

**2011 香港工商業獎：創意**

**2011 Hong Kong Awards for Industries:**

**Innovation and Creativity**

*創意大獎*

*INNOVATION AND CREATIVITY GRAND AWARD*

振興實業發展有限公司

Chun Hing Business Development Company Limited

*創意獎*

*INNOVATION AND CREATIVITY AWARD*

研能照明有限公司

e.Energy Lighting Ltd.

富康玩具製品有限公司

Fu Hong Industries Limited

康業信貸快遞有限公司

Konew Financial Express Limited

*創意優異證書*

*INNOVATION AND CREATIVITY CERTIFICATE OF MERIT*

Intuitive Automata Hong Kong Limited

**胡定旭, GBS, JP**

香港總商會主席

「2011 香港工商業獎」再次成功舉辦，實在可喜可賀！我衷心祝賀五間「創意組別」的優勝公司，以卓越的成就贏得這個殊榮。

創意是保持商業增長和競爭力的重要元素，工商界必須運用創意，引入新的營商思維和科技，不斷地為產品和服務增值，才能令香港真正成為一個具創意的經濟城市。我很高興這個獎項能夠鼓勵香港的企業屢創新猷，從而提升香港整體的競爭力。因此，優勝公司不單是香港的成功故事，更為工商界樹立了一個優良的榜樣，可謂實至名歸。

香港總商會十分榮幸能夠被邀請，再次籌辦創意獎。本人感謝香港工商業獎最終評審委員會和香港總商會評審委員會所有成員，為這個獎項所作出的貢獻。作為香港最大和最具影響力的商會，我們將會繼續透過不同的服務及活動計劃，致力促進工商界的發展和競爭力。

**Anthony T Y Wu, GBS, JP**

Chairman, Hong Kong General Chamber of Commerce

I am very happy to see that the 2011 Hong Kong Awards for Industries has turned out to be a big success again. In particular, I would like to congratulate the five winners of the Innovation and Creativity category for their outstanding achievements in receiving this highly-acclaimed award.

Innovation is an important element for business to maintain growth and stay competitive. For Hong Kong to become a creative economy, businesses need continuous innovation, embracing new business concepts and technology so as to add value to products and services delivery. From the contest, I am glad to see that Hong Kong enterprises are able to demonstrate a strong culture of innovation as well as their own excellent performance, helping enhance the competitiveness of Hong Kong. The accolade is not given lightly, as they represent the role models and fantastic examples of Hong Kong's success stories.

The Chamber is proud to be invited again to organise the Innovation and Creativity award. I would like to thank all members of the Final Judging Panel and the HKGCC Judging Panel for their outstanding work. Being the HKSAR's premier business association, we will continue to play an active role in facilitating Hong Kong enterprises to develop and enhance their competitiveness.

## 創意大獎

### INNOVATION AND CREATIVITY GRAND AWARD

振興實業發展有限公司

*Chun Hing Business Development Company Limited*

振興實業發展有限公司於 2005 年在香港成立，從母公司原來的預製混凝土業務，擴展至貿易及設計服務。振興致力將創新意念融入日常生活中，為消費者提供優質產品以助營造舒適生活。

$\alpha$  LINK 新型插座 — LINK SOCKET 打破傳統電線插座（俗稱「拖板」）的使用方法，以接駁式設計，可隨使用者的實質需要而增減插位的數量，從而達致百份百之使用率。此產品的簡易並具創意的設計適用於每個用戶，甚具市場發展潛力。此嶄新的設計已獲得專利保護，標誌著香港本土的創意文化。

#### 香港總商會評委會之評語

振興的成功之處，在於能夠由其核心業務擴展至嶄新的產品線。Link Socket 的概念雖然簡單，但卻是一個創意十足、方便易用和切合每個家庭實際需要的產品，故此商業潛力龐大。該公司憑藉著熱誠和積極的工程團隊，得以在產品開發方面建立優良的創新文化，展現香港人素有的靈活機變，以及不斷追求卓越的共同特質。

Founded in 2005, Chun Hing Business Development Company Limited expanded from the precast concrete business of its parent company to a company engaged in trade and design. Chun Hing strives to incorporate innovative design ideas in business solutions with a view to providing superb products and services for customers to facilitate a more comfortable life.

LINK SOCKET is the latest power strip design under one of their brands -  $\alpha$  LINK, with a plug-and-link concept to allow users to add or reduce the number of sockets according to their actual needs, so as to maximize the utility rate. The idea of link socket provides a simple, creative and very user-friendly solution that addresses practical needs of every household, thus possessing substantial business potential. Its creative design, covered by patent rights, is a showcase of the innovation culture in Hong Kong.

