



香港工商業獎
2007
HONG KONG
AWARDS FOR
INDUSTRIES

創意
Innovation
and Creativity



HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861



2007

香港工商業獎：創意

Hong Kong Awards for Industries: Innovation and Creativity

主辦機構
Organiser



Hong Kong General Chamber of Commerce
香港總商會1861



2007
香港工商業獎
HONG KONG AWARDS
FOR INDUSTRIES

創意獎
INNOVATION AND
CREATIVITY AWARD



彩圖站有限公司
BannerSHOP Company Limited



Comfort Resource Limited



匯誠財務有限公司
Xpress Finance Limited



2007
香港工商業獎
HONG KONG AWARDS
FOR INDUSTRIES

創意優異證書
INNOVATION
AND CREATIVITY
CERTIFICATE OF MERIT



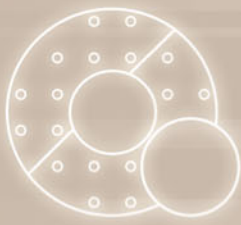
能量站
Energy Source



HKC Technology Limited



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



2007

香港工商業獎：創意

Hong Kong Awards for Industries:
Innovation and Creativity



胡定旭, JP

香港總商會評審委員會主席

香港總商會副主席

「2007年香港工商業獎」再次成功舉辦，實在可喜可賀！我衷心祝賀六間「創意組別」的優勝公司，以卓越的成就贏得這個殊榮。

在全球一體化和知識型經濟體系下，創意是保持商業增長和競爭力的重要元素。故此，工商界必須運用創意，引入新的營商思維和科技，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。我很高興透過這個獎項，見到香港企業能夠在創意文化上屢創新猷，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。

我希望優勝企業所作出的貢獻，能夠激勵每一個人，為香港更美好的將來更加努力。祝本港工商企業在新的一年百尺竿頭、更進一步！

Anthony Wu, JP

Chairman, HKGCC Judging Panel

Vice Chairman, Hong Kong General Chamber of Commerce

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

In the age of globalization and 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. 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.

I hope that the contribution from all winners will inspire everyone of us to work harder together to create a better future for Hong Kong. I also wish all Hong Kong companies every success in 2008!



方志偉

香港總商會總裁

熱烈祝賀「2007香港工商業獎：創意」的所有得獎者，此獎項不僅認同了優勝者的成就，更展示了香港企業的成功典範。

營商環境瞬息萬變，本港企業必須不斷引入新的營商思維和概念，提升水平以維持市場競爭力，才可把握經濟增長所帶來新機遇。我很高興看到，參賽機構均能夠在各方面創優增值，而優勝者的佳績更加值得被嘉許和表揚，令同業效法。

香港總商會十分高興能夠再次被邀請，擔任「香港工商業獎：創意」的主辦機構，本人並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，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，致力促進業界的發展和競爭力。

Alex Fong

CEO, Hong Kong General Chamber of Commerce

Many congratulations to the winners of the "2007 Hong Kong Awards for Industries: Innovation and Creativity". To have won the awards is not just a recognition for winners, but also a showcase of Hong Kong's best practices.

With rapid changes in the operating environment, Hong Kong companies are reassessing and repositioning themselves in order to stay ahead in the increasingly competitive market. Economic growth has opened up exciting opportunities, requiring fresh ideas and new business concepts. I am pleased to note that many Award entrants have added new dimensions to their businesses with innovation and creativity. The winners deserve praises for their efforts and achievements, and they will inspire others to emulate their success.

The Chamber is proud to be invited again to organize the Innovation and Creativity category of the Hong Kong Awards for Industries. 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 part in facilitating Hong Kong enterprises to develop and enhance their competitiveness.



2007

香港工商業獎：創意

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

主辦機構
Organiser



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業界以至社會的貢獻。

To promote innovative culture and creativity among Hong Kong industries. The winner companies should possess creative concepts and implement innovative business practices, as well as demonstrate strong commercial achievements and contribution to the industries and the wider community.

