



香港工商業獎

2021-22

**HONG KONG
AWARDS FOR
INDUSTRIES**

HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

2021-22 Hong Kong Awards for Industries: Innovation and Creativity

香港工商業獎：創意

www.chamber.org.hk/inc

Secretariat
The Hong Kong General Chamber of Commerce

8 July 2021





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Hong Kong Awards for Industries

**A premier business awards scheme
championed by the HKSAR Government**





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2021-22 Hong Kong Awards for Industries: Innovation and Creativity

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1. About the Awards Scheme
2. Selection Criteria & Showcases



香港工商業獎

**2021-22
HONG KONG
AWARDS FOR
INDUSTRIES**

**Hong Kong
Awards for Industries:
Innovation
and Creativity**

*Honouring Excellence
Applauding Success*



Call for Entries

Closing Date: 6 August 2021

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About the Awards Scheme

Hong Kong Industry Awards
(Launched in 1989)

Hong Kong Awards for Services
(Launched in 1997)

Hong Kong Awards for Industries
(Launched in 2005)
www.hkindustryaward.org



2 Product-based awards:

- **Consumer Product Design** (FHKI)
- **Equipment and Machinery Design** (CMA)

4 Company-based awards:

- **Customer Service** (RMA)
- **Innovation and Creativity** (HKGCC)
- **Technological Achievement** (HKSTP)
- **Upgrading and Transformation** (HKYIC)



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Hong Kong Awards for Industries:

Innovation and Creativity

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Objectives:

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

宗旨

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





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Three Levels of Awards

Hong Kong Awards for Industries: Innovation and Creativity Grand Award

香港工商業獎：創意大獎 (max. 1 award)

Hong Kong Awards for Industries: Innovation and Creativity Award

香港工商業獎：創意獎 (max. 5 awards)

Hong Kong Awards for Industries: Innovation and Creativity Certificate of Merit

香港工商業獎：創意優異證書 (max. 10 certificates)





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Ground Rules

- **Not open to HKSAR Government's departments/agencies**
- **No more than 2 applications for company-based awards**
 - (one entry for each category only) in the same year
 - Customer Service
 - Innovation and Creativity
 - Technological Achievement
 - Upgrading and Transformation
- **Restrictions on project-based entries**
 - Only Certificate of Merit might be considered on a project basis application, but the project should be implemented on a long-term basis (e.g. one year)
- **Restrictions on repeated winners for the following year**
 - Grand award winners – not eligible for any award in same category
 - Other winners – only higher award will be granted in same category



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2021-22 Hong Kong Awards for Industries: HKGCC

Hong Kong General Chamber of Commerce
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Work Schedule

Call for Entry
17 May 2021

Deadline for Entry
6 August 2021

Assessment
August - October 2021

Judging Interviews
Mid-November 2021

Final Judging
Mid-December 2021

Awards Presentation
3 March 2022

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2021-22
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AWARDS FOR
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創意
Innovation
and Creativity

APPLY
NOW!

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Thriving in a Post-Covid Era Through Innovation
and Introduction to the Selection Criteria of the
2021 - 22 Hong Kong Awards for Industries: Innovation and Creativity

Austin Bryan
Senior Director Innovations
& Ventures,
CLP Holdings Ltd

Toa Charm
Associate Professor, CUHK
Business School and
Founder, Dr. Charm & Co

Fred Ngan
Co-Founder & Co-CEO
Bowtie

Free of Charge

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Mid-December 2021**

**Awards Presentation
3 March 2022**

Application

- Provide a copy of BR
- Sign the declaration
- Provide contact person name card
- Use separate sheets if needed



2021-22 Hong Kong Awards for Industries: Innovation and Creativity



2021-22 香港工商業獎：創意
Hong Kong Awards for Industries: Innovation and Creativity



參賽表格 Application Form

寄交：香港會議展覽中心二樓 香港總商會
To: Hong Kong General Chamber of Commerce
22/F United Centre, 95 Queensway, Hong Kong

電話 Tel: 2821242 傳真 Fax: 28219542 電郵 email: inc@chamber.org.hk

公司名稱: _____
Company Name: _____

地址: _____
Address: _____

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

業務性質: _____
Nature of Business: _____

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

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

參賽公司請於提交表格前確保所有問題已作答及簽署作實。如有需要，請以附頁作答。
Participating companies must answer all questions and sign the application form before submission. Please use separate sheet(s) if needed.

