

Companies Show Off Their Creativity

非凡企業展創意



The Chief Executive Donald Tsang poses with the award winners.
行政長官曾蔭權與得獎者合照留念。

Winners of the 2007 Hong Kong Awards for Industries: Innovation and Creativity, hone their innovation to keep them ahead of their competition

2007香港工商業獎創意組別得獎者分享如何透過不斷創新，以保持競爭優勢

Almost 1,000 guests turned out to honour the companies who are making a positive contribution to the environment at the 2007 Hong Kong Awards for Industries held on January 23.

This year, five grand awards, 20 awards and 41 certificates of merit were granted to firms in the manufacturing and services sector. A noticeably larger number of smaller firms also showcased their innovation at this year's awards, with two-thirds of all applicants being SMEs. Speaking at the ceremony, Hong Kong's Chief Executive Donald Tsang said the awards played an important role in highlighting the versatility of enterprises and their ability to embrace the latest advanced technologies and to produce new, high value-added products and services.

"Tonight's award winners are trendsetters for industry in areas such as service standards, quality control, innovation, technology, design, and production facilities," he said. "And, they are expert in image building,

branding and securing customer loyalty. Success these days also comes with social and environmental responsibilities that must be met in order to achieve sustainable progress."

For the Innovation and Creativity category, which was organized by the Hong Kong General Chamber of Commerce, six companies were honoured.

HKGCC Vice Chairman Anthony Wu, and Chairman of the HKGCC judging panel for the awards, said in the age of globalization and the knowledge-based economy, innovation is an important element for business to maintain growth and stay competitive.

"For Hong Kong to become a creative economy, businesses need continuous innovation, embracing new business concepts and technology so as to add value to products and services delivery," he said. "The accolade is not given lightly, as they represent the role models and fantastic examples of Hong Kong's success stories." ❀

2007 Hong Kong Awards for Industries: Innovation and Creativity Award 2007香港工商業獎：創意獎

BannerSHOP Company Limited 彩圖站有限公司



The success of Banner Shop is demonstrated by its ability to popularize traditional printing services, serving not only large companies, but also small businesses, individuals and the mass market. Its First-aid Ink-jet Printing concept, including speed printing, 24-hour delivery, tailor-made services and technical support, gives it a competitive edge and offers customers significant improvements over service quality at a reduced cost.

This is a local innovation which enables the company to provide practical benefits and solutions to customers both locally and overseas, help raise the service standard of the printing industry and facilitate economic activities in the community.

— HKGCC Judging Panel

彩圖站的成功，在於能夠把傳統的印刷服務大眾化，除了為大型商企服務外，亦能迎合小型企業、個人和廣大市場的需求。該公司憑藉「噴畫急救」概念，包括快速印刷、24小時交收、特別訂製和技術支援等，不僅在市場上建立競爭優勢，為顧客帶來更價廉物美的服務，也為本地和海外客戶提供實質的效益和方案。這個具本地特色的創新營商手法，有助提升印刷業的服務水平，從而促進本地的商業活動。

— 香港總商會評委會意見

Comford Resource Limited

The AIRCON ENERGY SAVER (AES) is a useful technology that improves the energy efficiency of window and split-unit type air conditioners, which accounts for substantial proportion of electricity consumption in Hong Kong. Comford Resource has identified a market demand and brought in a practical solution to save electricity and money. Their financial prospects are good as reflected in the increasing sales volume. Although the technology is not entirely new in the world market, it has not been widely used in Hong Kong, and through this application, AES helps the Hong Kong community to both conserve energy as well as contribute to the global effort to reduce emissions. — HKGCC Judging Panel

冷氣節能器是一種經香港改良的科技產品，能有效提高窗口式及分體式冷氣機的能源效益。在一些先進化城市如香港，冷氣機佔整體用電量相當大的比率，Comford Resource能成功看準市場需要，推出切實可行的方案，致力節省用電和成本。儘管有關科技在國際市場上不算新穎，惟在香港仍未獲得廣泛採用，隨著產品銷售量的不斷增加，可見業務前景樂觀。該公司透過引入這項先進技術，既能協助香港各界節約能源，亦能為全球的減排行動盡一分力。 — 香港總商會評委會意見



2007 香港工商業獎頒獎典禮已於1月23日圓滿結束，當晚盛會吸引近1,000名嘉賓蒞臨支持，以表揚企業為環境所作出的貢獻。

今年，大會所設的獎項主要由製造和服務企業奪得，包括5個大獎、20個獎項及41張優異證書。此外，參與創意組別的小型企業也顯著增加，約三份之二的參賽公司為中小型企業。香港特區行政長官曾蔭權出席頒獎禮時表示，有關獎項意義重大，能夠表彰企業靈活多變、善用高新科技，以及開發新高增值產品和服務的能力。

他說：「今晚的得獎企業在服務水平、品質控制、創意、技術、設計及生產設施等範疇方面，均是業界的先鋒。此外，他們也是建構形象、推廣品牌及培養客戶忠誠度的專家。事實上，現今的企業要達成成功，亦必須奉行社會和環保責任，以促進可持續發展。」

香港總商會主辦的創意組別獎項今年共有六家企業獲獎。

總商會副主席兼評委會主席胡定旭表示，在全球化及知識型經濟之下，創新意念是企業保持增長和競爭力的重要元素。

他說：「香港若要成為創意型經濟，商界必須不斷創新，發展新的營商概念和科技，從而為產品和服務增值。各得獎者的成功誠非倖至，他們為業界樹立典範，是香港企業成功的寫照。」

Xpress Finance Limited 匯誠財務有限公司

Xpress Finance manages to add value to the conventional credit card business by introducing iXpress Mastercard. The innovation — enabling members to customize card faces with their own preference through an online design system — is simple, straightforward, and practical for consumers. But it also has potential for further innovation and business expansion, such as in the growing gift card business. Such practical innovation provides a good example for other service providers to follow. — HKGCC Judging Panel

匯誠財務推出的iXpress萬事達卡，為傳統的信用卡業務創優增值。這項創新產品讓客戶能夠根據個人喜好，透過該公司的網上設計系統，製作一張別出心裁的個人化信用卡。有關產品除了能為客戶提供簡單、直接和實用的服務之外，亦具持續創新和業務拓展的潛力，例如在日益發展的賀卡市場。這個創意和實用性兼備的意念為其他服務供應商樹立了良好的典範，值得業界做法。

— 香港總商會評委會意見



Certificate of Merits

創意優異證書

Energy Source

能量站

HKC Technology Limited

HKC Technology Limited

Wilson Parking (Holdings) Ltd 威信停車場管理(控股)有限公司