

香港工商業獎

2014
HONG KONG
AWARDS FOR
INDUSTRIES

25
YEARS
ANNIVERSARY
二十五周年紀念



創意
Innovation
and Creativity



HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

2014 香港工商業獎：創意

Hong Kong Awards for Industries: Innovation and Creativity



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Hong Kong General Chamber of Commerce
香港總商會1861

營商環境瞬息萬變，既帶來機遇，亦帶來挑戰，香港工商企業必須運用創意不斷提升水平，才能在競爭日趨激烈的市場中保持優勢。

香港企業具備達至優質和專業水準的能力，一直令我們引以自豪。然而，我們不應滿足於現有的成就，只有高瞻遠矚才可持續增長。無論是傳統或新興行業，必須在各方面精益求精，不斷地引進創新的營商思維、更高效的管理系統和最先進的技術，邁向更高增值的成果，提升生產力和競爭力，從而在市場中脫穎而出。

今年是「香港工商業獎」25周年，香港總商會很榮幸再次擔任「創意獎」的主辦單位。我們鼓勵不同行業、不論大小的機構競逐這個崇高榮譽，從中我們會嘉許一些卓越和具創意的公司，作為業界的典範。畢竟我們都需要提升自己來面對挑戰，一起創造更美好的前景。

Opportunities and challenges always synchronise in the rapidly changing business environment. In order to stay ahead in the increasingly competitive markets, Hong Kong industries need to capitalize on innovation and creativity to upgrade our standard.

Hong Kong companies have long been taking pride in our capability of attaining high quality and professional standards. However, it is not enough for businesses simply to maintain our achievements, but we have to hold on to the vision for sustainable growth into the future. To excel above and beyond competitors, businesses from both traditional and emerging sectors must demonstrate excellence in all aspects by continuously bringing in new business ideas, advanced management systems and cutting-edge technologies, so as to move towards higher value-added outputs, improve productivity and enhance competitiveness.

This year is the 25th Anniversary of the "Hong Kong Awards for Industries", and the Hong Kong General Chamber of Commerce is proud to be involved again as the Leading Organizer of the Innovation and Creativity category. Through this prestigious Award, we aim to identify outstanding and innovative companies to set the benchmark for other businesses. We encourage participation from any companies, big or small, as all of us need to advance ourselves further in the face of the challenges ahead.

表揚卓越 獎勵佳績

Honouring Excellence and Applauding Success



創意大獎
INNOVATION
AND CREATIVITY
GRAND AWARD



香港中華煤氣有限公司
The Hong Kong & China Gas Co Ltd



創意獎
INNOVATION AND
CREATIVITY AWARD



花旗銀行(香港)有限公司
Citibank (Hong Kong) Limited



啟勝管理服務有限公司
Kai Shing Management Services Limited



奧雅納工程顧問
Ove Arup & Partners Hong Kong Ltd



Playnote Limited



Sengital Limited



創意優異證書
INNOVATION
AND CREATIVITY
CERTIFICATE OF MERIT



大新銀行
Dah Sing Bank

2014 香港工商業獎：創意

Hong Kong Awards for Industries: Innovation and Creativity

主辦機構 / Organizer



Hong Kong General Chamber of Commerce
香港總商會 1861

宗旨

香港工商業獎：創意旨在促進工商界的創意文化和表揚優秀企業。優勝者需具備獨特的創新理念，重視和鼓勵創意，並能展示有關創建業務的業績、前景和影響。

Objective

The Hong Kong Awards for Industries: Innovation and Creativity aims to promote a culture of innovation & creativity amongst business sectors, and recognize the achievements of outstanding companies. The winning entries should be able to demonstrate the unique features of their creative concepts, their emphasis towards innovation, as well as the commercial viability and impact of their new businesses.