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

注：「有關創意」即貴公司之申請
Note: "The innovation" here refers to your application

1) 請說明有關創意的獨特性及別具創意的特點。
Please describe the unique and creative features of your innovation.



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3 March 2022

Professional Assessment

- HKGCC Assessment Team
- Independent Consultant
- Shortlisting
- Site Visits to Shortlisted Companies





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Mid-November 2021

Final Judging
Mid-December 2021

Awards Presentation
3 March 2022

Judging Interviews

- HKGCC Judging Panel to interview all shortlisted companies
- Interviews: presentation plus Q & A
- Nominate finalists





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17 May 2021

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6 August 2021

Assessment
August - October 2021

Judging Interviews
Mid-November 2021

Final Judging
Mid-December 2021

Awards Presentation
3 March 2022

Final Judging

- Panel: Chairman and 5 company-based awards organizers
- Decision on awards





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Final Judging
Mid-December 2021

Awards Presentation
3 March 2022

Awards Presentation Ceremony

- At the Hong Kong Science Park
- Cocktail Reception
- Grand Awards Showcases





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Selection Criteria and Showcases





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A Cross-Sectoral Award

Examples of Some Past Winners:

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Retail, Hotel & Catering

- ✓ 3D-GOLD
- ✓ Diwash
- ✓ Energy Source
- ✓ G.O.D.
- ✓ Ocean Empire Food Shop
- ✓ Small Animal Kingdom

Customer Services

- ✓ Hong Thai Travel Services
- ✓ Everbright Groups
- ✓ Global Investigation & Security
- ✓ Hong Kong School of Motoring
- ✓ Kai Shing Management Services
- ✓ Wilson Parking
- ✓ Zurich Insurance (Hong Kong)

Financial Sector

- ✓ Bank of East Asia
- ✓ Bank of Communications (HK)
- ✓ Citibank N.A.
- ✓ CITIC Ka Wah Bank
- ✓ Dah Sing Bank
- ✓ Infocast
- ✓ Kone Financial Express
- ✓ SMEloan Hong Kong
- ✓ Standard Chartered Bank

Design, Professional & Business Services

- ✓ AECOM Asia
- ✓ BASF East Asia Regional Headquarters
- ✓ Black & Veatch (HK)
- ✓ Celki Medical Company
- ✓ Dunwell Engineering Company
- ✓ Gammon Construction
- ✓ Guardforce
- ✓ Ove Arup & Partner
- ✓ PT Connect
- ✓ Toy2R
- ✓ VW-VES (HK)

Manufacturing, Machinery & Technology

- ✓ 4M Industrial Development
- ✓ Artech Graphics Limited
- ✓ Avatech Innovation
- ✓ BannerSHOP Company
- ✓ BNET-TECH Company
- ✓ Boxland Hong Kong
- ✓ Chun Hing Business Development
- ✓ CiSystem Solutions Company
- ✓ Clover Group International
- ✓ Compahnion Technology
- ✓ e.Energy Lighting
- ✓ Fu Hong Industries
- ✓ Hung Hing Printing Group
- ✓ Kinland Decor
- ✓ LeDo Media Technology Company
- ✓ Light Engine
- ✓ Luen Thai International Group
- ✓ Megasoft
- ✓ Octopus Cards
- ✓ OnTheList
- ✓ PHASE Scientific International
- ✓ Playnote
- ✓ RETRACTION
- ✓ Sengital
- ✓ SPECTRA Technologies Holdings

Telecommunications & IT

- ✓ ABC Data and Telecom
- ✓ Fano Labs Limited
- ✓ I Consulting Group
- ✓ Hong Kong Broadband Network
- ✓ New Digital Noise (N.D.N.)
- ✓ New World Telephone
- ✓ One2Free Personal Com
- ✓ PCCW Solutions

Transport & Logistics

- ✓ Crown Worldwide (HK)
- ✓ Hong Kong Airlines
- ✓ Hong Kong Air Cargo Terminals

Public Services & Media

- ✓ Hong Kong and China Gas
- ✓ RoadShow Holdings
- ✓ Senior Citizen Home Safety Association
- ✓ Sheng Kung Hui TC Integrated Services
- ✓ To Be Continued



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Many of them are SMEs

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Retail, Hotel & Catering

- ✓ 3D-GOLD
- ✓ Diwash
- ✓ Energy Source
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- ✓ Ocean Empire Food Shop
- ✓ Small Animal Kingdom

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- ✓ Hong Thai Travel Services
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- ✓ Kai Shing Management Services
- ✓ Wilson Parking
- ✓ Zurich Insurance (Hong Kong)

