



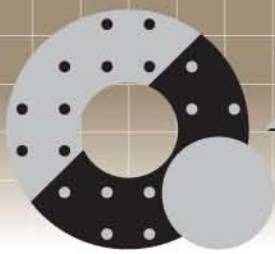
香港工商業獎
2008
HONG KONG
AWARDS FOR
INDUSTRIES

創意
Innovation
and Creativity



HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861



2008 香港工商業獎：創意

Hong Kong Awards for Industries: Innovation and Creativity



創意大獎
INNOVATION
AND CREATIVITY
GRAND AWARD



Toy2R (Holdings) Company Limited



2008
香港工商業獎
HONG KONG AWARDS
FOR INDUSTRIES

創意獎
INNOVATION AND
CREATIVITY AWARD



銀杏館
Gingko House



明高儀器有限公司
Mingle Instrument Limited



興華科儀有限公司
Schmidt & Co., (Hong Kong) Ltd



2008
香港工商業獎
HONG KONG AWARDS
FOR INDUSTRIES

創意優異證書
INNOVATION
AND CREATIVITY
CERTIFICATE OF MERIT



時富金融服務集團
CASH Financial Services Group Limited



DOG ONE LIFE



瑞安承建有限公司
Shui On Building Contractors Ltd



包立賢

香港總商會主席

2008年度香港工商業獎再創新績，實在可喜可賀。本人衷心祝賀創意組別的七間得獎公司，在三十位參賽者中脫穎而出，以卓越的成就贏得這個殊榮。

近期的金融風暴為工商界帶來嚴峻的衝擊，令營商環境瞬息萬變。香港企業必須提高警覺，不斷引入新思維和概念，從而改善產品設計、服務質素、科技應用以及市場推廣手法，才能安渡危機。我很高興見到不少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。

香港總商會十分榮幸能夠被邀請，再次籌辦創意獎。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，致力促進工商界的發展和競爭力。讓我們攜手共渡時艱！

Andrew Brandler

Chairman, Hong Kong General Chamber of Commerce

I am delighted to see that the 2008 Hong Kong Awards for Industries is again a roaring success! I send my heartiest congratulations to the seven winners of the Innovation and Creativity category, who stood out from 30 applicants to receive this highly acclaimed Award.

The recent financial turmoil has brought severe challenges to all businesses. With rapid changes in the operating environment, Hong Kong enterprises need to be more vigilant in seeking new business concepts to stay afloat, whether in design of products, services delivery, use of technical applications or marketing. I am happy to see that many participating companies 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 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. Let's join hands together to get through these tough times!



Toy2R (Holdings) Company Limited



Toy2R是世界知名的香港品牌公司，從事玩具設計、生產和批發零售，並積極推廣「Designer Toy」和「Art Toy」的概念。公司以其簡約的風格和賦予玩具性格而著稱的Qee公仔，網羅知名和新晉設計師、夥伴不同商業品牌，並吸納不少玩具玩家成為設計者，共同設計出獨特和多樣化的Qee系列，徹底打破產品設計、藝術與繪畫之間的界限，成功地將公仔轉型成為具有藝術價值與增值空間的玩具收藏品。Toy2R的創意品牌藉著有效的銷售網絡，在世界廣泛地得到客戶和普羅大眾的認識。





Created out of an obsession for designer toys and collectibles, Toy2R is a Hong Kong-based and multi-faceted company with a passion to place toys in an art context. Founder and President Raymond Choy, being the first to explore the potential of the designer/art toy phenomenon, began the business in 1995 to introduce the movement to worldwide audience. Since then, Toy2R has continued to break down the borders between product design, art and graphics. The introduction of Qee (*pronounced key*) in 2002 took the world by storm as an iconic platform recognized on a global scale for its versatility to portray contemporary art and expressionism; ultimately, re-inspiring some of the biggest internationally acclaimed artists and designers in the fashion industry. Toy2R continues to grow and influence the world while expanding the definition of art. Join the Qeevolution because everyone wants to collect more Qee!

