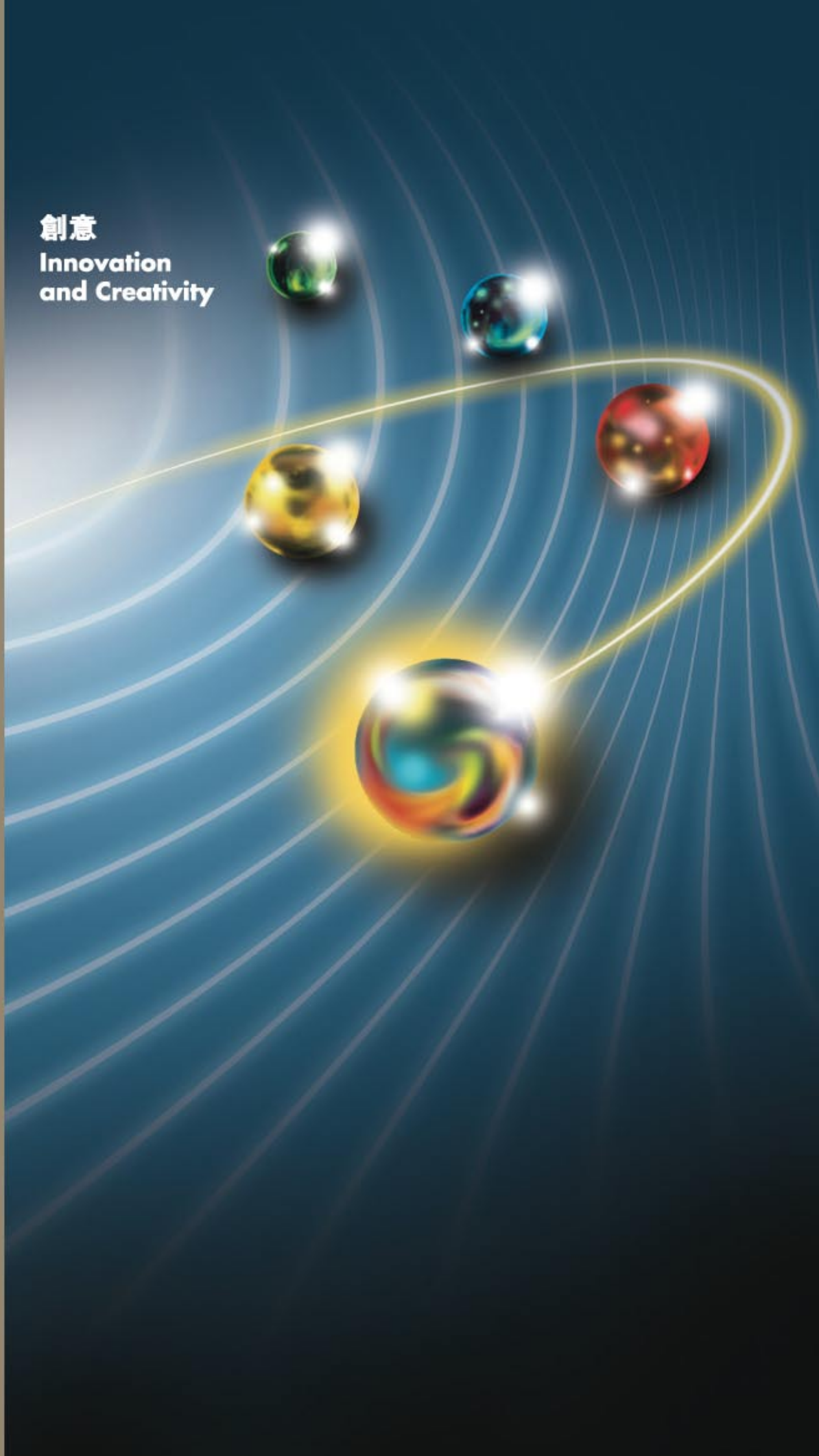




香港工商業獎
2006
HONG KONG
AWARDS FOR
INDUSTRIES

創意
Innovation
and Creativity



HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

2006香港工商業獎： 創意



香港工商業獎
2006
HONG KONG
AWARDS FOR
INDUSTRIES

創意大獎
INNOVATION &
CREATIVITY
GRAND AWARD



2006
香港工商業獎
HONG KONG AWARDS
FOR INDUSTRIES

創意獎
INNOVATION AND
CREATIVITY AWARD



2006
香港工商業獎
HONG KONG AWARDS
FOR INDUSTRIES

創意優異證書
INNOVATION
AND CREATIVITY
CERTIFICATE OF MERIT



California Red Limited
加州紅



Hong Kong Business Intermediary Company Limited
香港商機有限公司



Hong Thai Travel Services Limited
康泰旅行社有限公司



New Digital Noise (N.D.N.) Limited



Demiurge Unit Limited
元創間有限公司



Metro City Management Limited
新都城管理有限公司



The I-Consulting Group

2006 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

Many congratulations to the seven winners of the "2006 Hong Kong Awards for Industries: Innovation and Creativity". They are the role model of Hong Kong's success and deserve this highly acclaimed award for their innovative business practices.

Innovation and creativity are increasingly seen as an engine for business growth, especially at the times of globalisation. As Hong Kong has transformed into a knowledge-based economy, our industries need to break with tradition, embrace new concepts and move towards higher value-added outputs, in order to stay ahead in the competitive marketplace. To develop Hong Kong as a creative economy, we need innovation not just in incorporating new technologies in businesses, but also to bring in fresh concepts and best practices continuously. Through this Award, I am delighted to witness the prominent achievements of many of Hong Kong's innovative pioneers. In particular, the winners had stood out from the tough contest, and I hope they will inspire others to emulate their success stories.

