

報章
Press

刊登日期
Publish Date

標題
Title

相關德國寶產品
Related Product(s)

資本企業家
Emporium

2018-12-01

德國寶創辦人 陳國民博士

德國寶

German Pool

Hong Kong

Entrepreneurs

November-December 2018

企業家

創造潮流

A Trend Maker

德國寶創辦人
陳國民博士

German Pool Founder
Dr Edward Chan

改革開放的拓荒者
Pioneers of China's
Reform and Opening Up

埃塞俄比亞商機
Opportunities
for Investment in
Ethiopia

製造業善用大數據
Big Data Applications in
Manufacturing

HK\$40 www.cma.org.hk



香港中華廠商聯合會

The Chinese Manufacturers' Association of Hong Kong

會長序言
Message from the President

立法會內外 Inside LegCo

總裁隨筆 CEO's Perspective

2 大嶼山具
「雙經濟」優勢
Lantau: Basking in
the Beams of a "Dual
Economy"

4 走出基建
「大白象」的迷思

5 勦力應對內憂外患

6 專題 Focus
國家改革開放40年
回顧港商拓荒之路
China's 40 Years of Reform
and Opening Up: Hong Kong
Pioneers' Contributions



14 企業透視 Entrepreneur Report
創造潮流 A Trend Maker
陳國民：
一分耕耘，一分收穫
Dr Edward Chan:
No Pain, No Gain



20 工業4.0 Industry 4.0
善用大數據技術
實現智能工廠
Smart Use of Big Data
in Smart Factory



24 CMA焦點 CMA Spotlight
加碼美食陣容
「2018香港美食嘉年華」
再創佳績



28 「一帶一路」市場情報
The Belt and Road Market

息息商關 Business Broadband

28 廠商會赴
埃塞俄比亞
考察

34 貿易戰升溫
劉怡翔指
港金融體系穩健
可抵禦衝擊

36 「轉數快」助中小企
加快業務流程

神州穿梭 China Express

文化消閒 Lifestyle

37 中國真的
「消費降級」嗎？

40 新聞快訊 News

46 全亞洲唯一
古書珍藏展
坐時光機
回到過去



50 活動快拍
Activity Snapshot

55 品牌局動態
BDC News

56 活動預告
Upcoming Events

出版人 Publisher

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

總辦事處 Head Office

香港中環干諾道中64-66號廠商會大廈
CMA Building, 64-66 Connaught Road Central, Hong Kong
電話 Tel: (852) 2545 6166 / (852) 2542 8600
傳真 Fax: (852) 2541 4541
網址 website: www.cma.org.hk
電郵 Email: info@cma.org.hk

售價 Price 港幣 HK\$40

版權所有，未經本會及作者同意，請勿翻印
All reproduction requests are subject to the approval of CMA and authors.

編輯 Editor

廠商會公關委員會
CMA Public Relations Standing Committee
電話 Tel: (852) 2542 8642
電郵 Email: pr@cma.org.hk

承印 Printer

創藝印刷有限公司
C.A. Printing Co., Ltd.
香港柴灣利眾街42號
長匯工業大廈9樓
9/F, Cheung Wei Industrial Bldg,
42 Lee Chung Street,
Chai Wan, HK

會長 President

吳宏斌博士 BBS MH
Dr Ng Wang Pun, Dennis, BBS MH

立法會代表

LegCo Representative
吳永基議員 太平紳士
The Hon Jimmy W K Ng, JP

第一副會長

First Vice President
史立德博士 BBS MH 太平紳士
Dr Shi Lok Tak, Allen, BBS MH JP

第二副會長

Second Vice President
徐晉輝
Hsu Tsun Fai, Marvin

副會長 Vice Presidents

吳清煥
Ng Ching Wun
黃家和 BBS 太平紳士
Wong Ka Wo, Simon, BBS JP
陳國民博士
Dr Chan Kwok Man, Edward
黃震博士
Dr Wong Chun
盧金榮博士 太平紳士
Dr Lo Kam Wing, JP
吳國安
Ng Kwok On, Dennis
馬介欽博士
Dr Ma Kai Yum

