

香港工商業獎  
2005  
HONG KONG  
AWARDS FOR  
INDUSTRIES

創意  
Innovation  
and Creativity



HKGCC

Hong Kong General Chamber of Commerce  
香港總商會 1861

2005

香港工商業獎：

創意



2005  
香港工商業獎  
HONG KONG AWARDS  
FOR INDUSTRIES

創意獎  
INNOVATION AND  
CREATIVITY AWARD



3D-GOLD  
金至尊



GOODS OF DESIRE

G.O.D. Ltd  
住好D有限公司



Octopus Cards Limited  
八達通卡有限公司



Sports Physicians Limited  
運動醫學醫生有限公司



2005  
香港工商業獎  
HONG KONG AWARDS  
FOR INDUSTRIES

創意優異證書  
INNOVATION  
AND CREATIVITY  
CERTIFICATE OF MERIT



CLP Power Hong Kong Limited  
中華電力有限公司



New Digital Noise Limited

# 2005 HONG KONG AWARDS FOR INDUSTRIES: INNOVATION AND CREATIVITY

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



**Dr Lily Chiang**  
Deputy Chairman,  
Hong Kong General  
Chamber of Commerce  
香港總商會常務副主席  
蔣麗莉博士

I am very happy that the Hong Kong Awards for Industries has once again turned out to be a big success. In particular, for the Innovation and Creativity category, we received 30 applications from a wide spectrum of industries, many of them being truly exquisite examples in creativity and innovative business practices. I would like to congratulate the six winners for their outstanding achievement in receiving this highly-acclaimed award.

In any knowledge-based economy, innovation and creativity are vital for sustainable success. This is clearly demonstrated by the companies that took part in this contest - how vigilant they have been in upgrading the quality of their products and services, in adopting new business concepts, and helping to enhance the competitiveness of Hong Kong. Therefore, this accolade is not given lightly, as the winners - including both management and staff - are the living proof of excellence in the exploitation of new ideas, incorporation of new technologies, and application of best practice in their respective businesses. As such, they are a role model for Hong Kong industries, and represent a continuation of the Hong Kong success story.

Finally, I would like to thank all members of the Organising Committee and the Judging Panel for their outstanding work, as it has not been an easy task to select the winners from a pool of high-quality companies.

「2005年香港工商業獎」再次成功舉辦，實在可喜可賀！單單就創意獎一環，今屆便有30家公司競逐獎項，參賽機構包括各行各業，大部份表現出色、水準極高，當中不少營商手法更加創意無限，令人讚嘆。本人衷心祝賀六間優勝公司，他們均以卓越的成就贏得香港工業獎的榮譽。

在任何知識型的經濟體系中，創意是持續發展的重要元素。香港企業在此次比賽中表現出敏銳的市場觸覺，其勇於創新、敢於嘗試的精神，引領企業不斷以創新概念來提高產品及服務素質，並提高香港整體競爭力。優勝者均實至名歸，企業不斷開發新構思、研究新技術及實行最好的措施，其成功是管理層和員工努力的成果。他們不但是香港企業的成功故事，更為商界樹立了一個良好的榜樣。

最後，在云云優秀作品中甄選出優勝者，是相當困難的工作，本人藉此感謝籌備委員會及評審委員會的各個成員對工業獎作出的貢獻。



**Dr Eden Woon**  
CEO,  
Hong Kong General  
Chamber of Commerce  
香港總商會總裁  
翁以登博士

Many congratulations to the winners of the "2005 Hong Kong Awards for Industries: Innovation and Creativity." The award is not just a recognition for the winners, but also a showcase of the best practices of Hong Kong enterprises driven by a strong culture of innovation.


With rapid changes in the operating environment, Hong Kong companies are reassessing and repositioning themselves in order to stay ahead in a competitive market that is ever-changing. Our economic recovery in recent years has opened up new and exciting opportunities, and it takes fresh ideas and novel concepts to generate new businesses. I am delighted that many Award entrants have created new value for their businesses. The winners deserve praises for their efforts and achievements, and their success will surely be an inspiration to others.

The Chamber is proud to be invited once again to organise the Innovation and Creativity category of the renewed award scheme, which combined the Hong Kong Awards for Industry and the Hong Kong Awards for Services to become the most prestigious award in Hong Kong. Being the HKSAR's premier business association, we will continue to play an active part in facilitating Hong Kong enterprises to develop and enhance their competitiveness.

