



HONG KONG
SMART DESIGN
AWARDS



HONG KONG SMART DESIGN AWARDS EXCELLENCE ON PARADE 香港智營設計大賞巡禮 2012-2018

**DESIGN X STRATEGY X TECHNOLOGY
= SMART BUSINESS**

設計 X 策略 X 科技 = 智營之道



**HONG KONG
SMART DESIGN
AWARDS**

FOREWORD

序言

Mrs. Carrie Lam, GBM, GBS

Chief Executive, Hong Kong Special Administrative Region

林鄭月娥, 大紫荊勳賢, 金紫荊星章

香港特別行政區 行政長官



I am pleased to congratulate the Hong Kong Exporters' Association on the publication of "Hong Kong Smart Design Awards, Excellence on Parade 2012-2018", the Association's welcome spotlight on outstanding, award-winning design through the Hong Kong Smart Design Awards.

The special 64-page publication features all award-winning companies and their products from the inception of the annual Hong Kong Smart Design Awards in 2012 through 2018, together with product photographs. The publication will be distributed in Hong Kong and around the world.

The Hong Kong Exporters' Association organises the annual awards, which began with a focus on gifts and, since 2017, has expanded to include home and houseware design. The Awards recognises creativity and smart design, while helping designers and companies develop their talent and networks. No less important, the Awards showcases Hong Kong as a creative centre for product design excellence.

The Hong Kong Special Administrative Regions Government has long been an active supporter of the design industry. We sponsor the Hong Kong Smart Design Awards through the CreateSmart Initiative and encourage the industry to design their own brand products and services. This year, we have injected an additional \$1 billion into the CreateSmart Initiative, with particular focus on nurturing young talent and promoting start-ups.

My congratulations, once again, to the Hong Kong Exporters' Association for producing this invaluable publication. I am confident it will accelerate the growth of our design industry, encouraging brand development among Hong Kong companies and creative excellence among our designers. I also look forward to seeing more Hong Kong youths consider a rewarding career in design industry.

衷心恭賀香港出口商會出版《香港智營設計大賞巡禮 2012-2018》，把「香港智營設計大賞」的優秀得獎作品，再次呈現大家眼前。

特刊合共64頁，全面介紹「香港智營設計大賞」由2012年創辦至2018年期間的歷屆得獎公司及產品，圖文並茂，於香港及世界各地發行。

香港出口商會每年舉辦「香港智營設計大賞」，活動最初聚焦禮品設計，其後進一步擴展，自2017年起加入家庭及家居用品獎項類別。「香港智營設計大賞」旨在表揚創意和智慧設計，讓設計人才和公司發揮所長，同時協助他們建立網絡。這項活動更展示香港在產品設計方面領先優勢，推廣香港的創意之都形象。

特區政府一直大力支持香港設計業，除了透過「創意智優計劃」贊助「香港智營設計大賞」之外，更鼓勵業界創立自家品牌產品和服務。今年政府向「創意智優計劃」額外注資十億元，重點培育年輕人才，以及促進初創企業發展。

再次恭賀香港出口商會推出這本內容豐富的精美刊物。我深信《香港智營設計大賞巡禮2012-2018》定能促進香港設計業發展，推動香港公司建立自己的品牌，並讓更多優秀的本地設計師以發揮創意和專長。我亦期望更多香港年輕人投身設計行業，在設計界大展拳腳，創出一番事業。

林鄭月娥

ORGANIZER & SERVICES

主辦機構及香港出口商會服務範圍



ORGANIZER The Hong Kong Exporters' Association (HKEA) is a non-profit making trade association registered under the Hong Kong Companies Ordinance in May 1955 as a company limited by guarantee.

主辦機構 香港出口商會乃於1955年5月依香港公司法註冊為有限負債的非牟利商會團體。

VISION To be the leading organization to develop Hong Kong as a trading hub for exporters.

企業宏圖 致力為出口商發展香港成為貿易的中樞。

MISSIONS

- To serve Hong Kong exporters
- To add value for members

CORE VALUES

- Service-Oriented
- Export Centric
- Apolitical

使命

- 為香港出口商服務
- 為會員增值

核心價值

- 以服務業界為主
- 以出口貿易為中心
- 政治中立

SERVICES

- To liaise with government and represent the interests of exporters on a number of important councils and committees.
- To assist members to explore new market opportunities and to keep abreast of latest market intelligence by organizing seminars, luncheons, trade missions and exhibitions.
- To disseminate information through "exporters PLUS" to help exporters gain additional exposure via online product promotion and searching services.
- Other services include business matching, trade enquiries, socially responsible community activities as well as initiating projects or studies to promote the Hong Kong export trade and to enhance its competitiveness.

