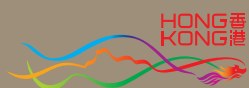


香港工商業獎

2016

**HONG KONG  
AWARDS FOR  
INDUSTRIES**



# 升級轉型

Upgrading and Transformation



得獎機構簡介

Winner Brochure

**HKYIC**

HONG KONG YOUNG INDUSTRIALISTS COUNCIL

香港青年工業家協會

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香港青年工業家協會  
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of Hong Kong Young Industrialists Council  
**會長獻詞**



張傑先生  
香港青年工業家協會會長  
**Mr. Cheung Kit**  
President,  
Hong Kong Young Industrialists Council

由香港特區政府全力支持的「香港工商業獎」，是工商界一年一度的盛事，香港青年工業家協會十分榮幸繼續成為「香港工商業獎：升級轉型」組別的主辦機構。協會期望透過設立獎項，表揚及肯定從事工業的企業藉著執行升級轉型計劃，令業務得以在瞬息萬變的營商環境下持續發展。

本年度參賽的企業不但展現出敏銳的市場觸覺、前衛創新的企業思維等香港企業的優勢和特點，他們對創新科技的追求、不斷求變、不斷創新的嘗試更為工商業界樹立了優良的榜樣。他們的努力和成就，可鼓勵同業共同進步，促進香港工商業界的發展。

本年度的最終評審委員會由沈祖堯校長擔任主席，本人謹代表協會對他和各位委員表示衷心謝意，並藉此機會祝賀「升級轉型」組別的各個得獎機構，期望他們會繼續努力、精益求精，帶領香港工業再創高峰！

Hong Kong Young Industrialists Council (HKYIC) desperately promotes sustainability of industrial development in Hong Kong. This year, we are proud to be the leading organizer for The Hong Kong Awards for Industries (HKAI): Upgrading and Transformation category, an eminent event which is fully supported by the HKSAR Government. The objective of the award is to recognize enterprises which have proactively pursued programmes with shift of strategies or alter of structural adjustments to continuously upgrade and transform their competitiveness in face of increasingly rapid changing business opportunities and challenges.

The candidates this year demonstrated acute market sensitivity and global insights embedded in their upgrading and transformation programmes. Their passion and effort in innovation set up role model and inspiration for others. They can also encourage interactions among different industries on engineering more advanced competitive edges and promoting overall industrial development in Hong Kong.

This year the Final Judging Panel was chaired by Prof. Joseph Sung. On behalf of HKYIC, I would like to express my gratitude to all members of the Final Judging Panel, the HKYIC Judging Panel and HKYIC Assessment Team. I would also like to convey heartfelt congratulations to the winners of the Upgrading and Transformation category. I believe they will continue their efforts and endeavor to scale new heights in future.

# 香港工商業獎：升級轉型

2016 Hong Kong Awards for Industries **Upgrading and Transformation Category**

升級轉型大獎

Upgrading and Transformation  
Grand Award



盛諾集團

Sinomax Group Limited

升級轉型獎

Upgrading and Transformation  
Award

**Aztech**

益達系統（香港）有限公司  
Aztech Systems (Hong Kong) Limited

**CASABLANCA**  
卡撒天嬌

卡撒天嬌香港有限公司  
Casablanca Hong Kong Limited

**JMI**  
SINCE 1968

精美工業有限公司  
Jing Mei Industrial Ltd

**M & C TOY CENTRE LTD.**  
錢氏玩具中心有限公司

錢氏玩具中心有限公司  
M & C Toy Centre Ltd

**TK**

東江模具（香港）有限公司  
TK Mold (Hong Kong) Limited

升級轉型優異證書

Upgrading and Transformation  
Certificate of Merit

**ABL**

ADVANCE  
BRIGHT  
LIMITED

譽明有限公司  
Advance Bright Limited

**CaSO**  
Build GREEN Together

嘉信（香港）工程有限公司  
CaSo (HK) Engineering Co., Limited



# 升級轉型 大獎

Upgrading and Transformation Grand Award



## 公司簡介

**盛諾集團**於2000年創立，主要生產慢回彈（太空棉）健康產品。集團旗下擁有多個品牌，例如SINOMAX、ComforZen、Dream Serenity及Spa Supreme等多個自營品牌，以及Sharper Image、HoMedics等多個授權品牌，主要針對北美、歐洲及亞洲等地區的不同檔次需求的市場。時至今日，集團於香港、中國及澳門擁有約400個銷售點，在美國擁有約7,000個銷售點。

集團於2014年7月10日在香港聯交所主板上市，並決意為香港零售品牌「SINOMAX」進行革新，以「Love Supports Beloved」為品牌口號，同時積極發展「生活館」概念，引入人體工學桌椅系列、電動按摩及智能化產品，發展成為多元化健康產品品牌，為顧客提供24小時全方位的健康生活體驗。近年，並以智能科技化為發展方針，推出「SINOMAX」健康管理的VIP手機程式及eShop網上購物平台，以帶動線上線下的銷售互動增長；同時透過會員購物積分系統，有效加強品牌與客戶間的聯繫。集團成功將品牌的經營模式及推廣策略由實體店發展至線上層面，快速並全面回應顧客對智能化購物的趨勢。