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



BANNERSHOP

彩圖站有限公司
BannerSHOP Company Limited



彩圖站是本港最大生產量的橫幅和大型數碼印刷服務提供者之一，自2003年成立以來，致力為客戶提供多元化的創新服務，如定製印刷、24小時交收及網上落單等，不僅在噴畫工業中創立一種嶄新經營模式，並能以合理的價錢把傳統印刷服務大眾化。我們不斷投資在印刷機器和科技，提供百分百「香港製造」的產品，成功地建立一個市場肯定的專業地位，並獲得不同專業團體頒發多個獎項，包括「2007香港工商業獎：創意獎」。

Established in 2003, BannerSHOP is one of the suppliers with the largest production capacity of banners and wide

format digital printing in Hong Kong. By offering a full range of innovative services such as tailor made printing, 24-hour services and online shopping system, we have succeeded in creating a new dynamic business model and popularizing traditional printing services at reasonable prices. To position ourselves as a truly professional and expert in the marketplace, we keep investing into printing machinery with latest technology, and we are proud of providing 100% "Made in Hong Kong" products. Over the years, BannerSHOP has won awards from different recognized professional organizations, including the "2007 Hong Kong Awards for Industries: Innovation and Creativity Award."

www.bannershop.com.hk



創意獎

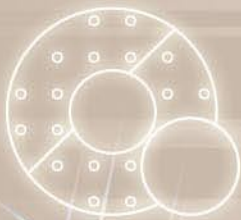
Innovation and Creativity Award

香港總商會評審委員會意見

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。

Comments by the HKGCC Judging Panel

The success of BannerSHOP 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 services delivery, tailor-made services and technical support, gives it a competitive edge and offers customers significant improvements over service quality at much 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.



2007

香港工商業獎：創意

Hong Kong Awards for Industries:
Innovation and Creativity

Comford Resource Limited



創意獎

Innovation and Creativity Award



Comford Resource Limited 於2003年成立，研發出一系列的節能產品並銷售到亞洲及澳洲市場。我們首先推出家用及商用空調機節能器，有助節省20%至30%的電力能源，從而減少炭流放。該高品質的節能器是由我們香港公司設計及製造，而本公司在未來仍會繼續研發，將節能器用於冷藏庫、冷凍櫃及車輛空調機等。節能器現在已銷售到中國、台灣、泰國、新加坡、馬來西亞、菲律賓、澳洲和新西蘭。

Comford Resource Limited was formed in 2003 to develop a range of energy saving products for the markets in Asia and Australia. The two initial products were the AES AIRCON ENERGY SAVER for commercial and residential air conditioning units, which save between 20% and 30% of electricity used with consequential

reduction in carbon emissions. The products were designed in Hong Kong and are manufactured by a Hong Kong company to a very high standard. Future products will include energy saving devices for cold stores, cold cabinets and vehicles. Products are supplied to Mainland China, Taiwan, Thailand, Singapore, Malaysia, Philippines, Australia and New Zealand.

www.energysavesolutions.com



香港總商會評審委員會意見

冷氣節能器是一種經香港改良的科技產品，能有效地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。

Comments by the HKGCC Judging Panel

The AIRCON ENERGY SAVER (AES) is a useful technology modified in HKSAR to improve energy efficiency of window and split-unit type air conditioners, which accounts for substantial electricity usage in a modern city like Hong Kong. Comford Resource is able to identify market requirements and bring in a practical solution to save electricity consumption and costs. The 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.



