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AI+ Enhancing Competitiveness More Than Just Customer Service

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「照護食」撬動銀髮經濟

“Care Foods”

Capture New Opportunities in the Silver Economy



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隨着香港步入老齡化社會，有吞嚥障礙的長者數目持續上升，對「照護食」（又稱為軟餐）的需求日益增長。為把握這個銀色商機，加上港府的政策支持，愈來愈多食肆、食品製造商和社企近年積極開拓「照護食」市場，讓更多有吞嚥困難的長者重拾飲食的樂趣。

As Hong Kong enters an aging society, the number of elderly people with swallowing difficulties continues to rise, leading to a growing demand for “care foods” (also known as soft meals). To capitalise on this “silver” opportunity, and the related government policy support, restaurants, food manufacturers, and social enterprises have been actively developing the care foods market to enable more people to rediscover the joy of eating.

以往為吞嚥困難的長者而設的糊餐和碎餐往往賣相和味道欠佳，令「老友記」食欲大減，進而導致影響營養吸收，連帶照顧者也倍感壓力。相反，「照護食」透過不同的烹調及處理方法，調整食物形態與軟硬度，在保留原味與營養的同時，更高度還原食材外觀。這不但解決了吞嚥難題，更可讓長者再次體驗「色香味」俱全的餐飲體驗。

「照護食」背後的商機

除了滿足長者的進食需求，「照護食」更蘊藏著不容忽視的經濟潛力。目前香港60歲以上的長者佔全港總人口的四分之一，而安老院舍內有吞嚥困難的長者更高達六成。這批「新世代長者」並非刻板印象中的足不出戶群體，而是活躍於各類消費場景的主力軍。根據消費者委員會2024年的調查，扣除住屋成本後，長者每月的平均消費開支達7,000港元，當中「外出餐飲」更是第二大消費類別，平均每月花費1,661港元。

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基於這股強勁的消費力，越來越多連鎖快餐店及餐飲機構推出多元化軟餐產品，從港式點心、豉油雞脾，到白切雞、鮑魚和京都骨等，一應俱全，既可堂食，亦可選擇獨立包裝的外賣餐盒，大大提升長者的餐飲選擇。與此同時，一些社企也積極開辦軟餐製作課程，協助照顧者克服餵食困難。



政策支持：將老齡化挑戰轉化為機遇

除了龐大的消費者需求，政策支持也是本港軟餐市場迅速擴展的關鍵。特區政府「促進銀髮經濟工作組」在2025年提出30項具體措施，力求將老齡化挑戰轉化為經濟動力，當中包括支援商界推廣「照護食」，以及推動食品製造業界提供迎合長者需求的預先包裝食品。

雖然「照護食」的市場潛力龐大，但要普及化發展，仍需跨越幾道門檻。首先在售價方面，由於軟餐的製作工序繁瑣，食材成本亦較高，導致零售價比一般飯餐高兩至三倍，平均一餐約60至70元。如果長期選購，難免會對沒有穩定收入的「老友記」造成一種負擔。未來業界須推動軟餐規模化生產，以降低成本，才能讓更多銀髮族受惠。

公眾認知滯後同樣窒礙軟餐市場發展。現時社會對軟餐的認識普遍仍停留在傳統的糊餐和碎餐，加上缺乏足夠的公眾教育，長者及照顧者往往不懂得如何按吞嚥程度挑選合適的產品，削弱選購意欲。

有見及此，廠商會和香港社聯共同制定了「照護食灣區標準」並在去年獲納入「灣區標準」清單。這項標準為大灣區內的食物製造商提供統一、清晰指引，以便他們推出更多符合標準的「照護食」產品。同時，CMA檢定中心亦已推出《「照護食」產品認證》標籤，方便消費者辨識及選購合適產品。

事實上，食品製造一直是香港的優勢產業，政府已預留香園圍口岸一帶土地推動食品產業發展，廠商會建議將銀髮食品及健康食品等列為優先發展領域之一。通過打造一個集研發、中試、檢測與生產於一體的食品科技生態圈，香港有望能更有系統地擁抱銀色商機，並將「照護食」打造為「香港製造」的新名片。



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In the past, pureed and chopped meals made for easy swallowing often lacked presentation and taste appeal. These unappetising meals reduced the nutrient intake of elderly people with swallowing difficulties, which, in turn, created additional pressure for caregivers. Now, different cooking and processing methods are improving the texture and consistency of care food, preserving its original flavour and nutrients, and replicating the ingredients' appearance. These advances allow elderly people to enjoy a visually appealing, delicious, and nutritious dining experience.

Business opportunities behind care food

In addition to meeting dietary needs, care food holds considerable economic potential. Currently, people aged 60 years and above account for a quarter of Hong Kong's population, and as many as 60% of those living in nursing homes suffer from swallowing difficulties. Far from conforming to a stereotype of never leaving home, this elderly generation represents a dominant economic force across various consumer sectors. According to a survey conducted by the Consumer Council in 2024, the average monthly expenditure for elderly households was around HK\$7,000 after housing costs were deducted, with "dining" comprising the second-largest spending category at HK\$1,661 per month.

Responding to this strong purchasing power, a growing number of fast food chains and catering companies have launched soft meal products, which range from dim sum and soy sauce chicken legs to Cantonese poached chicken, abalone, and Peking pork ribs. All these dishes can be enjoyed in-store or as takeaways, greatly expanding dining choices for the elderly. Some social enterprises are also offering soft meal preparation courses to help caregivers overcome their patients' feeding difficulties.

Policy support: Transforming the challenges of an ageing population

Policy support has been key to the rapid expansion of Hong Kong's care food market. In 2025, the "Working Group on Promoting Silver Economy" proposed 30 specific measures to transform the challenges of an ageing population into economic drivers. These measures include supporting businesses in promoting care food and encouraging the food manufacturing industry to provide prepackaged foods that cater to the needs of the elderly.