Financial Sector

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- ✓ SMEloan Hong Kong
- ✓ Standard Chartered Bank

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- ✓ AECOM Asia
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- ✓ Celki Medical Company
- ✓ Dunwell Engineering Company
- ✓ Gammon Construction
- ✓ Guardforce
- ✓ Ove Arup & Partner
- ✓ PT Connect
- ✓ Toy2R
- ✓ VW-VES (HK)

Manufacturing, Machinery & Technology

- ✓ 4M Industrial Development
- ✓ Artech Graphics Limited
- ✓ Avatech Innovation
- ✓ BannerSHOP Company
- ✓ BNET-TECH Company
- ✓ Boxland Hong Kong
- ✓ Chun Hing Business Development
- ✓ CiSystem Solutions Company
- ✓ Clover Group International
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- ✓ To Be Continued



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So...

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What are we looking for ?





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Best Winners or Best Picks?

Winners are not necessary the best among the others



But they probably fit the selection criteria the most!



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Our Vision

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All Hong Kong companies require innovation and creativity to stay ahead, no matter their sectors and sizes

So, the awards scheme is designed for **ALL** businesses





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Selection Criteria

Two Major Elements

- Innovation (創)
 - New product/service
 - New opportunities/breakthrough
 - Impact
- Creativity (意)
 - Business concept
 - Uniqueness
 - Development process



Winners are those who could demonstrate their outstanding achievements in both innovation and creativity



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A Business Award for Innovation and Creativity

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We are a:

- Business award, rather than an arts award



Creative, but...
Is it an “Innovation”?



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A Business Award for Innovation and Creativity

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We are a:

- Business award, rather than an arts award
- Business award for all industries, rather than a technology award



**New AIDS medicine
is an innovation, but...
Is it “Creative”?**

➤ Another HKAI award category - “Technological Achievement”



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A Business Award for Innovation and Creativity

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We are a:

- Business award, rather than an arts award
- Business award for all industries, rather than a technology award
- Business award on company-based, rather than a product award
 - Two HKAI product-based awards
 - Consumer Product Design
 - Equipment and Machinery Design



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Main Elements of the Marking Scheme

- ✓ Creativity of New Business Concepts
- ✓ Corporate Emphasis Towards Innovation
- ✓ Commercial Viability
- ✓ Impact





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2021-22

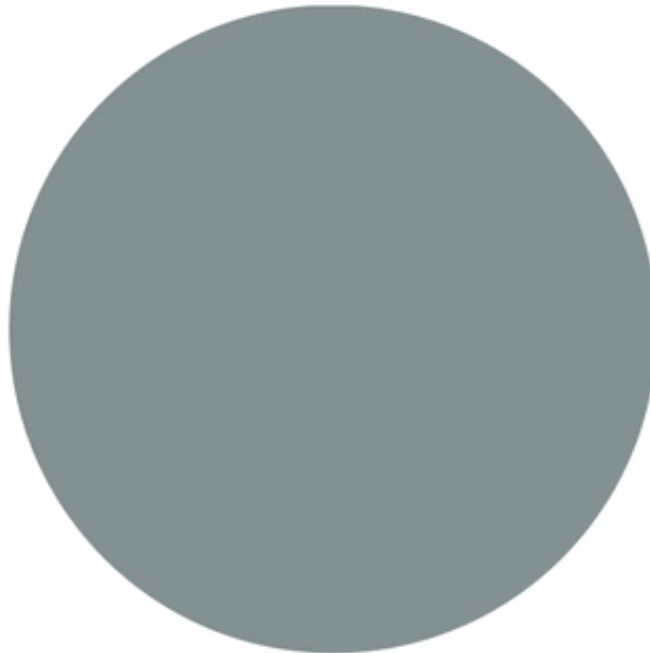
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The ideal winner

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- ✓ Always providing new products/services
- ✓ An innovative culture within the company
- ✓ Demonstrable success and prospects
- ✓ Creating impact





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NOBODY is ideal

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- Few will be good in all four dimensions
(Most winners scored 50-70 out of 100 points)
- But few are one-dimensional
- The four dimensions are inter-related





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2020-21 Hong Kong Awards for Industries: Innovation and Creativity

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Major Elements of the Marking Scheme:

- ✓ Creativity of New Business Concepts (40%)
- ✓ Corporate Emphasis Towards Innovation (10%)
- ✓ Commercial Viability (20%)
- ✓ Impact (20%)