服務

- 本會不時與政府聯繫，並藉代表參與多個香港官方或非官方的機構團體為香港經貿作出貢獻。
- 籌辦研討會、商務聚會、商貿考察團及展覽會等，以協助會員拓展業務，掌握最新市場資訊。
- 透過《出口商快訊》發放最新的本地與國際貿易資訊，並為出口商提供網上產品展示及搜尋服務以作額外宣傳。
- 其他服務包括商貿配對、貿易諮詢、籌辦社會服務和公益活動，與及倡議不同項目或研究以進一步推廣香港之出口貿易和提升競爭力。

HKEA CHAIRMAN AND HKSDA CONVENOR'S REMARKS

香港出口商會會長 及 智營大賞召集人的話

Mr. Benson Pau

Chairman, HKEA and Project Convenor, HKSDA

鮑潔鈞 先生

香港出口商會會長 兼 香港智營設計大賞召集人



Organized by The Hong Kong Exporters' Association, the Hong Kong Smart Design Awards (HKSDA) now presents the "Hong Kong Smart Design Awards, Excellence on Parade 2012-2018", which records the milestones of HKSDA, and the effort and success displayed by our local creative talents over the past 8 years. It is a bilingual publication featuring over 500 participating companies including 150 awarded companies. It serves as a comprehensive profile of the development of Hong Kong's gifts and houseware industries as well as a directory of Smart Design of Hong Kong.

"Hong Kong Smart Design Awards, Excellence on Parade 2012-2018" compiles updated information of all award entries of the 7 editions from 2012-2018. It would be a great media to promote Hong Kong's product design and creativity. Through distributing copies to renowned buying offices, design or educational institutions, this publication serves as a directory for sourcing outstanding designs in order to help enhance business opportunities. Apart from that, the online version is also a convenient tool to facilitate diversified promotion in the long run.

I would like to take this opportunity to express my sincere gratitude to all companies and individuals participating in the "Hong Kong Smart Design Awards, Excellence on Parade 2012-2018". I hope that more outstanding local designs will be included in the publication and benefit from the increasing recognition. Meanwhile, I also hope that the continuous expansion of the database will reveal the Awards' unrelenting effort in contributing to Hong Kong's development as the design product sourcing hub of Asia.

由香港出口商會所主辦的香港智營設計大賞現正呈現《香港智營設計大賞巡禮2012-2018》。特刊記錄了大賞的里程碑，以及本地設計人才於過往八年展示出的努力與成果。這刊物以雙語出版，收錄了超過500間參賽公司和150間得獎公司的作品，全面展示了香港禮品和家品產業的發展過程，也是一個屬於香港的智營設計目錄。

《香港智營設計大賞巡禮2012-2018》編纂了2012-18過往七屆大賞參賽作品的最新資料。這是推廣香港產品設計與創造力一個極佳的媒體。透過向採購公司、設計或教育機構派發印本，本刊可作目錄之用以搜尋優秀的作品並藉以提升商機。除此之外，線上版本也便於促進長遠多元化的推廣。

本人在此向所有參與《香港智營設計大賞巡禮2012-2018》的公司與單位衷心致謝。隨著大賞不斷的發展及得到買家的認同，希望有更多出色的設計納入本刊，提升香港設計產品的認受性。同時，我亦希望資料庫不斷的擴展能展示大賞繼續努力打造香港成為亞洲產品設計採購樞紐。

Benson Pau

MAJOR SPONSOR

主要贊助



Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region.

CreateHK is a dedicated agency set up under the Commerce and Economic Development Bureau on 1 June 2009 to lead, champion and drive the development of the creative economy in Hong Kong. It co-ordinates Government policy and effort regarding creative industries, focuses Government's resources catering for the promotion and speeding up of the development of creative industries in Hong Kong, and works closely with the trade to boost the development of creative industries.

CreateSmart Initiative (CSI)

In 2009, the Government established CreateSmart Initiative (CSI) to provide financial support to initiatives that are conducive to the development and promotion of creative industries in Hong Kong.

香港特別行政區政府創意香港

創意香港是商務及經濟發展局其下一個專責辦公室，於二零零九年六月一日成立，重點工作是去牽頭、倡導和推動本港創意經濟的發展。創意香港統籌政府在創意產業方面的政策和工作；把政府用作推動和加快香港創意產業發展的資源集中起來；並與業界緊密合作，推動創意產業的發展。

創意智優計劃

政府於二零零九年成立「創意智優計劃」，以支援創意產業範疇的發展。

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ABOUT HONG KONG SMART DESIGN AWARDS

香港智營設計大賞簡介



**HONG KONG
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The Hong Kong Smart Design Awards (HKSDA) is organized by the Hong Kong Exporters' Association (HKEA) under the CreateSmart Initiative (CSI), Create HK, which is a funding from the HKSAR government. With their continuous support, in 2018, HKSDA has successfully held its 7th edition. The Awards is dedicated to support Hong Kong's economic development. It actively motivates local manufacturers and exporters to enhance their business strategies in achieving the winning formula "Design X Strategy X Technology = Smart Business". In addition, it nurtures and introduces young talents to the creative and export industry.

