

香港工商業獎

2012  
HONG KONG  
AWARDS FOR  
INDUSTRIES



HKGCC

Hong Kong General Chamber of Commerce  
香港總商會1861



# 2012 香港工商業獎：創意

## Hong Kong Awards for Industries: Innovation and Creativity



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HKGCC

Hong Kong General Chamber of Commerce  
香港總商會 1861



香 港的成功一直建基於我們的血汗和鬥志，而「創意」如今已日漸成為經濟發展的推動力。在全球經濟不景氣下，我們必須積極求變，打破傳統思維，開展嶄新的營商概念和服務，故「創意」在知識型經濟中無疑是個不可或缺的成功要素。

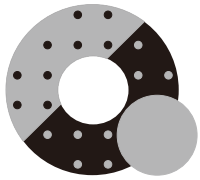
創意並不局限於科研，而是包含創新的營商手法。本港的傳統和現代企業必須不斷地啟發新的營商構思、引進尖端的科技和先進的管理制度，藉此提升生產力和保持競爭力，才可以在瞬息萬變的營商環境中捷足先登，維持香港的世界商業中心地位。

香港總商會十分高興能夠再次參與「香港工商業獎」的工作，在2012年擔任「創意獎」的主辦單位，獎項旨在嘉許卓越和具創意的機構，以作同業典範。我謹此呼籲大小企業積極參與競逐這殊榮，共同推進香港工商業進步，克服未來的挑戰！

Hong Kong's success has been built on the blood, sweat and determination of our people to succeed. In today's day and age, economic growth is increasingly being driven by innovation and creativity. As the economic doldrums plaguing the global economy clearly shows, companies need to break through conventional business wisdom and develop new business ideas and services. Therefore, it is no surprise that a key ingredient of success in a knowledge-based economy is innovation and creativity.

Innovation is not limited to technical expertise. It also embodies creative ways of doing businesses. We need to make sure Hong Kong stays ahead in the rapidly changing business environment, and we need to maintain our reputation as a world-class business centre. Hong Kong companies, from both traditional and modern sectors, must constantly strive to grow creative ideas. We need to make use of cutting-edge technologies. And we need to leverage advanced management systems in order to add value, improve productivity and enhance our competitiveness.

The Hong Kong General Chamber of Commerce is proud to be involved in the Hong Kong Awards for Industries again as Leading Organizer of the "Innovation and Creativity" category in 2012. Through this prestigious scheme, we aim to identify outstanding and innovative companies to set the benchmark for other businesses. I appeal to all companies, big and small, to participate in the Awards scheme, and together help advance our economy 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



振興實業發展有限公司  
Chun Hing Business Development  
Company Limited



2011  
香港工商業獎  
HONG KONG AWARDS  
FOR INDUSTRIES

創意獎  
INNOVATION AND  
CREATIVITY AWARD



研能照明有限公司  
e.Enery Lighting Ltd.



富康玩具製品有限公司  
Fu Hong Industries Limited



KONEW  
FINANCIAL  
EXPRESS | 康業信貸快遞

康業信貸快遞有限公司  
Konew Financial Express Limited



2011  
香港工商業獎  
HONG KONG AWARDS  
FOR INDUSTRIES

創意優異證書  
INNOVATION  
AND CREATIVITY  
CERTIFICATE OF MERIT

Intuitive Automata

Intuitive Automata Hong Kong Limited

# 2012 香港工商業獎：創意

## Hong Kong Awards for Industries: Innovation and Creativity

創意

**宗旨：**推動香港工商界的創意文化和創造力。優勝機構應具備獨特的創新理念，實踐開拓先河的營商手法，並展示有關項目的商業成就和前景，以及對工商界和社會的影響。

**Objectives:** To promote a culture of innovation and creativity amongst Hong Kong industries. The winning entries should be able to present the unique features of their creative concepts, implement innovative business practices, and demonstrate the commercial viability of their project, as well as its impact on industries and the community in general.

