

報章
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相關德國寶產品
Related Product(s)

香港名牌巡禮 2016

The Parade of Hong Kong Top Brands 2016

2016-08-16

頒獎典禮暨慶祝晚宴

德國寶 German Pool

Top

香港名牌巡禮

The Parade of
Hong Kong Top Brands

2016





2015年「香港名牌選舉」決賽評審團成員與品牌局總裁合照。左起：香港設計師協會主席盧永強、香港工業總會主席鄭文聰、香港中華廠商聯合會會長李秀恒、工業貿易署署長麥靖宇、香港生產力促進局主席劉展灝、香港品牌發展局副主席吳清煥、香港貿易發展局製造業拓展總監梁國浩（代表該局副總裁葉澤恩）、香港品牌發展局總裁梁世華。

Final Judging Panel of 2015 Hong Kong Top Brand Awards posed for a picture with Chief Executive Officer of the BDC. From left, Chairman of Hong Kong Designers Association Mr David Lo, Chairman of the Federation of Hong Kong Industries Prof Daniel Cheng, President of the Chinese Manufacturers' Association of Hong Kong Dr Eddy Li, Director-General of Trade and Industry Mr Kenneth Mak, Chairman of the Hong Kong Productivity Council Dr Stanley Lau, Vice Chairman of the Hong Kong Brand Development Council Mr Ng Ching Wun, Director (Product Promotion) of Hong Kong Trade and Development Council Mr Stephen Liang (representative of Deputy Executive Director Mr Raymond Yip), and Chief Executive Officer of the BDC Mr Paul Leung.



2015年「香港服務名牌選舉」決賽評審團成員與品牌局總裁合照。左起：香港旅遊發展局市場推廣總經理曹天麗（代表該局主席林建岳）、香港零售管理協會副主席倪文玲、香港品牌發展局主席黃家和、商務及經濟發展局副局長梁敬國、香港理工大學副校長（行政及營運）盧麗華（代表該校校長唐偉章）、香港總商會政策及發展副總監石平佛（代表該會總裁袁莎妮）、香港品牌發展局總裁梁世華。

Final Judging Panel of 2015 Hong Kong Top Service Brand Awards posed for a picture with Chief Executive Officer of the BDC. From left, General Manager (Marketing) of Hong Kong Tourism Board Ms Tina Chao (representative of Chairman Dr Peter Lam), Vice Chairman of Hong Kong Retail Management Association Ms Malina Ngai, Chairman of the Hong Kong Brand Development Council Mr Simon Wong, Under Secretary for Commerce and Economic Development Mr Godfrey Leung, Vice President (Administration and Business) of The Hong Kong Polytechnic University Dr Miranda Lou (representative of President Prof Timothy Tong), Assistant Director (Policy and Development) of the Hong Kong General Chamber of Commerce Mr Thinex Shek (representative of CEO Miss Shirley Yuen), and Chief Executive Officer of the BDC Mr Paul Leung.



2015年「香港新星品牌選舉暨新星服務品牌選舉」決賽評審團成員合照。左起：香港中小企業總商會副會長梁牧群、香港城市大學副校長（發展及對外關係）兼資訊系統與電子商務講座教授李國安、商務及經濟發展局副秘書長（工商）張趙凱瑜（代表該局常任秘書長容偉雄）、香港品牌發展局副主席陳國民、香港品質保證局副主席何志誠、香港設計中心行政總裁利德裕。

Final Judging Panel of 2015 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards posed for a picture. From left, Vice President of the Hong Kong General Chamber of Small and Medium Business Mr Simon Leung, Vice President (Development and External Relations) and Chair Professor of Information Systems & Electronic Commerce of City University of Hong Kong Prof Matthew Lee, Deputy Secretary for Commerce and Economic Development (Commerce and Industry) Mrs Alice Cheung (representative of Permanent Secretary Mr Philip Yung), Vice Chairman of the Hong Kong Brand Development Council Dr Edward Chan, Deputy Chairman of the Hong Kong Quality Assurance Agency Ir C S Ho, and Executive Director of Hong Kong Design Centre Dr Edmund Lee.