集團旨在維持並加強其作為全球領先的慢回彈健康產品銷售商、製造商及分銷商的領導地位。經過一系列的轉型改革，集團的努力獲得各界的認可。於2016年SINOMAX獲得由香港零售管理協會頒發的傑出服務獎、香港品牌發展局頒發的十年成就獎，集團生產之床褥亦連續十年獲得香港執業脊醫協會的認可。集團由生產廠商延伸發展至多個零售品牌的企業，成為集研發、製造、品牌銷售於一體的資源整合型企業，使集團得以觸及更多元化的消費群，向世界推廣旗下品牌的知名度，創導全球健康家居產業的發展。



## Company Overview

**SINOMAX Group Limited** is the leading expert in visco-elastic health and wellness products (memory foam) industry since establishment in 2000. The group possesses a number of owned brands including SINOMAX, ComforZen, Dream Serenity, Spa Supreme and etc., and franchised brands such as Sharper Image, HoMedics and etc., to succeed differentiated markets in North America, Europe and Asia. And today, the group has around 400 point of sales in Hong Kong, China and Macau; and around 7,000 point of sales in the United States.

SINOMAX Group Limited is listed on The Stock Exchange of Hong Kong (HKEX) on 10th July 2014. In the meantime, coordinated with the development of the flagship brand "SINOMAX", the group initiated "Love Supports Beloved" as the new slogan of SINOMAX, and introduced the concept of "Life Store" through expanding product mix from beddings to ergonomic furniture, massage products and smart living accessories to provide all-rounded healthy living experience to customers. Recently, the group rolls out the SINOMAX VIP App as well as eSHOP to boost online-to-offline business.

Through business and marketing strategic model transformation succeeded through the expansion of sales channels from offline to online platform, the group proactively prepared to embrace the future retail trend of complex consumer purchase behavior. SINOMAX Group aims to sustain its worldwide leading position as a marketer, manufacturer and distributor of quality visco-elastic products. With enormous effort in business development and transformation, SINOMAX Group gained numerous credentials. SINOMAX obtained the Service and Courtesy Award from Hong Kong Retail Management Association, 10 Year Achievement Award from Hong Kong Brand Development Council and 10-consecutive-year mattress endorsement from The Chiropractic Doctors' Association of Hong Kong.

SINOMAX Group transforms and expands its business from a manufacturer to a multi-brand enterprise with vertical integration in research and development, manufacturing and retailing to reach out to multiple complex consumer clusters and lead the trend of global healthy living product industry.





# 升級轉型獎

Upgrading and Transformation Award



## Aztech

### 公司簡介

**益達系統（香港）有限公司**是愛捷特集團的全資子公司，愛捷特集團在新加坡證券交易所主板上市，在數據通訊和消費電子領域擁有30年的專業知識，公司客戶遍佈全球40多個國家。

益達系統（香港）有限公司自成立20多年來，致力於產品研發和業務發展。於2010年，為配合LED照明業務未來發展方向，公司興建新廠房、增添生產設備、增加研發團隊和加強市場推廣及營銷能力。公司業務從消費電子轉型為LED照明，在過去4年照明業務整體年增長超過150%，並於2015年榮獲中國LED照明產品出口十大企業之一。公司在東莞的生產基地從最初的傳統勞動密集型，逐步轉型為自動化生產，有助提升生產效率和降低成本，從而擴大生產規模。

愛捷特集團行政總裁文漢耀先生表示：「我們的員工是最大的資產，也是我們取得成功的重要因素。」

公司尊重每一位員工，視員工為寶貴的資產和業務合作夥伴，公司願意投放資源於員工培訓、員工發展等項目上，激發和幫助員工實現更高的期望和具有挑戰性的目標，為公司和個人帶來共同的成功。

公司重視策略制定和執行，以敏銳的市場觀察力，掌握產業脈動，瞭解客戶訴求。在過去數年，公司投資超過1000萬美元來提升公司設施，以增強客戶對產品研發、設計和銷售服務的多元化需求。

2016年是愛捷特集團成立30週年，從1986年的電腦周邊設備公司，我們已經轉變為一個多元化業務的跨國企業集團，我們會秉承公司的價值觀和原則，在市場上贏得更大的成功。

### Company Overview

**Aztech Systems (HK) Ltd.**, a wholly owned subsidiary of Aztech Group Limited listed on the Mainboard of Singapore Stock Exchange is a leading Electronics organization with 30 years of expertise in the area of Data Communication and Consumer Electronics with customers in over 40 countries globally.

Aztech Systems (HK) Ltd, establish over 20 years, focuses on R&D and business development as core business functions of the group. In 2010, with a new business direction – LED Lighting new factory setup, R&D, Sales & Marketing to realign our business from Consumer Electronics to LED Lighting since then, an overall yearly growth rate of 150% in our lighting business for the last 4 years. This led to enormous success in the LED Lighting industry emerging as Top 10 exporter in China. We are in the pipeline of transforming from traditional labour intensive manufacturing structure to automation of our manufacturing facility in DongGuan, China.

“Our people are the greatest assets and an important integral in our journey towards success.” – Michael Mun, CEO, Aztech Group

We value our people to develop their fullest potential and to realise their aspirations, therefore, we have put in place improvement programs and investment in human resource development.