www.toy2r.com

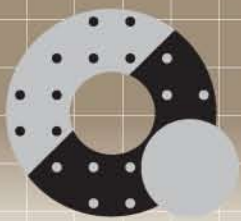
香港總商會評審委員會意見

Toy2R的創意，在於啟發「人人都可設計」的概念，讓顧客參與設計Qee公仔，令每款Qee成為獨一無二的设计師玩具。儘管「自己動手」這個構思本身並無特別之處，但該公司能夠善用客戶的創意天份，在充滿活力的設計行業中，實踐這種創新的營商模式，更締造了卓越的商業成就。Toy2R的小型國際團隊及「客戶設計師」，在良好團隊精神和創新文化的推動下，為玩具收藏品創造出一個流行品牌，而旗下產品除了在香港銷售外，還會透過世界巡迴展覽出口至海外市場，因此Qee系列可說是香港創意蓬勃的象徵。

Comments by the HKGCC Judging Panel

The creativity of Toy2R is demonstrated by its innovative business model of inspiring people with an "Everyone Can Design" concept. Its Qee figurines allow customers to take part in the process of design, making each Qee a distinctive designer toy. The idea of D.I.Y is not unique in itself, but this entrepreneur is able to leverage on the creative talents of its customers and implement the co-creation model in a highly dynamic design industry, proven by its commercial achievements. With a small international team driven by a strong team spirit and culture of innovation, Toy2R and its "home designers" have created a trendy brand of collectable toys sold not only in Hong Kong, but also exported to international markets through its worldwide tour. The Qee collection therefore epitomizes Hong Kong's creative energy.





2008

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

www.chamber.org.hk/inc



銀杏館 Gingko House



創意獎

Innovation and Creativity Award



銀杏館是香港首家以推動「長者就業」為使命的意法餐廳，藉著營商提供社會福利服務。店內大部份員工已年屆六十，以積極和熱誠的態度投入工作，從而充實他們的晚年。長者往往是被社會所遺忘的一群，而銀杏館卻為他們帶來曙光。

我們明白到，即使具有崇高的使命，亦必須配合「五星級美食」和令顧客意想不到的卓越服務。員工們滿有歡顏，對客人真誠和無微不至，已令銀杏館踏出成功的第一步。

Gingko House is founded on an innovative idea – "To render social welfare services through business", making our restaurant a truly unique one. We provide high quality western style cuisine and beverage. Our service team consists of a bunch of energetic and dedicated elderly who are destined to enrich the textures of their lives more fully at age 60. Gingko House is a guiding light to the elderly who have been overlooked by the society.



A good restaurant should guarantee not only the quality of food. What count the most is the quality of services delivered by our staff carrying with them the seeds of happiness and richness. All the smiles and the laughs are warm and compassionate. It is a truly unique, uplifting and luxurious experience of dining with us, making customers come back for more.

www.gingkohouse.org

香港總商會評審委員會意見

銀杏館是一家「有骨氣」的社會企業，以「營商創福利」為宗旨，聘用長者在餐廳內工作，成功把社會服務融入高級餐飲業務。這個構思既提升長者的自信和社會價值，讓他們提供優質的餐飲服務，同時亦為公司帶來利潤，而且具備優厚的持續發展潛力。該企業可成為其他社會服務供應者所效法的榜樣。

Comments by the HKGCC Judging Panel

Gingko House is an innovative social enterprise that is able to stand on its own feet by "providing social welfare services through running a business". The Company has intergrated social services into a fine dining business by employing the elderly to work in its restaurant. While enhancing the value of senior citizens to provide quality services, the business is profitable with a high potential of sustainability. It could be a role model for other community service providers to follow.





2008

香港工商業獎：創意

Hong Kong Awards for Industries:
Innovation and Creativity

創意獎

Innovation and Creativity Award

明高儀器有限公司 Mingle Instrument Limited



明高儀器有限公司是一間集新產品研發、零件生產、裝配和銷售於一體的中小企業，其最新研發的「熱能發電溫度探測鍋」，通過巧妙的熱能發電、溫度測量和顯示系統，令消費者準確地掌握不同煮食的温度，提供了一種既安全、健康和方便的烹調經驗，亦為市場引入創新、時尚和具環保概念的烹飪工具。

Mingle Instrument Limited is a small - medium sized enterprise, which has stretched its business into new product R&D, plastic and metal parts production, product assembly and sales. Its newly developed "Thermo Powered Digital Pan" comprises of innovative and unique technology to recycle heat energy generated from cooking for powering the electrical unit of temperature-measuring operation. This design provides not only user safety, healthy and convenient cooking experience to customers, but also brings in, through innovation, an environmental friendly idea to any individual kitchen.