Despite the significant market potential for care food, several hurdles must still be overcome for widespread adoption. First, due to complex preparation processes and high ingredient costs, the retail price of soft meals averages around HK\$60 to HK\$70 per meal—two to three times more than a typical regular meal. This elevated price may be a burden for seniors without stable incomes if they need to purchase such meals on a long-term basis. Therefore, the industry must promote the large-scale production of soft meals to reduce costs for seniors.

Limited public awareness also hinders the development of the soft meal market. Public understanding of soft meals is generally confined to traditional pureed and chopped foods. Coupled with a lack of sufficient public education, elderly people and their caregivers often do not know how to choose appropriate products based on swallowing ability, which has significantly reduced their willingness to purchase them.

In response, the CMA and the Hong Kong Council of Social Service have jointly developed the "Care Food GBA Standard", which was included in the "Greater Bay Area Standards" last year. This standard provides clear guidelines for food manufacturers in the Greater Bay Area, helping them launch more care food products that comply with the standard. CMA Testing has also introduced the Care Food Certification Programme to help consumers identify and select suitable products.

Food manufacturing has long been a pillar industry in Hong Kong, and the government has reserved land around the Heung Yuen Wai Control Point to promote its development. The CMA has identified senior-oriented and health foods as priority areas to advance. By creating a food technology ecosystem that integrates R&D, pilot production, testing, and manufacturing, Hong Kong will be better positioned to capture opportunities in the silver market and establish care food as a new hallmark of "Made in Hong Kong".

AI+提升競爭力 點止客服咁簡單

AI+ Enhancing Competitiveness
More Than Just Customer Service

「多謝閣下的寶貴意見，對於閣下的投訴，我們承諾會深入檢討及改善，期望下次能為閣下提供滿意的服務！」

面對客戶的強烈甚至野蠻投訴，回答卻能從容不迫、不愠不火、彬彬有禮，皆因這位客戶服務員並非真人，而是「AI（人工智能）客服」。

AI客服需求大 紓解人手荒

AI客服（AI Customer Service）逐漸成為中小企提升競爭力的必備工具。AI客服的「秒回」能力，不但有效化解客戶不滿，更解決了「請人難」的問題。知名諮詢公司麥肯錫（McKinsey）一份報告指出，全球企業積極部署生成式 AI（Gen AI），預計未來數年AI 客服市場的增速將達到CAGR（複合年度成長率）20% 以上，反映出需求強大。

AI客服除了比真人更能「吞聲忍氣」，其他功能包括一般查詢、訂單追蹤、銷售推介等，都遊刃有餘。值得注意的是，處理自動發送預約提醒及確認訊息兩項任務，AI 客服甚至更快更準，加上「他」能夠24小時全天候工作，難怪深得老闆們「器重」。

選用溫柔女聲 增加親切感

不少打工一族關心的問題：AI 客服可以取代真人嗎？

市場調查機構Gartner於去年10月進行有關調查，廣泛查詢客服與支援主管的意見，結果顯示，只有20%的受訪者稱因 AI 導入而縮減團隊規模，多數企業的客服人力維持穩定，主因在於AI的答覆比較「冷冰冰」。事實上，目前AI客服雖能極速答覆查詢，但在「效率與溫度的平衡」上，仍存在一定落差。然而，有專家提醒，AI愈來愈懂人性，更有溫度、更近人情的AI 客服即將出現。

問個有趣問題，現時大多數企業的AI 客服，傾向選用溫柔的女聲，你知道有何玄機？有人估計因開發AI的專家以男性居多，主導了市場發展方向；亦有人認為悅耳的女聲，可令緊張和心急的客戶放鬆一些。事實上，有外國大學研究指出，無論男女都較接受女聲，因為聽起來比較溫暖和親切。不過，男聲也非完全不值得選用，當電腦教授應用等專業知識時，客戶會傾向信任男聲，覺得更權威。

說到底，「AI客服」只是「AI+」其中一個比較普及應用場景，AI能擔任的工作崗位，遠遠超出客戶服務的功能和領域。最新一份《財政預算案》提出成立「AI+與產業發展策略委員會」，以應用場景驅動「AI產業化、產業AI化」，筆者認為方向非常正確，值得大力支持，期望業界大膽探索創新，實現「AI賦能產業升級」。

“ AI賦能，強化競爭，智能經濟，添新動能。
AI empowerment fortifies competitiveness;
intelligent economies gain renewed momentum. ”



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吳永嘉議員 SBS 太平紳士
廠商會立法會代表
The Hon Ng Wing Ka, Jimmy, SBS JP
CMA Legislative Council Representative



“Thank you for your valuable feedback. Regarding your complaint, we are committed to conducting a thorough review and implementing improvements. We hope to provide you with satisfactory service next time.”

When faced with a forceful—even abusive—complaint, the response remains composed, courteous, and unflustered. That is because the customer service representative in question is not human but an AI (artificial intelligence) customer service agent.

Strong Demand for AI Customer Service Alleviates Staffing Shortages

AI customer service is gradually becoming an indispensable tool for small and medium-sized enterprises seeking to enhance competitiveness. The “instant reply” capability of AI customer service not only diffuses customer dissatisfaction effectively but also addresses the challenge of recruiting staff. A report by leading consultancy McKinsey indicates that enterprises worldwide are actively deploying generative AI (Gen AI), and the AI customer service market is expected to grow at a compound annual growth rate (CAGR) of over 20% in the coming years—an indication of robust demand.

Beyond its greater capacity for patient, unflappable responses compared with humans, AI customer service handles routine inquiries, order tracking, and sales recommendations with ease. Notably, for tasks such as automatically sending appointment reminders and confirmation messages, AI agents are often faster and more accurate. Coupled with their ability to operate 24/7, it is no surprise that employers highly value them.