Aztech exhibits dedicated focus on strategic goals, an eye towards the future, timely adaptation to changes, and relentless focus on the needs of the customers. These fundamentals form part of Aztech's initiatives to continuously upgrade our facility through an investment in excess of USD10 million which will further strengthen our ability to meet clients' demand in products, design and services.

This year marks Aztech's 30th anniversary. From a company dealing with computers and peripherals in 1986, we have transformed to a multi-business segment group of companies as we continue to reinforce our values and grow our business in the years to come.





### 公司簡介

自1993年成立於香港，**卡撒天嬌集團**一直秉承「時尚、創意、功能」的設計理念，主營Casablanca、Casa Calvin、CASA-V三大



自家品牌，並授權Dolce Sogno、VOSSSEN等多個國際知名品牌，致力將優質睡眠與健康生活推廣予大眾。集團總部設於香港，並擁有約十萬平方米的產業園於惠州，是一家集設計、生產、銷售於一體的家紡企業集團。現時營銷網絡已遍佈大中華地區多達85個城市，擁有逾263網點。集團更於2012年在香港聯合交易所主板成功上市（股份代號：2223），成為香港首家及唯一一家上市的家紡企業。

針對大眾消費者對健康需求越趨重視，集團與日本供應商共同研發，於2015年成功推出綠色品牌CASA-V，擁有全港首創空氣淨化、防菌、防霉、防蟎及防臭5A功能床品系列，針對性地為高端消費者提供健康、環保而時尚的床品。今年集團更推出CASA-V Baby，亦於同年邀請其代言人張智霖先生獻出首次限量慈善版設計，成功宣揚大眾為是次受惠小朋友的健康加油。透過開拓CASA-V的產品範圍和市場機會，集團凸顯在產品開發的前瞻性，進一步提升業界的領導地位。

憑藉持續結合嶄新科技和工藝研發，提供市場多樣化產品體驗，集團成功得到各個業界的肯定，先後榮獲《晴報》、《U Green Awards》、《TVB Weekly》等多個媒體機構，頒發多個最愛床品品牌及環保大獎，更於今年首次奪得「香港工商業獎：升級轉型」殊榮。

展望未來，本集團將會繼續以健康睡眠生活為方針，積極採用更多天然物料及嶄新科技研發產品，繼續滿足不同顧客群對睡眠質素的追求，逐步成為一個世界領先品牌的家居企業集團。

### Company Overview

Established in 1993, **Casablanca Group Limited** is one of the leading branded bedding products companies in the Greater China region, mainly engaged in the design, production, distribution and retailing of bedding products. The Group mainly operates three proprietary brands with a focus on the high-end and premium markets - Casablanca, Casa Calvin and CASA-V, also licensed internationally-renowned brands such as VOSSSEN and Dolce Sogno.

The Group is headquartered in Hong Kong, with the modern production base located in Huizhou. Its sales network covers over 85 cities in the Greater China region and established over 263 points of sales. In 2012, the Group has been successfully listing on the Main Board of Hong Kong Exchange (Stock Code: 2223) and become the first and only listed Hong Kong's textile enterprise.

In response to the growing demand for healthy living by mass consumers, the Group has launched "CASA-V" in cooperation with the Japanese supplier since 2015, offering the 1st invented bedding products with comprehensive 5A functions of Air Purification, Anti-Bacteria, Anti-Mite, Anti-Fungal and Anti-Odor among Hong Kong Bedding Industry.

Following the success of CASA-V, the Group has launched "CASA-V Baby" in 2016, also the first Limited Charity Edition designed by the Group's spokesperson Mr. Julian Cheung in the same year, which hugely gained the consumers' support in order to help the needed children. Through the expansion of CASA-V's product range and market opportunities, the Group has proved the foresight in product development to further enhance its leadership position in industry.

With the strive of continuing combine new technology and materials for healthier sleep experience, the Group is praised by consumers and earned affirmations by industries, including awards from "Skypost", "U Green Awards", "TVB Weekly", and "Hong Kong Awards for Industries 2016- Category of Upgrading and Transformation" for the first time.

In future, the Group will continue to promote healthy lifestyle to consumers by adopting new technology and materials in products, and to become a world leading brand of a Home Textile Enterprise.



# 升級轉型獎

Upgrading and Transformation Award



## 公司簡介

**精美工業有限公司（簡稱JMI）**以品質和誠信為基礎，取得長遠優勢。我們的目標是提供最先進的塑膠電鍍技術，同時享有我們在中國內地設廠的低成本優勢。我們專注於生產電鍍和非電鍍塑膠產品、消費品和零件。

我們的員工齊心協力，一直秉承著集團自創立以來的穩定和可持續發展，堅持不斷創新的企業文化，我們已使用多個國際認可的系統，並取得多個產品認證和深得客戶的信賴。我們對品質的承諾從不作妥協，嚴謹的態度使我們成為全球著名OEM原件設備制造商的首選供應商，產品包括花灑頭、浴缸噴水管、水龍頭、相關浴室及廚房產品、電器、和電訊零件等。在塑膠、金屬部件和產品的表面精加工方面，JMI就是國際標準的先鋒。我們的核心能力包括：專業塑膠電鍍技術，低溫離子電鍍（LTAVD）和高級表面

