Hong Kong Awards for Industries 2011

Innovation and Creativity
2011 Hong Kong Awards for Industries: Innovation and Creativity

Chun Hing Business Development Company Limited

e.Energy Lighting Ltd.

Fu Hong Industries Limited

Kone Financial Express Limited

Intuitive Automata Hong Kong Limited
胡定旭，GBS, JP
香港總商會主席

「2011香港工商業獎」再次成功舉辦，實在可喜可賀！我衷心祝賀五間「創意組別」的優勝公司，以卓越的成績贏得這個殊榮。

創意是保持商業增長和競爭力的重要元素，工商界必須運用創意，引入新的營商思想和科技，不斷地為產品和服務增值，才能令香港真正成為一個具創意的經濟城市，我很高興這個獎項能夠鼓勵香港的企業盡創新猷，從而提升香港整體的競爭力。因此，優勝公司不單是香港的成功故事，更為工商界樹立了一個優良的榜樣，可謂實至名歸。

香港總商會十分榮幸能夠被邀請，再次籌辦創意獎。本人感謝香港工商業獎終審評審委員會和香港總商會評審委員會的所有成員，為這個獎項所作出的貢獻，作為香港最大和最具影響力的商會，我們將會繼續透過不同的服務及活動計劃，致力促進工商界的发展和競爭力。

Anthony T Y Wu, GBS, JP
Chairman, Hong Kong General Chamber of Commerce

I am very happy to see that the 2011 Hong Kong Awards for Industries has turned out to be a big success again. In particular, I would like to congratulate the five winners of the Innovation and Creativity category for their outstanding achievements in receiving this highly-acclaimed award.

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. From the contest, I am glad to see that Hong Kong enterprises are able to demonstrate a strong culture of innovation as well as their own excellent performance, helping enhance the competitiveness of Hong Kong. The accolade is not given lightly, as they represent the role models and fantastic examples of Hong Kong’s success stories.

The Chamber is proud to be invited again to organise the Innovation and Creativity award. I would like to thank all members of the Final Judging Panel and the HKGCC Judging Panel for their outstanding work. Being the HKSAR’s premier business association, we will continue to play an active role in facilitating Hong Kong enterprises to develop and enhance their competitiveness.
振興實業發展有限公司
Chun Hing Business Development Company Limited

振興實業發展有限公司於2005年在香港成立，從母公
司原有的預製混凝土業務，擴展至貿易及設計服務。振
興致力將創新意念融入日常生活中，為消費者提供優
質產品以助營造舒適生活。

**O-LINK 新型插座 — LINK SOCKET** 打破傳統電線插
座（俗稱「拖板」）的使用方法，以接駁式設計，可
隨使用者的實質需要而增減插位的數量，從而達致百
份百之使用率。此產品的簡易並具創意的設計適用於
每個用戶，更具市場發展潛力。此款新的設計已獲得
專利保護，標誌著香港本土的創意文化。

接駁後的電線插座
link Socket connected with power strips

接駁式設計和主要組件
Plug-and-link design and main components
Founded in 2005, Chun Hing Business Development Company Limited expanded from the precast concrete business of its parent company to a company engaged in trade and design. Chun Hing strives to incorporate innovative design ideas in business solutions with a view to providing superb products and services for customers to facilitate a more comfortable life.

LINK SOCKET is the latest power strip design under one of their brands – OLINK, with a plug-and-link concept to allow users to add or reduce the number of sockets according to their actual needs, so as to maximize the utility rate. The idea of link socket provides a simple, creative and very user-friendly solution that addresses practical needs of every household, thus possessing substantial business potential. Its creative design, covered by patent rights, is a showcase of the innovation culture in Hong Kong.

www.alphalink.hk

香港總商会評委會之評語

這裏的成功之處，在於能夠由其核心業務擴展至嶄新的產品線。Link Socket 的概念雖然簡單，但卻是一個創意十足、方便易用和切合每個家庭實際需要的產品，故此潛力極大。該公司憑藉著敬業和積極的工程團隊，得以在產品開發方面建立優良的創新文化，展現香港人素有的靈活機變，以及不斷追求卓越的共享特質。

Comments by the HKGCC Judging Panel

Chun Hing has demonstrated the ability to diversify its core business into a completely new and innovative product line. The idea of a Link Socket may be simple, but it is a creative and very user-friendly solution that addresses the practical needs of every household. Therefore, it possesses substantial business potential. The Company's strong culture of innovation is driven by its enthusiastic and energetic engineering team in product development. It is a showcase of Hong Kong's long-standing value of flexibility and versatility that, collectively, strive for continual excellence.
研能照明有限公司
e.Energy Lighting Limited

