

2013 香港工商業獎：創意

Hong Kong Awards for Industries :

Innovation and Creativity

創意大獎

INNOVATION AND CREATIVITY GRAND AWARD

香港中華煤氣有限公司
The Hong Kong & China Gas Co Ltd

創意獎

INNOVATION AND CREATIVITY AWARD

花旗銀行(香港)有限公司
Citibank (Hong Kong) Limited

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

奧雅納工程顧問
Ove Arup & Partners Hong Kong Ltd

Playnote Limited

Sengital Limited

創意優異證書

INNOVATION AND CREATIVITY CERTIFICATE OF MERIT

大新銀行
Dah Sing Bank

周松崗先生
香港總商會主席

「2013 香港工商業獎」再次成功舉辦，實在可喜可賀！謹此衷心祝賀香港總商會主辦「創意組別」的七間優勝公司，以卓越的成就贏得這項殊榮。

營商環境瞬息萬變，香港企業必須重新評估自己的優勢和定位，引進新的營商思維和概念，採用先進的科技和管理模式，才可把握新機遇，在競爭日趨激烈的市場中穩佔一席。我很高興地看到，參賽機構均能夠在各方面創優增值，而優勝者的佳績更值得被嘉許和表揚，成為香港企業的成功典範，令同業效法。

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的所有成員，為這個獎項所作出的努力和貢獻。作為香港最具影響力的商會，我們將會繼續透過不同的服務及活動計劃，致力促進工商界的發展和競爭力。

Mr C K Chow
Chairman, Hong Kong General Chamber of Commerce

I am very happy to see that the 2013 Hong Kong Awards for Industries has turned out to be a big success again. Many congratulations to the seven winners of the “Innovation and Creativity” category, of which the Hong Kong General Chamber of Commerce is the Leading Organizer, for their outstanding achievements in receiving this highly-acclaimed award.

With rapid changes in the operating environment, Hong Kong companies are reassessing their strengths and repositioning themselves in the increasingly competitive market. It is important to bring in fresh ideas and new business concepts, and make use of leading technologies and advanced management systems to open up new opportunities. I am pleased to note that many Award entrants have added new dimensions to their businesses with innovation and creativity. The winners deserve praises for showcasing their efforts and achievements, and they will inspire others to emulate their success.

I would also like to thank all members of the Final Judging Panel and the HKGCC Judging Panel for their outstanding work. Being the HKSAR’s premier business association, the Chamber shall continue to play an active role in facilitating Hong Kong enterprises to develop and enhance their competitiveness.

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INNOVATION AND CREATIVITY GRAND AWARD

香港中華煤氣有限公司

The Hong Kong & China Gas Co Ltd

香港中華煤氣有限公司（煤氣公司）於1862年成立，核心業務包括生產、輸配及營銷煤氣、銷售煤氣爐具及全面售後服務，客戶超過176萬。近年，公司更致力拓展電訊、樓宇建設工程、新興能源開發及應用等項目，業務更趨多元化。

煤氣公司於1994年開展中國內地的燃氣項目。目前在內地共有逾150個項目，包括城市管道燃氣項目、上、中游項目、自來水供應與污水處理、天然氣加氣站及新興環保能源項目等。

公司自行研發的Laparobot，是一個遠程控制機械人系統，用作清除舊金屬管道內的障礙物，使修復管道時能採用非開挖技術，亦可配置其他檢查或操作工具在管內進行多類工作。

香港總商會評審委員會之評語

煤氣公司的Laparobot是一項革命性的嶄新設備，由本地專才設計和研發。這項非開挖式的應用技術，以三個推進裝置和其他配件，組成一個極富創意的模組，用於檢視和去除金屬氣管內的障礙物，既帶來更大的流動性和靈活性，大幅降低維修成本，亦減少修復管道對公眾造成的滋擾。煤氣公司憑藉積極進取的企業精神，開創出一個更具成本效益和更環保的方案，克服了自身以至其他公用事業所面對的固有難題。Laparobot已引起國際的注意，展現了香港的創新才能和能力。

The Hong Kong and China Gas Company Limited (Towngas) was founded in 1862. Serving over 1.76 million customers in Hong Kong, our core business includes the production and distribution of gas, marketing and sale of gas, sale of gas appliances and comprehensive after-sales services. In recent years, we have diversified our businesses into telecommunications, building services, engineering and the new eco-energy developments.