處理加工技術，2K LSR 雙色液體矽橡膠混合注塑技術，用啟發性的方案解決棘手問題，工模製造能力，以全新理念面對不斷變化的市場及品質管理。

JMI將低溫離子電鍍及其他先進工藝及技術應用於產品研發，為客戶提供服務及建立自創品牌Azure花灑衛浴產品，更成立負責JMI零售業務的「美康居」，以「健康、舒適和環保」為宗旨，致力引入提升生活質素的產品，讓每一個家庭可以提升家人的健康質素，營造一個舒適及可持續發展的生活環境，於享受生活的同時，亦做到節約能源。

## Company Overview

**Jing Mei Industrial Limited (JMI)** builds its long-term strength on quality and integrity. Our goal is to provide the most advanced plastic and plating technology while leveraging on the advantage of low cost from our factory in Mainland China. We focus on the manufacture of plated and non-plated plastic products, consumer goods and components.

Our employees strive to maintain a stable and sustainable development that the group has enjoyed since its inception, while keep bringing new elements into the corporate culture. We have used various internationally recognized systems, achieved numerous product certifications and won the trust of the customers. Our commitment to quality is never compromised, and for that our prudent attitude makes us the most preferred supplier to the world's prestigious original equipment manufacturers (OEM) in products like shower heads, bathtub sprinklers, faucets, related bathroom and kitchen products, electrical appliances and telecommunication components. JMI acts as a leading role in the international standards for surface finishing of plastics, metal components and products. Our core competencies include: professional plastic plating technology, low temperature arc vapor deposition (LTAVD), advanced surface treatment processing technology, 2K LSR and plastic injection molding technology, problem solving skills with creative approach, tool making capabilities, as well as the ability to generate new ideas to meet the ever changing market and quality management.

JMI applies LTAVD and other advanced know-how and technologies on product research and development, whereas we also provide services to customers and offer shower and bath products under our own brand, Azure. "Azureliving", the trading arm of JMI, is established with an objective of "healthy, cozy and green". Azureliving introduces products that help to enhance the quality of life and improve the health quality of every family member. Customers enjoy a cozy and sustainable living environment and save energy at the same time.





### 公司簡介

#### 錢氏玩具中心有限公司

錢耀棠先生於1979年在香港成立，具備專業的管理、時尚的設計、創新的研發、精準的推廣、龐大的銷售團隊，以豐富的玩具從業經驗、準確的市場定位以及不斷創新的理念，成功將自主品牌的玩具銷往世界各地，多年來始終堅持打造全世界質量最上乘的各類玩具，為更多人帶來歡樂。



**M & C TOY CENTRE LTD.**  
錢氏玩具中心有限公司



的品牌商品。在去年年底，由亞洲授權業協會主辦的首屆香港授權業大獎中，錢氏玩具中心有限公司更榮獲最佳授權品牌獎金獎。本地同業的認同使我們有更大的動力去推動香港動漫文化及創意產業，更希望將之推崇至海外市場。

### Company Overview

**M&C Toy Centre Ltd.** was founded in 1979 by Y.T. Chin. M&C is a Hong Kong based toy development and manufacturing company. M&C has pioneered in designing and manufacturing toys for children as well as adults all over the world. Our creativity, enthusiasm and desire to improve are the driving forces for M&C to thrive in the toy industry. Despite the ups and downs in the toy industry in recent years, we continue to bring joy to people.

M&C Toy Centre Ltd. set its foot in the animation industry since 2005 and launched our first intellectual property in 2010. At present, we have four intellectual properties, and the 2nd and 3rd season of three animations are under production, they are namely "Ori-Princess", "GGO Football" and "World Peacekeepers". Our productions are highly recommended by authorities and gained several animation awards, and have been distributed to Australia, Brazil, France, Russia, South Africa, Thailand and over 30 countries. Apart from the support of our long-term partnership, the Children's Channel of China Central Television; "Ori-Princess" season 1 & 2 was premiered in a new Hong Kong TV channel, Viu TV on 22nd May, 2016.

Moreover, we have granted our intellectual properties to licensees to develop trendy licensed products, include SOUL Electronics for the World Peacekeepers crossover SOUL headphones, Infantry Co. for the World Peacekeepers crossover Infantry watches, Xiamen Hong Kong Balls Industrial Company for the World Peacekeepers crossover Jarvis basketball. Last but not least, The 1st Hong Kong Licensing Awards, which was held by Asian Licensing Association in December of 2015, the organizing committee has granted M&C Toy Centre Ltd the honor of "Best Property Award – Gold Award". We will continue to work hard and hope that Hong Kong's animation brands are not only be recognized by the local community, but also in the international market.