#### Comments by the HKGCC Judging Panel

Chun Hing has demonstrated the ability to diversify its core business into a completely new and innovative product line. The idea of a Link Socket may be simple, but it is a creative and very user-friendly solution that addresses the practical needs of every household. Therefore it possesses substantial business potential. The Company's strong culture of innovation is driven by its enthusiastic and energetic engineering team in product development. It is a showcase of Hong Kong's long-standing value of flexibility and versatility that, collectively, strive for continual excellence.

[www.alphalink.hk](http://www.alphalink.hk)

## 創意獎

### INNOVATION AND CREATIVITY AWARD

研能照明有限公司

*e.Energy Lighting Limited*

研能照明有限公司成立於 2000 年，我們在城大企業有限公司和私人投資者的支持下，立志為全球照明行業提供創新及有效的綠色節能技術，藉著已取得專利的可持續環保方案，管理和提升照明系統的效能。

研能照明管理系統(LMS)的專利技術適用於香港及海外大部份的室內外照明設施。此系統的創新理念是「在不改變照明設施的情況下，能即時減少高達 40% 電力消耗，並提供一個靈活有效的模式，為用戶在不同應用的情況下調整最佳的光輸出」。

#### 香港總商會評委會之評語

研能照明節能管理系統是在本港開發的一項實用科技，能夠改善照明設施的能源效益，為全球的減排工作出力。儘管市場上有林林總總的嶄新綠色科技，研能卻能覷準獨特的商機，並引入精密和具實效的附加方案，避免因棄置舊有照明裝置而產生廢物。該公司亦致力在學術界培育創意，貢獻良多。

e.Energy Lighting Ltd. was founded in 2000 with the support of CityU Enterprises Ltd. and private investors. We aspire to be globally recognized by offering the most INNOVATIVE/EFFECTIVE SAVING & GREEN technology in the lighting industry. Our patented green and sustainable solutions help manage and increase energy saving of lighting systems.

Lighting Management System (LMS) - the patented technology invented by e.Energy is widely applicable to residential and commercial buildings, and the public lightings of both local and overseas markets. The main innovative concept of LMS is that "It provides an immediate, energy-efficient and cost-effective integration for reducing the electricity consumption of a plurality of lights by 40% without changing or modifying the lighting infrastructure, and a flexible and efficient means for users to adjust an optimal light output in various applications and situations.

#### Comments by the HKGCC Judging Panel

Lighting Management System is a useful technology developed in Hong Kong to improve energy efficiency of lighting device, with a view to contributing to the global efforts to reduce emissions. Although there are many new green technologies available in the market, e.Energy is able to identify a niche and introduce a sophisticated and practical add-on solution without generating waste from abandoning old devices. The Company is also lauded for its extensive contribution to cultivating innovation in academia.

[www.eenergy.com.hk](http://www.eenergy.com.hk)

## 創意獎

### INNOVATION AND CREATIVITY AWARD

富康玩具製品有限公司

*Fu Hong Industries Limited*

富康玩具製品有限公司是香港的「親生子」，自 1989 起專營嬰兒玩具和用品的設計、研發、生產和內外銷業務，是國際知名品牌的合作伙伴。我們的核心價值是「用愛心創造品牌，以啟發孩子創意為使命」，三十多年來致力發展創新和有品質的嬰兒產品，為世界各地的嬰兒和兒童在成長中帶來歡樂，並協助啟發他們的潛能。集團在高速發展之下創立自有品牌 Kidsme，旗下的嶄新產品「咬咬樂」，有助嬰兒自我發展早期的咀嚼行為。

#### 香港總商會評委會之評語

富康研發的「咬咬樂」是一項嶄新而有趣的產品，以獨特和別具創意的的方法，解決長久以來用茶匙餵食嬰兒的煩惱，既有助嬰兒發展早期的咀嚼行為，亦同時減輕家長在餵食過程中的壓力。富康能夠展示領導層的創意及加強創新價值的能力，正是香港企業家必須具備的精神。

Established in 1989, Fu Hong is a “local born” Hong Kong company with over 30 years experience in designing and producing baby products, also a supplier to many world renowned brands on OEM basis. Our core value “Brand with Care and Love. Mission to inspiring children’s creativity” commits ourselves to develop innovative and high quality products, so as to bring in joyful experience to babies and children all over the world and help develop their potentials during the growing stage. The “Genius Feeder” under our brand name “Kidsme” is a new product designed to encourage early chewing behavior of infants.