HKSDA is more than a design competition. It represents a bridge between creativity and business. Endowed with a variety of promotion opportunities, e.g. local (at Time Squares, PMQ, HK Gifts and Premium Fair as well as HK Houseware Fair) and overseas (at Ambiente, Frankfurt and Lifestyle Expo Tokyo, Japan) exhibitions, overseas designer delegation, the Awards consists an extensive platform to ensure awarded corporates and individuals receive sufficient exposure to refine their profile. Moreover, the Awards never cease to expand its beneficiaries. Over the years, expansion and refinement of the categories and product groups are made consistently to attract more talents, so as to display Hong Kong's creative potentials to the world.

HKSDA and its awardees have gained valuable recognition in both public and industry local and overseas. The Awards will continue to assist more product industries to enhance their competitiveness and in establishing Hong Kong's reputation as a design product sourcing hub in Asia.

MISSIONS

- To encourage OEM to ODM and OBM transformation
- To build Hong Kong as an Asian design product sourcing hub
- To enhance awareness of Hong Kong smart designs locally & internationally
- To nurture design talents

香港智營設計大賞由香港出口商會主辦，由香港特別行政區政府「創意智優計劃」資助。在他們持續的支持下，大賞成功於2018年舉辦第七屆。大賞一直致力支持香港經濟發展。一方面推動本地生產商提升營銷策略，以達致「設計 X 策略 X 科技 = 智營之道」的目標。另一方面培育並帶領年輕人才進入創意及出口行業。

香港智營設計大賞不只是個設計比賽，它代表着創作與營商之間的橋樑。透過給予多元化的宣傳機會，如本地（於時代廣場、元創方、香港禮品及贈品展以及香港家品展）和海外（於德國法蘭克福國際春季消費品展及東京國際禮品採購展）展覽，大賞是一個廣闊的平台供得獎公司與單位增加市場關注度。此外，大賞亦不斷拓展，令更多相關人士受益。多年來，產品組別與類別持續的擴展與改進，吸引更多人才參與，藉此向世界展示香港設計的潛質。

大賞及其得獎者的努力已取得本地與海外的公眾與業界的認可。同時，大賞亦會繼續支持更多產品行業界提升其競爭力，以打造香港成為產品設計的採購樞紐。

使命

- 鼓勵由「原廠製造」轉型為「原創設計」及「原創品牌」
- 打造香港成為亞洲產品設計樞紐
- 提升公眾對香港設計及創新能力的關注
- 培養人才

HKSDA ADVISORY COMMITTEE CHAIRMAN'S SHARING

智營大賞諮詢委員會主席分享

Mr. Brian Sun

Vice Chairman, HKEA and Chairman, HKSDA Advisory Committee

孫騰章 先生

香港出口商會副會長 及 香港智營大賞諮詢委員會主席



Since 2012, the success in the development of Hong Kong Smart Design Awards (HKSDA) is highly attributes to all members of the Advisory Committee. They are experts from various industries, trade organizations, design associations and design institutions, who bridge between design talents, product manufacturers, exporters and the HKSDA. Throughout the years, their collective advice from a wide range of knowledge and experience essentially help construct a solid, continuous advancement of the HKSDA.

Therefore, I would like to express sincere gratitude to all the advisory committee members. I look forward to cooperating with a greater array of experts from various associations and industries, and together, we could enhance the Awards' promotion on Hong Kong creativity and smart design to gain international recognition.

自2012年，香港智營設計大賞發展上的成果有賴各位諮詢委員會成員。他們來自不同界別、商會、設計協會和機構的專家，作大賞與設計專才、產品生產商和出口商的橋樑。歷年來，他們的廣泛的知識和經驗所集合出來的意見為建立大賞穩固與持續的發展有莫大幫助。

為此，我衷心感謝各位諮詢委員會委員。我期望可以與更多來自不同機構與行業的專業人士合作，共同努力鞏固大賞在香港創意與智營設計的推廣，以達致國際性的認可。

2012-2018 HKSDA ADVISORY COMMITTEE MEMBERS

智營大賞諮詢委員會成員

BUSINESS 商界

MR. BENSON PAU

Chairman, HKEA and Project Convenor, HKSDA

鮑潔鈞先生

香港出口商會會長 及 智營大賞召集人

2012-2018



MR. WILSON LEE

General Committee Member, HKEA

李光正先生

香港出口商會 理事

2017



MR. SPENCER FUNG

General Committee Member, HKEA

馮裕鈞先生

香港出口商會 理事

2014, 2015, 2018



MR. VINCENT MA

Vice Chairman, HKEA

馬偉雄先生

香港出口商會 副會長

2018



MR. ERIC SUN

Vice Chairman, HKEA

孫榮聰先生

香港出口商會 副會長

2016-2017



ACADEMY 學院

IR. DR. ALFRED TAN

Head of Knowledge Transfer Office and
Hong Kong Baptist University

陳慶忠博士、工程師

香港浸會大學 知識轉移處 主管

2014-2018



MR. DANIEL CHAN

Head of Department of Product &
Interior Design, Hong Kong Design Institute

陳光耀先生

香港知專設計學院 產品及室內設計系 系主任

2015-2017



MR. ALEX FUNG

Principal, Hong Kong Design Institute (HKDI)