Towngas moved into the gas business in mainland China in 1994. Currently, we have more than 150 projects, including piped city-gas projects, upstream and midstream developments, water and wastewater treatment schemes, natural gas filling stations, as well as new energy exploration and utilisation ventures, across 22 provinces, municipalities and autonomous regions throughout the country.

Incubated in Towngas' corporate culture of innovation and creativity, the self-developed Laparobot is a remote control robotic system for clearing internal obstacles of old metallic pipes to enable pipe rehabilitation by trenchless technologies. Its unique driving mechanism enables it to negotiate bends, climb up / down inside a pipeline. It can also be equipped with other inspection and operation tools for other applications inside the pipes.

Comments by the HKGCC Judging Panel

The Laparobot invented by Towngas is a revolutionary innovative device developed by local talents. The trenchless technologies equipped with a creative module design of three driving units and other accessories allow greater robotic mobility and flexibility to inspect and clear internal obstacles in metallic gas pipes, hence significantly reducing maintenance cost and disruptions/annoyance to the public caused by pipe rehabilitation. Driven by a strong entrepreneurial spirit within a large corporation, Towngas has overcome the inherent issues, not only of its own but also other utility operators, with a more cost-effective and environmentally friendly solution. The Laparobot has attracted international attention and showcased the competency and capability of Hong Kong's innovation.

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INNOVATION AND CREATIVITY AWARD

花旗銀行(香港)有限公司
Citibank (Hong Kong) Limited

花旗銀行的環球零售銀行業務，透過分行及不同流動理財渠道，為個人及商業客戶提供全面的世界級金融產品及服務。

花旗銀行致力不斷創新，以零售業的市務手法融入銀行服務，將分行變革為「零售概念分行」，以注目的櫥窗佈置配合產品推廣去刺激客戶「購物並消費」，展現更主動積極及貼心的銀行服務。

花旗銀行的零售推廣策略，成功體現科技以外的創新精神。時刻為客戶帶來最優質服務的理念，正是花旗銀行不斷創新的原動力。

香港總商會評審委員會之評語

花旗銀行敢於把創意十足的行銷概念融入本地銀行服務，在保守的銀行界來說，可謂是一大突破。該行選擇在人流高的地區，把刻板的銀行分行轉化為時尚活力的零售店，是一種嶄新和具前瞻性的商業模式。這項源自香港本土的革新意念，不單吸引注意，為客戶帶來了全新的「購物」體驗和創出佳績，更獲得花旗銀行美國總部的肯定和嘉許，進一步鞏固了香港作為創意之都的形象。

Citi's Global Consumer Banking, operating under the Citibank brand, offers a broad range of world-class financial products and services through its retail branch network and various remote channels in Hong Kong to individuals and commercial entities. Citibank is also a leading credit card issuer with a diverse portfolio of offerings to meet the needs of different segments.

Citibank focuses on meaningful innovation to drive differentiation and sales. Armed with the insight that Hong Kong people love shopping, Citibank focused on innovating its bank branches as it is the cornerstone of serving customers. Key branches have been transformed into enticing "retail stores" with attractive visual merchandizing, product promotions to stimulate a "shop and buy" behavior, and a more proactive and sales-focused service culture.

The Citibank retail strategy proves that in addition to technology, the best innovation is always about how to best serve its customers.

Comments by the HKGCC Judging Panel

Citibank (Hong Kong) has demonstrated its courage to integrate creative marketing concept into the local banking practice, which is a breakthrough in the conservative banking industry. The transformation of a stiff banking outlet into an enticing retail store at high-traffic branches is a new and proactive business model, not just attracting attention but also delivering a new "shop and buy" experience to clients. Given the commercial success, the Hong Kong-made innovation was well recognized by the Citibank's headquarters in the United States, hence reinforcing Hong Kong's image as a city of creativity.

www.citibank.com.hk

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INNOVATION AND CREATIVITY AWARD

