

Hong Kong 企業雄才 Entrepreneurs

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五年規劃描繪香港未來
Five-Year Plan Charts Hong Kong's Future

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TID's Enhanced Support for Enterprises

古法線面世家
Face Threading Legacy

陳岳成
內守品質 外拓品牌

Pius Chan
Anchoring Quality, Expanding Horizons



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

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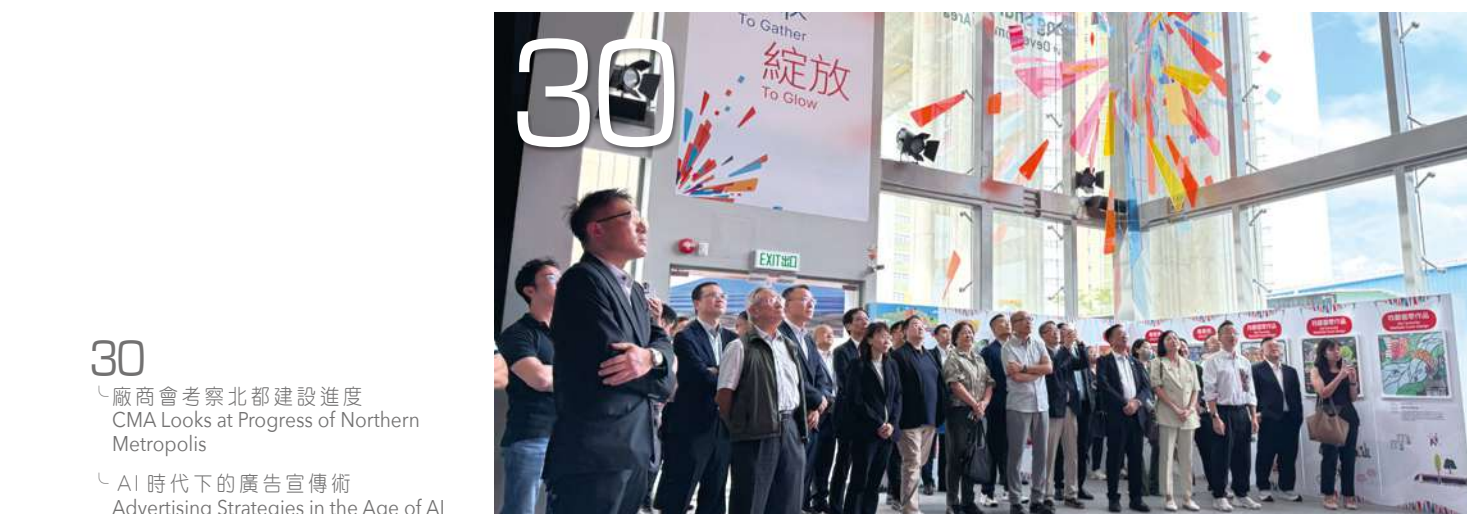


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共築香港發展新藍圖

Co-creating Hong Kong's New Blueprint

香港特區政府正就首個香港五年規劃展開公眾諮詢。這是香港發展歷程中的重要里程碑，社會各界應高度重視，主動了解並積極表達意見，共同為香港未來發展建言獻策。

事實上，五年規劃意義重大。首先，這是更好參與和對接國家「十五五」規劃的應有之義。國家自「十二五」規劃起，已為香港設立專章，充分體現香港在國家發展大局中獨特地位和重要功能。特區政府亦深入參與「十四五」規劃的前期準備工作，促成規劃中明確提出香港打造「八大中心」的願景和使命。到了「十五五」規劃，香港的功能角色進一步提升為「十大中心」、「兩大樞紐」、「一個生態圈」及「一人才高地」，這不僅是國家對香港獨特優勢的高度認可，更是賦予香港的重大時代使命。

面對更大的機遇和責任，香港唯有制定自身的五年規劃，才能增強發展的主動權，這不僅是為了「對接」國家所需，更是要將國家機遇切實轉化為本地經濟的新動能、新優勢，從而塑造更長遠的競爭力。

其次，香港社會過去對國家發展規劃的認識，整體上仍存在「知道其然、未必知其所以然」的情況，誤以為與自身業務或生活關聯不大，更遑論主動參與和前瞻部署。

然而，隨着國家持續推進高水平對外開放、加快構建新發展格局，以及粵港澳大灣區建設不斷深化，香港與內地在經濟、產業、創科、人才、民生等層面的融合已明顯提速。在這一新形勢下，香港若要更充分發揮「一國兩制」下背靠祖國、聯通世界的獨特優勢，就必須以更系統、更具前瞻性的思維，統籌發展。從這個角度看，建立香港自己的五年規劃，不僅合時，更是必要。

制定五年規劃的意義，還在於凝聚共識、整合資源、穩定預期和引導行動。對特區政府而言，五年規劃有助加強跨部門統籌，提升政策協同與執行效能；對社會而言，規劃提供了一個共同思考香港未來方向的重要平台；對工商界而言，一份具前瞻性、整體性和可操作性的五年規劃，將有助提升政策可預

見性，增強市場信心，為企業部署中長期投資、升級轉型和人才布局提供更清晰指引。

作為工商界的重要代表，廠商會一向支持香港更好融入國家發展大局。得悉特區政府將制定香港五年規劃後，廠商會隨即展開一系列前期工作，就多個與業界息息相關的範疇進行深入研究，並透過高峰論壇及會員諮詢會等形式，廣泛聽取業界意見。廠商會已向特區政府提交詳細建議書，提出超過170項政策建議，並就規劃的基本原則、核心主題和發展目標提出具體意見，期望有助香港首個「五年規劃」兼具戰略高度、產業深度和落實力度。同時，廠商會亦已將這些建議進一步細化，並融入2026年《施政報告》的倡議中，確保宏偉藍圖能夠逐步落實。

香港正處於由治及興的新階段。首個香港五年規劃正是一個重要契機，讓我們從「順勢而行」走向「主動作為」，從「各自努力」邁向「協同發展」。只要政府、工商界和社會各界攜手同心，香港必能在服務國家所需中實現更大發展。

The HKSAR Government has officially launched its public consultation for Hong Kong's first-ever Five-Year Plan. Far from a routine policy exercise, this initiative represents a significant milestone in the city's development trajectory. It is imperative that all sectors of society recognise its profound significance, take ownership of this historic opportunity, and actively contribute their insights to shape Hong Kong's future.

The strategic importance of this Five-Year Plan cannot be overstated. Above all, it will provide a critical framework for Hong Kong to align more effectively with, and make a stronger contribution to, the nation's 15th Five-Year Plan. Since the national 12th Five-Year Plan, dedicated chapters for Hong Kong and Macao have underscored the Central Government's recognition of Hong Kong's distinctive role and strategic value within the country's overall development. The HKSAR Government also played an active part in the lead-up to the 14th Five-Year Plan, helping to secure Hong Kong's positioning as the "Eight Centres". Under

the 15th Five-Year Plan, Hong Kong's role is expected to be further enhanced and broadened. This evolution reflects not only the nation's strong confidence in Hong Kong's unique strengths, but also the significant responsibilities entrusted to the city in this new phase of national development.

Against this backdrop of unprecedented opportunities and heightened responsibilities, Hong Kong must formulate its own Five-Year Plan to take the initiative in shaping its own development. This is not simply a matter of aligning with national priorities. More importantly, it is about converting national opportunities into fresh momentum, new economic advantages, and stronger long-term competitiveness for ourselves.

At the same time, public understanding in Hong Kong of national development planning has often remained relatively limited. Some still see national strategies as distant from their own business interests or everyday lives, and therefore do not fully appreciate the need for proactive engagement or forward planning.

That perception is becoming increasingly outdated. As the country continues to pursue high-level opening-up, accelerate the creation of a new development paradigm, and deepen the development of the Guangdong-Hong Kong-Macao Greater Bay Area, integration between Hong Kong and the Mainland is advancing rapidly across the economy, industry, innovation and technology, talent, and people's livelihood. In this new environment, Hong Kong must adopt a more strategic, forward-looking, and coordinated approach if it is to fully leverage its unique strengths under "One Country, Two Systems". From this perspective, developing Hong Kong's own Five-Year Plan is not only timely, but necessary.

A Five-Year Plan also matters because it can build consensus, align resources, stabilise expectations, and guide action. For the HKSAR Government, it can strengthen cross-departmental coordination and improve policy coherence and delivery. For the wider community, it provides an important platform for shaping a shared vision of Hong Kong's future. For businesses and investors, a forward-

looking, comprehensive, and practical Five-Year Plan can enhance policy certainty, strengthen market confidence, and provide clearer direction for medium- to long-term investment, business upgrading and transformation, and talent development initiatives.

The CMA has long supported Hong Kong's deeper integration into the national development agenda. Following the Government's announcement that it would formulate Hong Kong's Five-Year Plan, the CMA promptly launched a series of preparatory initiatives. These included in-depth research into a range of issues of direct relevance to the industry, as well as extensive consultation with industry stakeholders through a high-level forum and member consultation sessions. Building on this work, the CMA has submitted a detailed proposal to the HKSAR Government, setting out more than 170 policy recommendations. It has also offered concrete views on the plan's guiding principles, core themes, and development objectives, with the aim of ensuring that Hong Kong's first Five-Year Plan combines strategic ambition with actionable clarity and focus. At the same time, the CMA has formulated the execution details for these recommendations and will incorporate them into its submissions for the 2026 Policy Address, so that this long-term vision can be translated into tangible results step by step.

Hong Kong is entering a new stage of development. The city's first Five-Year Plan is a key opportunity to shift from reacting to change to shaping it, and from fragmented efforts to coordinated progress. If the Government, the business sector, and the wider community work together with common purpose, Hong Kong will be well placed to achieve new breakthroughs in development while making an even greater contribution to the country's needs.



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Legislative Council Representative of the CMA

打開門戶 鞏固製藥創新樞紐

Opening the Gateway: Strengthening Hong Kong's Role as a Pharmaceutical Innovation Hub

「東升西降」的趨勢，不僅體現於經濟競爭力，更反映在尖端創新科技領域！

根據荷蘭國際集團（ING Group）最新發表的《亞洲製藥業展望》報告，亞洲製藥市場規模預計將在 2027 年超越歐洲，躍居全球第二大，僅次於北美。報告更預測，下一個影響力可媲美「輝瑞」（Pfizer）的藥企，很大機會來自中國。

報告列出兩項重要數據：全球源自中國內地研藥物中的創新分子佔比，已由 2014 年的 4% 大幅提升至現時的 33%；而中國內地創新藥物在全球首次獲批的佔比，亦從 2015 年的 2% 大幅升至 2024 年的 39%，逼近美國的 41%。

國家重點扶持 推進藥物創新

中國藥物創新高速發展，歸功於制度改革。近年國家推出多項措施，包括設立創新藥物快速審批通道，並持續加大對基礎研究和科研人才的投入。與此同時，不少跨國藥企依賴中國補充旗下產品線，進一步推動了中國與海外生物科技及製藥企業之間的對外授權交易。

ING 指出，在宏觀經濟持續波動，以及粵港澳大灣區加快融合的背景下，香港作為亞太地區製藥創新的樞紐角色，更顯關鍵。

事實上，特區政府近年主動出擊招商引資，成功招攬多家科技巨頭，為本地生命健康科技產業注入強勁發展動能。早前，引進辦公布最新一批 22 家落戶重點企業名單，亮點之一正是市值萬億的頂級製藥龍頭——美國輝瑞科研製藥。截至目前，全球十大藥廠已有半數進駐本港，令香港成為全球生物醫藥投資與創新的黃金陣地。

灣區協同效應 吸引巨企落戶

輝瑞等跨國藥企落戶香港，主因當然是看中大灣區協同效應。香港除了擁有高度貿易自由，還具有「外聯內通」獨特優勢，我們必須抓緊機遇，進一步發揮「超級聯繫人」功能，築好「引進來、走出去」的「雙向門戶」。

The global power shift from West to East is increasingly evident, manifesting not only in economic competitiveness but also in cutting-edge technology and innovation.

According to the *Asia Pharmaceutical Report 2026* by ING Group, the Asian pharmaceutical market is projected to overtake Europe by 2027, becoming the world's second-largest market after North America. The report also suggests that the next global pharmaceutical giant capable of rivaling Pfizer is highly likely to emerge from China.

This rapid ascent is highlighted by two key milestones in the global pipeline: the share of innovative molecules originating from the Chinese Mainland rose from 4% in 2014 to 33% today, while its share of global first-time drug approvals surged from 2% in 2015 to 39% in 2024, narrowing the gap with the United States' share of 41%.

National support fueling pharmaceutical innovation

The rapid growth of pharmaceutical innovation on the Chinese Mainland is driven by systemic reforms. In recent years, the central government has introduced multiple initiatives, including expedited approval channels for innovative drugs and sustained increases in funding for basic research and scientific talent development. At the same time, many multinational pharmaceutical companies are relying on the Chinese Mainland to replenish their own product pipelines, a trend that has further boosted cross-border licensing transactions between domestic and overseas biotech and pharmaceutical firms.

ING notes that amidst ongoing macroeconomic volatility and the accelerated integration of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), Hong Kong's role as a pivotal hub for Asia-Pacific pharmaceutical innovation has become increasingly critical.

To capitalise on this, the Hong Kong SAR government has proactively attracted foreign investment, successfully drawing several tech giants and injecting strong growth momentum into the city's life and health technology sectors. The Office for Attracting Strategic Enterprises (OASES) recently announced a new batch of 22 key enterprises establishing a presence in Hong Kong. A major highlight is Pfizer, the global pharmaceutical giant. With half of the world's top ten pharmaceutical companies now operating in the city, Hong Kong has solidified its status as a premier global hub for biomedical investment and innovation.

GBA synergy attracting global giants

Hong Kong's appeal to multinational pharmaceutical companies like Pfizer lies primarily in the unique synergy of the GBA. Beyond its high degree of economic freedom, Hong Kong offers unparalleled dual connectivity, bridging the Chinese Mainland with the global market. The city must seize this opportunity to further leverage its role as a "super-connector", building a robust, two-way gateway to attract global investment while empowering domestic enterprises to expand abroad.

締造家庭友善工作間

Create a **Family-friendly** Workplace



實施**家庭友善**僱傭措施能讓僱員平衡**工作**和**家庭**責任，同時為僱主建立積極投入的工作團隊，有助提升企業競爭力。

Implementing **family-friendly** employment practices can assist employees in balancing their **work** and **family** responsibilities. It can also help employers build motivated work teams and enhance the competitiveness of the enterprises.



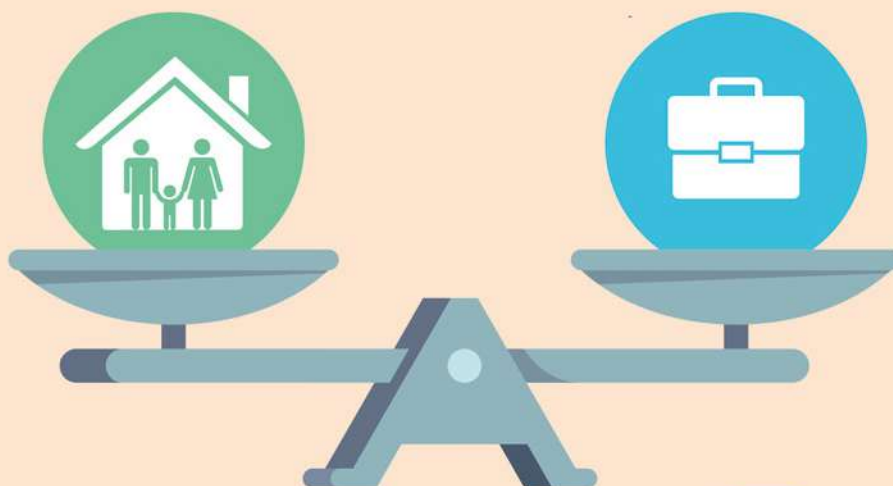
靈活的工作安排
Flexible work arrangements



配合員工家庭需要的特別假期
Special leave to meet employees' family needs



提供生活上的支援
Support for the employees and their families



勞工處
Labour Department





五年規劃描繪香港未來

Five-Year Plan Charts Hong Kong's Future

特區政府正全力編製首份五年規劃，勾勒香港 2026 至 2030 年的經濟社會發展願景，以把握國家「十五五」規劃所帶來的機遇。作為特區首次主導制訂的中長期策略藍圖，這不僅標誌着政府治理效能的提升，更為推動香港第三次經濟轉型、破解深層次矛盾帶來新契機。

The Hong Kong government is fast-tracking its inaugural Five-Year Plan – a strategic blueprint outlining the city's economic and social vision for 2026-2030 – to seize major opportunities presented by the nation's 15th Five-Year Plan. As the first medium- to long-term roadmap led by the local administration, this initiative marks a significant step forward in governance effectiveness. It will accelerate the city's third economic transformation while tackling deep-seated structural challenges.