主辦機構 / Organizer



Hong Kong General Chamber of Commerce  
香港總商會1861

### 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**

### Award

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大、小企業，任何行業均可參加。

### 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.

### 評審準則

以下是評判考慮的因素：

- 創意 — 設計、發展和表現
- 創意文化的培育
- 商業成就及前景
- 對業界及社會的影響

### Selection Criteria

The following aspects would be considered by the judges:

- Creativity – design, development and performance
- Commitment to an innovative culture
- Commercial results and prospects
- Impact on industries and society

Innovation and Creativity

## 評審及甄選程序

### • 初步評審

在獨立顧問的協助下，參賽公司的參賽資料會先由香港總商會評審小組評審，有關結果將呈交香港總商會評審委員會，作進一步評選。

### • 甄選

在甄選及評審期間，香港總商會評審委員會可能要求參賽公司講解參賽項目、安排評審小組到公司參觀，以及提供更多資料或證明。評審委員會將挑選約五間參賽公司作為入圍機構，未能被甄選的參賽機構，評審委員會將視乎參賽者的水平而頒發「香港工商業獎：創意優異證書」。主辦機構不會對未獲甄選的參賽機構提供評估報告。

### • 最後評審

香港工商業獎最終評審委員會將根據香港總商會評審委員的意見，選出「香港工商業獎：創意大獎」得主，而其餘入圍機構將得「創意獎」或「創意優異證書」。

主辦機構及評審委員會所作的決定為最終決定。

## Assessment and Judging

### • Initial Stage

All applications will be considered by an assessment team of the HKGCC assisted by an independent consultant. The team will report the results to the HKGCC Judging Panel.

### • Assessment & Shortlisting

Applicant companies may be asked to make a presentation of their submission to the HKGCC Judging Panel, to receive observational visits, and to supply additional information or supporting documents. About five applicants will be shortlisted as finalists by the HKGCC Judging Panel, which will also decide on the granting of the Certificates of Merit to non-shortlisted companies. The Organizer will not provide written assessments to non-shortlisted applicants.

### • Final Judging

The top winner for the "Hong Kong Awards for Industries: Innovation and Creativity Grand Award" will be selected by the Final Judging Panel of the Hong Kong Awards for Industries. Other finalists will be awarded the Innovation and Creativity Award or Certificate of Merit.

All decisions made by the Organizer and the Judging Panels 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.

## 參賽得益

- 參賽機構透過競賽能進一步自我審查，並透過切磋獲益。
- 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，為期三年。
- 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。
- 所有優勝者將獲贈香港總商會一年會籍(只限非會員的優勝者)。

## Benefits of Participation

- All participating companies will benefit from a self-assessment and from associating with top-quality firms in the business sector.
- All winners will receive a permanent memento or certificate. Winners will also be entitled to display the Award's logo for a period of 3 years on the company's print matters, press advertising and other promotional materials.
- The Award is a recognition of excellence for all winners. It is the best form of advertising and marketing that a company can acquire, because it has to be achieved. Winning the Award ensures territory-wide coverage in the media.
- All winners will be entitled to one year membership of the Hong Kong General Chamber of Commerce (non-member only).

## 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**機器及機械工具設計**，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](http://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，在其後兩年同一組別的比賽中，將不獲考慮任何獎項。例如 2005 年的大獎得獎者，於 2006 及 2007 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，如在其後兩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 include two product-based categories – **Consumer Product Design** and **Machinery and Machine Tools 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](http://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 two years. For instance, a 2005 Grand Award winner would not be considered for any award in the same category again in 2006 and 2007.
  - An Award or Certificate of Merit winner of one year, when participating in the same category in the following two years, 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.