啟勝管理服務有限公司

Kai Shing Management Services Limited

啟勝管理服務有限公司秉承「用心服務，做到最好」的宗旨，致力以創新技術優化物業管理服務。

新城市廣場是由新鴻基地產發展的超大型購物中心，一直採取客戶導向為服務方針，持續推出創新的服務優化營運管理。啟勝於2012年8月在商場推出嶄新的「泊車易」（智能車輛搜尋及導泊系統），讓車主可透過車輛搜尋系統尊櫃或經全球首個智能手機特設程式，方便地尋找泊車位及搜尋車輛，並隨時隨地查看入車時間資料，既解決車主使用停車場設施的煩惱及加強停車場保安，亦提昇顧客的購物經驗。

香港總商會評審委員會之評語

啟勝對創新的重視，可見於其致力為消費者和商戶，不斷提升物業管理服務質素，例如新城市廣場去年引入的「即時訂枱」手機應用程式，以及最新推出的「泊車追蹤和導引系統」。這項新技術結合泊車顯示燈、錄影設備和車牌辨識系統，是一項有效的管理工具，用以監察汽車的流量和停車場的保安，同時亦為駕駛者提供實用和方便的汽車定位追蹤服務。該公司再次把服務質素推向更高的新標準，領先其他商場營運商。

Kai Shing Management Services Limited is devoted to optimizing property management services by innovative techniques with the motto of "We Serve You Best".

New Town Plaza is a mega shopping mall developed by "Sun Hung Kai Properties", in which innovative services driven by customer-oriented approach have been introduced continually to meet with the ever growing expectation of customers. In August 2012, Kai Shing launched the "Parking Easy" (Car Search and Parking Guidance System) to maximize the convenience of parkers in finding vacant parking bays, enabling them to retrieve their cars back, allowing parking time to be checked at anywhere and any time through the fixed kiosks or the world's first smartphone's apps. The new system not only brings in a new service mode in response to the usual trouble of parkers and enhances both efficiency and effectiveness on carpark's operation and security management in Hong Kong, it also enriches the quality of shopping experience.

Comments by the HKGCC Judging Panel

Kai Shing's corporate emphasis towards innovation is proven by its continual efforts in raising the bar of excellence of property management services for shoppers and tenants, considering the eTable Booking System introduced in the New Town Plaza last year and the newly implemented Car Searching and Parking Guidance System. The integration of parking light indicators, video recorders and Vehicle Plate Recognition System serves as an effective management tool to monitor car flow and parking lot security, and at the same time provides useful and convenient services for drivers to locate their cars. It once again has established a new higher standard for other shopping mall operators to surpass.

www.kaishing.hk

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INNOVATION AND CREATIVITY AWARD

奧雅納工程顧問

Ove Arup & Partners Hong Kong Ltd

奧雅納是全球眾多知名項目的核心創意力量，橫跨建築環境的各個領域和不同行業。我們於港島西雨水排放隧道項目寫下了多個本地業界第一，包括首次以隧道鑽挖機及爆破方法同時挖掘隧道，及以反井鑽機建造進水口豎井。這些創新技術不僅大幅減低施工時間與成本，也成功紓緩工程對市民、交通及環境的影響，締造更安全的工作環境。

香港總商會評審委員會之評語

奧雅納作為一家工程顧問公司，在多項基建項目中展示創意。該公司在建造「港島西雨水排放隧道」的過程中，採用了多項創新技術，有別於傳統的做法，特別是在使用鑽挖機挖掘隧道時，同步進行連接隧道的爆破工程，而無需撤走工程團隊，大大減少了施工的時間和成本，是一項大膽和革新的技術突破。有關工程還融入雨水截流設計、重力驅動設計和反井施工等其他嶄創技術，為香港的專業服務業樹立了卓越典範。

Arup is the creative force at the heart of many of the world's most prominent projects in the built environment and across industry. As the consultant for the Hong Kong West Drainage Tunnel (HKWDT), Arup brought in a number of innovative solutions that significantly reduced construction time and cost. HKWDT sets numerous records for the city – it is the first one in Hong Kong to carry out TBM excavation and adit blasting concurrently, and pioneered the extensive use of raise boring method for dropshaft excavation. These technical breakthroughs not only facilitated the project, but also minimised the impact on residents, traffic and the environment during construction and created a safer working environment.