長久以來，「積極不干預」與「小政府、大市場」被奉為香港經濟發展的金科玉律。儘管近年政府逐步強化「有形之手」，以「適度有為」和「市場促成者」角色推動多元化，但多為局部嘗試。今次由政府牽頭編製五年規劃，徹底打破了過往的施政藩籬，力求實現「高效市場」與「有為政府」的有機結合。

五年規劃應循五大原則

為期兩個月的香港五年規劃公眾諮詢於今年 6 月正式啟動，廠商會積極響應，透過舉辦高峰論壇、會員諮詢及內部調研，整合業界意見，向政府提交詳細建議書，歸納出五大基本原則及 170 項具體政策。



政府透過編製五年規劃，旨在實現「高效市場」與「有為政府」的有機結合
The Five-Year Plan is intended to align an efficient market with a capable government

建議書強調，清晰的頂層設計是確保規劃緊貼國家戰略、契合香港需要並具可行性的關鍵。當局應堅持五大原則：因地制宜，聚焦發揮香港獨特優勢；雙向賦能，加強香港與國家發展的聯動互促；需求牽引，兼顧願景驅動與問題導向；銜接轉化，強化與現有政策藍圖的整合及動態更新；以及資源配合，透過更精準的財政支持推動重點項目落地。

值得注意的是，香港正處於第三次經濟轉型，銳意打造以創新科技為核心、知識型經濟為支撐、產業適度多元化的新格局。有別於過去市場主導的轉型，創科發展離不開政策引導。因此，本港應將「推動高質量發展」訂為中長期願景，並以「促進經濟結構初步實現第三次轉型」作為首份五年規劃的階段性主題。

布局北都 為經濟注入新動能

土地資源緊絀長期制約香港產業升級。為此，政府諮詢文件明確提出以「規劃先行、基建帶動、產業導入、民生為本」的原則，實現北都開發、舊區更新、交通配套與智慧城市的有機協調。在此框架下，廠商會進一步建議當局在北都開發上應採取「特事特辦」的思維，建立高效靈活的制度體系。透過創新的招商手段，吸引海內外龍頭企業進駐，帶動本地中小企構建完善的產業集群。同時，應將北都定位為跨境協作的制度創新試驗區，推動貨物、人員、資金及數據的自由流通，並善用人工智能與綠色科技，建立香港智慧城市的新標竿。

與此同時，面對地緣政治衝擊與「逆全球化」浪潮，香港必須擺脫「超級中介人」的舊發展模式，開拓新增長點。除了積極拓展銀髮經濟、清真市場及藍碳產業等藍海領域，香港也應鞏固提升固有競爭力；在貿易層面，廠商會建議香港聚焦高增值供應鏈管理，強化「出海」平台與專業服務樞紐的功能，同時重塑「香港品牌」形象，吸引更多海內外品牌來港設立分銷中心。在金融領域，則應致力構建集交易、交割與清算於一體的大宗商品交易生態圈，並加快發展綠色金融、碳審計與碳交易市場，鞏固香港作為國際可持續發展金融中心的地位。

構建創科體系 賦能實體經濟

國家「十五五」規劃強調原始創新與實體經濟的重要性，為香港加速建設國際創科中心與人才高地指明了方向。為呼應國家戰略，廠商會建議制定整全的工業發展藍圖，推動新興工業與傳統優勢產業並進、本土製造與「延外發展」協同發展，並以北都為核心，策略性培育食品科技、航天科技及高端材料等產業。

在企業支援層面，政府應建立「港版專精特新」培育機制，優化創業板上市安排，緩解科企資金瓶頸。同時，透過建設中試轉化平台及優化算力配套，推動人工智能與傳統產業的深度融合。人才方面，深化職專教育與人才引進的銜接，將為新型工業化提供可持續的智力支撐。

深化區域合作

為配合國家「十五五」規劃對擴大內需與高水平雙向開放的部署，香港可善用「背靠祖國、聯通世界」的獨特優勢，進一步提升區域合作層次。透過深化粵港澳大灣區的協同發展，並積極參與「一帶一路」倡議，鞏固香港作為國家高水平對外開放重要窗口的角色。

為落實此願景，廠商會建議推動《內地與香港關於建立更緊密經貿關係的安排》（CEPA）的新一輪升級，為服務業及專業界別進入內地市場創造更佳條件，並爭取在跨境數據流動、綠色低碳服務、稅務安排、「港資港法、港資港仲裁」以及服務貿易負面清單等重點領域先行先試，強化香港作為國家高水平對外開放示範平台的角色。

此外，助力港商融入國家經濟內循環體系同樣刻不容緩。廠商會建議香港積極參與及推廣「灣區標準」建設，並透過檢驗檢測及認證互認、專項資助、技術支援和人才培訓，促進大灣區市場規則銜接和一體化發展。此外，廠商會建議爭取在港舉辦國家級進口商品博覽會，並配合公共採購對接、產品註冊便利、稅務支持、展銷安排優化及跨境電商物流升級等措施，協助港商更全面開拓內銷市場。



促進粵港澳大灣區之間的貨物、人員、資金及數據的自由流通，有助國家實現高水平對外開放
Facilitating the free flow of goods, talent, capital, and data within the GBA will support the nation's high-standard opening-up strategy

制定可量化績效指標

從國家及各省市的經驗來看，編制五年規劃的關鍵在於結合本地資源稟賦與戰略定位，制定清晰、可執行的績效指標（KPI）。儘管香港高度市場化，不宜照搬內地模式，但仍需因應特定領域需求，建立中長期的量化評估體系。

廠商會建議，香港應圍繞國家賦予香港的最新定位，包括「十大中心、兩個樞紐、一個生態圈、一個都會區、一個人才高地」的目標訂立KPI。在推動創科及新型工業化時，不僅須關注資源投入，更要重視科研成果轉化、產業增加值及就業貢獻等實質成效。廠商會並建議引入本地居民總收入（GNI）導向的發展思維，反映港商「延外發展」對香港及大灣區經濟的價值。唯有將香港自身發展深度融入國家戰略，才能在變局中把握主動，開啟繁榮新篇章。🚫



廠商會首長出席香港五年規劃諮詢會，向特區政府反映工商界意見

CMA leadership attended the Hong Kong Five-Year Plan consultation session to present the business sector's perspectives to the government

五年規劃擘劃未來 《施政報告》落實願景

特區政府積極編製首份五年規劃之際，新一份《施政報告》的諮詢工作也同步展開。這兩份發展藍圖定位不同，卻相輔相成：五年規劃布局經濟社會的長遠發展，確保政策穩定性與延續性；而《施政報告》則側重於未來一年的施政部署。兩者必須緊密銜接，方能回應國家期許，滿足香港所需。

廠商會在五年規劃建議書的基礎上，進一步梳理出60多項具備「先行先立」條件的政策建議，涵蓋創科和新型工業化、加快北都建設、促進經濟多元發展、促進可持續發展、支援中小企業，以及深化香港與內地經貿合作等六大領域。



廠商會支持擴大「北都大學城」的建設規模，激發跨校科研的協同效應（政府新聞處圖片）

The CMA backs expanding Northern Metropolis University Town to enhance cross-institutional research potential (Photo courtesy of Information Services Department)

六大領域 「先行先立」

廠商會支持擴大「北都大學城」的建設規模，並倡議由政府牽頭進行頂層規劃，透過共享土地、尖端研發設施及軟硬件配套，激發跨校科研的協同效應。此外，針對銀髮經濟及清真食品等潛力龐大的新興市場，建議在洪水橋建立「香港食品產業園」，吸納產業鏈上下游企業與研發機構進駐。

推動經濟多元化是鞏固香港競爭力的關鍵。廠商會建議積極部署「遊艇經濟」，推動「港艇北上」與「粵艇南下」的便利化措施，並聯動海南與大灣區開發精品長航旅遊產品，擴大高端旅遊市場。同時，政府應放寬工廈地契及審批限制，加快發展「工業旅遊」；並為鄉郊深度遊設立牌照申請「單一窗口」提升運作效率，全面釋放本地文旅潛力。

面對全球的科技競賽，廠商會建議優化「創新及科技基金」的申請門檻，加強支持技術應用與成果轉化項目；並引入「算力券」與「模型券」等補貼，鼓勵企業擁抱人工智能，提升競爭力。

廠商會強調，中小企業是維繫香港經濟活力的重要基石，面對當前複雜的營商環境，建議「BUD專項基金」保留資助拓展本地市場的功能，並將資助範圍推廣至全球市場；同時全面放寬「數碼轉型支援先導計劃」的行業限制，並加碼推出「定期展覽獎勵計劃3.0」，將資助延伸至維多利亞公園等標誌性場地，協助中小企業捕捉商機。🚫

Long regarded as the bedrock principles of Hong Kong's economic model, "positive non-interventionism" and the "small government, big market" philosophy are gradually giving way to a more proactive approach. In recent years, the administration has increasingly driven diversification in visible ways, but these efforts have remained largely piecemeal. Breaking through traditional policy silos, this inaugural Five-Year Plan seeks to integrate an efficient market with a capable government.

Five core principles of the Five-Year Plan

The launch of a two-month public consultation on Hong Kong's Five-Year Plan in June prompted a swift, structured response from the CMA. Drawing on insights from high-level forums, member consultations, and dedicated internal research, the association submitted a comprehensive proposal that outlined five core principles and 170 policy recommendations.



特區就香港五年規劃展開為期兩個月的公眾諮詢
(政府新聞處圖片)

The Hong Kong government launches a two-month public consultation on the city's inaugural Five-Year Plan (Photo courtesy of Information Services Department)

Five-Year Plan Plots the Future, Policy Address Realises the Vision

As the Hong Kong government compiles its inaugural Five-Year Plan, consultations for the upcoming Policy Address have commenced in tandem. These blueprints serve distinct but complementary strategic functions: The Five-Year Plan establishes the long-term socioeconomic framework for policy stability and structural continuity, while the Policy Address dictates tactical deployments for the year ahead. Tight operational alignment between them is imperative if Hong Kong is to simultaneously fulfil national mandates and address pressing domestic needs.

Building upon its initial proposals for the Five-Year Plan, the CMA has put forward more than 60 actionable policy recommendations for the upcoming Policy Address. These proposals span six core pillars: accelerating I&T and new industrialisation, driving development of the Northern Metropolis, diversifying the economy, fostering sustainability, supporting SMEs, and deepening economic and trade integration with the Chinese Mainland.

A six-pillar agenda for action

The CMA calls for government-led, top-level planning to expand Northern Metropolis University Town. By enabling shared land use, pooling cutting-edge research facilities, and integrating core infrastructure, this initiative could lead to cross-institutional scientific breakthroughs. To tap into high-potential emerging markets such as the silver economy and halal food sector, the CMA further proposes establishing a dedicated Hong Kong Food Industry Park in Hung Shui Kiu. This hub would anchor upstream and downstream enterprises as well as leading research institutions.

As economic diversification remains critical to sharpening Hong Kong's competitive edge, the CMA recommends developing the yacht economy by streamlining cross-border maritime travel between Hong Kong and the Chinese Mainland. Collaborating with Hainan and the wider GBA to launch premium, long-haul cruise itineraries would help capture the high-end tourism market. To fully unlock the city's cultural tourism potential, the government should also ease lease structures and regulatory bottlenecks for industrial buildings to encourage industrial tourism and establish a single-window licensing framework for rural ecotours.

Amid an intensifying global tech race, the CMA recommends optimising application thresholds for the Innovation and Technology Fund to channel greater funding towards commercialisation and real-world technology deployment. To accelerate private-sector AI adoption, the association further proposes targeted fiscal incentives, such as computing and AI-model vouchers, to sharpen corporate competitiveness.

Recognising that SMEs form the bedrock of Hong Kong's economic vitality, the CMA recommends that the BUD Fund expand its global reach while maintaining its support for local market growth. Simultaneously, the government should remove industry restrictions on the Digital Transformation Support Pilot Programme and introduce an enhanced Incentive Scheme for Recurrent Exhibitions 3.0, broadening subsidies to iconic venues such as Victoria Park to help SMEs seize emerging opportunities. 完

The proposal emphasises that a robust top-level design is critical to ensuring that the city's Five-Year Plan aligns with national initiatives, serves local needs, and remains actionable. The CMA recommends five guiding principles: leveraging Hong Kong's unique strengths, enhancing mutually reinforcing ties between Hong Kong and the Chinese Mainland, adopting a demand-led approach that balances long-term vision with practical problem-solving, aligning and updating existing policy blueprints, and ensuring adequate resource allocation and targeted fiscal support.

As Hong Kong undergoes its third economic transformation, it is shaping a new landscape grounded in innovation and technology (I&T), a knowledge-based economy, and strategic industrial diversification. Unlike previous market-driven shifts, today's I&T development requires strong policy guidance. To succeed, the city should adopt "advancing high-quality development" as its overarching medium- to long-term vision, with the initial realisation of this third economic transformation serving as the central theme of its inaugural Five-Year Plan.

New growth momentum through the Northern Metropolis

A chronic land shortage has long constrained Hong Kong's industrial upgrading. To overcome this obstacle, the government's consultation document proposes "planning-first, infrastructure-led, industry-driven, and livelihood-oriented" coordination for the Northern Metropolis development, urban renewal, transport infrastructure, and smart city planning.



香港土地資源緊絀，政府提出規劃先行、基建帶動等原則，加快北部都會區建設和舊區更新

Facing severe land constraints, Hong Kong is adopting a "planning-led, infrastructure-driven" approach to accelerate the development of the Northern Metropolis and urban renewal

Under this framework, the CMA recommends that the government deploy extraordinary measures tailored to the unique scale of the Northern Metropolis. This involves establishing an efficient and flexible institutional structure and using innovative investment promotion strategies to attract leading enterprises. These efforts, in turn, would empower local small and medium enterprises (SMEs) to build comprehensive industrial clusters. At the same time, the Northern Metropolis should serve as a pilot zone for cross-boundary institutional innovation, facilitating the free flow of goods, people, capital, and data while leveraging AI and green technology to set a new benchmark for the city's smart development.



香港需告別「超級中介人」舊發展模式，強化高增值供應鏈管理和「出海」平台功能，提升競爭力

To remain competitive, Hong Kong must transcend its traditional intermediary role, pivot towards high-value supply chain management, and secure its position as a global launchpad for expanding enterprises

Parallel to this internal restructuring, Hong Kong must navigate geopolitical tensions and rising de-globalisation by evolving beyond its traditional intermediary role in international trade. As well as tapping into high-potential frontier sectors such as the silver economy, halal markets, and blue carbon industries, the city must reinforce its core competencies. In trade, this demands focusing on high-value-added supply chain management, repositioning Hong Kong as a premium launchpad for corporate global expansion and a world-class professional services hub, and revitalising its brand equity to attract international distribution centres. In finance, Hong Kong must build an integrated commodity trading ecosystem that spans transaction, delivery, and clearing while accelerating green finance, carbon auditing, and emissions markets to solidify its standing as an international centre for sustainable finance.

Empowering the real economy with a comprehensive I&T ecosystem

The national 15th Five-Year Plan emphasises innovation and the real economy, charting the course for Hong Kong to accelerate its development as a global I&T hub and talent magnet. To align with this national strategy, the CMA proposes an industrial development blueprint that drives the parallel growth of emerging and traditional industries and synchronises local manufacturing with outbound expansion. Crucially, the Northern Metropolis should serve as the core hub to nurture high-potential sectors such as food technology, aerospace technology, and advanced materials.



香港黃金中央清算及結算系統 7 月開展試營運，是香港構建大宗商品交易生態圈的重要里程碑（圖片來源：政府新聞處）

The launch of trial operation for Hong Kong's new gold clearing and settlement system this July marks a major milestone in building a robust commodities trading ecosystem (Photo courtesy of Information Services Department)



制訂整全的工業發展藍圖，有助推動新興工業與傳統優勢產業協同發展

Formulating a holistic industrial development blueprint will foster synergies between emerging industries and traditionally dominant sectors

To strengthen enterprise-level support, the government should help SMEs become “specialised, refined, distinctive, and innovative” and streamline growth enterprise market (GEM) listing frameworks to ease funding bottlenecks for tech firms. Concurrently, establishing pilot manufacturing platforms for advanced manufacturing and technological transformation, coupled with robust upgrades to computing infrastructure, would accelerate AI integration across traditional sectors. This transformation must be underpinned by stronger vocational education and more effective talent attraction policies, which would secure a pipeline of talent to power the new industrialisation drive.

Deepening regional cooperation

As the nation expands domestic demand and advances high-level, two-way opening-up over the next five years, Hong Kong is well positioned to leverage its unique strength of being backed by the motherland and closely connected to the world to deepen regional cooperation. Specifically, closer integration within the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and a more active role in the Belt and Road Initiative would reinforce the city's position as the nation's window for international engagement.

To realise this vision, the CMA advocates a new round of upgrades to the Mainland and Hong Kong Closer Economic Partnership Arrangement to optimise market access for the service and professional sectors. The city should also pioneer pilot schemes in critical areas such as cross-boundary data flows, green and low-carbon services, and tax arrangements. The GBA's legal connectivity could also be expanded by allowing Hong Kong-invested enterprises to adopt Hong Kong law and use the city as their arbitration seat. Coupled with a refined negative list for service trade, this would solidify the city's central role in the nation's high-level opening up.

Integrating Hong Kong businesses into the national domestic circulation system remains a strategic priority. The CMA recommends the active development and promotion of unified GBA standards. By driving mutual recognition of testing and certification, along with targeted funding, technical support, and talent training, Hong Kong can accelerate regulatory harmonisation and market integration across the GBA. The CMA also proposes bidding to host national-level import expos in Hong Kong. These events, complemented by streamlined product registration, fiscal incentives, and upgraded cross-border e-commerce logistics, would create a robust ecosystem for local merchants to tap into the Chinese Mainland's domestic market.

Establishing quantifiable key performance indicators

Precedents at both the national and provincial levels demonstrate that a five-year plan's efficacy hinges on a disciplined alignment of local resource endowments with strategic objectives, anchored by clear, actionable key performance indicators (KPIs). While Hong Kong's highly market-driven economy precludes a wholesale replication of the Chinese Mainland's top-down model, the city should nevertheless institute its own medium-to-long-term quantitative evaluation frameworks. These frameworks should be tailored to Hong Kong's sector-specific needs to ensure long-term accountability and growth.

The CMA recommends that Hong Kong align its KPIs with the central government's latest strategic designations: the "ten centres", "two major hubs", "one ecosystem", "one

metropolis", and "one talent highland". To drive I&T and new industrialisation effectively, policy should shift from mere resource inputs to prioritising substantive, value-driven outcomes, notably research commercialisation, industrial value-added growth, and high-quality job creation.