獎項

獎項分為以下三個級別：

- 香港工商業獎：創意大獎
- 香港工商業獎：創意獎
- 香港工商業獎：創意優異證書

Awards

There are three levels of awards:

- Hong Kong Awards for Industries: **Innovation and Creativity Grand Award**
- Hong Kong Awards for Industries: **Innovation and Creativity Award**
- Hong Kong Awards for Industries: **Innovation and Creativity Certificate of Merit**

參賽資格

任何在香港註冊和經營的企業，不論大小和行業均可參加。

Eligibility

The Award is open to all business sectors. Any company registered and operating in Hong Kong, whether large or small, can apply for the Award.

參賽得益

- 獎項肯定得獎機構的優質水平，有助宣傳及推廣。得獎機構的成就亦會被公開表揚。
- 所有優勝者將獲贈獎座或證書，永留紀念。獎項得主並可在印刷品、廣告及其他宣傳材料中展示香港工商業獎標誌。
- 參賽公司能夠在自我審查的過程中獲益。
- 優勝者若非香港總商會會員，將獲贈一年會籍。

Benefits of Participation

- The Award is a recognition of excellence for all winners. Winning the Award ensures territory-wide coverage in the media. It is the best form of advertising and marketing that a company can acquire.
- All winners will receive a permanent memento or certificate. Winners will also be entitled to display the Award's logo on the company's print matters, press advertising and other promotional materials.
- All participating companies will benefit from the self-assessment process.
- Winner, who is currently not a member of the Hong Kong General Chamber of Commerce, will be entitled to one year membership.

創意

Innovation and Creativity

參賽規則

香港工商業獎包含兩個以產品為獲獎單位的組別 — **消費產品設計**和**設備及機器設計**，以及四個以公司為獲獎單位的組別 — **顧客服務、創意、生產力及品質**和**科技成就**。有關六個獎項的詳情，請瀏覽：

www.hkindustryaward.org

(甲) 政府部門的參賽資格限制 — 香港特區政府的部門/機構不可參加香港工商業獎。資助機構或非政府部門法定機構（例如大學）則不在此限。

(乙) 參賽數目的限制（適用於以公司為獲獎單位組別） — 每位參賽者每年可參加不超過**兩個**以公司為獲獎單位的組別（每組別只限參賽一次）。至於以產品為獲獎單位的組別，則不設限制。

(丙) 以項目身分申請參賽的獲獎限制（適用於以公司為獲獎單位組別） —

- 香港工商業獎大獎和組別獎只會頒發予以公司或公司部門身分參賽的機構，以項目身分參賽的機構將不獲考慮。
- 香港工商業獎優異證書可頒發予以項目身分參賽的機構，但有關項目須屬長期性質（例如一年）。

(丁) 過去得獎者再次參賽的限制（適用於以公司為獲獎單位組別） —

- 香港工商業獎大獎得獎者，**在其後一年**同一組別的比賽中，將不獲考慮任何獎項。例如 2013 年的大獎得獎者，於 2014 年同一組別比賽中，不會獲考慮任何獎項。
- 香港工商業獎組別獎及優異證書得獎者，如**在其後一年**參加同一組別的比賽，則只會在更高級別的獎項中，獲得考慮。
- 任何公司，如其商業登記證編號與過往得獎公司相同或首八個位數字相同，將被視作與該得獎者為同一公司。

(戊) 獎項名額上限 — 所有組別只各設有**大獎一名**。以公司為獲獎單位的組別，組別獎名額以**五個**為限；而優異證書名額則以**十個**為限。以產品為獲獎單位的組別，組別獎及優異證書均不設名額上限。

Ground Rules

The Hong Kong Awards for Industries comprises two product-based categories – **Consumer Product Design** and **Equipment and Machinery Design**, as well as four company-based categories – **Customer Service, Innovation and Creativity, Productivity and Quality** and **Technological Achievement**. For details of the six awards categories, please visit:

www.hkindustryaward.org

(a) Eligibility of government departments –

The Hong Kong Awards for Industries (HKAI) will not be open to departments/agencies of the HKSAR Government. The restriction however does not cover public-funded or non-governmental statutory institutions (like universities).