馮崇裕先生

香港知專設計學院 院長

2012



DR. WALLACE LAM

Principal, Hong Kong Design Institute and Hong Kong
Institute of Vocational Education (Kwun Tong)

林偉強博士

香港知專設計學院 及 香港專業教育學院(觀塘分校) 校長

2018



MR. LESLIE LU

Principal, Hong Kong Design Institute and Hong Kong
Institute of Vocational Education (Lee Wai Lee)

盧林先生

香港知專設計學院 及 香港專業教育學院(李惠利分校) 院長

2013-2014



DESIGN 設計

MR. KELLY SZE

Chairman, Hong Kong Designers Association

施家禮先生

香港設計師協會 主席

2012



MR. RON LEUNG

Chairman, Hong Kong Designers Association

梁昆剛先生

香港設計師協會 主席

2018



MR. DAVID LO

Committee Member, Hong Kong Designers
Association

盧永強先生

香港設計師協會 委員

2012



MS. AGATHA TSANG

President, Industrial Designers Society of
Hong Kong

曾珮琳小姐

香港工業設計師協會 會長

2012-2013



DR. LAM YAN YAN

Vice Chairman, Hong Kong Designers Association

林茵茵小姐

香港設計師協會 副主席

2013



MR. BRIAN LEE

Vice President, Industrial Designers
Society of Hong Kong

李宇軒先生

香港工業設計師協會 副會長

2014-2017



MR. FRANCIS LEE

Chairman, Hong Kong Designers Association

李躍華先生

香港設計師協會 主席

2014



MR. FAI LEUNG

Vice President, Industrial Designers
Society of Hong Kong

梁振輝先生

香港工業設計師協會 副會長

2018



MR. EUGENE SZE

Committee Member, Hong Kong Designers
Association

薛宇軒先生

香港設計師協會 執行委員

2015-2017



MR. DEWITT CHIK

President, Low Carbon Design Society of
Hong Kong

植觀賢先生

香港低碳設計協會 會長

2012-2018



AWARDS CHRONOLOGY

大賞年表



Initialized of the “Hong Kong Smart Gifts Design Awards” (HKSGDA), which encourages outstanding HK designs and contributing to the advancement of Hong Kong economy.

「香港智營禮品設計大賞」正式推出，鼓勵優秀的香港設計，並為香港經濟發展作出貢獻。



Showcased the awarded products at the Hong Kong International Airport and Times Square to increase public exposure.

展示得獎作品於香港國際機場和時代廣場，增加大賞於公眾場合的宣傳。

2012

Awarded products exhibited at one of the most renowned trade fairs – The Hong Kong Gifts and Premium Fair, presenting our local original designs to international buyers.

得獎作品於其中一個國際著名的貿易展－香港禮品及贈品展展出，將本地原創設計展示給來自世界各地的買家。



2013



First showcase overseas at the Lifestyle Expo Jakarta, Indonesia.

首次於海外展覽得獎作品－印尼雅加達的時尚生活匯展。



Awarded products first promoted under the 'Design HK' Pavilion at Ambiente, Frankfurt - the world's biggest consumer goods trade fair. This is considered an extraordinary platform to explore the European market.

首次參與全球規模最大的消費展德國法蘭克福國際春季消費展，於「設計香港」展館中推廣得獎產品。這亦視為了解歐洲市場的最佳平台。



Launched the new initiative "Break the Cocoon, Sparkling Hong Kong", sponsoring awardees for an inspiration trip to Germany. The trip aimed to broaden designers' horizons through museums and fairs visits, as well as networking events with German local design associations and retail groups.

推出新項目「破繭而出，閃耀香港」以資助得獎者參與前往德國的啟發之旅。透過參觀當地的博物館與貿易展，並與當地設計協會和零售商作交流，擴闊視野。



Awarded products first introduced to the Japanese market at GIFTEX, Tokyo.

首次將得獎作品帶到日本市場，展覽於當地東京的GIFTEX。

2014

2015

2016



HKSDA 2014
GREEN
AWARD
綠色環保大獎

Corporate

Introduced the Green Award.
加入「綠色環保大獎」。



Invited by The Hong Kong Economics and Trade Office (ETO) to exhibit awarded products at Xian, Chengdu and Lhasa, which also invited awardees to participate in seminar and sharing session.

獲香港經濟貿易辦事處邀請於西安、成都和拉薩展覽作品，更邀請得獎者參與研討會並作分享。



HKSDA 2016
TECH
AWARD
科技大獎

Corporate



Introduced the Technology Award and Travel Companion Product Group.