Bonus Score 10 %



2019 HONG KONG AWARDS FOR INDUSTRIES: INNOVATION AND CREATIVITY MARKING SCHEME	
Name of Participating Company:	Ref: _____
Name of Assessor:	Date of Assessment: _____
1. CREATIVITY OF NEW BUSINESS CONCEPT (40 points)	
<i>This section examines the approach the company uses to design, develop and apply the innovative concept and creativity to business.</i>	
1.1. Originality (Total 10 points)	
1.1.1 Unique and creative features of new business concept.	(0=poor, 10 = excellent)
1.1.2 Invention or significant deviation from traditional products/services	
1.1.3 Process of idea generation.	
1.1.4 Local contribution in developing/modifying imported concept.	
1.1.5 Patent right or other recognition.	Sub-total: _____ out of 10 points
1.2. Design Formulation (Total 10 points)	
1.2.1 Ability to identify market needs and to meet customer expectations.	(0=poor, 10 = excellent)
1.2.2 Effectiveness of communication among team members.	
1.2.3 Breakthrough over current products or services	
1.2.4 Efficiency of prior research and use of market information.	
1.2.5 Potential for continual innovation.	Sub-total: _____ out of 10 points
1.3. Development (Total 10 points)	
1.3.1 Ability to develop new ideas into strategies and actions.	(0=poor, 10 = excellent)
1.3.2 Use of technologies and/or management systems that are new to the company or the industry.	
1.3.3 Ability to overcome obstacles.	
1.3.4 Capability of process management to ensure operational performance.	
1.3.5 Value creation for all key stakeholders	Sub-total: _____ out of 10 points
1.4. Performance (Total 10 points)	
1.4.1 Significant improvements over present processes in terms of customer experience.	(0=poor, 10 = excellent)
1.4.2 Timely and efficient delivery of the new products/services.	
1.4.3 Ability to deliver new ideas to customers.	
1.4.4 Practical benefits to customers	
1.4.5 Advantages over competitors.	Sub-total: _____ out of 10 points
2. CORPORATE EMPHASIS TOWARDS INNOVATION (10 points)	
<i>This category examines how the company sets strategic directions to pursue growth through innovation and to establish and maintain an innovative culture.</i>	
2.1. Leadership and Culture (Total 10 points)	
2.1.1 Vision and value towards innovation.	(0=poor, 10 = excellent)
2.1.2 Ability to position the company as an innovative market leader or a niche provider.	
2.1.3 Senior executives' involvement and leadership in creating and reinforcing value towards innovation	
2.1.4 Resources devoted to encourage a culture of innovation	
2.1.5 Motivation of organisational dynamics in the long term.	Sub-total: _____ out of 10 points



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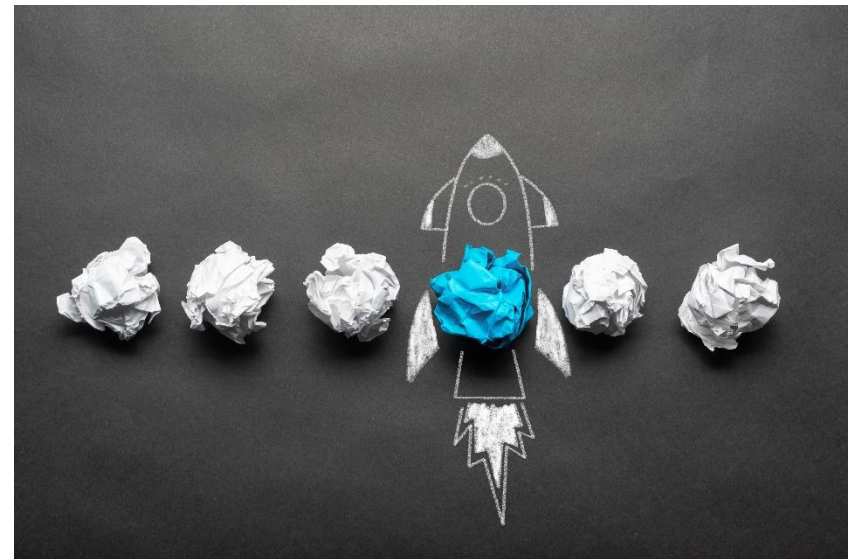
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Creativity of New Business Concepts

● Originality

Unique and creative features
Invention or significant deviation
Process of idea generation
Local contribution
Patent right

Some factors for
consideration
only





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Creativity of New Business Concepts

● Originality

(10%)

