香港品牌總商會 FEDERATION OF HONG KONG BRANDS

FKB 2014

創會特刊 Inaugural Directory

### FIKE

香港品牌總商會 FEDERATION OF HONG KONG BRANDS

香港品牌香港精神

香港九龍紅磡馬頭圍道37號紅磡商業中心B座11樓1104室

Unit 1104, 11/F, Tower B, Hunghom Commercial Centre, 37 Ma Tau Wai Road, Hunghom, Kowloon, Hong Kong

Tel: (852) 8113 2078 Fax: (852) 8113 2079 Email: info@hongkongbrands.org



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### FKB

香港品牌總商會 FEDERATION OF HONG KONG BRANDS

香港品牌 香港精神

香 港 品 牌 總 商 會 成立 紀四年六

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**行政長官梁振英** 



香 港品 牌總商會第一屆理事會 就 職 典 禮

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主民 席共 和 國香港特 別行 政 區

香港品牌總商會第一屆理事會就職典禮誌慶



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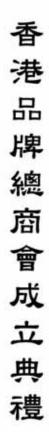




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立法會議員 葉劉淑儀 太平紳士行政會議成員 葉劉淑儀 太平紳士

香 港 品 牌 總 商 會 第 屆 理 事 會 就 職 典 禮





# 利 鄭 海

立法會議員 林健鋒行政會議成員 林健鋒



# 誠名治

香港品牌總商會成立總慶

勞工及福利局局長張建宗





看港品牌總商會成立註廣

狗商兴

財经事務及庫務局局長陳家强



看港品牌總商會成立該慶



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商務及經濟發展局局長蘇錦標









保安局局長黎楝國





# 興業懋久

教育局局長吳克儉



香港品牌總商會成立誌慶





### 茂時

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興聚

公務員事務局局長鄧國威



香港品牌總商會成立誌慶



## 嘉岛

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食物及衛生局局長高水文







獨俊

益继

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# 各部鄉獨精

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典禮誌慶與舊港品牌總商會第一

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理事會就

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# 興 衛 魯 堡

香港特別行政區立法會議員



散題





成香 立 港 典品 禮牌 誌 總 慶商 會

立法 梁美芬 博士、SBS、太平

+

會議 員、 西 九 新 重力 カ 主 庶 紳



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## 香间

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立法會議員 鍾樹根 太平绅士敬賀



# 丹劉舞

香港品牌總商會成立典禮

立法會議員 易志明



香港品牌總商會成立典禮

立法會議員 謝 偉 銓

# 宏人铁铁



二零一四年五月

工聯會立法會議員

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# 廣格商縣

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香港貿易發展局總裁 林天福





## 共創

### 展 優

### 宏立

猷範

工業貿易署署長麥靖宇





# 利 常 創

勞工處處長 唐智 強 敬賀

香港品牌總商會成立典禮誌慶



# 共杨杨鹤

香港品牌總商會創會特刊

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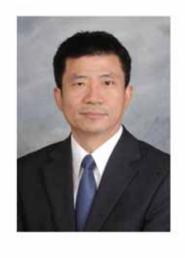




### **層** 路 叶 外

消防處處長陳楚鑫





# 展 賀 籌 蘅

香港品牌總商會成立誌慶

水務署署長林天星



香港品牌總商會成立誌慶



## 紫萬

## 荊商

欣整

榮進

衛生署署長陳漢儀







香港工業總會 FHKI

香 港 工 業 總 會 主 庶 劉 展 灝



# 共 網 器

香港品牌總商會成立典禮

香港總商會總裁 袁莎妮 敬賀

# 別稱鄉鄉





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The Hong Kong Polytechnic University IfE 香港理工大學 | 企業發展院



品牌總商會成立典禮誌慶

香港理工大學企業發展院



### 質燈器

香港珠寶製造業廠商會 劉家健 主席

祝賀香港品牌總商會成立誌慶

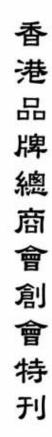




恭賀 香港品牌總商會

### 

主席 高鼎國 會香港鐘表業總會





## 遊人格品路

香港表廠商會 黎 行 橋 會長 致意

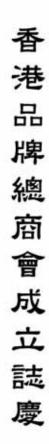
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### 香 港 品 牌 總 商 會 成 立 誌 慶

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## 共創路路豫

香港鞋業商會會長 張 煒 傑 敬賀



### 香港品牌商會成立誌慶

### 推動蹈跳

會長 梁日昌 敬題香港鞋業(1970)總會

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香 港 中 華 眼 鏡 製 長 造 曹會

會

戴 綺 梅 敬 題



### 致 香 開 港 品 牌 創 總 商 會

香 港 金 屬 製 造 業 協 會 洪 思 偉 會 長

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香 港 中 -1-型企業總 商 會 會 長 吳 家 榮 敬 賀



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主席

整品牌總商會成立誌慶 **修** 

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香港 中 -1-企 經 貿 促 進 會 會 長 張 JII 煌 敬 賀

### 供 思 思 爱 金

益



香港中小型企業聯合會 會長 郭 振 邦 先生

### 柳澤工士

香港品牌總商會成立典禮



稻苗學會主席黃傑龍先生

香港品牌總商會成立典禮誌慶



### 共創創的

東莞市外商投資企業協會 朱 國 基 會長

香港品牌總商會成立誌慶

賀香港品牌總商會成立

工商

信学中

山東大學香港校友會



香港品牌總商會成立典禮

扶杨裔

尹德勝太平紳士 SBS, BBS, JP





孫 秉 樞 博士 太平紳士 東華三院歷屆主席會主席

### 賀辭

現今環球市場,不論貨品服務或其他項目,競爭劇烈,需要突出,才能達致成功。一定要在品牌方面落足工夫,推廣推拓,凝聚提升,勝數乃高。在這方面,香港品牌總商會獲多位社會賢達,對建立品牌之目標具相同志趣和期望者,經多時籌備,任勞任怨,達致今天首屆就職典禮隆重舉行,可喜可賀。 謹祝會務邁進,為香港工商界增添福祉,令香港在世界地位賡續晉升!



香港品牌總商會成立典禮

鍾志平 太平紳士





于常海 博士敬賀



香港品牌總商會成立典禮

### **浩** 常 常 海 海 海

林大輝 議員SBS, BBS, JP



## **基粉** 图 墨

午年五月 邵公全 博士

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敬 賀 香 港 品 牌 總 商 會 創 會

香品喜 發港牌見 展企智商 品 業慧會 牌 提,凝 供攥聚 平蓄業 台品界 牌菁 成資英 功源 廣 創,

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### 揚威香港

慶賀 香港品牌總商會

立法會議員

謝偉俊

港優質美譽

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國富浩華(香港)會計師事務所有限公司

陳維瑞先生



## 泰豫熙黑宗

香港品牌總商會成立誌慶

二零一四年五月鄒海燕教授敬賀







趙振國先生 Mr. CHAO Chen-Kuo

### 創會會長致辭

上世紀五、六十年代我們的父母輩在獅子山下努力打拼,他們的奮鬥精 神為今天的香港奠下了基石。

八十年代,隨著中國的對外開放,為香港的工業界打開一片新天地,也 為香港社會的轉型創造了有利的條件。今天香港已成為一個以服務性行業 為主,金融業為首的國際大都會。

隨著中國由勞動社會轉型為消費市場的中產社會,一群在珠江三角洲默默耕耘的OEM廠商已紛紛轉型ODM,這群廠商正積極打造自家品牌,努力開拓各種銷售渠道及網上營銷平台,重振香港的奮鬥精神,促使香港工商界走進另一個里程碑。

在社會各界的支持下以及理事會半年來積極的籌備工作;今天我很高 興在這裡宣佈:「香港品牌總商會」已正式成立,今後為創建優質品牌努力,為拓展國際市場邁進。希望社會各界繼續對我們予以支持和指導,共 同為香港品牌創造更美好的明天。

在此我要多謝大家,並祝各位有一個美好的人生。



### 香港品牌總商會的宗旨

- (一)促進擁有自主品牌的香港企業或從事經營各國品牌的香港企業在香港、內地以及國際之間的正常生意交流和合作。
- (二)加強香港各式各樣品牌企業與各地政府和機構之間的聯繫和 溝通。
- (三)整合資源,交流信息,使會員適時取得本地、內地以及國際 之最新商業訊息,並且提供品牌發展平台及商機。
- (四)鼓勵會員發揮團結力量,互惠互利之合作精神,積極參與各 地市場的開拓及相關活動。
- (五)不定期聚會研討經濟趨向及舉辦有利於生意發展的專題講座 和活動。
- (六)開辦及提供各式各樣的服務以有利於會員和商會業務的可持續發展。
- (七)維護會員在國內外業務的合法權益兼關注會員在香港、內地 以及國際之間所面對的各式各樣問題。
- (八)持續不斷提升香港品牌的綜合競爭力、聲譽及質量。



### 「香港品牌總商會」2014年2月21日註冊成立



香港各行各業的品牌發展方式百花齊放,但不論是知名大品牌或中小企的品牌,在 開拓中國內地及海外市場,同樣面對各種困難和挑戰,承受不同程度的風險和阻礙。尤 其是要面對形形色色的市場壁壘、資金、資訊、人脈網絡、信用情況、策略、法律法規 和合作夥伴甄選等等,實在絕不容易。有見及單打獨鬥發展品牌實在有如火中取栗,為 應對這複雜多變的經營環境,香港品牌總商會應運而生。

### 『香港品牌總商會有限公司』(Federation of Hong Kong Brands Ltd.)

2014年2月21日正式註冊成立,目的是組織及團結香港各界大小品牌的力量,群策群力,讓會員之間共享各地市場資訊和發展機會,分享經營心得和風險,發揮會員合作共贏的最大優勢,以總商會的集體智慧和力量帶領香港品牌走向更廣闊的發展空間,發揮香港品牌自強不息的香港精神,堅持立足香港,背靠祖國,輻射全球。

### 成立的主要目的

- 創建一個有利於香港各行業品牌可持續發展的綜合性平台以爭取更廣闊的發展空間;
- 團結及組織各界別的品牌,與中外商業團體和地方政府合作,提升香港品牌 在海內外的整體綜合競爭力;
- 與各地政府之間建立良好的溝通橋樑,在各地爭取最有利香港品牌發展和營 商的條件;
- 大力培育、維護和推廣香港設計師品牌、優質品牌和傳統品牌;
- 推動香港品牌發展中國內地及世界各地市場業務,助會員建立實體銷售點、網購/電購等全方位銷售系統。



### 未來一年內啟動的工作計劃

### 【感受香港】專輯:提升香港品牌在內地市場的認知度

與香港衛視合作拍攝上述專輯介紹各會員的品牌故事和文化,利用香港衛視在全國各地電視台的合作網絡,將參與上述專輯的會員及其品牌的發展歷程,品牌的核心信念和文化,以及其不屈不撓的香港精神,呈現在內地千家萬戶老百姓的心目中,提升對香港品牌的認知和信任。

### 推廣香港品牌至全球市場

編製香港品牌名錄Directory of Hong Kong Brands (2014/2015),在香港及世界各國的主要展覽會中派發予各地之主要工商機構,代理商及採購商。名錄內詳述會員品牌產品或服務的優點和特色,另備電子版 (eBook Apps.) 發送給中國內地和海外以十萬計主要商業機構、百貨公司、各式各樣的連鎖店、商場發展商,行業協會和政府機關。

### 提升香港企業的品牌管理綜合知識和素質

舉辦各類品牌研討會、考察團及專題品牌知識培訓等活動,並定期提供最新品牌經營資訊、商機剖析、各國政策和法規、成功及失敗個案分享等。對香港中小企業品牌於內地及海外市場營商及拓展品牌經常遇到問題,如:法律諮詢、融資策略、業務支援、品牌發展指導、人力培訓等,提供相應建議和具體實際可行的協助。

### 未來兩、三年內啟動的工作計劃

### 積極擴展香港品牌在內地及海外市場的覆蓋率

- 在內地旅遊熱門地點的機場和旅遊購物點設立【感受香港】銷售中心
- 計劃在內地及海外主要城市建立【香港品牌展示中心】
- 與內地及海外的百貨公司/商場合作設立【香港品牌零售專區】

### 建構線上線下全方位銷售系統

● 與國內外具實力的流動媒體合作,建立以"香港品牌商城"為名的營銷網絡和電視直銷購物平台,連結實體店、把線上的多元化銷售及線下實體經營作全方位的有機結合。

### 十年工作目標

### 香港品牌進入BRANDZ全球最具價值品牌百強排行榜及中國品牌500強

通過與政商各界的共同努力、用好用盡國內外的所有政策和資源,在十年內令香港企業的品牌可以進入上述的全球最具價值品牌百強排行榜及達致有50家以上的香港品牌 跨身中國品牌500強之列。



### 入會須知 (2014年度)

會員類別	入會要求	費用	需提交的材料
公司會員	·成立不少於1年的香港註冊公司 ·在香港或其他地方已建立自主品 牌業務、經營或從事經營各國品 牌的香港企業 ·主要股東擁有香港永久性居民身 份證	入會費\$5,000 (一次性) 首年年費 \$1,500	·入會表及入會費用 ·香港商業登記證 ·香港註冊商標證明 ·股東的香港永久性居 民身份證複印本
個人會員	· 從事個人品牌發展(如:設計師自主品牌);或 · 在香港的某個領域有特別專長或 傑出貢獻的知名人士 · 擁有香港永久性居民身份證		· 入會表及入會費用 · 香港註冊商標證明 · 最近3個月內的香港 住址證明 · 申請人的香港永久性 居民身份證複印本

**備註:** (1)上述入會申請適用於香港設計師個人品牌,香港自主品牌及由香港企業代理之品牌。

(2) 所有入會申請須最少由一名會員推荐、經本會的會籍部審核及理事會 通過方為有效。

(3) 所有提供的文件只作為審核入會要求的用途,本會將嚴密保管及儲存 有關資料。

(4)以上須知僅供參考,本會有權隨時修改而不需另行通知。

支票抬頭 : 『香港品牌總商會有限公司』或

"Federation of Hong Kong Brands Limited"

查詢: (852) 8113 2078

電郵: info@hongkongbrands.org

下載入會申請表 : www.hongkongbrands.org

秘書處郵寄地址 : 中國香港九龍馬頭圍道37號紅磡商業中心B座11樓1104室



創會會長 Founding Chairman

趙振國先生 Mr. Chao Chen-Kuo 精工製品廠有限公司 CK Hair International Ltd.

### 創會副會長 Founding Vice Chairman

創會常務副會長 Founding Executive Vice Chairman



王偉先生 Mr. Wong Wai, William

料迪斯國際有限公司

Goddess International Limited

市場發展事務 Marketing Development



黃業光先生 Mr. Wong Yip-kong, John 曉沛時計有限公司 Faithtex Time Limited

公關及媒體 PR & Media



鄭陳曼芝女士 Mrs. Cheng Chan Man-chi, Gigi 志領珠實有限公司 G-Link Jewelry Design Limited

財務



劉永信先生 Mr. Lau Wing-shun, Peter 香港品牌集團有限公司 Hong Kong Branding Group Limited

會藉事務 Membership Affairs



鄧乃蔚先生 Mr. Tang Nai-wai, Raymond 興捷國際有限公司 Kingvic International Limited

創會常務秘書長 Founding Secretary General

### 創會理事 Founding Director of General Committee



周秉權先生 Mr. Chow Bing-kuen 世界博覽會有限公司 World Trade Fair Limited



林 偉 光 先 生 Mr. Lam Wai-kwong, Raymond 精聚集團 Brilliant-Art Group



梁景就先生 Mr. Leung King-chau, Kings 利昇國際有限公司 Ever Sunnise International Limited



黃守迎先生 Mr. Wong Sau-ying, Tommy 沙華路易威登有限公司 XAVIER-LOUIS VUITTON Company Limited



鄭玉碧女士 Ms. Cheng Yuk-bik, Grace 朗森國際有限公司 R and S International Limited



#### 榮譽會長 Honorary Chairman



尹德勝太平紳士 YIN Tek-shing, Paul SBS, BBS, JP



孫秉樞太平紳士 Dr.Samson SUN, DCSc, MBE, JP



鍾志平先生 Dr. CHUNG Chi-ping, Roy BBS, JPBBS, JP

#### 榮譽顧問 Honorary Advisor



于常海教授 YU Cheung-hoi, Ph.D



立法會議員 林大輝先生 Dr. Hon. LAM Tai-fai, Legislative Councillor SBS, BBS, JP



邵公全博士 Dr. Shao Kung-chuen, Daniel BBS



陸定光博士 Dr. LUK Ting-kwong, Sherriff



立法會議員 鍾國斌先生 Hon. Felix Chung Kwokpan, Legislative Councillor

養務法律顧問 Honorary Legal Advisor



立法會議員 謝偉俊先生 Hon. TSE Wal-chun, Paul Legislative Councillor, JP

義務會計師 (香港) Honorary Accounting Advisor (HK)



陳維端先生 Mr. CHAN Wai-dune

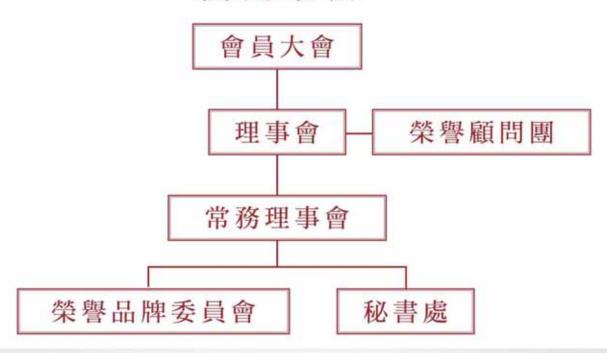
義務會計師 (內地) Honorary Accounting Advisor (Mainland)



鄒海燕教授 Professor Zou Hai-yan, Joe



# 香港品牌總商會有限公司 組織架構







《創會理事品牌篇》























FEDERATION OF HONG KONG BRANDS

# CK HAIR INTERNATIONAL LTD. 精工製品廠有限公司

品牌名稱 | Brand CK Hair

創立年份 | Established Year 1964

公司 | Company Name 精工髮品廠有很公司 CK Hair International Ltd

主要產品 | Major Products 髮品 Wig and Hair Products

主要市場 | Major Market 大中華及亞太區 China & Asia-Pacific



香港九龍尖沙咀廣東道10-12號 松鳳商業大廈16樓 16/F., Chung Fung Commercial Building, 10-12 Canton Road, Tsim Sha Tsui, Kowloon, HK 852-3580 2608 852-3580 0550 info@ckhair.com.hk www.ckhair.com.hk

#### 品牌故事·Brand Origin

CK Hair International Ltd - 精工髮品廠 成立於1964年, 秉承著50年經 驗與信譽,加上獨家研發之專利技術,生產優質自然之髮制品而譽 滿業界,產品行銷全球,委托其代工之國際知名髮型用品品牌多不 勝數,足證其產品質量領先,成為世界髮制品的翹楚。

Established in 1964, CK Hair International Ltd is renowned for its quality and natural-looking hair products. With the experience and reputation built up in 50 years, coupled with its exclusive patented technologies, the Company has a worldwide market. Among its OEM clientele are many internationally celebrated hairstyling product brands. All these have proven its product quality and established the Company as a leader in the industry.

#### 公司特寫·Company Feature

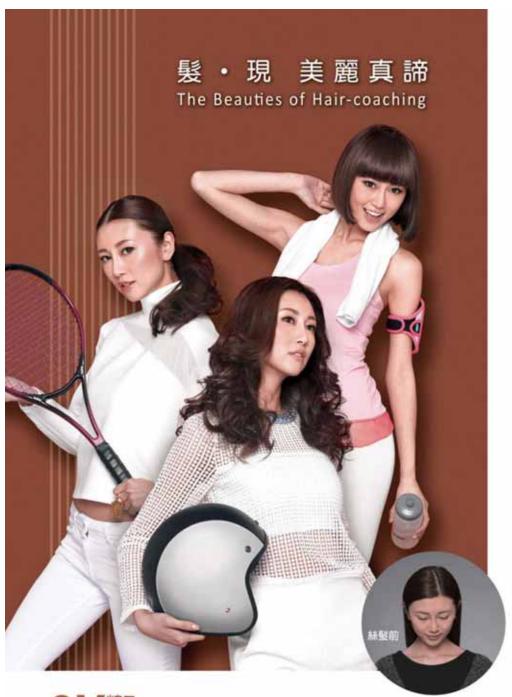
董事總經理趙振國先生憑著個人逾40年的業內經驗,貫徹自主創新,與時代並進,於2014年努力開拓自家品牌,同時委任理工大學品牌戰略及創新中心為顧問,作全方位分析行業發展前景、進行系統性調查及確立精工品牌的核心價值,於香港九龍尖沙咀開設品牌旗艦店,為顧客提供品質優越的美獎產品及專業貼心之服務。超長國先生身任香港美變美容業商會創會主席,亞洲美髮美容協會會長高等。於1977年創辦亞洲髮型化粧大賽,至今已37年,其目的為提高亞洲地區美髮美容界的技術水平,促進區域間的技術與文化交流,同時參與成立香港品牌總商會,為本地美容界貢獻良多。

With over 40 years' experience in the industry, Managing Director Mr. CHAO CHEN KUO has been moving forward with time through persistent innovation. By continuous efforts, he started his home brand in 2014. At the same time, he invited the Brand Strategy and Innovation Centre of the Hong Kong Polytechnic University to be their consultant to conduct comprehensive analysis on the industry's prospect, carry out systematic survey, and build up the core values of the Company. A flagship store is opened in Tsim Sha Tsui, Kowloon, Hong Kong to provide its customers with excellent hair beauty products and attentive professional services. Besides, Mr. CHAO CHEN KUO is the Founding President of the Hong Kong Hair & Beauty Merchants Association and the President of the Asian Hair & Beauty Association, etc. It has been 37 years since the Asian Hairstyling & Make Up Competition was first launched In 1977. It aims to enhance the level of hairstyling and make up in the Asian districts and promote technical and cultural exchange between the areas. Mr. CHAO is also the co-founder of the Federation of the Hong Kong Brands. He has made significant contributions to the local beauty industry.

