



# 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【最佳中小企業獎】選舉

香港中小型企业是本地工商業的重要支柱之一，佔所有註冊企業的 98%，而在私營企業中僱用超過 60% 的就業人口，其重要性不言而喻。為表揚優良中小型企业自強不息、追求卓越的精神，本會創辦之【最佳中小型企业獎】選舉，現已接受報名，藉此公開表揚及嘉許獲獎中小型企業的優良文化和非凡貢獻。

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，提升中小型企業的形象。

素聞 貴司在經營理念、公司管治及文化方面有卓越表現，成績顯著，是中小型企业模範。為表揚 貴司在這方面的成就及貢獻，現誠邀 貴司參加本會舉辦之 2021【最佳中小型企业獎】選舉，競逐該獎項的殊榮。

有關詳情，請參閱附上的宣傳單張及表格或瀏覽本會網站 [www.hkgcsmb.org.hk](http://www.hkgcsmb.org.hk)。該獎項的成功，實在有賴各最佳中小型企業的參與及支持。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！

## 由於報名情況反應熱烈，2021【最佳中小型企业獎】截止報名日期

將延至 4 月 9 日(五)，歡迎各行各業的公司或機構參加。

## 請把握機會，立即報名參加。

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 3 月 9 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



香港中小企業總商會  
The Hong Kong General Chamber of  
Small and Medium Business



# 2021 最佳中小企業獎 Best SME's Award

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**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。

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.

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。

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.

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。

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.

## 宗旨 Purposes

- 公開嘉許及表揚獲獎企業所擁有的企業精神和對社會作出的貢獻  
Publicly appreciate and commend winning enterprises' entrepreneurship spirit and the contributions that they have made to 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. 參選企業必須為香港註冊公司，並且以香港為主要的營運基地，  
Participating organizations/companies ('candidates') must be registered in Hong Kong, and using Hong Kong as their main operating base.
2. 參選企業在過去的業務營運和發展過程中，對香港工商業或經濟發展有顯著的貢獻或影響；在不同領域上得到顯著的成績，以及具體展現了自強不息，克服逆境的能耐。  
Candidates have exerted extraordinary influence to Hong Kong's industries or trades, or made prominent contribution to economic development; have achieved remarkable results in different spheres; and have demonstrated special agility, sustainability and adversity accommodating capability.
3. 參選企業必須在香港註冊超過三年或以上，並擁有過往兩年由會計師核准的財務報表。  
Candidates must have registered in Hong Kong for three years or more, and have available audited financial reports for the last two years.
4. 參選企業須為中小企規模之公司，而上市公司是以中小企業規模運作，也能參與有關比賽。  
Candidates must be enterprises of small to medium size. Listed companies operate on the scale of small to medium size enterprises, can also participate in relevant competitions.

## 評審標準 Judging Criteria

### 1. 參照以下六個標準作出評分：

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

- 企業領導者的才能和背景 20%  
Background and competency of the candidate firm's leadership 20%
- 企業的規劃及經營理念 30%  
Operation concept and corporate's planning 30%
- 企業之財務及成本控制 20%  
Financial and cost control 20%
- 企業管治及文化 10%  
Corporate governance and culture 10%
- 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%
- 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六個標準，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，選寫報告並以簡報(PowerPoint)形式遞交。

Candidates can submit an enterprise profile highlighting and elaborating on the above six 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.

## 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其專業認受性  
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.

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【最佳中小企業獎】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 Best SME's Award logo in their future promotional materials and advertisements, leveraging on the honor and glory they have gained in recognition of their achievements.



## 獎項 Awards

分別設有「最佳中小企業獎」及「中小企業奮鬥精神獎」：

There are two awards, namely, "Best SME's Award" and "SME's Striving Spirit Award".

1. 『最佳中小企業獎』獎項頒授予成績顯著的企業。

The "Best SME's Award" is presented to enterprises that have achieved significant results.