研能照明有限公司成立於2000年，我們在城大企業有限公司和私人投資者的支持下，立志為全球照明行業提供創新及有效的綠色節能技術，藉著已取得專利的可持續環保方案，管理和提升照明系統的效能。

研能照明管理系統(LMS)的專利技術適用於香港及海外大部份的室內外照明設施。此系統的創新理念是「在不改變照明設施的情況下，能即時減少高達40%電力消耗。並提供一個靈活有效的模式，為用戶在不同應用的情況下調整最佳的光輸出」。

e.Energy Ltd. was founded in 2000 with the support of CityU Enterprises Ltd. and private investors. We aspire to be globally recognized by offering the most INNOVATIVE/EFFECTIVE SAVING & GREEN technology in the lighting industry. Our patented green and sustainable solutions help manage and increase energy saving of lighting systems.

Lighting Management System (LMS) - the patented technology invented by e.Energy is widely applicable to residential and commercial buildings, and the public lightings of both local and overseas markets. The main innovative concept of LMS is that "It provides an immediate, energy-efficient and cost-effective integration for reducing the electricity consumption of a plurality of lights by 40% without changing or modifying the lighting infrastructure, and a flexible and efficient means for users to adjust an optimal light output in various applications and situations."

www.eenergy.com.hk

香港總商會評委會之評語

研能照明節能管理系統是在香港開發的一項實用科技，能夠改善照明設施的能源效益，為全球的減碳工作出力。現時市場上有林林總總的節能科技，研能照明的技術獨特的商業模式，並引入精密和具實效的附加方案，避免棄置舊有照明設施而產生廢物，該公司亦致力在學術界培育創意，貢獻良多。

Comments by the HKGCC Judging Panel

Lighting Management System is a useful technology developed in Hong Kong to improve energy efficiency of lighting device, with a view to contributing to the global efforts to reduce emissions. Although there are many new green technologies available in the market, e.Energy is able to identify a niche and introduce a sophisticated and practical add-on solution without generating waste from abandoning old devices. The Company is also lauded for its extensive contribution to cultivating innovation in academia.
Established in 1989, Fu Hong is a “local born” Hong Kong company with over 30 years experience in designing and producing baby products, also a supplier to many world renowned brands on OEM basis. Our core value “Brand with Care and Love. Mission to inspiring children’s creativity” commits ourselves to develop innovative and high quality products, so as to bring in joyful experience to babies and children all over the world and help develop their potentials during the growing stage. The “Genius Feeder” under our brand name “Kidsme” is a new product designed to encourage early chewing behavior of infants.

www.kidsme.com.hk

Comments by the HKGCC Judging Panel

The Genius Feeder developed by Fu Hong is a new and interesting product, offering a creative solution to overcome the spoonfeeding problem known for hundreds of years. It is unique and innovative in its method for helping infants develop early chewing behaviour, which also helps reduce the tension and pressure of parents in the feeding process. The Company’s role to demonstrate its strong leadership in creating and reinforcing the value of innovation, an essential spirit of Hong Kong’s entrepreneurs.
康業信貸快遞有限公司
Konew Financial Express Limited

Established in 1997, Konew Financial Express specializes in providing flexible, convenient and reliable first and second mortgage services. We strive to strengthen the brand reputation and differentiate ourselves with the others with a performance pledge of “15 minutes approval, 24 hours cash withdrawal”, and our innovative culture is driven by the Company’s core value “Freshness” to meet the ever-changing market. Konew undertook a major re-branding in 2004 and successfully created a professional and innovative image in the market.

Konew took a step forward in 2010 to establish a fleet of “Mortgage Pioneer”, a breakthrough providing fast and reliable mobile loan application services to remote residents. Customers can apply loans via video conferencing with our customer service representatives, through which Konew earns a competitive edge in the market.

www.konew.com

Comments by the HKGCC Judging Panel

Konew manages to add value to the conventional property mortgage business by introducing Mortgage Express, serving as mobile offices for documenting loan applications at any destinations. It is able to identify customer’s needs and make good use of technologies to develop a convenient platform to deliver efficient services. The innovation is straightforward and practical, enabling the company to stand out in the competitive market, with potential for continual innovation.
Intuitive Automata Hong Kong Limited

Intuitive Automata is pioneering the commercial application of socially interactive robots for the home healthcare industry.

The first product we are launching is Autom™, a robotic weight loss coach. It is the first robotic product to engage people over an extended period of time, building on proven methods for creating behavioral change. Our set of patent-pending algorithms incorporate theories from psychology, social psychology, and medicine, as well as years of experimental work in human-robot interaction.

intuitiveautomata.com

About Zhu Bi

In 1989, a striking symbol was designed by Steiner & Co for the Hong Kong Awards for Industry, expressed both in the award logo and in the trophies conferred on winners. The concept for this logo is the juxtaposition, to form a design which has happy connotations in both Chinese and western contexts. This symbol has been adapted by the Hong Kong Awards for Industry to recognise the excellence of Hong Kong enterprises.