#### 品牌風采·Brand Charisma

以「領導品牌」為戰略,透過「專業」、「精彩」為核心價值,提供極優賞之精工絲髮,予顧客及合作伙伴。CK Hair旗艦店提供一站式專業顧問服務,包括護髮諮詢、頭髮護理及提供專業且獨一無二的造型指導和建議,品牌提供充滿關懷的服務、優質自然的精工髮和卓有成效的頭髮護理方案,能令每一位顧客都能擁有既美觀又自然的絲髮造型,持之以恆地貫徹CK Hair精工髮 - 「髮,現美麗真諦」之經營理念。

Established on the strategy of being the leading brand, to be Professionalism and Brilliance are the core values of CK Hair International. The Company is dedicated to offer hair pieces of the finest quality to its customers and business partners. Its flagship store provides one-stop professional hair consulting services, including information on hair care, hair treatment, and unique professional hairstyling advice. The brand's attentive services, high standard hair pieces and effective hair care solutions delight every customer with sophisticated and natural-looking hairstyles, putting into practice the Company's business philosophy: The Beauties of Hair-Coaching.





#### CK Hair 精工絲髮

專為頭髮稀薄、脫髮及 受白髮困擾的人士提供 專業絲髮諮詢及服務, 帶給您美麗時尚的形象, 重塑強大的自信心,令您 由內而外煥發活力,成就 精彩人生!

#### 日本嶄新科研絲髮科技

CK Hair 獨家研究多年,經日本萬科技技術 處理絲盤,整質表面仿似人整構造,仿真度 遍近人整,光澤自然。此外、CK Hair 獨家 讀有「報水加工」

技術·更守絲蟹 信源如真製般 滋潤柔和、自然 健康的效果。



CK MAR







CK Hair 國際註冊髮理學家·帶領專業絲髮 顧問團隊·為您提供一站式專業絲髮服務。

#### 精工絲髮 專業顧問及護理

香港九龍尖沙咀廣東道10-12號松鳳商業大慶16樓 (港電尖沙咀站L5出口)

16/F., Chung Fung Commercial Building, 10 - 12 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong (MTR Tsim Sha Tsui station, Exit L5) 請即致電免費諮詢及試戴

3580-2608

www.ckhair.com.hk



品牌名稱 | Brand Betta 貝家

創立年份 | Established Year 1927

公司 | Company Name 科迪斯國際有限公司 Goddess International Limited

主要產品 | Major Products 家居拖鞋 Household Slippers

主要市場 | Major Market 大中華及亞太區 China & Asia-Pacific 品牌故事・Brand Origin Betta貝家・是由Charles E Gra

Betta貝家,是由Charles E Gray先生於1927年在澳洲悉尼創辦,經過八十多年發展,今天旗下家居拖鞋、家居服飾等產品熱銷歐美市場,在國際家居飾品市場佔據主導地位,領導家居飾品潮流走向。

Betta was first established by Mr. Charles E. Gray in Sydney, Australia in 1927. The company is still owned by the founding family member today. Goddess continues to maintain a close relationship with one of the family members, who gives advice on every new style of Betta. Betta represents a style that is elegant and comfortable, the wide array of slippers cater to the needs of every customer, from the young to those who are young at heart.

#### 公司特寫·Company Feature

科迪斯國際有限公司成立於1994年,強大的設計創意團隊在設計、 款式及質地用料等方面發揮獨樹一幟國際品牌力量,將歐美同步流 行的最新款式推入中國市場,確保在最短時間內,為顧客提供最新 類及一流的貝家產品。以「舒適貝家,幸福全家」為理念,為消費 者提供高層次的家居生活體驗。

Goddess was established in 1994 with the vision to produce innovative and quality slippers by unique materials, ornaments and trims from around the globe. Quickly found its position, the company expanded steadily each year and now become one of the leading producers of slippers and leisure footwear in China. Bearing the motto "Living in comfort". Betta presents high quality lifestyle.

#### 品牌風采·Brand Charisma

Betta動物系列家居鞋,以可愛的立體造型,富有個性的設計風格, 打動消費者。另外,Betta亦與中國文化藝術結合,設計出一系列京 劇臉譜鞋。細緻的刺繡藝術,精巧的手工釘珠,令人物色彩分明栩 栩如生,展示東方時尚的生命力。

Novelty and charming designs characterize Betta products. The 3-dimensional animal series capture the heart of customers. For other series, Betta infuses Chinese traditional art into the designs. The "Chinese Traditional Opera Mask" slippers feature the most popular characters of Peking opera. The slippers are made with high quality embroidery and are decorated with sequins by hand.











品牌名稱 | Brand Designer Brands Hong Kong

創立年份 | Established Year 2008

公司 | Company Name 香港品牌集團有限公司 Hong Kong Branding Group Ltd

主要產品 | Major Products

Products: Fashion, Jewelry & Accessories

主要市場 | Major Market 大中華及亞太區 China & Asia-Pacific



香港九龍荔枝角永明街一號 恆昌工廠大廈9樓C座 Flat C, 9/F, Hang Cheong Factory Bldg., 1 Wing Ming St., Lai Chi Kok, Hong Kong 852-3586 0787 852-3585 6006

esther@db-hk.com weibo.com/dbhkchina

#### 品牌故事 · Brand Origin

香港DBHK意喻設計師品牌,由香港品牌集團有限公司及眾多時尚人 士發起,於2009年8月在香港成立,企業理念是集合香港著名設計 師品牌,香港人士投資品牌及香港公司代理品牌,協助他們以低成 本及低投資風險開拓中國零售市場。同時旨在協助設計師塑造品牌 形象,展示他們獨特的設計風格和個性。

DBHK (Designer Brands Hong Kong) was founded by a group of Hong Kong based apparel and fashion entrepreneurs in Aug 2009. It aims at promoting Hong Kong designer brands in China at the lowest costs and risks. It serves as a platform to demonstrate the unique design styles of Hong Kong designers.

#### 公司特寫·Company Feature

香港貴為國際時裝品牌的生產集中地,不少中外品牌皆由本地廠商生產甚至設計。但真正屬於香港的品牌卻不多,能成功走出本地進軍國內及全球的更是少之又少。DBHK的成立是希望打破現有局面,以此作為平台,協助香港品牌打進內地市場至全世界。

過去有不少香港品牌嘗試以一己之力打入國內,但最後都是落空,即使是一些較有實力或規模的品牌亦要花上巨額投資及很長時間才略見成效,對小規模品牌及年青設計師則更為困難。DBHK因此以品牌集合店形式,結合不同品牌長處和資源,互助互利,創造出雙贏營商平台。

香港一直擁有一群出色且有創意的年青設計師及藝術工作者,無奈香港未能提供充足空間給他們發揮及推動創意工業,令不小年青人屈屈不得志,DBHK希望能協助這些年青設計師發揮他們才華和實現夢想,打造屬於他們自己的品牌,揚威海外。

Hong Kong is the major manufacturing hub in apparel; many exquisite pieces of the renowned brands are designed and produced by Hong Kong people. However, only a few of the local Hong Kong brands can successfully enter the international market. Putting different resources under one roof, DBHK serves as a multi brand store. It helps to promote the local brands and provide a platform for the young designers to show their talents. At DBHK, one can see the benefits of local production.



#### 品牌風采·Brand Charisma

DBHK主要以中高端時尚服飾為主,提供客戶像一級國際品牌的優質 產品及頂級服務。獨特店舗設計,為顧客帶來舒適及親切的購物體 驗。網上銷售發展迅速,對門市零售帶來某程度的衝擊,DBHK一方 面積極開發網上銷售平台及移動終端平台,同時強化實體店服務, 為求打做全新線上線下一體化購物服務新體驗。

DBHK aims to be the most professional medium to high-end fashion retailers, providing the best quality and excellent services to customers. Cozy ambience enables customers to enjoy the utmost shopping experience as of provided by the international brands. Keeping abreast of the market, DBHK develops the online platform comprehensively while at the same smarts up the in-store shopping experience. The implementation of online to offline strategy provides integrated shopping experience, allowing consumers to tie in their store experience with their online experience.









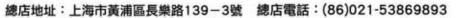












香港品牌集團有限公司 Hong Kong Branding Group Ltd. T+852 3586 0787 F+852 3585 6006

香港九龍荔枝角永明街1號恆昌工廠大廈9F/C座 Flat C, 9/F, Hang Cheong Factory Bldg., 1 Wing Ming St., Lai Chi Kok, HK





品牌名稱 | Brand Blauling

創立年份 | Established Year 2010

公司 | Company Name 曉沛時計有限公司 Faithtex Time Limited

主要產品 | Major Products 腕錶 Watch

主要市場 | Major Market 中東,大中華及亞太區 The Middle East, China & Asia-Pacific



香港新界獎涌獎安道8號中信國際中心10樓 10/F, Chinabest International Centre, 8 Kwai On Road, Kwai Chung, HK 852-2796 3595 ♣ 852-2796 0712 info@blauling.com

www.blauling.com

#### 品牌故事·Brand Origin

Blauling為著名瑞士腕錶品牌,象徵著藝術美。通過意大利北的玻璃藝術的啟發,Blauling發展出獨有的彩繪文化"Murano Aesthetics"及幾何美學"Geometric Aesthetics",充份演繹大自然的景致,將藝術融入腕錶,使手錶不單只有報時功能,而是更具觀賞價值的流動藝術品。

Blauling timepieces originate from Switzerland. It is well known for being a symbol of artistic beauty. Inspired by the dazzling glass traditionally created on the Venetian island of Murano in the northern Italy, Blauling has developed its own culture known as "Murano Aesthetics" and "Geometric Aesthetics" for interpreting the beauty relating to the nature. The infusion of artistic elements makes timepiece not only a time-telling device but a portable art worthy for appreciation.

#### 公司特寫·Company Feature

品牌創辦公司Faithtex Sarl於2005年在瑞士成立・對富有美感的設計・優良的品質及細緻的工藝有特別的堅持・信守公司對客人的承諾・把(Faith)這個字結合成公司名稱・稱之為Faithtex・一次到森林的體驗成就品牌的誕生,創辦人深深體會大自然的美、尤其是蝴蝶翩翩起舞的美態・品牌名稱Blauling由此而來。

經歷數年的籌備後,Blauling在2011年的瑞士巴塞爾鐘錶展正式面世。為強化品牌的發展,Faithtex Sarl特別邀請了在品牌發展上擁有獨到經驗及遠見的黃業光先生作為投資者,其後更成立曉沛時計有限公司,協助Blauling的市場發展。

Faithtex Sarl, the founder of Blauling, was established in Switzerland in 2005. Faithtex insists on aesthetic design and committing itself to fine quality and craftsmanship. To remind its faithfulness to the end-consumers, the Company incorporates the word "Faith" in the name of the company as FAITHTEX. An adventure in the forest gave birth to the brand. The founders were amazed with the fascinating world of nature, especially of the flying butterflies which the brand name originated from.

After years of preparation, Blauling started its initial launch in the Baselworld 2011. To strengthen the brand development, Faithtex Sarl has invited Mr. John Wong as its investor, who are well known for his experience and strong foresight. Afterwards, Faithtex Time Limited, the operation arm, was set up for the marketing development of Blauling.

#### 品牌風采·Brand Charisma

Blauling以花鳥蟲蝶等大自然主題為主,以女性意象為副,設計兼備藝術性及趣味性的元素,色彩浪漫,手工精巧,配以爪鑲水晶鋯石,光潤柔亮的海貝錶盤,及性能穩定的瑞士Ronda機芯,賞心悅目。Blauling打破藝術品高不可攀的特性,使手錶變成流動的藝術品,讓佩戴者享受戴得到的美麗。

The principal themes of Blauling relate to the nature, such as insects, birds, blossom, and landscape, as well as the feminine conceptual ideas. Innovative design is characterized by interesting artistry, romantic coloring and fine craftsmanship, and this together with the prong-setting of cubic zirconia on decorative bezels, fine mother-of-pearl dial and Swiss Ronda movement, ensure the charms and delights of Blauling are revealed.

Blauling breaks with the traditional inaccessibility of art, which transforms the timepiece into a portable art and gives you the pleasure of wearing on object of beauty on a daily basis.





Murano Lesthetics

www.blauling.com



品牌名稱 | Brand G-LINK

創立年份 | Established Year 2008

公司 | Company Name 志領珠寶有限公司 G-Link Jewelry Design Ltd.

主要產品 | Major Products 首飾 Jewelry & Accessories

主要市場 | Major Market 大中華及亞太區 China & Asia-Pacific



香港九龍紅磡馬頭圍道37號 紅磡商業中心B座11樓1104室 Room 1104, 11/F, Tower B, Hunghom Commercial Centre, 37 Ma Tau Wai Road, Hunghom, Kowloon, Hong Kong 852-2368 9595

852-2368 9644

sales@g-link.co www.g-link.co

#### 品牌故事·Brand Origin

成立於2008年, G-Link為著名香港時尚首 飾品牌, 分店發展遍佈中國各城市。透過 精湛的工藝, 品牌將藝術融入珠寶, 詮釋 珠寶的魅力。

Established in 2008, G-Link is a reputed Hong Kong jewelry brand with retail locations across different cities in China. The brand presents a stunning interpretation of arts and extraordinary craftsmanship, capturing the everlasting values and magic of jewelry.



鄭陳曼芝 Gigi Cheng 創辦人兼首席設計師 Founder and Chief Designer

#### 公司特寫·Company Feature

品牌創辦公司志領珠寶有限公司堅持「高品質 重細節」的原則,無 論在設計及對物料應用上都一絲不苟。創辦人兼首席設計師揉合清 新及高貴的風格,推出一系列扣人心弦的珠寶,其中包括Infinity、 Sky Dance、Kaleidoscope、Africa Romance系列。與國際著名時裝 設計師鄧達智先生合作的William Tang X G-Link系列旋即成為珠寶潮 流。

Bearing the motto "High Quality and Attention to details", every piece is made with scrupulous attention to detail. Gigi Cheng, founder and chief designer, merges new and elegant elements in all designs which appeal to the jewellery lover. Exquisite collections include, Infinity, Sky Dance, Kaleidoscope, Africa Romance, to name a few. Cooperating with renowned fashion designer, William Tang, the William Tang X G-Link collection set the town ablaze and quickly became the on-trend collection.

#### 品牌風采·Brand Charisma

G-LINK的設計靈感來自於香港無限的精力,Gigi將藝術融入到首飾當中,擅長運用花朵為構圖,配合寶石及冷琺瑯,以鮮艷的顏色去表達她獨特和非凡的設計。她的作品風格獨特,從2009年至今獲得多個國際獎項,在海內外獲得業界肯定,更獲香港經濟貿易發展局邀請,成為唯一代表香港珠寶業者出席「香港比利時之夜2011」。在全中國多個省份及直轄市擁有分銷點及專賣店。除了中國內地,G-LINK品牌亦已經進入俄羅斯、歐、美、中東諸國。

Born in and inspired by the boundless energy of Hong Kong, Gigi infuses art into jewelry, transforming each brilliantly coloured gemstone into a unique and extraordinary design. The exquisitely crafted pieces have garnered several international design awards. Moreover, she was invited by the Hong Kong Economic & Trade Development Council, to act as the sole representative of the jewelry industry at the Hong Kong night in Belgium 2011. The brand has retail locations and stores in many provinces and municipalities throughout China. In addition to mainland China, the G-Link brand has also entered Europe, Middle East, Russia and America.





NEXT Brand Awards (品牌第壺大獎) Commendation of "Local Creative Brand (Jewelry & Accessories)" 本地創意品牌 (珠寶首飾)

HK Jewellery & Gem Fair · September 17-21, 2014 HK International Jewellery Show · March, 2015

志領珠寶有限公司 G-LINK JEWELRY DESIGN LTD.

Website: www.g-link.co Email: sales@g-link.co

中國加盟店查詢熱線:+86 020 3483 5590 香港及海外加盟店查詢熱線:+852 2368 9595





品牌名稱 | Brand Gallucci

創立年份 | Established Year 2002

公司 | Company Name 朗森國際有限公司 R and S International Ltd

主要產品 | Major Products 機械手錶 Mechanical / Automatic Watch

主要市場 | Major Market 全球 Worldwide

## **IME**

Gallucci 版下品牌 Subsidiary Brand of Gallucci



香港九龍觀塘成業街11號 華成工商中心9樓1號室 Unit No.1, 9th Wah Shing Centre, 11 Shing Yip Street, Kwun Tong, Kowloon, Hong Kong 852-2367 2993/4

- 8

852-2367 1456

rnsintl@msintl.com www.gallucciwatch.com

#### 品牌故事·Brand Origin

朗森國際有限公司從80年代起已致力生產各類型手錶產品,憑著多年來的經驗累積及市場觸覺,2002年創立手錶品牌Gallucci。

Since 1980, R and S International Ltd. is devoted to producing different types of watches. With solid experience and the support from the market over the past years, the Company introduced its brand "Gallucci" in 2002.

#### 公司特寫·Company Feature

Gallucci以星相圖設計錶盤, 創出獨特的設計風格, 創新的將天體科 學融入到機芯的改造中, 鏤空設計成為Gallucci的特式。機芯各部份 組件的佈局完全突破了傳統設計, 視覺的衝擊在於腕錶每秒的躍動 - 猶如星空閃現, Gallucci展現星空變幻之奧秘。

Inspired by the astrological chart, the designs of Gallucci are unique. Parts of the watches can be seen through in skeleton. Special arrangement enhances visual impact. The timepieces are modern and stylish, revealing the mystery of the astronomy.

#### 天璣系列 全鏤空手動機械表

護空機芯-組織雕刻猶如星空間像 星光閃爍,光彩奪目

Star Series - Mechanical Watch (Model: Atlantic)

## 銀河系列-機械表 (雙子星尊貴版)

透視機芯雕花打磨處理,彰顯工藝製作 細緻度,手動上弦更顯復古風格

Galaxy Series - Mechanical watch (Model: Deluxe Gemini)



Skeleton Watch features the beauty of the astronomy



Skeleton watch with hand winding movement, allowing wearer to see the interworking of the retro timepiece

# 朗森國際有限公司 R & S International Ltd 地址:香港九龍觀塘成業街11 號 華成工商中心9 樓1 室



品牌名稱 | Brand Coloré Twins

創立年份 | Established Year 2013

公司 | Company Name 利昇國際有限公司 Ever Sunrise International Limited

主要產品 | Major Products 腕錶 Watch

主要市場 | Major Market 全球 Worldwide

香港德輔道西246號 東慈中心2401室 2401 Tung Che Commercial Center 246 Des Voeux Road West, Hong Hong 852-2527 6808 852-2865 6902

kings@coloretime.com www.coloretime.com

#### 品牌故事·Brand Origin

卡雲尼是時尚流行腕錶品牌,創作靈感源自原創人於童年時與雙生 姊姊一起共度快樂時光的回憶。腕錶雙面概念,打破傳統,讓手錶 潮起來。卡雲尼為追求時尚、功能和創新腕錶的人群帶來驚喜和滿 足。

Inspired by the happy moment the brand creator spent with his twin sister, Colore, the fashion watch brand was debuted which revolutionized the watch market. Breaking with the tradition, the Colore 2 face watch surprises the fashion savvy.

#### 公司特寫·Company Feature

品牌創辦人及設計師梁景就先生從事鐘錶設計及製造超過20多年, 一向追求完美的他,不斷要求自我創新,與時並進,憑著堅毅不屈 的信心及信念,多次創出令人讚歎叫絕的作品,他的設計風格獨豎 一幟,與別不同。秉持"今天不能輸掉給自己的昨天"的理念,推 陳出新。

Mr. Kings Leung, the brand creator and designer, devoted himself to the watch industry for over 20 years. Pursuing perfection, Kings always keeps abreast of the market. With the unshakable confidence and faith, his design is exquisite which make people gasped with admiration and surprise. Bearing the concept "one must live better today than yesterday", many innovative designs are launched.

#### 品牌風采·Brand Charisma

卡雲尼雙生兒雙面彩色腕錶系列於2013年正式推出,卡雲尼憑藉創新風格,千變幻化顏色組合和自家獨有產品功能,在市場上定立出清晰明確方向定位、凡是有關色彩斑斕及雙面設計腕錶,皆聯想到卡雲尼的精心傑作。配合超薄機芯再加防水深度結構,腕錶既潮流且實用。

The latest 2 face watch was launched in 2013, with its innovative initiative, attractive colors and practical functions, the brand's position in the market is concise. The brand name "Colore" is associated with colorful and practical 2 face watches. Together with the special thin movement and water resistance feature, the brand appeals to the watch lovers. Design is simple and clear but it quickly becomes an on-trend product by manipulating the piece to function in a non traditional way.





Steli



**All Patented** 

www.coloretime.com

#### Ever Sunrise International Limited

2401 tung che comm., center 246 des voeux road west, hong kong ideacrea@netvigator.com +852 2527 6808 +852 2865 6902

#### TITIKAKA

品牌名稱 Brand TITIKAKA

創立年份 | Established Year 2008

公司 | Company Name 興捷服裝實業有限公司 Kingvic Fashion Co. Ltd

主要產品 | Major Products 鞋履,手袋 Footwear & Handbag

主要市場 | Major Market 歐洲日本中國香港 Europe, Japan, China, Hong Kong

香港九龍長沙灣道788號 羅氏商業廣場・18字樓6-7室 Unit 6-7, 18/F, Laws Commercial Plaza, 788 Cheung Sha Wan Road, Kln, Hong Kong 852-2742 2020

852-2742 9101

info@titikaka.com.hk www.titikaka.com.hk

#### 品牌故事·Brand Origin

TITIKAKA成立於2008年·由國際設計師團隊鼎力創作的女裝鞋展品 牌·整體風格追求高貴與性威·簡約與內涵·個性與舒適並存·致 力為時代女性提供適合日常配搭之時尚系列。

TITIKAKA founded in 2008, by a team of international designers for their creation of Ladies' Shoes Brand. The overall style of TITIKAKA which pursuit of noble and sexy, simple and content, personality and comfort. TITIKAKA committed to providing the era of ladies' fashion for everyday match series.

