

香港工商業獎

2018
HONG KONG
AWARDS FOR
INDUSTRIES

HONG KONG
香港



消費

2018

產品設計

CONSUMER PRODUCT DESIGN

Call for Entry

SALE



香港工業總會
Federation of
Hong Kong
Industries

消費產品設計

CONSUMER PRODUCT DESIGN

2018



免費參加 Free of Charge

宗旨

「香港工商業獎 - 消費產品設計」比賽旨在促進產品設計，肯定產品設計對香港工業的重要性，以及鼓勵本港企業家提高產品設計水平及促進產品研究與發展。是項比賽亦旨在表揚和鼓勵在不同工業表現中有傑出成就的企業，並推廣成功典範的經驗和策略。

主辦機構

香港工業總會乃此項比賽的主辦機構，所有有關事務均由工總轄下香港設計委員會負責。

自一九六零年成立以來，工業總會一直致力服務工商界，並作為一個有效的渠道向政府反映業界的意見。透過舉辦這個比賽項目，工業總會期望不斷推高本港產品的設計及創新水準。

參賽資格

參賽的消費產品或與消費者有關的產品（即設計的消費產品是用於個人用途及生活（例如家居、品味、休閒、健康、體育等），其他產品不是用於個人用途及生活（例如技術員儀器 / 工具、路燈、展覽用電子屏幕等）不會接受申請），必須全部或部份是香港的設計。設計公司、貿易公司或代理商如得到上述產品的公司同意，均可代表參加。

提交之產品應是近年的新設計及已生產，最好面世不超過兩年。

對大多數參賽產品而言，所謂生產是指大量生產，但某些設計的本質可能無法進行大量生產，例如須極度講究時款的產品、貴重珠寶、為顧客度身訂造的產品等。此類少量生產的產品亦符合參加資格。

所有參賽報名必須以公司或機構名義參加。以私人名義參加者，**恕不接受**。另外，參賽者必須是香港註冊公司 / 機構或擁有香港商業登記証。

政府部門 / 機構不可參加香港工商業獎。資助機構或非政府部門法定機構（例如大學）則不在此限。

（主辦機構保留對產品或公司之參賽資格的最後決定權。）

OBJECTIVE

The HONG KONG AWARDS FOR INDUSTRIES - CONSUMER PRODUCT DESIGN is established to promote and recognise the importance of product design in Hong Kong, and to encourage local entrepreneurs to improve the design, research and development of their products. The award scheme also aims to recognise and encourage excellence as well as to promote successful practices and strategies in different aspects of industrial performance.

ORGANISER

The Federation of Hong Kong Industries is the organiser of the Award, and the Federation's Design Council of Hong Kong is responsible for all kinds of execution and organising work concerned.

Since its inception in 1960, the Federation's prime goals have been to serve the many needs of Hong Kong's industrial and business communities and act as an effective channel to reflect views of the industry to the Government. Through organising this Award competition, the Federation aims to raise the standards of product design & innovation in Hong Kong.

ELIGIBILITY

Eligible entries should be consumer products or consumer-related products (i.e. Consumer Products designed for personal use and living purpose (e.g. home, lifestyle, leisure, health, sports, etc.), other product not for personal use and living purpose (e.g. technician equipment / tool, highway lighting, electronic display for exhibition, etc) shall not be accepted), wholly or partly a Hong Kong design. Design firms, trading companies or agents can enter the competition with the permission of the above products' proprietary right owners.

Products submitted must be newly designed and in production, and preferably have not been on the market for more than 2 years.

Whilst in most cases 'production' is interpreted to mean mass production, it is acknowledged that the nature of certain design makes this impracticable, for example, high fashion products, precious jewellery and custom-made items. All such small production products are eligible for entry.

Application will **not be accepted** if it is submitted in the name of an individual instead of a company or an organisation. Besides, the applicant must be a Hong Kong registered company / organisation or possess a valid Hong Kong Business Registration Certificate.

The Award will not be open to departments / agencies of the HKSAR Government. The restriction however does not cover public-funded or non-governmental statutory institutions (like universities).

(The Organiser reserves the right to make the final decision on the eligibility of entrants.)