## Upgrading and Transformation Award



**東江模具（香港）有限公司**為東江集團（控股）有限公司附屬公司，集團在1983年於香港成立，經過30餘年的發展，東江已經成為一家中國領先的一站式的注塑解決方案供應商，並於2013年在香港聯合交易所主板上市（股票代號：2283）。按照最新的

公司為眾多國際知名企業提供量身定制、高精密且具成本效益的模具及注塑產品及服務，當中包括產品設計及優化、模具製造、注塑生產的一站式的注塑解決方案；客戶廣泛，涵蓋大型汽車、家電、以至體積細小的手機及可穿戴設備和醫療及個人護理用品等多種行業。本集團現已成為眾多業界翹楚、國際知名消費品品牌最信賴的合作夥伴，包括多個高速增長的行業領先品牌，如智能手機品牌、個人護理品牌和可穿戴設備品牌等。

公司的願景和目標是：成為全球領先的一站式注塑解決方案供應商。

**TK Mold (Hong Kong) Limited** is a subsidiary of TK Group (Holdings) Limited. The group's history can be traced back to 1983, when our founders commenced to engage in the mold fabrication in Hong Kong. Through more than 30 years of development, TK has become a leading one-stop total plastics solutions provider. According to an independent market research company, we ranked number one in the PRC in terms of revenue from fabricating plastic injection molds for export in 2015. In 2013, TK was successfully listed on the Main Board of Hong Kong Stock Exchange (Stock Code: 2283).

TK's mission is "Keeping Our Customers Successful". Our core business strategy is to provide one-stop total plastics solutions, which include plastic components mechanical design, mold design, mold fabrication, plastic components manufacturing and secondary processing services. We seek to differentiate ourselves by taking a proactive role at the early stage of our customers' product design and development phase. TK has developed a diversified customer base from various industries, including mobile phones and wearable devices, household electrical appliances, medical and health care, commercial telecommunication equipment, automobiles, home automation devices and digital devices etc.

Our vision is to become the global leading provider of one-stop total plastics solution.



### 公司簡介

**譽明有限公司**成立於2000年，從事電子玩具產品設計與代工生產。於2009年，經濟氣候轉變，內地工資材料上漲，買手對玩具業不再有興趣，令譽明有限公司董事總經理陳橋先生有了轉換行業的想法。

**Ye!!**  
inspire you always



**ADVANCE  
BRIGHT  
LIMITED**

譽明有限公司一直有開發電子用品的經驗和配套，其為於深圳的工廠高峰期有1,500名工人生產面向歐美市場的電子玩具。經過一連串的研究與討論，陳橋先生看到智能電話的興起以及收到買家對相關配件的興趣，故此，公司立即研究生產手機配件的可行性，並於2011年製造出第一批樣板，並於同年的電子展展出。這一批以品牌「Ye!!」推出的行動電源非常成功，加速公司轉型的步伐。

在2016年，譽明有限公司已全面轉型至營銷自家品牌以及生產手機配件以及藍芽音響，在多達40個國家銷售Ye!!配件，更得到多項設計以及營銷獎項，而公司亦繼續研發更多新產品，包括與香港理工大學合作產品設計和與海外知名品牌聯名生產，發展更多新業務和延續高利潤回報的核心業務。

### Company Overview

Established in 2000, **Advance Bright Limited (ABL)** was engaged in the design of electronic toy products and OEM services. In 2009, due to the financial crisis, as well as the increase on wages and cost of materials, the toy industry is no longer a fast growing business to invest on. Therefore, Mr. Felix Chan, the managing director of ABL, had come up with the idea of transforming his business.

ABL has extensive experience and related facilities in respect of the development of electronic products. During its peak season, there were 1,500 workers produce electronic toys targeted towards the European and U.S. markets in ABL's Shenzhen factory. After further research and internal discussion had been done with the team after Felix suggested his thoughts, Felix awarded of the trend on smartphones, received positive feedbacks from buyers on his transformation plan, and ABL team decided to work on the feasibility study of mobile accessories products right away. One the first batch of samples are ready in 2011 and showcased in the Electronics Fair, the portable power bank launched under the brand name of "Ye!!" had been a great success and received over 1,000 orders and enquiries in the Fair immediately. The favorable outcome speeds up the transformation of the company.

As of 2016, ABL has fully transformed the business to operating its own brand "Ye!!" as well as the production of mobile accessories and Bluetooth speakers. Ye!! products are sold in up to 40 countries and received various awards on design and business operation. The company continues to develop new products, including cooperation with the Hong Kong Polytechnic University on product design and collaboration with brands and corporates on co-brand products, in order to bring new business opportunities and continue to manage its core businesses to achieve stable growth and sustain profitability.





# 升級轉型 優異證書

Upgrading and Transformation Certificate of Merit



## 公司簡介

成立於2004年的**嘉信（香港）工程有限公司**，是香港第一及唯一銷售澳格林牆體系統的環保建築材料公司。多年來，嘉信堅持推廣可持續發展的循環系統，致力將原本破壞或對環境有害的物質轉化成優質的環保建材，以改善我們的生活環境。公司憑著生產脫硫石膏成份

達50%或以上的產品，獲得市場及行業高度認可並擁有高市場及行業競爭能力。

公司注重品質監察，不斷尋求升級及轉變，更追求創新的技術並取得顯著成就，成功把握建築及大型基建的黃金期，成立了研發公司，從防火、抗水、隔音、輕質等優質牆磚，成功研發150毫米的高密度牆磚，令規模和名氣也在逐漸增大，更成功開拓澳門市場。

憑著對環保的執著和追求，公司擴充辦公室，並以綠色環保為設計理念，舉辦多場演講及研討會，更目標成為香港首間可以同時獲得綠色環評、領先能源與環境設計和中國建築裝飾協會的三星認可辦公室。

## Company Overview

**CaSO (HK) Engineering Company Limited (CaSO)** was established in 2004 as the first and sole environmental building material company in the sale of AUGREEN Block Wall System in Hong Kong. Over the years, CaSO is committed to promote the Sustainable Development Cycle and strives to transform the substances that are detrimental and harmful to environment into high quality eco materials, so as to improve our living environment. With the manufacture of products containing 50% or above desulfurized gypsum, CaSO receives high recognition and maintains a high level of competitiveness among the market and industry.