#### 公司特寫·Company Feature

貴為一個高級時尚品牌·產品的設計是以頂級概念(Top Idea)·頂 級的靈威(Top Inspiration),保存美(Keep Aesthetic),保存驚喜(Keep Amazing)為創作理念。為充滿生活品味的時尚女性設計出藝術與時 尚結合的鞋履系列。

TITIKAKA as a high fashion shoes brand, product design concept is based on the top idea (Top Idea), the top of inspiration (Top Inspiration), preservation of beauty (Keep Aesthetic), save the surprise (Keep Amazing) for the creation of ideas. TITIKAKA, filled lifestyle fashion design combines art and fashion for all life fashion taste ladies.

#### 品牌風采·Brand Charisma

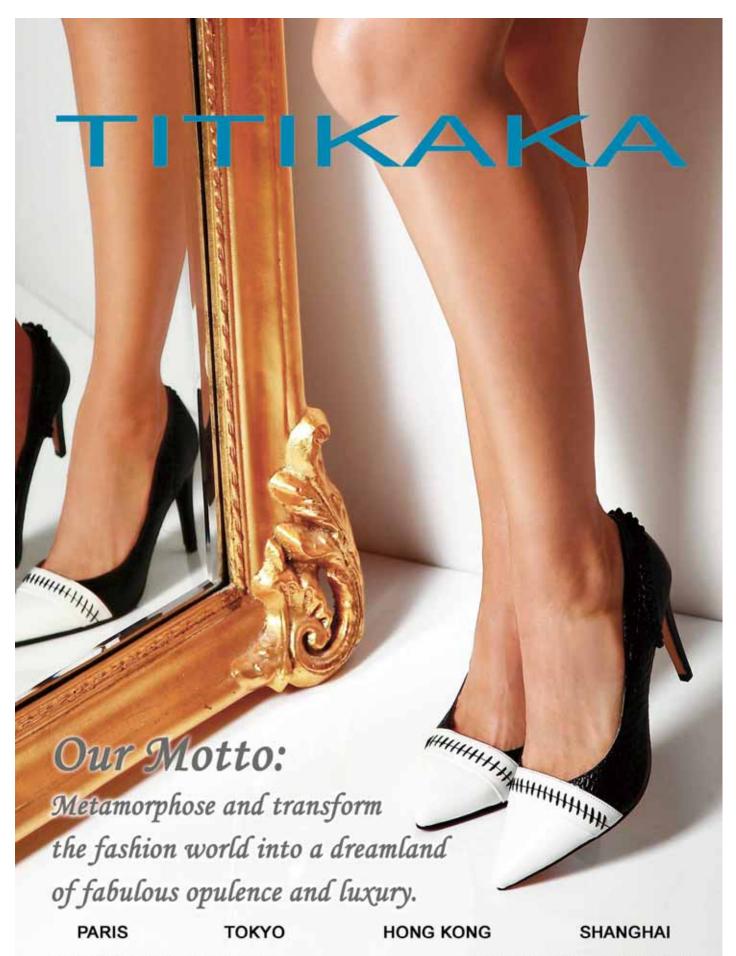
TITIKAKA把歐洲的浪漫華麗以及東方的高貴美麗融合一起·為時尚 女性展現一個全新的時尚品牌風格。在TITIKAKA系列中,您只能找 到藝術概念與潮流的交替・而沒有任何複雜或誇張的細節・帶給顧 客無盡的新鲜威及驚喜。

TITIKAKA - European romantic and noble, Oriental beauty and gorgeous fusion together to present a brand with new fashion style for all life fashion taste ladies. In TITIKAKA series, you can only find concept of art and fashion, and there are no complicated or exaggerated details which gives customers endless freshness and surprise.









Website: www.titikaka.com.hk Email: info@titikaka.com.hk 中國加盟店查詢熱線: +86 020 6241 5175 海外加盟店查詢熱線: +852 2742 2020



# XLV<sub>®</sub>

品牌名稱 | Brand XLV

創立年份 | Established Year 1999

公司 | Company Name
Cuvee XLV French Wine Limited
(亞太區總代理)
(Sole Agent of Asia-Pacific)

主要產品 | Major Products 紅酒 Wine



XLV 品牌始創人 XAVIER - LOUIS VUITTON

香港九龍紅磡民樂街21號 富高工業中心8座6樓23室 Unit 23, 6/F, Block B, Focal Industrial Centre, 21 Man Lok Street, Hunghom, Kln., H.K.

852-2369 8080

852-2723 1138

info@xlvwine.com

www.xlvwine.com

#### 品牌故事· Brand Origin

XLV是威登家族一個獨有的品牌。始創人沙華·路易威登(威登家族的第五代後人)於1949年出生於法國的塞納河畔訥伊。他的父親在1963年去世。他的祖父,基斯頓路易威登。就成為了監護人。基斯頓路易威登除了被譽為路易威登公司的掌舵人外。他還是一位著名的紅酒鑑賞家。在沙華·路易年輕的時候,他經常帶小沙華·路易到出名的酒莊選購酒花。久而久之,沙華·路易在祖父的薫陶下,對紅酒產生濃厚的興趣。

為對祖父的尊敬及懷念,沙華·路易買下在法國南部阿普特的一個 酒莊。從此,他與同是釀酒師的兒子君點,路易,開始打做威登家 族的釀酒王國。威登家族對品質的堅持,加上沙華·路易多年來對 葡萄酒的熱誠,做就了XLV的誕生。

XLV is an exclusive private label created by the eldest member of the fifth generation of the Vuitton Dynasty, Xavier-Louis Vuitton. Xavier-Louis was born in a Parisian suburb of Neuilly-sur-Seine in 1949. Xavier-Louis was fourteen years old when his father, Jacques-Louis, died. Since then, he was under the care of his grandfather, Gaston-Louis Vuitton, who was a well-known wine connoisseur. He used to bring Xavier-Louis to visit the most famous Chateaux to purchase his own wine in "En Primeur". That's when Xavier-Louis' passion for wine began.

With his life-long passion for wine and in memory of his beloved grandfather, Xavier-Louis bought a wine estate near the village of Apt in southern France. Together with his son, Quentin-Louis, as the wine maker of the winery, Xavier-Louis was making his dream into a reality. Hence, a brand that upholds the Vuitton family tradition of "Innovation, Creativity and Excellence" was born – XLV by Xavier-Louis Vuitton.

#### 品牌風采·Brand Charisma

對於威登家族來說, 釀酒不再是商業目標而是一百多年家族文明的 沉澱和家族品德的傳承。從對待紅酒的態度, 釀酒的信仰, 到物色 最佳的葡萄園和最合適的釀酒桶, 至測試土壤和葡萄樹狀態, 沙 華, 路易威登都悉力做到完美。在沙華, 路易威登眼裡, 每一桶紅 酒就都有它自己的生命與個性。

Building on the tradition of excellence, Xavier-Louis pays great attention to the whole wine making process, from grape harvesting to bottling. For Xavier-Louis, every barrel of wine is unique and is not a commercial product.



# 法國名酒



# 殿堂侍候

XLV.

XLV 品牌始個人 XAVIER - LOUIS VUITTON





XLV始創人為沙華·路易威金(威金家族的第五代後人)。他的祖父·基斯頓·路易威金也是一位紅酒鑑賞家。當年他經常帶年少的沙華·路易到出名的酒莊選購酒花。因此沙華·路易便在祖父的薫陶下對紅酒產生濃厚的興趣。後來沙華·路易·買下在法國南部阿普特的一個酒莊。從此他開始打造威金家族的XLV酿酒王國。

WWW.XLVWINE.COM

Sole Agent of Asia-Pacific: Cuvee XLV French Wine Limited

Unit 23, 6/F, Block B, Focal Industrial Centre, No. 21, Man Lok Street, HungHom, Kowloon, Hong Kong Email: info@xlvwine.com Tel: 2369 8080 Fax: 2723 1138

# FI-KB

# Jewellery



# WATCH REVIEW









香港九龍紅磡民樂街21號 富高工業中心B座6樓26室 Unit 26, 6/F, Block B, Focal Industrial Centre, 21 Man Lok Street, Hunghom, Kln., H.K.

852-2511 6077

852-2507 5855

baap@brilliant-art.com.hk www.brilliant-art.com.hk

#### 品牌故事·Brand Origin

本著"精益求精"的宗旨,早於80年代初,憑著嚴謹精湛的制作, 精藝出版社為兩本著名歐洲及美國雜誌的廣告代理商,協助香港企業 作海外推廣。同年,香港廠商被瑞士展會拒諸門外,成就了珠寶之星 及名蠶之星的誕生並成為當時為唯一在主館的媒體,成功協助廠商在 瑞士巴塞爾展作全面推廣。

Bearing the motto of "in pursuit of excellence", with its sophisticated production skills, early in the 80th century, BA Publishing Ltd. is the only company selected as the advertising agency of the renowned European watch magazine and American jewellery magazine. Both serve as an arm for Hong Kong enterprise to step into the overseas market.

In the same year, HK enterprise were restricted from participating in the Basel fair, JR and WR were then born and strove to be the only magazines that could be distributed in the exhibition hall to help the Hong Kong enterprise to promote.

#### 公司特寫·Company Feature

#### 现在方向

因應市場改變,在堅持傳統紙印雜誌的同時,並致力於網上的拓展,讓香港企業的產品無論在何時及何地均能取得最大的認知度,雙 管齊下協助香港行內企業拓展海外市場。

#### 未來展望

承先啟後,創建未來為公司一貫的宗旨,進一步配合品牌總商會, 更全面地利用網上平台,讓香港以致全球業界人仕作及時雙向互動的 溝通,同時為環保作一點綿力,承擔社企責任。

#### The Current Trend

The company is diversifying into the electronic world. On top of traditional printed version, the magazines are also available online. This two-fold promotion further enhances the recognition of the Hong Kong enterprise.

#### The Future Perspective

To inherit the past and usher in the future

United with the Federation of Hong Kong Brands Ltd., the company is fully utilizing the online platform for round the clock communications for the Hong Kong and worldwide fraternities.

The company embraces its corporate social responsibility through its awareness on the preservation of the environment with the e book and all other means.

#### 品牌風采·Brand Charisma

珠寶之星創于1983(雙語雙月刊),現為珠寶界之螢火蟲;

提供市場及時資訊,展示業界品牌最新系列及全球頂尖設計 師之作品; 啟發創作靈越,動觸市場先機

名錶之星創于1983(雙語季刊),現為名錶界之晴雨表:

配合時尚品牌推廣,涵蓋世界奢華名錶,展示各種機械及複 雜機芯的腕錶,內外兼備;提供買家市場指標,緊贴潮流脈 塘

珠寶精典創于2004(年刊)·為珠寶界明燈:

覆蓋珠寶潮流趨勢,全面展示國際奢華品牌最新系列; 啟發 設計靈威,提供創作指引,為不可或缺的珠寶經典。

Jewellery Review (JR) Since 1983, reveals the jewellery trend worldwide and provides the most updated market information

Watch Review (WR) Launched in 1983, index of the trend of the watch industry Jewelry International Debuted in 2004, features the latest jewellery trend, a beacon in the jewellery industry, a source of inspiration, a collectable treasure book

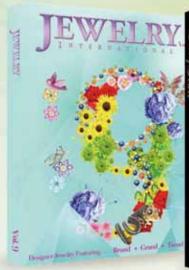
## 精益求精



# 藝術之星











《珠寶精典》

《名珠經典》 《品牌經典》

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www.brilliant-art.com.hk

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香港九龍紅磡民樂街21號富高工業中心B座6樓26室

電話: (852) 2511 6077 傳真: (852) 2507 5855 電郵: sub@brilliant-art.com.hk

# FIKB



創立年份 | Established Year 2004

公司 | Company Name 世界博覽會有限公司 World Trade Fair Limited

主要產品 | Major Products 珠寶鐘錶專業市場・貿易展覽會 Jewelry & Watch Trading Centre, Trade Shows

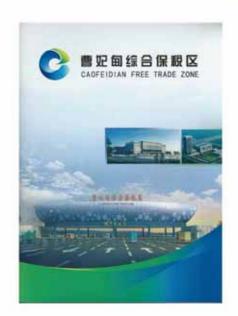
主要市場 | Major Market 全球 Worldwide 公司特寫·Company Feature

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World Trade Fair Limited (WTF) produces high quality and international renowned conferences and expositions that showcase the latest innovations and developments in various trade and industrial sectors in jewellery and timepiece business. The company was formed with a commitment to create innovative products, services and special events to serve the needs of the global business community.

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香港品牌總商會

《名人名牌專訪》

























FEDERATION OF HONG KONG BRANDS



## 彼愛麗鑽石◎ 花開瞬間 綻放永恒

全球首創「牡丹花88瓣切割法」技術,以精心設計的切割面組合, 提升鑽石閃爍度。讓每顆 Peonia Diamond 被愛麗鑽石完美呈現瑰麗的牡丹花影像。 將牡丹花絢雕藝放的瞬間,鎖在璀璨的鑽石中,永恒綻放!

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## FI-KB



彌敦道主店 Nathan Road Main Shop

★ 子珠寶鐘錶創立於1984年,本著以客 為專的精神,至今所代理腕錶品牌超過 六十多個。其中包括愛彼、伯爵、卡地亞、 FRANCK MULLER、江詩丹頓、蕭萬國 等;都是□球頂尖品牌。除名錶外,門鑽 特設珠寶專櫃,陳列一系列瑰麗典雅的鑽 及珠寶首飾。在港、九、新界共開設可上 及珠寶首飾。在港、九、新界共開設明、上 水、屯門四大旅遊熱點。太子更於澳門及中國設有專門店,令銷售網絡更為□面。

Established in 1984, Prince Jewellery & Watch Company is one of the leading retailers in Hong Kong carrying over 60 watch brands, including Audemars Piguet, Piaget, Cartier, FRANCK MULLER, Vacheron Constantin and so on. In addition to watches, a wide array of elegant jewellery pieces are on display in the 14 shops located in Causeway Bay, Tsim Sha Tsui, Sheung Shui and Tuen Mun. The Company further expanded its retail distributions by opening exclusive shops in Macau and China.





#### 品牌歷史及發展概況

創辦人鄧鉅明博士當年雄心壯志,期望有較佳的生活質素,機緣巧合下於1981年租用漢口道一個櫃位,開始他的個人事業並正式開展太子的里程碑,憑著鄧博士領導,時至今日,太子已成為佔據市場前列位置的鐘錶零售集團。大半生與鐘錶時間結緣的鄧博士,抱著「沒有最好,只有更好」的心態,白手興家,成就出香港傳奇故事。

#### 挑戰及致勝之道

由發展至今,太子珠寶鐘錶亦經歷不同的挑戰。 1997年的金融海嘯及2003年的SARS對零售的打擊相當 大,但卻沒有影響鄧博士的信念,他指出「沒有常勝的 將軍,偶然下雨才能更感受到陽光的可貴」。抱著輕鬆 的心態讓他更掌握有危就有機的道理,把握此空檔,太 子珠寶鐘錶成功以吸引的價錢開設分店並作大規模的 擴張,成為經濟低迷的大贏家。

鄧博士很多時也親力親為,他指出,要取得國際品牌的代理,絕非易事。太子由一間小舗做起,沒有龐大資本和背景支持,要取得鐘錶品牌的信任及代理權,費盡心思。「一定不要怕蝕底,實事求是,和諧地與品牌配合,建立信心及關係後才進一步溝通,提出意見」,這就是鄧博士的理念。

鄧博士認為"員工"為公司的財產,注重團隊精神。明白每個人也希望改善生活質素,故不時會換轉角色,以員工的角度看,明白他們所需,成功取得他們的共鳴。他向我們分享道,5個於30年前一同起步奮門的同事到現在已是公司的資深員工,其中曾離開3次的同事現亦繼續效力公司,為客戶服務。

#### 未來發展方向

相對國內,鄧博士對香港市場較為樂觀,認為香港 是天之驕子,地理上佔盡優勢,加上沒有銷售稅,國內 600多個城市也會來港消費,中長線來說市場仍是樂觀 的,故或會在港作進一步的擴充,但他仍然堅持按部就 班的發展。

除鐘錶外,太子亦作多元化發展。太子珠寶鐘錶 於2011年7月全面收購Just Gold鎮金店,以Fashion態度 推廣足金,為業務上的新嘗試。後期與立奧雄獅鑽石 公司合作推出Peonia Diamond彼愛麗鑽石,採用獨家 的牡丹花88瓣切割法。對於太子來說珠寶是新生兒, 「我們會一步步來,同時全面採用網上銷售的渠道, 希望品牌會在市場上突圍而出」。鄧博士向我們分享 道。



海洋中心店 Ocean Centre Shop

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鎮金店婚嫁手賃 Just Gold Wedding Rangle



類面占代言人問題與小姐 Niki Chow, Just Gold Spokesperson

#### Brand History and Development

Dr. Jimmy Tang, Chairman & CEO of the Company, aspire to a better life since he was young. In 1984, by serendipity, Dr. Tang rented a counter in Hankow Road to start his own business. It heralded the official start of Prince Jewellery & Watch Company. Under the lead of Dr. Tang, Prince is now one of the largest watch retailers in Hong Kong. Holding on to his personal philosophy, "Till good is better, But better best", Dr. Tang devoted himself to watch half of his life. His success is by no means fortuitous, his hard work makes him successful.

#### Challenges & Hints

Same as other companies, Prince encountered different problems in its development. The financial turmoil in 1997 and the SARS in 2003 pummeled the retail industry. Nevertheless, Dr. Tang was still optimistic. "One cannot always be the champion, we can further experience the sound of sunshine after raining", said

Dr. Tang. His optimistic mind helps him to create opportunities from crisis. Grabbing the chances, Prince expanded its operation with attractive investments.

It is not an easy task to get the trusts of the international brands. Started from a small shop, without huge capital support, Dr. Tang spent a great effort to get the distribution rights. "Do not be afraid of what you are about to suffer, work harmoniously with the brands, then you will succeed", said Dr. Tang.

Dr. Tang believes employees are company asset. Understanding everyone craves a good quality of life, Dr. Tang always acts in their roles and tries to understand and fulfill their needs. In Prince, Employees' loyalty is impressive, 5 of the experienced employees were pioneers in the Company since its establishment. One of them had left the Company 3 times but now is still one of the loyal employees supporting the Company.

#### Future Plan

Comparing to China, Dr. Tang holds a more optimistic view on the Hong Kong market. Situated in a strategic location and with favorable tax policy, customers from 600 cities in China are eager to shop in Hong Kong. Seeing this advantage, Prince will further expand its development in Hong Kong systematically.

Prince is diversifying its product ranges. The acquisition of Just Gold in 2011 was a bold attempt. The innovative approach to market 24K pure gold surprises the market. The recent cooperations with Leo Schachter Diamonds to launch the newly cut Peonia Diamond further strengthens the role of the company in the jewellery industry. Jewellery is a new born baby for Prince, "We are taking care of the baby carefully and attentively, online platform will further be utilized for sales and promotion", shared Dr. Tang.

不要太計較付出,有能力付出的,肯出錢的將得到最大的 回報。做人最重要開心,凡事不要太耿耿於懷,享受陽光 下的驟雨,樂觀地工作並享受人生。 Do not haggle over minor things, those who are willing to give will be rewarded. Live happily and be optimistic.





Established in 1974, Sunflower is a famed travel agent in Hong Kong. In the past 40 years, taking the "client orientated approach", the Group successfully developed concrete base in Hong Kong and enjoys the greatest popularity among customers. The self owned headquarter and 8 branches in different districts in Hong Kong provide a wide array of services including ticketing, hotel booking and different tours.







#### 品牌歷史及發展概況

作為公司掌舵者,建立一個獲客戶認同的服務品牌,絕非易事。新華旅遊創辦人,董事總經理楊章桂芝女士半生奮鬥,憑著香港精神白手興家,成立之初,由3個人的努力,小本經營,凡事親力親為,至今超過300多人的攜手合作,成為今天贏盡口碑的旅行社,提供全方位的旅行及票務服務。

#### 挑戰及致勝之道

若沒有挫折及困難,便沒有今天的成功。

旅遊業競爭不小,要讓顧客感受到物超所值,楊女士有一套的策略。當其他旅行社作大規模的宣傳,新華卻將資源投放在行程裏,楊女士深明羊毛出自羊身上,策略性地推行一系列的抵玩團,標榜「平、靚、正」的行程,採取薄利多銷的方式,成功吸引顧客。另方面新華悉心策劃特別的行程,推出多個劇先河的旅行團,包括巴爾幹群島、芬蘭玻璃屋、青藏鐵路、滿州里以及北海道道東的破冰船,後期其他旅行社提供的行程相若,可見新華的劇新意念。

客戶是旅遊業的根本,楊女士堅持親自處理每位顧客的投訴,提出及時合理的解決辦法,多年來,贏得不少讚譽。「口碑對我們這個行業來說十分重要,我們主要靠熟客的支持,以「抵玩」及顧客的口碑來吸納新客源。」楊女士說。

#### 未來發展方向

楊女士認為香港雖然地方小人口小,但因香港人均 收入高,顧客很方便地便可出門,旅遊業仍有大大的發展空間。故會更貼心為每一個顧客度身訂做行程,擴大 包團的服務,令顧客盡興而歸。另亦會全面利用網上平 台及電話購票形式,使客戶足不出門便可以訂購公司優 質的服務。

公司服務精益求精,用象徵活力朝氣顏色鮮艷的向日葵為 標誌,對公司發展充滿信心,同時亦希望為團友帶來向日 葵一樣燦爛歡欣的旅遊體驗。只要肯做肯捱,定能成功, 楊女士向我們分享道。

#### Brand History and Development

Spending half of her life, Cindy is endeavored to develop the brand acceptance in the keen market. From 3 people hardwork since its debut to over 300 members hand in hand cooperation today, Sunflower is acclaimed as one of the leading companies, offering comprehensive traveling and ticketing services.

#### Challenges & Hints

Success always starts with failure and difficulties.

Cindy is skillful at turning challenges into opportunities. While the fraternities were investing heavily in promotion, Sunflower put all the resources for the maximum value of the tour. Cindy launched a series of value for money tour. The "small profit but rapid turnover" approach appeals to all travel lovers. As a pioneer, special tailor made itinerary is designed, lots of similar tour can be found in the market in the later stage which reaffirms the Company leading status.

It is always an arduous task of hiring and retaining good employees in the travel industry. Cindy is generous to provide the best to retain the talent.

