



# 香港中小型企业總商會

The Hong Kong General Chamber of Small and Medium Business

敬啟者：

## 誠邀 貴司參加 2021【鵬程中小企青年創意創業獎】選舉

為表揚香港年青一代自強不息的精神，並鼓勵及支持香港青年發揮創業精神，香港中小型企业總商會舉辦【鵬程中小企青年創意創業獎】的選舉，**現已接受報名**，藉此公開嘉許及表揚獲獎青年所擁有的創業精神、獨特的經營概念及對社會作出的貢獻，從而增強社會各界對得獎者的認識。**為鼓勵年青人創立本地文化產業，增設「鵬程中小企青年創意創業大獎」一名，可額外獲得港幣\$20,000 元正，以示鼓勵。**

回顧過去，候選及獲獎企業數目每年不斷增加，可見獎項認受性日益遞增，並得到廣泛人士認識。本會會透過不同渠道宣揚獲獎企業予各界人士，當中包括：Capital、經濟一週、文匯報、經濟日報、星島日報及新城電台等等，利用其廣大的市場網絡，讓不同界別人士認識及了解獲獎企業的優勝之處。另外，本會每年亦會參與不同的博覽會，包括：香港貿發局舉辦之「創智營商博覽」、「創業日」、廣州政府舉辦之「中博會」等等，希望藉此加強各界對獲獎企業的認識，提升中小企業的形象。

今年，本會非常榮幸繼續得到「鵬程慈善基金」的支持。現誠邀 貴司參加 2021【鵬程中小企青年創意創業獎】選舉，競逐該獎項的殊榮。有關詳情，請參閱附上的宣傳單張或瀏覽本會網站 [www.hkgcsmb.org.hk](http://www.hkgcsmb.org.hk)。祈盼 貴司能踴躍參加，並鼎力支持是次選舉。如有任何查詢，歡迎與本會黎小姐(Hetty)【電話：2325 9189】聯絡。熱切期待 貴司的參與！

## 截止日期：3 月 12 日，請即報名參加！

香港中小型企业總商會



周嘉弘  
會長



胡智聰  
「中小企獎」籌委會主席

聯啟

2021 年 1 月 12 日

秘書處：香港九龍紅磡馬頭圍道39號紅磡商業中心A座10樓1003室  
Secretariat : Rm 1003, 10/F, Block A, Hunghom Commercial Centre, 39 Ma Tau Wai Road, Kln., H.K.  
Tel : 2325 9189 Fax : 2329 3749 Email : [info@hkgcsmb.org.hk](mailto:info@hkgcsmb.org.hk) Website : [www.hkgcsmb.org.hk](http://www.hkgcsmb.org.hk)



主辦機構

冠名贊助



香港中小型企业總商會  
The Hong Kong General Chamber of  
Small and Medium Business



# 2021

## 鵬程中小企青年創意創業獎

### Bright Future SME's Youth Creative Entrepreneurship Grand Award

申請企業皆須具備創意或創新的商業模式、產品或服務

鵬程中小企青年創意創業大獎  
Bright Future SME Youth Creative  
Entrepreneurship Award

獎金港幣 Grand Award  
\$20,000元正 \$20,000  
(名額1名) (1 Prize)

## 申請須知

## Application Guidelines

香港中小型企業向來是香港工商業的重要支柱之一，佔香港所有註冊企業的98%，在私營企業中僱用了超過60%的就業人口，其重要性不言而喻。為推動香港中小企的持續發展，本會於2006年創辦「最佳中小企業獎」及「中小企業最佳拍檔獎」，藉此公開嘉許及表揚獲獎中小企業的企業精神及曾經給予中小企業大力支持的拍檔企業。同時，為鼓勵青年創意創業精神及表揚其獨創營銷意念，本會於2014年得到「鵬程慈善基金」的支持，創辦了「鵬程中小企青年創意創業獎」，以肯定及加強他們的創意理念及持續發展。