2. 若未能獲『最佳中小企業獎』獎項之企業，評審團將視乎各參選企業的背景，頒發予「中小企業奮鬥精神獎」，此獎項的設立，是考慮到企業在創業路甚為艱難，參與公司雖規模較小，且在同行的競爭中較缺乏明顯的優勢，惟在激烈的競爭中，仍能屹立不倒，亦可算營商有道，其志可嘉，特頒予作為鼓勵。(每屆均設有上限)

Candidate firms that have not yet reached the "Best SME's Award" level, depending on their background and achievement, may be presented the "SME's Striving Spirit Award". This award is presented to companies that have successfully withstood serious competition in their respective trades to recognize and encourage them for their good management and entrepreneurial spirit despite their lack of obvious competitive advantages. (There is an upper limit in the number of awards in each year.)

獲獎名額由評審團視乎各參選企業的背景及資格來決定。各獲獎企業均獲頒發獎座及錦旗。

The number of winners will be determined by the judging panel depending on the background and qualifications of the candidates. Award-winning organizations will each be presented a trophy and a banner.

## 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. 「最佳中小企業獎」獎盃一座  
"Best SME Award" trophy
2. 得獎證書一張  
Award certificate
3. 得獎錦旗一幅  
Award pennant
4. 頒獎典禮宴席兩位  
Award ceremony banquet seats for two
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. 新城電台宣傳節目訪問 (智識做老闆)  
To appear on Metro Broadcast Corporation's interview program
9. 刊登報章  
Publishing the name and logo of your enterprise on local newspapers
10. 財經月刊 (資本雜誌)  
Publishing the name and logo of your enterprise on the Capital Magazine, the financial monthly

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

參選企業須於2021年4月9日或以前，提交以下資料

Participating organizations need to submit the following documentation on or before Apr 9, 2021:

1. 已簽署的參加表格  
Signed participation form
2. 商業登記(BR)副本及公司註冊處證書(CI)副本  
Copy of Business Registration (BR) and Company Registry Certificate (CI)
3. 最近兩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 last two years. 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)
8. 參選費用【支票抬頭請寫：香港中小型企業總商會有限公司】  
Participation fee (Cheques should be made payable to "The Hong Kong General Chamber of Small and Medium Business Ltd.")

### 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 HK\$19,800 (若未能通過評審，有關費用可獲全數退回)

Promotion and production fees: HK\$19,800 (fees will be fully refunded if not elected).

參選企業可將以上文件及費用，於截止日期前以電郵或郵寄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 and fees to the Hong Kong General Chamber of Small and Medium Business by email or courier service before the deadline. [Address: Rm 1003, 10/F, Block A, Hung Hom Commercial Centre, 39 Ma Tau Wai Road, Kln., H.K.]

## 標誌使用 Logo Use

「最佳中小企業獎」及「中小企業奮鬥精神獎」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 "Best SME's Award" and "SME's Striving Spirit 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

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截止日期：2021年4月9日

Application Deadline: 9 Apr, 2021

初步甄選通知：2021年5月初

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

最後評審結果：2021年5月下旬

Final Results Announcement: End of May, 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 4 月 9 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 9 Apr, 2021. The date of Final Interview will be announced later.

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

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2021年7月初

Beginning of July, 2021

## 其他事項 Miscellaneous Matters

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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



最佳中小企業獎  
Best SME's Award



中小企業最佳拍檔獎  
Best SME's Partner Award

最佳拍檔金獎

最佳拍檔獎



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



\*排名不分先後  
(in no particular order)



香港中小企業總商會  
HKGCSMB

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  
電話：2325 9189 傳真：2329 3749  
電郵：hkgcsmb@hkgcsmb.org.hk  
網址：http://www.hkgcsmb.org.hk



# 2021申請表格 Application form

截止報名日期：2021年4月9日



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 Name of Nominator \_\_\_\_\_

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



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. **【最佳中小企業獎】**最近兩年並擁有會計師核準的財務報告副本  
**【中小企業最佳拍檔獎】**最近一年並擁有會計師核準的財務報告副本
4. 100字的企業簡介(以Word檔遞交)
5. PowerPoint簡介 (供最後評審之用)
6. 企業商標(AI格式)
7. 曾獲獎之證明副本(如有)
8. 參選費用 (支票抬頭：香港中小型企業總商會有限公司)
9. 補充資料文件 **【中小企業最佳拍檔獎除外】**  
(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）所知悉的全部。  
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 :