Education fund for employees' is set up to ease the their worries. Besides, all the tour guides were interviewed by Cindy to ensure the quality. In 2003, the travel industry was hardly affected by the SARS, the Company offered allowances to all employees who were forced to retain job without pay. With Cindy's self involvement and care, a group of professional team members are capable of solving all

the unexpected problems easily at their wits which gain customers' confidence.

Understanding that customer is an important asset, Cindy handles all the customers' complaint. Her sincere involvement is the brand equity. "Word-of-mouth recommendations are important for us to generate new customers", said Cindy.

#### Future Plan

新華旅遊 [海外結婚]

Though Hong Kong is small, we see great prospect of development with high GDP and its strategic and convenient location. For customers' utmost enjoyment, more tailor made tours will be designed. The online platform and hotline system will be further utilized, ensuring the customers can enjoy our services everywhere, anytime.

"The colorful sunflower logo represents happiness, we wish all the tour members enjoy every trip designed by us. Hardwork ensures success", Cindy ended.





# th Anniversary

#### 新華旅遊邁進璀璨4〇年

新華旅遊始創於1974年,憑著進取熱誠的幹勁與待客 以誠的宗旨,在旅遊業界建立深厚根基,成為香港家傳 戶曉的經典品牌旅行社。

我們以敏鋭觸覺及專業服務,創辦多元化的旅行團,嚴選 品牌酒店及度假村,旅程別樹一格,優質與抵玩並重, 質素有口皆碑。近年積極開拓小型組團「知己遊」系列, 為您度身訂造行程、食宿等。 海外婚禮部貼心的一站式 服務創業界先河,新人們在籌備海外婚禮更輕鬆放心。 我們以活力朝氣的向日葵為標誌,以無比信心邁向另一 新高峰,邁進更璀璨的未來。















報名熱線

獨立組團

2722 2888 3722 1622 www.sunflower.com.hk



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#### 鴻星海鮮酒家(石頭魚專門店) SUPER STAR SEAFOOD RESTAURANT

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(湖州湖)

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調魚涌店 2628 0266 KimCH22全餘

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尖沙咀店 2628 0662



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周縣工作室

尖沙咀店 2628 0616





**江島** 星集團始於1989年創立的鴻星海 鮮酒家,多年來以高質素而富創意 的中菜而馳名,更有「石頭魚專門店」及 「黃油蟹專家」之美名。

除了廣東菜以外,鴻星集團致力搜羅各地 美食,開設了不同菜系的餐廳,包括上海 菜、韓國菜、日本菜等,迎合不同食客的 需要。

鴻星集團以成為百年企業為目標;「百年 企業,靠文化傳承」,因此集團十分重視 企業文化傳承和人才培訓,於2007年成立 「鴻星大學」,培養管理人才並藉以提升 中式餐飲在社會的地位。

Super Star Group was originated from the first Super Star Seafood Restaurant founded in 1989. Over the years, Super Star Group has been known for Cantonese cuisine with high quality and creativity, while the restaurant is also regarded as the specialist in stonefish and royal crab.

Apart from Cantonese cuisine, Super Star Group is dedicated to brining in gourmet food from all over the world. In recent years, the Group has opened new restaurants featuring Shanghainese, Korean and Japanese cuisine, catering the needs from different customers.

With the vision to build a catering empire that lives past a century, the Group has adopted 6 core values and focuses on building a solid corporate culture. In 2007, "Super Star University", which is their internal training academy for supervisors or above, was founded. The academy serves as an effective agency to pass along Super Star's corporate culture through practical training, and helps enhancing the overall image of Chinese catering services.

#### 品牌歷史及發展概況

由一家小酒家發展到今時今日的飲食王國,鴻星 都是一個充滿情的品牌,甚至在營運企業化以後,「以 人為本」和「給予」的精神亦成為了集團的基礎。

第一家鴻星海鮮酒家位於尖沙咀,以石頭魚作 為招牌菜。適逢當年開始多日本遊客來港旅遊,不少 人更慕名到鴻星吃飯,鴻星的名字因此廣傳到海外。 在2000年,鴻星選擇了日本作為拓展海外市場的第一 站。

此外,鴻星集團大力鼓勵廚師參加海外廚藝比 賽及到外地交流,藉此汲取各地美食的精髓,發揮 「創與學」的精神。於2003年起,鴻星集團致力發展 Dining Club,開設不同菜系的餐廳;更於2011年開設 EASY123廚藝工作室,由集團的專業大廚親自教授,推 廣"Eatertainment",將餐飲和消閒娛樂結合,同時提高 客人和品牌之間的互動。

早於2000年,鴻星開始將節令食品製作成為方便 客人帶回家的零售包裝,後來更想到把本地人愛吃的 楊枝甘露入樽於展銷會出售。由於零售食品是一個很 好的媒介將品牌帶到世界各地,集團的零售品牌「鴻 星食品」應運而生。鴻星食品以優質及香港製造為保 證,已打入內地和加拿大市場。

#### 挑戰及致勝之道

對餐飲業來說,「三高一低」(即商舗租金高、人力 成本高、食材成本高和顯客消費力降低)對營商環境 帶來櫃大的挑戰。面對如此境況,鴻星集團採取了務 實而積極的態度化危為機。

email: cs@superstargroup.com.hk tel: 2628 0108 www.su

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在控制租金成本方面,鴻星會謹慎選址,遇上租金合 理和租約年期長的地方才會考慮開設新分店。與此同時, 鴻星迎合市場的喜好和變化,發展迎合不同客戶類別的 食店,擴闊客源。

對於人力成本高這個趨勢,鴻星認為留才最重要。因此集團透過創立「鴻星大學」培訓管理人員、邀請員工家屬參與親子旅遊、鼓勵同事組隊擔任義工等等,建立員工的歸屬威。

至於在由食材成本高及顧客消費力下降方面,鴻星 選擇盡量維持合理價格,即使定價追不上成本升幅,亦保 持顧客可接受水平。另一方面,鴻星不斷發掘新食材,同 時以集團式經營去提高議價能力,藉以控制成本。

#### 未來發展方向

乘承集團一貫「人無我有,人有我優,人優我嬰」的經 營理念,鴻星將會創造更多富話題性的美食,及開設主題 餐廳。在市場對精品中菜的需求下,鴻星將會發展高級廣 東菜品牌及高級淮揚菜;此外,集團亦會發展針對個別市 場的餐廳,如以精品點心為主打的連鎖店及婚宴服務場 地等。

踏入25周年,鴻星將會為既有品牌塑造新型象,務求 為食客時刻帶來新鮮威,創造新一般飲食風潮。

#### Brand History and Development

Since the first appearance of Super Star in Hong Kong, the brand has been associated with the gratefulness and giving qualities in the Chinese culture. With the growth of the Group and the introduction of corporate management, "be giving" and "client-oriented" have remained the core values of the Group.

The first Super Star Seafood Restaurant was located in Tsim Sha Tsui, with stonefish as the signature dish. During that time, more and more Japanese tourists visited Hong Kong and some of them came especially for Super Star. Eventually, the name of this Hong Kong restaurant was spread in overseas. In 2000, Japan became the first point of overseas expansion for Super Star Group.

On the other hand, the Group supports their chefs to participate in international competitions and encourages overseas exchange, so as to discover new dishes and absorb new techniques. Since 2003, Super Star Group has been keen on developing "Dining Club" and open restaurants featuring different cuisine. Aiming at promoting "Eatertainment", EASY123 Dining & Cooking Studio, was launched in 2011. In EASY123, customers would be able to learn from the professional chef team and get to know the secrets of some of the Super Star's signature dishes.

Super Star has also set foot on the retail business. As early as year 2000, customers could buy their favorite festive food from Super Star in retail packaging. To take one step further, the Group thought of bottling one of the local popular desserts, sago in coconut milk with mango and grapefruit, and received positive feedback in exhibitions. Super Star Group believes that putting their food in the retail market can further enhance the image of the brand. Nowadays, they operate a self-owned factory in Hong Kong, producing reliable and fresh food.

#### Challenges and Secrets for Success

To the catering industry, there are mainly four challenges: high rent, high cost for human resources, high cost in ingredients and decreasing buying power of customers. Super Star Group has managed to turn these threats into opportunities.

To cope with the increase in rent, Super Star would rather take a more conservative approach towards expansion. Opening a new restaurant would only be selections of branch locations when the management found a suitable location with reasonable rent and long lease. On the other hand, diversifying the business can also help attracting new customers.

On human resources management, Super Star Group invests in their staff by offering comprehensive training and reasonable salary. They have also been trying to cultivate a sense of belonging among staff by involving staff's family in company trips and encouraging staff to participate in social services together.

While the increase in cost of ingredients is inevitable, the Group tries her best to maintain a reasonable price to retain customers. The Group has also been looking for new options to replace expensive ingredients; on the other hand, buying in bulk gives the Group bargaining power in purchasing.

#### Future Plan

With the spirit of "be the pioneer; be the enhancer; be the innovator", it is anticipated that Super Star Group is going to surprise us with more creative dishes and theme restaurants. With the high demand for Chinese fine dining, Super Star Group will be developing a premier brand for Cantonese cuisine and delicate Huaiyang cuisine. Moreover, the Group is going to open restaurants with particular themes, such as dim sum chained restaurants and wedding banquet house, etc.

Entering the 25th year, Super Star Group is going to create a new brand image, so as to stay young and fresh to consumers.

保持正念、奮進不懈、貫徹「給予」精神、虚心和護卑。 Stay positive; be persistent; have a giving heart, be humble.





"**上**我"實現工程 (Hi-me) 的一個重要 理念是"自我實現",重點非以夢 想實現人生,而是以生命實現夢想。透 過互動體驗式的"劇變"課程,一項潛能 開發之基礎建設鍛鍊,提供多向度多層 次及三向式人才資本培訓,激發新世代 企業及個人自我醒覺及責任感,開發潛 能,實現企業及個人的理想。

With the motto of 'Self-actualization', the Hime Transformation highlights the realization of one's dreams through real-life practices instead of living one's life with unrealistic dreams.

"Core Transformation" is a comprehensive program focuses on self-potential exploration & development. It offers multi level and threedimensional training especially of the human capital management and development, self awareness and responsibility to attain the goal.







#### 品牌歷史及發展概況

創辦人黃經國博士融合其多年來的著作心得,創辦了"劇變"培訓項目,迄今已走過二十個年頭,在香港和海外舉辦了數百次課程及演講,參與學員以萬計,包括各界商業人士及政府官員,當中有70多歲的參加者。近年來,更是積極擴展網上的"喂我"實現工程,務求學員透過互聯網,在家即可接受培訓。

黃博士向我們分享道,自身的家庭背景,工作體驗 及生活環境激發他創辦此課程。由創辦之初到現在,得 到各界的共鳴。黃博士作為成功人士的典範,除策劃課 程外,並親身參與每個課程,再加其他肯定的伙伴,使 課程更得到認同。

#### 關於"劇變"

正所謂人生如戲劇,個人扮演的角色影響人生, 要實現個人或企業理想,需要改變自己。"劇變"揉合西 方文化及東方哲學,將四十年的人才資本鍛煉濃縮於4 日之內完成,令參與者建立自我實現平台,幫助他們重 估人格的獨特性,改善人格的策略性,體驗人才資本增 值過程="劇變"項目,每月舉行一次,已經進行了130多 屆,並得到香港持續進修基金認可。

#### 挑戰及致勝之道

課程的成功成為不少機構的抄襲對象,抄襲者卻未 能掌握課程的精髓,誤導了參加者,課程甚至變成危險 品,令原課程直接受到影響。唯黃博士的堅毅,更加成 就原有課程的成功。課程以質素取勝,所有導師都經過 嚴格揀選,具有專業資格。培訓課程亦由其專業團隊根 據實際情況及經驗進行設計,誠信質量成為品牌的保 證,履行社會責任。

#### 未來發展方向

黃博士及其團隊將致力於將"喂我"實現工程推廣至中國大陸地區以至全球華人社會,以輕鬆的手法,傳 遞深層次的人力資本培訓知識技巧。同時,大力推廣網 上工作坊,以幫助更多企業建立健康的企業文化和商業 模式。





#### Brand History and Development

Founder of the Hi-me Transformation Ltd., Dr. Wong King Kwok, associates his experience and work to create the program. Over the 20 years, the program is beholden to thousands of participators including the important governmental officers and international business conglomerates. By fully utilizing the online platform, trainings can be carried out everywhere.

"My personal experience and family environment stimulates me to develop the program which I appreciate the support and resonance from different sectors of community". Dr. Wong shared with us. As an achiever, Dr. Wong shows intensive devotion to the program through his active participation in both course designs and on site training in every class.

#### About the Program

Life is like a drama, changes are important to maximize your role for success. The programs mingle western culture with oriental philosophy. All the essences of the 40 year's work are presented in a 4-day program through interactive practices. The ultimate goal is to assist participators to achieve self-actualization, to revalue one's personalities and to access to human capital metrics. The monthly program is recognized by Hong Kong CEF.

#### Challenges & Hints

The success of the program attracts plagiarists. Dangerously, their perfunctory work ruins the reputations of the original program. Taking up his social responsibility, Dr. Wong adheres to quality. The professional attitude of the qualified trainers and their perseverance successfully make the program distinguishable from the plagiarists.

#### Future Plan

The program will be available in the mainland China. To fit the culture, entertaining approach will be applied for the positive business culture and model.

黃博士再次勉勵各有志之士,不要以 夢想實現人生,而是以生命實現夢想。成 敗不是單靠學位,要找出真正的我,貢獻社 會,贏盡生命。 'Always realize your dreams through real-life practices instead of living your life with unrealistic dreams', said Dr. Wong, "Success is not about your educational level, it is about how you Access Yourself, remember your social responsibility for a fruitful life", Dr. Wong ended.



### 「劇變」體驗式鍛鍊經過:

20年驗證超過139班次,超過6000人

的全面數據評估,總體滿意評分超過98%

鍛鍊為期四天及包兩晚住宿,

總培訓鍛鍊不少於42小時,費用HK\$9,800

成功申請「持續進修基金」可獲資助高達80%費用實際只需(HK\$1,960)。

#### 「劇變」鍛鍊有何好處?

- 如何體驗變革的心智模式與動機思考模式的區別
- 如何發揮創意思維的能力及實踐變革的心智模式
- 如何運用靈活表達魅力,掌握瞬間改變的執行力
- ·如何展現領袖特質,如何表現影響力
- ·如何善用整合力量,創造團隊向心力





# 劇變100變革之舞1000人參與舊生超過100人



## ON STAGE Creating Award-Winning Events Since 1988





"Best Home-Grown Event 2013" Asia Marketing Events Awards, Singapore



"Best Event for Corporation 2011 & 2013" The Special Events Gala Awards, Los Angeles US



"HK's Event Agency of the Year 2012" by Marketing Magazine, HK



"Best Corporate Event 2011" Global ISES Esprit Awards®, Chicago US





www.onstage.com.hk





★ 舞臺成立於1988年,在最初幾年由舞台表演編排的角色,發展成今時今日,由製作、設計、策略管理一手包辦的企業活動統籌公司,並且在國際大賽中屢獲殊榮。在2011年,大舞臺成為世界首間獲得美國ESPRIT AWARDS「□球最佳企業活動大獎」的華人機構。

大舞臺現時主要的業務來自製作大機構的 內部企業活動,客戶主要來自保險金融業、直 銷業和其他跨國企業,以保險業為例,八成保 險公司的週年頒獎典禮及晚宴均是大舞臺的出 品,每年製作多達百多個企業活動。

Founded in 1988, On Stage is one of the most long-standing and well-established event management companies in Hong Kong. On Stage was originally set up to serve as an agency for stage performance, after two decades, her name is known to the world as a professional corporate event management team – in 2011, On Stage became the first Chinese team to win the world title of "Best Corporate Event" in the renowned ESPRIT AWARDS in US.

Nowadays, On Stage focuses on corporate events, with clients from Insurance, Finance, Direct Sales and other international corporations; for instance, she is enjoying a market share of 80% (by headcount) in the Insurance sector. Every year, On Stage produces over 100 corporate events.

#### 品牌歷史及發展概況

企業活動統籌是一個需要與時並進的行業,一旦缺乏創意和活力,就會被淘汰。在大舞臺的創辦人朱仲賢博士(Billy)身上散發着的活力和親和力,正正就是在這個行業立足的必要素質。

在創立大舞臺的時候,Billy正在唸大學一年級。醉心 舞台表演的他,認識了一班同樣熱愛演出的朋友,他於是 看準了這個機會,成立公司去接洽表演;而大舞臺能夠 轉型成為全面的活動統籌公司,及後發展為一個在企業 之間家喻戶曉的品牌,緣於1993年的一個機遇。

在1993年,世界黃金協會邀請大舞臺製作香港及上海的大型活動。這次機會不但證明了大舞臺的團隊有能力從構思到執行,完滿地製作一個大型活動,更令Billy看到製作企業活動的商機,想到如果能找到公司人數更多的客戶,節目的預算就會更多,發揮創意的可能性就更大。自此之後,大舞臺主力與保險公司、銀行、直銷公司等員工數量大的公司合作,製作高質素的企業節目,如週年晚宴、營銷大會等。

#### 挑戰及致勝之道

2003年沙士爆發,大舞臺遇上前所未有的挑戰。沙士其間。人心惶惶,最怕就是到有人的地方,遑論参加人多擁擠的大型節目,大舞臺的生意也因此受挫。在疫潮過後,由於經濟環境不理想,大企業都無心籌備娛樂節目,於是Billy想到在節目裡加入激勵元素,以VMV(vision-mission-value,即願景、使命、價值)為本。配合客戶的商業理念製作企業活動,從而提升企業內部士氣。

今日的大舞臺擁有清晰的市場定位,為大企業製作 激勵性和娛樂性兼備的活動,而且不少客戶來自相同行 業,甚至轉介同業用大舞臺的服務。能夠得到同一個客 戶群的信任,Billy認為該信最重要:不但要平等對待和尊 重客戶,而且要認清不同客戶的商業目標和擁有不斷創 新的精神。

#### 未來發展方向

企業活動統籌是一個以人為本的行業;有合適的 人,自然就可以解決客戶的需要。無論是提升香港和澳 門的業務,還是開發中國內地市場,Billy認為組織一個可 靠的團隊最為重要。企業活動統籌這個行業求才若渴, 而留才也是另一個挑戰。在這個創意行業,管理層以外 的員工平均年齡不過三十,要培育他們成為專才,除了有 良好的工作前景,還要帶給他們工作意義,所以Billy也安 排不少內部的激勵活動給自己的團隊。

此外,有見於現時活動管理並未納入為港、澳大學教育裡的主修課程,Billy近年致力研究活動與員工激勵的關係,成為在這領域的首位華人博士。他將所學於大學教授新一代,令有志投身此行業的年青人得到更優質的培訓,為行業提供更多專業人才。





#### Brand History and Development

Event management is a very dynamic and demanding industry. To succeed in the world of event management, you need to have passion and endless creativity - Dr. Billy Chu, the founder of On Stage, has utilized these qualities of his to fullness and made On Stage a household name in the industry.

Billy founded On Stage when he was a freshman in university. As a part-time stage and dance choreographer himself, he had made some friends from work and built a network in the show business. With these valuable resources, Billy decided to leave school and start a company to line up artists and various events.

In 1993, an opportunity knocked on the door of On Stage and it led On Stage to a new direction. The team took a job to produce an event in Hong Kong and Shanghai for World Gold Council; from design to execution, for the very first time, the team has proven themselves to be capable of handling an event with an audience of a few thousand people. Nonetheless, this little victory had brought Billy to see the potential in corporate events – the larger the audience, the more rooms for creativity. Since then, On Stage is dedicated to produce corporate events for companies with large sales force, such as insurance companies, banks and direct sales companies.

#### Challenges & Hints

During the SARS outburst in 2003, On Stage has faced an unprecedented setback. Everyone was scared to leave home, let alone attending an event. Worse still,

even after the outburst, larger corporations were not keen on offering entertainment to the staff owing to the poor economy. While everyone was focusing on the negative, Billy saw opportunities. He introduced motivational elements (VMV, i.e. vision – mission – values), as well as business values of the client, to corporate events. Not only did On Stage win the clients' heart, it has developed On Stage to a unique market position.

Nowadays, On Stage positions herself to produce corporate events with both motivational and entertainment values. One might be surprised to learn that many of their clients are indeed competitors and the team obtains businesses mainly from returning clients and referrals. Billy suggests that the key to success is keeping to good faith – By good faith, it means be fair to everyone, identify client's corporate values and keep the creativity alive.

#### Future Plan

Event management is people-oriented, therefore, grooming the right people is utmost important. According to Billy, there is a huge demand for talents in the industry and it is a real challenge to cultivate people's commitment to event management. To nurture a reliable team, Billy needs to bring his team to see the values that their work could bring to the society, and continuously motivates them by organizing internal events. On the other hand, Billy has become the first Chinese to receive his doctorate in the field of event management and motivation. He is enthusiastic about lecturing in university, as he believes that there will be more youngsters to join the industry if they could receive a more comprehensive education in event management.

要成功必須熱愛工作·以心待人·實現你對客 To succeed you must love what you do – be kind and honest, always actualize 戶的承諾·不斷追求最新知識·與時並進· your promises, stay thirsty and curious and keep abreast of the world.

香港品牌總商會



FEDERATION OF HONG KONG BRANDS

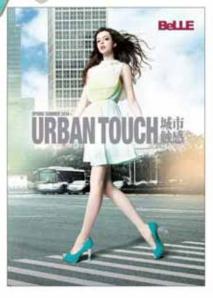




1992年3月8日深圳百麗鞋業有限公司正式投產,第一雙百麗品牌女裝皮鞋誕生,被百麗人定為百麗集團的誕生日。憑著優質的產品及專業的服務及實數人第22個年頭。百麗縣業務由兩大部分構成,分別為鞋□業務及運動服飾業務。抱著「以人為本,以質為先」的經營理念,集團成功建立、收購及代理不同品牌,當中包括自品牌及代理品牌。自有品牌及代理品牌。自有品牌及展開、包括產品研發、採購、生產製造、分銷及零售;代理品牌以品牌代理和經銷代理的方式經營。

On March 8, 1992, the first pair of lady leather shoes was made by the factory and it marked the birth of Belle International. In the past 22 years, by offering high quality products and professional services, Belle International is now a leading retail company listed on the stock market. Bearing the concept of "Human oriented, Quality prioritized", the Group now possesses both company-own brands and distribution brands, with two main segments – the footwear business and the sportswear business. For company-owned brands, the Group mainly adopts a vertically integrated business model which covers product research and development, procurement, manufacturing, distribution and retailing. For distribution brands, the Group operates the business in two different models, brand licensing and retail distribution.