匯誠財務有限公司 Xpress Finance Limited

匯誠財務有限公司為持牌萬事達卡發卡機構及上市公司特速集團有限公司之成員（上市編號：185）。我們自1993年起於香港經營信用卡業務，累積多年的豐富經驗和優良信譽，並因應顧客不同的需要，提供最貼身、個人化的信用卡產品及服務。此外，我們更以獨特的個人化技術，推出全港首創及獨有「自己設計」的信用卡iXpress萬事達卡，並榮獲MasterCard Worldwide和香港總商會分別頒發的「2006年度香港區最具創意網上推廣活動獎」及「2007香港工商業獎：創意獎」。

Xpress Finance Limited is a licensed MasterCard member and a member of the Hong Kong Stock Exchange listed company Xpress Group Limited (HKSE: 185). We started credit card operations in 1993. With long history and reputation in the credit card business, we valued for personal customer service, admired

for innovative products, appreciated for flexibility and respected for integrity and provide customized credit card solutions to meet each customer's specific needs. Moreover, we use our unique customized card technology to launch the first and only one customisable credit card, iXpress MasterCard, which was awarded "The Most Innovative Online Program Launch in 2006 in Hong Kong" and "2007 Hong Kong Awards for Industries – Innovation and Creativity Award" respectively by MasterCard Worldwide and the Hong Kong General Chamber of Commerce.



創意獎

Innovation and Creativity Award

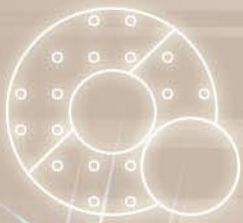
www.xpressfinance.com.hk
www.ixpresscard.com

香港總商會評審委員會意見

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，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。這個兼備創意和實用性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。

Comments by the HKGCC Judging Panel

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 online design system - is simple, straightforward, and practical for consumers. But it also carries a potential for further innovation and business expansion, such as in the growing gift cards business. Such practical innovation provides a good example for other service providers to follow.



2007

香港工商業獎：創意

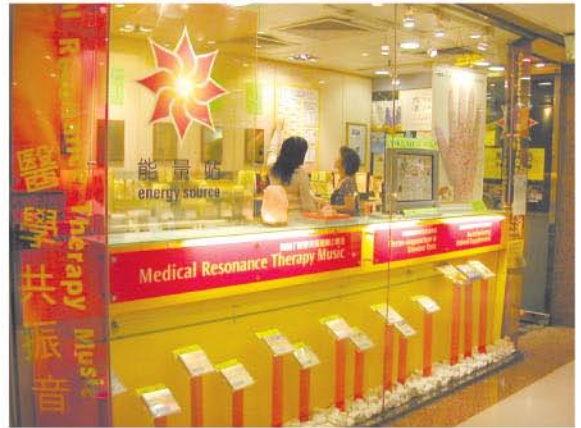
Hong Kong Awards for Industries:
Innovation and Creativity

能量站 Energy Source



能|量|站
energy source

金鐘海富中心的能量站，是首創一站式的整全醫學保健中心，率先引進世衛組織推薦的《醫學共振音樂》療法，以先進能量頻率檢測 (EAV、MRA Tests)，準確找出身心問題，配以音樂、食療及磁波針灸等作綜合調理，並提供醫學講座及課程，用愛心提昇人們正能量，用誠意建立身心靈和諧社會。



Energy Source at Admiralty Centre is the first holistic healthcare centre providing one-stop natural health solutions led by Medical Resonance Therapy Music recommended by World Health Organisation. We diagnose precisely on clients' psychophysical health issues through advanced vibrational testings (EAV and MRA tests), and treat integratively with music therapy, nutritional supplements and magnetic-wave acupuncture device to restore people health balance. We aim to recharge people with positive energy and love, and we aim to restore harmony and balance to the society holistically through our passion and sincerity.

www.energysource.hk

創意優異證書

Innovation and Creativity Certificate of Merit

HKC Technology Limited



HKC Technology Ltd是香港通訊國際控股有限公司（股票代號：248）旗下成員，我們主要於香港及亞洲各地區提供商業解決方案，包括智能大廈智能家居解決方案、RFID解決方案和網路安全系統等。集團自行研發的智能家居系統，內置專門為數碼家居生活而設的創新功能——通訊、操控、保安，及特點——關懷、舒適、便捷。