Comments by the HKGCC Judging Panel

As an engineering consultancy firm, Arup has proven its ability to bring in innovative solutions for infrastructure projects, showcased by the use of various technologies in the construction of the Hong Kong West Drainage Tunnel. Particularly, the use of boring machine excavation and adit blasting concurrently without retreating tunnel crews is a bold innovation and significant technology breakthrough from the traditional approach, so that construction time and costs are reduced substantially. Together with other creative technologies such as the storm water interception design, gravity-driven design and vertical shafts construction, it is a showcase of Hong Kong's professional service excellence.

www.arup.com

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INNOVATION AND CREATIVITY AWARD

Playnote Limited

Playnote專注研發有關音樂教育及賞析的產品與服務，透過數位信號處理、人工智能及雲端技術，為用家提供創新方案，以革命性的方式享受音樂。Playnote於2012年代表香港奪得亞太區資訊科技獎最佳創新企業大獎。

我們的旗艦產品為全球首創專利移動軟件 APP「AURALBOOK」。此軟件可以聆聽及分析學生的唱歌音準、拍子及拍手節奏力度，再以真人發聲提供意見，猶如音樂教授在旁指導，讓學生無須音樂老師，也能學習專業音樂考試，如英國皇家音樂學院等所需的技巧及知識。

香港總商會評審委員會之評語

AURALBOOK是一項嶄新有趣的手機應用程式，為用戶提供一個智能方案，協助他們輕鬆應對專業音樂考試的聽力訓練。儘管這項程式並非重大的創新，但在市場上卻是獨一無二，除了幫助學生自行練習聽力技巧，為專業考試備戰，亦令音樂老師無需為這類機械式的指導再花時間，可以專注於音樂技巧的訓練。Playnote作為一家創業公司，成功開拓出獨特的市場空間，其對追求創新的熱誠和堅持，正好是香港企業精神的最佳體現。

Playnote specializes in products and services for music education and appreciation. With its digital signal processing, artificial intelligence and cloud computing, Playnote provides innovative solutions and enables users enjoy music in a revolutionary way. Playnote, as representative of Hong Kong, received the Grand Award of Best Startup Category of Asia Pacific Information and Communication Technology Alliance Award (APICTA) 2012.

Our flagship product is the world's first patented software app "AURALBOOK", which can listen and analyze the beats and pitches of students' singing, and also power and rhythm of students' clapping. It then will use human voices to tell you comments, functioning as a music professor beside student. The software can allow music students to learn skill set and knowledge for professional music examinations, e.g. Associated Board of Royal Schools of Music (ABRSM) in England and etc, without the presence of music teachers.

Comments by the HKGCC Judging Panel

AURALBOOK is a new and interesting mobile app, offering an intelligent solution to help ease the long standing pain of aural training for professional music examinations. Despite a small innovation, it is unique and innovative in helping music students practice aural skills for professional examinations, and relieve music teachers from conducting such mechanical tutoring. As an entrepreneur, Playnote is able to identify a market niche, and it is applauded for its passion towards continual experimenting for innovation, an essential spirit of Hong Kong enterprises.

www.playnote.com

創意獎

INNOVATION AND CREATIVITY AWARD

Sengital Limited

Sengital於2004年成立，致力成為市場上創新和先進技術的領導者。我們位於科技園，以推動科技發展、創意和創造力為本公司的核心價值。

DigiTouch是Sengital在2012年開始研發的品牌產品，以嶄新的硬件和軟件系統設計，將智能手提裝置，如電話和平板的功能加諸於電視上，令普通電視機變造成為大型平板電腦。我們結合創意和科技，將創新的概念轉化成具市場價值的產品，廣泛地適用於商業用途、教育機構和零售店等，並相信它可以帶來革命性的變化。

香港總商會評審委員會之評語

將普通的電視機變成平板電腦，是個天馬行空的意念，而Sengital卻能夠把這個構思變成現實，旗下的DigiTouch是一項實用的附加技術，可廣泛應用在辦公室、學校和家居。Sengital秉承一貫的企業核心價值，成功把公司定位為創新的市場先驅和特別技術供應商。這項嶄新科技背後的本地創意，足證香港在科技發展領域的潛力。

Established in 2004, Sengital aims to be an innovative market leader and technology niche provider driven by corporate core values of technological development, innovation and creativity. We are located in the Hong Kong Science Park.