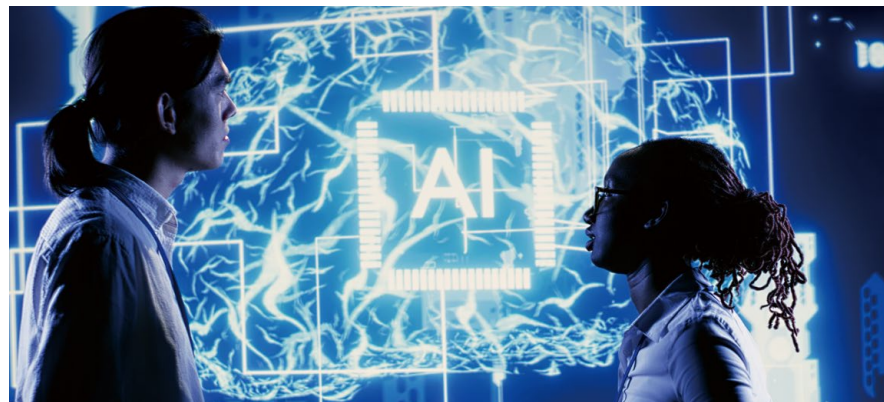
Choosing a Gentle Female Voice to Increase Warmth

A common concern among the working population is whether AI customer service can replace human staff.

In October of last year, market research firm Gartner conducted a survey querying customer service and support leaders. The results showed that only 20% of respondents reported staff reductions attributable to AI adoption; most companies maintained their customer service headcount. The primary reason cited was that AI responses can feel “cold.” Indeed, while current AI customer service systems can respond with great speed, a gap remains between efficiency and warmth. However, experts caution that AI is becoming increasingly adept at understanding human nuances, and warmer, more empathic AI customer service agents are on the horizon.

Here is an interesting question: most companies today tend to select a soft female voice for their AI customer service agents—why is that? Some speculate that because most AI developers are male, they have influenced the market’s direction; others believe that a pleasant female voice helps to soothe anxious and impatient customers. Research from foreign universities suggests that both men and women are generally more receptive to female voices, perceiving them as warmer and more approachable. That said, male voices are not without merit: when conveying technical or academic content, customers may perceive a male voice as more authoritative and trustworthy.

Ultimately, “AI customer service” is only one of the more widespread applications within the broader “AI+” landscape. The range of roles AI can assume extends far beyond customer service alone. The latest Budget proposes establishing an Committee on “AI+ and Industry Development Strategy” to drive AI industrialization and the AI-enablement of industries through application scenarios. I believe this is an entirely appropriate direction and merits strong support. I hope the industry will boldly explore innovations to realize “Empower Industries through AI.”



韌性布局迎挑戰 經濟前景續向好

Resilience Drives Growth as Outlook Stays Bright

為掌握會員企業當前面對的經營挑戰及對營商環境的看法，廠商會定期進行問卷調查。最新一輪調查於去年11月展開，對象包括會董會成員屬下公司，並透過各行業委員會向會員收集意見，同時邀請行業委員會代表就相關議題作補充交流。藉此機會，我想分享本次調查的重點發現。

調查共回收115份有效問卷，近八成為生產性企業。影響港企經營的挑戰主要來自外部環境，包括營運成本上升、市場競爭激烈、客戶壓價導致利潤下滑，以及地緣政治風險升溫。此外，資金成本高、融資困難、外圍需求疲弱、出口訂單波動及本地消費力下降，均為企業營運帶來壓力。

「出海」與多元化供應鏈布局已成為港企應對產業鏈重組及關稅挑戰的重要策略。採取「內地 + 香港 + 海外」營運模式的企業比例已升至接近25%；約四成半受訪企業已啟動出海部署，另有25%正積極籌備。調查亦顯示，港企海外廠房平均員工規模已超越內地，反映業界逐步將內地廠房轉向較高附加值環節，同時加快境外生產配置。

在市場拓展方面，港企除持續耕耘歐美市場，同時積極開拓東盟、中東等「一帶一路」經濟體；68%表示計劃拓展內地市場，大灣區城市為過半數企業首站。雖然香港市場規模有限，但作為最熟悉的「大本營」，仍有43%企業擬在本地擴張。

調查亦涵蓋業界對北部都會區的看法。結果顯示，企業整體進駐意願仍偏低，主因是基建及配套尚未完善，以及中小企資源有限。不過，若有大型企業率先落戶，並配合政府加強支援，相信可帶動更多中小企跟隨進駐。

近年內地積極培育「專精特新」中小企業，但近四成受訪企業未曾聽聞相關政策；即使有所認識，實際申請及成功獲批比例仍偏低，反映有需要加強港企對政策的認知與應用，以深化兩地資源對接，推動技術升級與高質量發展。此外，近九成受訪企業期望政府優化資助計劃，尤其在市場開拓、品牌建設、營運支援、人工智能應用及科研創新方面。

儘管企業仍面對多重挑戰，而特朗普政府推出的新關稅政策又再次為全球貿易前景增添不確定性，我們對香港經濟前景依然審慎樂觀。港商近年持續優化全球供應鏈布局，強化營運韌性與風險管理能力，相信有足夠實力應對外圍環境的變化。

同時，內地仍是全球經濟增長的重要引擎，而人工智能投資熱潮亦將帶動相關生產與貿易活動，進一步鞏固香港作為亞太區電子零部件貿易樞紐的地位。基於上述因素，廠商會預計今年本港貨物出口將維持增長；在金融市場持續活躍及旅遊業穩步復甦的支持下，服務貿易出口亦可望保持強勁勢頭。

此外，我們認為內需將接棒出口，成為今年推動經濟增長的主要動力；由於本地就業市場平穩，加上減息周期延續，融資環境有望進一步改善。在股市與樓市向好帶動下，可望刺激消費與投資；北部都會區提速發展，以及新一份《財政預算案》推出的一系列穩增長措施，亦將進一步增強投資信心。廠商會預測，2026年全年GDP增長將達3.5%，延續去年的良好勢頭。



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To stay closely attuned to the operational challenges faced by member companies and to better understand their outlook on the business environment, the CMA has conducted regular surveys. The latest round was launched in November last year, primarily targeting companies under General Committee members, as well as others reached through the conveners of various industry committees. In addition, industry committee representatives were invited to provide supplementary insights related to the survey topics.