SMEs have always been one of the pillars of Hong Kong's economy. Accounting for 98% of all registered companies in Hong Kong and employing more than 60% of the working population in the private sector, their importance is self-evident. To promote sustainable development of Hong Kong's SMEs, the Chamber established the "Best SME's Award" and "Best SME's Partner Award" in 2006 to publicly recognize and commend the entrepreneurial spirit of winning SMEs and partner organizations that have provided great support to local SMEs. Furthermore, to encourage young creative entrepreneurship and praise their original marketing ideas, with the supported of the "Bright Future Charitable Foundation", the Chamber in 2014 established the "Bright Future SME's Youth Creative Entrepreneurship Award", thereby affirming and strengthening their innovation drive and continuous development.

為鼓勵年青人創立本地文化產業，獎項更增設了「鵬程中小企青年創意創業大獎」一名，可額外獲得港幣\$20,000元正作獎金，以示鼓勵。

To encourage young entrepreneurs to contribute towards the local cultural industries, a Grand Award has been established. The selected winner will be awarded HK\$20,000 (1 prize).

## 宗旨 Purposes

- 表揚香港青年自強不息的創意創業精神  
Publicly commend the creative entrepreneurial spirit of local youth;
- 鼓勵及支持香港青年發揮無窮創意、為產業注入創新原素和獨特的經營概念  
Encourage and support local youth to inject innovative elements and unique operational concepts to industries and trades through their boundless creativity;
- 嘉許青年企業對社會作出的貢獻  
Express appreciation towards youth's contribution to the society;
- 增強社會各界對獲獎企業的認識  
Promote and strengthen public's awareness and understanding of the winning enterprises.

## 參選資格 Eligibility

1. 參選企業之東主或領導須於2020年12月31日或之前年齡介乎18至45歲。  
The owner or leader of the participating organizations/companies ('the candidate') must be aged between 18 and 45 years as at 31st December 2020 .
2. 參選者必須持有有效之香港永久性居民身份證。  
Candidates must hold a Hong Kong Permanent Identity Card.
3. 參選企業必須於2020年12月31日或之前在香港註冊超過一年或以上，但不超過五年，並且以香港為主要的營運基地，並擁有最少一年由會計師核准的財務報表。  
Candidates' organizations/companies must have registered in Hong Kong before 31st December 2020 for one year or more, but not exceeding five years, using Hong Kong as their main operating base, and have available audited financial reports for at least one year.
4. 參選企業須為中小企規模之公司，而上市公司則不能參與有關獎項。  
Candidates must be enterprises of small to medium size. Listed companies are not eligible.



## 評審標準 Judging Criteria

### 1. 選舉將參照以下五個標準作出評分：

Scores in the following five areas are assigned according to the judging panel's rating:

- a. 企業領導者的才能和背景 15%  
Background and competency of the candidate firm's leadership 15%
- \* b. 企業的創新創意、規劃及經營理念 60%  
Operation concept and corporate's planning and innovation 60%
  - 企業特色和突出之處  
Unique characteristics of the enterprise
  - 企業對於產品和策劃上的創意  
Innovation in the enterprise's products/services and planning
  - 企業之營銷策略及可持續性  
Marketing and sales strategies and their sustainability
  - 企業之市場定位及其產品/服務於市場上的競爭優勢  
Market positioning and the competitive advantages of the enterprise's products/services
  - 企業之市場推廣策略、顧客關係管理及成本效益  
Promotion strategy, customer relations management (CRM) and cost-effectiveness
- \* c. 企業如何在同業的競爭中突圍而出 10%  
How the enterprise outperforms its peers in competition 10%
- d. 企業之財務及成本控制 5%  
Financial and cost control 5%
- e. 企業之人才培訓及社會服務或貢獻 10%  
Manpower/talent development and social services/contributions 10%

參選企業可根據以上五個標準，提供公司之企業簡介(如產品類別或服務對象、發展歷史及內地業務等)值得甄選及評審委員會揀選的原因，撰寫報告並以簡報(PowerPoint)形式遞交。

Candidates can submit an enterprise profile highlighting and elaborating on the above five criteria that they consider the judging panel should favorably consider. Besides this write-up report a PowerPoint presentation file should also be enclosed.