(b) Restriction on number of entries (for company-based categories) –

An entrant can take part in no more than **two** company-based categories (one entry for each category only) in the same year. There will be no restriction on the number of entries to the two product-based categories.

(c) Restriction on project-based entries (for company-based categories) –

- Grand Award and Award will be considered on the basis of a company, or a particular division of a company, rather than a project.
- Certificate of Merit might be considered on a project basis but the project should be implemented on a longer term basis (say a year).

(d) Restriction on repeated entries from past winners (for company-based categories) –

- A Grand Award winner of one year will not be considered for any award in the same category **in the following year**. For instance, a 2013 Grand Award winner would not be considered for any award in the same category again in 2014.
- An Award or Certificate of Merit winner of one year, when participating in the same category **in the following year**, will only be considered for a higher award.
- Any company whose Business Registration number is identical to or has the same first eight digits with that of a past winner will be regarded as the same company as the past winner.

(e) Maximum number of winners –

There will be only **one** Grand Award winner in each of the six categories. The number of Award and Certificate of Merit winners will be capped at **five** and **ten** respectively in each of the four company-based categories. There will be no capping on the number of Award and Certificate of Merit winners for the two product-based categories.

創意

評審準則

以下為評審的考慮因素

產品/服務的創新理念

- 設計
- 發展
- 表現

企業推動創意的表現

- 領導和策略
- 創意文化

商業表現

- 商業成就
- 商業前景

影響

- 工商界
- 香港

香港總商會在2014年4月30日舉辦簡介會，講解獎項的評選準則。詳情請瀏覽：

www.chamber.org.hk/inc

Selection Criteria

The following aspects are considered:

Creativity of Product/Service Concepts

- Design
- Development
- Performance

Corporate Emphasis Towards Innovation

- Leadership and Strategy
- Culture of Innovation

Commercial Viability

- Commercial Achievements
- Business Prospects

Impact

- Business Sector
- Hong Kong

A Briefing Seminar is organized by the HKGCC on 30 April, 2014 to introduce the selection criteria of the awards scheme. For details:

www.chamber.org.hk/inc

評審及甄選

• 初步評審及甄選

在獨立顧問的協助和監察下，香港總商會評審小組將會研究所有參賽資料，並按評審準則甄選入圍公司。主辦機構不會對未獲甄選的參賽機構提供評估報告。

• 面試

入圍公司將被邀請出席評審面試，向香港總商會評審委員會講解參賽項目，面試前後或需安排評審小組到公司考察和提供更多資料或證明文件。香港總商會評審委員會將按面試結果和所得資料，向最終評審委員會提名優勝企業。

• 最終評審

由香港特區政府邀請的代表與香港工商業獎主辦機構組成的最終評審委員會，將根據香港總商會評審委員會的意見，選出「香港工商業獎：創意大獎」得主，以及「創意獎」和「創意優異證書」的優勝公司。最終評審委員會所作的決定為最終決定。

Assessment and Judging

• Preliminary Assessment and Shortlisting

Assisted and monitored by an independent consultant, the HKGCC Assessment Team will study all applications and nominate a group of shortlisted companies in accordance with the selection criteria. The Organizer will not provide written assessments to non-shortlisted applicants.

• Judging Interviews

Shortlisted companies are invited to present their submissions to the HKGCC Judging Panel. They may be asked to receive observational visits, and to supply additional information or supporting documents. Based on the interviews and information provided, the Judging Panel will nominate finalists to the Final Judging Panel.

• Final Judging

The Final Judging Panel consisting of members invited by the Government and Leading Organizers of the Hong Kong Awards for Industries will select the top winner for the "Hong Kong Awards for Industries: Innovation and Creativity Grand Award", as well as winners of the "Innovation and Creativity Award" and "Certificate of Merit". All decisions made by the Final Judging Panel are final and binding.