行政總裁 Chief Executive Officer

楊立門 GBS 太平紳士
Young Lap Moon, Raymond, GBS JP



創造潮流
A Trend Maker

陳國民：一分耕耘，一分收穫
Dr Edward Chan: No Pain, No Gain

人稱「家電大王」的廠商會副會長兼德國寶（香港）有限公司創辦人兼董事長陳國民，30多年來不斷推陳出新，從單一生產熱水器到研發上百種家電產品，把「德國寶」發展成今天集製造、設計、零售及進出口業務為一體的家電龍頭企業，憑藉創新、質好、性價比高等優點，顛覆了過往以日歐品牌為主導的家電市場格局，擦亮了本土品牌的招牌。

With more than 30 years of experience in manufacturing and innovation, Dr Chan Kwok Man, Edward, known as the "King of Home Appliance", the Vice President of CMA and the Founder & Managing Director of German Pool (Hong Kong) Limited, has turned German Pool into a leading home appliance corporation strong in manufacturing, design, retail and import and export business. With the advantages of innovation, good quality and high cost-effective performance, German Pool has changed the dominant position of European and Japanese brands in home appliance market, and successfully promoted the excellent image of local brands.

在香港土生土長的陳副會長，中學畢業後便投身電器行業，於本地一間電器公司工作，亦曾與親友合資生產電熱水器。直至1982年，陳副會長自立門戶，創立「德國寶」，從事生產及銷售電熱水器起家，逐步把業務擴展至各式各樣的家電產品，及後更開設一站式電器及廚櫃陳列室，銷售歐洲進口的櫥櫃材料和全線嵌入式廚房電器，循序漸進地實踐「家有德國寶，生活無煩惱」的品牌宗旨。時至今日，「德國寶」已成為本地家電品牌的明星，在香港、內地以至海外設有逾千個銷售點，集團更積極參與電力公司、地產商和政府的工程項目，是香港家電業界極具影響力的企業之一。

洞悉潮流先機 推陳出新

於「德國寶」成立初期，在資金有限的情況下，陳副會長在芸芸家電產品中，選擇主力發展電熱水器，為「德國寶」往後的發展奠定基石。「上世紀70年代，電熱水器在香港並未普及，加上當時歐洲進口的電熱水器價錢昂貴，不是一般家庭所能負擔，我便靈機一動，決心在港生產儲水式電熱水器。」陳副會長回憶道。為了建立及提升品牌知名度及客戶信心，陳副會長採用了德國的設備和技術打造高品質產品，更首創「十年保養服務」承諾，成功為品牌建立良好口碑。

八、九十年代，大批港商北上發展，陳副會長亦於1985年在廣東珠海設

廠，1994年更把廠房遷到順德，以擴大生產規模，逐步引進自動化生產。隨着電熱水器的業務逐漸上軌道，陳副會長決定橫向發展，從浴室走到廚房，進軍廚房設備市場，生產抽油煙機、微波爐、焗爐、洗碗碟機等產品，及後更推出雪櫃、冷氣機、電熨斗、按摩器等產品，全方位進駐家居每個角落，照顧消費者的生活需求。

2002年，「德國寶」開設首家陳列室，更乘機躋身廚櫃市場，從德國入口訂造廚櫃，並包辦設計、量度、保養等一站式服務，為實現業務多元化再邁進一步。最近，「德國寶」更推出商用專業電磁爐具，利用電腦智能技術更準確地控制烹調過程，並配備高端的電磁加熱技術，滿足專業廚房不同的烹調需要。