### 2. 選舉活動分初步甄選及最後評審，最後評審將會以面試形式進行。評審團在面試的基礎上，綜合考慮參選企業提供的資料決定獲獎名單。

Election will go through two stages: Initial Selection and Final Assessment. The Final Assessment is conducted in the form of panel interview. The judging panel will take into consideration the interview result and the submitted information in determining the final winner list.

### \* 評審團關注之重點事宜！



## 參選得益及回報 Benefits and Rewards

- 提升獲獎企業在其所屬行業的知名度及專業認受性  
Raise the level of recognition and professional acceptance of the award-winning institutions/enterprises in their respective industries;
- 肯定獲獎企業在社會的成就  
Acknowledge the achievements of the award-winning institutions/enterprises in society;
- 讓社會各階層人士認識到獲獎企業對業務精益求精之道，自強不息的精神及其提升客戶滿意程度的堅持。  
Enable the community to note how the winning enterprise strives for excellence, and recognize its perseverance in continuously improving itself and enhancing customer satisfaction;
- 提升香港中小型企業青年翹楚的典範  
Enhance the youth role model standards of Hong Kong's SMEs.

此外，大會更會透過傳媒對獲獎企業作廣泛報導，包括在香港與內地有關中小企業的展覽會中宣傳，務求令社會各界得知獲獎企業是香港中小型企業的典範，獲獎企業除獲邀出席主辦單位香港中小型企業總商會所舉辦的頒獎典禮暨晚宴外，在提升知名度的同時，日後可在其宣傳資料及廣告內，使用【鵬程中小企青年創意創業獎】的標誌，於進行市場推廣時，宣傳獲獎的卓越成就。

The Chamber will also widely publicize the organizations'/companies' award winning through the media, including publicity in local and Mainland SME-related trade fairs, to enable the community and trades to be well aware of the award-winning institutions/companies as good role models of Hong Kong's SMEs. In addition to being invited to attend the Award Ceremony and Dinner hosted by the Hong Kong General Chamber of Small and Medium Business, winners can incorporate the "Bright Future SME's Youth Creative Entrepreneurship Award" logo in their future promotional materials and advertisements, leveraging on the honor and glory they have gained in recognition of their achievements.

## 獲獎效益 Award-winning Benefits

各獲獎企業均獲得以下獲獎及宣傳效益，內容包括：

Each award-winning enterprise will receive the following prizes and publicity benefits, including:

1. 「鵬程中小企青年創意創業獎」獎盃一座  
"Bright Future SME's Youth Creative Entrepreneurship Award" trophy
2. 得獎證書一張  
Award certificate
3. 得獎錦旗一幅  
Award pennant
4. 頒獎典禮宴席一位  
Award ceremony banquet seats for one
5. 頒獎典禮場刊之公司介紹一版  
One page introducing your enterprise in the Award presentation ceremony souvenir program brochure
6. 得獎感受 (於晚宴酒會時段、Facebook及Youtube平台播放)  
Award winner's testimonials (to be played during the banquet cocktail reception, and on Facebook & YouTube)
7. 《中小企攻略》錄影訪問節目  
To appear on the video interview program "Small and Medium Enterprises Strategy" (to be shown to public at HKTDC Smartbiz Expo booth, and on Facebook & YouTube)
8. 刊登報章  
Publishing the name and logo of your enterprise on local newspapers
9. 財經月刊 (資本雜誌)  
Publishing the name and logo of your enterprise on the Capital Magazine, the financial monthly

## 獎項 Awards

「鵬程中小企青年創意創業獎」(名額不限)

Bright Future SME's Youth Creative Entrepreneurship Award

(There is no limit in the number of awardees.)

獲獎企業可獲

- 獎座及錦旗
- 於「得獎特刊」免費一版公司簡介

Award winners will each be presented a trophy and a banner. A full page will be reserved in the award souvenir program supplement for introducing the winning organization/company free of charge.

