樓市和就業市場穩定，負面財富效應有所改善，帶動本地消費信心逐步提升，加上受惠於特區政府推動本地旅遊業轉型發展，以及中央政府推出惠港政策，將促進內需逐步靠穩。綜合多方因素，廠商會預測2025年香港經濟將呈現「先抑後揚」的走勢，全年GDP有望達到2.5%至3%的溫和增長。



盧金榮會長指，廠商會將繼續強化科技創新、品牌推廣和促進產業鏈協同發展等領域的服務

Dr Wingco Lo said the association will keep strengthening its services in technology, brand promotion, and industrial chain collaboration

On domestic demand, the CMA anticipates a rebound in consumer confidence, propelled by the stabilisation of the asset markets and the job market, which will help alleviate the negative wealth effect. Coupled with the Hong Kong SAR government's efforts to revitalise the local tourism sector and the Central Government's measures benefitting Hong Kong, domestic demand is expected to steadily recover. Taking all these factors into account, the CMA forecasts a U-shaped recovery for the Hong Kong economy in 2025, with GDP growth projected to reach a moderate 2.5% to 3% for the full year.

廠商會會董晚宴 聚焦多元平等共融

CMA GC Dinner Reception Highlights DEI

在現今社會，多元、平等與包容不僅是社會發展的重要基石，更是企業提升競爭力和實現可持續發展的關鍵。廠商會於2月27日舉行的會董晚宴邀來平等機會委員會（平機會）主席林美秀擔任主講嘉賓，探討如何與商界攜手，共同構建更共融和諧的社會。

林美秀主席指出，平機會多年來透過執行反歧視法例、推行不同計劃及推動公眾教育，從多方面創造多元共融的環境。而ESG中的「S」（社會）其實與平機會的工作密切相關，她肯定廠商會在推動業界履行社會責任的努力和成果，包括舉辦「ESG約章」、「香港ESG獎」及承辦「開心工作間」推廣計劃，這些舉措在業界具有引領作用。

然而，林主席認為整體工商界在踐行社會責任方面仍有很大的提升空間。她引述求職平台調查指，目前僅約兩成僱主在機構內推行多元共融措施。她呼籲企業和僱主強化相關政策，「這樣不僅有助增強員工的歸屬感，幫助企業吸引和留住人才，長遠來看，更能讓不同背景的僱員發揮所長、貢獻社會，同時提升企業的創意和競爭力，實現多贏。」

Diversity, Equity, and Inclusion (DEI) are not only essential pillars to social development but also critical elements for businesses to enhance competitiveness and achieve sustainability. At the CMA's General Committee Dinner Reception held on 27 February, guest speaker Ms Linda Lam, Chairperson of the Equal Opportunities Commission (EOC), shared insights on fostering collaboration between the business community and the EOC to create a more inclusive and harmonious society.



平等機會委員會主席林美秀在會董晚宴作出分享
Ms Linda Lam, Chairperson of Equal Opportunities Commission, addressed the CMA's GC Dinner Reception

Ms Lam highlighted the EOC's longstanding commitment to fostering an inclusive environment through the enforcement of anti-discrimination laws, the implementation of various initiatives, and public education. She noted that the social element of ESG is closely aligned with the EOC's work. She commended the CMA for its efforts and achievements in promoting corporate social responsibility, through initiatives such as the ESG Pledge, the Hong Kong ESG Awards, and the Happiness-at-work Promotional Scheme. These efforts have played a pioneering role in driving sustainability within the business community.

However, Ms Lam stressed that the business sector still has room for improvement in fulfilling its social responsibilities. She cited a survey from an online employment platform, indicating that only about 20% of employers have implemented diversity and inclusion measures within their organisations. She urged businesses and employers to strengthen DEI policies, emphasising that "this not only enhances employees' sense of belonging and helps companies attract and retain talent, but also, in the long run, allows employees from diverse backgrounds to contribute their strengths to society. At the same time, it boosts corporate creativity and competitiveness, achieving a win-win situation for all."