www.mingle.com.hk



香港總商會評審委員會意見

明高的成功，在於把傳統的原設備生產業務轉型至原設計生產企業，發展出自家的創新產品線。在煎鍋配置無線電子溫度計的概念看來簡單，但卻是一項重大的創新和技術突破，並為顧客提供實際的效益，協助他們清楚監測烹調温度和時間，在西方市場應擁有龐大的商業潛力。明高能夠以創新稱著，實有賴其研發部門以及熱心於產品發展的工程師們。

Comments by the HKGCC Judging Panel

Mingle has demonstrated its success in transforming from a traditional OEM business into an ODM company by developing its own innovative product line. The idea of equipping frying pan with a battery-free digital thermometer may be simple, but it is a considerable innovation and technology breakthrough. It offers practical benefits to customers, as it helps them clearly monitor cooking temperatures and times. Such innovation possesses substantial business potential in Western markets. The Company is lauded for its innovation, which it has accomplished through the support of its R&D department and enthusiastic engineers working on product development.





興華科儀有限公司 Schmidt & Co., (Hong Kong) Limited



創意獎
Innovation and Creativity Award



智能試衣鏡即時識別出該貨品及提供配搭建議，助顧客挑選心宜服飾。
Smart Dressing Mirror offers instant mix-n-match suggestions to the customers.



興華科儀的G-BOX是一部綜合式的無線射頻識別(RFID)讀寫器。
G-BOX is an all-in-one industrial grade RFID reader self-developed by Schmidt.

興華科儀有限公司是亞洲領先的系統集成商之一，以條碼、無線射頻識別(RFID)及無線通訊等技術為基礎，提供創新和先進的自動識別和數據採集解決方案，從多種途徑簡化了顧客的生活。公司業務遍佈亞洲，現時在9個國家共設有17個區域辦事處。公司於2007年成功把RFID技術引入時裝零售業。VBEST是一個綜合性的零售管理平台，專為時裝零售業而設，不僅給顧客帶來了全新的購物體驗，建立顧客對品牌的忠誠度，更同時為商戶降低營運成本和提高效率。

Schmidt & Co., (Hong Kong) Limited is one of the Asia's leading system integrators offering innovative and cutting edge automatic identification and data capturing solutions based on barcode, RFID and wireless technologies to customers, simplifying their lives in all kinds of ways. The company currently operates in 9 countries with 17 regional offices across Asia. In 2007, the company has successfully introduced RFID technology into the fashion retail arena. VBEST, a fully integrated retail management platform specially designed for the fashion industry, not only brings a totally new shopping experience to customers and builds up their loyalty, but retailers can also feel the immediate benefits from reduced operating costs and improved efficiency.

www.schmidt.com.hk

香港總商會評審委員會意見

興華成功地將一系列無線射頻識別技術融入一站式縱向品牌企業方案(VBEST)，為傳統的時裝店創優增值。VBEST作為嶄新的業務增值夥伴，其智能試衣鏡不僅為顧客提供互動的多媒體購物體驗，同時亦可為零售商收集並分析顧客的即時統計數據和購物模式，讓店舖可有效地管理存貨資料和促進交叉銷售，既為顧客締造難忘的購物經驗，亦有助建立顧客的忠誠度。VBEST向零售商提供具成本效益、全面和以客為本的方案，可望成為新一代的零售管理系統，且在本地及內地市場擁有龐大的發展潛力。

Comments by the HKGCC Judging Panel

Schmidt manages to add value to conventional fashion shops by packaging a series of RFID technologies into a one-stop Vertical Brand Enterprise Solution (VBEST). As a value-adding partner providing interactive multimedia shopping experience to customers with its smart dressing mirror, VBEST also collects and analyzes real-time data on customers' statistics and buying patterns, enabling the shops to effectively manage inventory control, facilitate cross-sell, create memorable customer experience and build up customer loyalty. By offering cost-effective, holistic and customer-centric solution to retailers, VBEST could become a next generation retail management system. As such, its potential for growth in sophisticated local and Mainland markets is enormous.