Finally, I would like to thank all members of the Final Judging Panel of the Hong Kong Awards for Industries, the HKGCC Judging Panel and the Chamber Secretariat for their outstanding work, as it has not been an easy task to select the winners from the pool of high-quality entrants. I also wish all Hong Kong companies every success in 2007!

在此衷心祝賀「2006香港工商業獎：創意」的七間得獎機構，憑著創意的實踐贏得這個殊榮。優勝者不單是香港企業的成功故事，更為商界樹立良好榜樣。

隨著香港發展成為知識型經濟體系，本港工商界需要有新思維，突破傳統以取得更高增值的成果，尤其在全球經濟一體化下，創意已被視為促進商業增長的動力，有助在競爭激烈的市場上保持我們的優勢。為發展香港工商界的創意文化，我們除了要利用新科技，並需不斷引進新的營商概念和手法。我很高興地能夠透過這個獎項，見證到眾多企業在創意方面的驕人成就，而得獎公司在競爭激烈的比賽中脫穎而出，更加難能可貴，他們的成就定能夠激勵業界其他人士效法。

最後，在云云優秀企業中甄選出優勝者，是相當困難的工作，本人藉此感謝香港工商業獎最終評審委員會和香港總商會評審委員會的所有成員，以及香港總商會秘書處對工商業獎所作出的貢獻，並祝本港工商企業在新的一年百尺竿頭、更進一步！



Alex Fong
CEO, Hong Kong General
Chamber of Commerce

香港總商會總裁
方志偉

I am very happy to see that the Hong Kong Awards for Industries has again turned out to be a big success. The Chamber is proud to be invited again to be the Organiser of the Innovation and Creativity category.

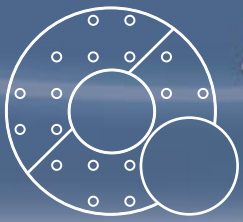
Industry and commerce, the pillars of Hong Kong's economic development, hinge on the hard work and dedication of all enterprises. With rapid changes in the global environment, Hong Kong companies must strive to incorporate new methods and generate creative business ideas so as to open up new opportunities. Innovation has therefore become an important element for success, whether in design of products, services delivery, use of technical applications or marketing. I am heartened to see these are precisely the elements that we have found from those who participated in the Award.

To have won the awards is not just recognition of the winners' achievements, but also a showcase of Hong Kong's best practices and our strong culture of innovation. I congratulate and commend all winners for their outstanding performance. Being the HKSAR's premier business association, the HKGCC will continue to play an active part in facilitating Hong Kong enterprises to develop and enhance their competitiveness.