**熱**烈祝賀「2005香港工商業獎：創意獎」的所有得獎者。工商業獎不僅認同了得獎者的心血和努力，更展示了香港創意企業的成就。

香港社會瞬息萬變，企業不斷提升水平以維持市場競爭力，與此同時，企業應把握機會，在這經濟復甦期間引入新思維、新概念。我很高興能在今年的參賽機構中找到創意元素，優勝者的成就實在值得嘉許和表揚，他們的佳績能鼓舞企業，進一步邁向創意發展。

香港總商會十分高興能夠再次被邀請作香港工商業獎之籌委。本屆工商業獎由香港工業獎及香港服務業獎合併而成，令此獎在本港地位更有名望。作為香港特別行政區最大及最具影響力的商會，本會會繼續致力透過不同的服務及計劃，促進業界的發展和競爭力。



# 金至尊

## 3D-GOLD

創意獎

INNOVATION AND CREATIVITY AWARD



### 3D-GOLD

#### 金至尊

3D-GOLD is the legendary jewellery brand name established by Hang Fung Gold Technology Group. With its business strategy – Promoting Hong Kong Tourism, Enhancing Hong Kong Economy, 3D-GOLD is renowned for its innovation and creativity in products and promotions. Leveraging its solid foundation and advanced technology, 3D-GOLD is determined to company development with an extensive retail network spanning across China, Hong Kong and Macau.

As a well-recognized brand name, 3D-GOLD expands progressively into international markets.

「金至尊」憑藉著營運策略——「推廣香港旅遊•促進香港經濟」、產品和市場推廣之創新，締造了本地珠寶首飾品牌傳奇；並以強健根基及科研技術，積極發展，零售店遍佈中港澳，銳意「推廣香港品牌•打進國際市場」。

[www.hangfung.com](http://www.hangfung.com)



### COMMENTS BY THE JUDGING PANEL

3D-GOLD's creativity is demonstrated by its continual innovation in marketing strategies, including the most luxurious toilet in the world, golden diamonds chariot and golden sculpture for "notables". It has transformed traditional gold retailing with a new business concept. The Company's Exhibition Hall has become a tourism hot spot, attracting huge crowds of visitors daily, particularly Mainland tourists. With such innovation, the Company has built up a local brand name, creating a leading role in the marketplace. It has made a significant contribution to enhancing Hong Kong's role as a tourism destination.

「金至尊」憑著不斷創新的市場推廣策略，革新了傳統的金飾零售模式，如創造出全球最豪華的洗手間、金鑽馬車和名人金像等，令該公司的展覽廳成為旅遊熱點，每天吸引大量遊客參觀，內地遊客尤其趨之若鶩。「金至尊」透過創新的營商理念，成功打造一個出色的本地品牌，在市場上卓卓領先，也增添了香港的旅遊吸引力。

評審團意見

G住  
好O  
D啲

GOODS OF DESIRE

G.O.D. Ltd  
住好D有限公司

G.O.D. is a lifestyle retailer selling a wide range of products from furniture, lighting to bedlinen and fashion. The name G.O.D. is the phonetic sound of the Cantonese phrase "to live better", it is also an acronym for its English name "Goods Of Desire". By exploring age-old Oriental traditions and updating them with modern consumers in mind, G.O.D. demonstrates that the techniques and wisdom of past generations in the east still has a place in the future.

The First G.O.D. store opened in October 1996 in Hong Kong. Now having 4 shops in total with an area of over 40,000 square feet.

G.O.D. 廣東話諧音住好D，我們致力創造最理想、最完美的家居環境。G.O.D. 產品充滿生活情趣、包括大型傢具及燈飾，亦有精緻的床上、廚房、浴室用品，甚至時裝。G.O.D. 設計特點是將古老東方文化色彩揉合時尚氣息，發揚傳統技巧及智慧。

G.O.D. 第一間門店於1996年10月在香港正式開幕。現有4間分店，面積超過4萬尺。

[www.god.com.hk](http://www.god.com.hk)

創意獎

INNOVATION AND CREATIVITY AWARD

評審團意見

## COMMENTS BY THE JUDGING PANEL

G.O.D. is not simply a furniture store. Its creativity is demonstrated by its meaningful name in colloquial Cantonese, and a very memorable English name that has captured worldwide attention. The Company has offered a new lifestyle concept of "shopping as entertainment" to provide a modern retail experience, including cafe and florist. It has built its strength upon an innovative retailing strategy, consisting of not just home products, but also fashion items and bags, presented in a museum-like setting. The Company is able to incorporate Hong Kong's heritage into product designs, making local brands into stylish items with unique culture identity. G.O.D. helps promote Hong Kong as a design hub.