CaSO has put great efforts on quality and quantity control, not only seeks to upgrade and transform its products from time to time but also pursues innovative technologies that lead to remarkable achievements. By taking the advantage of the prime period with various construction works and large scale infrastructure projects, CaSO has established a research and development company, which develops high quality blocks with fire resistant, waterproof, sound insulated and light weighted characteristics, as well as blocks of 150mm high density. As the scale and popularity of the company gradually increases, it has successfully expanded its business to the market in Macau.

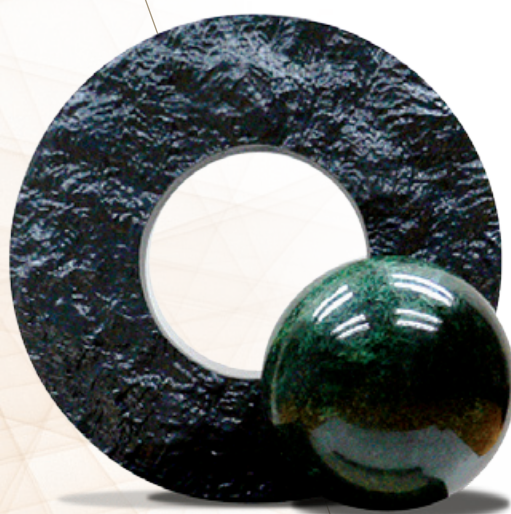
With the ambitious commitment to green environment, CaSO has expanded its office and organized a number of presentations and seminars to introduce its green design concept, aiming to be the first Platinum office recognized by BEAM Plus and Leadership in Energy and Environmental Design with 3-Star by China Building Decoration Association in Hong Kong.





評審及甄選  
Assessment & Judging

升級轉型  
Upgrading and Transformation



# 香港青年工業家協會 專業評審小組

HKYIC Professional Assessment Team



- 1 黃麗嫦女士 (香港鐘錶業總會主席)  
Ms. Esther Wong (Chairman, The Federation of Hong Kong Watch Trades and Industries)
- 2 張傑先生 (香港青年工業家協會會長)  
Mr. Cheung Kit (President, Hong Kong Young Industrialists Council)
- 3 廖煥輝博士 (香港電器業協會理事長)  
Dr. Tommy Liu (President, Hong Kong Electrical Appliance Industries Association)
- 4 譚祖德先生 (香港玩具廠商會會長)  
Mr. Dominic Tam (President, The Toys Manufacturer's Association of Hong Kong)
- 5 張益麟先生 (香港青年工業家協會副會長)  
Mr. Alan Cheung (Vice President, Hong Kong Young Industrialists Council)
- 6 陳嘉賢女士 (香港青年工業家協會副會長)  
Ms. Karen Chan (Vice President, Hong Kong Young Industrialists Council)
- 7 陳婉珊女士 (香港青年工業家協會副會長)  
Ms. Clara Chan (Vice President, Hong Kong Young Industrialists Council)
- 8 郭奕明女士 (香港生產力促進局高級顧問) 非評審小組成員  
Ms. Rebecca Kwok (Senior Consultant, Hong Kong Productivity Council) *not assessment team member*







- 1 張傑先生 (香港青年工業家協會會長) 非評審委員會成員  
Mr. Cheung Kit (President, Hong Kong Young Industrialists Council) *not judging panel member*
- 2 林怡仲 (羅兵咸永道會計師事務所香港首席合伙人)  
Mr. Frank Lyn (China and Hong Kong Markets Leader, PricewaterhouseCoopers)
- 3 張華強博士 (香港青年工業家協會當然顧問)  
Dr. Jacky Cheung (Ex-officio Advisor, Hong Kong Young Industrialists Council)
- 4 鍾志平博士 (創科實業有限公司創辦人及非執行董事)  
Dr. Roy Chung (Co-founder and Non-Executive Director, Techtronic Industries Company Limited)
- 5 蕭建輝先生 (中國銀行 (香港) 工商金融部助理總經理)  
Mr. Desmond Siu (Assistant General Manager, Commercial Banking Department, Bank of China (Hong Kong) Limited)
- 6 黃錦輝教授 (香港中文大學工程學院副院長 (外務))  
Prof. Wong Kam Fai (Associate Dean (External Affairs), Department of Systems Engineering and Engineering Management, Chinese University of Hong Kong)