#### Comments by the HKGCC Judging Panel

The Genius Feeder developed by Fu Hong is a new and interesting product, offering a creative solution to overcome the spoon-feeding problem known for hundreds of years. It is unique and innovative in its method for helping infants develop early chewing behaviour, which also helps reduce the tension and pressure of parents in the feeding process. The Company is able to demonstrate its strong leadership in creating and reinforcing the value of innovation, an essential spirit of Hong Kong’s entrepreneurs.

[www.kidsme.com.hk](http://www.kidsme.com.hk)

## 創意獎

### INNOVATION AND CREATIVITY AWARD

*康業信貸快遞有限公司*

*Konew Financial Express Limited*

康業信貸快遞於 1997 年成立，專注提供靈活快捷及可靠的物業一按二按貸款服務，更定下「15 分鐘批核，24 小時現金過數」的服務承諾，並藉著公司的核心價值 — 「創新求變」，迎合市場的需要。我們在 2004 年作出重大改革，塑造創新和專業形象。

康業在 2010 年突破競爭，推出全港首創的「樓按急先鋒」車隊，為身處偏遠地區的客户透過視像會議辦理物業貸款申請，取得重大成果。

#### 香港總商會評委會之評語

康業透過「樓按急先鋒」車隊服務，為傳統的物業按揭業務增值。該公司能夠了解客戶需要，善用科技來建立流動辦公室，以此方便快捷的平台提供高效服務，在任何地區處理貸款申請。這項創新服務簡易實用，使康業在競爭激烈的市場中突圍而出，並具有持續創新的潛力。

Established in 1997, Konew Financial Express specializes in providing flexible, convenient and reliable first and second mortgage services. We strive to strengthen the brand reputation and differentiate ourselves with the others with a performance pledge of “15 minutes approval, 24 hours cash withdrawal”, and our innovative culture is driven by the Company’s core value - “Freshness” to meet the ever-changing market. Konew understood a major re-branding in 2004 and successfully created a professional and innovative image in the market.

Konew took a step forward in 2010 to establish a fleet of “Mortgage Pioneer”, a breakthrough providing fast and reliable mobile loan application services to remote residents. Customers can apply loans via video conferencing with our customer service representatives, through which Konew earns a competitive edge in the market.

#### Comments by the HKGCC Judging Panel

Konew manages to add value to the conventional property mortgage business by introducing Mortgage Express, serving as mobile offices for documenting loan applications at any destinations. It is able to identify customer’s needs and make good use of technologies to develop a convenient platform to deliver efficient services. The innovation is straightforward and practical, enabling the company to stand out in the competitive market, with potential for continual innovation.

[www.konew.com](http://www.konew.com)

## 創意優異證書

### INNOVATION AND CREATIVITY CERTIFICATE OF MERIT

*Intuitive Automata Hong Kong Limited*

Intuitive Automata 是互動機器人在家庭醫療保健行業方面應用的先驅，我們推出的第一個產品是機械人減肥教練。

Autom™ 是首個機器人產品，能讓人們花比一般長的時間來改變根深柢固的行為習慣。我們申請的專利結合了心理學、社會心理學及醫學的理論，加上多年在人與機器人互動方面的實驗性工作經驗。

Intuitive Automata is pioneering the commercial application of socially interactive robots for the home health care industry.

The first product we are launching is Autom™, a robotic weight loss coach. It is the first robotic product to engage people over an extended period of time, building on proven methods for creating behavioral change. Our set of patent-pending algorithms incorporate theories from psychology, social psychology, and medicine, as well as years of experimental work in human-robot interaction.

[intuitiveautomata.com](http://intuitiveautomata.com)

## 關於珠璧

### About Zhu Bi

在 1989 年，石漢瑞設計公司為香港工業獎特別設計了一個匠心獨運的標誌，巧妙地將「珠」和「璧」這兩件寶物合併起來，成為一個在中、英文中都有美好涵義的設計圖樣，用於獎項的標記和頒予得獎者的獎座。香港工商業獎沿用這個標誌，表彰本港企業的傑出成就。

「珠」對香港有特別深厚的意義，因為香港古時是中國出產最上好珍珠的地方，而且素有東方之珠的美譽。東漢經學家鄭玄認為「璧」象徵「天」。除此之外，璧的形狀有如中間有孔的圓碟，仿如古代書法中的「日」字；而香港工商業獎標誌中的璧，還以傳統的「穀」紋作裝飾。在中國語文上，「珠聯璧合」象徵「天衣無縫的配合」。以西方觀念來看，兩者併合成為英文母「Q」，使人聯想起「品質」(Quality)一詞。

In 1989, a striking symbol was designed by Steiner & Co for the Hong Kong Awards for Industry, expressed both in the award logo and in the trophies conferred on winners. The concept for the symbol is the juxtaposition of two precious elements, a pearl and a pierced jade amulet, to form a design which has happy connotations in both Chinese and western contexts. This symbol has been adopted by the Hong Kong Awards for Industries to recognise the excellence of Hong Kong enterprises.