加入「科技大獎」和「旅行用品」組別。

AWARDS CHRONOLOGY

大賞年表



**HONG KONG
SMART DESIGN
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Renamed the Awards to "Hong Kong Smart Design Awards" (HKSDA) with the new Home and Houseware category introduced. The expansion aimed to extend the beneficiaries from the gifts industry to other product industries.

改名為「香港智營設計大賞」，並新增設「家庭及家具用品」類別，將大賞的受益大眾由禮品行業擴展至其他產品行業。



Showcased the awarded products at the Hong Kong Houseware Fair.

得獎作品於香港家庭用品展展出。



**HKSDA 2017
SMART AGING
AWARD**

Corporate

Introduced the Smart Aging Award.

加入「智齡大獎」。

2017

2018

The effort of the HKSDA was endorsed by the Chief Executive of HKSAR, Mrs. Carrie Lam.

大賞歷年來的努力成功獲香港特別行政區行政長官林鄭月娥女士加許。



Successfully formed a talent cluster through consolidating a pool of design talents who are devoted to the advancement of the creative and export industry.

成功透過連繫一群致力推動創意及出口業發展的設計人才，建立一個專才網絡。



Introduced a comprehensive Hong Kong Smart Design Awards, Excellence on Parade 2012-2018 to facilitate the promotion and business matching for HK design and export companies in the long run. 出版香港智營設計大賞巡禮2012-2018以促進香港設計長遠的宣傳和商機發展。



**HKSDA 2018
OUTSTANDING
PACKAGING
AWARD**

Corporate

Introduced the new Outstanding Packaging Award.

加入「卓越包裝大獎」。

AWARDS WORLDWIDE

大賞足跡

Frankfurt
法蘭克福

Zurich
蘇黎世

Lausanne
洛桑

Munich
慕尼黑

Lhasa
拉薩

Chengdu
成都

Jakarta
雅加達

Kuala Lumpur
吉隆坡

Xian
西安

Tokyo
東京

Chongqing
重慶

Hong Kong
香港

REACHING OVER 110,000

Overseas, local trade buyers and public visitors

吸引超過110,000

海外及本地買家、公眾人士參觀

ROVING EXHIBITION

Hong Kong, Frankfurt, Tokyo, Jakarta, Kuala Lumpur, Chongqing, Chengdu, Xian, Lhasa