屹立家電業界數十年，陳副會長堅信「一分耕耘，一分收穫」的道理，「只要腳踏實地，心無貪念，總會有出頭天」。他強調多年來重視研發，不斷為產品增值，是「德國寶」達至成功的重要一環，如品牌為光波爐增設食物旋轉功能、改動咖啡機設計使其兼容更多不同品牌的咖啡膠囊，以及推出自家品牌咖啡膠囊等等，均以用家的角度考慮，有時甚至在需求出現前創造出新潮流，加上出色的市場推廣策略，以及重視顧客體驗等優點，令品牌在短短的十多年間脫穎而出，成為家喻戶曉的名牌。

全方位市場策略 進軍內地

陳副會長坦言，目前「德國寶」的本地營業額略高於內地，但是後者的發展空間始終較大，公司現時已針對內地市場設立專門團隊，並在多個內地城市設有陳列室，以及招募加盟店，甚至已加入「天貓」及「京東」等內地網上銷售平台，一步步為拓展內地版圖鋪路。隨着「粵港澳大灣區」建設全力推進，陳副會長相信家電業界只要利用香港品牌在質量、信譽等方面的優勢，加強宣傳和



在中美貿易戰的陰霾下，陳副會長鼓勵中小企建立自家品牌，開拓多元市場
Under the shadow of China-US trade war, Dr Chan encourages the industry to establish their own brands and focus on product and market diversification

推廣，便能抓住大灣區這個人口達6,600萬的龐大市場機遇。

談到業界所面臨的競爭，陳副會長表示本地家電產品發展日新月異，產品周期亦由以往的4至5年縮減到2至3年，業界需要時刻創新，才能吸引顧客不斷購買，以保持市場份額。然而，他指現時行業與日本和歐洲等國的競爭已沒以往般白熱化，「以前香港家電品牌會讓人直覺較外國品牌輸蝕，但現在本港家電業已掌握成熟的技術，而且本地及內地消費者對香港品牌滿有信心，甚至認為本土品牌的產品更能切合他們的需要。」

對於行業未來的發展，陳副會長認為雖然激烈的競爭是無可避免，但家電終歸是每個家庭的必需品，相信行業仍有一定的發展空間。然而，在中美貿易戰的陰霾下，陳副會長鼓勵業界積極建立自家品牌，向產品多元方向發展，並開拓不同市場，減少對歐美市場的依賴。

為在粵港資企業發聲

陳副會長於2004年在時任廠商會楊孫西會長的推薦下，成為了廠商會的會員企業之一，及後更被獲邀加入會董會，先後擔任過不同委員會的職

務，把他豐富的營商及品牌發展經驗與同業分享。在內地經商設廠30多年、對內地事務十分熟識的陳副會長，於今屆會董會獲委任內地事務委員會主席一職，他盼望能為一眾於內地設廠的港商做多一點，走多一步。

鑑於近年內地不斷提高環保標準，對業界造成一定的衝擊，陳副會長上任後便領導內地事務委員會成立「電鍍業環保專案小組」，致力尋求解決方案，為業界爭取合理的營運條件和空間。委員會更於今年10月中前赴內地與廣東省環保廳及廣東省固環中心會面，商討固廢及危廢延緩處理問題，積極為業界發聲。

陳副會長又表示，大多廠商會會員均有在內地設廠投資，這使內地事務委員會的工作顯得尤其重要。未來三年，他期望委員會能與廣東省政府保持緊密聯繫和溝通，並建議特區政府和省政府能合作採取更多措施，以協助和扶持在粵港資中小企進一步實現升級轉型，讓他們逐步具備參與發展高新科技的能力，積極投入粵港澳大灣區的建設。

熱愛烹飪 為社會注入正能量

從小就喜歡烹飪的陳副會長，不時

於公司的烹飪中心親自下廚，炮製美食招待朋友和生意伙伴。「煮食對我而言是一種樂趣，看到別人吃得樂滋滋，自己也樂在其中。」陳副會長笑稱自己是個饕餮之人，但這卻讓他愛上烹飪，從而啟發他拓展煮食電器的業務，站在用家的角度出發，不斷提升產品質素。