The pearl (Zhu 珠) is of particular significance to Hong Kong, an ancient source of finest pearls in China, and traditionally known as the Pearl of the Orient. The jade amulet (Bi 璧) represents the Heaven, according to Eastern Han scholar Zheng Xuan (鄭玄). The pierced disc resembles the ancient calligraphic symbol for the sun, and on the Hong Kong Awards for Industries logo the amulet is decorated with a stylised version of the traditional “grain” (穀) pattern. In Chinese, the two words together signify a perfect match. In the western context, the two symbols together form the letter “Q” which is widely associated with the concept of quality.



二〇一一香港工商業獎

顧客服務、創意、生產力及品質、科技成就組別

最終評審委員會

**2011 Hong Kong Awards for Industries**

**Customer Service, Innovation and Creativity,**

**Productivity and Quality, and Technological Achievement**

**Final Judging Panel**

余麗姚女士

Ms Ruth Yu

香港零售管理協會執行總監

Executive Director

Hong Kong Retail Management Association

余國賢先生

Mr Edmond Yue

香港總商會工業及科技委員會主席

Chairman

Industry and Technology Committee

Hong Kong General Chamber of Commerce

麥鄧碧儀女士

Mrs Agnes Mak

香港生產力促進局總裁

Executive Director

Hong Kong Productivity Council

徐立之教授

Prof Lap-Chee Tsui

最終評審委員會主席

Chairman of the Final Judging Panel

香港大學校長

Vice-Chancellor and President

The University of Hong Kong

楊德斌先生

Mr Allen Yeung

香港科技園公司企業拓展及科技支援副總裁

Vice President

Business Development and Technology Support

Hong Kong Science and Technology Parks Corporation

呂潔梅女士

Ms Patricia Lui

工業貿易署首席貿易主任

Principal Trade Officer

Trade and Industry Department

(非評審委員會成員 not judging panel member)

## 二〇一一香港工商業獎：創意

### 香港總商會評審委員會

## 2011 Hong Kong Awards for Industries:

### Innovation and Creativity

### HKGCC Judging Panel

黃漢儀先生

**Mr Hon Yee Wong**

香港城市理工大學知識轉移處協理副校長

Associate Vice President - Knowledge Transfer

The City University of Hong Kong

關恩慈女士

**Ms Belinda Kwan**

香港特區政府工業貿易署助理署長(工商業支援部)

Assistant Director-General (Industries Support) Trade and Industry Department, HKSAR Government

梁廣泉先生

**Mr K C Leung**

香港總商會工業及科技委員會副主席

Vice Chairman, Industry and Technology Committee, HKGCC

崇佳企業有限公司董事總經理

Managing Director, Sonca Products Ltd

余國賢先生

**Mr Edmond Yue**

香港總商會評審委員會主席

Chairman, HKGCC Judging Panel

香港總商會工業及科技委員會主席

Chairman, Industry and Technology Committee, HKGCC

和興建築有限公司董事

CEO, Wo Hing Construction Co Ltd

楊長華女士

**Ms Winnie Yeung**

香港總商會數碼、資訊及電訊委員會主席

Chairman, Digital, Information & Telecommunications Committee, HKGCC

微軟香港有限公司法務及公司事務部總監

Director, Legal & Corporate Affairs, Microsoft Hong Kong Ltd

張永翔先生

**Mr Adrian Cheung**

香港總商會高級顧問

Senior Adviser, Hong Kong General Chamber of Commerce

獨立顧問(非評審委員會成員)

Independent Consultant (not judging panel member)

蔡燕蘭女士

Ms Carol Choi

安永會計師事務所

Ernst & Young

## 2011 香港工商業獎：創意

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

主辦機構

*Organiser*

香港總商會 Hong Kong General Chamber of Commerce

宗旨

*Objectives*

推動香港工商界的創意文化和創造力。優勝機構應具備獨特的創新理念，實踐開拓先河的營商手法，並能展示其卓越的商業成就，以及對業界和社會的貢獻。

To promote a culture of innovation and creativity amongst Hong Kong industries. The winning entries should be able to present the unique features of their creative concepts, implement innovative business practices, and demonstrate their commercial accomplishments, as well as their contribution to industries and the community in general.

