

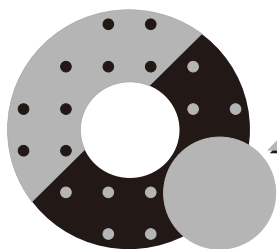
香港工商業獎

**2012
HONG KONG
AWARDS FOR
INDUSTRIES**



HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861



2012 香港工商業獎：創意

Hong Kong Awards for Industries: Innovation and Creativity



香港工商業獎

2012
HONG KONG
AWARDS FOR
INDUSTRIES

創意大獎
INNOVATION
AND CREATIVITY
GRAND AWARD



東亞銀行
The Bank of East Asia



2012
香港工商業獎
HONG KONG AWARDS
FOR INDUSTRIES

創意獎
INNOVATION AND
CREATIVITY AWARD



科文實業有限公司
4M Industrial Development Limited



艾奕康有限公司
AECOM Asia Company Limited



金門建築有限公司
Gammon Construction Limited



2012
香港工商業獎
HONG KONG AWARDS
FOR INDUSTRIES

創意優異證書
INNOVATION
AND CREATIVITY
CERTIFICATE OF MERIT



阿克蘇諾貝爾太古漆油有限公司
Akzo Nobel Swire Paints Limited



匯港資訊有限公司
Infocast Limited



啟勝管理服務有限公司
Kai Shing Management Services Limited



周松崗先生

香港總商會主席

「2012 香港工商業獎」再次成功舉辦，實在可喜可賀！我衷心祝賀七間「創意組別」的優勝公司，以卓越的成就贏得這個殊榮。

正當全球經濟在艱辛的復甦路上尋找方向，港商必須重新自我評估，再次確立本身的優勢，才能迎向挑戰。工商界必須持續運用創意，引入新的營商思維和科技，不斷地為產品和服務增值，才可在競爭日趨激烈的市場中穩佔一席。這個獎項展示了香港企業卓越的創意文化和成就，優勝公司是香港工商界的典範，其企業家的精神和成功故事更樹立了優良的榜樣，可謂實至名歸。

香港總商會十分榮幸能夠籌辦創意獎。除了感謝所有參賽企業，本人亦要感謝香港工商業獎最終評審委員會和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。

Mr C K Chow

Chairman, Hong Kong General Chamber of Commerce

I am very happy to see that the Hong Kong Awards for Industries has turned out once again to be such an overwhelming success. I would like to extend my congratulations to the seven winners of the Innovation and Creativity category for their outstanding achievements, which have rightly earned them this highly-acclaimed award.

While the global economic recovery continues to struggle to find traction, now is the time that Hong Kong enterprises should be reassessing and repositioning themselves to cope with the challenges. Continuous innovation, embracing new business concepts and technologies to add value to products and services are essential elements in any business looking to stay ahead in the increasingly competitive world. Based on this contest, it is obvious that Hong Kong enterprises are able to demonstrate their strong culture of innovation and excellence. This accolade is not given lightly, as the winners become role models for Hong Kong, our entrepreneurial spirit and our success.

The Hong Kong General Chamber of Commerce is proud to be the Leading Organizer of the Innovation and Creativity award. In addition to thanking the participants, I would also 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 shall continue to play an active role in facilitating Hong Kong enterprises to develop and enhance their competitiveness.



香港工商業獎

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INNOVATION
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GRAND AWARD

東亞銀行 The Bank of East Asia



東亞銀行自 1918 年在香港成立以來，一直竭誠為香港及世界其他主要市場的客戶，提供全面的個人銀行、商業銀行、財富管理及投資服務。

東亞銀行是香港最大的獨立本地銀行，於 2012 年 6 月 30 日的綜合資產總額達港幣 6,415 億元（827 億美元）。東亞銀行於香港聯合交易所上市，為恒生指數成份股之一。

東亞銀行現於全球設有逾 220 個網點，龐大的國際網絡覆蓋香港、大中華其他地區、東南亞、英國和北美洲等地。現於香港設有 88 間分行、63 間顯卓理財中心和 7 間 i-理財中心，網絡為全港最大之一。

多年來，東亞銀行在市場聲譽卓著，在多方面均屢創先河，為客戶提供創新和增值的銀行服務。東亞銀行緊貼市場最新發展，不斷開拓斬新產品和服務，全面切合客戶的不同需要。





BEA 東亞銀行

Incorporated in Hong Kong in 1918, The Bank of East Asia ("BEA") is dedicated to providing comprehensive personal banking, commercial banking, wealth management, and investment services to its customers in Hong Kong and other major markets around the world.

BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HK\$641.5 billion (US\$82.7 billion) as of 30th June, 2012. The Bank is listed on The Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 220 outlets worldwide, BEA operates an extensive international network covering Hong Kong and the rest of Greater China, Southeast Asia, the United Kingdom, and North America. In Hong Kong, BEA operates one of the largest networks of any bank, with 88 branches, 63 SupremeGold Centres and 7 i-Financial Centres throughout the city.



Over the years, BEA has built its reputation as a pioneer in the provision of innovative, value-added banking services to customers. The Bank keeps abreast of the latest market trends and strives to leverage developments in the marketplace to offer new or enhanced products and services that suit customers' diverse needs.

www.hkbea.com

香港總商會評委會之評語

東亞銀行開創了嶄新的「One Bank for All Sites」銀行服務，結合現有的服務渠道——零售、自動櫃員機、電話及網上理財等，成為一項混合式的服務平台。有見零售銀行業務的挑戰和競爭與日俱增，個人銀行服務的需求不斷增長，東亞銀行能夠在金融市場的高度規管下，自行開發技術和推出市場獨有的一體化系統，毋需大量投資開設分行，亦能為客戶提供實時、直接面對面和功能全面的服務，同時延長零售分行的一般服務時間，把服務範圍擴展至多個偏遠地區。這項創新服務除了啟發金融業其他機構仿效，亦成為其他服務業的典範。

Comments by the HKGCC Judging Panel

BEA has pioneered a new hybrid mode of banking services, namely "One Bank for All Sites", integrating the existing banking channels – retail, ATM, phone and internet banking into one service platform. Recognizing the increasing challenges of the retail banking business, more sophisticated demand of personal banking services, and constraints of the highly competitive and regulated market, the Bank has introduced a unique all-in-one system supported by self-developed technologies, providing real-time, straight-through and sophisticated face-to-face services with full banking functions to customers, extending regular retail branch hours and widening the service coverage in remote areas without substantial cost outlay. While the new innovation has inspired followers in the finance industry, it is also a trend-setting model for other service sectors.



科文實業有限公司 4M Industrial Development Limited



科文實業有限公司成立於1993年，以香港為基地，致力研發啟迪思維的教育玩具，憑著多元化的產品設計，讓小朋友以有趣而安全的方式探索新知、發掘新奇，滿足天馬行空的夢想。我們以不斷創新和發揮創意的宗旨，積極建立品牌，在市場中脫穎而出，屢獲殊榮，成為國際優秀益智玩具品牌之一。科文亦積極履行企業社會責任，並透過產品向下一代灌輸同樣價值，企業文化備受肯定。

Founded in 1993 and headquartered in Hong Kong, 4M specializes in design and development of educational toys to encourage learning through play. Our creative and diversified products allow children to experiment and discover new knowledge in an exciting but safe way, and inspire their thoughts beyond their wildest dreams. Embracing continuous innovation and creativity as the company's value, we distinguish ourselves through our dedication to brand building, focus of added-value rather than cost competition, and determination to introduce a number of new products each year. 4M is recognized as one of the premium brands in the educational toy trade worldwide, with presence in over 70 countries. As a responsible corporate citizen, we have been acknowledged by local and international awards, not only for our toys but also for our corporate culture of excellence, dedication to the community, and the green value we embrace and pass along to our young customers.

www.4m-ind.com

香港總商會評委會之評語

科文展示了中小企如何在玩具市場上別樹一幟，建立自家品牌，有別於一眾替牌(OEM)製造商。儘管「從遊戲中學習」的概念並非獨創，該公司卻能識別其市場的定位，全力發展品牌和生產線，領先同儕，其成功之處，全賴創意洋溢的企業文化，持續地令公司在每年推出眾多新產品。科文把一些社會價值融入益智玩具中，例如是社區關懷和環境保護等觀念，備受讚譽。

Comments by the HKGCC Judging Panel

4M is a showcase of SMEs on brand building, demonstrating the ability to distinguish itself as a brand builder from other OEM toy manufacturers. Although the play-and-learn concept is not unique, the Company is able to identify its market segment, dedicate the full efforts to establish its own brand name and product lines, and stay ahead of its competitors. Its success is driven by a passionate corporate culture towards continual innovation, proven by an introduction of numerous new products on an annual basis. 4M is also lauded for incorporating social values, such as social care and environmental protection, into its educational toys.