慶祝晚宴花絮 Gala Dinner Highlights



1. 一眾嘉賓於簽名板前駐足留影。
Honourable guests arrived at the signing board.
2. 慶祝晚宴筵開六十席，出席嘉賓逾 700 人。
More than 700 guests attended the Award Presentation Ceremony-cum-Gala Dinner.
3. 主辦機構代表合照。
Representatives of the Organisers posed for a group picture.
4. 慶祝晚宴之前亦設有酒會，嘉賓雲集，氣氛熱烈。
Guests gathered at the cocktail reception before the Gala Dinner.

精選篇：香港名牌



品牌

德國寶

創立時間

1982年

公司

德國寶(香港)有限公司

獎項(年份)

香港名牌(2004年)、
香港卓越名牌(2008年)、
香港名牌十年成就獎(2013年)

主要產品

生活電器、嵌入式電器、熱水器、
廚櫃及高級訂製櫃

「TOP 嘜」核准類別

電熱水器、抽油煙機、
氣體煮食爐、廚櫃、電磁爐、
冷氣機、浴室暖風機、
家用電熱式食品處理器具
(蒸汽焗爐、低溫慢煮器)、
家用電動食物處理器(食物
攪拌器)



成名之道

「德國寶」以「創新時尚、健康養生、
節能環保、優質安全、貼心簡單」為核
心價值，提供優質電器和廚櫃，讓優質
生活垂手可得——德國寶(香港)有限
公司創辦人兼董事長陳國民博士。

公司特寫

「德國寶」始創於1982年，憑著優質德
國進口即熱式電熱水器建立口碑；34年
來不斷推陳出新，產品種類涵蓋家庭電
器、廚櫃、電熱水器及個人護理產品。
「德國寶」於中港澳開設6個大型廚櫃
及家庭電器陳列中心，並進駐本港近
1,000個銷售點，以及內地300家大型
電器連鎖店及百貨公司；更於2015年
獲邀踏足天貓國際、京東及1號店等電
商平台。



品牌風采

「德國寶」積極奉行「BUD」，即品牌推廣、產品提升及內銷。推廣方面，
除平面及電視廣告外，積極開拓Facebook、微博及微信等新媒體，以及
與業務夥伴進行聯乘推廣；產品提升方面，研製「自然養生機」、「光波爐」、
「韓式光波燒烤爐」、「自家製麵條機」及「變頻萬用養生鍋」等生活電器，
推動養生和健康文化；內銷方面，利用連鎖電器店、百貨公司、展
貿等傳統渠道，配合團購、網購、航空及郵輪購物等嶄新平台，成為
首家成功開展「上天下海」、「跨境Duty Free渠道」的香港電器及
櫥櫃品牌。「德國寶」把握機遇，於南沙、西安、深圳等建立O2O
體驗店，由專職團隊負責線上推廣與線下體驗店的營運。

憑藉30多年的堅持，「德國寶」屢獲殊榮，包括「香港名牌十年
成就獎」、「香港卓越名牌」、「卓越企業品牌大獎」、「大中華卓越貢
獻品牌大獎」、「傑出企業社會責任獎」、「香港星級品牌」、「香港超
級品牌」、「中國家電行業十大影響力品牌」及「中國廚櫃行業十大
影響力品牌」等；更獲頒「ISO」及「Q 嘜」等證書。

聯絡資料

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Wits for Win

German Pool brings quality and enjoyment to consumer's life through its large array of premium electric appliances and kitchen cabinetry that are innovative, stylish, healthy, green, safe and user-friendly — *Dr Edward Chan, Founder and Managing Director of German Pool (Hong Kong) Limited.*

Company Profile

Established in 1982 and headquartered in Hong Kong, German Pool initially earned its reputation for high-quality electric water heaters imported from Germany. Over the years, it has sought to diversify product lines, extending to lifestyle appliances, kitchen cabinetry, and personal-care products. German Pool has 6 flagship showrooms in Hong Kong, Macau and Mainland China, along with nearly 1,000 distribution points covering Hong Kong's major electrical appliance chain stores and department stores as well as 300 outlets in the Mainland. Since 2015, most of German Pool's popular products are available on online platforms like Tmall.HK, JD.COM and Yihaodian.