「住好D」以廣東口語為名，以及憑著富玩味的英文名「G.O.D.」，在國際間打響名堂，可見其創新的意念。該公司有別於一般傢具店，標榜「寓購物於娛樂」的新生活概念，在店內設有咖啡角和花藝廊；藉著創新的零售策略，銷售家居用品以外的潮流服飾和手袋，加上店內陳設有如一家地道文化博物館，為顧客帶來新的購物體驗。「住好D」把香港傳統文化融入產品設計中，以本地品牌推出富有地道色彩的時尚產品，有助推廣香港作為設計中心的角色。



創意獎

INNOVATION AND CREATIVITY AWARD

## Octopus Cards Limited 八達通卡有限公司

Launched in 1997, Octopus' Hong Kong system is the world's leading and most extensive smartcard payment system, with over 300 service providers across different businesses in Hong Kong, including public transport, parking, retail, vending and kiosks, schools, leisure facilities and access control for residential and commercial buildings. Both merchants and cardholders embrace Octopus for its simplicity and convenience.



Today, 13 million Octopus cards are in circulation and the system handles over 9.5 million transactions a day, with transactions value exceeding HK\$70 million. Octopus has started to export its unique experience and technology overseas in the past few years.

八達通於1997年推出，為領先全球的智能卡電子收費系統。系統以快速、可靠及簡便為設計概念，廣為市民和商戶接受。現於市面上流通的八達通卡逾1,300萬張，每天平均使用量

超過950萬宗，交易金額達港幣7,000萬元。八達通應用範圍廣泛，全港超過300商戶及機構提供八達通服務，包括公共交通、泊車、零售、街市、自助服務、康樂設施、學校及出入保安系統等。八達通業務近年已邁向國際，為海外團體提供顧問服務及海外訪客工作坊。

[www.octopuscards.com](http://www.octopuscards.com)

評審團意見

### COMMENTS BY THE JUDGING PANEL

Since its invention in the late 1990s, Octopus Card has been continuously expanding the service coverage from transport to a wide spectrum of service sectors. It has developed numerous innovative breakthroughs over the past few years, and its multi-application development has provided convenience to the public. The Octopus Card, enhanced by technology development, has changed consumer behaviour and become a community asset, which is an essential part of our everyday life. It is also one of the few local applications attracting international attention.

「八達通卡」自90年代後期面世以來，一直不斷拓展服務，近年更突破交通付款系統範疇，創出更多元化的服務，令市民的生活更趨便利。隨著技術進步和改良，「八達通卡」為本地開創新的消費模式，成為公眾在日常生活中不可缺少的資產，也是備受國際機構青睞的少數本地科技產品之一。

## sports physicians

### 運動醫學醫生

### Sports Physicians Limited

#### 運動醫學醫生有限公司

#### Total Support for Sport

**Sports Physicians** and **sportperformance** are sister companies offering 'total support for sport'. We brought together skilled people in Hong Kong to form a team unprecedented in the region. We integrate both holistic and highly specialised professionals from the many diverse fields of sports science, sports medicine and sports management:

- Sports science, including physiology, biomechanics, psychology, nutrition and performance conditioning
- Sports medicine including on-field emergency care, imaging, cardiology, pain management, physiotherapy and sub-specialised orthopaedics
- Sports management, including event management, logistical support, educational services and sports consultancy.
- "The sportperformance athletics club" sponsors developing athletes.

#### 全面運動支援

**運動醫學醫生**和**運動表現研發**乃聯營公司，為運動者提供全面支援服務。

本公司開創先河，匯集行內之優秀人才組成在本港及鄰近地域內首支運動專業服務隊伍。公司綜合了包括：運動科學、運動醫學及運動管理三大領域上之卓越人才，提供整體及高度專業的服務。

- 運動科學包括：生理學、運動生物力學、心理學、營養學及運動表現訓練
- 運動醫學包括：駐場緊急支援、影像(X光及磁力共振)、心臟專科、痛症管理、物理治療及骨科專科分科
- 運動管理包括：項目管理、物流支援、教育服務及運動顧問
- "The sportperformance athletics club" 並為有潛質之優秀運動員提供贊助。

[www.sportsmed.hk](http://www.sportsmed.hk)