The pearl (Zhu 珠) is of particular significance in Hong Kong, as an ancient source of finest pearls in China, and traditionally known as the Pearl of the Orient. The jade amulet (璧) represents the Heaven, according to the Eastern Han scholar Zheng Xuan (鄭玄). The pierced disc resembles the ancient calligraphic symbol for the sun, and on the Hong Kong Awards for Industries logo the amulet is decorated with a stylised version of the traditional ‘grain’ (穀) pattern. In Chinese, the two words together signify a perfect match. In the western context, the two symbols together form the letter ‘Q’ which is widely associated with the concept of quality.

關於珠璧

在1989年，山德士設計公司為香港工業獎特別設計了一個匠心獨違的標誌，巧妙地將‘珠’和‘璧’這兩件寶物合併起來，成為一個在中、英文中都有美好涵義的設計圖案。用於獎項的標誌和奬之得獎者的獎座。香港工業獎之用這個標誌，表彰香港企業的傑出成就。

「珠」對香港有特別深厚的意義，因為香港古時是中國出產最好之珠的地方，而且具有東方之珠的美譽。東漢學家鄭玄認為「璧」象徵「天」。除此之外，璧的形狀有如中間有孔的圓碟，仿如古代畫法中的「日」字，而香港工商業獎標誌中的璧，還以傳統的「穀」紋作裝飾。在中文語義上，「珠璧相合」象徵「天衣無縫的配合」，以西方觀念來看，兩者併合成為英文字母「Q」，使人聯想起「品質」（Quality）一詞。
2011 Hong Kong Awards for Industries
Customer Service, Innovation and Creativity,
Productivity and Quality, and Technological Achievement
Final Judging Panel

(From left)

余凱嫦女士
Ms Ruth Yu
香港零售商業協會執行總監
Executive Director
Hong Kong Retail Management Association

余國賢先生
Mr Edmond Yue
香港總商會工業及科技委員會主席
Chairman
Industry and Technology Committee
Hong Kong General Chamber of Commerce

麥鴻儀女士
Mrs Agnes Mak
香港生產力促進局總裁
Executive Director
Hong Kong Productivity Council

徐立之教授
Prof Lap-Chee Tsui
最後評審委員會主席
Chairman of the Final Judging Panel
香港大學校長
Vice-Chancellor and President
The University of Hong Kong

楊德斌先生
Mr Allen Yeung
香港科技園公司企業拓展及科技支援副總裁
Vice President
Business Development and Technology Support
Hong Kong Science and Technology Parks Corporation

呂潔梅女士
Ms Patricia Lui
工業貿易署首席貿易主任
Principal Trade Officer
Trade and Industry Department
(非評審委員會成員 non judging panel member)
2011 Hong Kong Awards for Industries: Innovation and Creativity
HKGCC Judging Panel
2011
香港工商業獎：創意
Hong Kong Awards for Industries: Innovation and Creativity

主辦機構
Organiser

HKGCC
Hong Kong General Chamber of Commerce
香港總商會 1861

宗旨
Objectives

推動香港工商界的創意文化和創造力。優勝機構應具備獨特的創新理念，實踐開拓
先河的營商手法，並能展示其卓越的商業成就，以及對業界和社會的貢獻。

To promote a culture of innovation and creativity amongst Hong Kong industries. The
winning entries should be able to present the unique features of their creative concepts,
implement innovative business practices, and demonstrate their commercial accomplish-
ments, as well as their contribution to industries and the community in general.

評審準則
Selection Criteria

創意 — 設計、發展和表現
Creativity — design, development and performance

創意文化的培育
Commitment to an innovative culture

商業成就及前景
Commercial results and prospects

對業界及社會的貢獻
Contribution to the industry and to society
The Hong Kong General Chamber of Commerce is the oldest and largest business organisation in Hong Kong. We are international in character, with membership comprising of multinational companies, Chinese mainland companies, and Hong Kong companies. We are a self-funded, non-profit making organisation, and as such, we are a truly independent body representing the diverse interests of the entire business community in the Hong Kong Special Administrative Region (SAR).

Our loyalties lie with our members, acting as their voice in advising the SAR Government in matters affecting businesses and the economy, providing membership with business information and opportunities, and facilitating networking through a variety of Chamber activities.

We take a strong initiative to promote Hong Kong as an international business centre in the heart of Asia. The Chamber acts as an international bridge, connecting Hong Kong business with the Chinese mainland and the rest of the world.
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