The CMA also advocates adopting a gross national income (GNI)-oriented growth mindset. Such a framework would help to accurately capture the economic dividends generated by Hong Kong enterprises through their expansion both locally and across the GBA. By integrating its development with national strategies, Hong Kong can capitalise on evolving global dynamics and unlock its next chapter of prosperity. [\(高盧\)](#)



爭取在香港舉辦國家級進口商品博覽會，將有助港商開拓內銷市場

Hosting a national-level import expo in Hong Kong would help local merchants tap into the Mainland domestic market



陳岳成
Pius Chan

內守品質 外拓品牌

Anchoring Quality, Expanding Horizons

「內正」在於守格，即使身處在價格戰的洪流，仍堅守高品質的承諾；「外揚」在於破局，以大膽創新的行銷策略與多渠道布局，主動突圍。屹立本港半世紀的食品品牌「大埔振興」，在第二代掌舵人陳岳成的領導下，將「內正外揚」的家訓轉化為經營哲學，不僅帶領品牌跨越轉型考驗，更為這間「香港製造」老字號鋪平了進軍國際、邁向百年品牌的道路。

True strength comes from honouring one's core principles, which takes the form of an unwavering commitment to premium quality even in the fiercest price wars. For Tai Po Chun Hing, a homegrown food brand with a half-century legacy in Hong Kong, this resilience is driven by its dual philosophy: preserving product integrity within, while breaking the mold outward through bold marketing and a robust omni channel strategy. Second generation leader Pius Chan has evolved this inherited family wisdom into a modern corporate blueprint that guides this "Made in Hong Kong" brand toward modernisation and global expansion.

「大埔振興」原名振興公司，是專門製造及售賣急凍肉丸的品牌，由陳岳成父親陳南奎於1967年創立。陳南奎祖籍潮陽，發跡於九龍城寨，以鐵棒錘打牛肉的傳統手法生產潮州特色肉丸。創業之初，振興採用「前舖後居」的模式經營肉丸批發業務。隨著業務持續擴張，公司先後於黃大仙、荃灣等地區租用廠房，最終在1977年購入過千呎的大埔墟單位作為自家工場，其後將公司改名為「大埔振興」。

傳統批發業務受衝擊 一度面臨經營困境

多年來，「大埔振興」憑着真材實料及「香港製造」的良好口碑，業務發展平穩，客戶涵蓋酒店、火鍋店、凍肉店及潮式粉麵店。然而，這個平穩局面卻在千禧年代面臨巨大衝擊。「當時內地生產的平價肉丸大舉打入本港市場，而我們堅持本地生產、百分百純肉製造，以致批發價比同行高出約一倍。加上本地批發市場日益萎縮，令公司經營陷入困境。」陳岳成回憶道。

當時正於美國任職電子品牌市場營運的陳岳成，不忍父母奮鬥大半生的心血付諸流水，於是在2007年回流香港，與大哥並肩作戰。兩兄弟隨即大刀闊斧推行改革，將工場遷往面積大數倍的火炭工廈，並引進自動化設備以提升產能和減低成本，同時將大埔工場翻新為專門店，開拓零售業務。



陳岳成強調，做食品是良心行業，父親定下來品質鐵律絕不能因成本妥協

Pius Chan emphasised that the food industry is built on integrity and trust. He firmly believes that his father's golden rule of quality must never be compromised for cost

以創新行銷主動突圍 打開零售市場

進軍零售市場，建立品牌形象和知名度是首要一步，如何打破傳統行銷悶局、在資訊時代引起話題更是成敗的關鍵。為此，「大埔振興」在2009年首度參加美食博覽會，並以吸睛的推廣策略引起消費者關注。「我們推出『1蚊100粒』的宣傳噱頭，吸引了大批市民爭相購買，並登上各大報章的頭條。」這次參展成功讓「大埔振興」走進消費者的視野，更吸引連鎖超級市場邀請產品上架。2019年，「大埔振興」開始申請參加工展會，至2025年成功參展，借助這個全港最大型的戶外展會，擴闊銷售渠道。

堅守良心 以百分百純肉製作肉丸

雖然成功開拓零售市場，令公司業務多元化，但行業「內捲」始終困擾着陳岳成。他坦言，曾考慮過向成本妥協，調整配方或原材料。「但我轉念一想，做食品是良心行業，父親多年來堅持以純肉製造肉丸，以品質贏得消費者信任，這份信念絕不能在我們手中斷送。」



「大埔振興」由陳岳成父親陳南奎所創立，昔日大埔墟鋪位發展成為今日過千呎的總店

Founded by Chan Nam Kwai, the father of Pius Chan, Tai Po Chun Hing has evolved from a modest storefront in Tai Po Market into today's spacious flagship store, spanning over a thousand square feet



「大埔振興」經常參加美食博覽會，增加品牌知名度

Tai Po Chun Hing is a frequent exhibitor at the Food Expo, where it strategically leverages the platform to elevate its brand visibility

這份對品質的堅持，在 2013 年「馬肉風波」中得到回報。當時有歐洲品牌被揭發以馬肉冒充牛肉，本地連鎖超市隨即抽驗牛肉產品，發現原來有不少品牌在產品混入雜肉，而「大埔振興」則是少數「百分百純牛肉」的品牌。這次事件讓「大埔振興」贏得了消費者信賴，成為了肉丸界「真材實料」的代名詞。

開拓網購實體麵店 實行多渠道策略

手握「真材實料」的金字招牌，「大埔振興」成功從單一批發商，轉型為面向消費者的食品品牌，生意從低谷反彈，較陳岳成接手時增加了 5、6 倍。不過，陳岳成未有因此停下腳步，推出了黑椒牛丸、陳皮牛丸、清真牛筋丸等多款創新肉丸，並引入多款台灣特色魚丸，至今產品種類已增至 50 多種。近年也拓展網購生意，以迎合市民最新的消費模式。

今年「大埔振興」更將業務延伸至餐飲體驗，與一家米芝蓮推介的麵店合作，在港島開設實體麵店。他解釋，近年旅客的消費模式出現很大轉變，不再滿足於純消費的行程，而是更著重文化和體驗。「我們希望透過麵店，讓消費者體驗港式飲食文化和香港老字號的獨有情懷。未來，我們計劃將火炭工場轉型為沉浸式體驗工場，讓我們的品牌故事走進更多人的心中。」

「扭計骰文化」：賦能團隊的創新思維

回顧公司轉型的歷程，陳岳成認為單靠領導層的努力並不足夠，如何讓員工同心合力，配合公司轉型步伐，才是成功關鍵，「曾經有前輩說過：一間企業做一年，是正常；做十年，是靠服務、產品和管理；但要做一百年，就是要靠企業文化。」因此陳岳成建立獨特的管理文化——扭計骰文化，他會親自教授員工還原扭計骰，並鼓勵員工化身教練教導其他同事，以此增強整個團隊的凝聚力和成就感，讓他們保持靈活創新的思維。

堅定步伐邁向百年品牌

半世紀的品質堅持與創新行銷，讓「大埔振興」近年屢獲殊榮。2024 年，「大埔振興」奪得香港品牌發展局頒發的「香港名牌」殊榮，陳岳成指全體員工皆深感與有榮焉，這無疑是對品牌逾半世紀以來堅守品質的最高肯定，也為團隊注入了一劑強心針。

他補充道，這份榮譽更堅定了公司擴展業務、將「香港製造」的金字招牌走向國際的決心，目前公司正積極開拓美國、加拿大及英國等華人聚集的市場，努力朝世界知名的百年品牌目標邁進。

Originally founded as Chun Hing Company, Tai Po Chun Hing is a dedicated frozen meatball manufacturer and retailer. The brand was established in 1967 by Pius Chan's father, Chan Nam Kwai. Hailing from Chaoyang, the elder Chan began his venture in the historic Kowloon Walled City, where he produced traditional Chiu Chow-style meatballs by manually beating beef with iron rods. In its early days, the company operated as a wholesale business using a traditional "shop-in-front, residence-in-back" model.

Driven by steady growth, the company progressively expanded its manufacturing footprint, leasing factory spaces in Wong Tai Sin and Tsuen Wan. In 1977, it purchased a dedicated workshop spanning over a thousand square feet in Tai Po Market. Following this strategic relocation, the company was officially rebranded as Tai Po Chun Hing.

Navigating financial distress amid a declining wholesale market

For decades, Tai Po Chun Hing enjoyed stable growth built on an uncompromising commitment to premium ingredients and its proud "Made in Hong Kong" reputation. Its wholesale clientele expanded to include premier hotels, hotpot restaurants, frozen meat suppliers, and traditional Chiu Chow noodle shops.



In the 2000s, however, this stability was severely disrupted. “At that time, low-cost meatballs manufactured in the Chinese Mainland flooded the local market,” Chan explained. “Since we refused to compromise on our local production and 100% pure meat commitment, our wholesale prices were nearly double those of our competitors. Coupled with a shrinking domestic wholesale market, the company fell into severe financial distress.”

During this critical period, Chan was managing marketing operations for an electronics brand in the United States. Unwilling to see his parents’ life work disintegrate, he returned to Hong Kong in 2007 to join forces with his elder brother. The brothers immediately launched a series of aggressive structural reforms. They relocated the manufacturing plant to a significantly larger industrial facility in Fo Tan and introduced automated equipment to boost capacity while reducing production costs. Simultaneously, they transformed the original Tai Po workshop into a flagship retail boutique, successfully pivoting the business into the retail sector.



今年，「大埔振興」跨界與昂坪 360 聯乘推出了「振興丸俠」主題纜車

This year, Tai Po Chun Hing collaborated with Ngong Ping 360 to launch the “Chun Hing Meatball Hero”-themed cable car



2026 年 7 月，「大埔振興」帶領團隊與其他社區組織，合共 449 人，於香港及加拿大兩地同步挑戰，成功打破「最多人盲扭還原觸感扭計骰（多場地）」的世界紀錄

In July 2026, Tai Po Chun Hing led a combined team of 449 participants from the company and other community organisations in simultaneous challenges across Hong Kong and Canada, setting a new world record for the “most people solving rotating tactile puzzle cube (multiple venues)”

Transitioning to retail through innovative marketing

Entering the retail market demanded a bold approach to brand visibility and public perception. To generate buzz in the digital age, Tai Po Chun Hing debuted at the 2009 Food Expo with a headline-grabbing campaign: “HK\$1 for 100 Meatballs.” As Chan recalled, “The promotion triggered an absolute frenzy, landing us on the front pages of major newspapers.”

Catapulted into the public eye, the brand instantly secured shelf space with major supermarket chains. To diversify its sales channels, Tai Po Chun Hing set its sights on Hong Kong’s largest outdoor exhibition since 2019—the Hong Kong Brands and Products Expo—and successfully obtained a premier exhibition footprint by 2025.

A legacy of integrity: Upholding the 100% pure meat principle

Although expanding into retail helped diversify the business, industry price wars and local competition remained constant challenges. Chan admitted that he briefly considered reducing production costs by adjusting the product recipe or sourcing cheaper ingredients. “But I quickly realised that the food industry is built entirely on trust,” Chan explained. “My father always insisted on using 100% pure meat to build consumer loyalty, and I knew we could not allow that legacy of integrity to end with our generation.”

This uncompromising commitment to quality paid off during the 2013 horsemeat scandal. When several European brands were found to be substituting horsemeat for beef, local supermarket chains launched rigorous spot-checks across all beef products. The tests revealed that many competing brands had been blending cheap filler meats into their products, whereas Tai Po Chun Hing emerged as one of the rare brands verified to be “100% pure beef.” This scandal solidified the company’s reputation for authenticity, making its name synonymous with premium quality in the meatball industry.

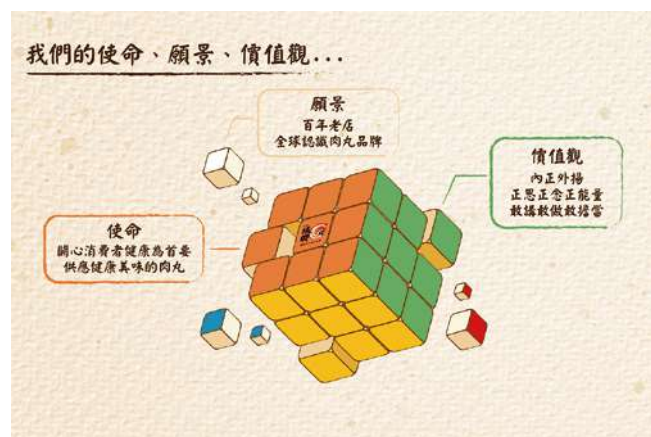
An omni-channel expansion into e-commerce and retail

Armed with a reputation for absolute authenticity, Tai Po Chun Hing successfully evolved from a traditional wholesaler into a consumer-facing food brand. Since Chan took the helm of Tai Po Chun Hing, the business’s revenue has surged five- to sixfold. Never one to rest on his laurels, Chan has continuously sought to diversify the product line, introducing innovative items such as black pepper beef balls, dried tangerine peel beef balls, and Halal-certified beef tendon balls, alongside specialty fish balls imported from Taiwan. Today, the brand boasts an impressive 50+ products. In recent years, Tai Po Chun Hing has also actively expanded into e-commerce and established a robust online-to-offline presence.



今年，陳岳成聯手一間米芝蓮食店開設實體麵店，推廣港式飲食文化和旗下產品的創意料理煮法

This year, Pius Chan partnered with a Michelin-recommended noodle shop to launch a restaurant to promote traditional Hong Kong food culture and showcase innovative culinary applications for Tai Po Chun Hing’s products



陳岳成獨創「扭計般文化」凝聚團隊，鼓勵員工在變革中同步成長

Pius Chan introduced a unique Rubik’s Cube culture to unite his team and empower employees to grow alongside the company’s transformation

This year, Tai Po Chun Hing extended into experiential dining by collaborating with a Michelin-recommended noodle shop to open an eatery on Hong Kong Island. As consumption patterns shift, travelers are increasingly prioritising local culture and unique experiences over mere shopping trips. Chan explained how the brand’s initiatives meet this need: “Through the noodle shop, we want to give consumers a taste of Hong Kong’s culinary heritage and the distinct nostalgia of a homegrown brand. Looking ahead, we plan to transform our Fo Tan facility into an immersive, experiential factory tour, embedding our brand story into the hearts of a wider consumer market.”

Fostering team innovation through Rubik’s Cube culture

Reflecting on the company’s transformation, Chan believes that leadership efforts alone are never enough. Rather, the key to success lies in aligning the entire workforce with the company’s fast-evolving pace. “An industry veteran once told me that a business can survive a year on sheer luck. To last a decade, you need exceptional service, products, and management. But to thrive for a century, you must build a powerful corporate culture.”

To enable this culture, Chan has established a unique management philosophy inspired by the Rubik's Cube. He personally teaches his staff how to solve the puzzle and encourages them to become mentors for their colleagues. This unconventional approach has significantly boosted team cohesion, fostered a sense of shared accomplishment, and helped keep the team agile and innovative.

Marching toward a century-old brand

A half-century of unyielding quality and innovative marketing has earned Tai Po Chun Hing widespread acclaim in recent years. In 2024, the brand was honoured with the prestigious "Hong Kong Top Brand" award by the Hong Kong Brand Development Council. Chan noted that the workforce felt a deep sense of collective pride as the accolade validated the brand's decades of dedication to quality and infused the company with new momentum.

This recognition has also solidified the company's resolve to expand its operations and bring its "Made in Hong Kong" excellence to the global stage. Currently, the brand is aggressively expanding into international markets with large Chinese diaspora communities, including the United States, Canada, and the United Kingdom, as it marches toward its goal of becoming a globally renowned, century-old brand.



2024 年，「大埔振興」榮獲香港名牌殊榮，下一步將積極進軍海外華人市場

In 2024, Tai Po Chun Hing was honoured with the prestigious Hong Kong Top Brand Award, setting the stage for its aggressive expansion into overseas Chinese markets

專訪廖廣翔署長： 多元策略助企業轉型突圍

Interview with Aaron Liu: Multi-Pronged Support for Enterprise Transformation

面對外圍環境複雜多變，香港經濟正處於關鍵的轉型期。工業貿易署署長廖廣翔接受《企業雄才》訪問，介紹署方一系列支援措施，從優化資助計劃、拓展商脈到推動標準對接，協助中小企業升級轉型和實現多元布局，開拓新增長點。

Amid the ever-changing external environment, Hong Kong's economy is at a critical stage of transformation. In an interview with *Hong Kong Entrepreneurs*, Mr Aaron Liu, the Director-General of Trade and Industry, outlined a series of support measures from enhancing funding schemes, expanding trade network to promoting alignment of standards, to help small and medium-sized enterprises (SMEs) upgrade and transform, diversify business, and seize new opportunities.