2008

香港工商業獎：創意

Hong Kong Awards for Industries: Innovation and Creativity

創意優異證書

Innovation and Creativity Certificate of Merit

時富金融服務集團 CASH Financial Services Group Limited

CASH FINANCIAL SERVICES GROUP
時富金融服務集團

時富金融服務集團是中國領先的金融服務機構，亦是香港上市的金融服務集團（股份代號：0510），近年更衝出亞洲，引入中東及歐洲的策略性投資者。時富以科技結合人才，提供全面的金融產品和服務，是香港首家推出網上交易的金融機構；2008年更全球獨家首創3D智能經紀，憑藉即時及互動人性化系統，大大提升網絡溝通，為金融業帶來革命性創新。

CASH Financial Services Group (CFSG) is a leading financial services conglomerate in China and a listed company in Hong Kong (stock code: 510). Recently, our shareholding base has broadened from Asia to include strategic investors in the Middle East and Europe. With an astute blend of technology and human capital, CFSG leads the market by offering a comprehensive range of premier financial products and services. CFSG was the first financial institution to develop online trading in Hong Kong. In 2008, CFSG was the first in the world to develop the proprietary 3D AI Broker system – a real time, interactive humanoid system that greatly enhances online communications, revolutionising the financial services industry with cutting-edge technologies.

www.cashon-line.com



DOG ONE LIFE

DOG ONE LIFE
TOKYO · HONG KONG · TAIWAN · OSAKA · MACAU

DOG ONE LIFE 由2004年開始從日本正式引入香港，位處於銅鑼灣購物區，全棟4層共4500呎，是一間為中上消費層提供一站式寵物百貨、咖啡店、餅店、寫真館、日托、訓練、活動策劃及網上購物等服務的人氣寵物商店，現擁有超過2萬名會員。我們富有無限創新概念，特別推介其中三項是：公關犬，免費幼犬訓練及日式犬隻美容服務。



DOG ONE LIFE is a Japanese style integrated pet shop firstly introduced to Hong Kong in 2004. Located in Causeway Bay with a total area of 4,500 sq ft in a 4 stories building, we are now one of the most prestigious pet shops with 20,000 members, offering one-stop shopping services to middle-upper class customers, including pet commodities, dog café, dog bakery, pet studio, dog boarding, dog training, events planning and online shopping. We have many innovative business concepts, three of which highlighted are: PR Dogs program, Free Puppy Training Program and Japanese Style Dog Grooming.

www.dogonelife.com





瑞安承建有限公司 Shui On Building Contractors Limited



瑞安承建是瑞安建業有限公司旗下的建築系公司，專注公營房屋的承建、設計、施工和維修工程。貫徹集團追求卓越的精神，瑞安東隧四期工程隊伍在房屋署資助下，研製出創新的垂直式綠化組件，其設計輕巧靈活、易於安裝及保養、可配合不同植物循環再用，提供建設綠化社區的新概念。

Shui On Building Contractors Limited (SOBC), a subsidiary of Shui On Construction and Materials Limited, is a leading contractor in public housing with design, build and maintenance capabilities. Building on its corporate culture of quality, innovation and excellence, and funded by the Hong Kong Housing Authority, SOBC's project team at Eastern Harbour Crossing Site Phase 4 has designed and developed the innovative Vertical Green Claddings. Through offering unique features of light weight with flexible, installation and maintenance-friendly design, and yet reusable and transferable, which can be textured with different plant species, the Claddings provide an innovative way to build a greener community.



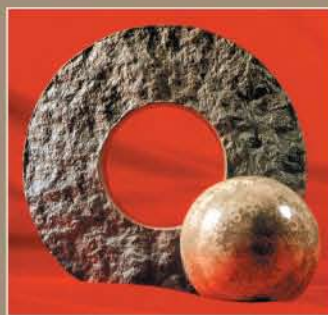
www.socam.com

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。





2008

香港工商業獎：創意

Hong Kong Awards for Industries:
Innovation and Creativity

二〇〇八香港工商業獎

2008 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)

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

張樹榮先生

Ir. Shu-wing Cheung

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

徐立之教授

Prof Lap-Chee Tsui

最終評審委員會主席

Chairman of the Final Judging Panel

香港大學校長

Vice-Chancellor and President

The University of Hong Kong

馮永業先生

Mr Wilson Fung

香港生產力促進局總裁

Executive Director

Hong Kong Productivity Council

陳作基博士

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二〇〇八香港工商業獎：創意

2008 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)

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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。



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Hong Kong General Chamber of Commerce
香港總商會 1861

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