評審準則

*Selection Criteria*

創意 — 設計、發展和表現

Creativity - design, development and performance

創意文化的培育

Commitment to an innovative culture

商業成就及前景

Commercial results and prospects

對業界及社會的貢獻

Contribution to the industry and to society

## 香港總商會

### **Hong Kong General Chamber of Commerce**

The Hong Kong General Chamber of Commerce is the oldest - founded in 1861 - and largest - around 4,000 corporate members - business organisation in Hong Kong. We are international in character, with membership comprising of multinational companies, Chinese mainland companies, and Hong Kong companies. We are a self-funded, non-profit making organisation, and as such, we are a truly independent body representing the diverse interests of the entire business community in the Hong Kong Special Administrative Region (SAR).

Our loyalties lie with our members, acting as their voice in advising the SAR Government in matters affecting businesses and the economy, providing membership with business information and opportunities, and facilitating networking through a variety of Chamber activities.

We take a strong initiative to promote Hong Kong as an international business centre in the heart of Asia. The Chamber acts as an international bridge, connecting Hong Kong business with the Chinese mainland and the rest of the world.

香港總商會始創於 1861 年，是歷史最悠久、規模最龐大的本地商業組織，現有企業會員約 4,000 名。多年來，本會貫徹國際化的特色，會員包羅跨國集團、中資企業和香港公司。我們是一家自負盈虧的非牟利機構，能真正以國獨立團體的身份，代表香港特區工商界的廣泛權益。

我們事事以會員的權益為依歸，代表會員就各項影響商業和經濟的事務，向特區政府陳情獻策；此外，亦為會員提供商業訊息和機會，更透過舉辦各種活動，協助會員建立聯繫網絡。

本會積極推廣香港作為亞洲的國際商業中心，並擔當國際橋樑的角色，把本港商界與中國和世界各地接連起來。

## 鳴謝 ACKNOWLEDGEMENTS

### 白金贊助機構 PLATINUM SPONSORS

香港上海滙豐銀行有限公司 The Hongkong and Shanghai Banking Corporation Limited  
中國銀行(香港) Bank of China (Hong Kong)

### 金贊助機構 GOLD SPONSORS

香港科技園公司 Hong Kong Science and Technology Parks Corporation  
恒生銀行 Hang Seng Bank  
上海商業銀行有限公司 Shanghai Commercial Bank Limited  
翔龍有限公司 Regatex Manufacturers Ltd.  
偉易達集團 VTech Holdings Limited  
萬威國際有限公司 IDT International Ltd.

### 銀贊助機構 SILVER SPONSORS

六福集團(國際)有限公司 Luk Fook Holdings (International) Limited  
金山工業(集團)有限公司 Gold Peak Industries (Holdings) Limited  
肇豐針織有限公司 Fang Brothers Knitting Limited  
TAL Apparel Ltd  
嘉里控股有限公司 Kerry Holdings Limited

### 其他贊助機構 OTHER SPONSORS

中華電力有限公司 CLP Power Hong Kong Limited  
香港珠寶玉石廠商會 Hong Kong Jewellery & Jade Manufacturers Association  
金柏科技有限公司 Compass Technology Company Limited  
九龍巴士(一九三三)有限公司 The Kowloon Motor Bus Co (1933) Ltd.  
李錦記有限公司 Lee Kum Kee Co., Ltd.  
香港玩具廠商會 The Toys Manufacturers' Association of Hong Kong  
群邦實業有限公司 Billabong Enterprises Company Limited  
香港玩具協會 Hong Kong Toys Council  
金昇家品有限公司 Golden Sun Home Products Ltd.  
百達製衣有限公司 Hong Kong Garment Mfg Co Ltd  
廣達實業有限公司 Qualidux Industrial Co. Ltd.  
正昌集團 Dunwell Group

## 香港總商會

### **Hong Kong General Chamber of Commerce**

香港金鐘道九十五號統一中心二十二樓  
22/F United Centre, 95 Queensway, Hong Kong  
電話 Tel : (862) 2529 9229  
傳真 Fax : (852) 2527 9843  
電郵 E-mail : [chamber@chamber.org.hk](mailto:chamber@chamber.org.hk)  
網址 Website : [www.chamber.org.hk](http://www.chamber.org.hk)