「發展品牌、升級轉型及拓展內銷市場的專項基金」（「BUD 專項基金」）是工貿署支援中小企業提升競爭力的其中一項重要措施，其資助地域範圍涵蓋香港逾八成的貿易額，截至今年 6 月底批出的資助額合計超過 82 億元，惠及逾 8,800 家企業。

因時制宜 協助企業多元布局

廖廣翔指，政府一直因應市場趨勢，積極優化「BUD 專項基金」，包括於 2023 年推出「申請易」，簡化申請文件要求和審批安排，令處理申請的服務承諾減半至 30 個工作天內完成；並於 2024 年推出「電商易」，支援企業在中國內地開拓電商業務，翌年更將資助範圍擴大至涵蓋東盟十國。

今年 6 月，政府推出新一輪優化措施，將「BUD 專項基金」下的一般申請和「申請易」的資助地域範圍進一步擴大至沙特阿拉伯、孟加拉國、埃及、匈牙利、巴基斯坦、哈薩克斯坦、蒙古及巴西，令基金涵蓋的經濟體總數增至 48 個，從而進一步協助企業開拓「一帶一路」等新興市場。

署方也鼓勵中小企業善用人工智能（AI）提升競爭力，在符合「BUD 專項基金」條件下，企業現時可推行包含 AI 元素的項目，例如創建 AI 聊天機械人作營銷推廣，或利用 AI 提升生產力以滿足目標市場的規管標準。同時，當局亦將「申請易」每宗申請的資助上限提高五成至 15 萬元。

整合資源 增加靈活性

此外，「中小企業市場推廣基金」（「市場推廣基金」）已於今年7月整合至「BUD專項基金」，讓企業按需要運用基金，以升級轉型為前提，就宣傳活動申請資助。廖廣翔解釋，在「BUD專項基金」下，每間企業的累計資助上限為700萬元，每宗申請最多可獲80萬元資助。相較「市場推廣基金」的100萬元累計資助上限及每宗申請10萬元的限制，申請企業運用資助的靈活性顯著提高。

他表示，政府會加強宣傳，協助企業透過「BUD專項基金」的「申請易」參與有助開拓境外市場的展覽會和出口推廣活動。基金的申請指引亦已更新，並提供可獲資助的展覽會和其他出口推廣活動的具體例子，基金專屬網頁亦提供曾獲批的展覽會例子，協助企業適應新安排。

平衡公共財政與企業支援

「BUD專項基金」推出至今14年，而接近九成的資助是在2019至2024年內批出，為基金帶來不少財政壓力。政府自去年3月將資助比例由1（政府）比1（企業）調整至1比3，並下調了一般申請及「電商易」每宗申請的資助上限，以確保基金的財政可持續性。

廖廣翔表示，當局同時於去年3月推出一系列優化措施，例如放寬「申請易」的申請頻率，由每六個月只可遞交一項申請，增加一倍至每三個月可遞交一項，滿足中小企業對較快取得資助的需求。政府會繼續審慎運用公帑，並與業界保持緊密溝通，在有需要時適當調整，務求政策切合業界所需。



工貿署6月舉行「電商新視野博覽會2026——品牌拓展市場無國界」，協助中小企發展跨境電商業務及掌握市場最新趨勢（圖片來源：工業貿易署）

The TID held the E-commerce Innovation Expo 2026 - Expanding Brand Horizons in June to help SMEs develop cross-boundary e-commerce and keep abreast of market trends (Photo courtesy of Trade and Industry Department)

加強自貿協定與投資協定網絡

除了資金扶持，經貿制度的保障也是支持企業出海的「硬基礎」。目前香港已簽訂9份自由貿易協定（自貿協定），涵蓋21個經濟體，讓本港貨物及服務能以更佳條件進入中國內地及國際市場。現時，香港與自貿協定伙伴的貨物貿易額已佔香港2025年貨物貿易總額的近七成。廖廣翔指，政府正全力爭取盡早加入《區域全面經濟伙伴關係協定》，並積極與海灣合作委員會及「一帶一路」沿線國家探討締結自貿協定的可能性。

此外，香港已與33個海外經濟體簽訂了24份促進和保護投資協定（投資協定），廖廣翔透露，過去一年工貿署已分別與卡塔爾、孟加拉國和秘魯完成投資協定談判，並正與沙特阿拉伯和埃及推進相關工作。另外，行政長官今年6月初訪問哈薩克斯坦和烏茲別克斯坦期間，宣布特區政府分別與兩地政府同意就投資協定展開談判。工貿署正積極跟進，冀為港企進軍中亞提供更大投資保障。

至於內地市場，2024年10月，國家商務部和香港特區政府簽署《關於修訂〈《內地與香港關於建立更緊密經貿關係的安排〉（CEPA）服務貿易協議〉的協議二》，進一步在多個香港特別具優勢的服務領域例如金融、建築及相關工程、檢測和認證、電信、電影、電視、旅遊等增添了開放措施。新措施已於去年3月起實施，為香港企業和專業人士在拓展內地市場方面創造更有利條件和開闢更廣闊的空間，同時吸引世界各地的投資者以香港作為跳板開拓內地市場。

政府也積極推動「灣區標準」的落實與擴容，有助促進大灣區融合、協助業界對接內地標準並拓展內銷業務。截至今年6月，粵港澳三地政府已共同推動訂立並公布了270項「灣區標準」，涵蓋食品安全、機電產品、醫療、教育以及環境、社會及管治（ESG）等領域，而且每一項都有港方的參與，當中包括CMA檢定中心參與制定的「照護食灣區標準」。工貿署正透過多元渠道鼓勵業界參與訂立及採用「灣區標準」；粵港澳三地政府亦會繼續攜手推動「灣區標準」的發展。

The Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) is one of the key initiatives of the Trade and Industry Department (TID) to support SMEs in enhancing their competitiveness. Economies covered under the Fund's geographical scope account for over 80% of Hong Kong's total merchandise trade. As at end-June this year, the total approved funding has exceeded HK\$8.2 billion, benefiting over 8,800 enterprises.

Timely measures to support business diversification

Mr Liu said that the government has been actively enhancing the BUD Fund in response to market trends. These include the launch of "Easy BUD" in 2023 to simplify the documentary requirements and streamline the vetting arrangements, halving the performance pledge for processing an application to completion within 30 working days. The government also launched "E-commerce Easy" in 2024 to assist enterprises in developing e-commerce business in the Chinese Mainland, and expanded its geographical scope to include 10 ASEAN member states in 2025.

In June this year, the government rolled out a new round of enhancement measures, further expanding the geographical scope of both the general and "Easy BUD" applications under the BUD Fund to include Saudi Arabia, Bangladesh, Egypt, Hungary, Pakistan, Kazakhstan, Mongolia, and Brazil. This increased the total number of economies covered by the BUD Fund to 48, thereby further helping enterprises tap into emerging markets, including those along the Belt and Road.

The TID also encourages SMEs to make good use of artificial intelligence (AI) to enhance their competitiveness. Subject to fulfilment of the funding criteria, enterprises may implement projects involving AI elements under the BUD Fund, such as developing AI chatbots for marketing and promotion, or leveraging AI to boost productivity in order to meet the regulatory requirements of target markets. At the same time, the government has raised the funding ceiling per "Easy BUD" application by 50% to HK\$150,000.

Integrating resources for greater flexibility

In addition, the SME Export Marketing Fund (EMF) was consolidated into the BUD Fund with effect from July this year, enabling enterprises to apply for funding for promotional activities in the context of upgrading and transformation. Mr Liu said that the cumulative funding ceiling for an enterprise under the BUD Fund is HK\$7 million, with the funding amount for each approved application capped at HK\$800,000. Compared with the EMF's cumulative funding ceiling of HK\$1 million and the limit of HK\$100,000 per application, the new arrangement offers enterprises much greater flexibility in the use of funding.

He added that the government will enhance promotion and facilitate enterprises' participation in exhibitions and export marketing activities through "Easy BUD" under the BUD Fund to assist SMEs in diversifying markets outside Hong Kong. The Fund's Guide to Application has been updated to provide examples of eligible exhibitions and other export marketing activities. In addition, the Fund's dedicated website provides examples of previously approved exhibitions to help enterprises adapt to the new arrangement.

Balancing public finance and enterprise support

The BUD Fund has been implemented for 14 years, and near 90% of its funding was approved between 2019 and 2024, placing considerable fiscal pressure on the Fund. Since March last year, the government has adjusted the matching ratio from 1 (Government):1 (Enterprise) to 1:3, and lowered the funding ceiling for each general and "E-commerce Easy" application in order to ensure financial sustainability of the Fund.

Mr Liu said that the government has rolled out a series of enhancement measures at the same time in March last year, such as relaxing the frequency of submitting an "Easy BUD" application from one application every six months to one every three months, so as to address the needs of SMEs in accessing funding more quickly. The government will continue to make prudent use of public funds while maintaining close communication with the trade, and make appropriate adjustments where necessary with a view to ensuring the policies align with the trade's needs.



廖廣翔署長指，工貿署提供多元化服務支援中小企，包括透過「BUD專項基金」協助企業發展品牌、升級轉型及拓展多元化市場（圖片來源：工業貿易署）

Mr Liu pointed out that the TID provides a range of SME support services, including the BUD Fund, which aims to help enterprises develop brands, upgrade and transform, and expand into diversified markets (Photo courtesy of Trade and Industry Department)

Strengthening the networks of free trade agreements and investment agreements

Beyond financial support, protection of the economic and trade system is also essential to supporting enterprises in going global. At present, Hong Kong has signed nine free trade agreements (FTAs) with 21 economies, securing favourable conditions for Hong Kong's goods and services to enter the Chinese Mainland and international markets. In 2025, Hong Kong's merchandise trade with its FTA partners accounted for nearly 70% of the total merchandise trade. Mr Liu said that the government is striving for Hong Kong's early accession to the Regional Comprehensive Economic Partnership (RCEP), while also actively exploring the possibility of forging FTAs with the Gulf Cooperation Council and countries along the Belt and Road.

In addition, Hong Kong has signed 24 investment promotion and protection agreements (IPPAs) with 33 foreign economies. Mr Liu revealed that over the past year, Hong Kong had managed to conclude IPPA negotiations with Qatar, Bangladesh and Peru, and is now pressing ahead the negotiations with Saudi Arabia and Egypt. The Chief Executive, during his visit to Kazakhstan and Uzbekistan in early June this year, also announced that the HKSAR Government and the governments of the two places agreed to commence IPPA negotiations. The TID is actively following up, with a view to providing Hong Kong enterprises with stronger investment protection when venturing into Central Asia.

As regards the Mainland market, the Ministry of Commerce and the HKSAR Government signed the Second Agreement Concerning Amendment to the Mainland and Hong Kong Closer Economic Partnership Arrangement

(CEPA) Agreement on Trade in Services in October 2024. The agreement introduces additional liberalisation measures in a number of services sectors where Hong Kong enjoys competitive advantages, such as financial services, construction and related engineering services, testing and certification, telecommunications, film, television, and tourism services. These new measures have been implemented since March last year, creating more favourable conditions and opening up greater room for Hong Kong enterprises and professionals to thrive in the Mainland market, while attracting investors worldwide to leverage Hong Kong as a springboard to enter the Mainland market.

The government is also actively promoting the implementation and expansion of Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Standards which are conducive to enhancing the integration of the GBA and assisting the trade to align with Mainland standards and expand domestic sales. As of June this year, the governments of Guangdong, Hong Kong and Macao had jointly promoted the development and promulgation of 270 GBA Standards, covering areas such as food safety, mechanical and electrical products, medical care, education, and ESG. Hong Kong participated in the development of each standard, including the Care Food GBA Standard, which was developed with the involvement of CMA Testing. The TID is encouraging the trade, through multiple channels, to participate in the development and adoption of the GBA Standards, while the governments of the three places will also continue with their collaboration in promoting the development of GBA Standards. 🇭🇰🇨🇳



廖廣翔署長與菲律賓貿易和工業部國際貿易關係局局長 Marie Sheryllyn D. Aquia 共同主持「第14屆中國香港 — 東盟高級經濟官員會議」，跟進中國香港與東盟的《自由貿易協定》及《投資協定》的實施情況（圖片來源：工業貿易署）

Mr Liu and Ms Marie Sheryllyn D. Aquia, Director of the DTI-Bureau of International Trade Relations of the Philippines, co-chaired the Fourteenth Senior Economic Officials Meeting - Hong Kong, China Consultation to discuss issues relating to the implementation of the FTA and Investment Agreement between Hong Kong and ASEAN (Photo courtesy of Trade and Industry Department)



廠商會考察北都建設進度

CMA Looks at Progress of Northern Metropolis

北部都會區（北都）對香港的長遠競爭力與經濟轉型具有戰略性意義。廠商會早前進行會員調查，近四成的企業表示有興趣了解北都發展。應發展局邀請，廠商會早前組團前往北都考察，了解各新發展區的規劃與建設進度。

The Northern Metropolis holds strategic significance for Hong Kong's long-term competitiveness and economic transformation. In a recent CMA member survey, nearly 40% of respondents expressed interest in learning more about the initiative. At the invitation of the Development Bureau, the CMA therefore organised a delegation to visit the Northern Metropolis and gain first-hand insight into the planning and progress of its major development areas.

考察團由副會長吳國安、梁兆賢、駱百強、黃偉鴻及行政總裁吳潔貞帶領，成員包括常董、會董及會員等 35 人，參觀了洪水橋／廈村新發展區社區聯絡中心、古洞北工地辦公室，以及河套科創策城館，並聽取發展局及土木工程拓展署代表講解洪水橋／廈村、古洞北，以及新田科技城和河套深港科技創新合作區香港園區等大型新發展區的規劃及最新建設進度。

北都建設如火如荼 各新發展區進展顯著

現時北都各項發展計劃正以「產業導向」模式多線並行推展。超過3,000公頃的新發展土地中，多個新發展區的工程已從規劃邁入實質施工階段。截至2026年5月，當局已收回逾520公頃私人土地，已展開工程面積逾800公頃，約1.5萬個住宅單位已落成，政府預計未來十年北都將提供近24萬個住宅單位。

其中，洪水橋／厦村新發展區的首批公營房屋已於2024年起陸續入伙，負責其發展和營運的洪水橋產業園有限公司亦已成立並投入運作。該區首個「片區開發」項目已在2025年12月展開招標。至於新田科技城，第一期第一階段的土地平整已於2024年底展開，預計2026年底起陸續提供約20公頃創科用地。

此外，河套深港科技創新合作區香港園區已正式開園，首批三座大樓已落成，其餘五座亦將於今年內

完工。沙嶺數據園區用地已於今年3月批出，並開始動工；古洞北／粉嶺北新發展區的首批公營房屋則預計於2026年入伙。與此同時，牛潭尾、流浮山等多個新發展區亦相繼啟動土地改劃或公眾諮詢程序。

陪同考察的發展局副秘書長（規劃及地政）翁佩雲表示，北都項目要全速推進，市場積極參與至為關鍵。為此，政府正透過創新及多元的發展模式，包括「按實補價」先導計劃、提供較長租期租約安排、容許「片區開發」項目分期支付地價，以及讓土地業權人以交回北都土地方式抵銷補地價等，降低市場參與開發和融資的成本，提升企業投資意欲，加速產業落戶。

她強調北都已由藍圖轉化為具體的落實項目，為工商界提供清晰而多元的參與渠道，鼓勵業界與政府攜手抓緊這個龐大的發展機遇。

產業轉型關鍵 工商合力助推

北都對香港實現經濟轉型、解決社會深層次問題和融入國家發展大局十分重要。廠商會早前已就香港五年規劃提交一系列有關北都發展的建議，並計劃就建設「專精特新」產業園開展深入研究，探討如何更充分發揮北都在空間承載、跨境聯通，及產業協同等方面的獨特優勢，推動香港新型工業和高增值產業邁向更高水平。

廠商會也將透過各項經貿交流活動，向國際社會和投資者積極推介北都的發展潛力和投資機遇，協助招商引資；對內則會持續組織會員深入了解北都最新規劃和建設進展，鼓勵業界尤其是中小企積極參與其中，並在完善北都產業鏈建設中發揮作用，令這幅宏偉藍圖轉化為市民可感、可享的實質成果。

商廠

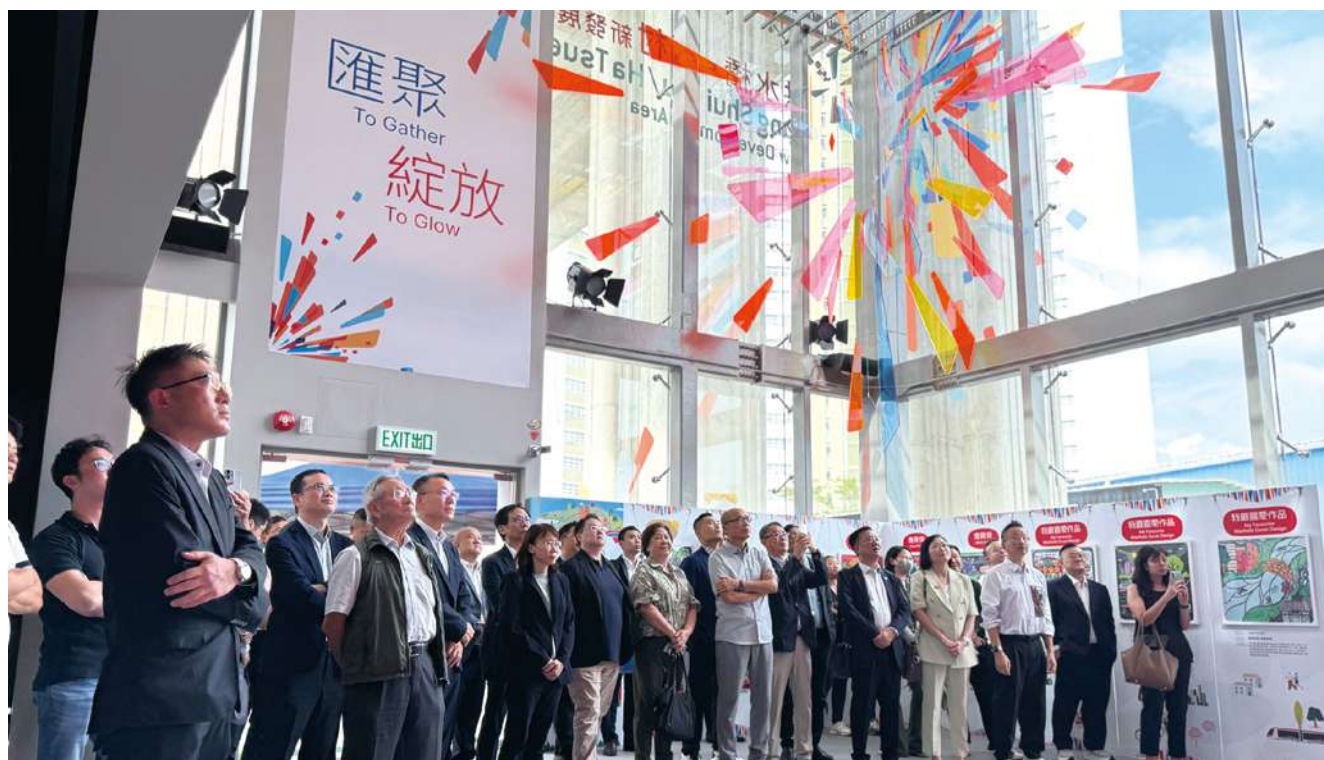


Led by Vice Presidents Mr Dennis Ng, Mr Jackson Leung, Mr Robert Lo, Dr Ellis Wong, and CEO Ms Ida Ng, the 35-member delegation included general committee members and other members. During the visit, they toured the Hung Shui Kiu / Ha Tsuen New Development Area (HSK/HT NDA) Community Liaison Centre, the Kwu Tung North (KTN) site office and the Innohub. Representatives from the Development Bureau and the Civil Engineering and Development Department briefed the delegation on the planning and latest construction progress of major new development areas.