#### 品牌歷史及發展概況

BeLLE

百麗國際控股有限公司的股票於2007年5月在香港聯 合交易所有限公司(港交所)的主板上市,並於2010年9月 成為恆生指數成份股。百麗國際主要從事製造、分銷及零 售鞋類及鞋類產品,以及銷售運動服飾產品。集團在中國 擁有多間自設廠房每年生產額超過3,700萬對鞋。根據中 國行業企業信息發佈中心 (CIIIC) 編製的統計數字·2013 年按零售額計國內女裝皮鞋市場排名前10名中有6個品牌 屬於百麗國際,分別是:百麗(第一)、天美意(第二)、 他她(第三)、思加圖(第四)、百思圖(第五)、森達(第 九)。男裝皮鞋排名中,森達居第一位。

截至2014年2月28日,集團在中國大陸擁有19,177間自 營零售網點,在港澳地區擁有156間自營零售網點,員工 超過12萬,為不同檔次的消費者提供優質的產品及服務。 於2014年5月26日,公佈市值港幣695億元。

#### 挑戰及致勝之道

隨著市場的發展及經營環境的轉變,集團遇到不同的挑 載,包括成本上漲及保留人才的問題。集團主席及創辦人鄧耀 先生抱著「以人為本」的經營宗旨,成就集團今天的規模。集團 港澳區副總經理鄧明慧女士指出、公司一直秉持此宗旨、同時重 視員工的福利和培訓·樂於與員工分享成果·以增加他們的歸 屬歐。「百麗人就如一家人」鄧女士向我們分享說。

關懷員工外,企業社會責任是百麗國際企業文化和核心 價值的重要元素。集團不但贊助及舉辦各項慈善項目,更精 極鼓勵員工參與,身體力行回饋社會。2012年,百麗國際特別 增設CSR部門·系統地制定相關計劃與工作·以實現企業社 會責任(Corporate Social Responsibilities)及企業員工關係 (Corporate Staff Relations)兩大核心理念。

#### 未來發展方向

集團致力於不同層面上的業務發展。產品更趨多元 化外,更會與日本時裝品牌Baroque合作,提供更多選擇 給消費者。銷售方面·百麗國際將與時並進·全面擴

充網購平臺,推進主要品牌的線上延伸,實現鞋 類品牌的全渠道覆蓋:同時建立MAP購物中心· 將所屬品牌並排展示,向顧客提供一站式消費 體驗。管理方面,集團正不斷提升企業內部管 理,以優化服務質素及提高競爭力。

Belle 百麗國際 自有品牌

International Company-own brands

BeLLE STACCATO

Tata teen in

1018 PCACE MIRABELL MILIE'S SENDA

BASTO JipiJapa :15mins

www.belleintl.com

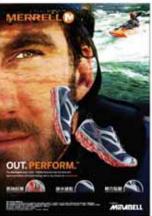
#### Brand History and Development

The shares of Belle International Holdings Limited ("BIHL") are listed on the Main Board of The Stock Exchange of Hong Kong Limited ("HKEx") since May 2007 and became a constituent stock of the Hang Seng Index in Sept 2010. BIHL is principally engaged in the manufacturing, distribution and retailing of shoes and footwear products, and also sales of sportswear products. BIHL has number of production plants in the PRC with annual production capacity over 37 million pairs of shoes. According to the statistic from China International ICT Innovation Cluster (CIIIC) in 2013, 6 of the top 10 ladies' leather footwear brands (by retail sales) belonged to BIHL, they are: Belle (1st), Teenmix (2nd), Tata (3rd), Staccato (4th), Basto (5th), Senda (9th). Senda was ranked 1st among men's leather footwear brands.









As at 28 February 2014, the Group owned 19,177 selfmanaged retail stores in Mainland China and 156 retails outlets in HK and Macau, with over 120,000 employees provide excellent services to different consumer groups. Market cap reached HKD69.5 billion as of 26 May 2014.

#### Challenges & Hints

With rapid changes in market and business environment, the Group faces arduous challenges, such as increasing costs and talents retention. Mr. Tang Yiu, Chairman and the founder of the Group, holds the motto of "Human Oriented", his ambition leads the Group to a great success. Ms. Mandy Tang, Deputy General Manager of Belle International in HK & Macau Region stated that, such philosophy stands until now. "We are pleased to share our achievement with all the employees, At Belle International, we are one family", shared Tang.

Apart from employee relations, corporate social responsibility is an important element of Belle International's corporate culture and core values. Not only sponsored and organized various charity projects, the Group also encouraged employees to play their part and contribute the community. In 2012, CSR Department was established, aimed to develop relevant programmes systematically and achieve the core concepts, namely, Corporate Social Responsibilities and Corporate Staff Relations.

#### Future Plan

As a progressive corporation, Belle International is dedicated to development. Product ranges are further diversified with the Group's bold attempt to cooperate with Japanese reputed fashion brands – Baroque. This initiative provides a more comprehensive choice for fashion savvy, from footwear to apparel. To keep abreast of the market, the Group is fully utilizing the online platform. It continues to push the extension of major brands online and achieve omni-channel. Besides, for the convenience of consumers, the multi-brand store format " MOP MALLE " was launched in order to provide a one-

stop footwear destination for consumers ultimately. The Group also spares no effort in strengthening the management teams to provide services more responsive to changes in the marketplace.



「我們會繼續致力追求卓越,同時,將 企業社會責任融入業務運作當中,違至改 善同事及其家庭,以至整個社會的生活質 素。希望大家喜歡我們的品牌,就如我們一 樣」鄧女士道。 "We will continue to seek for excellence. Meanwhile, by incorporating CSR in our daily business operation, we strive to improve the standard of living of not only our employees and their families, but also our community as a whole. We wish everyone love our brands as much as we do," concluded Tang.

## FI-KB



黄 紹 基 Wong Siu-Kee, Kent 周大福珠寶集團董事總經理 Managing Director Chow Tai Fook Jewellery Group

走 大福珠寶集團於2011年在香港聯合交易 所主板上市,成為□球市值最大的上市 珠寶公司。周大福始創於1929年,憑藉85年累 積的豐富經驗、建立的商譽及贏得的顧客信心, 積雙線發展,多元化的產品,涵蓋不同品級 珠寶力和年齡層的顧客群體。在歷史悠久, 根基穩固的基礎上,憑藉核心能力及競爭優勢, 再加上不斷創新、追求卓越、與時並進的精神, 成為行業內及市場上的領先珠寶商。

Listed on the Main Board of The Stock Exchange of Hong Kong in 2011, Chow Tai Fook has become the world's largest listed pure-play jeweller by market capitalisation. With 85 years of experience since its inception in 1929, it has drawn upon its strong reputation and customers' trust to successfully develop product offerings for both the mass luxury and high-end luxury jewellery markets. Today, Chow Tai Fook's diversified products cater to customers with a variety of tastes, purchasing powers and age groups. Leveraging on the Group's long-standing history and solid foundation, together with its core competence and competitive advantages, as well as continuous pursuit of innovation and excellence, and ability to keep abreast of times, Chow Tai Fook has established itself as a pioneer in the jewellery industry.

#### 品牌歷史及發展概況

周大福於廣州創立,於1930年代在港澳開設零售點,至1998年憑藉數十年穩固的根基及豐富的經驗,集團早燭先機在北京開設中國內地首家周大福珠寶金行,並於2000年起開拓中國內地三、四線城市的市場,為往後集團的強勁發展奠下鞏固基礎。至今,周大福於大中華區、新加坡與馬來西亞的零售點共逾2,000個,遍佈470多個城市,近年更成功拓展電子商貿的業務。

集團一直重視產品和服務質素,早於1956年,集團已推出999.9黃金首飾,打造黃金首飾成色最高標準,並於1984年獲香港政府定為香港黃金首飾成色標準。集團亦於1990年首創珠寶首飾「一口價」政策,免除香港早年此行業產品訂價混亂而引致的議價風氣,贏得貨真價實的口碑和消費者的信心,「周大福」自此成為正貨的象徵及信心的保證。

#### 挑戰及致勝之道

作為市場領先者,集團憑藉核心能力和競爭力, 建立了穩固的基礎。在市場暢旺的時候,集團能夠 充份把握時機提高回報;即使面對市況波動、經濟 逆轉,也有能力抵禦逆境,將「挑戰」化為「機遇」。

例如2003年沙士爆發,全港所有行業都受到影響,期間集團史無前例地發得虧損,但與其他公司不同,集團沒有縮減營運規模,反而繼續執行發展計劃。沙士過發,市場復蘇強勁,集團在半年內已全數追回生意額;於2009年金融海嘯亦如是,首半年先跌,後半年趕上,所以集團沒有因沙士或經濟週期而裁員。去年的搶金潮令黃金產品供應緊張,周大褔擁有足夠的黃金儲備,加上龐大的生產力,能夠即時回應市場需求的增加而安排加班生產,盡量滿足顧客需求。

周大福不但擁有維厚的根基和實力、管理層的 領導能力及前瞻性的業務發展策略,以及各個部門 團隊的專業和經驗,在產品設計、工藝及生產、市場 推廣及營銷策略等範疇同樣表現卓越,發揮創意、力 求創新、追求卓越,無論是主流、名貴珠寶到年青時 尚產品,均成功吸引消費者。作為市場的領導者,集 團亦不斷改善店內環境及服務水平,最近更開設科 技體驗店,帶給顧客360度的購物體驗。此外,集團 的垂直整合經營業務模式,能全面和謹慎監控產業 鍊的整體業務運作,包括原材料採購、設計、生產、 以及在廳大的零售網路進行之市場推廣與銷售活 動。

#### 未來發展方向

中國內地市場廳大,發展潛力優厚,集團會繼續在中國內地、尤其三、四線城市擴張零售網絡,並於香港及內地一、二綫城市擴充部份店舖零售面積,以展示更多產品,又或將部份店舖遷往交通更便利、人流更暢旺之地區,吸引更多顧客。隨著近年成功開拓電子商貿,集團將繼續致力加強這

email: enauiry@chowtaifook.com tel: 2524 3166 www.chowtaifook.com



#### Brand History and Development

Inaugurated in Guangzhou, Chow Tai Fook opened its first point-of-sale (POS) in Hong Kong and Macau in the 1930s. Riding on the strong foundation and valuable experience inherited over the several decades, the Group opened its first jewellery POS in Beijing in 1998, and has begun expanding in Mainland China's Tier III and Tier IV cities since 2000, a significant move that has laid a strong cornerstone for subsequent robust growth. Today, Chow Tai Fook has over 2,000 POS, spanning more than 470 cities in Greater China, Singapore and Malaysia. In recent years, the Group has also developed a growing presence in e-commerce.

Ever since its inception, the Group has always focused on the quality of its products and services. As early as 1956, Chow Tai Fook launched 999.9 gold jewellery products in Hong Kong and Macau, the highest fineness standard in gold jewellery – a standard later adopted by the Hong Kong government as an industry-wide requirement for pure gold jewellery in 1984. In 1990, the Group also introduced a "Fixed Price" policy in order to avoid confusion over product pricing and bargaining practices that were then commonplace in the industry. Over time, Chow Tai Fook earned invaluable trust and endorsement from its customers for its authenticity and reasonable pricing, thereby becoming a trusted icon of quality and authenticity.

#### Challenges & Hints

As a market leader, the Group has built solid foundation based on its core competence and competitive advantages. Not only has Chow Tai Fook been able to capture opportunities and optimise returns during favourable times, it has also shown its ability to meet the challenges of market volatility and economic headwinds, turning "challenges" into "opportunities".

In 2003, for instance, all the industries in Hong Kong were affected by the SARS outbreak. While the Group recorded unprecedented losses during that period of time, unlike many other companies it did not slow down its business

but instead pushed through its development plans. Following SARS, the Group's business picked up rapidly again as the market rebounded, with its sales rising back to meet targets within half a year. Likewise, the Group experienced a similar situation in the fall of the financial crisis in 2009, with sales falling before and picking up in the second half. As a result of its

strategy, the Group did not need to lay off any staff member during the SARS period or any economic downturns. Most recently, a gold rush in 2013 created tension in product supply. Once again, thanks to its sufficient gold reserve, as well as its strengths in production capacity supported by a strong staff force, Chow Tai Fook was able to cope with the sudden market change and promptly increased the production to satisfy the consumer demand.

In addition to its solid corporate foundation, management leadership and visionary business development strategies, together with pooled experiences and professionalism from various departments, Chow Tai Fook excels in product design, craftsmanship, production, sales and marketing strategies. Driven by creativity, innovation and the pursuit of excellence, Chow Tai Fook has succeeded in creating mass luxury products, high jewellery pieces and young fashionable products that appeal to a wide range of customers. As the market leader, the Group continuously looks to enhance its in-store environment and service standards to improve shopping experience. Recently, it introduced a technoexperiential store, offering customers a truly 360 degree shopping experience. The Group's vertically-integrated business model, meanwhile, gives it an effective and tight control over the entire operation chain from raw material procurement, design, production, to marketing and sales through its extensive retail network.

#### Future Plan

The Group sees great development potential in Mainland China, where it plans to focus on its POS network expansion across Tier III and Tier IV cities. In Hong Kong and Tier I and Tier II cities in Mainland China, the Group also intends to expand retail areas and consolidate selected POS through relocation to areas with convenient traffic and higher footfall.

In order to reach out to more consumers, on top of the Group's brick-and-mortar retail network, Chow Tai Fook strives to develop e-commerce by introducing multiple online retail channels as e-tail platforms and marketing tools, leveraging online-to-offline synergies to benefit the sales of both its physical and online stores. Furthermore, the Group takes enhancing its vertically integrated business model important to strengthen its competitive advantages. While stepping up its cooperations with partners from upstream to mid and downstream, the Group has also commenced the construction of the Chow Tai Fook Jewellery Park in Wuhan, which will provide various functions such as production, logistics, training, sales and exhibition under one roof. Coupled with the Group's other production sites in Shunde, Shenzhen and Hong Kong, the Chow Tai Fook Jewellery Park will enhance the Group's own production capacity and capability, thereby supporting its long-term growth and sustainable development.







C mm國際集團始於1966年,在創辦人鄭明明教授的悉心裁培下,經過四十餘年,發展成為中港首屆一指的美容王國。

札根於尖沙咀的「蒙妮坦美髮美容學院」是香港第一家 教授美容美髮技藝的學校;在八十年代,鄭明明教授更 將美容知識和技術帶進中國內地,培育專業人才。

時至今日,蒙妮坦學院除了提供可考取國際認可資格的專業美容課程,亦是本地首創專業婚禮統籌課程的學院。除教育以外,CMM集團的業務還包括化妝品品牌管理及零售、提供優質美容服務等。

Professor Cheng Ming Ming founded CMM International Group in 1966. With her dedication to the beauty business for over 40 years, the Group is groomed to be a household name in Hong Kong and Mainland China.

The story begins with the foundation of Monita Academy, which was the first professional beauty school in Hong Kong. During the 1980s, Professor Cheng introduced beauty knowledge and techniques to Mainland China and started training local Chinese to be beauty professionals.

Nowadays, not only does Monita Academy provide beauty training that allows students to obtain international qualifications, she was also the local pioneer in offering professional wedding planning program. Apart from education, the Group has a diverse business covering cosmetic products manufacturing, branding and retail management, as well as premier beauty services.

#### 品牌歷史及發展概況

「蒙妮坦」由當年一家小美容院,發展至 現在的CMM美容王國,全因為鄭明明教授對 美的執着和堅持。

鄭教授從小就對美麗的事物很敏感。當 她因政局混亂而從印尼來到香港時,繼然然 人反對,仍堅決到美髮店學藝。後來當她有機 會到日本留學,到專業美容學校學習,辦美容 學校這顆種子就落在她心裡,漸漸發芽。受嚴 格的家庭教育影響,她認為做美容師除了 技術好,禮儀修養也要好,內在美和外在美同 樣重要。因此,她創立的「蒙妮坦」不只是一 個美容的品牌,而是一個教育品牌。

在1966年開辦了蒙妮坦美容院(及後來的 蒙妮坦美髮美容學院)之後, 品牌的每一個里 程碑都是隨着鄭明明教授對美容事業的熱情 而生。在1980年代, 在蒙妮坦成功發展到內地 辦專業美容教育之際, 鄭教授開始覺得要有 自己的化妝品品牌。於是她親自到上海的百裝, 甚至親身試用。在產品研發成功前, 鄭明明 授得到一個偶然的機會, 在電視上分享美的 稅缺, 自此「鄭明明」就成為家喻戶曉的 象徵, 零售化妝品也順理成章以CMM作為品 牌。

雖然今時今日,市場上有不少美容學校, 但蒙妮坦學院仍然屹立不倒,緣於她堅持企 業價值和力求進步的精神。現時蒙妮坦學院 得到外國多個專業化妝證書認可作為試場, 學員可考取專業資格,同時有機會跟世界各地 精英交流。

#### 挑戰及致勝之道

自鄭明明教授創辦蒙妮坦品牌以來,多 年來經歷不少挑戰,鄭教授卻笑看風雲,認為 品牌建立的過程愈困難,愈值得珍惜。

她回憶在CMM化妝品剛創立之時,有一次廠裡的機器部份壞了,生產線上半壞了,但 下半仍可運作。即使心痛浪費了進口原料和一 筆資金,鄭教授堅持全批貨要重做。因為她深信,品質的控制對一個品牌的名聲至為重要。

另外,鄭教授剛把蒙妮坦學院引入中國內 地時也遇上難題。當時的學生文化水平參差, 於是在教他們技術之餘,還要花心機去教他 們文化。到了今天,同樣的挑戰也發生在教育 本地年青學員上。鄭教授非常重視學員的個 人素養,並奉行言傳身教,於是在培養導師上 着手,透過緊密接觸去正面影響導師質素。

email: info@cmmbeauty.com tel: 2739 8822 www.cmmbeauty.com



#### 未來發展方向

透過教育,品牌才能根深蒂固,所以鄭明明教授享 受也重視教育。教學方面,蒙妮坦學院為了貼近市場需 要,每三年會換一次課程;新課程現正在構思和籌備當 中,並會於2017年面世。

鄭教授認為專注向一個領域發掘會帶來最大果效, 於是產品方面,CMM未來會致力研究美白和抗衰老技 衛,同時會進深發展面膜系列,令更多愛美之人受惠。

另外會繼續舉行交流團,安排學員前往韓國、日本 及新西蘭等地,讓他們有機會與專業人士交流,增廣知 識,並將所吸收到的應用於香港,貢獻美容界。

#### Brand History and Development

Thanks to Professor Cheng Ming Ming's passion and persistent pursue towards the aesthetics, "Monita" was developed from a single beauty salon to a beauty empire in less than half a century.

Professor Cheng discovered her aesthetic sense since she was a little girl, however, she could pursue her dreams to work in the beauty industry only when she was forced apart from her family during political instability in her hometown. Having worked as an apprentice in a hair beauty salon in Hong Kong, she later seized the opportunity to study in a renowned beauty school in Japan. Since then, she was determined to build her own beauty school. Influenced by her family, Professor Cheng believes that acquiring good techniques and etiquette are equally important. Therefore, in her design, "Monita" was not merely a beauty brand, but also the benchmark for good education.

After opening Monita Academy, every step of business development has been a natural result from Professor Cheng's inspiration and dedication to the beauty industry. In the 1980s, since the emergence of Monita in the Mainland market, Professor Cheng began to consider building her own cosmetic brand. Following this voice in her heart, she personally visited department stores in Shanghai and researched on the cosmetic products day after day. Before her products were produced, Professor Cheng accepted an invitation from a TV program to give the audience beauty tips; since then, "Cheng Ming Ming" became the synonym for beauty, and naturally, CMM was adopted as the brand name.

Although there is a keen competition in beauty technique training today, Monita Academy remains the go-to academy in the field. In Monita Academy, students will be equipped with the latest beauty knowledge and make-up techniques, while they can also obtain international recognitions and learn from professionals from different countries.



#### Challenges & Hints

Since the brand Monita was founded, Professor Cheng has faced a lot of challenges, yet, she has been enjoying the process and she believes that the more challenges came along, the more valuable the brand is.

She recalls the time when CMM cosmetics were first founded, one day, the machine was partially broken down. Although the lower part of the production line was unpolluted, she decided to discard this batch of products and started all over again – because she believes that the reputation of a brand can be easily destroyed by one substandard product, and she could not risk it.

Professor Cheng has also encountered challenges when she started beauty schools in the Mainland. Owing to the average education level, the trainers had to find ways to teach students about etiquette while passing along skills. Nowadays, the school is facing similar situation in training youngsters. Therefore, Professor Cheng puts maintaining teaching staff's quality in a top priority.

#### Future Plan

Professor Cheng enjoys education very much and sees it as a way to change the society. To keep abreast of the market, Monita Academy revises her programs every 3 years – the new program is under development and will be launched in 2017.

On the other hand, the Group will also enhance the products of CMM, especially in the area of whitening and antiaging; and since masks are affordable to many consumers, the team will also focus on improving the mask series.

Exchange programme in different countries like Korea, Japan and New Zealand will continue be held, allowing students to improve and enrich themselves, which later contribute the Hong Kong industry.

做人要有「不倒翁精神」一 人生一定會遇到困難 和喜怒哀樂,但無論如何,要像不倒翁一樣,跌倒 了,要立刻起來。

Live like a tumbler – in one's life, having challenges and emotions is inevitable, however, you have to live your life like a tumbler; when you fall, rebound as quickly as you can.