I would like to take this opportunity to share some of the key findings from the survey.

A total of 115 valid responses were collected, with nearly 80% coming from manufacturing enterprises. The challenges impacting enterprises continue to stem largely from external factors. These include rising operating costs, intensifying competition, margin compression due to client price bargaining, and growing geopolitical risks. Other pressures include high financing costs, limited access to funding, weakened external demand, fluctuating export orders, and a decline in local consumption.

In response to industrial chain restructuring and tariff-related uncertainties, "going global" and diversifying supply chain strategies have emerged as key priorities for many enterprises. Notably, the proportion of companies adopting a "Mainland + Hong Kong + overseas" operation model has increased to nearly 25%. Around 45% of respondents have already implemented going-global strategies, while another 25% are actively planning to do so. The survey also revealed that the average workforce size at overseas plants now exceeds that of Mainland facilities. It is an indication that many Hong Kong enterprises are repositioning their Mainland operations toward higher value-added activities, while accelerating capacity expansion overseas.

With respect to market development, Hong Kong enterprises continue to place emphasis on traditional markets in Europe and North America, while also actively exploring emerging Belt and Road economies such as ASEAN and the Middle East. Additionally, 68% of respondents plan to expand into the Mainland market, with over half identifying cities in the Greater Bay Area as their main entry points. Though Hong Kong's domestic market is comparatively limited, 43% of companies still plan to scale up their local presence, underscoring the importance of the city as a strategic base.

The survey also gathered views on the Northern Metropolis. The findings indicate that overall willingness to establish operations there remains relatively low, mainly due to incomplete infrastructure and supporting facilities at this stage, as well as limited resources among SMEs. However, if large enterprises take the lead in setting up operations, coupled with enhanced government support and promotion, this could encourage more SMEs to follow.

In recent years, the Mainland has actively fostered "specialised, refined, distinctive, and innovative" (SRDI) SMEs. However, nearly 40% of respondents had never heard of the relevant policies. Even among those who were aware, the actual application and approval rates remained low. This suggests the need to strengthen Hong Kong enterprises' awareness and utilisation of such policies, deepen cross-border resource alignment, and promote technological upgrading and high-quality development. In addition, nearly 90% of respondents hope the government will further optimise funding schemes, particularly in market development, brand building, operational support, AI applications, and innovation and technology.

Despite the multiple challenges confronting businesses, and the additional uncertainty to global trade brought about by the Trump administration's new tariff measures, we remain optimistic about Hong Kong's economic outlook.

The Mainland continues to serve as a key engine of global growth, while the surge in artificial intelligence investment is expected to stimulate related production and trade activities. This will further reinforce Hong Kong's position as a leading trading hub for electronic components in the region. The CMA expects Hong Kong's merchandise exports to maintain growth this year, while services exports should remain robust, supported by active financial markets and the ongoing recovery in tourism.

Looking ahead, domestic demand is poised to take over from exports as the main driver of growth. With the labour market remaining stable and the interest rate easing cycle continuing, financing conditions are expected to improve further. A firmer stock market and property market are likely to bolster consumption and investment sentiment. Meanwhile, the accelerated development of the Northern Metropolis and growth-supporting measures in the latest Budget should help strengthen investor confidence. The CMA forecasts that Hong Kong's GDP will grow by 3.5% in 2026, sustaining the momentum seen last year.



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廠商會接待來訪機構及出席活動

廣州市工商聯代表團訪會



珠海市工商聯代表團訪會



中國國際進口博覽局代表團訪會



香港都會大學與廠商會合作備忘錄簽署儀式



四川長江職業學院代表團訪會



大灣區低空經濟聯盟會議



甘肅省人民政府外事辦公室代表團訪會



越南國際服裝、紡織品及紡織技術博覽會



智慧騰飛：香港浸會大學低空經濟高峰會 2026



珠海市香洲區代表團訪會



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匹克球體驗日
日期：19/5/2026
查詢電話：2851 1555

「2025年品牌選舉頒獎典禮暨晚宴」

香港品牌發展局（品牌局）與香港中華廠商聯合會（廠商會）於2月3日假香港會議展覽中心會議廳聯合舉行2025年品牌選舉頒獎典禮，邀得香港特區政府財政司司長陳茂波擔任主禮嘉賓，並聯同時任商務及經濟發展局常任秘書長黃少珠、商務及經濟發展局副局長陳百里，以及工業貿易署署長廖廣翔等擔任頒獎嘉賓，一同見證共41個傑出香港品牌及品牌領袖的誕生。

自1999年創立以來，「品牌選舉」一直擔當引領者和同行者角色，不僅肯定本地企業在品牌建設上的成果，更推動業界以品牌創造價值、提升競爭力，逐步發展成為香港品牌發展的重要方向標，帶領企業以「品牌力」開拓更廣闊的內地及海外市場。

今屆「品牌選舉」共有41個表現優秀的本地原創品牌及品牌領袖勝出。其中，「香港名牌選舉」及「香港服務名牌選舉」分別有14個產品品牌及14個服務品牌獲頒各類獎項；「香港新星品牌選舉」及「香港新星服務品牌選舉」則分別有6個產品品牌及6個服務品牌獲頒各類獎項。

至於最高榮譽「香港傑出品牌領袖獎」則由維特健靈健康產品有限公司創辦人及行政總裁陳曦齡博士奪得。陳博士創立中藥保健產品品牌「五色靈芝」，憑着「成就」、「信譽」、「遠見」、「領導才能」及「貢獻」等方面的卓越表現，帶領品牌發展成為家傳戶曉、深受消費者信賴的健康產品領航品牌。

品牌局主席陳家偉在典禮致辭時指，面對地緣政治變局、供應鏈重組，以及數碼經濟與綠色轉型等結構性變化，品牌早已成為企業綜合實力的集中體現。他讚揚本屆得獎品牌在品牌建設、誠信、創新、ESG及市場拓展等方面所展現的努力與前瞻視野，讓其不僅在本地市場站穩陣腳，更能邁向大灣區、東南亞乃至全球市場，持續拓展跨地域的品牌版圖。