產品性質

大部份消費產品或與消費者有關的產品基本上均可參賽（即設計的消費產品是**用於個人用途及生活**，例如家居、品味、休閒、健康、體育等），例如：

電腦有關產品；
電子產品；
電器產品；
玩具；
首飾鐘錶；
服裝及服裝配襯品；
傢俬及家居用品等等

評審準則及甄選

評審準則包括：

- 設計（外觀 / 功能）
- 品質
- 環保
- 市場銷售性
- 功能之實際用途
- 創新性
- 安全性

以上評審準則僅供參考，次序並非按重要性排列。其他評審準則，例如價格、市場佔有率、使用方便程度、社會貢獻等等，如適用時，亦被考慮。

評審委員會從參賽產品中評選出他們認為最佳的一件產品，頒予「**香港工商業獎：消費產品設計大獎**」。

此外，評判委員會亦會選出一些值得加以表揚的產品而授予「**香港工商業獎：消費產品設計獎**」及「**香港工商業獎：消費產品設計優異證書**」。

倘若評判委員會認為其中參賽產品不值得獲獎，則有權決定不頒發獎項。

主辦機構委任的技術顧問會在有需要時測試產品。倘若參賽產品未能符合測試標準，其參賽資格將自動被取消。倘若不能將實物提交主辦機構以供查視之情況，主辦機構及評判委員會可要求前往有關工廠或其他地方實地查視有關產品。

主辦機構及評判或要求參賽公司進行產品示範。屆時，參賽公司須委派高級人員在評選時親臨講解及示範操作參賽產品。

PRODUCT NATURE

Most of the consumer products or consumer-related products are basically eligible to enter (i.e. Consumer Products designed for **personal use and living purpose** (home, lifestyle, leisure, health, sports, etc.)), such as:

Computer-related Products;
Electronic Products;
Electrical Products;
Toys;
Jewellery, Watches & Clocks;
Clothing & Fashion Accessories;
Furniture & Household Products, etc

JUDGING CRITERIA & ASSESSMENT

Followings are the primary factors for assessment:

- Design (Esthetic / Functional)
- Quality
- Environmental
- Marketability
- Usefulness of functions
- Innovation
- Safety

The above judging criteria are provided for reference only and do not follow in the order of importance. Other criteria such as price, market shares, user-friendliness, contribution to society etc. will also be considered where appropriate.

The Judging Panel will then select the one considered to be the best and recommend it as the **Hong Kong Awards for Industries: Consumer Product Design Grand Award**.

The Judging Panel will also select some outstanding products to be awarded the **Hong Kong Awards for Industries: Consumer Product Design Awards** and **Hong Kong Awards for Industries: Consumer Product Design Certificates of Merit**.

If the judges decide that any product(s) does not merit any particular award, the granting of it will be withheld.

The Organiser's appointed Technical Adviser will test the product when necessary. If the entry product does not pass the test, it will be disqualified automatically. Where the product cannot be submitted for inspection, the Organiser and the judges may ask to assess the product at the factory or in other places.

The Organiser and judges may require entrants to present their product(s). During the judging process, senior staff may be asked to appear in person to explain and demonstrate the product(s).

參賽規則

主辦機構的角色旨在提供一個場合讓有興趣的公司及團體提交產品參賽，競逐獎項。主辦機構的功能**不在**於查證提交資料的真實性或裁決設計的產權或知識產權。只有法庭才有權力對該等爭議作出裁決。因此，主辦機構**不會**介入任何因參賽產品或公司的產權或知識產權所引起的糾紛。

如參賽者提供錯誤、不全或失實的資料，主辦機構有權取消該產品的參賽資格及獎項。

主辦機構有絕對酌情權修改評審規則和準則。就選拔得獎者而言，最終評審委員會擁有最終決定的權力。主辦機構亦保留權力，可取消得獎者的資格，以及收回或撤銷任何已頒發的獎項而無需賦予得獎者任何追討賠償的權利。