Track of Glory

German Pool puts a lot of effort into Branding, Upgrading, and Domestic Sales (BUD). In terms of branding, German Pool not only maintains an active presence in printed media, TV commercials as well as social media including Facebook, Weibo and WeChat, but also joins force with business partners in cross promotions. In regard to product upgrading, German Pool attaches much importance to "health" and "nourishment" through the introduction of a series of lifestyle appliances, such as 3D infrared Korean barbecue grill, automatic dough and noodle maker, and auto-power multi-functional health cooker. To tap into the domestic market in Mainland China, German Pool is the pioneer of the industry to exploring "duty free" sales channels on airplanes and cruise liners; and it has set up O2O shops in Nansha, Xian and Shenzhen, supported by a professional team, to integrate online promotion and offline operation.

By dint of over 30 years' hard work, German Pool has earned a host of enviable accolades, including "Hong Kong Top Brand Ten Year Achievement Award", "Hong Kong Premier Brand", "Outstanding Corporate Image Award", "Greater China Excellent Contribution Brand Award", "The 1st Outstanding Enterprise Social Responsibility Award", "Superbrands Hong Kong", "Top 10 Most Influential Kitchen Cabinetry" and "Electrical Appliances Brand", in addition to numerous certificates like "ISO" and "Q-Mark". These are testimony to German Pool's unswerving determination to bring the best to consumers and maintain a leading position in the market. 🏆



Brand

German Pool

Time of Establishment

1982

Company

German Pool (Hong Kong) Limited

Awards (Year)

Hong Kong Top Brand (2004),
Hong Kong Premier Brand (2008),
Hong Kong Top Brand Ten Year
Achievement Award (2013)

Main Products

Lifestyle Appliances, Built-in
Appliances, Water Heating Systems,
Kitchen Cabinetry & Custom Cabinetry

"Top Mark" Registered Categories

Electric Water Heater, Range Hood,
Gas Cooking Range, Kitchen Cabinet,
Induction Cooker, Air Conditioner,
Bathroom Thermo Ventilator,
Household Electric Appliance with
Thermo Device (Steam Oven, Slow
Cook Circulator), Household Electric
Food Processor (Food Grinder)

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歷屆香港名牌選舉得獎名單

List of Hong Kong Top Brand Awards Winners

香港名牌 Hong Kong Top Brand

1999					
2000					
2001					
2002					
2003					
2004					
2005					
2006					
2007					

歷屆香港名牌選舉得獎名單

List of Hong Kong Top Brand Awards Winners

香港卓越名牌 Hong Kong Premier Brand

2002	 A-FONTANE 雅芳婷				
2003	 余仁生 Eu Yan Sang	 GP 超霸	 獅球嘜		
2004	 AQUA PURE 藍泉	 李錦記 LEE KUM KEE			
2005	 金至尊 3D-GOLD	 淘天 AMOY			
2006	 CROCODILE	 四洲	 六福珠寶 LUKFOOK JEWELLERY	 GALAXY	
2007	 美心 Maxim's	 WING WAH			
2008	 ZO36	 DR-KONG	 GERMAN 德國寶	 刀嘜 Knife	
2009	 美時 Lamex	 海馬牌 SEA HORSE			
2010	 雞仔嘜 CHICKEN	 伍元堂			
2011	 獅球嘜	 灣仔碼頭			
2012	 雅蘭	 CATALO	 善記	 盛成夾萬 Safewell	 壽桃 SAUTAC
2013	 官燕棧	 百老匯 PATCHUN			
2014	 EDO Pack	 茲曼尼 GIORMANI	 GOODWAY 威馬電器	 奇華餅家 kee wah bakery	
2015	 鴻福堂 HUNG FOOK TONG	 SINOMAX			

香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award

2008	 A-FONTANE 雅芳婷	 李錦記 LEE KUM KEE	 WING WAH	
2009	 CROCODILE	 刀嘜 Knife	 獅球嘜	
2010	 余仁生 Eu Yan Sang	 AMT		
2011	 雞仔嘜 CHICKS	 四洲	 海馬牌 SEA HORSE	 伍元堂
2012	 金至尊 3D-GOLD	 美心 Maxim's		
2013	 雅蘭	 GERMAN POOL 德國寶	 六福珠寶 LUKPOOK JEWELLERY	 壽桃 SAUTAC
2014	 ZO36	 蓋記	 官燕棧	
2015	 DR·KONG	 GOODWAY 威馬電器		