「鵬程中小企青年創意創業大獎」(名額1名)，由評審於獲獎企業中，選出最具創新意念及可持續發展的企業，可額外獲得獎金港幣\$20,000元正(由「鵬程慈善基金」贊助)。

The judging panel will elect from among the award winners one organization/company that it considers most innovative and sustainable in its future development as the Grand Award winner. A cash prize of HK\$20,000, sponsored by the "Bright Future Charitable Foundation", will be awarded to this winner.

## 報名須提交之文件及相關費用 Documentation and Fees

參選企業須於2021年3月12日或以前，提交以下資料：

Participating organizations need to submit the following documentation on or before Mar 12, 2021:

1. 已簽署的參加表格  
Signed participation form
2. 商業登記(BR)副本、公司註冊證書(CI)副本及身份証(HKID)副本  
Copy of Business Registration (BR) and Company Registry Certificate (CI), and Hong Kong Identity Card
3. 最近一年並擁有會計師核準的財務報告副本  
(若 貴司擁有內地業務，可提供相關資料及財務報告)  
Copy of audited financial report of the latest one year  
(If your company has business operation in the Mainland, please further provide relevant information and financial reports)
4. 100字的企業簡介 (以Word 檔遞交)  
An organization profile of no more than 100 words (in Word file format)
5. PowerPoint簡介 (供最後評審之用)  
A PowerPoint presentation file describing your organization  
(for the judging panel's final review)
6. 企業商標 (AI格式)  
Organization logo (in AI format)
7. 曾獲獎之證明副本 (如有)  
Copy of certification of award(s) that your organization has won before (if any);

報名費、評審費及行政費 全免

Registration fee, assessment fee and administration fee are all FREE.

宣傳及製作費 全免

Promotion and production fees are also EXEMPTED.

參選企業可將以上文件，於截止日期前以郵寄或送遞方式交至香港中小型企業總商會

【地址：香港九龍紅磡馬頭圍道39號紅磡商業中心A座10樓1003室】。

Participating organizations should submit the above documents to the Hong Kong General Chamber of Small and Medium Business by mail or courier service before the deadline.  
[Address: Rm 1003, 10/F, Block A, Hunghom Commercial Centre, 39 Ma Tau Wai Road, Kln., H.K.]

## 標誌使用 Logo Use

「鵬程中小企青年創意創業獎」之獲獎企業，將獲得該年份之標誌，並可於卡片、宣傳資料及廣告內永久使用。

Winners of the “Bright Future SME’s Youth Creative Entrepreneurship Award” will be conferred an award logo of the year that they can permanently replicate on their organizations’ business cards, publications and all publicity materials.

## 截止、甄選及評審日期 Deadline, Review and Selection Dates

截止日期：2021年3月12日

Application Deadline: 12 Mar, 2021

初步甄選通知：2021年4月初

Notification Date of Initial Selection Results: Beginning of Apr, 2021

最後評審結果：2021年4月下旬

Final Results Announcement: End of Apr, 2021

通過初步甄選之企業會獲邀出席最後評審，由評審團以答問形式向獲選企業進行面試，每家獲選企業均有 5 分鐘時間向各評審委員簡介公司資料，各企業亦可準備過往獲獎之證明副本及 PowerPoint 供評審團參閱，而有關文件檔案須於 2021 年 3 月 12 日或之前交至秘書處。最後評審日期將稍後公佈。

Candidates having been elected after the Initial Selection will be invited to attend a final interview. Each candidate will have 5 minutes time to introduce the corporate details to the judging panel and answer queries raised by panel members. Documentation in support of candidates’ claims for past achievements/awards will be inspected and PowerPoint presentations can be set up on this occasion. The required documentation files should be delivered to the Chamber’s secretariat on or before Mar 21, 2021. The date of Final Interview will be announced later.

## 頒獎典禮暨晚宴 Award Ceremony and Celebration Dinner

2021年6月下旬

End of Jun, 2021

## 其他事項 Miscellaneous Matters

1. 參選企業提供的所有資料及評審委員在評審過程中發表的評論，主辦機構及評審委員將予以絕對保密。未能獲選的名單，將不會向外公開或公佈，以示尊重。

All the information provided by participating organizations/enterprises and the comments made by judging panel members during the review process will be kept strictly confidential by the organizer and panel members. Names of candidates that have not been selected will not be disclosed or published to show due respect to the respective institutions/companies.