# 最終評審委員會

The Final Judging Panel



- 1 余麗姚女士 (香港零售管理協會執行總監)  
Ms. Ruth Yu (Executive Director, Hong Kong Retail Management Association)
- 2 于健安先生 (香港總商會工業及科技委員會主席)  
Mr. Emil Yui (Chairman, Industry and Technology Committee, Hong Kong General Chamber of Commerce)
- 3 張梓昌博士 (香港生產力促進局副總裁 (科技發展))  
Dr. Lawrence Cheung (Director, Technology Development, Hong Kong Productivity Council)
- 4 沈祖堯教授 (最終評審委員會主席) (香港中文大學校長)  
Prof. Joseph Sung (Chairman of the Final Judging Panel)  
(Vice-Chancellor and President, The Chinese University of Hong Kong)
- 5 林淑芬女士 (香港科技園公司首席市務總監)  
Ms. Maria Lam (Chief Marketing Officer, Hong Kong Science and Technology Parks Corporation)
- 6 張華強博士 (香港青年工業家協會當然顧問)  
Dr. Jacky Cheung (Ex-officio Advisor, Hong Kong Young Industrialists Council)
- 7 王婉蓉女士 (工業貿易署助理署長) 非評審委員會成員  
Ms. Belinda Wong (Assistant Director - General of Trade and Industry, Trade and Industry Department)  
*not judging panel member*







# 香港工商業獎：升級轉型 獎項簡介

Introduction of  
Hong Kong Award for Industries: Upgrading and Transformation

由香港青年工業家協會主辦的「香港工商業獎：升級轉型」旨在表揚從事工業的企業，通過於企業核心業務方面的有效變革，而使企業能持續發展及拓展市場。企業能清晰明確地訂定升級轉型的範疇和方向、擬定整體計劃、切實執行和適時作出調整、取得階段性成就，以作為同業的先驅和典範。

協會以促進工業持續發展為使命，期盼設立獎項提升香港企業的競爭力，肯定升級轉型對工商業界及香港經濟的重要性，喚起業界和社會各界對工業發展的關注。此外，期望透過推動企業升級轉型，進一步發揮香港的優勢，包括創新思維、國際視野、管理能力等，並且充份發揮高瞻遠矚和靈活變通的特性，傳承和培育工業界的領導才能。同時在社會營造氣氛，激發正能量，與業界携手發揮實體經濟在提升香港整體競爭力的重要作用，共同促進工業，以致香港經濟的長遠和全面發展。

## 宗旨

香港工商業獎：升級轉型組別的成立宗旨為：

- 鼓勵並表揚企業主動透過升級轉型計劃，變革核心業務以適應市場及經營環境的轉變，以持续提升香港企業的競爭力。
- 肯定升級轉型對工商業界及香港經濟的重要性。

## 獎項類別

獎項共分為以下三個級別：

1. 香港工商業獎：升級轉型大獎
2. 香港工商業獎：升級轉型獎
3. 香港工商業獎：升級轉型優異證書

在推展業務變革計劃方面表現最突出的參賽企業將會獲頒發「香港工商業獎：升級轉型大獎」，其他參選企業亦有機會獲得「香港工商業獎：升級轉型獎」及「香港工商業獎：升級轉型優異證書」。

2016 Hong Kong Awards for Industries: Upgrading and Transformation is organised by the Hong Kong Young Industrialists Council (HKYIC). It aims to recognise enterprises of industrial sector that have successfully achieved sustainable development outcomes and expanded their market through effective reform of their core business. Being trendsetters in the industrial sector, enterprises should be able to clearly define the business scope and direction for upgrading and transformation, develop a feasible overall implementation plan, implement the plan, exercise timely adjustment, and attain a phased achievement in the Upgrading and Transformation Programme.

HKYIC's mission is to promote the sustainability of industrial development. This Award is established in order to fulfil several objectives: enhance the competitiveness of Hong Kong enterprises, recognise the importance of upgrading and transformation in the industrial sector and Hong Kong's economy, and arouse the concerns of the industry and society for industrial development. In addition, through promotion of upgrading and transformation among enterprises, the Award also aims to further leverage the advantages of Hong Kong which include innovative thinking, international perspective and management capabilities, etc., and to inherit and foster industry leadership with full execution of foresight and flexibility. At the same time, the Award also aims to inspire positive energy in the community through co-operation with the industry on enhancing Hong Kong's overall competitiveness and promoting Hong Kong's industrial development, thereby fostering the long-term and comprehensive development of Hong Kong's economy.

## Objective

- To encourage and recognise those enterprises that have reformed their core business to adapt to the ever-changing market and business environment through participating in the Upgrading and Transformation Programme so as to continuously enhance the competitiveness of Hong Kong enterprises.
- To affirm the importance of Upgrading and Transformation to the industrial sector as well as Hong Kong's economy.

## Categories of the Awards

There are three levels of awards:

1. Hong Kong Awards for Industries: Upgrading and Transformation Grand Award
2. Hong Kong Awards for Industries: Upgrading and Transformation Award
3. Hong Kong Awards for Industries: Upgrading and Transformation Certificate of Merit

The entrant with the most outstanding performance in pursuing reform of its core business will be considered for the Hong Kong Awards for Industries: Upgrading and Transformation Grand Award while the other enterprises may be considered for the Upgrading and Transformation Award and the Upgrading and Transformation Certificate of Merit.