艾奕康有限公司 AECOM Asia Company Limited

AECOM



艾奕康 (AECOM) 是提供專業技術和管理服務的全球諮詢集團，業務涵蓋交通運輸、基礎設施、環境、能源、水務和政府服務等領域，致力在不同類型的基礎建設項目中，將現有的專業技術整合為創新的解決方案。我們於荔枝角雨水排放隧道計劃率先採用加壓泥漿隧道鑽挖機，建造一條僅深入地底45米的排水道。這個創新的隧道鑽挖方法不僅大幅減低工程的建造時間與成本，同時為未來的隧道項目改善了監管條件，印證了AECOM在工程界追求卓越的堅持和決心。

AECOM is a global provider of professional technical and management support services to a broad range of markets, including transportation, facilities, environmental, energy, water and government. We strive to integrate available technologies into creative solutions for all types of infrastructure projects, showcased by the use of a slurry type Tunnel Boring Machine to construct a shallower drainage tunnel at 45m below the ground in Lai Chi Kok. This has significantly reduced construction time and costs as well as having led to enhancement of regulatory conditions for future tunnelling projects, thus demonstrating AECOM's firm commitment to engineering excellence.

www.aecom.com

香港總商會評委會之評語

作為一間專業的工程公司，艾奕康能夠在多個基建項目中，利用現有不同科技，提供具創意的方案，其中一個例子是採用加壓泥漿隧道鑽挖機，在荔枝角地底45米興建一條較淺的雨水排放隧道。這個嶄新方法徹底革新了傳統的隧道工程，大幅減少施工時間和成本。艾奕康憑著不屈不撓的毅力，成功游說當局修改挖掘隧道的法例要求，並為業界樹立了卓越工程的榜樣。

Comments by the HKGCC Judging Panel

As a professional engineering firm, AECOM has proven its ability to integrate available technologies into creative solutions for various infrastructure projects, showcased by the use of slurry type Tunnel Boring Machine to construct a shallower drainage tunnel at 45m below ground in Lai Chi Kok. The innovative approach has created a significant impact on revolutionizing the traditional tunnelling approach, hence reducing construction time and costs substantially. By perseverance, the Company has successfully lobbied for regulatory changes on tunnelling practices, and delivered engineering excellence for others to follow.



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創意獎
INNOVATION AND
CREATIVITY AWARD



金門建築有限公司 Gammon Construction Limited



金門建築是首屈一指的建築及工程服務公司，業務遍佈香港、中國及東南亞。金門在房屋署啟德1A區公屋發展項目採用最新研發的技術，首次將海泥與英泥及沙土混合，製成適合回填的綠化海泥，成功重用了12,000立方米的海洋泥，大大減低傾倒海泥對堆填區的負荷，同時節省棄置開支達港幣462萬元。此項創新的環保技術具高效率而且成本低廉，更被應用於其他同類型的工程中，突顯金門不斷創新求進的精神。

Gammon Construction is one of the leading construction and engineering services groups delivering high quality work and innovative solutions for complex projects throughout Hong Kong, China and Southeast Asia. Gammon has explored an innovative way of mixing marine mud with premixed cement and in-situ granular at the Housing Authority Kai Tak Site 1A project, and applied the technique for the first time in Hong Kong to transform waste into backfilling materials. Approximately 12,000 cubic metre of marine mud had been treated and backfilled on site, releasing the pressure on the marine dumping sites, saving some HK\$4.62 million in disposal costs and setting a benchmark for similar projects in future. The new recycling technique is efficient and inexpensive, demonstrating how Gammon challenges norms while helping the industry to conserve and protect the environment.

www.gammonconstruction.com

香港總商會評委會之評語

把廢物轉化為有用物料並不獨特，但金門能夠展示其能力，實現大規模的環保處理方法。該公司自行開發創新技術，把大部分海床淤泥與水泥和散粒物料混合，以進行原址回填，而非把建築地盤的大量海床淤泥棄置在卸泥區。此舉為環保帶來莫大貢獻，既轉化廢物成機遇，同時節省大量金錢和時間，為業界訂下基準，成為環保工程的佼佼者。