家有德國寶 生活無煩腦

Life Made Simpler with German Pool

陳國民博士 Dr. Edward K.M. Chan

德國寶(香港)有限公司董事長 Managing Director of German Pool (Hong Kong) Ltd



**一** 國寶的製造和銷售起源於七十年 心代,與德國公司攜手合作設計及 發展多元化家庭電器業務。1982年,香 港正式成立德國寶(香港)有限公司,同時 在歐洲等地成功註冊德國寶商標。自創辦 以來一直以合理價錢,提供安□,高質素 及創新產品。德國寶近年積極發展多元化 業務,包括電熱水爐、廚柜系列、家庭電 器及廚房配套等,體貼每一個家庭。做到 「家有德國寶,生活無煩腦」。經過三十 多年的發展,德國寶已成為一家集設計、 開發、製造、銷售及進出口貿易為一體的 國際化集團,是香港地區家庭電器行業極 具影響力的企業之一。



Since the 70's, German Pool has already partnered with a German Company to design and develop a wide range of home appliances. Developing rapidly, German Pool (Hong Kong) Limited was officially established in 1982 with registered trade mark in various European Countries. Since its debut, it is devoted to providing high quality, safe and innovative products at competitive prices. Attentive to the needs of every household, product ranges are comprehensive ranging from water

heater, kitchen cabinetry, home appliances to kitchen accessories. With over 30 years experience, incorporating research, manufacturing and

German Pool is reputed as one of the important enterprises in the home electrical appliance industry. The brand is completely integrating into every household.



email: info@germanpool.com

tel: 2773 2888

www.germanpool.com



#### 品牌歷史及發展概況

創辦人陳國民先生於1975年投身電器行業,其後成 立德國寶,當時德國無論機械、設計及汽車等均為頂級 之選,德國寶品牌名由此而生,德國寶代表著集合德國 優良傳統、技術及設計於一身的意思。由品牌概念、產 品設計、生產、製造以至銷售,陳先生都一絲不苟。德 國寶深明香港市民需要,憑著合理價錢的優質產品,繼 然經過多年香港關鍵性的經濟逆境,仍屹立不倒。自置 17萬平方米廠房於順德·全新裝備·集科研、設計、生 產、行政及培訓於一身。產品在香港有近千個銷售點, 包括大型電器連鎖店、零售電器店和百貨公司。港澳及 廣東高級廚櫃及電器陳列中心目前已增至六間。除自置 生產外,同時進口國內外產品,迎合不同消費者所需。

#### 挑戰及致勝之道

隨著市場的變化及生活轉變,消費者要求不斷變 化, 陳先生深明單一產品不能滿足市場所需及維持品牌 的生命力。於是憑自創一格的做法,每年投放大量資源 在產品研發(R&D)方面,推出各式各樣的產品,優化產品 範圍。消費者進到陳列室,必會選擇到所需產品,再加 密集式的宣傳·令品牌深入民心。

#### 未來發展方向

德國寶於1985年始全力拓展中國內地市場·蜚聲全 國,行內享譽多年,為方便中國消費者,現誠邀國內有實 力有熱誠的加盟商。陳先生向我們分享說:「為避免惡 性競爭,我們計劃在每一個縣及市只選一個加盟商,盡 量不會讓加盟者虧損。」憑著優質度身訂造的產品,相 信德國寶加盟店將會遍佈國內多個省份,將品牌發揚光 大。

秉持著精益求精的理念,全力以赴,用心認真開 發及監製每一件產品,德國寶已成為家喻戶曉的品 牌,為消費者信心之選。陳先生遵行「取諸社會,用 諸社會」宗旨、深明有賴社會提供的豐厚資源才能達 致今天的成功,故積極參與不同的社區義務活動,回 饋社會。同時成立香港提升快樂指數基金,盼望人人 都可以快樂生活,夢想成真。在慈善方面,捐助無遠

弗届,在寸金尺土,地租 昂貴的香港,提供地方建 設彿堂,讓眾信徒聚會。 德國寶提供具有品牌的產 品之餘同時也是一個盡力 履行社會責任的企業



表表现并以出版數基金



#### Brand History and Development

Mr. Edward Chan, Managing Director of German Pool, devoted himself to the electrical appliance industry since 1975. His early interest develops into an abiding passion. In 1982, German Pool (Hong Kong) Ltd. is formed. The name originated from the best in heritage and designs of Germany. By supplying the best products and rendering the best services, German Pool stayed strong even during the tough economic times. Spanning over 170 thousand square meters, the in house High-Tech Industrial Park in Shunde are well equipped for production to almost 1,000 points of sales in Hong Kong. The imported worldwide products further cater to the needs of different customers.

#### Challenges & Hints

Customers' demands dictate pace of change, Mr. Chan understands that the market cannot

1 15 1

be satisfied by only few products. To survive, the brand invests heavily in R&D for innovative products. The diversified products enhance the shopping experience of customers. Different innovative brand promotions leave a lasting impression in the market.



Since 1985, German Pool is renowned for its exquisite products in China. For the ease of customers and to maximize its presence in China, the brand is recruiting the most enthusiastic franchising company, "Only one franchisee will be our representative in each city and county, we do not want them to run a deficit because of vicious competition", said Mr. Chan. With tailor made quality products, estimated that German Pool will reach millions by covering major cities in China soon.

Striving for perfection, German Pool has passion for developing and making each product. The reputed brand is synonymous with confidence. Mr. Chan agrees "What is taken from the community is to be used for the good of the community". Believing that his success today is counted on the resources provided by the society, Mr. Chan is active in community services despite his busy schedule. A fund to elevate happiness was set up, Mr. Chan wishes that everyone can live happily. Mr. Chan is also engaged in different charitable work, giving up the high yield investment, spaces were offered for Buddhists' gatherings. German Pool is not only a brand supplying value for money products, but also a great contributor to the community.

陳先生最後向我們勉勵道「做事要有耐性,不要自滿,堅 定自己的信念,發揮最大的小宇宙,必能成功」。

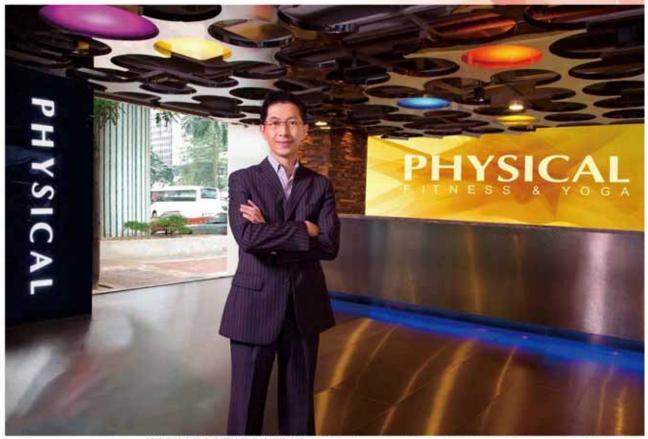
"Be patient, never be self contented and keep the faith, you will then be on the successful path", Mr Chan ended.

香港品牌總商會



FEDERATION OF HONG KONG BRANDS





舒適堡健身美容集團總經理林偉基先生 Mr. Edgar Lam, General Manager of Physical Beauty & Fitness Holdings Limited

## 舒適堡 PHYSICAL

## 誠懇 專業 用心 真誠

打造嶄新超豪健身瑜伽及六星級美容纖體服務

Sincerity Professionalism Diligence Integrity Exceptionally luxurious Fitness Yoga and Beauty Slimming experience

Physical Fitness and Beauty is one of the most prestigious brands in Hong Kong. In 1986, the group opened its first fitness centre in Hong Kong and has now become a leading Fitness, Yoga, Beauty and Slimming enterprise with 55 Centres spanning across Mainland China, Hong Kong and Macau, serving over 500,000 customers. Continuing the group's rapid growth with the widest network coverage of 20 Centres in Hong Kong, over the past 28 years, Physical has sustained its expansion, evolution and incorporation of new ideas and technology into the business, providing uncompromising care and attentive service to customers. All these efforts made Physical a renowned premier brand of its kind in Hong Kong.

## FI-KB



消閒閱讀區及網絡地帶 Leisure Reading Lounge & Wi-Fi Zone

#### 品牌歷史及發展概況-穩健拓展

作為香港首屆一指的健身瑜伽服務集團,舒適堡的發展步伐從 沒停下來。集團貫徹專注,堅持將植根香港的品牌力獎持續發展,單 是去年已分別在灣仔,元朗、尖沙咀及大埔新增據點。舒適堡總經理 林偉基先生指出:「同業競爭壓力雖大,但我們認為有助汰弱留強。要 在業界突圍而出,除提供優質健身瑜伽服務外,策略性地擴展分店網 絡亦尤其重要。現時集團分店覆蓋香港各重點核心區域,旨在讓客戶 能更隨時隨心享用我們的服務,藉以鞏固集團在香港的觸楚地位。」

#### 挑戰及致勝之道-獨到定位

企業的發展與時代的變通有著千絲萬線的關係。唯過去廿八年 舒適堡一直堅守其「不斷求進、以客為尊」的品牌精神,林偉基說: 「現代人生活越忙碌,對健康及優質生活追求亦越見提高,定時做鍵 體魄及舒展筋骨成為優質生活追求者不可或缺的生活方式,此健美消 閒模式為集關帶來龐大商機。」舒適堡看準高要求消費者的需求,將 高端的服務推向更高水平,務求超越同價,不惜工本把旗下健身瑜伽 分店打造得各具特色,更特別度身呈獻「一卡通行二十間分店」的貼心 體遇,讓客戶無時段限制尊享頂尖健身瑜伽設施外,更可閒時到閱讀 區消曆時間。閱讀報章雜誌或等候朋友。甚至出一身汗後,隨心到就 近分店來個清涼浴再繼續忙碌的生活,實在實心寫意。一張健身卡同 時滿足健身、瑜伽、消閒、娛樂生活的每一所需,為客戶帶來喜出望外 的「全方位」服務新麗喜。

相比競爭對手,舒適堡不但在硬件配套投資巨大,在服務上皆由細節做起,集團上下齊心堅持以「驗態、專業、用心、真誠」的服務理念。為客人帶來更專業卓越的服務。舒適堡除不時從全球各地嚴格挑選專業導師,每月編排及教授逾千最新最熱門的健康集、瑜伽、Bollywood Dance等多元化團體課堂;更經常定期為數百名已取得專業認可資格及具備豐富經驗的健身教練,提供最新健體知識及訓練技巧的培訓,運用最新智慧為客戶全面分析身體狀況及編制最合適的私人課程、讓客戶更安全有效地達到塑身健美目標,可謂每個細處都做到超越同行。

除了六星級的健身瑜伽服務外,舒適堡堅持卓越,穩健拓展業務。努力為顧客帶來備受推崇且獨特完善的一站式美容、繼體、按摩及養生服務。集團專一為客戶跨這極尚非一般的六星級美容繼體享受,提供非凡配賽及「由心出發」的專業服務。林偉基說:「被公認為全港最華麗的美容繼體中心已於尖沙咀格關中心隨重開幕。店內採用了高貴典雅、極盡華麗的設計概念;融合尊貴氣派與時尚氣息,用料約罕。天然晶石襴托透透閃爍水晶亮燈的璀璨亮麗。為豪華裝潢驅琢出奪目風采。設計師運用不規則立體浮雕設計與柔和亮燈屬優手法交織出夢幻時光走廊,滿載和脂煤爛的氛圍,詮釋出完美細膩的超凡品味,讓尊貴顯客從煩囂都市穿梭至高雅恬遠、調息身心的世外桃源。不得不提是尊貴獨立貴賓房內豪華時尚的設計,突顯超然身份,讓顯客裏盡矜貴。」店內提供一站式多元化療程;由面部漢理、繼體、按摩、養生等一應俱全。每個細節均力發完美、彰顯超然奢華、瞬即成為區內閉系歸目的複發養青麥華等容繼體新指標。

林偉基補充:「在百物騰貴的高成本營商環境下,客戶非常欣賞 我們仍然實體執著「高質素服務,大眾化價錢」的服務宗旨,絕無半點 妥協。受惠於集團持續穩健發展的規模經濟效益。客戶可以實惠的價 錢享受舒適堡斥資巨額引進的歐美及日韓等先進美容科技及儀器以 至世界強效的美容繼體按摩療程,可謂物超所值。」

#### 未來發展方向-追求卓越

面對未來市場的挑戰,林偉基表示在鞏固香港固有核心業務的 同時,會繼續策略性積極拓展旗下業務。舒適堡隆重宣布今年下旬會 正式進駐樂富廣場,為區內打造首間六星級的健身瑜伽中心。集團目 前於個內已設多間分店,對國內增長強勁的健身瑜伽及美容繼體業務 抱積極樂觀態度,未來將繼續集中壯大國內分店網絡,繼而擴大覆蓋 城市的數目;舒適堡已於去年底在上海錦江區開設豪華健身瑜伽美容 繼輔中心及今年一月在成都國際金融中心開設集開於市內第一家健身 瑜伽旗艦店。林偉基透露在中國南部地區如深圳等地亦火熱籌劃部署 新發展,他相信聚焦於此前職性發展,絕對有助進一步提升集團在中 港健身瑜伽市場的佔有率。

email: cs@physical.com.hk tel: 2733 3333 www.physical.com.hk





高隔音獨立健康舞及瑜伽室 Sound-Proofing Aerobic & Yoga Room

#### Brand History and Development -Progressive Development

As the epitome of Fitness and Yoga business in Hong Kong, Physical continues to strive for excellence as a highly acclaimed Hong Kong brand. "To maintain Physical's leading position in the industry, we continue to grow our business by increasing network coverage strategically in extensive core areas in Hong Kong, aiming to provide outstanding services to customers anytime anywhere", said Mr. Edgar Lam, General Manager of Physical. The group has expanded its footprint geographically into Wan Chai, Yuen Long, Tsim Sha Tsui and Tai Po last year.

#### Challenges and Hints -Unique Brand Positioning

As a Fitness and Yoga expert, Physical proactively upholds its "Strive for Excellence and Customer-oriented" philosophy by providing quality service for its customers in order to meet their ever increasing needs and expectations. Mr. Lam said, "The Group's history of 28 years represents key competitive advantages of our business, And thanks to the growing demand for healthy lifestyle and wellness in communities which creates tremendous business opportunities for us". Physical launched "Unlimited access to 20 Centres with one Fitness Card" program, which greatly enhanced customers' Fitness and Yoga experience by providing conveniently located centres with comprehensive facilities and impeccable services to satisfy their fitness, yoga, leisure and entertainment needs. The gorgeous Reading Lounges offer a wide range of newspapers and magazines for customers to kick back, relax and enjoy time with friends.



高貴裝潢接待處 Gorgeous Reception

What's more, customers can get a refreshing shower from the hustle and bustle daily life whenever they need.

Physical is highly acclaimed for its vast investment on state-of-the-art facilities and unrivalled services. There are thousands of Aerobics, Yoga and Bollywood Dance classes instructed by the best guru in the field around the world. Besides, the group provides regular effective training sessions to the dynamic and energetic Personal Trainers in order to offer quality, safe and comprehensive up-to-date Fitness solutions to customers. These all adhere to the group's long-standing value of "Sincerity, Professionalism, Diligence, Integrity".

In addition to its renowned Fitness and Yoga business, Physical also has a strong presence in providing excellent Beauty and Slimming services. The Group's integrated business model provides one-stop professional service from Fitness and Yoga to Beauty, Slimming, Massage and Wellness. Mr. Lam said, "Grand Centre Beauty and Slimming Centre in Tsim Sha Tsui was opened. The even more brilliant interior design takes luxury to a new level. Elegance meets striking interior where meticulous design interplays with sparkling crystal chandeliers creating an atmosphere of unparalleled glamour and harmony. Customers enter the independent and elegant VIP room is like exploring a relaxing haven, immersing themselves with extravagance and fascinating design, doubtless an entirely new enchanting experience for most". The Grand Centre Beauty and Slimming Centre is set to become a new icon for the industry, with its unique and incredibly luxurious one-stop services complex and one-of-a-kind interior design.

Mr. Lam added, "With the scale of our solid operation, we manage to source and purchase a wide selection of world renowned state-of-the-art beauty and slimming equipment at competitive prices, it gives great support to our motto 'Quality in Service and Attractiveness in Price' which is well acclaimed by our customers".

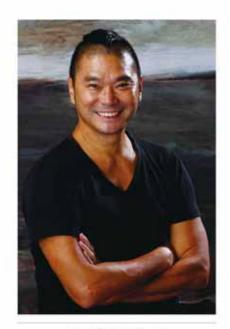
#### Future Plan - Strive for Excellence

Facing a huge market demand for Fitness, Yoga, Beauty and Slimming services in Mainland China, Physical will strategically focus on opening more centres and enhancing network coverage in Mainland China aside from expanding and strengthening its core business in Hong Kong. Physical is proud to announce the opening of its 6-star Fitness and Yoga Centre in Lok Fu Plaza later this year; while in Mainland China, a luxurious Fitness Yoga and Beauty Slimming Centre in Shanghai's Jinjiang District and the first-ever flagship Fitness and Yoga Centre in Chengdu have been opened last year and this January respectively. Mr. Lam revealed the group's development plan in Southern China like Shenzhen to further enhance its market share in Mainland China and Hong Kong.



尊貴獨立貴賓房 Premium VIP Room

## FI-KB



鄧達智先生 William Tang 國際著名時裝設計師 Celebrated International Fashion Designer

## 小城大事

從香港走到國際

Big Story in a Small City

From Hong Kong to International

全国 達智,香港著名時裝設計師、電台節目主持人、旅遊家、專欄作家,為多元化的創意人。從事時裝設計超過30歲,不同系列的服飾風靡時裝界及影藝界。自幼熱愛旅行,走遍超過3份2個地球,在各地攝取靈感,設計風格深受不同地域、人物及風土文化影響,別樹一格。香港土生土長的他,擅長把香港的本地元素融人他的時裝設計裡,「九龍皇帝」曾灶財的「墨寶」為其代表作。

William, born in Hong Kong, is now a celebrated international fashion designer, radio host, traveler and media columnist. Devoted to fashion design for over 30 years, his exquisite designs define the modern era. Fancy travelling, William had been over two third of the countries in the world and being inspired by different local cultures. Born and grew up in Hong Kong, he is skilled in infusing Hong Kong local elements in his designs, the calligraphy of the "Kowloon Emperor" is one of the classic examples.







攝影:亞辰 • 模特兒:黃 媱 • 珠寶:Gigi Cheng

email: wtctang@hotmail.com

tel: 9195 4884

www.williamtang.com.cn

## William Tang

#### 設計歷程

鄧達智自小熱愛Fine Art (美術作品),完成父母夢想, 於大學畢業後馬上投身Fashion Design (時裝設計) 這行 業,選擇Fashion Design,全因William希望可以靠自己,經 濟獨立地並於最短時間內閩出一番新天地。個人時裝設計 及時裝表演充滿創意,屢獲殊榮,05-08年獲"十大傑出設 計師大獎",06-08年獲"大中華設計師大獎"。

#### 設計風采

設計方面,鄧達智從不墨守成規,不會限制於某種特式的設計,創作風格一向隨心隨性。喜敬看書,攝取靈威。同時喜歡將在生活中所看到的,所感受到的融入作品中。正因為此,他富有生命力的設計更易取得共鳴。1989年及1997年兩項設計轟動時裝界,同時為William事業的重要分水嶺,造就他事業的高峰。89年,他為香港時裝節設計時裝,以帶有政治意味的工農兵為設計元素,令人留下深刻印象。97年設計九龍皇帝系列,以九龍皇帝曾灶財的「塗鴉」為創作題材,將街頭藝衛融入時裝設計中,讓人大閒眼界,看到本地文化也可以是非常潮流的,將街頭文化成為國際性的Cult Figure。

另外曾推出以「佛教」為題材的創作系列,亦是把 獨特"文化"融入時裝。鄧達智認為堆砌出來的並不是 時尚,時尚是把平時看到的、想到的及聽到的演繹及提 煉出來,找出當中的威覺,形成風格,可讓人解讀。

2004年,鄧達智全資擁有的品牌「William」面世, 定位於高檔市場,以華麗浪漫風格見稱,深受歡迎。現 時,鄧達智主要設計半度身訂做晚裝(Couture半高級訂 制服),獨有的設計透過精確的立體裁剪和精細的手工 藝而成,百分之40的客戶是外國人。他指出中國人也喜 歡歐洲款式,但礙於身型氣質與歐洲人不同,他便在設 計上作出修改。作為傑出華人設計師,他滙聚東方的力 量,把東方元素融解到整個設計,帶有中國特色的風格 的晚裝,高貴大方。William的設計由不同藝人演繹,其 中亦大騰邀請甘草演員余慕蓮為他其中一個演繹者。

#### 設計抱負

作為設計師、當然盼望無限的設計空間,但鄧達智明 白平衡創意生命及市場的重要性,故他作個人設計同時仍 有為各機構設計一系列的制服。做純創意時,他不會妥協, 做商業設計時,就會跟從市場的喜好。縱使在設計路上遇 到困難,但William抱著積極的態度,認為過去了,能捱過去 便不是困難。現除作設計外亦不時作時裝展的顧問,與不 同廠家合作,未來或會再多參與飾品的製作。

William認為有人穿衣服便有市場·時裝設計創意 領域的空間還是很大。

William stated that "Clothing is a basic physical need of human beings, the market is always here, Creativity is infinite".



#### Design Journey

William embraced Fine Art at a very young age, but to fulfill his parents' expectation, he also completed a Bachelor Degree in Economy. After graduation, he quickly began his prosperous career in Fashion Design. Considering time and investment, fashion design was the ideal choice at that point in William's life. With innovative designs, William was awarded several prestigious prizes. In 2005-2008, he was elected one of the best ten designers and in 2006-2008, he was acclaimed as "The Outstanding Designer In China".

#### Design Style

William seldom adheres to the rules but shows great initiatives. He finds inspiration from reading. He infuses what he experienced personally in his designs. Two designs launched in 1989 and 1997 marked the watershed for William. In the 1989 Fashion Festival, the infusion of political elements in his designs left an impressive mark on the industry. The usage of Kowloon Emperor's calligraphy as design concept in 1997 reinterpreted the roadside culture of Hong Kong which later became the international cult figure.

The "Buddhism" collection which featured special cultural elements was another success for William. William stated that trend is the interpretation of what we saw and heard, which ultimately became a unique style.

In 2004, targeted at high end market, William's own brand "William' debuted. The elegant styles appeal to fashion lovers. Williams's couture dresses are highly praised by both Chinese citizens and foreigners, with 40% of his customers from overseas. With his exquisite hand-executed techniques, every piece is unique. William told us the Chinese generally like European styles, in order to reveal their charisma, William makes special adjustment on design to fit their figures. As a Chinese designer, to manifest the Oriental style, Chinese characteristics are always added. His designs are carried by different models including one of the experienced actresses, Ms. Mo-Lin Yu.

