

宗旨

「香港新星品牌選舉」和「香港新星服務品牌選舉」旨在表彰香港公司創立的新興品牌，激勵業界銳意進取，透過創建品牌提升香港產品和服務的附加價值和競爭力。

Objectives

Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards give recognition to up-and-coming young brands established by Hong Kong companies, with an aim to encourage the industries to embrace an enterprising spirit and to enhance the value-added attributes and the competitive edges of Hong Kong products and services through brand-building.

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 2014



主辦機構
Organisers:



香港品牌發展局
Hong Kong Brand
Development Council



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

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