- Unique and creative features
- Invention or significant deviation
- Process of idea generation
- Local contribution
- Patent right

Judging Panel's Comments

A new & proactive business model in the conservative banking industry

(2013) Citibank (Hong Kong) Limited





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Creativity of New Business Concepts

● Originality

(10%)

● Design Formulation

(10%)

- Market needs and customer expectations
- Effectiveness of communication
- Breakthrough
- Efficiency of R & D
- Potential for continual innovation



(2014) Megabyte Limited

Judging Panel's Comments

A smart product
accounts for a
diversity of value-
added functions



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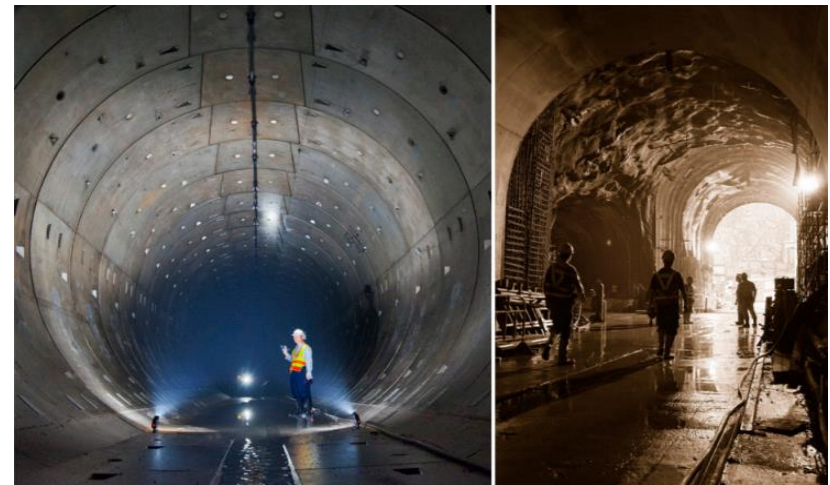
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Creativity of New Business Concepts

- Originality (10%)
- Design Formulation (10%)
- Development (10%)
 - Strategies & actions
 - Use of new technologies/management systems
 - Ability to overcome obstacles
 - Ensure operational performance
 - Value creation

(2013) Ove Arup & Partners Hong Kong Ltd

Judging Panel's Comments
**A Bold Innovation &
Technology Breakthrough**





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Creativity of New Business Concepts

- Originality (10%)
- Design Formulation (10%)
- Development (10%)
- Performance (10%)
 - Improvement
 - Efficiency
 - Idea delivery
 - Practical benefits to customers
 - Advantages over competitors

(2017) Clover International Group Ltd

Judging Panel's Comments

The “Coloring-on Demand” revolutionizes the traditional dyeing practice as a smarter way to color garments





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CORPORATE EMPHASIS TOWARDS INNOVATION

● Leadership and Culture

(10%)

- Vision and value
- Ability to position the company
- Senior executive involvement
- Resources devoted
- Organisational dynamics

(2012 & 2016) 4M Industrial Development Ltd



Judging Panel's Comments

A passionate corporate culture towards continual innovation



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Commercial Viability

● Commercial achievements

- Sales, income, new market share
- Cost-effectiveness
- Overcome previous weaknesses
- Company image & goodwill
- Others

(10%)

(2000) Bank of East Asia



Judging Panel's Comments

Revolutionised the Bank's
conservation image



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AWARDS FOR
INDUSTRIES

HKGCC

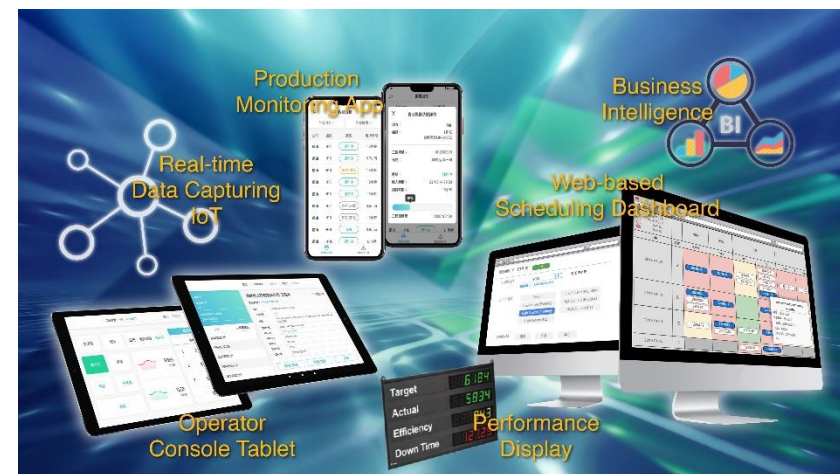
Hong Kong General Chamber of Commerce
香港總商會 1861