主辦機構及評審委員會擁有最終決定，一切有關事宜均具約束力。參賽公司提交報名表，等於表示同意遵守主辦機構及評審委員會所作的一切決定。

主辦機構 / 評判不須向參賽者或其他人透露 / 解釋產品評選之詳情及勝出或落選的理由。

主辦機構可自行對參加的產品進行技術及使用測試。測試或會引致產品受損壞，主辦機構概不負責賠償責任。

在任何情況下，主辦機構對參賽產品的遺失或損壞，亦不負責賠償責任。

主辦機構擁有保存、展覽及宣傳參賽產品之權利。

獎項及優惠

獎項將由香港特區行政長官或代表在頒獎禮上頒發。

另一方面，得獎產品有機會可以免費在香港的展覽刊物登出得獎作品以作宣傳。

主辦機構保留對以上優惠的最終決定權。

RULES & REGULATIONS

The role of the Organiser is primarily to provide a forum for interested parties to submit their products with a view to winning the Award. It is **not** the function of the Organiser to verify the information submitted by the applicant nor to vet any designs in terms of the legal ownership nor to make any judgement on the intellectual property rights of the entrants' designs. It should be the Court's authority, not the Federation's to adjudicate such disputes. Therefore, the Organiser will **not** take part in any proprietary rights or intellectual property infringement disputes.

If entrants provide false information or fail to provide sufficient or genuine information, it may result in the disqualification of that entry product and the granted awards.

The Organiser at its sole discretion reserves all the rights to modify the rules and criteria of the awards. In terms of selecting winners, the decision of the Final Judging Panel is final. The organiser however reserves the right to disqualify any winners and to withdraw or revoke any award as granted, without entitling the winners to any compensation therefor.

All decisions made by the Organiser and the judges are final and binding in all respects in all matters relating to the HONG KONG AWARDS. Applicants, having submitted an entry, agree to abide by the rules and whatever decisions made by the Organiser and the judging panel.

Organiser / judges will not provide details / reasons relating to the judging of the products to entrants or any other people.

The Organiser may carry out its own technical and operational evaluation. Such evaluation may result in damage of the product and the Organiser will bear no liability for it.

The Organiser will also bear no liability for any loss or damage of any kind whatsoever of any product.

The Organiser reserves the right to retain, exhibit and publicise the entry products at its discretion.

AWARD AND PRIVILEGE

The Award will be presented by the HKSAR Chief Executive or representative at the presentation ceremony.

In addition, winners will have chance to promote their winning products (free of charge) in Hong Kong relevant exhibition magazine.

The Organiser at its sole discretion reserves all the rights to make the final decision on eligibility of the above privilege.

報名手續

凡有意提交產品參加比賽的人士，須填妥報名表，最遲於**2018年6月8日（星期五）**提交至香港工業總會香港設計委員會。

報名參加比賽產品數量不限，但每一款參賽產品或每一系列的產品需單獨填報一份參賽報名表。

報名表上填報的產品資料，將作評估產品參考之用。填報的資料越詳細越有利。

參賽公司須提交：

- 填妥的報名表（連同其電子副本）
- 香港註冊公司 / 機構或香港商業登記之證明副本（連同其電子副本）
- 參賽產品樣本（但有些產品因體積尺寸、價值、複雜性、重量等因素而不能提供樣本，報名入須在主辦單位要求時示範參賽產品。）
- 參賽產品的詳盡資料、產品目錄、照片、證書及 / 或測試報告副本等（連同其電子副本）

其他有關資料及報名表

查詢關於「香港工商業獎 - 消費產品設計」比賽的其他資料，可向下址有關職員聯絡。

香港工業總會香港設計委員會

香港九龍長沙灣長裕街8號億京廣場31樓

電話：2732 3196 或 2732 3190 或 2732 3188

圖文傳真：2721 3494

工總網址：http://www.industryhk.org

工商業獎網址：

http://www.hkindustryaward.org

- 報名表上地址及網址備索。可接受影印之參加表格。
- 所有資料將用於香港工業總會與貴公司之間的通訊。
- **評審日期：**
初審（2018年6-9月）
終審（2018年9-10月）
- 獲獎者將在頒獎典禮前被通知。**如在2018年10月還未收到任何通知，即表示閣下參賽產品已經落選，主辦機構恕不另函通知。**

保障個人資料：參賽機構須知

作為資料使用者，參賽機構應遵守《個人資料（私隱）條例》（第486章）的規定，保障有關個人資料的私隱。

APPLICATION PROCEDURES

Companies wishing to enter the competition should complete the entry form and return it to the Design Council of the Federation of Hong Kong Industries **no later than 8 June 2018 (Friday)**.