香港工商業獎再次成功舉辦，實在可喜可賀。香港總商會十分高興能夠再次被邀請，擔任「創意獎」的主辦機構。

工商業是香港的經濟支柱，未來的發展實有賴工商各界的努力和貢獻。由於國際營商環境瞬息萬變，本港企業必須不斷地引進創新的營商概念和模式，藉此開拓新商機，故此，無論在商品設計、服務提供、科技應用或市場推廣策略上，創意已成為不可或缺的成功要素。我很高興能夠在今年的參賽機構中找到這些重要元素。

「香港工商業獎：創意」不僅認同了優勝者的成就，更展示了香港的創意文化，令我們引以為傲，在此我衷心祝賀和表揚所有得獎者。香港總商會作為香港最大和最具影響力的商會，我們將繼續透過不同的服務及活動計劃，致力促進商界的發展和競爭力。



2006 HONG KONG AWARDS FOR INDUSTRIES:

INNOVATION
AND CREATIVITY

香港工商業獎：

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2006 HONG KONG AWARDS FOR INDUSTRIES
INNOVATION AND CREATIVITY GRAND AWARD



加州紅

California Red Limited

加州紅



California Red Limited was established in 1993, our vision has always been to provide distinctive karaoke service for the public. We are confident that through our invigorating approach, our company will attract customers who desire for a family-oriented, one-stop and assorted recreation establishment that is refreshing for the body, mind and soul. Today, California Red has expanded into a chain network that is located across Asia, notably Hong Kong, Mainland China, Malaysia and Philippines. We promise to become one of the prime leaders among Asia's entertainment industry within three years. Furthermore, as proven by past developments, we thrive on pioneering business opportunities and developing new trends, which in the past have paved ways for others to follow. We are extremely proud to announce that through rigorous research and development, we have introduced an entirely new song input system, using latest bluetooth technology, to the world. We are optimistic that in the near future, our company will continue to expand throughout Asia, and even worldwide.

加州紅集團於1993年創立至今，一直以提供優質的卡拉OK服務為宗旨。時至今日，集團發展重點是將卡拉OK文化轉為清新健康之消閒地方；同時，我們乃首個衝出香港之卡拉OK品牌——分別已於中國廣州市、馬來西亞及菲律賓設立分店。我們承諾在三年內成為亞洲區領先的休閒樂園。另一方面，我們亦致力尋求創新和突破，集團於去年成功開發全球首創以藍芽手機系統點播歌曲技術，如今更藉此技術獲取「2006香港工商業獎：創意大獎」。展望未來，集團希望能將業務進一步拓展至東南亞及以外的國家。

www.californiare.com.hk

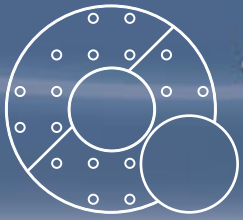


▶ Comments by the Judging Panel

California Red demonstrates the importance of creativity as a means of differentiating the Company from other competitors. It has built its strength upon a strong culture of innovation and the ability of transforming new ideas into strategies and service delivery. This is proved by the newly invented song input system with mobile phone. By making use of latest bluetooth technology, the Company has developed not just a convenient service to customers, but also a community platform with potential of diversification into other new business areas. California Red's accomplishment in providing comfortable and popular entertainment services through a number of innovative services, such as smokeless karaoke box and exclusive karaoke songs, have enhanced the Company's brand name and rejuvenated the entire industry, making the Company a benchmark itself as well as a pioneer in the local and regional markets.

▶ 評委會意見

加州紅憑著卓越的創意文化，致力把新意念發展成實際可行的業務策略和服務，從而在同業競爭之中突圍而出，充分展示出創意的重要性。該公司的成功例子之一，是透過藍芽技術，推出嶄新的手機點歌系統，除了為顧客提供更方便的服務外，並且藉此建立了一個社群平台，有利公司業務作多元化發展。此外，加州紅首創的無煙K房和獨家試唱等開創業界先河的服務，不僅深受顧客歡迎，更提高了公司的品牌聲譽，令本地和區內同業做法。



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2006 HONG KONG AWARDS FOR INDUSTRIES
INNOVATION AND CREATIVITY AWARD



Hong Kong Business Intermediary Company Limited
香港商機有限公司

Hong Kong Business Intermediary Co Ltd (HKBI) was established in 2001. We are the first business brokerage company in Hong Kong that provides an effective transaction platform for business buyers and sellers of small and medium size enterprises (SME). We believe in professionalism and aim to transform customer's dream into favorable reality.