2. 若參選企業與甄選/評審委員有利益衝突，該甄選/評審委員將不會參與有關參選企業之評審工作及不能以任何方式接觸該參選企業提交的資料。

If there is a conflict of interest (potential or real) between the participating organization/enterprise and individual judging panel members, the member(s) concerned will not participate in the evaluation of the participating company and will be barred from access to all the submitted information of this candidate.

3. 主辦機構對有關獎項一切事宜有最終決定權，其決定均具約束力。

The organizer has the final say on all matters relating to the award and its decisions are binding.



## 2020年評審委員會名單 2020 Name lists of the Judging Panel

### 〈最佳中小企業獎〉及〈中小企業最佳拍檔獎〉 (排名不分先後)

“Best SME’s Award” and “Best SME’s Partner Award” (in no particular order)

**主席：**商務及經濟發展局常任秘書長(工商及旅遊) 利敏貞女士, JP

**Chairman：**Ms. LEE Man Ching, Eliza, JP, Permanent Secy for Commerce & Econ Dev (Commerce, Industry & Tourism)

商務及經濟發展局副秘書長(工商) 何小萍女士

Ms. HO Siu Ping, Betty, Dep Secy for Commerce & Econ Dev (Commerce & Industry) 3

**委員：**立法會功能界別 - 工業界 (第二) 吳永嘉議員, JP

**Committee：**Hon Jimmy Ng Wing Ka, BBS, JP, Legco Member (Functional Constituency - Industrial (Second))

香港生產力促進局總裁 畢堅文先生

Mr. Mohamed D. Butt, Ex Dir of Hong Kong Productivity Council

職業訓練局執行幹事 尤曾家麗女士, GBS, JP

Ms. Yau Tsang Ka Lai, Carrie, GBS, JP, Ex Dir of Vocational Training Council

香港工業總會主席 葉中賢博士

Dr. Daniel Yip, FHKI’s Chairman and Chairman of Chariman’s Committee

香港工業專業評審局創會主席 陸地博士, JP

Dr. Lewis Luk, Founding president of The Professional Validation Council of Hong Kong Industries

香港中小型企業總商會永遠榮譽會長 陳國威先生, MH, JP

Mr. Chan Kwok Wai, MH, JP,

Life Honorable President and Executive Consultant of The Hong Kong General Chamber of Small and Medium Business Ltd.

### 〈鵬程中小企青年創意創業獎〉 (排名不分先後)

“Bright Future SME’s Youth Creative Entrepreneurship Award” (in no particular order)

**主席：**香港科學園主席 查毅超博士, BBS

**Chairman：**Dr. Sunny Chai Ngai Chiu, Chairman of Hong Kong Science and Technology Parks Corporation

**委員：**香港工業總會名譽會長 鍾志平博士, GBS, BBS, JP

**Committee：**Dr. Roy Chung Chi Ping, GBS, BBS, JP, Formerly Chairman of the Federation of Hong Kong Industries

香港理工大學專業及持續教育學院 副院長(質素保證) 趙之琨博士

Professor Chiu Chi Kwan, Professor and Associate Dean (Quality Assurance) of PolyU SPEED

香港中華廠商聯合會會長 吳宏斌博士, SBS, BBS, MH

Dr Ng Wang Pun, SBS, BBS, MH, President of The Chinese Manufacturers’ Associations of Hong Kong

香港青年聯會交流基金主席 楊全盛先生

Mr. Yeung Chuen Sing, Chairman of H.K. United Youth Exchange Foundation

香港設計中心 嚴志明教授, JP

Prof. Eric Yim, JP of Hong Kong Design Centre

2020

騰程中小企青年創意創業獎  
Bright Future SME's Youth  
Creative Entrepreneurship Award



MatrixSense



亞洲科技策劃有限公司



Nautilus Software Technologies



Qualife  
Ensure quality of life



2019

騰程中小企青年創意創業獎  
Bright Future SME's Youth  
Creative Entrepreneurship Award



永中遊艇



2018

騰程中小企青年創意創業獎  
Bright Future SME's Youth  
Creative Entrepreneurship Award



Avatech Innovation Limited



文德互聯科技有限公司  
Wingon Webtech Co., Ltd.