陳副會長除了致力發展公司業務外，還熱心公益事務，積極擔任業界多項公職。多年來，陳副會長帶領「德國寶」履行社會責任，捐助獎學金予本地各大院校的學生及提供大專生實習機會，亦贊助多個敬老、親子及環保活動，回饋社會。

此外，陳副會長亦著眼於社會的和諧發展，在2011年與一眾志同道合的工商界友人創立「香港提升快樂指數基金」，定期舉辦不同的健康講座和保健興趣班，藉以推廣正面人生及健康生活的態度；又推行「開心工作間」計劃，鼓勵本地企業締造愉快的工作環境。「在競爭激烈的香港，中小企的老闆及員工往往背負着不少壓力，我期望『基金』可以喚起老闆和員工們對快樂工作的關注，藉此提升香港人的快樂水平，為社會的可持續發展注入更多正能量。」

Growing up in Hong Kong, Dr Chan has been engaged in the electrical appliance industry after graduating from secondary school. He first worked for a local electrical appliance company and later manufactured electric water heaters in joint ventures with his family. Dr Chan established the German Pool in 1982, specialised in the manufacture and sales of electric water heaters. The German Pool gradually diversified its business into a variety of home appliances, and launched the first kitchen cabinetry and appliance showroom, selling a range of European cabinets and built-in kitchen appliances. The company has progressively put into practices its brand mission of "Owning German Pool and enjoying happy life". Today, German Pool has become the leading brand of local home electrical appliances and has more than 1,000 shops in Hong Kong, the Mainland and overseas. The German Pool Group, as one of the most influential enterprises in Hong Kong home electrical appliance industry, has actively participated in bidding the engineering projects offered by power companies, property developers and the government.

Identifying the trend

At the early stage of development, Dr Chan decided to specialise in producing electric water heater among various home electrical appliances due to limited capital, which laid a solid foundation for the company's future. "In the 1970s, electrical water heaters were not widely available in Hong Kong since the products imported from Europe were very expensive and not affordable for ordinary families." Dr Chan recalled, "I then came up with this idea and decided to manufacture storage electric water heaters in Hong Kong to fill the gap." In order to establish brand awareness and enhance customer confidence, Dr Chan adopted top-notch German technology and equipment to manufacture high-quality products. German Pool was the first company in Hong Kong committed to providing Ten Years Warranty for its products, which successfully gained customers' trust and a reputation.

In the 1980s and 1990s, many Hong Kong enterprises moved their factories to the Mainland, Dr Chan established a factory in Zhuhai, Guangdong in 1985, and later moved the factory to Shunde in 1994 to expand the manufacturing scale. He then progressively introduced automatic production to the manufacturing floor. With the business of electric water heater gradually on the track, Dr Chan decided to have a horizontal expansion from manufacturing bathroom appliances to kitchen appliances. From range hoods, microwave ovens to ovens and dishwashers, from refrigerators, air conditioners, irons to massagers and other products, German Pool is committed to improving people's lives by providing comprehensive range of products catering to all daily needs.

GERMAN POOL 德國寶

「德國寶」推出上百種廚房及家用產品，全方位迎合市場的需要
German Pool offers hundreds of kitchen and home appliances to cater for a wide variety of market needs



「德國寶」位於廣東順德的廠房已採用高度自動化生產技術
The manufacturing site of German Pool in Shunde, Guangdong has implemented highly automatic production technology

In 2002, German Pool established its first showroom, and this turned out to be an opportunity to enter the kitchen cabinet market. The company has since introduced German-made customised kitchen cabinets, providing one-stop service for design, measurement and maintenance, making a great progress in realising diversification for the company. Recently, the company has introduced the commercial induction kitchen series which utilises computer intelligence technology to more precisely control the cooking process, and is equipped with high-end electromagnetic heating technology to satisfy the professional chefs' needs.