Rapid progress across the Northern Metropolis

Development across the Northern Metropolis is now advancing on multiple fronts under an industry-led approach. Covering over 3,000 hectares, multiple projects have moved from planning to construction. As of May 2026, the government have resumed more than 520 hectares of private land, with site formation works underway on over 800 hectares. Approximately 15,000 residential units have already been completed, and nearly 240,000 residential units are expected to be provided over the next decade.

In the HSK/HT NDA, the first batch of public housing units has been progressively occupied since 2024. The Hung Shui Kiu Industrial Park Company Limited, which is responsible for the development and operation of the area, was established and commenced operations. The district's first large-scale land disposal project was also put out to tender in December 2025. At San Tin Technopole, site formation for Phase 1, Stage 1 began in late 2024, with around 20 hectares of land for innovation and technology use are expected to be made available from the end of 2026.



考察團走訪洪水橋／厦村新發展區社區聯絡中心
The delegation toured the HSK/HT NDA Community Liaison Centre

Meanwhile, the Hong Kong Park of Hetao Shenzhen-Hong Kong Science and Technology Innovation Co-operation Zone has officially opened. Its first three buildings have been completed, while the remaining five are scheduled for completion within this year. The Sandy Ridge Data Facility Cluster site was awarded in this March and construction has already begun. The first batch of public housing in the Kwu Tung North/Fanling North New Development Area is expected to be ready for occupation in 2026. Land rezoning or public consultation procedures have also been launched for other new development areas, including Ngau Tam Mei and Lau Fau Shan.

During the visit, Ms Pecvin Yong, Deputy Secretary for Development (Planning & Lands), said active market participation would be essential to accelerating delivery of the Northern Metropolis. To that end, the government is adopting more flexible and innovative development models, including the “Pay for What You Build” Pilot Scheme, offering longer lease terms, allowing staged payment of land premiums for large-scale land disposal projects, and arrangements allowing landowners to offset premiums by surrendering land in the Northern Metropolis. These measures are intended to lower participation and financing costs, enhance investment appetite, and accelerate the settlement of industries.

She stressed that the Northern Metropolis has moved beyond the blueprint stage into concrete implementation, providing the businesses with clear and diverse channels for participation.



考察團參觀河套科創策城館
The delegation visited the Innohub



發展局副秘書長（規劃及地政）翁佩雲講解古洞北新發展區建設最新進度

Ms Pecvin Yong, Deputy Secretary for Development (Planning & Lands), briefed the delegation on the latest construction progress of the Kwu Tung North New Development Area

Industry transformation hinges on joint business efforts

The Northern Metropolis is vital to Hong Kong's economic transformation, social development and integration into the country's overall development. The CMA has already submitted recommendations as part of Hong Kong's Five-Year Plan and will further study the development of industrial parts for “new, distinctive, specialised and sophisticated” enterprises to support new industrialisation and high value-added industries.

The CMA will continue promoting the opportunities of the Northern Metropolis to the international community and investors through trade and economic exchanges, while locally organising member visits to keep the business sector informed of the latest progress of the Northern Metropolis, thereby encouraging active participation in the region's industrial development. 商/廠



AI 時代下的廣告宣傳術

Advertising Strategies in the Age of AI

人工智能（AI）日益普及，為企業提升營運效率之餘，亦大幅提高創作效能。香港品牌發展局日前舉辦研討會，邀請專家探討如何妥善運用 AI 支援日常宣傳工作，協助企業加強市場推廣及提升品牌曝光度。

The increasing prevalence of artificial intelligence (AI) is not only enhancing operational efficiency for enterprises but also boosting creative productivity. The Hong Kong Brand Development Council recently held a seminar featuring experts who discussed how AI can support day-to-day promotional work and help enterprises strengthen their visibility.

傳統廣告製作往往需投入大量時間處理後期工序，例如修圖、剪輯、加字幕等，同時亦容易面對創意枯竭的挑戰。尤其在短視頻盛行的年代，受眾注意力高度碎片化，企業更需要思考如何設計出在極短時間內能夠吸引消費者目光的內容。

利用生成式 AI 工具可從多方面提升企業廣告創作的效率，包括處理圖文及影音素材等重複性製作工作、根據品牌方向提供多元文案建議與創意思路，以突破創作瓶頸，以及按不同傳播媒介和目標受眾製作多種廣告變體等。然而，單靠用 AI 工具創作廣告並不足夠，因為 AI 本身無法真正理解品牌或產品的獨特特徵；只有創作者才能判斷生成內容是否符合品牌定位，以及廣告能否與受眾產生共鳴。

廣告創作不變原則：關鍵在於引起共鳴

廣告文案公司「針言」(Durian)創辦人鍾梓淳(Chungtsz)表示，成功廣告的核心原則始終不變：關鍵在於是否具備清晰而有力的創意，以及希望向目標受眾傳達什麼信息，之後才是思考如何設計文案和選擇創作方式，而AI工具只是其中一種輔助方法。

他舉例指，近期一個主打「現金回饋」的導購平台，透過反覆向對價錢敏感的消費者傳遞「未夠抵、即係蝕底」的信息，並在不同社交平台持續推送廣告，以吸引更多使用。他認為，廣告首先要清晰確立品牌定位，再制定合適的推廣方式，才能吸引受眾主動了解產品，發揮最大的宣傳效益。

將AI視為創作助手：騰出時間深化品牌故事

「針言」文案撰稿人K Tong在講座中指出，AI應用大致可分為三個層次：第一層是生成式應用(Generative)，每次使用時都要重新交代背景和要求，操作上最花時間；第二層是有技巧地應用(Skills)，即把品牌語調、工作要求和常用框架系統化整理，讓AI能按既定方向持續輸出內容；第三層則是更進階的代理式應用(Agentic)或結合MCP(Model Context Protocol)的模式，透過連接不同工具和流程，讓AI可按設定自動執行部分工作。他認為，中小企至少應掌握「Skills」，才能較有效地把AI納入日常工作之中。

創作者應將AI工具視為「企業的一名新員工」並為其建立一套「Skills File」，提供清晰的創作背景與具體指示，包括AI充當的角色、受眾、目標、平台



廣告文案公司「針言」創辦人鍾梓淳作分享
Chung Tsz Shun from Durian Limited shared his insights during the seminar

及格式、品牌資訊、語調風格、禁忌詞彙，甚至範例參考等，讓AI以後也能根據此生成內容。他形容：「由於AI由big data訓練，所以沒有context，AI只會輸出市場平均值；有context，AI才會寫得更似你、更獨特。」透過持續調整與反覆訓練，可讓AI逐步記住品牌風格與工作要求，建立一套穩定的作業流程。

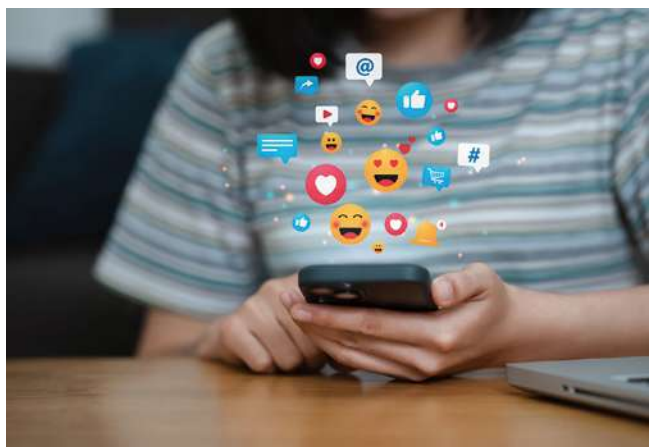
不過，他亦強調，AI只可以協助完成80%的工作，剩下20%屬於創作者的審核工作，「不能全盤交給AI，否則產出的文案會離地，無法體現品牌風格。」AI可協助起草內容、生成不同版本的廣告素材，以及大量生產文案，但判斷文案是否符合品牌風格、能否引起受眾共鳴，則必須由創作者把關，這也是決定廣告成效的關鍵。

透過社交媒體與受眾互動：讓宣傳由傳播走向連結

除了善用AI工具外，企業亦應透過社交媒體與受眾建立雙向互動，進一步加深品牌印象。鍾梓淳指出，品牌不應將社交媒體視為單向播放廣告的平台，而應視之為「溝通」與「交流」的渠道，以一個有個性、有想法的形象與受眾對話。他又指，宣傳未必一定依賴製作精美的廣告，一則帖文或一段留言同樣可以發揮效果。他以近期一個避孕套品牌在社交平台Threads上的表現為例，該品牌透過自嘲式內容及主動與網民互動，贏得不少好評。

他進一步指出，品牌不應只著眼於「發帖」，更要重視如何引發對話、延續討論，因為留言本身亦是內容的一部分。與其機械式標註熱門標籤(tag)，不如更有策略地借勢社會話題、生活場景或受眾正在關注的議題，讓品牌自然地參與討論，提升內容的相關性與傳播力。

他強調，品牌宣傳的核心在於與消費者建立連結。若企業能善用科技提升創作效率，寫出引起共鳴的內容，同時透過新媒體與受眾保持互動，宣傳效果自然可以事半功倍。 (完)



Traditional ad production often consumes much time on postprocessing tasks like photo editing, video clipping, and subtitling, while also facing the challenge of creative burnout. With short videos dominating and audience attention becoming highly fragmented, enterprises must design content that grabs consumers' interest in seconds.

Generative AI tools can boost ad creation efficiency in several ways: by handling repetitive graphic, textual, and audiovisual work; by offering diverse copy and ideas aligned with brand direction to overcome creative blocks; and by producing multiple ad versions for different media and audiences. However, using AI alone is insufficient, as it cannot truly grasp a brand's unique traits. Only human creators can judge whether the output fits the brand positioning and resonates with the target audience.

Ad creation's timeless rule: resonate

Chung Tsz Shun, founder of the copywriting agency **Durian Limited**, stated that the core principle of successful advertisement never changes. What matters is having a clear, strong idea and knowing what to communicate to the audience. Only afterward should one consider copywriting and production methods, with AI tools are merely one of the aids available.



He cited the example of a cashback rewards platform that repeatedly told budget-conscious consumers that they would lose out if not shopping there, and ran ads across social media to attract more users. Effective advertising must first clearly define the brand's positioning and then adopt suitable promotion strategies, so that audiences are motivated to seek out the product and maximise the campaign's impact.

Treat AI as an assistant to save time and deepen brand stories

K Tong, copywriter of **Durian Limited**, pointed out in the seminar that AI applications broadly fall into three levels. First is generative use, which requires users to restate the brief each time and it usually takes the most effort. Second is skillsbased use, where brand tone, requirements, and templates are systematised for consistent output. Third is agentic use or MCP integrated models, which connect with other tools and workflows to automate tasks as programmed. He said that SMEs should at least master the "Skills" level.

Creators should view AI tools as "a new employee" and develop a "Skills File" for them. It should include clear creative context and specific prompts, such as the role AI plays, the target audience, goals, platform and format, brand information, tone of voice, prohibited terms, and even sample references. Based on that "brief", AI can then generate content accordingly. "AI learns from big data. Without context, AI is average; with context, it becomes uniquely yours," said K Tong. With ongoing training, AI could become a better assistant who understands the brand and its work requirements very well, helping to establish a smoother workflow.



文案撰稿人 K Tong 分享如何有效運用 AI 設計廣告文案
K Tong demonstrated how AI can be used to generate effective advertising content

K Tong noted that AI can handle about 80% of the work, leaving the remaining 20% for creators to review. "You cannot hand everything over to AI, or the copy will become disconnected from reality and fail to reflect the brand style." Creators must judge whether the AI-generated content fits the brand and resonates with the target audience, which is decisive for ad effectiveness.

Connecting with audiences via social media: from broadcasting to engagement

Beyond AI tools, companies should also foster two-way interaction on social media to strengthen brand impression. Chung mentioned that brands should use social media for dialogue, not oneway ads, engaging audiences with personality and original thought. Promotion does not always require polished ads, causal posts or replies can work too. He cited a condom brand that won praise through selfdeprecating humour and active engagement on Threads.

He added that brands should spark and sustain conversations, as comments themselves are content too. Rather than mechanically tagging trending topics, brands should strategically engage with social trends and audience interests to boost relevance and broaden reach.

He stressed that promotion is ultimately about connecting with consumers. By using technology to create resonant content and staying interactive via new media, brands can achieve greater impact with less effort. 





2026 年港企 ESG 新路向

2026 ESG Outlook

香港品牌發展局（品牌局）近日發表《2026 年香港企業 ESG 發展現狀與動向調查分析報告》，系統性剖析本港中小企業的最新 ESG 實踐現狀與發展趨勢，並提出一系列政策建議，為香港建構可持續未來。

The Hong Kong Brand Development Council (BDC) has published its *Survey on Hong Kong Industries' ESG Initiatives and Trends*. The report delivers a systematic analysis of current Environmental, Social and Governance (ESG) practices and emerging trends among local small and medium-sized enterprises (SMEs), offering strategic policy recommendations to pave the way for Hong Kong's sustainable future.

是次調查以 2026 年 1 至 5 月期間續簽「ESG 約章」的企業為分析對象，收回 294 家企業回應，廣泛涵蓋物業管理、製造、專業服務、進出口貿易及科創等行業。結果顯示，香港企業對 ESG 的投入「言出必行」，逾九成受訪企業對 ESG 的關注度和資源投入均較前一年上升。

調查結果顯示，企業已逐步形成具連貫性的可持續發展部署，雖然每家企業平均推行的 ESG 項目數量較前兩年下降，這並非代表企業重視程度有所減弱。相反，這反映企業在過去兩年完成大量基础性項目後，無需重複推行，並將資源集中在薄弱環節與攻堅重點，是「量的擴展」邁向「質的提升」的體現。

值得注意的是，企業對管治層面(G)的重視度顯著上升，無論是推行項目數量、「十大熱門措施」的佔比，還是未來資源投放，G範疇均呈現上升趨勢。這反映企業對ESG的理解，不再停留在零散的環保或公益活動，而是提升為系統性、可持續的營運及管理策略。

供應鏈協作與合規轉型 加快出海

這種營運思維的轉變，很大程度上受到全球經貿環境變革的推動。當前內地和港資企業正加快出海步伐，推動業務多元化，隨着歐盟碳邊境調整機制今年已正式實施，並建議於兩年後大幅擴大商品覆蓋範圍，可以預期全球供應鏈對碳排放、綠色採購及資訊披露的要求必定日趨嚴格，良好的ESG表現已從以往的「加分項」，演變為企業「走出去」必備的「通行證」。

為此，受訪企業高度重視海外市場的各項合規要求，特別是「員工福利保障」和「和諧勞資關係」，以降低海外營運風險和累積當地社會資本的支持。而在環境(E)範疇，「推動並帶動供應商、客戶及業務夥伴實施環保措施」首度躋身十大熱門項目，凸顯外貿型企業正主動深化與夥伴的協作，將外部合規壓力轉化為穩固全球營運布局的動能。

政策引導 構築亞太區 ESG 服務樞紐

然而，企業在實踐ESG的過程中，仍普遍面臨數據收集困難、專才匱乏、員工參與度低及認知不足等瓶頸。為此，近八成企業表示亟需借鑑標竿企業的成熟做法，透過吸收先進經驗，將理論知識有效轉化為實務操作。

除了同業之間的借鑒學習，政府的引導與支援同樣重要。品牌局建議特區政府制定切合本地實際的ESG審核認證、鼓勵機制和服務架構。尤其面對已經實施的碳關稅，當局應主動協助本地檢測認證機構與歐盟及其他海外機構的標準接軌。同時，政府與專業機構應增加對ESG研究與教育的投入，建立中小企業標竿案例庫與常態化交流平台，幫助業界更好地掌握ESG實務做法，減低他們的合規成本。

此外，香港應善用既有的專業服務優勢，深化「ESG × 香港服務」，搭建一站式合規服務平台，協助港企滿足不同市場要求，並吸引區域內企業來港獲取服務，逐步將香港打造為亞太區的ESG服務樞紐。**商道**



The study surveyed 294 companies that renewed their commitment to the “ESG Pledge” between January and May 2026. Spanning diverse sectors, including property management, manufacturing, professional services, import and export trade, and innovation and technology, the findings reveal that Hong Kong businesses are actively delivering on their sustainability goals. Notably, over 90% of the surveyed companies increased both their corporate focus on ESG and resource allocation year-on-year.

A deeper look into the data reveals that businesses are adopting a more coherent, long-term approach to sustainability. Although the average number of ESG initiatives undertaken declined slightly compared with the previous two years, this does not signal a weakening commitment. Instead, it marks a transition from rapid expansion to strategic optimisation. With foundational frameworks now firmly in place after two years of initial investment, companies are now redirecting resources toward addressing pain points and core priorities.