HKBI has a large team of dedicated professionals with extensive experience in feasibility study, deal formulation, financial forecasting and analysis of existing businesses. Our teams assist in negotiations and guarantee the strictest confidentiality to ensure that each stage of the transaction, as well as subsequent integration or handover plans, proceeds smoothly. HKBI is the first business brokerage company in Hong Kong that provides 2-year after-sales consultation services for business buyers to facilitate growth in their businesses and hence better success rate and more favorable transformation.



香港商機有限公司(香港商機)於2001年成立，為本港首間生意轉讓經紀，竭誠為中小企業務的買賣雙方提供高效的交易平台。我們一向堅持為顧客提供最優質專業之服務，以實現創業者及業務東主之夢想。

香港商機擁有大批專業顧問，對有關現成生意業務的可行性、交易建構、財務預測及分析方面均擁有豐富經驗。我們的專業團隊協助買賣雙方進行磋商，以確保交易過程中每個階段，以及其後的整合或交接計劃均能順利完成，而交易過程絕對保密。我們為本港首間生意轉讓經紀為買家提供為期兩年之售後顧問服務，為買家提供生意營運之意見，協助他們邁向成功之路。

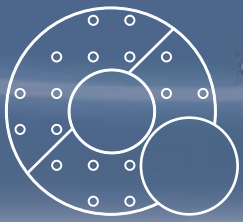
www.hkbi.com

► **Comments by the Judging Panel**

The Hong Kong Business Intermediary Company Limited manages to add value to the conventional business brokerage services by introducing one stop service to its clients, including accounting and legal consultancy, business loans and after sales training. By selling only profitable SMEs, the Company is able to demonstrate an impressive capability to help business starters reduce investment risks. The business concept is simple but it is a considerable innovation, offering practical benefits to inexperience business people and facilitating the service standard of the market. With its strong team spirit and close relationship with clients, the Company has successfully created an effective transaction platform for business buyers and sellers.

► **評委團意見**

香港商機有限公司透過一站式服務，提供會計和法律諮詢、商業借貸和售後培訓等，為傳統的業務買賣代理服務創優增值。由於該公司只嚴選有盈利的優質中小企作買賣，故能有效減低創業者的投資風險，這個營商理念雖簡單卻具創意，能讓商場新手實際得益，並有助提升業界的服務水平。香港商機強調團隊精神和客戶關係，成功地為業務買賣雙方創建高效的交易平台。



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2006 HONG KONG AWARDS FOR INDUSTRIES
INNOVATION AND CREATIVITY AWARD

 康泰旅行社

Hong Thai Travel Services Limited
康泰旅行社有限公司

Since 1966, when **Hong Thai Travel** first began our journey to success, it has always taken pride in bringing happy and memorable travel experiences to the Hong Kong people. With innovative ideas and excellent services for its customers, Hong Thai Travel has led millions of travelers around the world. According to Nielsen Media Research report 2001-2006, Hong Thai Travel receives the highest number of customers for 6 consecutive years, and it is the first travel agency in Hong Kong to be accredited with ISO9001:2000 quality certificate for our full scope of services.



Hong Thai Travel adapts and responds market changes quickly, and it continues to explore new ideas to suit the needs of different customers. In recent years, it has initiated thematic tours in the industry: "Ecological Tours", "I Love Dogs Tours", "Thailand Gay Festival Tour" and many others have become the talk of the town under a high coverage in mass media. Hong Thai Travel is the first to host "Love Seeking Tours", which create a unique matchmaking platform for over 800 people to meet for the first time and spend a memorable time together in the tours.