資料保密

一切參賽資料將絕對保密，未得參賽公司同意，主辦機構不會向外披露。

Confidentiality of Information

Any information supplied for the purpose of assessment for the Award will be treated in strict confidence and will not be released without the applicant's permission.

參賽方法

請提交參賽表格至：

香港總商會

香港金鐘道95號統一中心廿二樓

電話: (852) 2823 1225

傳真: (852) 2821 9525

電郵: inc@chamber.org.hk

How to Apply

Participants should complete the application form and return it to:

Hong Kong General Chamber of Commerce

22/F United Centre, 95 Queensway,

Hong Kong

Tel: (852) 2823 1225 Fax: (852) 2821 9525

Email: inc@chamber.org.hk

更多資料

有關「香港工商業獎：創意」的詳情、評審準則和過往得獎企業的資料，請瀏覽：

www.chamber.org.hk/inc

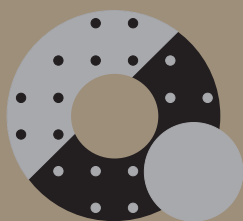
Further Information

For details of the "Hong Kong Awards for Industries: Innovation and Creativity", selection criteria and profiles of past winners, please visit:

www.chamber.org.hk/inc

截止報名日期：2014年5月23日

Closing Date for Entries : 23 May, 2014



香港工商業獎

2014
HONG KONG
AWARDS FOR
INDUSTRIES

25
YEARS
ANNIVERSARY
二十五周年紀念



參賽表格 Application Form

呈交：香港金鐘道95號統一中心廿二樓 香港總商會
To : Hong Kong General Chamber of Commerce
22/F United Centre, 95 Queensway, Hong Kong

電話 Tel : 28231225 傳真 Fax : 28219525 電郵 email : inc@chamber.org.hk

公司名稱：
Company Name: _____

地址：
Address: _____

開業年份： 商業登記號碼：(附上商業登記副本)
Year Established: _____ Business Registration no.: (a copy of the business registration certificate is attached) _____

業務性質：
Nature of Business: _____

公司負責人： 職銜：
Chief Executive: _____ Title: _____

僱員人數： 網址：
No. of Employees: _____ Website: _____

參賽公司必須簽署及提交參賽表格。 請填寫表格或以附頁解答問題。
Participating companies must sign and submit the application form. Please complete the form below or use separate sheet to answer questions.

第一部分：產品/服務的創新理念 PART I: CREATIVITY OF PRODUCT/SERVICE CONCEPT(S)

1) 請說明有關的創新理念的獨特設計和主要特點。
Please describe the unique design and major creative features of the innovative concept(s)

2) 請說明有關創新理念的開發和拓展過程。

Please describe the process of idea generation and development of the innovation.

3) 請說明有關創新理念所帶來的重要改善、成功要素及特別成就。

What are the significant improvements over the past processes or procedures, and the reasons for success and special achievements?

第二部分：企業推動創意的表現

PART II: CORPORATE EMPHASIS TOWARDS INNOVATION

4) 貴機構的高層如何衡量創意的重要性？

How do your corporate leaders value innovation and creativity?

5) 貴機構推行甚麼計劃或定期活動，培養及發揚創意文化？

What programmes or regular activities have been established within your company to create and maintain an innovative and creative culture?

第三部分：商業表現
PART III: COMMERCIAL VIABILITY

- 6) 請提供具體數據（例如：收入增幅、市場佔有率，成本效率等），以及非數據化的資料（例如：企業形象、獎項等），以證明有關創意所帶來的實質和非實質的商業得益。
Please provide quantified data (e.g. increase in sales and income, market share, cost effectiveness, etc) and non-quantified information (e.g. corporate image, awards, etc) to prove the tangible and intangible benefits of your innovation.

- 7) 請陳述有關創意的持續性和商業前景。
Please state the continuity and business prospects of the innovation.