Standing in the home appliance industry for decades, Dr Chan firmly believes in the creed of "No Pain, No Gain" and "as long as one works hard and is free of greed, he will be successful one day." The important key to success lies on focusing on research and development and constantly adding value to products over the years. The company has always incorporated customer opinion into product design. For example, the company has added food rotation function to the halogen cooking pot,

changed the design of the coffee machine to fit with different brands of coffee capsules, and launched its own brand of coffee capsules. The company has even created the new trend before the demand. With outstanding marketing promotion strategy as well as the advantage of focusing on customer experience, it has made the brand stand out from the crowd to gain wide recognition by the public in just 10 to 20 years.

Comprehensive marketing strategy

Dr Chan said although at present the business performance in Hong Kong is better than that in mainland market, the latter has a huge development potential and capacity. The company has now established a team focusing on the mainland market and set up showrooms in various mainland cities. German Pool has also recruited franchised shops and joined the online sales platforms such as tmall.com and jd.com to pave the way for expansion into the mainland market. With the development of the Guangdong-Hong Kong-Macao Great Bay Area, Dr Chan believes that as long as the Hong Kong home appliance industry capitalises on its brand quality and reputation and strengthens promotion, it can always seize opportunities offered by the Great Bay Area with a population of 66 million people.

Speaking about the competition faced by the industry, Dr Chan explained that with the rapid development of local home appliances and the reduction of product cycle from 4-5 years to 2-3 years, innovation is the key to success for the industry to attract customers and maintain market share. However, he indicated that competition from European countries and Japan is not as fierce as before. "In the past, consumers

thought Hong Kong brands would be less competitive to foreign brands. Today, many local home appliance companies are capable of mastering the technology. Local and mainland consumers have full confidence in Hong Kong brands and think that they can better meet their needs," he said.

As for the future development of the industry, Dr Chan believed that fierce competition is inevitable in the industry. However, as home appliances are the necessity of every household, there is still room of development for the home appliance industry. Under the shadow of China-US trade war, Dr Chan encourages the industry to actively establish their own brands and focus on product and market diversification, thus reducing dependence on the European and American markets.

Speaking for the industry

In 2004, Dr Chan joined the CMA through the recommendation of Jose Sunsay Yu, the then CMA President. Later on, he was invited to sit on the General Committee and has held different committee positions which enable him to share his rich experience in business and brand development with fellow members. With more than 30 years of experience in business in the Mainland, Dr Chan is well acquainted with mainland affairs. Appointed as the Chairman of Mainland China Affairs Committee, Dr Chan is eager to provide assistance and advice to Hong Kong enterprises which have established factories in the Mainland.

In recent years, the stricter and stricter environmental protection standards in the Mainland have affected the industry development. After taking the office, Dr Chan has established under Mainland Affairs Committee an environmental protection team for

the electroplating industry aiming to seek solutions and secure reasonable operating conditions for the industry. The committee has met with the Environmental Protection Bureau of Guangdong and Guangdong Solid Waste and Chemical Environmental Management Centre in October to discuss the issues relating to delaying disposal of solid and hazardous wastes.

Dr Chan indicated that majority of CMA members have established factories in China, which makes the work of the Mainland Affairs Committee particularly important. He hopes the committee will maintain close communication with the Guangdong government over the next three years. He also suggested that the HKSAR government and Guangdong government could enhance their cooperation to support the development, upgrade and transformation of Hong Kong small and medium-sized enterprises in Guangdong. By doing so, they can gradually acquire the ability to participate in the development of



陳副會長早前帶領內地事務委員會委員與廣東省環保廳會面，就固廢及危廢處理問題為業界發聲
Dr Chan led the Mainland Affairs Committee to meet with the Environmental Protection Bureau of Guangdong to discuss the problems of delaying disposal of solid and hazardous wastes



「香港提升快樂指數基金」在工展會舉辦親子烹飪比賽，推廣快樂和健康生活態度
The Promoting Happiness Index Foundation organised a parent-child cooking competition at the Hong Kong Brands & Products Expo to promote happy and healthy lifestyle

technology and the construction of the Great Bay Area.