HKC Technology Ltd is a member of the HKC International Holdings Ltd (HKSE: 248). We are a major business solutions and telecommunications equipment supplier in Hong Kong and Asia-Pacific areas, providing Intelligent Building-Home Automation solutions, RFID solutions, network security systems and so on. The core self-developed product i-Home Enabler is a home automation system with many innovative functions – Communication, Control, Security, and it offers you a digital lifestyle with Care, Comfort and Convenience.

www.hkc.com.hk



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



威信停車場為新鴻基地產旗下威信集團之附屬公司。

威信集團合共管理11間全力投身交通基建發展之實力機構，矢志成為一家世界級的、與運輸設施相關的服務行業機構，本着熱誠及專業精神，滿足客戶需要。威信停車場業務遍佈澳洲、紐西蘭、新加坡及韓國等地。香港的業務始於1983年，現管理400多個停車場合共13萬個停車位，實為業界之翹楚。威信停車場多年來不斷引進嶄新的管理技術及設備，近年推出的運作支援中心設計現代化，提供一站式中央監控及管理，配合公司一系列電腦及數碼化系統，大大提升客戶服務質素，亦進一步強化車場之保安水平。

Wilson Parking is one of the specialized subsidiaries of Sun Hung Kai Properties, under the umbrella brand of Wilson Group.

Wilson Group manages eleven companies which are all devoted to the transport infrastructure development. The corporate vision of the Group is to be a world-class provider in transport-related services, and satisfy customers with passion and professionalism. Wilson Parking has extensive operations throughout Australia, New Zealand, Singapore and Korea. Established in Hong Kong in 1983, Wilson is now the territory's largest parking operator managing 130,000 bays in 400 sites. Its successive years of growth have enabled it to set new standards. Wilson is the first to pioneer the

centralized control of the car parks through the state-of-the-art Operation Supports Centre (OSC). In conjunction with a series of computerization and digital automation features, OSC further boosts security and offer extra comfort to customers.

www.wilsonparking.com.hk

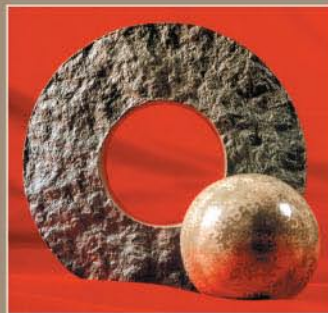
創意優異證書

Innovation and Creativity Certificate of Merit

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.

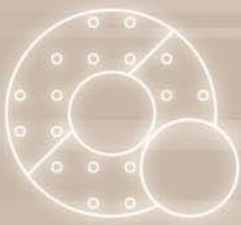
The pearl (Zhu 珠) is of particular significance to Hong Kong, an ancient source of finest pearls in China, and traditionally known as the Pearl of the Orient. The jade amulet (Bi 璧) represents the Heaven, according to Eastern Han scholar Zheng Xuan (鄭玄). The pierced disc resembles the ancient calligraphic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



2007

香港工商業獎：創意

Hong Kong Awards for Industries:
Innovation and Creativity

二〇〇七香港工商業獎

2007 Hong Kong Awards for Industries

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

**CUSTOMER SERVICE, ENVIRONMENTAL PERFORMANCE, INNOVATION AND CREATIVITY,
PRODUCTIVITY AND QUALITY, AND TECHNOLOGICAL ACHIEVEMENT – FINAL JUDGING PANEL**



由左起 (From left)

陳作基博士

Dr Cliff C K Chan

香港總商會工業及科技委員會主席
Chairman of the Industry and Technology Committee
Hong Kong General Chamber of Commerce

余麗姚女士

Ms Ruth Yu

香港零售管理協會執行總監
Executive Director
Hong Kong Retail Management Association

顏啟榮先生

Mr Kevin Edmunds

商界環保協會常務總裁
Chief Operating Officer
Business Environment Council

潘宗光教授, GBS, JP

Prof Poon Chung-kwong, GBS, JP

最終評審委員會主席
Chairman of the Final Judging Panel
香港理工大學校長
President
The Hong Kong Polytechnic University