#### Design Aspirations

Every designer craves unlimited rooms for design however William understands the importance of creativity and marketability. In order to continue his creative dreams, William strikes a good balance. He never compromised in his personal creative world but he adapts to the market for the commercial pieces. On his glittering career, William encountered difficulties but he was determined not to let it stop him achieving his goals. Playing an essential role in the evolution of the fashion industry, William is frequently invited to events as the fashion consultant. Cooperating with different factories, he may spend more time in accessories' designs in the future.

## LORENZO GEMS

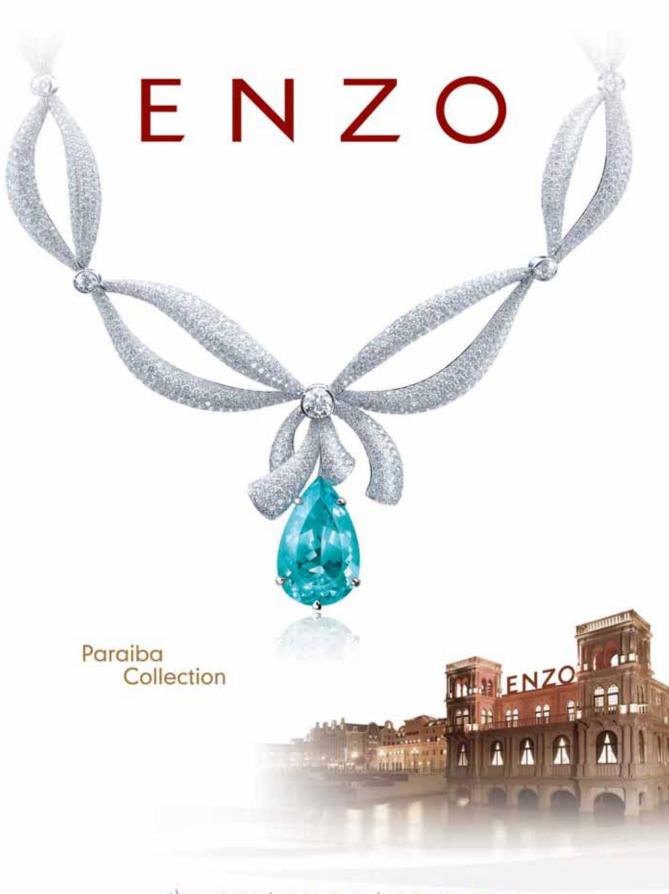
## 勞倫斯寶石



#### **PARAIBA**

專業提供碧璽,摩根石,紫鋰輝石,水晶等寶石供應





LORENZO | E N Z O | LORENZO GEMS

#### 品牌介紹 Brand Origin

品味香江就是以「鮑」作起點,結合現代科技,將烹調過程繁複的美食,精心製作成即食產品,誠然延伸亞洲飲食文化與民族智慧。

Gourmet Orient's particular forte is ready-to-serve abalone cuisines. We took the lead in adapting traditionally lengthy and complicated recipes into the latest production technology, a perfect showcase of Asian culinary excellence of the modern day.

#### 公司特寫 Company Feature

本公司於2011年由一群極為資深的餐飲、零售、快速流動消費品及媒體業界精英合組而成。公司備有一系列嚴謹的管理措施和監管標準製作產品、生產廠房更為姊妹公司、擁有多年即食產品製作經驗。所生產的食品、質量更一直備受各界好評、業界認同。

Gourmet Orient was conceived by a group of professional veterans from various fields such as catering, retail, FMCG, media and advertising. Our products are subject to a high standard of production management and quality control. Coupled with an impeccable portfolio of our production partner in manufacturing ready-to-serve food products. Gourmet Orient is one of the most recognized brand-names in the arena.

#### 品牌色彩 Brand Charisma

品味香江企業抱負致力保留傳統真味,並不斷發展更多即食佳餚。希望透過上乘的產品,讓家庭營造歡樂共處的機會, 提昇家庭本身的正能量。品味香江企業使命憑藉創意,卓越的管理團隊,現代化的存鮮技術,讓繁忙的都市人安在家中 亦能享用精緻、滋味的上等菜餚。

Our vision is to strive to preserve the best of culinary experiences of the Chinese culture in the form of ready-to-serve cuisines, bringing home the ultimate pleasures in

the dining room to be enjoyed together with your family. Our mission encompasses the commitment to creativity, excellence with an emphasis in retaining freshness through modern technology, in a way upgrades the quality of urban life by enabling the creation of majestic cuisines at home in minutes which was never possible before.





品牌名稱 | Brand 高妹

創立年份 | Established Year 1983

公司 | Company Name 協成行藥業有限公司 HIP SHING HONG MEDICINE LIMITED

主要產品 | Major Products 參茸、海味、藥材

主要市場 | Major Market 各地

香港皇后大道西 129-131號地下(香港) 東莞市東城南路 東陽大廈B6地下(中國)

852-2548 5980 852-2549 1091

#### 品牌簡介·Brands history

協成行藥業有限公司於1983年創立,位於土壤海味街,專營各地 優質參茸、海味的地道藥材老字號。

本公司經營宗旨:提供各種原色、原味及無添加食材,令顧客「食 得放心,食出健康」。本公司亦參與歷屆工展會,深受各地顧客 歡迎。

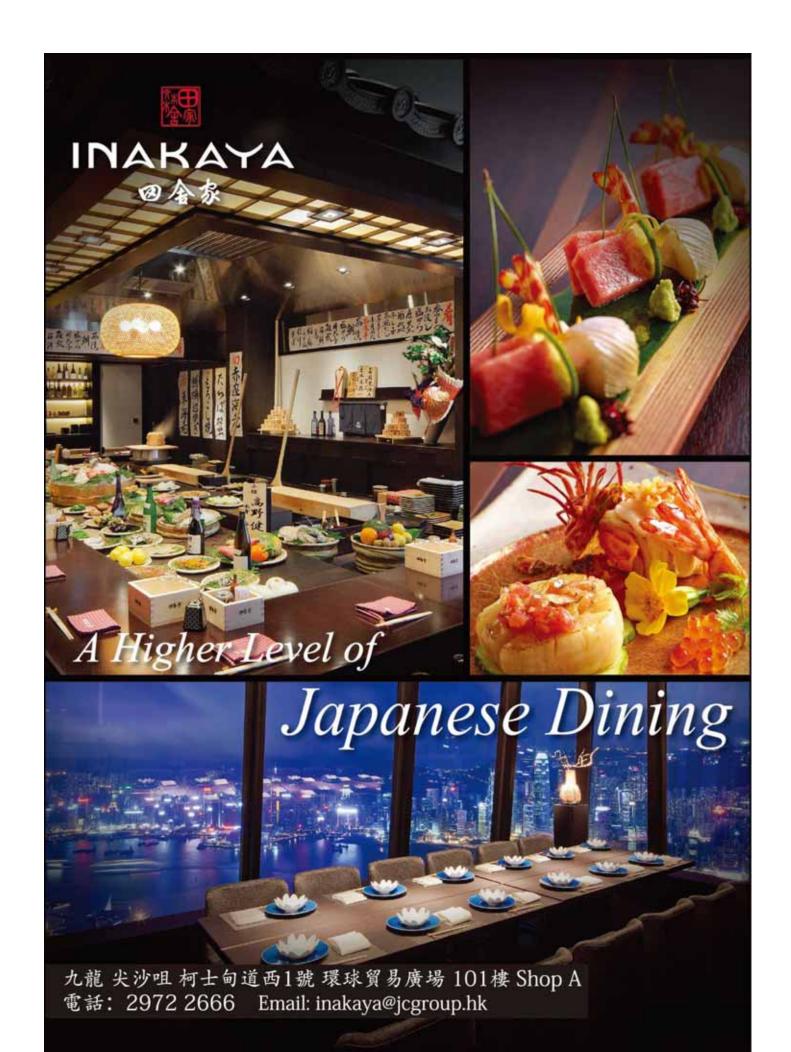
Hip Shing Hong Medicine Limited was established in 1983.Located in Sheung Wan Ginseng Shopping area, a shop with a long – established relationship of selling high qualified dry seafood from different countries include the genuine Chinese herbs.

Our philosophy of operations is to provide the most natural and original food products to our valuable customers. Our customers can consume in confidence and also getting a healthy body.

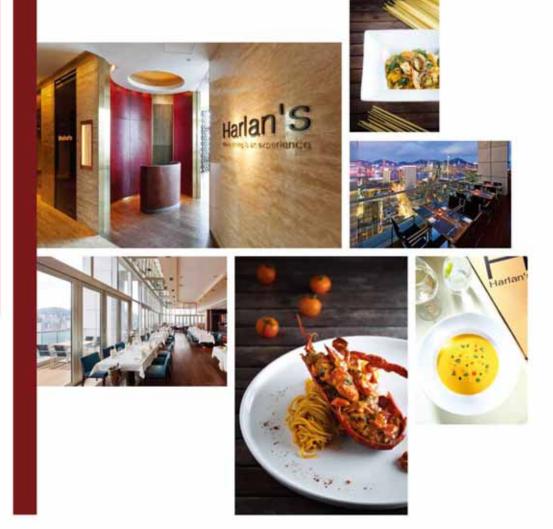




(香港)香港皇后大道西 129-131號地下 (中國)東莞市東城南路 東陽大廈B6地下-東莞電視台對面 電話:852-2548 5980 傳真:852-2549 1091 電話:0769-22334650







Cuisine that's the undisputed star of the show.

#### 尖沙咀彌敦道100號 The One 19樓

Level 19, The ONE, 100 Nathan Road, Tsimshatsui, Kowloon, Hong Kong (852) 2972 2222 / hostess@harlans.com.hk

www. jcgroup.hk



品牌名稱 | Brand Dr.Kong

創立年份 | Established Year 1999

公司 | Company Name Dr.Kong 健康鞋專門店 Dr.Kong Footcare Ltd.

主要產品 | Major Products 健康鞋、鞋墊及護足產品

公司曾獲獎項 | Prizes / Awards 2006香港名牌 2009香港卓越名牌

香港莫涌打磚坪街49-53號 華基工業大廈一期14樓C 14C, Vigor Industrial Building Phase 1, 49-53 Ta Chuen Ping Street, Kwai Chung. 852-2744 2638

852-2744 8845 dr-kong@footcare.com.hk www.dr-kong.com.hk

#### 品牌簡介·Brands history



Before the born of Dr.Kong, most people were only pursuit of footwear's styles but neglect of foot problems that caused by wearing wrong shoes. Since 1999, Dr.Kong was the first to promote the innovative "Check & Fit" foot examination, which gives a profession foot examination to customers through the patented VI foot-inspecting system. Dr.Kong recommends the most suitable and economical shoes and foot care products according to the customer's feet condition. Dr.Kong has become a reliable brand and as customers' confident and health-concerned top choice.

#### 創造不同 照顧不同年齡層之足部需要 · A Variety Of Foot Care Products Specialize For Different Age Groups

Dr.Kong堅持用「匠心」出發,設計適合不同年齡層穿著的健康鞋,照顧BB、小朋友、成人數銀髮一个人與原。另外,Dr.Kong的銀髮工全是非一般的售貨員為有戶。 本足健助理員,為客人提供專業可靠的。 服務,選購最合適的健康鞋及護足產品。

Dr.Kong is dedicated in developing functional foot and spine health products for different age-groups such as babies, kids, adults and elderly. All the frontier-staffs in Dr.Kong need to attend and pass the foot-care training course. Therefore, a professional foot examination service and detail product functionality explanation can be provided to customers, in order to find healthy shoes suitable for their foot shapes.

#### 教育大眾注意足脊健康·

#### Mission: To Publicize The Importance Of Foot-Spine Health



我們以「教育大眾,注意足脊健康」 為使命,邀請兒歌天后李紫昕(Purple 姐姐)製作了<智Feet足脊健康操>, 讓小朋友邊唱邊跳足脊操 並舉辦了 三屆校際智Feet足脊操比賽,走入校 園,宣揚足脊健康。

A series of activities were implemented in schools and communities, such as Foot & Spine song, Foot & Spine exercise and school competitions.



















## **FIKB**

## 中国人寿 CHINA LIFE 海外



潘立紅 區域執行總監

#### 區域執行總監 潘立紅

潘立紅於1998年加入中國人壽保險(海外)股份有限公司香港分公 司,現為區域執行總監,執掌超過1,500人之營銷團隊。

2010年、潘立紅團隊只有不足一百人、憑藉其管理智慧、擔當及 拼勁,及公司的發展機遇,短短4年間,團隊發展至現時的1,500 名代理人。

潘立紅致力培育更多優秀專才,為客戶提供人生保障,如人壽、 儲蓄、醫療、危疾、退休保障及子女教育等。

#### 個人履歷

香港保險從業員大會籌委會副主席 (2013) 國際龍獎(IDA) 優秀主管獎 —— 銀龍獎 (2013) GAMA管理卓越獎 — 鑽石獎 (2013-14) 香港人壽保險從業員協會執委會理事 美國註冊財務策劃師 國際財務顧問證書 美國壽險理財院士



■ 潘立紅接受中國人壽保險(集團)公司董事長楊明生的頒獎及嘉許。

潘立紅團隊 新界沙田鄉事會路138號

新城市中央廣場1座9樓918-921室 852-2634 0299 852-2608 0981

852-9040 3639 dianepoon@chinalifefp.com.hk www.chinalife.com.hk



### 中國品牌 • 永久承諾 • 全面保障

中國人壽保險(海外)股份有限公司在香港已有30年的經營歷史,公司自成立 以來,本著「穩健、誠信、高效、創新」的企業精神、謹慎的理財投資策略、 客戶至上的服務宗旨,立足港澳、與時並進、勤奮創業、鋭意進取。目前, 公司資產總值超過1000億港元,經營業務主要分為壽險業務、投資業務及 信託業務三大類,竭誠為社會各界(團體和個人)提供服務。











#### 嘉陵天地, 重庆商业版图中心

高陵天地国际滨江购物中心,位于重庆观音桥、渝中区、南坪、沙坪坝、杨家 坪5大商圈中心,雄遐嘉陵江畔渝中IBD核心。与观音桥商圈、渝中区商團形 成主域最重要的黄金三角经济圈、形成旅大商业动力。

轻轨9号线在项目内开设双站点, 地铁1、5号线、轻轨2号线亦近在咫尺, 嘉华 大桥、石门大桥及年内开建的红岩村大桥, 形成迅速联通江北、沙坪坝城市中 心的快速路网, 12条公交线路与跨江索道穿梭交错。便捷、立体的交通网络, 为嘉陵天地创造更具通达性的商业环境。

#### 30万方购物中心, 传承上海新天地商业时尚

30万方鷹陵天地分为时尚、生活、尚品三期商业 主题,从商业硬件到业态规划足以比嗣甚至超 越解放碑与观音桥商圃。廳陵天地延续了上海新 天地时尚商业氛围,将餐饮、零售、娱乐、文化及 商务服务设施融于一体,加之嘉陵江畔及400亩 生态湖区围绕,形成重庆城市滨江休闲会客厅。 嘉陵天地将于2014年年底开业,届时除了来自 世界各地的餐饮美食、国际影城,更有年轻人喜 爱的时装专门店、时尚饰品店、娱乐休闲品牌。 嘉陵天地将与重庆天地193万方滨江高品质住 区、80万方企业天地世界级商务办公平台一起。 形成重庆独有的中西芸萃的城市繁华中心。

## 中国新天地,全球高端商业供应商

中国新天地是立足于中国的高端商业地产项目 持有者、经营者及管理者。在城市化与内需积极 增长的双重因素驱动下,中国新天地选中极具发 展前景的中国商业地产市场,在毋公司端安房地 产的支撑下,专注于商业零售、办公核、娱乐体 闲类与酒店物业的持有、管理、营销与提升。 中国新天地负责营运、管理瑞安房地产旗下的商 业物业,在中国多个主要城市均拥有优质资产。 凭箱源自瑞安房地产对市场的深刻洞察,中国新 天地以优秀的资本运作实力,携手战略合作伙 伴,在中国蓬勃发展的商业地产领域积极开拓新 的投资机遇。







# 嘉陵天地别有新天地

### 2014年年底开业,全面招商中

|360万方国际滨江城|30万方国际购物中心| |15分钟都市生活圈|四通八达便捷交通|7900个商业停车位| |全球美食汇聚地|高端精品零售|休闲娱乐会客厅|











全球招商热线: 400-103-1010 项目地址: 重庆市渝中区化龙桥



theMICAMshanghai是義大利米蘭國際鞋展唯一海外子展,也是中國國內最專業的成品鞋展 覽會。展覽會將充分利用米蘭鞋展在國際市場的豐富資源與行業聲譽,將國際最流行、最精華 的成品鞋帶入亞洲新興經濟與時尚中心——上海。

theMICAMshanghai現場的展商中80%來自海外,多元化、國際化得向觀眾展示世界最新鞋履時尚及最新鞋履潮流趨勢。觀眾將有機會與國際一流的鞋履製造商交流接觸並建立聯繫溝通的網路。

theMICAMshanghai通過專業管理與運作,將成為亞洲地區領先的高端鞋履貿易平臺。

展品範圍: 男鞋、女鞋、童鞋、皮具、皮衣、服裝以及配飾 theMICAMshanghai2014秋季展时间: 2014.9.24-26









TheMICAMshanghai is the first satellite trade fair of theMicam Milan, the most professional footwear products in China. The exhibition will take full advantage of the rich resources and industry reputation shoe exhibition from the international market in Milan, bringing the most popular, the most essential shoe into emerging economies in Asia and the Fashion Center - Shanghai. 80% of the exhibitors come from abroad in the-MICAMshanghai, presenting a diversification and internationalization of the world's the latest footwear fashion and the latest footwear trends to the visitors. The visitors will have the opportunity to work with world-class footwear manufacturers, exchanges and contacts and establish links of communication networks. theMICAMshanghai will become Asia's leading trade platform for high-end footwear through professional management and operation.

Exhibition date: 2014.9.24-26

Exhibition catalogue: men's shoes, women's shoes, children's shoes, leather goods,

leather, clothing and accessories







# 上海国际宫牌鞋业皮具展

# the MICAM shanghai

THE INTERNATIONAL FOOTWEAR AND LEATHER GOODS EXHIBITION

2014年9月24-26日 上海展览中心 www.themicamshanghai.com

展品范围: 男鞋、女鞋、童鞋、皮具、皮衣、服装以及配饰



### 参观垂询:

汉诺威米兰展览(上海)有限公司





电话: 021-5045 6700









品牌名稱 | Brand QBS

創立年份 | Established Year 2011

公司 | Company Name QBS System Limited

主要產品 | Major Products IoT related products and solutions

主要市場 | Major Market Retail, Healthcare, Logistics

### 品牌簡介·Brands history

比斯系統致力為零售,物流,製造行業等企業提供與物聯網相關的產品及系統服務,期望能善用對RFID,Bluetooth 4.0技術的知識,幫助客戶產生海量數據,提升其業務效益。

Founded in 2011, QBS has been devoting itself to IoT related innovations, integrating technologies such as RFID, BLE and LBS, formulating and implementing tailored end-to-end solutions for our clients: mainly in the retail, logistics and manufacturing industries. Our mission is to empower our clients' business by facilitating the generation of massive invaluable data, inducing the discovery of trends and ideas and facilitating business growth. We believe in the power of technology with humanity. We link men together with technology.

### 公司曾獲獎項·Prizes/Awards:

2013 香港資訊及通訊科技獎 最佳合作獎銀獎 2013 香港無線射頻識別大獎優異獎

Hong Kong ICT Awards Best Collaboration (Silver Award) 2013 Hong Kong RFID Awards Certificate of Merit 2013

### 專業認可資格·Professional Accreditation

香港貨品編碼協會合作伙伴 GSI Hong Kong Associate Partner



Linkedin, Facebook: QBS System Limited

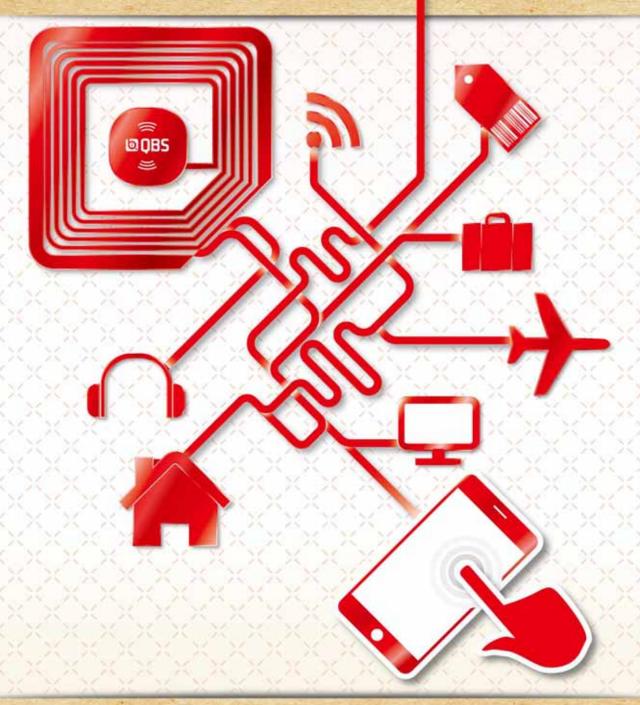












# EXTEND INTERACTIVITY EXCEL INTELLIGENCE

www.qbssystem.com

### Contact Us

TEL+ 2144 2638

### ADD+

Unit 215, 2/F, Enterprise Place, No. 5 Science Park West Avenue, Hong Kong Science Park, Shatin, N.T.

### EMAIL+

info@qbssystem.com





品牌名稱 | Brand iR-Furniture

創立年份 | Established Year 2014

公司 | Company Name 電子盒香港有限公司 Boxland Hong Kong Limited

### 主要產品 | Major Products

Jewellery Showcase Watches Cabinet Optical Cube Fitting Room

### 關於我們 About Us

Boxland Hong Kong Limited 專注為零售業提供一系列用以採集數據的雲端智能傢俬iR-Furniture (Intelligent Retail Furniture),透過iR-Furniture,零售店可收集各項數據(Big Data),有助了解客戶喜好,提升營運效率,且讓零售業能夠以合理的投資成本,簡易地應用RFID,有效促進行業發展及全面適向自動化。

Boxland Hong Kong Limited is dedicated to provide a wide variety of iR-Furniture (Intelligent Retail Furniture) for data-collecting purpose.