Corporate governance (G) has taken centre stage. The governance framework demonstrated a clear upward trajectory across all key metrics – from active project volume and inclusion in the “Top Ten Most Popular Measures” to projected resource allocation. This shift indicates that enterprises are moving beyond fragmented environmental or charitable efforts, elevating ESG into a systematic, integrated management strategy.

Securing global growth via value chain synergy and compliance

This operational evolution is heavily driven by fundamental shifts in the global trade landscape. As Chinese Mainland and Hong Kong-funded enterprises accelerate their international expansion to diversify portfolios, compliance requirements are tightening globally. With the European Union’s Carbon Border Adjustment Mechanism (CBAM) having been formally implemented this year, and a proposal to substantially expand its coverage in two years’ time, it can be expected that global supply chains will face increasingly stringent requirements regarding carbon emissions, green procurement, and information disclosure. Consequently, strong ESG performance has evolved from an optional competitive edge into a vital passport for global market entry.

To mitigate overseas operational risks and build local social capital, surveyed companies are prioritising regulatory compliance, with a sharp focus on employee welfare and harmonious labour relations. Within the environmental (E) pillar, “incentivising value chain partners to adopt green practices” has entered into the top ten priorities for the first time. This shift highlights how export-oriented companies are deepening collaboration to turn external compliance pressures into strategic momentum, ultimately securing and stabilising their global operations.



Policy empowerment: Positioning Hong Kong as the Asia-Pacific ESG Hub

Despite these strides, businesses still face common bottlenecks on their ESG journeys, notably data silos, talent shortages, low staff engagement, and pervasive knowledge gaps. To clear these hurdles, nearly 80% of companies expressed an urgent need to benchmark against industry leaders, seeking to draw on proven strategies to bridge the gap between theory and execution.

Beyond peer learning, institutional backing is vital. The BDC urges the HKSAR Government to establish ESG auditing, certification, incentive schemes, and support frameworks tailored to the local economic climate. Given that the CBAM has already been implemented this year, officials should proactively help local testing and certification bodies align their frameworks with European and international standards. Furthermore, the government and professional organisations should scale up investments in ESG research and education, establishing a dedicated SME benchmarking database, and ongoing exchange platforms to help the private sector master practical workflows while reducing compliance costs.

Finally, Hong Kong should leverage its competitive strengths in high-value professional services to champion the “ESG × Hong Kong Services” paradigm. By creating a one-stop compliance platform, Hong Kong can help local enterprises meet diverse cross-border demands while attracting regional businesses to seek sustainability solutions here—ultimately anchoring the city as the premier ESG service hub for the Asia-Pacific region. 香港

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Any employer who, without reasonable excuse, delays or fails to give notice of an accident or makes or furnishes any false or misleading statement or information to the Commissioner for Labour is liable to prosecution and, upon conviction, to a maximum fine of \$50,000.

《僱員補償條例》規定，僱主在工傷意外發生或僱員患上該條例指明的職業病後，不論該意外或職業病是否引起任何支付補償的法律責任，僱主必須向勞工處呈報。工傷意外或職業病個案須於14天內呈報，死亡個案須於7天內呈報。

The Employees' Compensation Ordinance provides that an employer must notify the Labour Department of any accident or prescribed occupational disease, irrespective of whether the accident or the occupational disease gives rise to any liability to pay compensation. Work injury or occupational disease cases should be reported in 14 days' time while the fatal cases in 7 days' time.



勞工處

Labour Department



線面世家 古法美容薪火傳

The Face Threading Family:
Keeping Ancient Beauty Ritual Alive

「女為悅己者容」，在千年前那個沒有激光美容的年代，女性憑着一根棉線和一盒粉餅，以巧手去除臉上雜毛，煥發容光。這項名為線面的古代美容技術在亞洲流傳已久。隨着時代轉變，線面不再是女性的專利，男線面師梁成坤（Jack）繼承了媽媽何瑞鈿（梁太）的衣鉢，執起細線，希望保存這項正在消逝的非物質文化遺產。

As the saying goes, "A woman beautifies herself for the one who admires her." Centuries before laser technology, women achieved a flawless complexion using just cotton thread and compact powder, deftly clearing facial hair to restore a radiant glow. Today, this ancient Asian craft, known as face threading (xian mian), is no longer exclusive to women. A Male practitioner Jack Leung learned the craft from his mother, Ho Sui Tin, and now carries on the tradition to preserve a vanishing piece of intangible cultural heritage.



線面是一門以力學原理將毛髮拔出的技巧。線面師會先用面油紙吸走客人臉上多餘的油脂，並搽上一層薄薄的海棠粉；隨後，雙手與牙齒並用，將棉線打結緊貼皮膚，移動線結將毛髮拔出。古人相信皮膚的生理周期約是 21 至 28 天，因此會每月進行一次線面，讓肌膚保持光潔細緻。

由於年代久遠，線面的起源地已無從考證，但普遍認為是源於中亞或西亞，後來傳到中國，最早在明朝馮夢龍的《醒世恆言》便有記載。在中國不同地區，這門手藝有不同名稱，包括挽面、絞面、界面，而梁太的家鄉新會，則稱為「彈毛仔」。2014 年，線面正式被列為香港非物質文化遺產。



梁太與三個子女，以及媳婦女婿一家七口都是線面師
Ho Sui Tin, her three children, and their spouses all practice the art of face threading

一根細線撐起一個家

梁太自兩、三歲起從跟隨外婆和媽媽學習線面，起初她只將這種古法美容視為親人和鄰里間社交生活的一部分，直至長大在新會的髮型屋工作時，有客人反映很多婆婆想做線面希望她幫忙，才開始當上線面師。

1998 年梁太移居香港，本想繼續以線面為業，但由於香港人對線面不熟識而暫時作罷。後來她上門到長者家中提供免費服務，逐漸在鄰里之間打響名堂，最終如願開設線面店，並養大了三名子女。



線面前會為客人塗上鵝蛋粉或海棠粉，清除臉上油脂及減少痛楚
Prior to treatment, begonia powder is applied to the face absorb excess oil and minimise discomfort

精益求精 提升顧客線面體驗

工欲善其事，必先利其器。梁太說，新會線面所用的棉線是由3條線搓成，後來有客人送她麻線，她發現麻線更耐用和好用便轉用。時至今日，梁太更會用特別訂做的棉麻線，以粗幼不同的線來處理不同部位。

此外，梁太也不斷鑽研技藝，「我發現香港人面部皮膚較薄，加上生活壓力大、天氣濕熱，有些人線面後臉會腫起來。」為了解決客人的發炎困擾，梁太多番鑽研，將酵素應用到線面護理之中，為古老手藝注入新元素。

然而，美麗的背後是經年累月的勞損。線面師每天重複揮動雙手、牙齒咬線，長期維持同一姿勢，容易導致肩頸與腰椎疼痛，較一般美容師難吸引新人入行。加上激光脫毛的普及，令線面技藝走上式微。不過梁太的子女並沒有被這些「職業病」嚇倒，反而心疼母親的辛勞，相繼投身家族事業。



子承母業，Jack 於 2014 年成為全職線面師

Carrying on the family legacy, Jack committed to the craft full-time in 2014

子女耳濡目染 線面手藝世代相傳

除了大女兒最先到店內線面，兒子 Jack 也對線面師工作毫不抗拒，「自小母親會為我和弟弟線面，習慣了重視儀容，無論面試或是學校重要的活動，我都會先線面。」看着母親辛勞工作養家，Jack 與弟弟在暑假時特意回鄉學習線面一個月，以減輕母親的負擔。自 13、14 歲起，Jack 便在課餘時間為人線面，後來遠赴瑞士升讀大學，也會為當地華人線面賺取生活費。

2012 年畢業回港後，Jack 起初從事市場推廣，工餘時為線面店管理網站和社交平台帳號。兩年後由於姊姊要照顧子女，Jack 便辭去工作，成為少數的男性線面師。

傳承手藝不易仍樂觀看待未來

Jack 原本計劃只當一、兩年「替班」，待姊姊復出後便重回職場，但隨着客人越來越多，手藝獲得欣賞，這份成就感使他繼續做下去。除了繼承家業，Jack 也致力向外推廣線面這項非遺技藝。

「全港只專門做線面的約 10 位，光是我們一家就佔了七個，其實有很多美容院都提供線面服務，但客人反映說做得比較隨便。」他坦言由於香港線面師不多，加上這門手藝的工具和技巧都甚為講究，想要傳承手藝並不容易。儘管如此，Jack 仍透過媒體、互聯網及社交媒體，推廣線面的歷史及知識，並不時應邀出席講座，教授基本技術。他續指，近年越來越多男性客人來做線面，「更有客人反映，線面後敷面膜會更好地吸收精華，化妝更貼服，證明傳統技藝仍有存在價值。我相信只要讓更多人認識這種古法美容的魅力，線面便有望延續下去。」

Rooted in simple mechanical principles, face threading is a precise hair-removal technique. The process begins with the practitioner using oil-absorbing paper to remove excess sebum from the client's face, followed by a light dusting of traditional begonia powder. The practitioner then twists a cotton thread with both hands and teeth, gliding the shifting loop across the skin to catch and pluck unwanted hairs from the root. Traditionally, people believed the skin's natural renewal cycle lasts 21 to 28 days, and they would undergo the treatment monthly to maintain a smooth, refined complexion.

While the precise origins of face threading are lost to history, the practice is widely believed to have emerged in Central or Western Asia before spreading to China. Its earliest written record dates back to the Ming dynasty, appearing in Feng Menglong's *Stories to Awaken the World* (*Xingshi Hengyan*). Across China, this craft takes on various names, including wanmian, jiaomian, and jiemian. In Ho's hometown of Xinhui, locals affectionately call it tanmengzai—literally meaning “plucking little hairs.” Recognising its deep cultural value, Hong Kong officially listed face threading as an intangible cultural heritage item in 2014.



每位客人都有私家海棠粉
Every customer has their own begonia powder



手部需要使用較粗身的棉線處理
Thicker cotton thread is specifically utilised to handle hair on the hands

The thread that bound a family

From the age of two or three, Ho shadowed her grandmother and mother to learn face threading. At first, she viewed the practice less as a vocation and more as a fixture of the social life among her family and neighbours. It was only years later, while working at a hair salon in Xinhui, that she realised its true demand. Encouraged by clients who noted a widespread desire among older women for the traditional service, Ho transitioned into full-time practice.

When Ho moved to Hong Kong in 1998, she intended to sustain her craft. However, a lack of local familiarity forced her to put those plans on hold. Instead, she began offering complimentary sessions to elderly neighbours in their homes. This approach quietly earned her a stellar reputation, eventually enabling her to open her own threading boutique and support her three children.

Refining the craft for a superior experience

To perfect her craft, Ho has always understood the value of the right tool. In Xinhui, her work relied on a traditional cotton thread made by twisting three strands together. The turning point came when a client gave her some linen thread; discovering its superior durability and precision, she made the switch. Today, Ho uses custom-made cottonlinen thread, meticulously varying the thicknesses to suit different contours of the face.

Yet, mastering the tools was only part of her evolution; Ho has also continuously refined her technique to adapt to a changing clientele. "I noticed that people in Hong Kong have thinner, more sensitive facial skin," she explains. "Combined with high stress levels and the hot, humid climate, some clients would experience swelling after a session." To combat post-treatment inflammation, Ho experimented extensively until she found a solution: integrating enzyme-based skincare into the treatment, breathing new life into this ancient craft.



梁太的媽媽想出用闊橡筋縫製成手指套作保護，減少勞損
Ho's mother crafted customised finger guards from wide elastic bands to prevent repetitive strain

However, behind that beauty lies years of physical strain. Face-threading practitioners repeat the same motions day after day—constantly moving their hands, gripping the thread with their teeth, and holding the same posture for hours on end. This repetitive strain often leads to chronic shoulder, neck, and lower back pain, making the profession less appealing to newcomers than mainstream aesthetics. In addition, the popularity of laser hair removal has pushed face threading into a decline. Yet Ho's children were not put off by these occupational hazards. Instead, sympathising with their mother's toil, they chose to step up and carry on the family trade.



Passing the torch

Besides the eldest daughter, who was the first to join the shop, her brother, Jack, was also drawn to the craft. "Ever since we were kids, my mother would thread our faces. It made us appreciate the importance of grooming," Jack recalled. "Whether it was for an interview or a major school event, getting thread was always the first step." Witnessing their mother's gruelling efforts to support the family, Jack and his younger brother spent a summer break back in their hometown, dedicating a month to learning the trade just to ease her burden. By the time he was 13 or 14, Jack was already threading faces for others in his spare time after school. Later, while attending university in Switzerland, he even threaded face for local Chinese people to earn spending money.

After graduating and returning to Hong Kong in 2012, Jack initially pursued a career in marketing. In his off-hours, he managed the family shop's website and social media presence. Two years later, when his elder sister had to step away to care for her children, Jack quit his corporate job to step into the shop full-time, becoming one of the industry's rare male practitioners.



梁太一家不時出席講座傳授線面技術

Ho and her family frequently host guest lectures and workshops to pass on their threading techniques



梁太於 2023 年獲香港非遺文化學會嘉許

Ho Sui Tin was commended by the Hong Kong Intangible Cultural Heritage Association in 2023

A fragile heritage, a hopeful future

Jack initially intended his career pivot to be a temporary fix—a one- or two-year stint to cover for his sister until she could return, after which he planned to head back to the corporate world. However, as the shop's clientele grew and his skills gained recognition, a profound sense of achievement kept him going. Today, his mission extends beyond sustaining the family business; Jack has dedicated himself to preserving and promoting this intangible cultural heritage.

"There are only around ten face-threading practitioners in Hong Kong, and our family alone accounts for seven. Many beauty salons do provide the service, but clients told us others aren't as thorough," Jack admitted candidly. With so few practitioners remaining, and given the highly specialised tools and techniques required, preserving the craft is an uphill battle. Nevertheless, Jack leverages the press, the internet, and social media to keep the history and knowledge of face threading alive. He also delivers guest lectures and hosts workshops teaching the basics of the trade. Encouragingly, he has noticed a steady rise in male clients in recent years. "Some customers have told me that after a session, skincare products absorb better and makeup goes on flawlessly," he said. "This proves that traditional techniques still hold value today. I believe that as long as we can connect people with the timeless appeal of this ancient beauty ritual, there is hope for its survival." 商(嚴)

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廠商會盧金榮會長（右二）代表廠商會與哈薩克國家企業家協會（阿塔梅肯）簽署備忘錄
CMA President Dr Wingco Lo (second from right) signed an MOU in Kazakhstan

行政長官率團訪中亞

Chief Executive Leads Central Asia Trade Mission

行政長官李家超於5月31日至6月5日期間，率領香港及內地商貿代表團訪問哈薩克斯坦和烏茲別克斯坦。期間，代表團與兩地政府高層官員及工商界進行深入交流，共簽署96份合作協議和備忘錄，涵蓋經貿、投資、金融、科技、航空等範疇，涉及金額總值超過16.5億美元。

李家超表示，這次中亞之行有三個目的：進一步開拓新興市場，為推動長遠經貿發展奠定基礎；加強政府與政府之間的關係往來，推進雙方更緊密合作，以及建立「樞紐對樞紐」的合作模式。他指出，這次中亞之行成果豐碩，不但彰顯香港出海平台有效作用，亦展現香港與內地企業「拼船出海」所發揮的協同優勢。

廠商會會長盧金榮亦有隨行，代表廠商會分別與哈薩克國家企業家協會（阿塔梅肯），以及烏茲別克斯坦工商會簽署了合作備忘錄，深化雙方的投資與商業合作。商



盧會長出席哈薩克斯坦投資局Kazakh Invest及阿塔梅肯舉辦的經貿與投資機遇圓桌論壇

Dr Lo attended a roundtable forum co-organised by the Kazakh Invest and the Atameken

Chief Executive Mr John Lee led a delegation with business and trade representatives from Hong Kong and the Mainland on a visit to Kazakhstan and Uzbekistan from 31 May to 5 June. During the visit, the delegation engaged in in-depth exchanges with senior government officials and

business communities of the two countries, and signed a total of 96 cooperation agreements and Memoranda of Understanding (MOUs), covering trade, investment, finance, technology, aviation and other sectors, with a total value exceeding US\$1.65 billion.

Mr John Lee said the visit had three key objectives: to explore emerging markets and lay the foundation for long-term economic and trade development, to strengthen government-to-government relations and promote closer bilateral cooperation, and to establish a strategic hub-to-hub cooperation model with these countries. He noted that the visit has yielded fruitful results, underscoring Hong Kong's role as a platform for global expansion and the synergistic strengths of Hong Kong and Mainland enterprises in tapping new markets.

Dr Wingco Lo, President of the CMA, also joined the delegation and signed MOUs with the National Chamber of Entrepreneurs of the Republic of Kazakhstan (Atameken) and the Chamber of Commerce and Industry of Uzbekistan respectively, deepening investment and business cooperation between the two sides. 商



盧會長（左五）代表廠商會與烏茲別克斯坦工商會簽署合作備忘錄

On behalf of the CMA, Dr Lo (fifth from left) signed an MOU with the Chamber of Commerce and Industry of Uzbekistan



廠商會甘肅行促隴港合作

CMA Delegation Boosts Hong Kong-Gansu Cooperation

廠商會於7月8日至10日組織訪問團前赴甘肅，了解當地優勢產業，探討香港與甘肅之間的合作前景。

訪問團由會長盧金榮率領，成員包括副團長梁兆賢副會長，以及多個會員企業，先後參觀第三十二屆中國蘭州投資貿易洽談會（「蘭洽會」），以及出席「香港動能·匯聚·聯通·創未來」主題巡迴展蘭州站開幕式，並參與隴港澳台產業合作對接會。期間與甘肅省委書記胡昌升、政協主席莊國泰、副主席何偉，以及香港特區政府駐京辦主任姚繼卓等領導交流。

盧會長在對接會上發言，指甘肅推動產業轉型升級，為隴港合作帶來許多新機遇。他特別關注兩地在製造業、特色農產品、中醫藥與大健康產業等方面的合作，認為隴企可透過香港把產業推向國際。



盧會長在隴港澳台產業合作對接會擔任發言嘉賓
Dr Lo spoke at the business matching session



訪問團參觀「蘭洽會」展館
The delegation toured the Lanzhou Fair

The CMA delegation visited Gansu from 8 to 10 July to explore the prospects for closer cooperation between the two places.