## 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 1228

傳真: (852) 2821 9528

電郵: [inc@chamber.org.hk](mailto: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 1228 Fax: (852) 2821 9528

Email: [inc@chamber.org.hk](mailto: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](http://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](http://www.chamber.org.hk/inc)

截止報名日期：2012年2月17日

Closing Date for Entries : 17 February 2012



# 2012 香港工商業獎：創意 參賽表格

請呈交表格予香港總商會  
香港金鐘道95號統一中心廿二樓

電話：28231228

傳真：28219528

電郵：inc@chamber.org.hk

公司名稱：\_\_\_\_\_

開業年份：\_\_\_\_\_ 商業登記號碼：\_\_\_\_\_

(附上商業登記副本)

地址：\_\_\_\_\_

網址：\_\_\_\_\_

公司負責人及職銜：\_\_\_\_\_

業務性質：\_\_\_\_\_ 僱員人數：\_\_\_\_\_

請填寫以下表格，如有需要請另加附頁。

第一部份：設計、發展和表現

1] 請說明有關的創新理念，並詳述其創意元素及拓展過程。

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2] 請說明有關的創新手法所帶來的重要改善、成功要素以及特別成就。

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第二部份：公司政策及計劃

3] 貴機構的高層如何衡量創意的重要性？

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4] 貴機構推行甚麼計劃或定期活動，培養及發揚創意文化？

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第三部份：業績

5] 請提供可數據化的資料，以證明有關創意所帶來的成就 (如銷售額及收入增幅、市場佔有率、顧客人數、成本效益等)。

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6] 請提供非數據化的資料，以證明有關創意所帶來的非金錢收益及商業前景。

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第四部份：社會貢獻

7] 請說明有關創意如何為客戶、業界或相關行業帶來效益。

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8] 請說明有關創意對香港社會和經濟的影響。

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補充資料

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參賽者聲明：

- 本人謹此聲明，就本人所知，上述資料真確無訛。
- 本人已細閱參賽規則，並同意遵守。
- 本人謹此聲明，若本公司提供參賽產品，有關產品已符合認可的安全標準，並附上證書或測試報告。
- 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。

簽署：\_\_\_\_\_ 日期：\_\_\_\_\_

姓名：\_\_\_\_\_ 職位：\_\_\_\_\_

電話：\_\_\_\_\_ 傳真：\_\_\_\_\_ 電郵：\_\_\_\_\_

聯絡人：\_\_\_\_\_ 職位：\_\_\_\_\_

(附上公司名片)

電話：\_\_\_\_\_ 傳真：\_\_\_\_\_ 電郵：\_\_\_\_\_

# 2012 Hong Kong Awards for Industries: Innovation and Creativity Application Form

Please return this form to the Hong Kong General Chamber of Commerce  
22/F United Centre, 95 Queensway, Hong Kong  
Tel: 28231228 • Fax: 28219528 • Email: inc@chamber.org.hk

Company Name: \_\_\_\_\_

Year Established: \_\_\_\_\_ Business Registration no.: \_\_\_\_\_  
( a copy of the business registration certificate is attached )

Address: \_\_\_\_\_

\_\_\_\_\_ website: \_\_\_\_\_

Chief Executive and Title: \_\_\_\_\_

Nature of Business: \_\_\_\_\_ No. of Employees: \_\_\_\_\_

Please complete the form below or use separate sheet if necessary.

## Part I: Design, Development and Performance

1] Please describe the innovative concept(s), provide details of the major creative features, and elaborate on the process of idea generation and development.

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

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## Part II: Corporate Policy and Planning

3] How do your corporate leaders value innovation and creativity?

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

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**Part III: Commercial Success**

5] Give quantified data to prove the success of your innovation (e.g. increase in sales and income, market share, number of customers, cost effectiveness, etc)

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6] Give details of qualitative benefits and business prospects of the innovation to your company apart from the monetary benefits.

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**Part IV: Social Contribution**

7] How has your company's innovation and creativity benefited your customers/clients and the industry/related industries?

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8] What impact has your company's innovation made on Hong Kong society and economy?