Comments by the HKGCC Judging Panel

The idea of transforming waste to usable materials is not unique, but Gammon has demonstrated the capacity to turn the vision of large-scale green treatment into reality. Instead of disposing massive marine mud sediments from construction sites into dumping sites, the Company's self-developed technological innovation, mixing mostly marine mud with cement and granular materials for in-situ backfilling, is considered as an important contribution to environmental protection. Through converting waste into green opportunity with substantial time and cost savings, the Company has established a benchmark and become a green model in the industry.

阿克蘇諾貝爾太古漆油有限公司 Akzo Nobel Swire Paints Limited



多樂士牆畫打破傳統裝裱牆紙的觀念，讓顧客選用自己喜愛的圖像或照片印製成牆畫，而每一幅牆畫皆為牆身度身訂造，可供預覽樣稿，款式包羅萬有，令家居、辦公室或商舖展現不同面貌。多樂士多元化的牆畫和高質素的環保漆油，配合「家易塗」一站式髹油服務，成為「全方位牆面裝飾方案」，協助顧客輕鬆地為室內環境添上姿彩。

Dulux Total Wall Decoration Solution

Dulux Wallpaper Dress Up Your Space

Concept Store Dulux Studio

Dulux Wallpaper has reshaped the traditional concept of wallpaper pasting, allowing customers to choose their favourite images or photos to tailor make the visual effect of wall decorations. The surroundings of households or businesses can therefore be easily transformed with hundreds of wallpaper choices and the simulated preview function.

Dulux also provides wallpaper installation and colour consultancy services, together with a one-stop "Easy Paint Service" as a package of "Total Wall Decoration Solution" at the Dulux Studio, offering environmental-friendly Dulux paints and a variety of wallpapers to bring your ideas to life and get the looks you love with style and ease.

www.dulux.com.hk

匯港資訊有限公司 Infocast Limited



匯港資訊成立於1996年，是具有市場領先地位的金融資訊、交易平台、交易和結算系統技術及整體解決方案供應商。我們以客戶為本，致力提升產品質素和提供優質服務，並首創有別於傳統圖表分析工具的新產品 - 「iOrbit-FN」，讓投資者透過圖象綜覽具潛質股票及衍生產品的表現，抓緊投資機會。

Incorporated in 1996, Infocast Limited is a leading financial information, trading, technology and total solutions provider with a proven track record for the major security firms. It is company's mission to ensure that our clients are offered ongoing support by our professional team and equipped with the latest in feature, functionality and technology to achieve their investment requirements and goals. Our latest product, iOrbit-FN, maps out various financial data from the Hong Kong Equities and Derivative markets for investors to pin-point potential investing opportunities and exercise their investment decision at the earliest time possible.

www.infocastFN.com

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hk1492.com

Hotline: 852 2997 9112 Fax: 852 2773 8078 Email: helpdesk@infocast.com.hk Website: www.infocast.com.hk www.1492.com.hk

啟勝管理服務有限公司 Kai Shing Management Services Limited



啟勝管理服務有限公司秉承「用心服務，做到最好」的宗旨，致力以創新技術優化物業管理服務。我們為旗下商場推出全港首個食肆中央留位系統－「搵食e」，貫徹「行住商場等位」的理念，讓顧客購物時可透過手機軟件或電子服務台訂位，並配合「推播」技術通知顧客得悉輪候情況，無需在食肆門前等候，廣獲用戶讚許。



Kai Shing Management Services Limited is devoted to optimizing property management services by innovative techniques with the motto of "We Serve You Best". We are now launching the first centralized restaurant reservation system in Hong

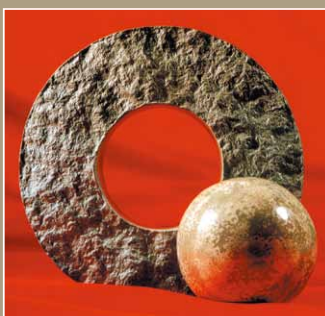
Kong – "Eat e-as-y" at our shopping malls, allowing shoppers to make reservation through smart phones or kiosks, and notify shoppers queuing status through "Push Notification" technology. The new service is widely appreciated by clients, as it allows their customers to shop at ease without waiting at the restaurant.

www.kaishing.hk

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.