他續指，國家正全力推進「品牌強國」戰略，而香港具備建設「國際品牌薈萃中心」的獨特優勢，可發揮「超級增值人」角色，打造成為「國牌出海」的策略性樞紐。為彰顯香港作為品牌出海的平台角色，他宣布：「品牌局與廠商會將於2026年『品牌選舉』增設嘉許品牌出海領先者的新獎項，表彰以香港為策略性節點、成功拓展跨地域營運並建立國際化品牌形象的優秀企業，期望藉此吸引更多內地品牌來港發展，並與本地品牌聯手打造『合金生產力』，共同提升中國品牌在國際舞台上的影響力。」

典禮上，廠商會會長盧金榮代表主辦機構致送《香港名牌巡禮》專冊予陳茂波司長，並向活動贊助代表致送感謝狀；廠商會常務副會長馬介欽則代表主辦機構向獎座贊助機構及義務核數師致送感謝狀，以答謝特區政府及社會各界對香港品牌的鼎力支持，使2025年「品牌選舉」得以順利舉行。

出席是次頒獎禮的嘉賓逾600人，廠商會及品牌局嘉賓尚包括：廠商會永遠名譽會長梁欽榮、廠商會永遠名譽會長兼品牌局榮譽主席楊孫西、廠商會永遠名譽會長兼品牌局首屆榮譽主席尹德勝、廠商會永遠名譽會長兼品牌局榮譽主席吳宏斌、廠商會立法會代表吳永嘉議員、品牌局榮譽主席兼廠商會副會長黃家和教授、廠商會副會長吳國安、廠商會副會長兼品牌局副主席駱百強、廠商會副會長莊家彬議員、廠商會副會長兼品牌局副主席黃偉鴻、品牌局副主席吳清煥常務會董、品牌局副主席孫榮良常務會董、品牌局榮譽主席李惠中會董、品牌局榮譽主席沈運龍會董、廠商會行政總裁兼品牌局總裁吳潔貞，以及一眾廠商會名譽會長、會董會成員、品牌局顧問及理事。

其他嘉賓尚包括：中央人民政府駐香港特別行政區聯絡辦公室經濟部貿易處二級巡視員閻永青、香港特區政府商務及經濟發展局副秘書長劉理茵、立法會議員兼香港生產力促進局主席陳祖恒議員、立法會議員林偉全、立法會議員梁進、立法會議員鍾奇峰、香港海關副關長（管理及策略發展）許劍、知識產權署副署長曾志深、2025年活動贊助商代表交通銀行（香港）有限公司金融市場高級顧問張衛中、香港中華總商會副會長樊敏華、香港工業總會副主席劉榮濤、香港應用科技研究院董事局主席李惠光、獎座贊助商代表福泰珠寶集團有限公司董事長陳柏辰、義務核數師畢馬威會計師事務所合夥人崔建華，以及各選舉評判、工商界領導、贊助商及得獎公司代表等，場面盛大。



會員商聚

廠商會於1月23日舉行「會員商聚」，邀得香港網絡安全事故協調中心的代表和香港貿易發展局展覽及數碼業務部代表出席，分享加強網絡安全的措施和電子行業國際展會的最新發展。場內設有攤位供會員進行產品展示及業務分享，促進企業間的業務聯繫與商業配對。活動反應熱烈，共吸引逾100名企業代表出席，與會員事務委員會主席吳國安副會長、馬介欽常務副會長、吳潔貞行政總裁、多位常董、會董、行業召集人共聚交流。



廠商會名人飯堂

廠商會於3月11日舉辦「廠商會名人飯堂」午餐聚會，邀得副會長駱百強、施榮恆及莊家彬議員擔任主持人。活動上由各位主持人分別致辭，並進行問答環節，與會員互動。午宴共筵開5席，其他出席者並包括吳國安副會長、吳潔貞行政總裁、多位常董、會董等，與50多間會員公司代表共聚交流。



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廠商會婦女委員會新春團拜

廠商會婦女委員會於3月3日假上海總會舉辦「丙午年新春團拜」，活動筵開4席，由吳柳詠主席致歡迎辭，並邀得廠商會副會長梁兆賢、施榮恆、外交部駐港公署崔建春特派員夫人梁慧麗、中聯辦協調部副部長李玲、處長陳鐵英及多位商會代表出席，場面熱鬧。



主辦機構



香港中華廠商聯合會
The Chinese Manufacturers' Association of Hong Kong

合辦機構



香港品牌發展局
Hong Kong Brand Development Council



HONG KONG
香港 ESG 獎
AWARDS

2026香港ESG獎

「香港ESG獎」旨在表彰努力提升ESG（環保、社會責任及企業管治）表現並取得突出成績的香港公司、機構，激勵各行各業貫徹可持續發展理念，以負責任的態度營運業務，為經濟、社會和生態環境創造長遠的價值。

參賽類別

- 一般組別
- 中小型企業組別
(指在香港聘用少於100名員工的製造型企業和聘用少於50名員工的非製造業公司或團體。)

嘉獎

- 「一般組別」獎項設有「香港ESG大獎」和「香港ESG獎」；
- 「中小型企業組別」則設「香港ESG獎：中小型企業特別獎」，得獎機構皆可獲頒獎座及證書。
- 而其他優秀機構將可獲頒發「香港ESG獎：優異證書」。

獎項

- 香港ESG大獎
不多於1個
- 香港ESG獎
不多於10個
- 香港ESG獎：中小型企業特別獎
不多於5個
- 香港ESG獎：優異證書
若干個

查詢

- 如有查詢，請與主辦機構聯絡：
2542 5766 / 2542 8619
ESG@cma.org.hk
www.cma.org.hk/esgawards

截止報名日期

2026年5月13日



報名詳情



2025香港ESG獎
得獎小冊子

廠商會青年委員會2026迎春晚宴

「廠商會青年委員會2026迎春晚宴」於2月10日圓滿舉行，共逾100人出席，席間進行遊戲及幸運抽獎環節，場面熱鬧。當晚先由青年委員會陶俊裕主席致歡迎辭，並邀請盧金榮會長致辭，以及由史昊洛永遠名譽主席回顧過去一屆委員會的工作。其他出席的廠商會領導尚包括副會長駱百強、莊家彬議員、黃偉鴻，吳潔貞行政總裁，常務會董兼青委會顧問徐晉暉、楊華勇，與多位友好青年商會代表以及一眾青委成員同聚一堂，共慶歡欣。