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**Additional Information**

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**Declaration by Applicant**

- I hereby declare that the information given above is correct to the best of my knowledge.
- I have read the rules and conditions of entry and agree to abide by them.
- I declare that the entry product, if any, conforms to recognised safety standard, and enclose copies of certificates or testing reports.
- 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.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Contact person: \_\_\_\_\_ Position: \_\_\_\_\_

(Please attach business card)

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_



Hong Kong General Chamber of Commerce  
香港總商會 1861

The Hong Kong General Chamber of Commerce is the oldest - founded in 1861 - and largest - around 4,000 corporate members - business organization in Hong Kong. As the premier business association, our mission is to promote, safeguard and represent the interests of the local business community. We are the only local business chamber in Hong Kong that is international, and the only international business chamber that is also local, with membership comprising multinational companies, Chinese mainland companies, and Hong Kong companies. HKGCC is a self-funded, non-profit making organization, and as such, it is a truly independent body representing the diverse interests of the entire business community in the Hong Kong Special Administrative Region.

Our members benefit from our good global and Mainland China connections. With our wealth of expertise on the WTO, Pearl River Delta and CEPA, we assist members in exploring business opportunities and extending their business networks both in China and overseas. Many members appreciate our efforts in informing them on the global economy and China's rapidly changing business environment, and providing them with networking opportunities with government officials and potential business partners from different parts of the world. Our business matching programs have resulted in many members making business connections.

In government policy, we are the most influential Chamber in Hong Kong, thanks to our excellent network with politicians and government officials, and more importantly the top-rate policy advice we render to the government on various economic and business policies. These include our two main annual submissions to the government on the Policy Address and the Budget, as well as regular communications throughout the year on policies affecting education, Mainland professional talent, the environment, protection of intellectual property, and business fees and charges, to mention just a few. In addition, the Chamber's representatives sit on no fewer than forty government committees and public bodies.

The Chamber regularly organizes various functions to build fellowship among members, such as the dinner club, monthly happy hour and golf events. These all help expand our members' business network.

HKGCC is a leading voice in promoting Hong Kong as an international business center in the heart of Asia. It acts as an international bridge, connecting Hong Kong business with the Chinese mainland and the rest of the world.

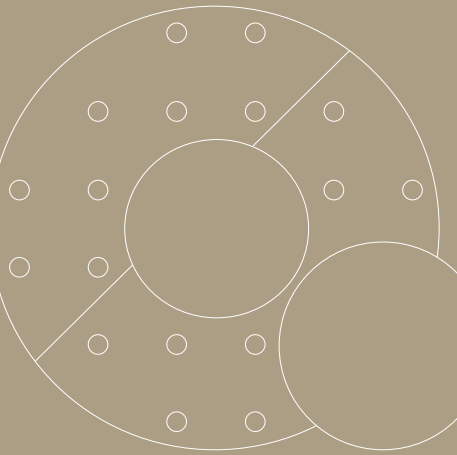
香港總商會始創於 1861 年，是本港歷史最悠久、規模最龐大和最具影響力的商業組織，旨在促進、代表和捍衛香港工商界的權益，現有企業會員約 4,000 家。我們是香港唯一真正國際化的本地商會，也是唯一本地化的國際性商會。會員包括跨國集團、中資企業和香港公司。香港總商會是一家自負盈虧的非牟利機構，能真正以獨立團體的身份，代表香港特區工商界的廣泛權益。

我們與全球和中國內地緊密聯繫。本會對世界貿易組織、珠江三角洲和「內地與香港更緊密經貿關係安排」素有研究，協助會員在內地和海外探索商機、擴展網絡。此外，我們亦緊貼環球經濟和內地瞬息萬變的營商環境，又為會員提供認識世界各地政府官員和準業務夥伴的機會。通過我們的商貿配對活動，許多會員得以建立商務往來。

政府施政方面，本會在芸芸香港商會中最具影響力，這有賴於我們與政界人士和政府官員關係良好，更重要的是，我們經常就經濟和工商政策給予政府專業建議，包括每年提交施政報告和財政預算案意見書，還不時就教育、內地專才、環境、知識產權保護、商業收費等政策表達見解。本會之代表合共參與 40 多個政府委員會和公共機構。

本會定期舉辦多元化活動以促進會員友誼，如會員聯歡晚宴、每月舉辦的歡樂時光、以及高爾夫球同樂日等，這些活動皆有助會員拓展商務脈絡。

香港總商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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