Applicants may submit as many products as they wish. However, separate entry forms should be used for each product or each line of products.

Information supplied by the applicant will be taken into account by the judges when assessing the merit of the product. It is in the applicant's interest to provide as much detailed information as possible.

The applicant shall submit:

- completed entry form (with both hardcopy & electronic softcopy)
- copy of proof of Hong Kong registered company / organization or Hong Kong Business Registration (with both hardcopy & electronic softcopy)
- product sample (If this cannot be done because of size, value, complexity, weight etc., the applicant should be prepared to demonstrate the product if requested.)
- detailed product information, catalogues, photographs, copies of certificates and / or testing reports etc. (with both hardcopy & electronic softcopy)

FURTHER INFORMATION AND ENTRY FORMS

Further information regarding the HONG KONG AWARDS FOR INDUSTRIES - CONSUMER PRODUCT DESIGN may be obtained from:

Design Council of Hong Kong

Federation of Hong Kong Industries

31/ F, Billion Plaza, 8 Cheung Yue Street,

Cheung Sha Wan, Kowloon, Hong Kong

Enquiry Tel. No.: 2732 3196 or 2732 3190 or 2732 3188

Fax No.: 2721 3494

Federation website: http://www.industryhk.org

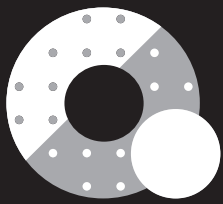
Hong Kong Awards for Industries website:

http://www.hkindustryaward.org

- Entry Forms are available at the above address and websites. Photocopies of the entry form are acceptable.
- All information will be used for communication between the Federation and your company.
- **Judging Dates:**
Preliminary Judging (June - September, 2018)
Final Judging (September - October, 2018)
- Winners will be notified before the Award Presentation Ceremony. **If you have not heard from the Organiser by October 2018, you may assume that your entries have Not been selected for the awards and no notification will be given.**

PROTECTION OF PERSONAL DATA : NOTE TO ENTRANTS

Entrants, as data users, are reminded to comply with the provisions under the Personal Data (Privacy) Ordinance (Cap.486) and to protect the privacy of the personal data concerned.



香港工商業獎

2018
HONG KONG
AWARDS FOR
INDUSTRIES

For Organiser's Use
此欄由主辦機構人員填寫

No.
編號：



免費參加 Free of Charge

Deadline : 8 June 2018

截止日期：2018年6月8日

Entry Form (Please use separate forms for each product / each line of products)

參賽報名表 (每份參賽報名表限填報一款或一系列產品)

To: **Design Council of Hong Kong, Federation of Hong Kong Industries**
31/ F, Billion Plaza, 8 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong.
Tel: 2732 3196 or 2732 3190 or 2732 3188

致：香港九龍長沙灣長裕街8號億京廣場31樓
電話：2732 3196 或 2732 3190 或 2732 3188

I submit the following product :

本人擬以下產品參加比賽：

(Name of Product in English) _____ (Please print)

(產品中文名稱) _____ (請用端正字體)

Ex-factory price 出廠價： _____

Retail price 零售價： _____

Sales volume in recent 2 years 最近兩年銷售量： _____

Major distribution channels / locations 主要分銷渠道 / 地點： _____

Note : Submitted consumer products must be designed for personal use and living purpose (e.g. home, lifestyle, leisure, health, sports, etc.), other product not for personal use and living purpose (e.g. technician equipment / tool, highway lighting, exhibition electronic display, etc) shall not be accepted. Products submitted must be newly designed and in production.

注意：參賽的消費產品必須是用於個人用途及生活（例如家居、品味、休閒、健康、體育等），其他產品不是用於個人用途及生活（例如技術員儀器 / 工具、路燈、展覽用電子屏幕等）不會接受申請。提交之產品應是近年的新設計及已生產。



香港工業總會
Federation of
Hong Kong
Industries

All information supplied will be kept confidential except for the judges and advisers. Appropriate information will be photocopied, disclosed or publicised if an award is granted or when necessary.