馮永業先生

Mr Wilson Fung

香港生產力促進局總裁
Executive Director
Hong Kong Productivity Council

鍾惠霞女士

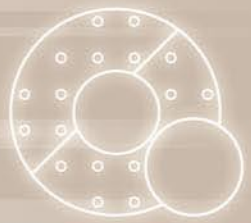
Ms Helen Chung

香港科技園公司企業拓展及科技支援高級經理
Senior Manager
Business Development and Technology Support
Hong Kong Science and Technology Parks Corporation

戴淑嬈女士

Ms Leonia Tai

工業貿易署助理署長
Assistant Director - General of Trade and Industry
Trade and Industry Department
(非評審委員會成員 not judging panel member)



二〇〇七香港工商業獎：創意

2007 Hong Kong Awards for Industries: Innovation and Creativity

香港總商會評審委員會

HKGCC JUDGING PANEL



(由左起 from left)

陳偉群博士, JP

Dr W K Chan, JP

香港總商會工商政策副總裁

Senior Director, Business Policy

Hong Kong General Chamber of Commerce (HKGCC)

伍金銘先生

Mr James Ng

城大專業顧問有限公司行政總裁

CEO, CityU Professional Services Ltd

鄭韓菊芳女士

Mrs Cindy Cheng

香港總商會數碼、資訊及電訊委員會主席

Chairman, Digital, Information and

Telecommunications Committee, HKGCC

敏建投資有限公司董事

Director, Manunion Investments Ltd

余國賢先生

Mr Edmond Yue

香港總商會工業及科技委員會副主席

Vice Chairman, Industry and Technology Committee, HKGCC

和興建築有限公司董事

Director, Wo Hing Construction Co Ltd

胡定旭先生, JP

Mr Anthony Wu, JP

香港總商會評審委員會主席

Chairman, HKGCC Judging Panel

香港總商會副主席

Vice Chairman, Hong Kong General Chamber of Commerce

魏永捷先生

Mr Ngai Wing-chit

香港特別行政區政府工業貿易署副署長

Deputy Director-General

Trade and Industry Department, HKSAR Government

陳作基博士

Dr Cliff C K Chan

香港總商會工業及科技委員會主席

Chairman, Industry and Technology Committee, HKGCC

千里眼控股有限公司行政總裁

Chief Executive Officer, TeleEye Holdings Ltd

莫乃光先生

Mr Charles Mok

香港總商會創意工業工作小組召集人

Convenor, Working Group on Creative Industries, HKGCC

騰思創智有限公司董事

Director, Computancy Ltd

蔡燕蘭女士 (顧問)

Ms Carol Choi (Project Consultant)

安永會計師事務所

Ernst & Young



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。



白金贊助機構 PLATINUM SPONSORS



滙豐



中國銀行(香港)
BANK OF CHINA (HONG KONG)



北京2008合作伙伴
BEIJING 2008 PARTNER

Regatex Manufacturers Ltd.

金贊助機構 GOLD SPONSORS



Hong Kong 香港科技園
Science & Technology Parks



恒生銀行
HANG SENG BANK



上海商業銀行
SHANGHAI COMMERCIAL BANK



FANG BROTHERS KNITTING LIMITED
華豐針織有限公司

vtech



IDT International Limited
萬威國際有限公司



BEA 東亞銀行

銀贊助機構 SILVER SPONSORS



美昌集團
MAY CHEONG GROUP
Maisto bunge



Hongkong
International Terminals
香港國際貨櫃碼頭



和富塑膠有限公司
WFOO PLASTICS LTD.

其他贊助機構 OTHER SPONSORS



運年錶業有限公司
Renley WATCH MANUFACTURING CO., LTD.



K K YEUNG
MANAGEMENT





Hong Kong General Chamber of Commerce
香港總商會 1861

香港金鐘道九十五號統一中心二十二樓
22/F United Centre, 95 Queensway, Hong Kong
電話 Tel: (852) 2529 9229 傳真 Fax: (852) 2527 9843
電郵 email: chamber@chamber.org.hk
網址 website: www.chamber.org.hk