創意獎

INNOVATION AND CREATIVITY AWARD

評審團意見

#### COMMENTS BY THE JUDGING PANEL

*Sports Physicians Limited integrates all aspects of sports medicine and science to create total support for sports people, covering medical treatment, surgery, and sports performance enhancement. The Company's range of services, such as in-house Magnetic Resonance Imaging and sports consultancy, meet the needs of both individual patients and corporate clients, and its sports education programme for children also helps promote sports culture in Hong Kong. With such innovation of incorporating highly specialised and cross-over services, the Company is able to enhance the performance of sports and recreation activities, and attract Mainland and foreign patients.*

「運動醫學醫生」綜合運動醫學和科學，為運動人士提供一系列醫療、手術和運動表現提升等支援服務，如自設的磁力共振影像掃描和運動顧問等，針對個別人士和企業客戶的需要，並且提供適合兒童的體育計劃，推動本港的運動文化。「運動醫學專家」結合多種先進科技，推出全面而專業的服務，意念創新，有助吸引內地及國外運動員來港就醫。



## 中華電力 CLP Power



創意優異證書

INNOVATION AND CREATIVITY CERTIFICATE OF MERIT

### CLP Power Hong Kong Limited 中華電力有限公司

CLP Power Hong Kong Limited (CLP Power) is wholly owned by Hong Kong listed CLP Holdings Limited. For over a century, CLP Power has been the leading provider of electricity to the people of Hong Kong.

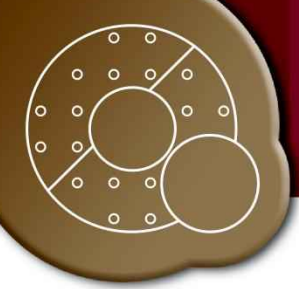
Today, CLP Power is Hong Kong's largest power utility and a vertically integrated power business covering power generation, transmission and distribution business. With an installed generation capacity of 6,597.5 megawatts and a transmission and distribution network of some 12,000 kilometres, CLP Power supplies electricity, backed by excellent customer services, to over two million business and domestic customers in Kowloon, the New Territories and most outlying islands.

中華電力有限公司(中華電力) 由香港上市的中電控股有限公司全資擁有。百多年來，中華電力一直是香港主要的電力公司。

今天，中華電力是香港最大的電力公司，經營的業務涵蓋發電、輸電及供電的縱向式綜合服務。我們的總裝機發電容量高達6,597.5兆瓦，輸配電網絡長12,000公里，為九龍、新界及大部分離島地區的200多萬客戶提供卓越的電力服務。

[www.clpgroup.com](http://www.clpgroup.com)





NEW DIGITAL NOISE



## New Digital Noise (N.D.N) Ltd

New Digital Noise is an innovative media advertising company that creates strategies with its technology to enhance brand image and communications. Our passion is to produce high-impact projects with lasting impressions.

We provide complete communication solutions covering three main areas: Digital Media, Loyalty Solution and Wireless Network.

We are unique in marketing communications, user experience, and technology. With our team of dedicated professionals, we thoroughly understand the importance of both the marketing message and the medium it is delivered in. We innovate new ways by taking advantage of technology and bringing advertising to a new frontier.

New Digital Noise 於二零零二年成立，是一個數碼視像媒體公司。New Digital Noise為迎合客戶的需要，度身訂做出不同的數碼視像媒體。

這個革命性的數碼媒體網絡乃全亞洲第一個全新概念，設於香港的不同銷售商，顯示著一個擁有廣告及新聞資訊的網絡屏幕新紀元。

New Digital Noise提供廣告商一個創新機會促進商標意識和影響目標市場，從而直接地影響購買決定。這個全新的娛樂網絡媒體讓廣告商把產品推出市場及對準市場目標。New Digital Noise為未來數碼廣告媒體譜上新的旋律，於任何時間、任何地點，通過互聯網為客戶提供一個電視、電腦、印刷廣告集於一身的全新廣告媒體。

[www.ndn.com.hk](http://www.ndn.com.hk)

創意優異證書

INNOVATION AND CREATIVITY CERTIFICATE OF MERIT

**2005 Hong Kong Awards for Industries: Customer Service, Environmental Performance, Innovation and Creativity, Productivity and Quality, and Technological Achievement Final Judging Panel**

**2005香港工商業獎：顧客服務、環保成就、創意、生產力及品質、科技成就組別最終評審委員會**



從左至右 From Left :

**Mr Ngai Wing-chit**

*Assistant Director-General of Trade and Industry,  
Trade and Industry Department*  
工業貿易署助理署長 魏永捷先生