參賽公司提供之一切資料除供各評審委員會及顧問作參考之用外，主辦機構將保密處理所有資料。但主辦機構有權在參賽者得獎後或在需要時公開、影印或公佈適當的資料。

Please attach product catalogue, pamphlet, or photograph.

請附上產品目錄、單張或照片。

Please state briefly the main functions of the product:

請簡要說明產品主要功能：

Major innovations it contains:

產品具有以下新穎創意：

Hint : If product has obtained any awards or has special features, like the first product of its kind in the world/HK, the lowest price, the smallest, the fastest, the lightest on the market, the biggest market share, etc., please specify for the reference of judges.

提示：如產品曾獲取獎項或有以下特點，例如是香港或世界上第一種此類的新產品，目前在市面最便宜、最細、最快、最輕、最大市場佔有率等等，請在上文表明，以供評判參考。

Application Checklist 參賽清單

Please choose as appropriate 請選擇適用者

-
- Small and Medium Enterprises (SME) ○ Yes 是 / ○ No 否
- 中小企業
-
- Years of establishment _____ Years / 年
- 成立年期
-
- Completed entry form (with both hardcopy & electronic softcopy) Enclosed 附交： ○ Yes 是 / ○ No 否
- 填妥的報名表 (連同其電子副本)
-
- Proof of Hong Kong registered company / organization or Hong Kong Business Registration Enclosed 附交： ○ Yes 是 / ○ No 否
- 香港註冊公司 / 機構或香港商業登記之證明
-
- Product sample (with packaging) Enclosed 附交： ○ Yes 是 / ○ No 否
- 參賽產品樣本 (附包裝)
-
- Detailed product information, catalogues, photographs etc. (with both hardcopy & electronic softcopy) Enclosed 附交： ○ Yes 是 / ○ No 否
- 參賽產品的詳盡資料、產品目錄、照片等 (連同其電子副本)

Has your product been approved by any standards?

產品是否已符合某標準？

Please provide copies of certificates and / or testing reports (with both hardcopy & electronic softcopy).

請附交證書及 / 或測試報告副本。(連同其電子副本)

(I) Quality 品質

Yes / No / Application Pending

是 / 否 / 申請待批

Enclosed 附交： ○ Yes 是 / ○ No 否

Please specify:

請予註明： _____

(II) Environmental 環保

Yes / No / Application Pending

是 / 否 / 申請待批

Enclosed 附交： ○ Yes 是 / ○ No 否

Please specify:

請予註明： _____

(III) Safety 安全

(e.g. RoHS - Restriction of Use of Hazardous Substances, BSI - British Standards Institution, UL - Underwriters' Laboratories Inc. of the U.S.A., CE - European Communities Mark, HKSM - Hong Kong Safety Mark, etc.)

(例如限制使用有害物質指令，英國標準協會，美國保險業組織，歐洲CE標誌，香港安全標誌等)

Yes / No / Application Pending

是 / 否 / 申請待批

Enclosed 附交： ○ Yes 是 / ○ No 否

Please specify:

請予註明： _____

Has your product obtained Patent / Registered Design / Copyright?

產品是否擁有功能專利 / 外觀設計註冊 / 版權？

Please provide copies of certificates (with both hardcopy & electronic softcopy).

請附交證書副本。(連同其電子副本)

Yes / No / Application Pending

是 / 否 / 申請待批

Enclosed 附交： ○ Yes 是 / ○ No 否

Please specify:

請予註明： _____

ENTRANT'S DECLARATION

報名參賽人聲明

I declare that the entry product is wholly or partly a Hong Kong design.

本人特此聲明，本公司所提交參賽產品全部或部份是香港的設計。

We own the proprietary rights of the entry product. / We have obtained the permission of the product's proprietary right owner to enter the competition.

本公司擁有參賽產品的所有權利。 / 本公司已獲得產品所有權利擁有人的同意參加比賽。

We are a Hong Kong registered company / organisation or possess a valid Hong Kong Business Registration Certificate.

本公司 / 機構是香港註冊公司 / 機構或擁有香港商業登記証。

Upon the Organiser's/judges' request, I / my company's representative will make a brief presentation of my entry product(s) during the judging process.