Led by President Dr Wingco Lo, the delegation included Vice President Mr Jackson Leung and member enterprises. They toured the 32nd China Lanzhou Investment and Trade Fair (Lanzhou Fair), attended the opening ceremony of "Hong Kong Momentum: Connect, Collaborate, Create the Future" in Lanzhou, and took part in a business matching session involving enterprises from Gansu, Hong Kong, Macao, and Taiwan. They also met with Mr Hu Changsheng, Secretary of the Chinese Communist Party Gansu Provincial Committee, Mr Zhuang Guotai, Chairman of the Gansu Provincial Committee of the Chinese People's Political Consultative Conference (CPPCC), Ms Hewei, Vice-chairman of the Provincial Committee of the CPPCC, and Mr Arsene Yiu, Director, Office of the Government of the HKSAR in Beijing.

Speaking at the matching session, Dr Lo said Gansu's efforts to drive industrial transformation and upgrading have opened up fresh opportunities for cooperation. Citing manufacturing, agricultural products and Chinese medicine as examples, he noted that Hong Kong is well placed to support Gansu enterprises in expanding into international markets.

商廠



訪問團與甘肅省政協主席莊國泰（左七）會面

The delegation met with Mr Zhuang Guotai (seventh from the left)



新一屆「香港·名牌巡禮」選舉正式啟動

2026 "Hong Kong · The Parade of Top Brands" Serial Awards Opens for Entries

品牌局與廠商會於7月15日舉行新聞發布會，宣布新一屆香港品牌選舉正式展開。除了「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」及「香港新星服務品牌選舉」外，今年新推出「出海名牌選舉」與「出海服務名牌選舉」，以配合企業全球化布局的新趨勢，並凸顯香港「高增值供應鏈管理中心」的角色。

為展現香港作為國際品牌薈萃中心的超然地位和廣闊前景，一系列品牌選舉將以「香港·名牌巡禮」作為主題統稱。

今年的決賽評審團陣容十分鼎盛，各選舉的評審團主席包括商務及經濟發展局常任秘書長李頌恩、副局長陳百里、工業貿易署署長廖廣翔，以及引進重點企業辦公室主任任景信。

各項選舉現已接受報名，截止日期為8月31日；初賽及決賽將於今年11月至明年1月期間舉行。 (商) (廣)



盧金榮會長表示，「出海名牌」選舉把香港優勢轉化為支持企業出海的更高能級平台

CMA President Dr Wingco Lo said the new additions to the award series provide a broader and stronger platform to support enterprises in their journey of "going global"

The BDC and the CMA announced on 15 July that entries are now open for the 2026 Hong Kong Brand Awards. In addition to the Hong Kong Top Brand Awards, the Hong Kong Top Service Brand Awards, the Hong Kong Emerging Brand Awards and the Hong Kong Emerging Service Brand Awards,

two new award categories, the Go Global Top Brand Awards and the Go Global Top Service Brand Awards, have been introduced in response to the growing trend of corporate international expansion, and to further reinforce Hong Kong's role as an international brand hub and supply chain management centre.



陳家偉主席指新選舉將為香港打造「企業出海樞紐」增添動力
BDC Chairman Mr Calvin Chan noted that the new awards will further advance Hong Kong's development as a regional hub for brand creation and expansion

To underscore Hong Kong's position as a home to premier brands, the series of awards will be presented under the banner "Hong Kong · The Parade of Top Brands".

The final judging panels for various awards will be chaired by Ms Angela Lee, Permanent Secretary for Commerce and Economic Development; Dr Bernard Chan, Under Secretary for Commerce and Economic Development; Mr Aaron Liu, Director-General of Trade and Industry, and Mr Peter Yan, Director-General of the Office for Attracting Strategic Enterprises.

Applications will remain open until 31 August 2026, with preliminary and final adjudication scheduled to take place between November 2026 and January 2027. (商) (廣)



香港名牌選舉暨 香港服務名牌選舉

Hong Kong Top Brand Awards &
Hong Kong Top Service Brand Awards

2026



宗旨

表彰香港公司創立的傑出品牌，提升香港產品和服務的知名度。

獎項

香港傑出品牌領袖獎
香港名牌十年成就獎
香港卓越名牌
香港名牌(最多10個)

香港服務名牌十年成就獎
香港卓越服務名牌
香港服務名牌(最多10個)

參賽資格

- 參賽品牌必須在香港創立或者與香港有實質的密切聯繫。
- 參賽品牌及所屬公司必須在香港註冊，並於香港有實質業務運作。

評審標準

- 知名度(香港、中國內地及海外)
- 品質
- 經營特色
- 形象
- 創新意念
- 環保、社會責任及企業管治

「香港名牌選舉」決賽評審團

- 香港特區政府工業貿易署署長廖廣翔先生，JP (主席評判)
- 香港中華廠商聯合會會長盧金榮博士，BBS, JP
- 香港生產力促進局主席陳祖恒議員，BBS
- 香港品牌發展局副主席駱百強先生
- 香港工業總會副主席陳嘉賢教授，JP
- 香港設計師協會副主席高少康先生
- 香港貿易發展局總裁張淑芬女士

「香港服務名牌選舉」決賽評審團

- 香港特區政府商務及經濟發展局副局長陳百里博士，JP (主席評判)
- 香港品牌發展局主席陳家偉先生，MH, JP
- 香港中華總商會副會長曾智明先生，BBS, JP
- 香港理工大學協理副校長(大學發展)羅璇博士
- 香港總商會總裁楊偉添先生
- 香港旅遊發展局副總幹事葉貞德女士
- 香港零售管理協會代表

頒獎典禮

2026年選舉頒獎典禮暨慶祝晚宴定於2027年2月2日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府財政司司長陳茂波先生，大紫荊勳賢，GBS, MH, JP和其他主要官員擔任主禮嘉賓。

報名截止日期

2026年8月31日

有關報名詳情，
請查閱品牌局網站(www.hkbrand.org)

查詢電話：2542 8634
電子郵件：info@hkbrand.org



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The Chinese Manufacturers'
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香港新星品牌選舉暨 香港新星服務品牌選舉

Hong Kong Emerging Brand Awards &
Hong Kong Emerging Service Brand Awards

2026

接受
報名

宗旨

表彰香港公司創立的新興品牌，提升香港產品和服務的附加價值和競爭能力。

獎項

香港新星品牌（原則上以5個為限）
香港新星服務品牌（原則上以5個為限）

參賽資格

- 參賽品牌必須在香港創立或者與香港有實質的密切聯繫。
- 參賽品牌的創立時間不得超過8年。
- 參賽品牌及所屬公司必須在香港註冊，並於香港有實質業務運作。

評審標準

- 知名度(香港、中國內地及海外)
- 品質
- 經營特色
- 形象
- 創新意念
- 環保、社會責任及企業管治

「新星品牌選舉暨新星服務品牌選舉」決賽評審團

- 香港特區政府商務及經濟發展局常任秘書長李頌恩女士，JP（主席評判）
- 香港品牌發展局副主席吳清煥先生
- 香港中小型企業總商會會長黎卓斌先生，MH
- 香港品質保證局名譽主席何志誠工程師
- 香港城市大學商學院院長岑運亨教授
- 香港設計中心策劃及項目副總監陳以恒先生

頒獎典禮

2026年選舉頒獎典禮暨慶祝晚宴定於2027年2月2日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府財政司司長陳茂波先生，大紫荊勳賢，GBS, MH, JP和其他主要官員擔任主禮嘉賓。

報名截止日期

2026年8月31日

有關報名詳情，
請查閱品牌局網站(www.hkbrand.org)

查詢電話：2542 8634
電子郵件：info@hkbrand.org



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出海名牌選舉暨 出海服務名牌選舉

Go Global Top Brand Awards &
Go Global Top Service Brand Awards

2026

接受
報名

宗旨

表彰以香港為戰略性節點、努力拓展跨地域業務並取得出色表現的品牌，提升品牌競爭力和國際影響力。

獎項

出海名牌（原則上以5個為限）
出海服務名牌（原則上以5個為限）

參賽資格

- 參賽品牌必須與香港有實質的聯繫；於香港以及品牌始創地或者至少一個海外地區開展自主性的實質業務，並辦理商標註冊。
- 參賽公司必須在香港註冊，擁有對參賽品牌的經營專有權或管轄權。

評審標準

品牌力：

- | | |
|-------------------|----------------|
| - 知名度(香港、中國內地及海外) | - 經營特色 |
| - 創新意念 | - 品質 |
| - 形象 | - 環保、社會責任及企業管治 |

國際化：

- 環球視野
- 國際化營運
- 香港聯繫

「出海名牌選舉暨出海服務名牌選舉」決賽評審團

- 香港特區政府引進重點企業辦公室主任任景信先生，JP（主席評判）
- 香港中華廠商聯合會常務副會長馬介欽博士，BBS
- 香港中國企業協會副會長王化斌先生
- 香港品牌發展局副主席黃偉鴻博士
- 香港出口信用保險局總監趙民忠先生
- 香港科技大學利豐供應鏈研究院執行總監張家敏先生
- 香港科技園公司署理首席業務發展總監黃家裕先生

頒獎典禮

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「第6屆工展會購物節」 引爆夏日活力

The 6th Hong Kong Brands and Products Shopping Festival Unleashes Summer Vitality

由廠商會主辦的「第6屆工展會購物節」於6月26日至29日，假亞洲國際博覽館隆重舉行。

大會邀得商務及經濟發展局局長丘應樺、香港貿易發展局主席馬時亨教授、工業貿易署署長廖廣翔等，聯同廠商會一眾首長及支持機構代表，一同為這個夏日購物盛事揭開序幕。

展會設有9大展區，匯聚來自世界各地的優質產品、美食美酒、驚喜獎賞及精彩娛樂。

本屆購物節以「沉浸體驗式消費」作為整體策劃方向，透過打造更立體、更豐富、更具吸引力的消費場景，全面提升入場人士體驗。其中，大會首次引入運動元素，設有「潮玩運動區」，讓入場人士體驗各種熱門運動，包括近期風靡全港的匹克球，更有專業匹克球教練提供免費教學。大會也邀請政界人士和藝人等，與廠商會代表隊同場切磋。



4日展會吸引不少市民及遊客入場
The four-day expo attracted numerous local residents and tourists



展會新增「潮玩運動區」，讓入場人士體驗籃球、足球、MR閃避球及匹克球等熱門運動

The newly added Trendy Sports Zone allowed visitors to enjoy popular sports like basketball, football, MR dodgeball and pickleball

此外，餐飲美食區亦全面升級。除了「Chill 飲 Chill 食區」及「為食 Guide」外，亦增設「東南亞美食區」，讓市民一站式品嚐泰國、越南、印尼及馬來西亞等地的地道風味。今屆購物節更推動線上線下融合發展。大會與知名電商平台 Wasabi Mall 合作，邀請多位藝人透過直播推廣逾百款熱門產品，並推出多項專屬優惠，以迎合不同市民的消費習慣。👉

The 6th Hong Kong Brands and Products Shopping Festival, organised by the CMA, was held at the AsiaWorld-Expo from 26 to 29 June.

The opening ceremony was graced by the presence of distinguished officiating guests, including Mr Algernon Yau, Secretary for Commerce and Economic Development; Professor Frederick Ma, Chairman of the Hong Kong Trade Development Council; Mr Aaron Liu, Director-General of Trade and Industry, as well as CMA office-bearers and representatives of supporting organisations.

The expo featured nine thematic zones, offering a diverse array of quality products, gourmet food and wine, enticing rewards, and live entertainment. This year, it embraced “immersive experience-based consumption” as its core theme, creating a more dynamic and engaging environment to elevate the visitor experience.



商務及經濟發展局局長丘應樺（左四）等一眾主禮嘉賓參觀展區
Secretary for Commerce and Economic Development Mr Algernon Yau (4th from the left) and other officiating guests toured the expo



A key highlight was the newly added Trendy Sports Zone, where visitors could try out popular sports, including the fast-growing pickleball. Professional coaches offered free lessons, while political figures and celebrities joined CMA representatives in friendly matches, adding energy and excitement to the event.

The catering lineup was also upgraded. In addition to the popular Chillax Zone and Yummy Food Zone, a new Southeast Asian Food Zone was launched, bring together authentic flavours from Thailand, Vietnam, Indonesia, Malaysia and beyond under one roof.

To cater to evolving consumer habits, the expo integrated an online-to-offline experience for the first time through a partnership with Wasabi Mall. Artistes promoted over 100 popular products via livestreaming, offering exclusive deals to online shoppers. 



「Pickleball Fun：活力工展盃」請來一眾政商名人及藝人同場競技
Prominent figures from the political, business, and entertainment sectors took part in the pickleball tournament



「第 32 屆香港國際教育及職業展」引領青年規劃前路

The 32nd Hong Kong International Education and Careers Expo Empowering Youth to Map Their Paths

由廠商會主辦的「第 32 屆香港國際教育及職業展」（教育及職業展），於 7 月 4 日及 5 日假香港會議展覽中心舉行，為學生、家長及求職人士提供一站式且全面的升學、進修及就業資訊。

大會邀得教育局局長蔡若蓮博士、勞工及福利局局長孫玉菡、入境事務處處長郭俊峯、懲教署署長黃國興、香港海關署理副關長（管理及策略發展）黃蕙荃、消防處署理助理處長（機構策略）趙汝珏，以及香港考試及評核局秘書長魏向東教授，聯同一眾廠商會首長及各支持機構代表，為展會主持啟動禮。



廠商會副會長兼廠商會展覽服務有限公司主席施榮恆表示，展會助提升學生及職場新人的競爭力
Mr Ivan Sze, Vice President of the CMA and Chairman of CMA Exhibition Services Limited, said the expo offered information and practical support to boost the competitiveness of students and those starting their careers



展會吸引不少學生及求職人士
The expo attracted many students and job seekers



盧金榮會長表示，展會彰顯香港「國際教育樞紐」優勢
Dr Wingco Lo said the expo showcased Hong Kong's strengths as an international education hub

廠商會會長盧金榮致辭時指，香港正積極發展成為「國際教育樞紐」與「高端人才集聚高地」。今屆展會吸引本地、內地及世界各地的教育品牌參與，彰顯香港匯聚全球教育資源、聯通世界的獨特優勢。

超過 20 個國家及地區逾 1,000 間大專院校、教育機構和升學顧問，為不同教育程度和志向的人士提供各類課程資訊，當中包括一些切合國家最新發展需要例如電動車、機械人等的「未來神科」；場內各政府部門、紀律部隊、大型公營機構以及跨國私營企業等僱主，合共提供逾 1,000 個職位空缺。大會亦安排超過 25 場專題講座，議題涵蓋文憑試放榜策略、多元升學路向、AI 時代下的職涯規劃，以及大灣區升學就業機遇等。

為提升年青人的競爭力，本屆展會也引入 AI 工具，為入場人士提供 JUPAS 選科與工作職能職業測試，以及職業形象轉換，提升互動性。

同日也舉行「廠商會獎學金 2026」頒獎典禮。本年度共向 246 名來自 16 所資助大學、自資院校以及中學的學生，頒發合共逾 40 萬港元的獎學金，鼓勵他們精益求精。 **有處**



蔡若蓮局長（左圖）及孫玉菡局長（右圖）致辭
Dr Christine Choi (left) and Mr Chris Sun (right) delivered speeches at the opening ceremony

The CMA organised the 32nd Hong Kong International Education and Careers Expo on 4 and 5 July at the Hong Kong Convention and Exhibition Centre. It provides students, parents, and job seekers with a comprehensive, one-stop platform for further education, continuous learning, and career planning.

The opening ceremony was officiated by a distinguished line-up of guests, including Secretary for Education Dr Christine Choi, Secretary for Labour and Welfare Mr Chris Sun, Director of Immigration Mr Benson Kwok, Commissioner of Correctional Services Mr Wong Kwok Hing, Acting Deputy Commissioner of Customs and Excise (Management and Strategic Development) Ms Wong Wai Chuen, Acting Assistant Director of Fire Services (Corporate Strategy) Mr Cheu Yu Kok, Secretary General of Hong Kong Examinations and Assessment Authority Professor Wei Xiangdong, as well as the CMA office-bearers and leaders from supporting organisations.

In his welcoming remarks, CMA President Dr Wingco Lo noted that Hong Kong is actively transforming into an international education hub and a top destination for high-calibre talent. This year's expo attracted prestigious educational institutions from Hong Kong, the Chinese Mainland, and across the globe, underscoring the city's unique advantage in pooling global educational resources and connecting the world.

Targeting students and professionals of all academic backgrounds, the event gathered over 1,000 colleges, educational institutions and education consulting firms from more than 20 countries and regions to provide diverse educational options suited to individuals with different academic backgrounds and aspirations. These included programmes in emerging high-demand fields aligned with national development priorities, such as robotics and electric vehicles. Employers from government departments, disciplined forces, major public organisations, and multinational corporations also participated, offering over 1,000 job vacancies. In addition, the expo featured over 25 seminars on topics such as public examination insights, study planning, career planning in the AI era, and education and employment in the Greater Bay Area.

To sharpen the competitive edge of young people, the expo also introduced AI-driven tools to provide attendees with JUPAS programme selection guidance, occupational analysis and professional image transformation.