DigiTouch is a brand product developed by Sengital in 2012 with innovative hardware and software system designs. It is regarded as amazing add-on equipment capable of turning TV screens into tablets. As smart devices are now being widely used in businesses, education institutions and even retail shops, it is important to catch up with the technology trend and get used to those devices and operating systems. DigiTouch transforms a creative concept into reality, helping set new standard not only on the “Smart” devices like those portable tablet and phones, but also on the TV. We believe that it can bring in revolutionary changes in the way we use and struggle with existing equipment.

Comments by the HKGCC Judging Panel

To enable ordinary television sets functioning as a tablet is an imaginative concept, and Sengital is able to turn this idea into reality. DigiTouch is a useful add-on technology, which can be widely adopted in businesses, academia and households. Driven by a strong corporate core value, the Company is able to prove its ability to position the company as an innovative market leader and technology niche provider. The local innovation behind the technology is a showcase of Hong Kong’s capability in technological development.

www.sengital.com

創意優異証書

INNOVATION AND CREATIVITY CERTIFICATE OF MERIT

大新銀行

Dah Sing Bank

大新銀行成立超過 65 年，素以積極進取和不斷創新著稱，為多項嶄新銀行服務先驅。全新 **Pay@Mobile** 更是全港首個獲國際認證，同時接受晶片及磁帶卡的智能手機信用卡收款服務，並為中小零售或流動商戶帶來革命性的生意營運模式，提供 4S 信用卡收款優勢－安全 (Security)、合適 (Suitability)、簡單 (Simplicity)、節省成本 (Saving)。

Dah Sing Bank, with over 65 years of history, has gained its reputation as one of the most progressive and innovative banking services providers in Hong Kong and been the forerunner in launching a number of pioneered banking services. The new **Pay@Mobile** is the first credit card payment acceptance platform via smart phone, accepting both chip card and magnetic stripe card in Hong Kong with international certification. **Pay@Mobile** is specially designed for small and medium or on-the-go merchants, helping them to develop new business model while offering 4S transaction advantages i.e. Security, Suitability, Simplicity and Saving.

www.dahsing.com

宗旨

Objective

香港工商業獎：創意旨在促進工商界的創意文化和表揚優秀企業。優勝者需具備獨特的創新理念，重視和鼓勵創意，並能展示有關創建業務的業績、前景和影響。

The Hong Kong Awards for Industries: Innovation and Creativity aims to promote a culture of innovation & creativity amongst business sectors, and recognize the achievements of outstanding companies. The winning entries should be able to demonstrate the unique features of their creative concepts, their emphasis towards innovation, as well as the commercial viability and impact of their new businesses.

評審準則

Selection Criteria

產品／服務的創新理念

設計
發展
表現

企業推動創意的表現

領導和策略
創意文化

商業表現

商業成就
商業前景

影響

工商界
香港

Creativity of Product/ Service Concepts

Design
Development
Performance

Corporate Emphasis Towards Innovation

Leadership and Strategy
Culture of Innovation

Commercial Viability

Commercial Achievements
Business Prospects

Impact

Business Sector
Hong Kong

二〇一三香港工商業獎

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

2013 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

梁廣泉先生

Mr K C Leung

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

陳繁昌教授

Prof Tony F Chan

最終評審委員會主席

Chairman of the Final Judging Panel

香港科技大學校長

President

The Hong Kong University of Science and Technology

楊德斌先生

Ir Allen Yeung

香港科技園公司企業拓展及科技支援副總裁

Vice President

Business Development and Technology Support

Hong Kong Science and Technology Parks Corporation

蘇碧珊女士

Ms Linda P S So

工業貿易署助理署長

Assistant Director - General of Trade and Industry

Trade and Industry Department

(非評審委員會成員not judging panel member)

二〇一三香港工商業獎：創意

香港總商會評審委員會

2013 Hong Kong Awards for Industries: Innovation and Creativity

HKGCC Judging Panel

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Founded in 1861, the Hong Kong General Chamber of Commerce (HKGCC) is the oldest and most influential business organisation in Hong Kong. Our mission is to promote, represent and safeguard the interests of the Hong Kong business community. 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 HKGCC 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，是本地歷史最悠久和最具影響力的商業團體，我們的整體宗旨是促進、代表及捍衛香港商界的利益。多年來，本會貫徹國際化的特色，會員包羅跨國集團、中資企業和香港公司。我們是一家自負盈虧的非牟利機構，能真正以獨立團體的身份，代表香港特區工商界的廣泛權益。

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

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

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