如主辦機構 / 評判要求，本人 / 本公司的代表將會向評審委員會陳述及示範此參賽產品的用途及特性。

I have read the Rules & Regulations and all information included in the entry brochure and agree to abide by them.

本人明瞭參賽之規則及條件和所有在參賽刊物上的資料，並願完全遵守。

I agree not to request the Organiser to take part in any proprietary rights or intellectual property infringement disputes.

本人同意不會要求主辦機構介入任何產權或知識產權所引起的糾紛。

I agree that the Organiser has the right to publicise, retain and exhibit unconditionally my entry product(s) upon entering the competition.

本人同意，在參賽後，本公司之產品可予主辦機構任意宣傳，保留及展覽。

I agree to indemnify the Federation against all claims relating to or arising from my submission of this entry.

本人同意，香港工業總會如因本公司提交之參賽產品而引致負上任何法律及賠償責任，本公司會對香港工業總會作出彌償。

I declare that the above information is true to the best of my knowledge and agree that all decisions of the Organiser and the judges are final and binding in all respects in all matters relating to the awards.

就本人所知，上述資料俱為真實無訛。本人同意，主辦機構及各評判之決定為最終決定，並對於此獎項有關之一切事宜，均具約束力。

Name of Contact Person

(Please print)

聯絡人中英文姓名 _____ (請用端正字體)

Title

Company / Organisation

職銜 _____ 公司 / 機構中英文名稱 _____

Address

地址 _____

Tel No.

Fax No.

Email

Website

電話 _____ 傳真 _____ 電郵 _____ 網址 _____

Date

日期

Signature (with company chop)

簽署 (連同公司印章)

Our company has come to know this competition through the following channel(s) : (You may choose more than one item)

本公司透過以下途徑得知是次比賽：(可選擇多於一項)

Newspaper

(please specify)

Publication

(please specify)

報章 _____ (請註明) 刊物 _____ (請註明)

Website

(please specify)

網站 _____ (請註明)

Mail from the Organiser

Poster and leaflet

Wall banner

Seminar

Radio

主辦機構的郵件 海報、宣傳單張 外牆宣傳海報 講座 電台

Referral

(please specify)

Others

(please specify)

轉介 _____ (請註明) 其他 _____ (請註明)

香港設計委員會

香港設計委員會成立於1968年，隸屬於香港工業總會。委員會於本地設計圈中歷史悠久，宗旨是促進本地公司對設計的重視。成立目的包括：

1. 在香港推廣和加重設計在工商業界所扮演的角色
2. 鼓勵及推動工商業界利用設計去為產品及服務增值
3. 透過與專業設計師和學術機構合作，提升香港設計水平和質素

香港設計委員會是由成員及顧問組成，為委員會提供不同範疇的專業意見。他們包括各工商界及學術界翹楚，以及專業設計師。委員會定期開會，討論影響到設計行業的議題，並與不同機構合辦與設計有關的活動，提升香港的設計水平。

Design Council of Hong Kong (DCHK)

The Federation of Hong Kong Industries established the Design Council of Hong Kong in 1968 with the mandate to promote the interest of local design industry. The objectives of the Council include:

1. To promote and enhance the importance of design in Hong Kong economic development
2. To encourage and facilitate the business community to add value to their products and services through the use of design
3. To enhance Hong Kong's design standard and quality through collaboration with professional and educational institutions

Seated on the DCHK are members and advisors each contributing his/her expertise to the Council. They include prominent leaders from various industries and academics, as well as professional designers. It will hold regular meetings to discuss issues that affect the design industry and to exchange information and ideas on design-related topics.

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-  : +852 2721 3494
-  : www.facebook.com/dmarkhongkong
-  : dchk@fhki.org.hk
-  : www.designcouncilhk.org



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COUNCIL
HONG KONG
香港設計委員會



查詢「香港工商業獎 - 消費產品設計」
有關資料，請以下列方法索取
香港工業總會網頁：www.industryhk.org
香港工商業獎網頁：www.hkindustryaward.org

香港工業總會香港設計委員會
九龍長沙灣長裕街8號億京廣場31樓
電話：2732 3188 / 2732 3196 / 2732 3190
傳真：2721 3494