成立於1966年的**康泰旅行社**，40多年來與香港共同成長。根據Nielsen Media Research 市場調查顯示，康泰已連續六年(2001-2006)成為參加人數全港最多的旅行社，為市民提供優質的一站式旅遊服務，更是本港首家旅行社全線服務榮獲ISO9001:2000品質管理證書。

除提供優質的服務外，康泰亦視創意為企業成功的關鍵，憑藉「勇於創新、不斷求變」的精神，致力開拓各類特色旅遊產品，領導旅遊潮流，為顧客製造驚喜；而去年推出的「單身貴族尋緣之旅」，三次旅程共吸引近800名單身人士參加，深受顧客好評，並獲傳媒廣泛報導，開創以旅遊作為交友平台的潮流，成為城中熱門話題。

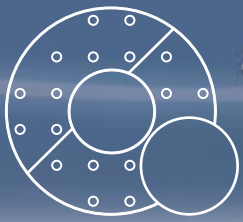
www.hongthai.com

► **Comments by the Judging Panel**

Hong Thai has successfully identified a market niche and offered "love seeking tour" to specific group of customers who look for companions. The combination of travel business with friend-seeking services reflects its distinct character as a unique local innovation. Driven by a strong innovative culture, the Company is able to develop new "gimmicks" continually, adding value to its traditional services and thus enhancing its leadership in a highly competitive market. The Company's success is demonstrated by noticeable commercial achievements.

► **評委團意見**

康泰成功地看準市場需要，結合徵友服務與旅遊業務，開拓主題旅遊產品，為有興趣結交伴侶的單身人士推出「尋緣之旅」，成為具本地特色的創新服務。康泰藉著創意文化，屢創新猷，致力為傳統的旅遊服務增值，令公司能夠於競爭激烈的市場中節節領先，創下卓越的商業成就。



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**2006 HONG KONG AWARDS FOR INDUSTRIES
INNOVATION AND CREATIVITY AWARD**

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NEW DIGITAL NOISE

New Digital Noise (N.D.N.) Limited

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New Digital Noise is Asia's first digital advertising media in Hong Kong. What originally started as a company serving Hong Kong's F&B sector, we have evolved into an integrated company offering orchestrated solutions with technology that enhances brand image and customer interaction.

Today, New Digital Noise operates a Digital Media Network with over 1200 displays, managing Loyalty Programs that have exceeded 400,000 members, and creating Mobile Interactive Solutions that engages customers.

New Digital Noise will continue to take technology seriously with a passion in introducing cutting edge trends. By implementing more efficient and effective advertising platforms for our clients, our inspiration and insight breaks the boundaries of conventional ads and offers new crossovers in media advertising.



New Digital Noise 於二零零二年成立為一嶄新數碼視像媒體推廣概念公司。

New Digital Noise 利用全新數碼媒體技術，提供即時多元化資訊，為客戶度身訂做創新市場推廣策略，務求迎合客戶的需要，讓客戶之品牌及形象得到提升。

一個集電視、電腦、平面廣告於一身的宣傳媒體，讓客戶可隨時隨地通過互聯網直達銷售對象。New Digital Noise 為未來數碼廣告媒體譜上新的旋律，同時亦標誌著一個擁有廣告及新聞資訊的網絡屏幕新紀元。

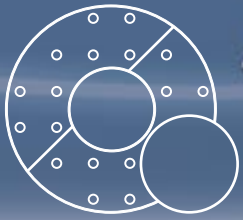
www.ndn.com.hk

► Comments by the Judging Panel

The creativity of New Digital Noise is demonstrated by its ability of continual innovation. Since the launching of the Digital Advertising Media which possesses "target advertising" capability in restaurant and entertainment outlets, the Company is able to further develop the technology and add new elements to its wireless digital media network. Besides enhancing service delivery and visual impact, the use of bluetooth and QR Code applications has created an interactive platform, providing unique solutions for advertisers to target their market audience. The new medium has the potential to create a substantial impact on the advertising industry.

► 評委團意見

New Digital Noise 的成功在於不斷創新。該公司率先將數碼廣告媒體引入食肆和娛樂場所，協助廣告商進行重點宣傳，其後更進一步改良有關技術，透過藍芽和二維碼 (QR Code) 的應用，為無線數碼媒體網絡注入新元素，除了提升服務質素和視覺效果，並且建立互動平台，讓廣告商透過這獨特渠道，鎖定市場上的目標客群。這種嶄新的媒體潛力優厚，可對廣告業帶來深遠影響。



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2006 HONG KONG AWARDS FOR INDUSTRIES
INNOVATION AND CREATIVITY CERTIFICATE OF MERIT



demiurge
元創間 unit

Demiurge Unit Limited
元創間有限公司



Demiurge Unit is a visionary LED application design company with offices in New York and Hong Kong. We are committed to explore the possibility of utilizing LED in the most creative ways. Our services include (1) LED Experience Design & Consultancy, (2) LED Product Design & Development, and (3) Art Direction, Graphic Design and Contemporary Art.