2017

騰程中小企青年創意創業獎  
Bright Future SME's Youth  
Creative Entrepreneurship Award



珍野傳媒集團有限公司  
Sharon Network Media Group Limited



盈安護理  
Ying On Domestic Care

2016

騰程中小企青年創意創業獎  
Bright Future SME's Youth  
Creative Entrepreneurship Award



SOUL MARKETING  
Marketing and creative solutions for SMEs



\*排名不分先後

\*(in no particular order)



# 2021申請表格 Application form

截止報名日期：2021年3月12日



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所有提交資料將嚴予保密並只供甄選及評審委員會之用，在候選人當選後摘取適當部分公佈。

All information furnished will be kept strictly confidential and will be used by the judging panel for selecting the award winners only, the appropriate information will be published only if an award is granted.

## 參加者資料 Application Information

企業名稱 / 機構 Name of Company

(中文) \_\_\_\_\_

(英文) \_\_\_\_\_

商業登記證號碼 BR. no. \_\_\_\_\_ 行業類別 Type of Business \_\_\_\_\_

公司成立年份 Established Since \_\_\_\_\_ 主要業務性質 Nature of Principal Business \_\_\_\_\_

僱員人員 No. of Employees \_\_\_\_\_ 公司網址 Website \_\_\_\_\_

公司地址 Address \_\_\_\_\_

申請人 Applicant\* \_\_\_\_\_ 職位 Position \_\_\_\_\_

聯絡人 Contact person\* \_\_\_\_\_ 聯絡電話 Telephone. \_\_\_\_\_

電郵地址 E-mail \_\_\_\_\_ 傳真號碼 Fax. \_\_\_\_\_

公司形式（有限公司 / 獨資 / 合伙） Nature of Company (Limited Company/ Sole Proprietor/ Partnership) #

提名人 Name of Nominator \_\_\_\_\_

為何提名有關公司? Why nominate the company?

申請者是否本會會員? Is the applicant a member of the HKGCSMB? (是 Yes / 否 No)#

\* 如聯絡人與申請人不同，請填此項。

# 請刪去不適用者。





## 所需文件 Submit Documents



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1. 已簽署的參加表格
2. 商業登記(BR)副本及公司註冊處證書(CI)副本
3. 身份証(HKID)副本
4. 最近一年並擁有會計師核準的財務報告副本
5. 100字的企業簡介 (以Word檔遞交)
6. PowerPoint簡介 (供最後評審之用)
7. 企業商標 (AI格式)
8. 曾獲獎之證明副本 (如有)
9. 補充資料文件

【請回答以下問題 (以Word檔遞交)】

1. 業務性質
2. 國內是否有業務發展
3. 營業額(HK\$)
4. 本年稅後利潤/(虧損)(HK\$)
5. 淨資產/(負債)(HK\$)
6. 累計盈餘/(虧損)(HK\$)
7. 特點/優點(50字以內)
8. 備註(社會服務、貢獻、其他)(50字以內)

## 參加方法 Application Procedure

### 聲明 Notice

1. 簽署並遞交此表格，表示本公司 (或本人) 同意遵守所有規則及參賽結果以主辦機構最終決定為準。  
By signing and submitting this application, the applicant company (or individual) agrees to abide by all rules and competition results as finally decided by the organizer.
2. 本公司 (或本人) 特此聲明，以上資料均真確無誤，並為本公司 (或本人) 所知的全部。  
I attest to all the facts in this nomination form, and hereby declare that the information is true to the best of my knowledge.

簽署及公司蓋章 Signature of Applicant & Company Chop :

日期 Date :