## 參賽得益

- 得獎企業可獲得表揚及宣傳，取得業界廣泛認同。
- 所有得獎企業將獲贈獎座或證書作為永久紀念，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。
- 各參賽企業亦可藉此機會彼此分享在升級轉型上成功的經驗，互相學習以提升行業的競爭力。

## 評審準則

本獎項的升級轉型計劃是指企業在核心業務的重要變革。核心業務方面的重要變革，主要是指企業根據環境及市場的變化，轉移業務結構，形成新的盈利模式。本獎項著重升級轉型的整體規劃成效和可持續性。參賽單位必須展示升級轉型計劃的整體變革規劃及可持續性，包括變革的原因、目標、範疇和方案，從而讓企業取得階段性和具體的成就，提高企業部份或綜合競爭力，促進企業即時效益或長期持續的發展，並可作為同業的先驅和典範。以下準則用以評估企業的核心業務變革計劃：

- 變革的願景及目標（10%）
- 計劃方案（20%）
- 執行與調整（20%）
- 計劃的成效（30%）
- 變革的可持續性（20%）

## 評審及甄選

### 第一階段：初步評審及甄選

「香港青年工業家協會專業評審小組」對所有參賽單位提交的資料進行篩選。

### 第二階段：面試評審

入圍單位出席評審面試，向由政府部門、商會、業界代表和專家學者組成的「香港青年工業家協會評審委員會」進行介紹。

面試前後或需安排「香港青年工業家協會評審委員會」到參賽單位考察和提供更多資料。香港青年工業家協會評審委員會將根據此階段的評審結果，向「最終評審委員會」提名優勝單位。

### 第三階段：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」，將根據香港青年工業家協會評審委員會的意見，決定最終得獎名單。

## Benefits of Participation

- The awardees will receive publicity and extensive recognition from the industry.
- All awardees will receive a permanent memento or certificate. Awardees will also be entitled to display the Award's logo on the company's print matters, press advertising and other promotional materials.
- All enterprises participating in the Award can learn from each other through sharing their upgrading and transformation experience and success stories, thereby enhancing the competitiveness of the industry.

## Judging Criteria

The term "Upgrading and Transformation" in this Award means an essential reformation in the core business performed by an enterprise. An enterprise re-organises its business structure in the light of the changing environment and evolving market, resulting in the development of a new profit-making model. This Award emphasises the effectiveness and sustainability of the overall planning and results of the upgrading and transformation of an enterprise. Participating companies must be able to demonstrate the feasibility of the overall planning and sustainability of the Upgrading and Transformation Programme, such as the reasons for change, objectives, scope and proposal, which enable them to attain initial and remarkable achievements, to enhance their competitiveness partially or in a comprehensive manner, to achieve immediate benefits or long-term sustainable development. In addition, they can be served as exemplars of the industry. The core business reform programme will be assessed according to the following criteria:

- Visions and Objectives of Reform (10%)
- Programme Plan (20%)
- Implementation and Adjustment (20%)
- Effectiveness of Programme (30%)
- Sustainability of Reform (20%)

## Assessment and Judging

### Phase 1: Preliminary Assessment and Shortlisting

Submissions from all entrants will be screened by the "HKYIC Professional Assessment Team".

### Phase 2: Judging Interviews

Shortlisted enterprises will be invited to present their submissions to the "HKYIC Judging Panel" consisting of representatives from government department, chambers of commerce, industrialists, experts and scholars. They may be asked to receive observational visits, and to supply additional information or supporting documents. Based on the interviews and information provided, the "HKYIC Judging Panel" will nominate finalists to the "Final Judging Panel".

### Phase 3: Final Judging

"The Final Judging Panel" consisting of members invited by the HKSAR Government and Leading Organisers of the Hong Kong Awards for Industries will make the final decision regarding award recipients based on the recommendation of the "HKYIC Judging Panel".

# 香港青年工業家協會

Hong Kong Young Industrialists Council

香港青年工業家協會於1989年開始籌組成立，並於1992年正式註冊。主要成員為每年香港工業總會主辦，並由政府高官、工商界領袖、大學校長組成的評審團選出的「香港青年工業家獎」歷屆獲獎者，以及小部份傑出的年輕企業家。本會成員時值盛年，是一批跨世紀、有朝氣並具一定經濟實力和社會影響力的青年工業家。

到目前為止，本會全部會員皆有在內地投資。據非正式統計，本會會員在內地投資的企業，主要有電子、家庭電器、機械、塑膠、五金、化工、紡織、服裝、珠寶首飾、鐘錶、眼鏡、玩具、食品、電訊及資訊科技等行業。估計會員在香港及內地僱用的員工達到100萬人，每年總產值超過2,000億港元，上市公司逾50間。

Hong Kong Young Industrialists Council (HKYIC) has commenced its establishment since 1989, and officially registered in 1992. Our members mainly include all previous awardees of the annual "Young Industrialist Awards of Hong Kong" which organized by Federation of Hong Kong Industries and conferred by the judging panel comprising of government officials, leaders from the industrial and commercial sectors and presidents of universities, as well as a minority of outstanding young entrepreneurs. Our members are in their prime of life, cross-century, energetic young industrialists with certain financial power and social influence.

All YIC members have investments in China. According to an unofficial statistics, companies invested by our members in China primarily engaged in electronics, household appliances, machinery, plastics, metals, chemicals, textiles, apparels, jewellery, watches, glasses, toys, food, telecommunications and information technology. The number of their employees in Hong Kong and Mainland China is estimated to be 1 million, with an annual gross output value over HK\$200 billion and covering more than 50 listed companies.





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香港青年工業家協會  
Hong Kong Young Industrialists Council

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香港工商業獎  
Hong Kong Awards for Industries

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