Headed by renowned LED artist Teddy Lo, our dynamic and multi-cultural team share a dream in creating an intriguing future lifestyle to color the world.

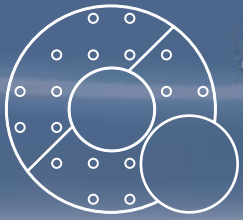
Our minimal design concept M.I.S.T. Multimedia Information System Tower, is an indoor and outdoor digital platform that delivers multimedia information to the mass. This unit utilizes the environmental and dynamic solid state lighting technology LED, which allows flexibility in structural designs, energy saving and dynamic visual imagery. The main function of M.I.S.T. is divided into multi-media information platform and intelligent traffic light system applications.

元創間有限公司是一間經驗豐富的LED應用設計公司，其辦公室設於紐約和香港。主要業務包括：(1) LED照明設計及顧問；(2) LED產品設計及發展；及(3) 藝術指導、平面设计及當代藝術範疇。

元創間致力將LED以創新的意念應用於藝術創作及燈光設計上；其設計小組是由著名的科技藝術家羅揚文先生及一班創新的設計師和工程師組成，富專門的LED知識，為未來生活創造一個理想的形態，令世界充滿更多色彩。

是次參賽作品 - 「多媒體資訊系統大樓」是一個可傳送多媒體資訊的平臺，適合擺放室內或室外。這個顯示屏除了可以顯示交通信號外，還能夠利用文字顯示道路訊息及播放視頻資訊。這作品柔合環保及LED科技的概念，使其在結構設計及能源效益上形造出動感的視覺效果。

www.demiurgeunit.com



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2006 HONG KONG AWARDS FOR INDUSTRIES INNOVATION AND CREATIVITY CERTIFICATE OF MERIT



Metro City Management Limited
新都城管理有限公司

Established in 1996, **Well Born Real Estate Management Limited** is dedicated to providing sophisticated services to high-end properties, mass residential-cum-retail projects and car parks developed by the Henderson Land Group. In order to cope with our business developments, Metro City Management Limited came into service in 1997 to facilitate the provision of tailor-made management services for Kowloon East's mega development project, Metro City Phase I, Phase II and The Metropolis.

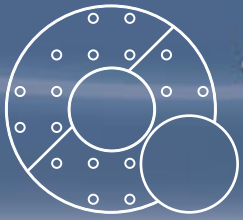
Being in line with Well Born's commitment to "Interactive Services for Quality Management", Metro City Management Limited renders quality management services to all phases of Metro City and aims to build ideal homes for our customers residing at Metro City.

偉邦物業管理於1996年創立，一直致力為恒基兆業地產集團發展的豪宅物業、大型屋苑、商場及停車場提供卓越管理服務。為配合公司業務發展，偉邦於1997年創立新都城管理有限公司，專責管理九龍東大型建設項目，將軍澳新都城一期、二期及都會豪庭。

新都城管理有限公司秉承偉邦「互動服務 攜手進步」的經營理念，按新都城各期業戶的不同需要，周全制訂完善管理方案，在物業管理上萌發新概念，與客戶共建美好無匹的生活藍圖。

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2006 HONG KONG AWARDS FOR INDUSTRIES
INNOVATION AND CREATIVITY CERTIFICATE OF MERIT



The I-Consulting Group

The I-Consulting Group a.k.a. **ICG** is a Premier Provider of IT Outsourcing & Consultancy Services. ICG has established a prominent status in providing service to commercial clients ranging from SMEs to Large corporations in various industries such as Legal, Corporate Service, Retail, Finance & Banking, Trading, Manufacturing & Hospitality. ICG owns its proprietary methodology in IT Outsourcing with its trademarked system ITOSE™ to help clients manage their ongoing IT needs.