**Mr Kevin Edmunds**

*Deputy Director, Business Environment Council*  
商界環保協會副行政總裁 顏啟榮先生

**Dr Lily Chiang**

*Deputy Chairman, Hong Kong General Chamber of Commerce*  
香港總商會常務副主席 蔣麗莉博士

**Prof Poon Chung-kwong, GBS, JP**

*Chairman of the Final Judging Panel  
President, The Hong Kong Polytechnic University*  
潘宗光教授, GBS, JP  
最終評審委員會主席  
香港理工大學校長

**Mr K.K. Yeung, JP**

*Executive Director, Hong Kong Productivity Council*  
香港生產力促進局總裁 楊國強先生, JP

**Ir S.W. Cheung**

*Vice President, Business Development & Technology Support  
Division, Hong Kong Science and Technology Parks Corporation*  
香港科技園公司企業拓展及科技支援副總裁 張樹榮先生

**Ms Anita Bagaman**

*Executive Director, Hong Kong Retail Management Association*  
香港零售管理協會執行總監 白恩諾小姐

**2005 Hong Kong Awards for Industries: Innovation and Creativity Judging Panel**

**2005香港工商業獎：創意組別評審委員會**



**Members 成員**

**Ms Mary Chow**

*Deputy Secretary for Commerce and Industry  
Commerce, Industry and Technology Bureau*  
工商及科技局副秘書長(工商) 周淑貞女士

**Mr Charles Mok**

*Director, Computancy Ltd*  
騰思創智有限公司董事 莫乃光先生

**Dr Stephen Ng**

*Project Director, Poon Kam Kai Institute of Management*  
香港大學潘錦溪商業研究學院 吳惠群博士

**Mr Alan Yip**

*Director, Yip Design Ltd*  
葉智榮設計有限公司董事 葉智榮先生

**Dr W.K. Chan**

*Senior Director, Business Policy,  
Hong Kong General Chamber of Commerce*  
香港總商會工商政策副總裁 陳偉群博士

**Consultant 顧問**

**Ernst & Young**

安永會計師事務所

**Chairman 主席**

**Dr Lily Chiang**

*Deputy Chairman, Hong Kong General Chamber of Commerce  
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蔣麗莉博士

香港總商會常務副主席  
環康集團有限公司創辦人

**Deputy Chairman 副主席**

**Mr Oscar Chow**

*Chairman of Industry & Technology Committee,  
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Executive Director, Chevalier International Holdings Ltd

周維正先生

香港總商會工業及科技委員會主席  
其士國際集團有限公司執行董事

**2005 Hong Kong Awards for Industries: Innovation and Creativity  
Organising Committee**

**2005香港工商業獎：創意組別籌備委員會**

**Honorary Advisor 榮譽顧問**

**Professor Clayton Christensen**

*Harvard Business School*

哈佛大學商學院教授



**Chairman 主席**

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# 2005 Hong Kong Awards for Industries: Innovation and Creativity Marking Scheme

## 1. Creativity – Design, Development & Performance (30%)

### Design of Products/Services

- Unique features of the innovative concept & creative ideas.
- Creativity in idea generation.
- Efficiency of prior research & development.
- Advantage over competitors.

### Development

- Ability to develop new ideas into strategies & action.
- Use of technology, processes or ideas which are new to the company.
- Value creation for all key stakeholders.
- Potential for continual innovation.

### Performance

- Significant improvements over present processes/procedures.
- Timely & efficient delivery of the new products/services.
- Ability to deliver new ideas to clients.
- Relevance to customer requirements.
- Capability of process management to ensure operational performance.

## 2. Corporate Policy & Planning (20%)

### Corporate Leadership & Strategy

- Vision & values towards innovation.
- Ability to understand the competitive environment so as to detach & reduce competitive threats.
- Ability to identify market requirements & customer expectations.
- Ability to position company as innovative market leader or niche provider.
- Senior executives' involvement & leadership in creating & reinforcing value toward innovation.

### Culture of Innovation

- Design of organisation & its management of operations to achieve company-wide customer focus & commitment to innovation & creativity.
- Effectiveness of communication & reinforcement of values of innovation.
- Rank & file participation in innovation.
- Reward for innovation.
- Training & human resources development in innovation.

## 3. Commercial Results & Prospects (20%)

### Commercial Achievements

- Ability to increase sales, income & market share.
- Cost-effectiveness of investment versus return.
- Performance improvement & overcoming previous weaknesses in key business area.
- Enhancing company image & goodwill.
- Other quantitative benefits and/or qualitative achievements.