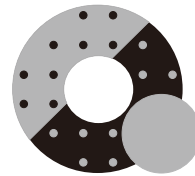
The pearl (Zhu 珠) is of particular significance to Hong Kong, an ancient source of finest pearls in China, and traditionally known as the Pearl of the Orient. The jade amulet (Bi 璧) represents the Heaven, according to Eastern Han scholar Zheng Xuan (鄭玄). The pierced disc resembles the ancient calligraphic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



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 accomplishments, as well as their contribution to industries and the community in general.

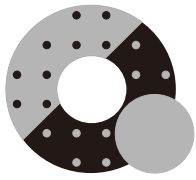
評審準則 Selection Criteria

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

對業界及社會的影響
Impact on industries and society



2012

香港工商業獎：創意

Hong Kong Awards for Industries:
Innovation and Creativity



二〇一二香港工商業獎

顧客服務、創意、生產力及品質、科技成就組別
最終評審委員會

2012 Hong Kong Awards for Industries Customer Service, Innovation and Creativity, Productivity and Quality, and Technological Achievement Final Judging Panel



(由右起 From right)

蘇碧珊女士

Ms Linda P S So

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 a judging panel member)

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

余國賢先生

Mr Edmond Yue

香港總商會工業及科技委員會前任主席
(中國委員會主席)

Immediate Past Chairman,
Industry and Technology Committee
(Chairman, China Committee)

Hong Kong General Chamber of Commerce

陳繁昌教授

Prof Tony F Chan

最終評審委員會主席

Chairman of the Final Judging Panel

香港科技大學校長

President

The Hong Kong University of Science and Technology

麥鄧碧儀女士

Mrs Agnes Mak

香港生產力促進局總裁

Executive Director

Hong Kong Productivity Council

楊德斌先生

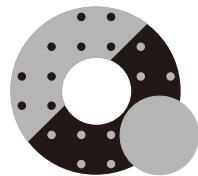
Ir Allen Yeung

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



二〇一二香港工商業獎：創意
香港總商會評審委員會
2012 Hong Kong Awards for Industries: Innovation and Creativity
HKGCC Judging Panel



(由右起 From right)

樓莎莉女士
Ms Fransisca Lau

安永會計師事務所
Ernst & Young
(獨立顧問，非評審委員會成員)
(Independent consultant, not a judging panel member)

黃漢儀先生
Mr Hon Yee Wong

香港城市理工大學知識轉移處協理副校長
Associate Vice President — Knowledge Transfer
The City University of Hong Kong

楊長華女士
Ms Winnie Yeung

香港總商會數碼、資訊及電訊委員會主席
微軟香港有限公司法務及公司事務部總監
Chairman, Digital, Information & Telecommunications Committee
Hong Kong General Chamber of Commerce (HKGCC)
Director, Legal & Corporate Affairs, Microsoft Hong Kong Ltd

蘇碧珊女士
Ms Linda P S So

工業貿易署助理署長
Assistant Director - General of Trade and Industry
Trade and Industry Department

余國賢先生
Mr Edmond Yue

香港總商會評審委員會主席
中國委員會主席
工業及科技委員會前任主席
和興建築有限公司董事
Chairman, HKGCC Judging Panel
Chairman, China Committee, HKGCC
Immediate Past Chairman, Industry & Technology Committee, HKGCC
CEO, Wo Hing Construction Co Ltd

梁廣泉先生
Mr K C Leung

香港總商會工業及科技委員會主席
崇佳企業有限公司董事總經理
Chairman, Industry & Technology Committee, HKGCC
Managing Director, Sonca Products Ltd

周振輝先生
Mr Marcus Chow

振興實業發展有限公司總經理
(「2011 香港工商業獎：創意大獎」得獎公司)
General Manager, Chun Hing Business Development Co., Ltd
(Winner of the "2011 Hong Kong Awards for Industries: Innovation and Creativity Grand Award")

陳利華先生
Mr Watson Chan

香港總商會政策及中國商務副總裁
Senior Director, Policy & China Business, HKGCC



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

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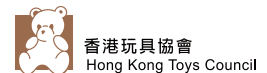
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Hong Kong General Chamber of Commerce
香港總商會1861

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