Commercial Viability

- Commercial achievements (10%)
- Business prospects (10%)
 - Financial prospects
 - Exclusivity and longevity
 - Sustainable business growth
 - Diversification
 - Long-term competitiveness

Judging Panel's Comments

Smart planning solution
revolutionises the traditional method
of prioritising orders for printing.
Reduce the time needed to manually
schedule printing tasks



(2019)
Hung Hing Printing
Group



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Impact

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● Business Sector

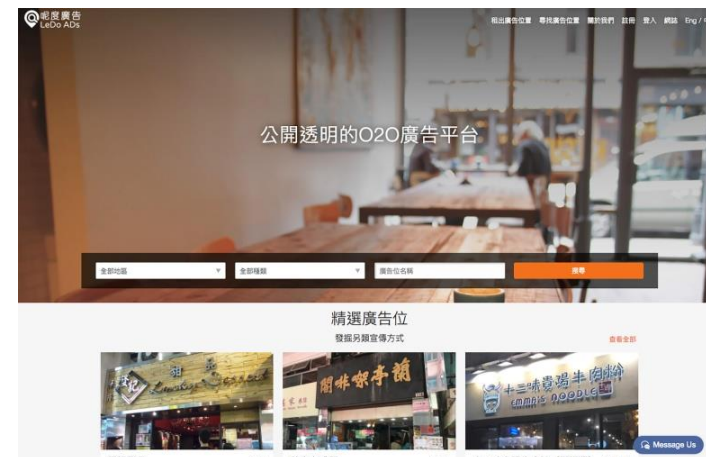
- New opportunities
- Raising standard and excellence
- Encouraging innovative culture
- Creating impact on other industries
- Facilitating new economic activities

(10%)

(2017)
LeDo Media Technology
Company Limited

Judging Panel's Comments

Created a new physical
advertising model





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● Business Sector

(10%)

● Hong Kong

(10%)

- High value employment opportunities
- Social and environmental needs
- Benchmarking
- International attention
- Hong Kong's overall competitiveness

Judging Panel's Comments

*A social enterprise
standing on its own feet*

(2008) Gingko House





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The **WOW** Factor - some examples

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(1998) Creative Star

Judging Panel's Comments

**Enhancing Speed of
Movement**



(1999) Ocean Empire

Judging Panel's Comments

**Revolutionised the
operation of traditional
Cantonese congee shops**



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The **WOW** Factor - some examples

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(2008) Toy2R

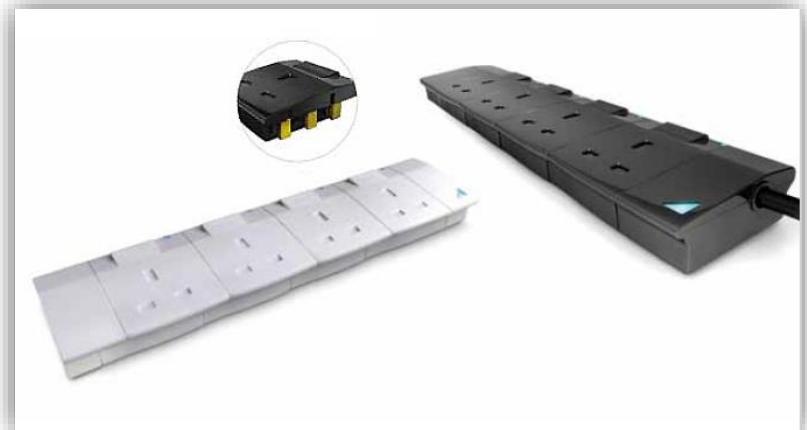
Judging Panel's Comments

**D.I.Y in highly dynamic
design industry**

Judging Panel's Comments

**Address the
practical need of
every household**

(2011) Chun Hing Business Development





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**2021-22
HONG KONG
AWARDS FOR
INDUSTRIES**

2021-22 Hong Kong Awards for Industries: Innovation and Creativity

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Work Schedule

Call for Entry
17 May 2021

Deadline for Entry
6 August 2021

Assessment
August - October 2021

Judging Interviews
Mid-November 2021

Final Judging
Mid-December 2021

Awards Presentation
3 March 2022