### Business Prospects

- Financial prospects of innovation.
- Enhancing motivating & organisational dynamics in long-term.
- Capability to maintain sustainable business growth.
- Potential to diversify into other new business areas.
- Ability to maintain long-term competitiveness.

## 2005 Hong Kong Awards for Industries: Innovation and Creativity Marking Scheme

### 4. Contribution to Hong Kong (20%)

#### Benefits to Consumers & Industry

- Providing practical benefits to customers.
- Raising the standard & excellence of the whole industry.
- Facilitating new economic activities.
- Heightening public awareness & recognition of the industry's contribution to the economy.

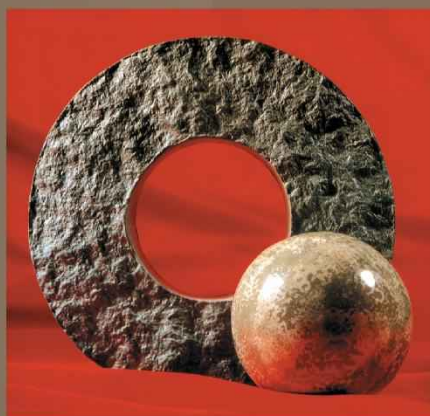
#### Social Contribution & Capacity Building

- Creating high-value employment opportunities.
- Facilitating Hong Kong companies to benchmark & enhance their competitiveness.
- Impact on other industries to improve their standards.
- Ability to attract international attention & help the marketing of Hong Kong's products/services overseas.
- Reinforcement of Hong Kong's overall competitiveness.

### 5. Bonus Score (10%)

#### The "WOW" Factor

- The "extraordinary" nature of the innovation & creativity which the judges find impressive.



### About Zhu Bi

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

The pearl (Zhu 珠) is of particular significance to Hong Kong, an ancient source of finest pearls in China, and traditionally known as the Pearl of the Orient. The jade amulet (Bi 璧) represents the Heaven, according to Eastern Han scholar Zheng Xuan (鄭玄). The pierced disc resembles the

ancient calligraphic symbol for the sun, and on the Hong Kong Awards for Industries logo the amulet is decorated with a stylised version of the traditional "grain" (穀) pattern. In Chinese, the two words together signify a perfect match. In the western context, the two symbols together form the letter "Q" which is widely associated with the concept of quality.

### 關於珠璧

在1989年，石漢瑞設計公司為香港工業獎特別設計了一個匠心獨運的標誌，巧妙地將「珠」和「璧」這兩件寶物合併起來，成為一個在中、英文中都有美好涵義的設計圖樣，用於獎項的標記和頒予得獎者的獎座。香港工商業獎沿用這個標誌，表彰本港企業的傑出成就。

「珠」對香港有特別深厚的意義，因為香港古時是中國出產最上好珍珠的地方，而且素有東方之珠的美譽。東漢經學家鄭玄認為「璧」象徵「天」。除此之外，璧的形狀有如中間有孔的圓碟，仿如古代書法中的「日」字；而香港工商業獎標誌中的璧，還以傳統的「穀」紋作裝飾。在中國語文上，「珠聯璧合」象徵「天衣無縫的配合」。以西方觀念來看，兩者併合成為英文字母「Q」，使人聯想起「品質」(Quality)一詞。



Hong Kong General Chamber of Commerce  
香港總商會 1861

The Hong Kong General Chamber of Commerce is the oldest - founded in 1861 - and largest - around 4,000 corporate members - business 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.

香港總商會始創於1861年，是歷史最悠久、規模最龐大的本地商業組織，現有企業會員約4,000名。多年來，本會貫徹國際化的特色，會員包羅跨國集團、中資企業和香港公司。我們是一家自負盈虧的非牟利機構，能真正以獨立團體的身份，代表香港特區工商界的廣泛權益。

我們事事以會員的權益為依歸，代表會員就各項影響商業和經濟的事務，向特區政府陳情獻策；此外，亦為會員提供商業訊息和機會，更透過舉辦各種活動，協助會員建立聯繫網絡。

本會積極推廣香港作為亞洲的國際商業中心，並擔當國際橋樑的角色，把本港商界與中國和世界各地接連起來。

2005

香港工商業獎

Hong Kong Awards for Industries

鳴謝

Acknowledgements

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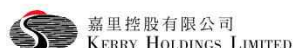
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