The 2026 CMA and Donors Scholarship Presentation Ceremony was also held on the same day. This year, the scheme awarded more than HK\$400,000 in scholarships to recognise the achievements of 246 students from 16 funded universities, self-financing institutions, and secondary schools.

（高廣）



「廠商會獎學金 2026」頒獎典禮在展會舉行
The 2026 CMA and Donors Scholarship Presentation Ceremony was held at the expo



2026 國際汽車及供應鏈博覽會（香港） 展示中國汽車出海競爭力

2026 International Automotive and Supply Chain Expo (Hong Kong)
Showcasing China Global Ambitions

由廠商會與中國汽車工業協會、香港中國企業協會、中國港澳台僑和平發展總會和鳳凰衛視聯合主辦的「2026 國際汽車及供應鏈博覽會（香港）」，於6月18日至22日假亞洲國際博覽館舉行。五日的車博會累計接待逾35萬人次，成功對外展示中國汽車產業在創新、升級轉型和走向全球的實力。

本屆展會以「駛電出海·港通全球」為主題，緊扣電動化、智能化、綠色化、全球化四大產業發展主線，展出來自十多家中國汽車領先品牌的多款新能源車型，涵蓋三電系統、混動技術、自動駕駛等最新研發成果。同時匯聚多家智能網聯企業及金融保險機構，完整覆蓋硬件製造、智能算法、金融服務等全產業鏈，彰顯中國智造在全球綠色交通領域的核心競爭力。



行政長官李家超在開幕禮上致辭
Chief Executive Mr John Lee delivered a speech at the opening ceremony



律政司副司長張國鈞在論壇上發言
Deputy Secretary for Justice Dr Horace Cheung spoke at a forum

行政長官李家超在開幕禮致辭時表示，中國已連續兩年穩居全球第一大汽車出口國，新能源汽車實現跨越式發展，核心競爭力持續攀升，海外出口規模穩居世界前列；香港將緊抓全球科技革命與產業變革機遇，深度對接國家現代化產業體系建設，充分發揮自身獨特樞紐優勢，為中國汽車產業全鏈條出海搭建橋樑。

展會期間也舉辦了多場論壇，深入探討中國汽車供應鏈的全球化發展、供應鏈重構、車企出海策略、跨境金融與合規風險管理等關鍵議題。在外交部駐港公署協調下，多國駐港總領事與跨國商務代表團參觀展會，他們肯定中國新能源汽車的技術、品質與環保優勢，並一致視香港為連接內地產能與全球市場的關鍵節點。



車博會吸引多國駐港總領事與跨國商務代表團參觀
Consuls general from various countries and multinational business delegations visited the expo

Co-organised by the CMA, the China Association of Automobile Manufacturers, the Hong Kong Chinese Enterprises Association, the China Peaceful Development General Summit of Hong Kong Macao Taiwan Diaspora, and Phoenix TV, the 2026 International Automotive and Supply Chain Expo (Hong Kong) was held from 18 to 22 June at AsiaWorld-Expo. Over the five-day period, the expo attracted over 350,000 visits, demonstrating the capabilities of China's automotive sector in innovation, industrial upgrading, and global expansion.

This year's event theme: "Powered in China; Launched from Hong Kong", closely reflected key trends shaping today's automotive industry, namely electrification, intelligence, sustainability, and globalisation. It showcased new energy vehicle (NEV) models from over ten top Chinese brands, featuring breakthroughs in electric, hybrid, and autonomous driving technologies. It also gathered smartmobility firms and financial service providers, covering the entire value chain from hardware and algorithms to supporting services, and highlighting the competitive edge of China in global green transport.

In his opening ceremony address, Chief Executive Mr John Lee said that China has ranked first globally in auto exports for two consecutive years, while its NEVs have achieved remarkable progress, with stronger competitiveness and world-leading export volumes. Hong Kong, he added, will seize the opportunities arising from technological and industrial transformation and align itself with the country's



香港國際汽車及供應鏈博覽會組委會主席、廠商會會長盧金榮致歡迎辭

Dr Wingco Lo, Chief Chairman of the expo's Organising Committee and President of the CMA, delivered the welcoming remarks

industrial modernisation, and leverage its edge as a hub to empower the global expansion of China's auto industry.

The expo also featured forums on supply chain globalisation, industrial restructuring, overseas strategies, crossboundary finance, and regulatory compliance. With coordination from the Office of the Commissioner of the Ministry of Foreign Affairs (Hong Kong), consuls general and business delegations from various countries attended the event. They affirmed the technological, quality, and green advantages of China's NEVs, and agreed that Hong Kong is a key link between Mainland supply and global demand. (商) (廣)



盧金榮會長陪同保安局局長鄧炳強（左圖）及創新及工業局局長孫東（右圖）參觀車博會

Dr Wingco Lo accompanied Mr Chris Tang (left), Secretary for Security and Professor Sun Dong (right), Secretary for Innovation, Technology and Industry during their tour of the Expo



廠商會深化黔港合作

CMA Deepens Ties with Guizhou

廠商會於5月22日至25日組織26人的訪問團前赴貴州，深入了解當地優勢產業和招商引資政策。

訪問團由會長盧金榮率領，成員包括副團長吳國安副會長、秘書長吳潔貞行政總裁、榮譽副團長趙振邦名譽會長和黃震名譽會長，以及一眾會員企業等。

訪問團獲貴州省副省長蔡朝林、遵義市人民政府副秘書長冷靜，以及安順市政府副市長樂雁等領導接見，就加強兩地經貿往來和產業合作交換意見。



訪問團獲貴州省副省長蔡朝林（第一排右三）接見
The delegation met with Mr Cai Chaolin (first row: third from right)



訪問團與安順市政府副市長樂雁（右二）會面交流
The delegation exchanged views with Mr Luan Yan (second from right)

此外，訪問團也參觀了茅台鎮懷莊酒業集團釀酒基地及懷莊釀酒基地，並出席了多場交流座談會，圍繞旅遊產業鏈合作、特產推廣、境外客源市場拓展等領域探索合作空間。

盧會長表示，香港與貴州同為泛珠三角區域的重要成員，深信「貴州所長」與「香港所優」能產生強大的協同效應。兩地未來可聚焦數字經濟的深度對接，並攜手推動貴州烈酒、特色產品以及「新三樣」新興產業開拓國際市場。 



訪問團參觀懷莊酒業集團
The delegation visited the Huaizhuang Liquor Group

A 26-member CMA delegation visited Guizhou from 22 to 25 May to gain an in-depth understanding of the province's competitive industries and investment policies.

Led by President Dr Wingco Lo, the delegation included Vice President Mr Dennis Ng, CEO Ms Ida Ng, Honorary Presidents Dr C B Chiu and Dr Wong Chun, and member enterprises.

During the visit, the delegation met with Mr Cai Chaolin, the Vice Governor of the Guizhou Provincial People's Government, Ms Leng Jing, the Deputy Secretary-General of Zunyi Municipal People's Government and Mr Luan Yan, the Deputy Mayor of the Anshun Municipal People's Government, to exchange views on industrial and trade cooperation.

The delegation also visited the Tanchang production base and the brewing base of Huaizhuang Liquor Group in Maotai Town, and attended exchange seminars on cooperation in tourism, specialty products and overseas tourist markets.

Dr Lo said Hong Kong and Guizhou, as key members of the Pan-Pearl River Delta region, can deepen cooperation in the digital economy and jointly promote Guizhou's specialty products and emerging industries, including the "new three" sectors of new energy vehicles, lithium batteries and photovoltaic products, in overseas markets. (高)



訪問團出席交流座談會，與貴旅集團探討黔港旅遊業合作機遇
The delegation attended a seminar to explore Guizhou-Hong Kong tourism cooperation opportunities



訪問團走訪貴陽、遵義及安順市
The delegation visited Guiyang, Zunyi and Anshun city





左起：馬介欽常務副會長、戴德豐博士、盧金榮會長及林凱源先生
From Left: Dr Warren Ma, Dr Stephen Tai, Dr Wingco Lo and Mr Steven Lam

廠商會 Hashtag CMA 推出全新節目《星星商識》

Hashtag CMA Launches New Programme *Stars of Business Wisdom*

廠商會多媒體頻道 Hashtag CMA 隆重推出全新節目《星星商識》，邀請來自不同年代與領域的企業領袖展開深度對話，透過截然不同的背景與經驗交織碰撞，啟發嶄新的營商視野與思維。

首集由廠商會會長盧金榮及常務副會長馬介欽主持，專訪四洲集團創辦人兼主席戴德豐，以及 GoGoX 聯合創辦人兼主席林凱源，展開傳統實業與科技創新的跨界對話。

節目分上下兩部分播出，聚焦創業初心、經營哲學、應變策略與未來布局，並探討「獅子山精神」、產業轉型、人才培育、企業文化及「走出去」等議題，剖析企業在變局中推動長遠發展之道。

The CMA's multimedia channel, Hashtag CMA, is proud to launch its new programme, *Stars of Business Wisdom*, which brings together business leaders from different generations and sectors for in-depth dialogue. By connecting guests with diverse backgrounds and experiences, the programme aims to spark fresh perspectives and inspire new business thinking.

The debut episode is hosted by CMA President Dr Wingco Lo and Executive Vice President Dr Warren Ma, and features Dr Stephen Tai, Founder and Chairman of Four Seas Group, and Mr Steven Lam, Co-founder and Chairman of GoGoX.

Presented in two parts, the episode explores topics such as entrepreneurial vision, management philosophy, crisis response and future strategy. It also examines themes including the "Lion Rock Spirit," industrial transformation, talent development, corporate culture, and the importance of going global.



收看足本訪問：
Watch full interview：

CMA 檢定中心參與全國低碳日 推動粵港碳足跡互認

CMA 檢定中心消息

CMA Testing Supports Guangdong-Hong Kong
Carbon Footprint Mutual Recognition at National Low-Carbon Day

CMA 檢定中心日前獲邀出席「2026 年全國低碳日」廣東省主場活動。活動上，首席營運總監邱偉強聯同中國質量認證中心代表，向獲得「粵港碳足跡互認」的企業頒發證書，共同見證粵港兩地企業在低碳減排方面的協作成果。

作為獨立專業檢測認證機構，CMA 檢定中心提供全面的環境及永續發展服務，涵蓋碳管理，如 ISO 14064-1 組織層面溫室氣體盤查、ISO 14064-3 驗證與查證、ISO 14067 產品碳足跡；本地碳審計、能源審計；ESG 績效認證及定制化解決方案，以及綠色金融及永續性保證如 ISAE 3000 及 ISSA 5000 等。 

CMA Testing was recently invited to attend the 2026 National Low-Carbon Day Guangdong Provincial Main Event. At the event, Chief Operations Officer Mr Kent Yau joined a representative of the China Quality Certification Centre in presenting certificates to companies recognised under the Guangdong-Hong Kong Carbon Footprint Mutual Recognition scheme, witnessing the regions' collaborative achievements in carbon reduction.



CMA Testing offers a comprehensive range of environmental and sustainability services, including carbon management services such as ISO 14064-1 (Organisational GHG Inventory), ISO 14064-3 (Validation and Verification), ISO 14067 (Product Carbon Footprint); local carbon audits and energy audits; ESG performance certification and customised solutions, as well as green finance and sustainability assurance services such as ISAE 3000 and ISSA 5000. 

僱傭模式種類多 勞工權益知清楚 Labour Rights under Different Employment Patterns



- 《僱傭條例》適用於所有僱員*，包括全職、兼職、散工、替工或臨時工

The Employment Ordinance is applicable to all employees*, whether they are full-time, part-time, casual, substitute or temporary employees.

* 法例指明的若干人士除外
Except for those to whom the Employment Ordinance does not apply

- 所有受《僱傭條例》保障的僱員，都會享有條例的基本保障

All employees covered by the Employment Ordinance are entitled to basic protection under the Ordinance.

- 僱員按連續性合約受僱可享有更多權益

An employee, having been employed under a continuous contract, is entitled to further benefits.

詳情請瀏覽上載至勞工處網頁的「僱傭模式種類多 勞工權益知清楚」小冊子

Please refer to the publication "Labour Rights under Different Employment Patterns" available on the Labour Department's website for details.

中文



English



Bahasa Indonesia



Hindi (हिन्दी)



Nepali (नेपाली)



Punjabi (ਪੰਜਾਬੀ)



Sinhala (සිංහල)



Tagalog



Thai (ภาษาไทย)



Urdu (اُردو)



Vietnamese (Tiếng Việt)



Jul 07



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「廠商會獎學金 2026」頒獎典禮
CMA & Donors Scholarship Presentation Ceremony 2026

4 - 5

第 32 屆香港國際教育及職業展
The 32nd Hong Kong International Education and Careers Expo

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廠商會甘肅訪問團
CMA Delegation to Gansu

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廠商會 × 數碼港創科交流活動
CMA × Cyberport Tech Connect 2026

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會董會會議及晚宴
GC Meeting & Dinner Reception

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「善用 AI 影音工具創作低成本、高效益的數碼影音廣告」研討會
Seminar on Leverage AI Video Tools for Cost-Effective, High-Impact Digital Advertisements

Aug 08



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廠商會與各國駐港領事交流酒會
CMA Cocktail Reception for Consular Corps

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會董會會議及晚宴
GC Meeting & Dinner Reception

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品牌「智」勝研討會 2026：
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Branding to Win Seminar 2026:
Hong Kong · The Brands Hub for Going Global

Sep 09



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廠商會行業晚宴
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2026 年會員大會
Annual General Meeting

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會董會會議及晚宴
GC Meeting & Dinner Reception



香港中華廠商聯合會
保險代理有限公司
CMA Insurance Agent Limited

保險中介人牌照號碼 Insurance Intermediary Licence No.: FA1196

工展會主辦機構「廠商會」附屬公司

參展商必備：

展覽保險

承保

香港會議展覽中心 亞洲國際博覽館 其他室內展覽館

商場及戶外場地舉行的各類展覽會

展覽保綜合保險

展覽現已成為熱門的推廣渠道，市面各類大大小小的展覽琳瑯滿目。中小企業花費大量金錢及時間參與展覽，以吸引有潛質的顧客，但若在展覽進行時或布置及清拆場地時發生意外，造成人員傷亡或財物損失其程度有時難以估計，購買相關保險可將風險轉嫁，安心營商。

本公司是工展會主辦機構「廠商會」的附屬公司，憑著過去協助多屆全香港最大型的戶外展覽會「香港工展會」參展商投保的成功經驗，以及多年專業處理投保香港會議展覽中心及其他室內展覽館的展覽會綜合保險，對投保有關展覽的保險已經駕輕就熟，能給予參展商信心保證。

過往參與協助投保展覽包括：香港工展會、香港美食嘉年華、書展、美食展、燈飾展、電子展等。

展覽保綜合保險

「展覽保」特意為滿足中小企業在展覽期間的保險需要而設，設有特立項目供參展商可靈活選擇，包括進場搭建及清拆展位工程險及第三者責任保險、財物及運輸險、臨時員工的勞工保險等。

名稱	內容	七天以下的展覽保費如下 (室內展覽館)
範圍一	場地建設及清拆	建設及清拆展覽攤位之裝修及第三者責任
範圍二	展覽期間之財物*	展覽物品、傢俬、機器及其他用於會場之財物
範圍三	陸上運輸	陸上運輸物品往返會場途中的損失，包括香港境內及廣東省內
範圍四	公眾責任	參展商於會場內之第三者責任保險(一千萬)
範圍五	勞工保險*	參展商為展臨時僱用的推銷及示範人員
		選擇投保一項 HK\$900
		選擇投保兩項 HK\$1,050
		選擇投保三項 HK\$1,200
		選擇投保四項 HK\$1,350
		投保全部項目 HK\$1,500

不承保任何珠寶飾物或與其相關之物品。

* 勞工保險必需與其他範圍一併投保方能生效，超過10名員工，第11名起每一名額外收費\$100(只適用於香港員工)。

** 保險業監管局(保監局)由2018年1月1日起，按照法例向投保人收取保費徵費，上述保費並不包括此徵費。

*** 超過八個相連攤位需要另行報價。

商場/戶外場地或超過7天以上展覽的保費，請參考本公司網頁或向本公司職員查詢。

《以上簡介只供參考之用，詳盡條文請參閱保單》



查詢熱線：**6514 0555**(歡迎WhatsApp查詢)

電郵：GI@CMAinsurance.com.hk

瀏覽網站：www.CMAinsurance.com.hk

承保保險公司：中國平安保險(香港)有限公司



寵物友善場所評價計劃 Pet Friendly Premises Scheme



【限免】首批餐廳專享：
\$8,000 免費送
「A+寵物友善認證」
限量100名！



為慶祝香港政府推出的「寵物友善餐廳計劃」正式落地啟動，我們現為首階段獲批牌照的1,000間餐廳，提供一次性免費獲取*【A+寵物友善場所認證計劃】（價值HK\$8,000）！名額限量首100間，先到先得。想把握寵物經濟商機、提升餐廳專業形象的店主切勿錯過！

*需要通過CMA檢定中心「A+ 寵物友善場所」之認證要求

了解
【A+寵物友善
場所認證計劃】



聯絡我們

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- 此優惠可用於由中華廠商聯合會工業發展基金有限公司提供的【寵物友善場所認證計劃】服務。
- 此優惠只適用於中國香港。
- 此優惠僅限使用一次且只適用於首階段（2026年6月12日）成功申請食環署「容許狗隻進入獲准食肆」的1000間餐廳，不可與其他推廣、優惠及優惠套餐計劃一起使用。
- 中華廠商聯合會工業發展基金有限公司（香港）保留更改此優惠條款及細則的權利而毋須預先通知。如有任何爭議，將以中華廠商聯合會工業發展基金有限公司（香港）的最終決定為準。



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