Retailers can collect different types of big data through iR-Furniture to analyze and predict customer's preferences. The application of RFID not only fosters the business development and automation process at reasonable investment costs, but also enhances the operating efficiency of the company.

### 產品特寫 Product Overview

iR-Furniture是結合RFID技術於一體的雲端像俬,配置軟件系統/應用程式,即可操作及監察店內各組雲端傢俬的狀況,進行盤點、收集數據,並把數據進行統計及分析。iR-Furniture 有效地採集含金量極高的數據,同時打通零售系統線上、線下的通道,兩者互相帶動,為零售業創造共贏生態,探索全新的移動化、電子化、自動化營運模式,為零售業帶來革命性的改變。

iR-Furniture incorporated with the latest RFID technologies, iR-Furniture equips with powerful features for inventory control and management. With software applications, users can gain immediate access to the database to stock-take and monitor the iR-Furniture status.

Most importantly, integration of the online and offline system facilitates user to collect, manage and analyze the data more conveniently.



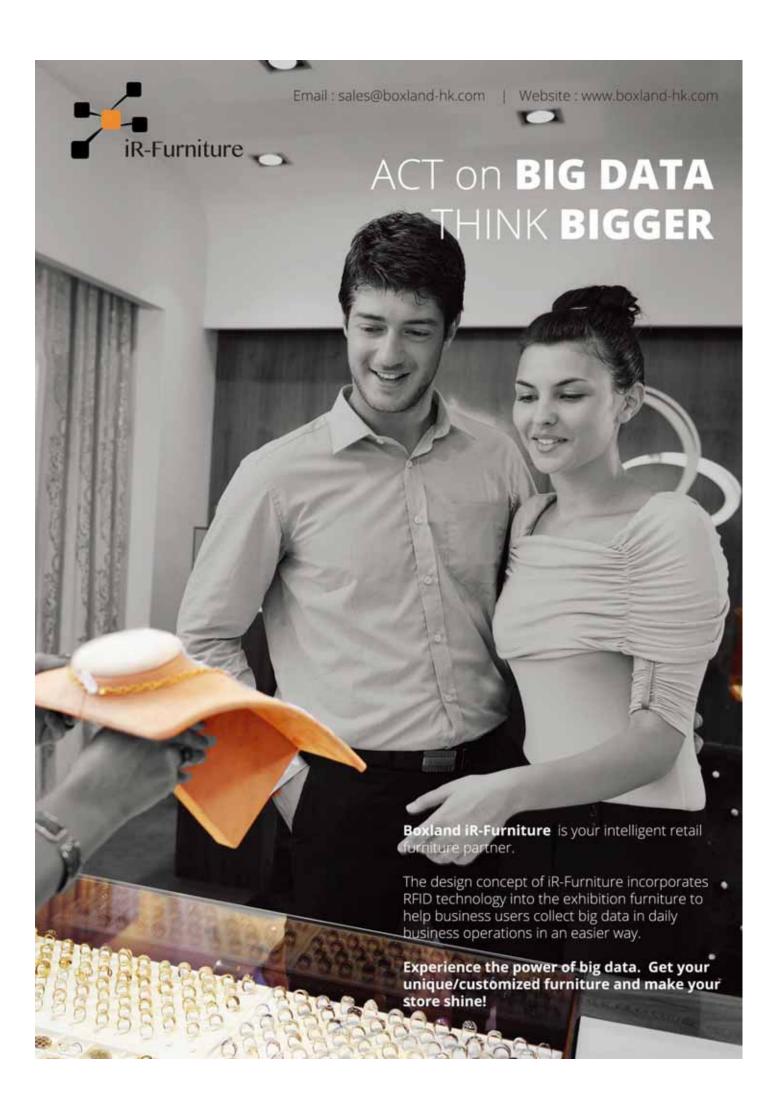
### 主要功能 Key Features

- 1. 貨品盤點(Stock control)
- 2.貨品追蹤(Track and Trace)
- 3.貨品流動記錄(Item behavior)
- 4. 貨品逾時預警(i-catcher)
- 5.實時報表(Dashboard)

### 針對行業:

計對行業: 珠寶、鐘錶、眼鏡及服裝 Special for jewellery, optical, watches, fashion etc.









品牌名稱 | Brand NIXOR

創立年份 | Established Year 1990

公司 | Company Name 儷新集團有限公司 Nicer Holdings Ltd

主要產品 | Major Products 滑板車·兒童車·單車·電動滑 板車,電動麼托車,有輪的產 品,運動品材

主要市場 | Major Market 美꼘 Europe & Amercia

香港九龍旺角塘尾道 裕耀工廠大廈7字樓 7/F, Full View Factory Buildings, 50-52 Tong Mi Road, Mongkok, Kowloon, Hong Kong +852 2729 9399

+852 2361 9964 daryl@nicer.com.hk

www.nixorsports.com

### 品牌故事·Brand Origin

儷新建立於1990年;2000年經營滑板車,致力於專業研發,生產和 銷售高品質的休閒運動產品,從基本滑板車、專業水準以及專利產 品,甚至創新的產品都涉獵。優新立足於香港面向全球市場,為各 地的銷售商如消費者提供專業化的服務。2007年創立了健康快樂的 品牌「NIXOR」

Nicer Holdings Ltd established in 1990 and today is one of the leading manufacturers for outdoor sporting products and toys, we are committed to professional development, production and marketing of high quality leisure sports products, our product range is covered from basic scooters, professional scooters and the patented products, or even innovative products. We have been proceeding with many international famous brands and supplied over to 70 countries in the world.

### 公司特寫·Company Feature

儷新心懷天下,建立以"年輕族群主流价值觀"為核心的品牌文 化,讓兒童享受滑板車有趣好玩健康快樂的運動;讓小孩從中啟發 智慧敢於創意、訓練成為快樂領袖。"一起來,型動"不僅體現 NIXOR產品外觀功能特質的一種口,而是代表着積級的,進取的。 激勵的文化使命和伙伴關係:一個更高的平台上去凝聚年輕人的心 聲,去號召、實現儷新品牌價值最大化。

By virtue of professional and moral outstanding quality, noble manners, innovative spirit, pursuing excellence and displaying personality, we are highly favored by both domestic and foreign customers. This has been giving us great opportunity to build our own brand "Nixor Sports" in 2007. By continue doing this, today our brand "Nixor Sports" is one of the top and leading brand in the market.

### 品牌風采·Brand Charisma

儷新為給消費者提供環保時尚,安全方便,快樂健康的滑板車,不斷 改進技術研發新產品,為滑板車市場不斷注入新元素。體新對於滑 板車市場的需求從簡單的趣味需求已經轉變為追求安全、綠色、環 保、以及 健康。儷新為孩子們和家庭提供健康、時尚的滑

板車,引發孩子有興趣地從玩帶出運動效益中不 知不覺地成為健康快樂領袖。

Our brand vision is to bring "joy to young kids, teenagers and families" with our products. With a solid commitment to creating the best childhood experiences, we are developing tomorrow's innovative and safe products to inspire kids their imagination and creativeness. To grow with kids under this culture is not just product itself also a spirit of our brand.

"Your Life, Our Motion-Nixor" is our core value to develop a fun, green and healthy products to not only youth also teenagers and adult. Nixor sports is dedicated to delivering smiles and warm memories to your life and also this is exactly us moving forward on our brand.













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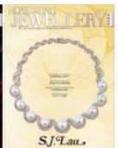
香港珠寶玉石廠商會 Hong Kong Jewellery & Jade



















香港玉石鑑定中心 Hong Kong Jade & Stone Laboratory Limited (HKJSL)

www.jadeitelaboratory.com.hk





「香港玉石鑑定中心有限公司」及「香港珠寶雜誌有限公司」為「香港珠寶玉石廠商會」屬下全資機構 Hong Kong Jade & Stone Laboratory Limited and Hong Kong Jewellery Magazine Limited are wholly owned by Hong Kong Jewellery & Jade Manufacturers Association











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### 理大企業發展院 促進知識轉移

以「開物成務。動學利民」為較期的香港理工大學(理大)。一直與工商及社會各界關係密切。並以大學的知識及人才,多方面資獻社會。理大「企業發展院」的成立,正局負著知義轉移及創業培育兩大量任,為學術界及工商界提供一個重要的平台。聯繫及促進雙方的緊密合作,互惠互利。憑藉大學的專案知識及資源、企業發展院提供了多元化服務。歷支援各界企業的發展,也協助工商界開發創新產品。提升他們在國際市場的競爭能力。

由企業發展院成立的「總数協會」即將跨入第10年,協會蓄惡具國際投野的企業總裁,以培育企業家精神為使命,並繼當理大與 工商業界進行知識轉移的機構。數型加入總數協會,成為我們的合作伙伴。詳情請瀏覽 www.ceoclub.com.hk。













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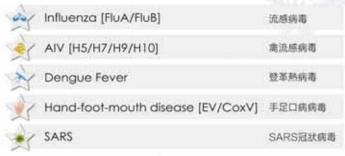


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# 發展品牌、升級轉型及 拓展內銷市場的專項基金 企業支援計劃

為協助香港企業把握國家「十二·五」規劃的機遇·香港特別行政區政府於2012年6月 25日推出一項總值10億元的「發展品牌、升級轉型及拓展內銷市場的專項基金」(簡稱 「BUD專項基金」)。

基金旨在向香港企業(「企業支援計劃」)及非分配利潤組織(「機構支援計劃」)提供資助 ·協助他們推行有關發展品牌、升級轉型和拓展內銷的項目,從而提升他們在內地市場 的競爭力,及促進在內地業務的發展。

### 「BUD專項基金」下的「企業支援計劃」

所有按照《商業登記條例》(第310章)在香港登記,並在香港有實質業務運作的非上市企 業均符合資格申請資助。

「企業支援計劃」按對等原則向獲批的項目提供資助、即政府最多資助個別項目總核准 開支的50%,而企業須以現金形式承擔不少於該項目總核准開支的50%。

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申請指引及申請表格可在「企業支援計劃」的網頁下載。

查詢請致電或電郵「企業支援計劃」秘書處。

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星級美醫學美容中心Sophine是一間一站式專業醫學美容中心,本店佔地逾千呎,環境優雅舒適,分別為女士和男士提供護理服務,每一位顧客均可享用獨立房間,確保每位顧客在接受療程時都得到充足的空間。

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(附設美容部、美學部及化妝美容用品批發及零售)







夏蓮娜 化粧美容學院成立 已超過30年,亦非單只是一 間美容及化妝學校,更是一 間附設專業美容服務及代理 歐洲護膚品Gigi和美國專業 化妝品牌的專門店。由我們 首先引進的美國品牌 JoeBlasco, Mehron, Bennye, Paradise, ProFace 等均是享 負盛名的專業產品。無論是 新娘、電影、電視、舞臺、 廣告、特技或夢幻等造型產 品,也保證全部美國原裝入 □、歡迎參觀比較!

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# ILA RAINBOW BEAURYINSTRUME



### Mandy Chan

教育學院榮譽學士 英國工商管理學士 香港商業專業評審中心院士 中國百名傑出女企業家傑出獎 廣州美容美髮化妝業十大傑出人物 深圳大學客席副教授 杭州中醫药大學中醫美容客席講師 香港專業美容師協會主席 國際導師評審協會會長 香港美髮美容業商會副會長 國際斯佳美容協會名譽會長 香港美髮美容業商會美容委員會主席 亞太國際影視有限公司行政總監 麗永堡國際美容訓練學院校長 僱員再培訓局美容技術顧問 資歷評審局資歷架構評核編撰委員 新技能提升美容技術顧問 娛樂電視台化妝新秀大賽評判 全港青年美容技能大賽評判評委 亞洲髮型化妝大賽評判教練 亞洲髮型化妝太賽化妝總監 蘭南大學校外進修自然療法校外評審 澳州 CENTRAL TAFE 高級評審 澳州資歷架構評核中心高級評審 英國 CHTY & CUILDS 評審 英國 CIBTAC 教師資歷 中港、韓國、菲律賓(評判、評判長)

### 曾任專欄主持作者

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專業展銷會

2014/05/13-15

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# 完美落幕



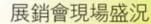






















2014/09/23-25 九龍灣國際展貿中心











品牌名稱 | Brand EAGLE 鷹牌

創立年份 | Established Year 1980

公司 | Company Name 石利貿易有限公司 Shek Lee Trading Co., Ltd.

主要產品 | Major Products 不鏽鋼真空保溫產品 Stainless Steel Vacuum Products

主要市場 | Major Market 香港及海外 Hong Kong & Worldwide

香港荃灣德士古道62-70號 寶業大廈A座6樓1-2室 Unit A1-A2, 6/F., Block A, Po Yip Building, 62-70 Texaco Road, Tsuen Wan, N.T. Hong Kong +852 2407 8283 / 2407 9006

+852 2406 8317

shek.lee@hotmail.com www.vacuumflask.com.hk 品牌簡介·Brand Feature

"EAGLE"[鷹牌]-是百份百香港設計品牌,以設計及生產優質不 鏽鋼真空冷熱保溫飯壺、水杯、子彈壺、茶壺等多種系列而聞名。 "EAGLE"[鷹牌]所有產品由生產到成品都是依據香港標準而設計 及通過品質檢定。

鷹牌保溫產品於1990年起在香港各大百貨公司及各家居用品零售店 銷售,產品以穩定及高質素見稱,一直廣受用家歡迎,秉承優質香 港品牌!

公司首要的理念是繼續提供最出色的設計與最**優質安全的產品並優** 先推出香港市場。相信更多設計獨特的優質產品會陸續面世。

Eagle is a well known Hong Kong brand carried by Shek Lee Trading Co., Ltd. which is specialized in designing and producing high quality stainless steel vacuum products. From stainless steel bottles, vacuum flasks to vacuum lunch box, the wide array of products cater to all different needs. All the products adhere to the safety standard.

The "Eagle" products are available in different department stores and retail shops from 1990. The high quality and safe products appeal to different consumer groups. With the company's devotion, more high quality products with exquisite designs will be launched.











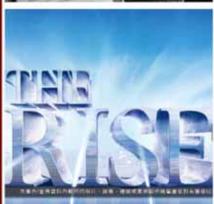
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Cecilia Wong

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### 內銷商務考察團

本會在籌備成立階段,已積極投入人力物力為會員尋找商機,在內地的一、二、三線城市進行考察活動。曾組團到廣州增城東匯城、肇慶三水廣場、四會、開平及蘇州的DBHK店考察和調研,了解當地百貨商場業經營環境及配套條件。



2013年11月11日增城東匯城考察團



2013年11月11日於肇慶三水廣場考察



2014年4月24日考察位於蘇州的DBHK店



### 內地機場零售商機推介會 (與德航空港有限公司合辦) 2014年4月22日



德航空港總經理路平女士介紹內地不同機場零售行情



本會常務副會長王偉與德航空港總經理 路平女士簽訂合作框架書



出席內地機場零售推介會人士非常踴躍



### 傳媒交流會

(如心銅鑼灣海景酒店) 2014年5月23日









本會首次舉行的傳媒交流會,近30家中港媒體出席,座無虚席



創會會長趙振國先生(第一行左二)與部份出席的榮譽顧問團及創會理 事成員大合照。當天蒞臨的榮譽顧問團成員,包括:陸定光博士、 鄒海燕教授、陳維端先生、謝偉俊議員、鍾國斌議員及于常海博士





其中9位創會理事會成員及代表,左起:周秉權、黃業光、黃守迎、連續紅、劉永信、鄭陳曼芝、鄧乃蔚、鄭玉碧及梁景就







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主禮嘉賓: 立法會主席曾鈺成議員GBS, JP / 行政會議成員葉劉淑儀議員GBS, JP 大舞臺節目及傳訊有限公司 On Stage Events and Communications Ltd. 項目推廣有限公司 Projects Promotion Ltd

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Chaozhou

0 768

515600

\*DC: Dialing code \*PC: Postal code

Location 地點		DC* 直撥區號	PC* 郵編	Location 地點		DC* 直撥區號	PC* 郵編
Anhui Province 安徽省				Guangdong Province 廣東省			
Anging	安慶	0 556	246000	Dongguan	東莞	0 769	511700
Hefei	合肥	0 551	230000	Foshan	佛山	0 757	528000
Huangshan Shi	黄山市	0 559	242700	Gaoming	高明	0 757	528500
				Guangzhou	廣州	0 20	510000
Beijing 北京				Heshan	割山	0 750	529700
Beijing Shi	北京市	0 10	100000	Huizhou	惠州	0 752	516000
				Jiangmen	江門	0 750	529000
Chongqing I			Kaiping	開平	0 750	529300	
Chongqing Shi	重慶市	0 23	400000	Meizhou	梅州	0 753	514000
				Sanshui	三水	0 757	528100
Fujian Province 福建省				Shantou	汕頭	0 754	515000
Changle	長樂	0 591	350200	Shaoguan	台召開制	0 751	512000
Fuding	福鼎	0 593	355200	Shenzhen	深圳	0 755	518000
Fuzhou	福州	0 591	350000	Shunde	順徳	0 757	528300
Huian	惠安	0 595	362100	Zhanjiang	湛江	0 759	524000
Jianou	建甌	0 599	353100	Zhaoqing	肇慶	0 758	526000
Longhai	龍海	0 596	363100	Zhongshan	中山	0 760	528400
Minqing	閩清	0 591	350800	Zhuhai	珠海	0 756	519000
Nanan	南安	0 595	362300				
Nanping	南平	0 599	353000	Guangxi Province 廣西省			
Ningde	寧德	0 593	352300	Beihai	北海	0 779	536000
Putian	蒲田	0 594	351100	Guilin	桂林	0 773	541000
Quanzhou	泉州	0 595	362000	Hepu	合浦	0 779	536100
Sanming	三明	0 598	365000	Liuzhou	柳州	0 772	545000
Shaowu	邵武	0 599	354000	Nanning	南寧	0 771	530000
Xiamen	廈門	0 592	361000	Qinzhou	欽州	0 777	535000
Yongan	永安	0 598	366000	Yulin	玉林	0 775	537000
Zhangpu	漳浦	0 596	363200				
Zhangzhou	漳州	0 596	363000	Guizhou Pro	ovince 貴州	州省	
				Anshun	安順	0 853	561000
Gansu Province 甘肅省			Guiyang	貴陽	0 851	550000	
Lanzhou	蘭州	0 931	730000	Zunyi	遵義	0 852	563000
Tianshui	天水	0 938	741000				
				Hainan Pro	vince 海南	省	
Guangdong Province 廣東省				Haikou	海口	0 898	570000
Chaoyang	潮陽	0 661	521000				

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\*DC: Dialing code \*PC: Postal code

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Hebei Provir	nce 河北省			Jiangsu Pro	vince 江蘇省	ľ	
Baoding	保定	0 312	0 71000	Huaiyin	淮陰	0 517	223000
Cangzhou	滄州	0 317	0 61000	Nanjing	南京	0 25	210000
Qinhuangdao	秦皇島	0 335	0 66000	Nantong	南通	0 513	226000
Shijiazhuang	石家莊	0 311	0 50000	Suzhou	蘇州	0 512	215000
Tangshan	唐山	0 315	0 63000	Taizhou	泰州	0 523	225300
Zhangjiakou	張家口	0 313	0 75000	Wuxi	無錫	0 510	214000
				Yancheng	鹽城	0 515	224000
Heilongjiang Province 黑龍江省				Yangzhou	揚州	0 514	225000
Harbin	哈爾濱	0 451	150000				
Heihe	黑河	0 456	164300	Jiangxi Province 江西省			
Qiqihar	齊齊哈爾	0 452	161000	Ganzhou	韓州	0 797	341000
Yichun	伊春	0 458	153000	Jian	吉安	0 796	343000
				Jingdezhen	景德鎮	0 798	333000
Henan Provi	nce 河南省			Nanchang	南昌	0 791	330000
Kaifeng	開封	0 378	475000				
Luoyang	洛陽	0 379	471000	Jilin Province 吉林省			
Nanyang	南陽	0 377	473000	Baicheng	白城	0 436	137000
Sanmenxia	三門峽	0 398	472000	Changchun	長春	0 431	130000
Xinyangshi	信陽市	0 376	464000	Jilin	吉林	0 432	132000
Xuchang	許昌	0 374	461000	Tonghua	通化	0 435	134000
Zhengzhou	鄭州	0 371	450000	Yanji	延吉	0 433	133000
Hubei Provir	nce 湖北省			Liaoning Pr	ovince 遼寧	省	
Shiyan	十堰	0 719	442000	Anshan	鞍山	0 412	114000
Wuhan	武漢	0 27	430000	Chaoyang	朝陽	0 421	122000
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Changde	常德	0 736	415000	Tieling	鐵嶺	0 410	112000
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Jiangsu Province 江蘇省				Huhehaote	呼和浩特	0 471	0 10000
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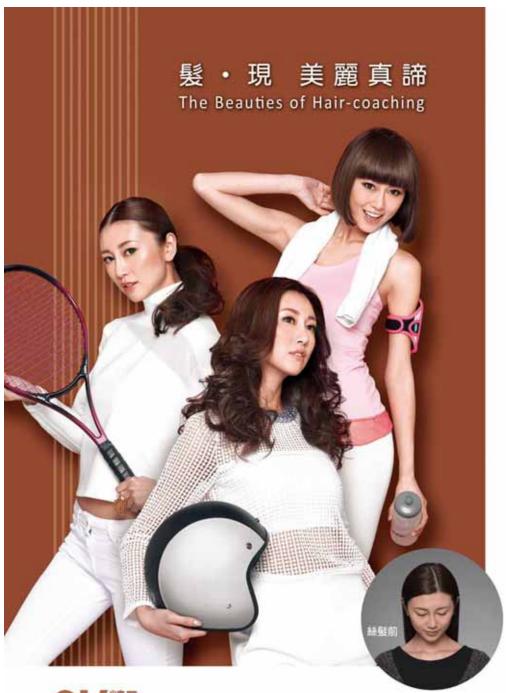






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