第四部分：影響
PART IV: IMPACT

- 8) 請說明有關創意如何影響業界以至整個工商界。
How has your company's innovation created impact on your industry as well as the business sector as a whole?

- 9) 請說明有關創意對香港的影響。
How has your company's innovation created impact on Hong Kong?

補充資料 Additional Information

調查 Survey

本公司透過以下途徑得知是次比賽：(可選擇多於一項)

Our company has come to know this competition through the following channel(s) :
(You may choose more than one item)

- | | | | |
|---|---|--|--------------------------------------|
| <input type="checkbox"/> 報章：(請註明)
Newspaper (please specify) _____ | <input type="checkbox"/> 刊物：(請註明)
Publication (please specify) _____ | | |
| <input type="checkbox"/> 網站：(請註明)
Website (please specify) _____ | <input type="checkbox"/> 主辦機構的郵件
Mail from the Organiser _____ | | |
| <input type="checkbox"/> 海報、宣傳單張
Poster and leaflet | <input type="checkbox"/> 外牆宣傳海報
Wall banner | <input type="checkbox"/> 講座
Seminar | <input type="checkbox"/> 電台
Radio |
| <input type="checkbox"/> 轉介：(請註明)
Referral (please specify) _____ | <input type="checkbox"/> 其他：(請註明)
Others (please specify) _____ | | |

參賽者聲明 Declaration by Applicant:

- 本人謹此聲明，就本人所知，上述資料真確無訛。
I hereby declare that the information given above is correct to the best of my knowledge.
- 本人已細閱及同意遵守參賽規則，並服從評審結果。
I have read and agreed to the rules and conditions of entry, and I shall accept the judging results.
- 本人謹此聲明，若本公司提供產品參賽，有關產品已符合認可的安全標準，並附上證書或測試報告。
I declare that the entry product, if any, conforms to recognized safety standard, and enclose copies of certificates or testing reports.
- 就選拔得獎者而言，最終評審委員會擁有最終決定的權力。主辦機構亦保留權力，可取消得獎者的資格，以及收回或撤銷任何已頒發的獎項而無需賦予得獎者任何追討賠償的權利。
In terms of selecting winners, the decision of the Final Judging Panel is final. The Organizer however reserves the right to disqualify any winner and to withdraw or revoke any award so granted, without entitling the winner to any compensation therefor.

保障個人資料：參賽機構須知 Protection of Personal Data : Note to Entrants

作為資料使用者，參賽機構應遵守《個人資料(私隱)條例》(第486章)的規定，保障有關個人資料的私隱。 Entrants, as data users, are reminded to comply with the provisions under the Personal Data (Privacy) Ordinance (Cap.486) and to protect the privacy of the personal data concerned.

- | | |
|---|---|
| <input type="checkbox"/> 附上本公司商業登記副本。
A copy of company's business registration certificate is attached. | <input type="checkbox"/> 附上本公司聯絡人的名片。
Business card of contact person is attached. |
|---|---|

簽署： _____ 日期： _____
Signed: _____ Date: _____

姓名： _____ 職位： _____
Name: _____ Position: _____

電話： _____ 傳真： _____ 電郵： _____
Tel: _____ Fax: _____ email: _____

聯絡人(附上公司名片)： _____ 職位： _____
Contact person (Please attach business card) _____ Position: _____

電話： _____ 傳真： _____ 電郵： _____
Tel: _____ Fax: _____ email: _____



Hong Kong General Chamber of Commerce
香港總商會1861

Founded in 1861, the Hong Kong General Chamber of Commerce (HKGCC) is the oldest and most influential business organisation in Hong Kong. Our mission is to promote, represent and safeguard the interests of the Hong Kong business community. We are international in character, with membership comprising of multinational companies, Chinese mainland companies, and Hong Kong companies. We are a self-funded, non-profit making organisation, and as such, we are a truly independent body representing the diverse interests of the entire business community in the Hong Kong Special Administrative Region (SAR).