香港新型工業發展聯盟正式成立

HKNIDA Officially Established

為推動政、產、學、研、投的高效協作，加快新型工業化發展，行政長官李家超提出成立香港新型工業發展聯盟（聯盟），由廠商會等8個機構擔任創會成員。聯盟成立典禮於3月18日舉行，邀得律政司司長林定國擔任主禮嘉賓，創新科技及工業局局長孫東發表主題演講。

廠商會對成為創始成員感到榮幸，相信透過建立更緊密的溝通和合作機制，創新鏈上各個環節將能更有效聯動，推動香港技術創新和產業創新融合發展。

商



To enhance collaboration among the government, industry, academia, research institutions, and the investment sector, and to accelerate new industrialisation, the CMA, along with seven other institutes, has established the Hong Kong New Industrialisation Development Alliance (HKNIDA) as proposed by the Chief Executive. The founding ceremony, held on March 18, was honoured by the presence of the Secretary for Justice of the HKSAR, Paul Lam, as the guest of honour, while the Secretary for Innovation, Technology and Industry, Professor Sun Dong, delivered a compelling keynote speech.

As a proud founding member, the CMA believes the Alliance will strengthen connections across the innovation ecosystem, creating synergies that drive the integrated development of technological and industrial innovation in Hong Kong.

商



廠商會攜手職訓局 培育職業專才

CMA Partners with VTC to Expand Vocational Talent Pool

廠商會與學術界保持緊密合作，積極培養各類人才。早前廠商會聯同CMA檢定中心捐款予職業訓練局（VTC）以支持該局推行「職專畢業生留港計劃」，為非本地生提供入學獎學金。為答謝會方的支持，VTC將轄下香港專業教育學院柴灣院校的學習資源中心及多用途室命名為「香港中華廠商聯合會學習資源中心」和「CMA檢定中心多用途室」。命名儀式於2月14日舉行，逾20名廠商會首長和會員出席。

商

the CMA and CMA Testing made a donation to the Vocational Training Council (VTC) to provide scholarships for non-local students and to support the Vocational Professionals Admission Scheme. In appreciation of this contribution, the VTC named the Learning Resources Centre at the Hong Kong Institute of Vocational Education of Chai Wan campus after the CMA, while the multi-purpose room within the Learning Resources Centre was named after CMA Testing. The naming ceremony took place on 14 February and was attended by over 20 CMA office bearers and members.

The CMA works closely with higher education institutions to cultivate talent across various disciplines. Recently,



深化青港產業及經貿交流

Qinghai Government Delegation Visited CMA to Strengthen Economic and Trade Ties

青 海省委副書記、青海省人民政府省長羅東川率團於2月19日到訪廠商會，會長盧金榮、副會長黃家利、吳國安、施榮恆、黃偉鴻，以及行政總裁徐耀霖等接待了訪問團成員。

雙方就促進兩地產業及經貿合作等議題進行了深入交流。羅東川省長指，青海正致力打造綠色有機農畜產品的輸出基地，期望通過香港在科技、檢測認證、品牌發展，以及國際化等方面的優勢「出海」。另

外，他指出青海天然資源豐富，相信在生態旅遊、鹽湖產業以及潔淨能源等領域與香港有廣闊的合作空間。

盧金榮會長則介紹了廠商會最新會務工作，並指屬下的CMA檢定中心已與內地多個省市的產業建立了策略聯盟，幫助他們「走出去」，盼日後可與青海省建立更緊密的聯繫，助力青海企業增優創值，攜手探索更多商機。

On 19 February, the CMA welcomed a delegation led by Mr Luo Dongchuan, Deputy Secretary of the CPC Qinghai Provincial Committee and Governor of the Qinghai Provincial People's Government. The delegation was received by the CMA President Dr Wingco Lo, Vice Presidents Professor Simon Wong, Mr Dennis Ng Kwok On, Mr Ivan Sze, and Dr Ellis Wong, and CEO Mr William Chui.

Both parties engaged in in-depth discussions on fostering industrial and trade cooperation between the two regions. Governor Luo said that Qinghai is committed to developing into a green and organic agricultural and livestock products export base. He expressed hopes to leverage Hong Kong's strengths in technology, testing and certification, brand building, and internationalisation to facilitate global expansion of Qinghai's products. Additionally, he emphasised Qinghai's abundant natural resources, noting significant opportunities for collaboration with Hong Kong in sectors such as eco-tourism, the salt lake industry, and clean energy.



廠商會會長盧金榮（右）贈紀念品予青海省委副書記、青海省人民政府省長羅東川（左）

Dr Wingco Lo (right) presented a souvenir to Mr Luo Dongchuan (left)

Dr Lo shared an overview of the CMA's latest developments. He highlighted that the CMA Testing has formed strategic partnerships with industries across several Mainland provinces and cities to support their international expansion. He also expressed his aspiration to build closer ties with Qinghai Province, helping local businesses enhance their product value while jointly exploring new business opportunities.