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理大鋰離子電池重塑儲能新格局 有望突破性能瓶頸

PolyU's lithium-ion batteries reshapes energy storage, breaking performance bottleneck



鄭子劍教授
Prof. Zheng Zijian

隨着流動裝置成為日常生活不可或缺的部分，我們正逐步轉向以可再生能源驅動各類設備，鋰離子電池因而受到廣泛應用。據麥肯錫預測，到2030年，全球鋰離子電池需求將激增近七倍；整個電池產業鏈的收入將從2022年的850億美元飆升至2030年的4,000億美元以上。為了抓緊此機遇，香港理工大學（理大）應用生物及化學科技學系軟材料及器件講座教授鄭子劍的團隊正推動一項突破性材料技術的產業化，目標是降低鋰離子電池的成本，並提升其性能。

While the world is shifting to renewable energy to run its numerous mobile devices, lithium-ion batteries are getting more and more important. According to McKinsey & Company, global demand for lithium-ion batteries will soar nearly seven-fold by 2030, while revenues throughout the battery value chain are expected to surge from US\$85 billion in 2022 to over US\$400 billion in 2030.

To seize this opportunity, a research team led by Prof. Zheng Zijian, Chair Professor of Soft Materials and Devices and Professor of the Department of Applied Biology and Chemical Technology, The Hong Kong Polytechnic University (PolyU), is commercialising a materials technology designed to cut the cost and enhance the performance of lithium-ion batteries.

New materials for new energy

Traditional lithium-ion batteries use copper or aluminium foils as “current collectors” (CCs) to conduct electricity during charging and discharging. Reducing the weight and thickness of CCs can shrink the batteries and increase energy density. However, this approach has reached the metals' mechanical limits, making them expensive to produce and easy to break.

Prof. Zheng's team has developed an ultrathin, ultralight, flexible and durable film using carbon nanotubes. It is 80–85% lighter and 65–80% thinner than metal foils, and costs 40–60% less. It offers higher electrical and thermal conductivity, better chemical and electrochemical stability, and stronger compatibility with diverse electrode materials. It also boosts the gravimetric energy density of lithium-ion batteries by 20–25% and their volumetric energy density by 9–12%.

Coming soon to an EV near you

Unlike researchers around the world who use polymers and polymer films to develop composite CCs, Prof. Zheng's team uses carbon nanotubes. These materials exhibit very different properties. “Our batteries can be used anywhere and last longer after charging, making them ideal for EVs,” said Prof. Zheng. “They allow EVs to run longer and farther, and reduce the cost of an EV battery by about HK\$5,000, increasing the vehicle's affordability.”

The composite CCs are also suitable for energy storage in urban settings. “In high-density environments like Hong Kong, more compact batteries mean cheaper and more efficient,” he added. Under funding support from the RAISE+ scheme, Prof. Zheng plans to start pilot testing within two years and mass production in 2027. A start-up, MatraVolt Limited, has already been established to focus on financing.

In November 2024, PolyU signed an MoU with smart EV manufacturer Shanghai NIO Co., Ltd to expedite novel battery research. The University continues to integrate its research outcomes with the Chinese Mainland's industrial chains and markets, contributing to the development of new energy technology.

新能源與新材料的創新突破

傳統鋰離子電池以薄銅箔或鋁箔作為集流體，負責在充放電過程中傳導電流。降低集流體的重量和厚度雖能縮小電池體積、提升能量密度，但相關優化已逼近金屬材料的機械極限，不僅會推高製造成本，還會使電池更易損壞。

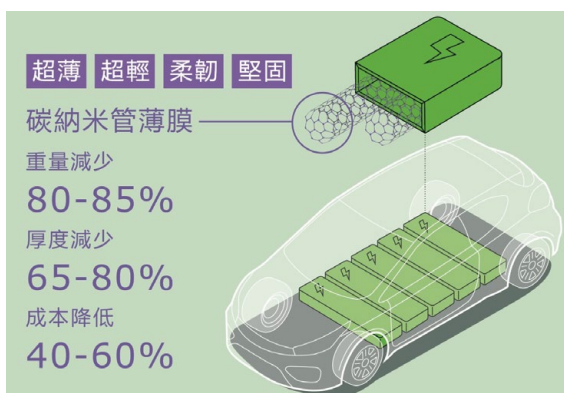
鄭教授的團隊用碳納米管製造超薄、超輕、柔韌且堅固的導電複合薄膜。這種薄膜比傳統金屬材料輕80%至85%、薄65%至80%，成本低40%至60%，具較強的導電與導熱性能和較佳的化學及電化學穩定性，兼容多種電極材料，能令電池的質量能量密度提升20%至25%，體積能量密度提升9%至12%。

即將走進生活的電動車新科技

有別於全球其他研究人員利用聚合物及聚合物薄膜開發複合集流體技術，鄭教授的團隊採用碳納米管，兩者特性截然不同。鄭教授說：「我們的電池適用於多種場景，在充電後有更長的續航里程，這一優勢使其特別適合電動車領域。我們的技術除可提升車輛續航表現，還可使電動車電池成本降低約5,000港元，從而有效降低汽車售價，讓消費者受惠。」

此技術亦適用於城市環境的儲能領域，鄭教授說：「像香港這樣人口稠密的城市，體積更小、重量更輕的電池是更經濟、更高效的解決方案。」在「產學研1+計劃」資助下，鄭教授計劃於兩年內進行試點測試，在2027年實現量產，並已成立初創公司MatraVolt Limited，以進行技術融資。

2024年11月，理大與高端智能電動車製造商上海蔚來汽車有限公司簽署合作備忘錄，以推進新電池的研發。理大將繼續推動高校科研成果與內地產業鏈、市場深度融合，為新能源技術發展貢獻力量。



理大與上海蔚來汽車簽署合作備忘錄，推進新電池的研發。
PolyU and Shanghai NIO signed an MoU to expedite the development of novel battery research.