Passion for cooking and charity


Dr Chan has been fond of cooking since childhood, he always cooks in the cooking centre of his company, making delicious food for friends and business partners. "Cooking is fun for me, I feel happy while I see others enjoying the food," Dr Chan laughed and said, "I am a man who loves delicious food." This makes him love cooking and inspired him to expand into the business of cooking appliances, as well as to allow him to improve the quality of products from the perspective of customers.

In addition to continuous business development, Dr Chan shares his passion in public affairs. He has held many public offices in the industry. Over the years, German Pool has provided scholarships to students of local universities, providing internship opportunities for college students and sponsoring various elderly, parent-child and environmental

activities. Under the leadership of Dr Chan, German Pool is able to give back to the society over the years.

Moreover, Dr Chan is concerned about the harmonious development of the society. In 2011, he established the Promoting Happiness Index Foundation with a group of like-minded business partners. The foundation has regularly organised seminars and classes concerning health and healthcare to promote positive and healthy lifestyle. He also established the Happiness at Work Promotional Scheme to encourage local enterprises to create a pleasant working environment. "With the highly competitive market in Hong Kong, the owners and employees of small and medium-sized companies often suffer from tremendous pressure. I hope the foundation can arouse the awareness of happy workplace environment and improve the happiness level of Hong Kong. By introducing positive energy, we can help the society achieve sustainable development." (商)

廠商會2018會員大會


廠商會在9月27日舉行了2018年度會員大會，由會長吳宏斌報告該會過去一年的工作，並分享他對香港近期經濟情況的看法，以及業界現時面對的營商環境。



羅智光出席會董晚宴


廠商會10月份的會董晚宴，邀得公務員事務局局長羅智光擔任主講嘉賓，介紹當局有關公務員的政策措施，包括配合新一份《施政報告》建議，即時將女性公務員的有薪產假由10周延長至14周。

羅局長亦介紹了於觀塘興建公務員學院的計劃，指該學院為公務員

提供領導才能、公共行政管理、創意思維、科技應用、國家事務以及《基本法》等培訓，預計在2026年落成。



智能製造峰會 — 智能自動化及機械人

香港生產力促進局於10月11日假生產力大樓舉行了「智能製造峰會 — 智能自動化及機械人」，會長吳宏斌代表廠商會簽署「再工業化和工業4.0」約章，為促進香港與大灣區企業再工業化和轉型至工業4.0而共同努力。



廠商會會長吳宏斌（左六）與行政長官林鄭月娥（右七）、創新及科技局局長楊偉雄（右六）、香港生產力促進局主席林宣武（左七）等嘉賓合照留念



廠商會會長吳宏斌在「大灣區廠商邁向智能工廠論壇」上，分享香港工業實現智慧製造的情況及挑戰

赴「第124屆中國進出口商品交易會」代表團



廠商會副會長陳國民與廣東省省長馬興瑞會面

廠商會副會長陳國民於10月14日率領一行6人代表團前赴廣州市出席「第124屆中國進出口商品交易會」（廣交會）。

代表團抵達廣州後，出席了「第124屆中國進出口商品交易會」開幕招待會，副會長陳國民、名譽會長徐炳光及常務



廠商會副會長陳國民為「第124屆中國進出口商品交易會開幕招待會」主禮嘉賓之一

會董尹德輝於招待會前與廣東省省長馬興瑞、商務部副部長錢克明、廣東省副省長歐陽衛民、廣州市市長溫國輝等領導會面。翌日，常務會董尹德輝及會董鄧錦添代表廠商會出席了廣州市工商聯的招待午宴，與來自各地企業領導互相交流。商廠

廠商會工商體育邀請賽 — 網球比賽

廠商會政治及經濟事務委員會所舉辦的「2018廠商會工商體育邀請賽」，共設七人足球、網球、羽毛球及乒乓球等四項賽事。今屆共有31個機構參賽，人數逾500人，再次打破歷屆紀錄。