CMA+ 與香港中文大學深入交流

CMA 檢定中心消息

CMA+ Engages with CUHK to Accelerate Technological Commercialisation

CMA+ 與香港中文大學合辦「創業時刻」會議，介紹其科技商品化平台的功能，並進行了一對一會議，由 CMA+ 的技術人員為參與者提供個人化指導和量身定制的解決方案，幫助他們將科研構思商品化。

商

The CMA+ co-organised a “Venture Hours” session with the Chinese University of Hong Kong to introduce its technological commercialisation services. The event also featured a one-on-one session, where CMA+ technical experts provided personalised guidance and tailored solutions for participants, helping them transform their research ideas and outcomes into market-ready innovations.

商



CMA 檢定中心合規服務 助力內地產品「走出去」

CMA Testing Offers Compliance Services to Support Mainland Products Going Global



CMA 檢定中心受邀參與由她山、敦煌網集團和香港貿易發展局聯合主辦的一場線上直播活動，向內地企業宣傳香港作為國際自由貿易港口，對他們出海發展帶來的優勢及機遇。期間，檢定中心亦介紹了其測試合規服務，以及轄下 WINGS 培豐未來協助內地優質農產品出海的一站式服務。

商

CMA Testing was invited to participate in a live online broadcast co-organised by Inner Mountain, DHgate Group, and the Hong Kong Trade Development Council. The event aimed to promote Hong Kong as an international free port, highlighting its advantages and opportunities for Chinese products' global expansion. During the broadcast, CMA Testing highlighted its testing compliance services, and introduced the one-stop solutions provided by the WINGS Future to support the export of high-quality Chinese agricultural products.

商



「針對護理食品市場的創新食品技術」工作坊
Workshop on "Innovative Food Technologies for the Healthcare Food Market"



「認識《僱傭補償條例》：如何處理員工濫用病假及工傷個案」
Workshop on "A Guide to Handling Employee Abuse of Sick Leave and Work-related Injuries"

品牌局與廠商會培訓中心於1月至2月期間合辦了多個培訓活動。

The Hong Kong Brand Development Council and the CMA Training Centre jointly organised several training programmes between January and February 2025.



「新型工業化與數字化趨勢及香港最新稅務發展」研討會
Seminar on "New-Industrialisation, Digital Trend, and the Latest Tax Updates in Hong Kong"

Original Grant Patent System in Hong Kong 香港原授專利制度



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Accelerate examination by up to 3 months
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mar**03**



05

「內地數碼營銷方案：善用多元平台開展高效的市場推廣」研討會
Seminar on Mastering Social Marketing and Developing Multi-Channel

07

「企業敏捷式管理指南：如何培訓出敏捷型經理及團隊？」工作坊
Workshop on Survival for the Agile Organisation: How to train an Agile Manager and Team

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財政司司長陳茂波午餐演講會
Joint Business Community Luncheon with the Financial Secretary

21

「香港品牌大灣區攻略 2025」分享研討會 — 「香港·進·品牌大灣區」系列活動（第二期）
Experience Sharing Seminar on Strategies for Hong Kong Brands Going GBA 2025

25

「認識取消強積金『對沖』安排及權益計算」工作坊
Workshop on Guide to the Employment Ordinance and Abolition of MPF Offsetting Arrangement

27

「打造 ESG 領導力：為企業推動變革及塑造未來願景」工作坊
Workshop on Building ESG Leadership: Driving Change and Shaping Future Vision for Enterprises

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會董會會議及晚宴
GC Meeting & Dinner Reception

apr**04**



09

「開拓龐大清真市場商機的策略與認證流程」研討會
Seminar on Strategies and Certification Solutions for Exploring Halal Market Potentials

11

「掌握職場『閱人術』：提升招聘及管理員工成效」工作坊
Workshop on People Reading Skills for HR Management

15

「有關香港取消強積金對沖長期服務金機制的影響」工作坊
Workshop on Implications of Abolition of MPF-LSP Offsetting Mechanism in Hong Kong

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會董會會議及晚宴
GC Meeting & Dinner Reception

may**05**



08

「關鍵績效指標 (KPI) 設計與實踐」工作坊
Workshop on Key Performance Indicators (KPI) Design and Practicet

09

「發揮香港優勢 深化國際合作」高峰論壇
High-level Forum on Capitalising on Hong Kong's Advantages Deepening International Exchanges and Cooperation

15

「新世代職場：如何有效引導員工培訓」工作坊
Workshop on Leading New Generation Employee Training

17-23

廠商會赴中東訪問團
CMA's Delegation to the Middle East

22-23

「掌握 Power BI：提升企業現金流管理的實戰技巧」工作坊
Workshop on Master Power BI: Practical Skills to Improve Cash Flow Management