ITOSE™ - the IT Outsourcing Service Engine, is the proprietary technology created and developed by ICG. ITOSE™ is a comprehensive and smart communication system tool designed exclusively for the company's IT Outsourcing clients.

Today, many clients outsource *IT Management, Helpdesk, Server & Network Support /Administration, Development, Product Selections* to ICG. Some of ICG's clients include Aston Martin, Allied Pickfords, Datum, HSBC, Jebesen Insurance, Jebesen Travel, DLA Piper, MF Jebesen Group, Nameson Group, Orbis, Sirva Relocation etc.

Year of Establishment: 2003

Our Winning Value
We Serve with Integrity & Care

The I-Consulting Group (簡稱 **ICG**) 是一所提供優質資訊科技外判及諮詢服務的公司。在過去數年, ICG透過與各行各業 (包括法律界、企業服務界、零售業、金融及銀行業、貿易及服務行業) 之商戶合作而建立了在資訊科技服務行內的優越地位。其客戶包括中小企及大型企業。ICG以其獨有的方法及註冊商標 ITOSE™ 系統幫助客戶解決各種資訊科技上的難題和需要。

ITOSE™ 是ICG獨家設計及發展的一套專利系統, 專為ICG外判服務客戶而設。ITOSE™ 是ICG與客戶之間的一套全面和靈活的溝通系統。

ICG之外判服務包括資訊科技管理、服務台、伺服器及網絡支援及管理、資訊科技發展及產品挑選等。ICG之客戶包括Aston Martin, Allied Pickfords, Datum, HSBC, Jebesen Insurance, Jebesen Travel, DLA Piper, MF Jebesen Group, Nameson Group, Orbis, Sirva Relocation etc.

成立年度: 2003

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2006 Hong Kong Awards for Industries: Customer Service, Environmental Performance, Innovation and Creativity, Productivity and Quality, and Technological Achievement
Final Judging Panel

2006 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
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Business Development and Technology Support Division
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Hong Kong Productivity Council
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Dr Andrew Thomson
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Business Environment Council
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Trade and Industry Department
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2006 Hong Kong Awards for Industries: Innovation and Creativity
HKGCC Judging Panel
2006 香港工商業獎：創意
香港總商會評審委員會



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Hong Kong General Chamber of Commerce
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顧問

Mr Rabi Lee
Ernst & Young
李揚捷先生 安永會計師事務所

2006 Hong Kong Awards for Industries: Innovation and Creativity

2006香港工商業獎：創意

Objectives:

The aim of the Award is to promote innovative culture and creativity among Hong Kong enterprises. The Organiser is looking for companies with innovative concepts and creative ideas which they can apply in their business. The winning companies should also demonstrate strong commercial achievements and contribution to the wider community.

Selection Criteria:

Creativity - design, development and performance
Commitment to an innovative culture
Commercial results and prospects
Contribution to the industry and to society

宗旨：

推動香港工商界的創意文化和創造力。
優勝機構須具備創新的理念，實踐開拓先河的營商手法，並展示其卓越的商業成就和對社會的貢獻。

評審準則：

創意 — 設計、發展和表現
創意文化的培育
商業成就及前景
對業內及社會的貢獻

Innovation and Creativity

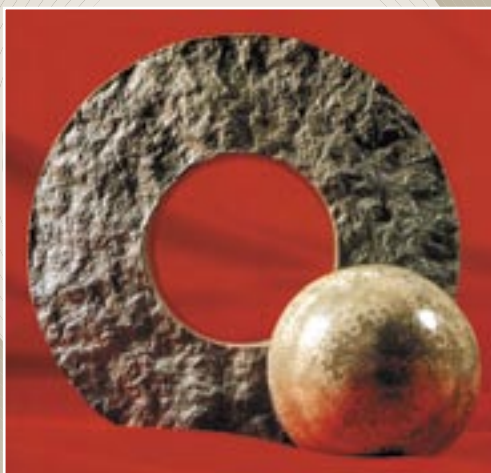
About Zhu Bi

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，巧妙地将「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。

Innovation and Creativity



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。

鳴謝
Acknowledgements

2006
香港工商業獎
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