當中，網球賽事率先於10月14日完成，廠商會會長吳宏斌更代表廠商會參賽，一眾廠商會首長出席支持，氣氛熱烈。商廠



廠商會會長吳宏斌代表廠商會參賽



一眾廠商會首長到場打氣



參賽選手合照留念

廠商會舉辦「一帶一路」沿線各國駐港領事酒會



廠商會聯同香港品牌發展局於11月12日舉辦「廠商會與各國駐港領事交流酒會」，近30位「一帶一路」沿線各國駐港領事館代表出席，與過百位本地業界代表就拓展商貿合作事宜進行交流。

交流酒會邀得商務及經濟發展局時任署理局長陳百里、中華人民共和國外交部駐香港特別行政區特派員公署領事部主任楊培棟、國際部副主任張建新擔任主禮嘉賓。

廠商會國際事務委員會主席兼品牌局榮譽主席陳淑玲代表主辦單位致

辭時表示，中美貿易戰摩擦不斷升溫將衝擊全球經濟，強化各國經濟體之間的聯繫變得尤其重要。她期望是次交流活動能推動各國和企業攜手應對共同面臨的挑戰，同時，為把握「一帶一路」和「粵港澳大灣區」國策所帶來的商機締結合作關係。

出席酒會的廠商會嘉賓尚包括第一副會長史立德、第二副會長徐晉暉、副會長吳清煥、副會長兼品牌局主席黃家和、副會長兼品牌局副主席陳國民、副會長吳國安、馬介欽、常務會董、會董、會員，以及一眾品牌局理事、會員等。



廠商會國際事務委員會主席兼品牌局榮譽主席陳淑玲與科威特駐港領事館代表交流



交流酒會邀得商務及經濟發展局時任署理局長陳百里（右四）擔任主禮嘉賓



中聯辦經濟部副部長兼貿易處負責人劉亞軍訪會

廠商會於11月13日接待中聯辦經濟部副部長兼貿易處負責人劉亞軍一行22人的代表團，代表團成員包括中國駐巴基斯坦、越南、以色列、白俄羅斯、格魯吉亞及斯里蘭卡大使

館經濟商務參贊，雙方就推動香港與各國的經貿合作事宜進行交流。



2018年品牌局度會員大會

品牌局2018年度會員大會於9月21日假廠商會會議廳舉行，會議由黃家和主席擔任大會主席並致辭。會員大會一致通過品牌局財務報告及理事會和核數報告，以及續聘子辰會計師事務所為品牌局核數師。除黃主席外，其他出

席者包括副主席吳清煥、陳國民、盧金榮，理事盧永強、李寶雄、楊華勇、劉健華、吳懿容、孫榮良、顏明秀、黃偉雄、謝寶達、曾維，以及近20名會員公司代表等。



品牌「智」勝研討會：變革時代・創新視野



品牌局、廠商會、特區政府工業貿易署及香港貿易發展局於9月11日，假香港會議展覽中心聯合舉辦「品牌『智』勝研討會2018」，以「變革時代・創新視野」為是次研討會的主題，共吸引近300人出席。

首先，由香港中文大學（深圳）經濟管理學院及深圳高級金融學院校長講席教授賈建民博士講述大數據的「時空關」概念及其於品牌價值創造的應用；隨後畢馬威會計師事務所中國稅務合夥人許昭淳分析了電子商務帶來的稅務問題及挑戰。在研討會的下半場，八達通控股有限公司



營業及市務總監李玉兒講解了流動支付在香港的普及情況及未來發展；接着由歐晰析企業管理諮詢公司大中華區合夥人Pascal Martin及林和成貿易有限公司總經理林亭亭，分別介紹了多種適合香港品牌的社交電商模式和網絡營銷策略，和分享以創新產品及數碼營銷活化經典品牌「多多」的經驗。

工業貿易署助理署長衛懿欣，品牌局副主席吳清煥、黃偉鴻博士，以及香港貿易發展局製造業拓展總監黎華慧君等亦出席研討會。