查詢 Enquiry
香港理工大學 知識轉移及創業處
Knowledge Transfer and Entrepreneurship Office
The Hong Kong Polytechnic University
網站 Website: www.polyu.edu.hk/kteo
電話 Tel: (852) 3400-2929
電郵 Email: info.kteo@polyu.edu.hk

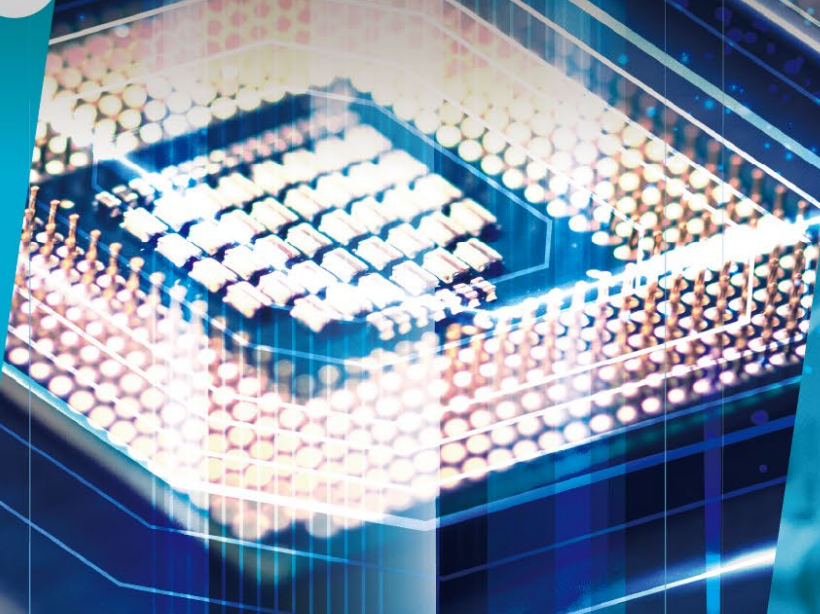


2025-26香港工商業獎： 設備及機械設計

主辦機構



香港中華廠商聯合會
The Chinese Manufacturers' Association of Hong Kong



政務司副司長卓永興先生(右)頒發
2024-25香港工商業獎：
設備及機械設計大獎

比賽旨在鼓勵和提高本港在設備及機械的設計水準，藉此提高產品競爭力，及對傑出的產品加以獎勵。

報名費用
全免

香港特區政府全力支持



參賽類別 (消費者相關產品除外)

- 生產機械及設備
- 機械/機械用具、配件及零件
- 科學儀器、光學儀器、控制及測試設備及其配件或零件
- 機器人及其配件或零件
- 工商業用的智能科技設備及軟件
- 雜項類

參賽資格

所有參賽產品的設計研究，須完全或部份在香港進行。



獎項

- 香港工商業獎：
設備及機械設計大獎
- 香港工商業獎：
設備及機械設計獎
- 香港工商業獎：
設備及機械設計優異證書

所有得獎機構可展示香港工商業獎的標誌，彰顯其產品的傑出設計，更有機會獲得大會安排，宣傳得獎產品。

截止報名日期

2026年6月5日



歡迎新會員

OUR MEMBERS

Welcome!



華南(香港)國際仲裁院有限公司
South China International Arbitration Center (HK) Limited

代表：冼樂石先生（副法律顧問）
服務：仲裁
Representative: Mr Sin Ngor Shek
(Deputy Legal Counsel)
Services: Arbitration



Justkidding

代表：楊淑雲小姐（董事）
產品：健康養生食品
Representative: Ms Yeung Shuk Wan Jennifer
(Director)
Products: Healthy food



瓣瓣掂有限公司
Fan Fan Shop Limited

代表：陳安兒小姐（董事）
產品：西班牙火腿、歐洲罐頭
Representative: Ms Chan On Yi Ellie (Director)
Products: Iberico ham, canned food



健康時刻有限公司
Moment Health Limited

代表：黃沛誠先生（董事）
產品：健康產品
Representative: Mr Wong Pui Shing (Director)
Products: Health products



勝帝有限公司
Win King Corporation Limited

代表：曾彼得先生（董事）
產品：頭髮造型、頭髮產品
Representative: Mr Tsang Peter (Director)
Products: Hair piece, hair products



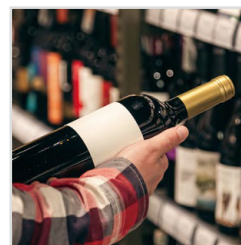
凱捷澳門飲料廠
Winexpress Beverage Factory Macau

代表：陳杭生先生（股東）
產品：飲品製造
Representative: Mr Chan Hong Sang (Shareholder)
Products: Beverage



自然語有限公司
Nature Story Limited

代表：宋媛小姐（董事）
服務：營養補充劑代理商
Representative: Ms Song Yuan (Director)
Services: Health supplement distributor



偉成洋酒國際有限公司
Wai Shing Wine International Co. Limited

代表：文德榮先生（總經理）
服務：酒類零售及批發
Representative: Mr Man Tak Wing (General Manager)
Services: Wholesale & retail for wine & spirits



天天代步有限公司
Tin Tin Doi Bou Limited

代表：洪瑋傑先生（總經理）
產品：電動輪椅、手動輪椅及樂齡科技用品
Representative: Mr Hung Wai Kit (General Manager)
Products: Electric wheelchair, manual wheelchair & gerontology products