巡迴展覽

香港·法蘭克福·東京·雅加達·吉隆坡·重慶·成都·西安·拉薩

DESIGNER INSPIRATION TRIP

Frankfurt, Munich, Zurich, Lausanne

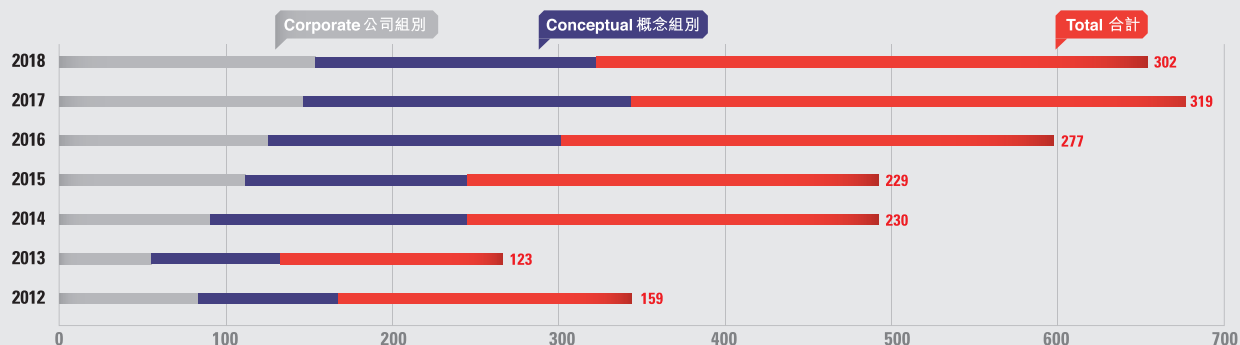
設計師啟發之旅

法蘭克福·慕尼黑·蘇黎世·洛桑

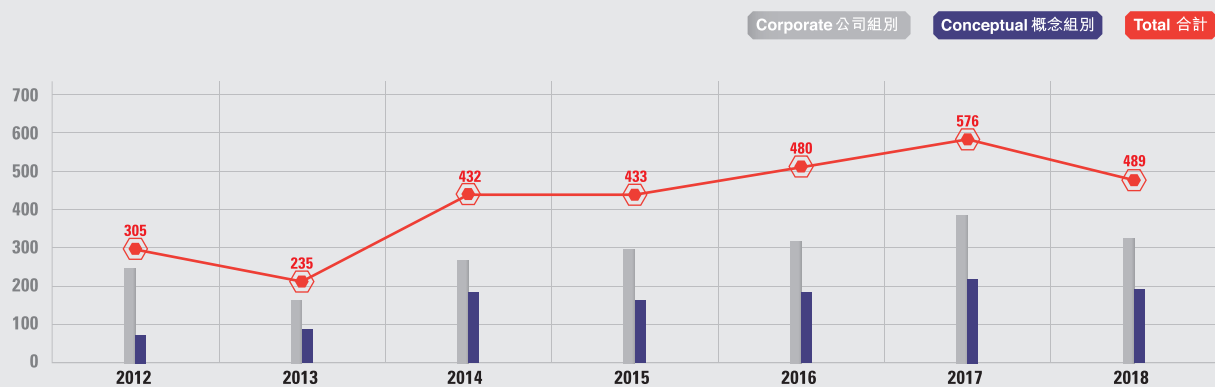
AWARDS STATISTICS

大賞統計

NO. OF TOTAL ENTRANTS 參賽數目 (公司 / 個人)

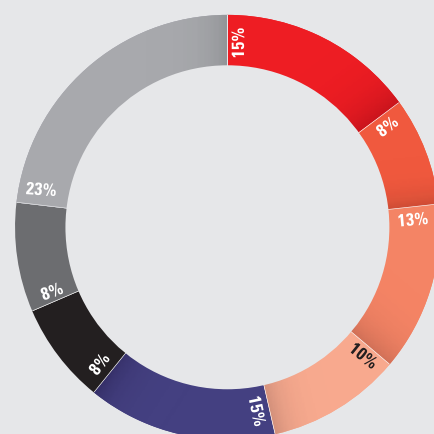


NO. OF TOTAL ENTRIES 參賽作品數目



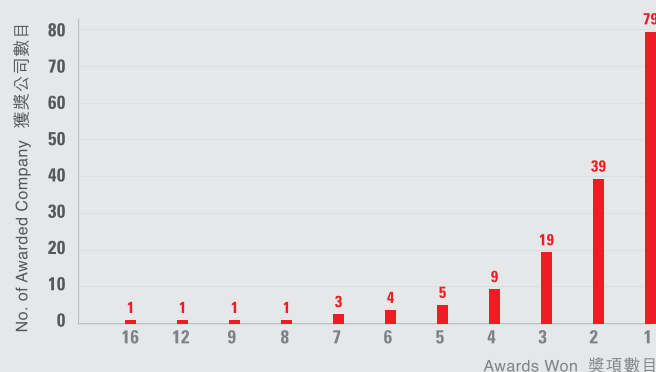
DISTRIBUTION OF CATEGORIES & GROUPS 參賽類別及組別分佈

CATEGORIES



* The statistics reflect the average no. of distribution of categories & groups from 2012 - 2018
 * 數字反映2012-2018參賽類別及組別的平均分佈

DISTRIBUTION OF AWARDS WON IN CORPORATE GROUP OF HKSDA IN 2012-2018 香港智營大賞 - 公司組獲獎數目分佈



The Most Awarded Corporate
獲獎數目最多的公司

6-12 Awards Won Over The Years
獲獎數目最多的公司

16 Awards Won Over The Years
得獎數目: 16項

P.S.L. Limited

Graphic Guides Design Company
Jeep Innovation Limited
Innosphere Limited
Fozzills Limited
Gift Concept Products Limited
Zan's Global Limited
Brandcharger Limited
Dodo Island
Tai Shing Diary Limited
Takon Product Development Limited

P.S.L. Limited

Business matching opportunities offered by the Awards are important in reaching our targeted customers.

大賞安排的商業配對機會提升了我們接觸目標客戶的機會。

Graphic Guides Design Company

The Awards is a great recognition and motivation which essentially boost our confidence to create products to improve people's lives.

獲得這個獎項是對我們的創作，給予一個很大的鼓勵及肯定，令我們更有信心去創作更多能改善生活的產品。

Zan's Global Limited

We are delighted to see the growing acknowledgement of local original designs through HKSDA.

我們很高興透過大賞看見本地原創設計的認受性日益提升。

Jeep Innovation Limited

This is the best platform to promote Hong Kong original designs to the world.

這是推廣香港原創設計至世界各地的最佳平台。

Brandcharger Limited

The Awards provides awardees valuable chances to directly meet with clients, which increases business opportunities.

大賞給予得獎者寶貴的機會親身與客戶交流，增加商機。

Innosphere Limited

The Awards fosters idea exchange between practitioners in the industry, which helps kindle new design inspiration.

大賞鼓勵大家多作意見交流，這十分有助啟發設計靈感。

Dodo Island

The Designers Inspiration Trip was an eye-opening experience which stimulated our mindset to create better products.

「設計師啟發之旅」令人眼界大開，能刺激思維去創作更優秀的產品。

Fozzills Limited

The Awards provides an excellent gateway to expand local business to foreign markets.

大賞提供了一個進軍海外市場的最佳途徑。

Tai Shing Diary Limited

The HKSDA is an important recognition in the creative and innovative industry.