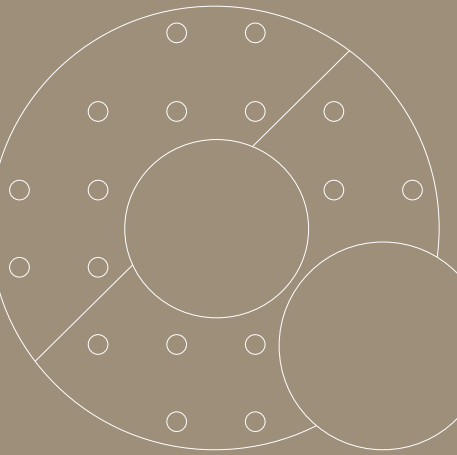
Our loyalties lie with our members, acting as their voice in advising the SAR Government in matters affecting businesses and the economy, providing membership with business information and opportunities, and facilitating networking through a variety of Chamber activities.

We take a strong initiative to promote Hong Kong as an international business centre in the heart of Asia. The HKGCC acts as an international bridge, connecting Hong Kong business with the Chinese mainland and the rest of the world.

香港總商會始創於1861年，是本地歷史最悠久和最具影響力的商業團體，我們的整體宗旨是促進、代表及捍衛香港商界的利益。多年來，本會貫徹國際化的特色，會員包羅跨國集團、中資企業和香港公司。我們是一家自負盈虧的非牟利機構，能真正以獨立團體的身份，代表香港特區工商界的廣泛權益。

我們事事以會員的權益為依歸，代表會員就各項影響商業和經濟的事務，向特區政府陳情獻策；此外，亦為會員提供商業訊息和機會，更透過舉辦各種活動，協助會員建立聯繫網絡。

本會積極推廣香港作為亞洲的國際商業中心，並擔當國際橋樑的角色，把本港商界與中國和世界各地接連起來。



About Zhu Bi

In 1989, a striking symbol was designed by Steiner & Co for the Hong Kong Awards for Industry, expressed both in the award logo and in the trophies conferred on winners. The concept for the symbol is the juxtaposition of two precious elements, a pearl and a pierced jade amulet, to form a design which has happy connotations in both Chinese and western contexts. This symbol has been adopted by the Hong Kong Awards for Industries to recognise the excellence of Hong Kong enterprises.

The pearl (Zhu珠) is of particular significance to Hong Kong, an ancient source of finest pearls in China, and traditionally known as the Pearl of the Orient. The jade amulet (Bi 璧) represents the Heaven, according to Eastern Han scholar Zheng Xuan (鄭玄). The pierced disc resembles the ancient calligraphic symbol for the sun, and on the Hong Kong Awards for Industries logo the amulet is decorated with a stylised version of the traditional "grain" (穀) pattern. In Chinese, the two words together signify a perfect match. In the western context, the two symbols together form the letter "Q" which is widely associated with the concept of quality.

關於珠璧

在 1989 年，石漢瑞設計公司為香港工業獎特別設計了一個匠心獨運的標誌，巧妙地將「珠」和「璧」這兩件寶物合併起來，成為一個中、英文中都有美好涵義的設計圖樣，用於獎項的標記和頒予得獎者的獎座。香港工商業獎沿用這個標誌，表彰本港企業的傑出成就。

「珠」對香港有特別深厚的意義，因為香港古時是中國出產最上好珍珠的地方，而且素有東方之珠的美譽。東漢經學家鄭玄認為「璧」象徵「天」。除此之外，璧的形狀有如中間有孔的圓碟，仿如古代書法中的「日」字；而香港工商業獎標誌中的璧，還以傳統的「穀」紋作裝飾。在中國語文上，「珠聯璧合」象徵「天衣無縫的配合」。以西方觀念來看，兩者併合成為英文字母「Q」，使人聯想起「品質」(Quality) 一詞。



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