夜櫻美食有限公司
Ye Ying Delicious Limited

代表：洪瑋傑先生（總經理）
產品：台灣快餐、便當
Representative: Mr Hung Wai Kit (General Manager)
Products: Taiwanese fast food, Taiwanese bento



掃描 QR code
查閱各式會員優惠



內地公布進口展品 稅收優惠政策

2026年2月28日，財政部、海關總署及稅務總局公布進口展品稅收優惠政策，支持辦好中國進出口商品交易會(廣交會)、中西部地區國際性展會以及中國國際服務貿易交易會(服貿會)。

《關於「十五五」期間中國進出口商品交易會展期內銷售的進口展品稅收優惠政策的通知》明確，對「十五五」期間(2026-2030年)舉辦的廣交會，每個展商在展期內銷售的免稅額度內的進口展品，繼續免徵進口關稅、進口環節增值稅和消費稅。同時，為進一步釋放政策效應，免稅銷售額度由按年度計算調整為按每屆展會計算。

《關於「十五五」期間中西部地區國際性展會展期內銷售的進口展品稅收優惠政策的通知》明確，對2026年至2030年期間舉辦的中國—蒙古國博覽會、中國—俄羅斯博覽會、中國—非洲經貿博覽會、中國—東盟博覽會、中國—南亞博覽會暨中國昆明進出口商品交易會、中國·青海綠色發展投資貿易洽談會(國際藏毯展區)、中國—亞歐博覽會，以及2026年至2027年期間舉辦的中國—東北亞博覽會、中國—阿拉伯國家博覽會，每個展商在展期內銷售的免稅額度內的進口展品，繼續免徵進口關稅、進口環節增值稅和消費稅，同時適當擴大各展會的免稅展品類別及免稅銷售額度。

《關於中國國際服務貿易交易會展期內銷售的進口展品稅收優惠政策的通知》明確，對2026年至2027年期間舉辦的服貿會，繼續實施進口展品稅收優惠政策。每個展商在展期內銷售的免稅額度內的進口展品，繼續免徵進口關稅、進口環節增值稅和消費稅。

享受上述稅收優惠政策的展品不包括國家禁止進口商品、瀕危動植物及其產品、煙、酒、汽車以及列入《進口不予免稅的重大技術裝備和產品目錄》的商品。同時，符合上述稅收優惠政策的展期內銷售進口展品，進口後不再納入海關特定減免稅貨物後續監管範疇。

內地《增值稅法》及其 《實施條例》正式實施

2026年1月1日，《中華人民共和國增值稅法》及《中華人民共和國增值稅法實施條例》(簡稱《條例》)正式施行，同時廢止《中華人民共和國增值稅暫行條例》。

在跨境交易方面，《條例》第四條明確規定，境外單位或個人向境內單位或個人銷售的服務或無形資產，若該等服務或資產在境內消費，則需要依照《增值稅法》徵稅。這一規定主要針對境外服務或無形資產在中國境內的消費行為，若服務或資產的消費地點在境內，無論交易的另一方是否在境內，都需徵收增值稅。

在混合銷售方面，《條例》第十條明確要求，《增值稅法》第十三條所稱應稅交易，應包含兩個以上涉及不同稅率、徵收率的業務；業務之間具有明顯的主附關係。主要業務居於主體地位，體現交易的實質和目的；附屬業務是主要業務的必要補充，並以主要業務的發生為前提。企業應遵循主附關係明確的原則，根據主要業務適用稅率。

在出口業務方面，《條例》第九條進行了調整，對向境外單位銷售的完全在境外消費的服務和無形資產，適用零稅率。具體而言，向境外銷售的研發服務、設計服務、國際運輸服務等均可適用零稅率。

在銷售折讓、中止或退回等情形，《條例》第十四條明確，當銷售折讓、中止或退回時，企業應從當期銷項稅額中扣減相應的增值稅。

在進項稅額抵扣方面，《條例》第二十二條規定，發生《增值稅法》第三條至第五條(即，應稅交易和視同應稅交易)以外的經營活動，並取得與之相關的貨幣或者非貨幣形式的經濟利益，同時不屬於《增值稅法》第六條規定情形(即，四類非應稅交易)的，為「不得抵扣非應稅交易」。納稅人購進貨物、服務、無形資產、不動產用於前述「不得抵扣非應稅交易」的，對應進項稅額不得抵扣。

為做好《中華人民共和國增值稅法》及《中華人民共和國增值稅法實施條例》施行後政策銜接工作，財政部、稅務總局於2026年1月30日起陸續公布《關於出口業務增值稅和消費稅政策的公告》、《關於增值稅徵稅具體範圍有關事項的公告》、《增值稅預繳稅款管理辦法》等配套文件。



歡迎掃描QR code閱讀更多內地政策資訊



大灣區青年就業計劃

Greater Bay Area Youth Employment Scheme

為香港青年提供到大灣區內地城市工作及發展事業的機會

The scheme provides Hong Kong young people with career development opportunities in the Mainland cities of the Greater Bay Area

參加青年 Young people

參加資格 Eligibility

29歲或以下及持有副學位或以上學歷的香港居民

Hong Kong residents aged 29 or below with sub-degree or higher qualifications

薪酬 Salary

副學士 → 按市場薪酬水平
大學畢業生 → 月薪不低於HK\$18,000

A monthly salary comparable with market rate for sub-degree holders and no less than \$18,000 for university graduates

參與企業 Participating enterprises

參加資格 Eligibility

在香港及大灣區內地城市均有業務

Enterprises with businesses in both Hong Kong and the Mainland cities of the Greater Bay Area

津貼 Allowance

每月可獲最高HK\$12,000津貼

Monthly allowance up to HK\$12,000

須按照香港法例聘用
Employment under Hong Kong laws

計劃為期18個月

The scheme lasts for 18 months

即掃描二維碼
了解計劃詳情及申請職位空缺

Scan the QR code to learn more about the scheme and apply for job vacancies



www.jobs.gov.hk/gbayes

查詢 Enquiry

2969 0446 / 2969 0460

申請截止日期 Deadline

31.12.2026