大賞是在創新行業裡的一個重要認可。

Gift Concept Products Limited

Joining the Awards broadens our network to different scopes of industry.

參與大賞能擴闊我們的網絡至不同範疇行業。

Takon Product Development Limited

Participating in the Awards essentially enhances our corporate profile in the market.

參與大賞大幅提升了我們公司在市場上的名氣。

AWARDS SNAPSHOTS

大賞剪影



Mr. Victor Tsang Chiu-hok, Head of Create Hong Kong and our distinguished guests were listening to awardees' presentation of their products.

創意香港總監曾昭學先生與一眾嘉賓在聆聽得獎者介紹產品。

Dr. Bernard Chan Pak-li, Undersecretary for Commerce and Economic Development in a group photo with guests and awardees.

商務及經濟發展局副局長陳百里博士與嘉賓及得獎者合照。



The HKSDA 2018 Awards Presentation Ceremony and Press Conference.

香港智營設計大賞2018頒獎典禮及傳媒發佈會。



The HKSDA 2017 Kick-off Seminar announced the launch of the Awards.

香港智營設計大賞2017啟動研討會宣佈大賞正式開始。



Mr. Gregory So Kam-leung, former Secretary for Commerce and Economic Development visited the Awards exhibition at The Hong Kong Houseware Fair 2017.

前商務及經濟發展局局長蘇錦樑先生於香港家庭用品展2017參觀大賞展覽。

Mr. Kenneth Ting Woo-shou, SBS, JP showed interest in the awarded products at HKEA X'mas Luncheon 2017.

丁午壽先生對於香港出口商會聖誕聚餐2017展出的大賞得獎作品深感興趣。



Mr. Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development extended his keen support to the Awards at The HKEA X'mas Luncheon 2017.

商務及經濟發展局局長邱騰華先生於香港出口商會聖誕聚餐2017表達了對大賞衷心的支持。

AWARDS SNAPSHOTS

大賞剪影



Awarded designers of The HKSDA were invited to share their experience at The Seminar Cum Briefing Session of The HKSDA 2016 at The Hong Kong Design Institute. 大賞得獎設計師獲邀在香港知專設計學院舉行之大賞2016研討暨簡報會分享多年設計經驗。



The Awards Roving Exhibition at Times Square introduced Hong Kong original designs to the public in 2017. 2017年大賞於時代廣場擺設得獎作品展，向公眾介紹香港原創設計。



Awards Roving Exhibition at PMQ showcased winning products to public and tourists in 2016. 2016年大賞於元創方擺設得獎作品展供大眾與遊客參觀。



In 2016, awarded designers were sponsored to participate in a design workshop in Munich, Germany, to strengthen their application of new materials and product design market surveying skills.

2016年得獎者獲資助到德國慕尼黑參加設計工作坊，強化設計師對嶄新物料應用和產品設計市場調查的技巧。



Awarded designers of 2016 visited the Olympic Museum in Lausanne, Switzerland during the Designers Inspiration Trip.

2016年得獎者於設計師啟發之旅中參觀了位於瑞士洛桑的奧林匹克博物館。

KEY SPONSORING AND SUPPORTING ORGANIZATIONS

主要贊助及支持機構

Major Sponsor
主要贊助



Collaborating Academy
協辦學院

Members of VTC Group VTC 機構成員



Sponsoring &
Supporting Organization
贊助及支持機構



Gold Sponsors
黃金贊助



Sponsors
贊助



Venue Sponsors
場地贊助



Supporting Academies & Design Organisations
支持學院及設計機構



Supporting Trade Organisations
支持商會



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2012-2018 JUDGING PANEL

評審團介紹

INTERNATIONAL 國際

MR. FUMIO TAKASHIMA

President and CEO of BALS Corporation(Francfranc), Japan

高島郁夫先生

日本BALS Corporation行政總裁

2012



MR. ROGER SWALES

Founder of GRO Design, Netherlands

荷蘭GRO Design 創辦人

2012, 2013



PROF. HUIMING TONG

Dean & Professor of School of Design, Guangzhou Academy of Fine Arts, China

童慧明教授

中國廣州美術學院設計學院院長

2012, 2013



MR. ROSS MCBRIDE

C.E.O. / Design Director of K.K. Normal, Japan

日本K.K. Normal 產品設計公司C.E.O./ 設計總監

2013, 2014



MR. ANDREJ KUPETZ

General Manager, The German Design Council in Frankfurt / Main

德國法蘭克福 The German Design Council 總經理

2014



PROF. YONGQI LOU

Dean College of Design and Innovation Tongji University

婁永琪教授

同濟大學設計創意學院 院長, 教授

2014



MR. LUTZ DIETZOLD

Managing Director, Rat für Formgebung /German Design Council, Frankfurt / Main, Germany