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香港國際癌症科技 IP 投資論壇 2025
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GC Meeting & Dinner Reception

ESG 實務及推廣計劃系列

「ESG約章」由香港中華廠商聯合會主辦，並由香港品牌發展局作為合作機構，旨在增強香港工商界對可持續發展理念與實踐的重視，鼓勵業界坐言起行，透過簽署約章和訂立行動承諾提升ESG（環境、社會、公司管治）表現，為創建可持續的未來而共同努力。參與機構將獲頒證書及標貼，並在過程中汲取可持續發展的先進理念、從企業的優秀經驗中獲得啟發及獲得廠商會、品牌局和廠商會檢定中心的全方位支援，例如宣傳、培訓、技術諮詢、認證、品牌創建等。

「ESG約章」秘書處亦為約章參與公司推出多個實務及營銷推廣計劃，迎合中小企的需要，成就公司的可持續發展。

「香港ESG獎」暨「ESG約章」頒授典禮

- 「香港ESG獎」旨在表彰努力提升ESG表現並取得突出成績的香港公司、機構，激勵各行各業貫徹可持續發展理念，為經濟、社會和生態環境創造長遠的價值。
- 「香港ESG獎」設有「ESG大獎」、「ESG獎」及「中小型企業特別獎」獎項類別。
- 2024年頒授典禮邀得財政司副司長黃偉綸擔任主禮嘉賓，商務及經濟發展局副局長陳百里、環境及生態局氣候變化專員黃傳輝等擔任頒獎嘉賓，向得獎企業代表頒發獎項，以及年度參與約章的公司代表頒發證書。

ESG倡導公司嘉許計劃

- 毋須費用。除了企業本身投入ESG約章及項目外，也積極鼓勵分公司/分店、供應鏈伙伴一起ESG，提升整體競爭力。
- 可獲頒發特別嘉許證書(100間獲金鑽、50間獲銀鑽、30間獲金及10間獲銀「嘉許證書」)，以及出席「香港ESG獎」暨「ESG約章」頒授典禮。

ESG倡導公司:解決方案合作伙伴計劃

- 要成為「ESG解決方案合作伙伴」，須先成功申請成為「ESG倡導公司」。
- 每季\$600 / 全年優惠價\$2,000。即可在以下平台推廣公司的ESG解決方案：
 - i. ESG約章網站下的「ESG合作伙伴」資料庫
 - ii. 為「合作伙伴」舉辦工作坊，推介其ESG解決方案及擔任ESG講座或活動其中一位講者，介紹本身公司及ESG解決方案(須附加行政費)
 - iii. 與「ESG合作伙伴」合作度身訂造推廣計劃，推動ESG。(須附加行政費)

連鎖店「ESG約章營銷計劃」

- 參與公司及分店將獲頒發「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。
- 10間或以上公司及分店參加「ESG約章」，每間可享20%年費折扣。30間或以上參加，可合作推廣活動(例如ESG產品、掛標貼儀式和酒會等)。(須附加行政費)
- 可同時參加「ESG倡導公司嘉許證書」計劃，獲頒發特別嘉許證書。

ESG倡導公司:商場物業管理公司ESG租戶計劃

- 商場管理公司加入「ESG倡導公司」嘉許計劃，並鼓勵租戶參加ESG約章，一起構建環保、低碳及ESG購物新天地，公司與租戶一起永續發展。
- 可與商場合作營銷推廣方案或合辦ESG推動活動。
- 商場物業管理公司可參加ESG獎，提升公司形象。

詳情請瀏覽廠商會ESG約章網站 www.ESGpledge.org.hk 或透過以下途徑向「ESG約章」秘書處梅小姐或張小姐查詢。

電 郵：info@ESGpledge.org.hk

電 話：(852) 2542 5710

清真認證服務

CMA檢定中心為穆斯林市場拓展
提供適合的清真 (HALAL) 解決方案，包括認證、測試、和培訓：



- HALAL Assured Certificate (清真保證認證)
- HALAL Certificate (清真證書)
- 測試
- 培訓



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For the accredited activities under HOKLAS provided by us, please refer to HOKLAS directory of accredited laboratories at HOKLAS website. (Reg. no. 004)
如欲查詢本中心在香港實驗所認可計劃(HOKLAS)下的認可項目，可參考香港實驗所認可計劃(HOKLAS)網頁內認可實驗所名冊。(註冊號碼 004)