Lutz Dietzold先生

德國設計議會 常務董事

2015



MS. LIDAN LIU

Managing Director, designaffairs China | Program Director, Industrial Design | Institute of Design and Innovation | Tongji University, Shanghai

劉力丹小姐

designaffairs中國區執行總裁
同濟大學設計與創意學院工業設計專業主任

2015



DATO' LEWRE LEW

Chairman & Founder, Lewré Bespoke

劉訪雲拿督

主席兼首席執行官及品牌創始人

2015, 2018



PROF. PHILINE BRACHT

Director, Consulting for Design | Partner, Bayern Design GmbH and School of Design, PolyU

Philine Bracht 教授

香港理工大學及Bayern Design GmbH合作伙伴設計顧問

2016



PROF. ED DORSA

Associate Professor, Industrial Design Program Chair School of Architecture and Design, Virginia Polytechnic Institute and State University

Ed Dorsa教授

弗吉尼亞理工學院, 州立大學工業設計專業學校建築與設計副教授

2016



PROF. XIANGYANG XIN

Former Dean, School of Design Jiangnan University

辛向陽教授

江南大學設計學院 前院長

2016, 2017



MR. ALEXIS GEORGACOPOULOS

Director, Ecole cantonale d'art de Lausanne (University of Arts Lausanne)

瑞士洛桑州立藝術學院 總監

2017



MR. CHRISTOPHER LIN

Founder & President, JIA Inc.

林安鴻先生

品家家居 創辦人及董事長

2017



MS. NICOLETTE NAUMANN

Vice President, Ambiente and Tendence Messe Frankfurt GmbH

璫嫚女士

法蘭克福展覽有限公司 副總裁

2017, 2018



PROF. WENQING YANG

Associate Professor, College of Design & Innovation, Tongji University

楊文慶教授

同濟大學國際設計創意學院 副教授

2018



LOCAL 本地

PROF. ROGER BALL PHD

Associate Professor of school of Design of
The Hong Kong Polytechnic University and
Director of Size China Lab
香港理工大學設計學院副教授及中國尺碼實驗室總監
2012



MR. ROGER SHING

Corporate Director of Procurement,
Rosewood Hotel Group
成偉業先生
瑰麗酒店集團 採購總監
2012-2014



PROF. TAK LEE

Associate Dean of School of Design
The HK Polytechnic University
李德志教授
香港理工大學設計學院 副院長
2012, 2013, 2015



MR. FREEMAN LAU

Founder,
KL&K Creative Strategies
劉小康先生
靳劉高創意策略 創辦人
2012, 2014, 2018



MR. CHI WING LEE

Design Director, Milk Design
利志榮先生
Milk Design 設計總監
2012, 2017, 2018



DR. TAI KEUNG KAN, SBS

Artist

靳埭強博士
藝術家
2013



MS. ELLEN NG

Senior Vice President ,
LF Products (PTE) Ltd.
(Subsidiary of Li & Fung Group), HK
2013



PROF. CEES DE BONT

Dean & Swire Chair Professor of Design, School
of Design, the Hong Kong Polytechnic University
方啟思教授
香港理工大學設計學院院長及太古設計學講座教授
2014



MR. ELMOND CHEUNG

Head, LOG-ON Business Unit
City Super Limited
張恒傑先生
City Super集團LOG-ON營業部主管
2014-2016



MS. LULU CHEUNG

Founder and Creative Director,
Rolls Group Limited
張路路小姐
香港羅絲集團有限公司 創辦人及創意總監
2015



MR. DEWITT CHIK

President, Low Carbon Design Society of
Hong Kong
植觀賢先生
香港低碳設計協會 會長
2015



MR. IVAN TING

Chairman, HKEA
Executive Director, Kader Industrial Company Ltd.
丁天立先生
香港出口商會 會長 及 開達實業有限公司 執行董事
2016



MS. AGATHA TSANG

Founder and Design Consultant,
Bon Bon Design
曾珮琳女士
好骨子 創辦人及設計顧問
2016



MR. WALTER MA

Director, Walter Ma & Co. Ltd.
馬偉明先生
Walter Ma & Co. Ltd 總監
2016-2018



MR. WILSON LEE

General Committee Member, HKEA | Managing
Director, Regent Silverware Manufacturing Limited
李光正先生
香港出口商會 理事 及 麗晶銀器製造有限公司 董事總經理
2017



MR. VINCENT MA

Vice Chairman, HKEA | Managing Director,
Soma International Limited
馬偉雄先生
香港出口商會 副會長 及 柏基有限公司 董事總經理
2017



MS. GIGI CHEUNG

Assistant General Manager, Retail &
Corporate Sales Dept., K11 Concepts Limited
張傑妤小姐
K11 Concept Limited 零售及企業銷售部助理總經理
2017, 2018



MR. TOMMY LI

Creative Director,
Tommy Li Design Workshop Ltd.
李永銓先生
李永銓設計廬有限公司 創作總監
2017, 2018



MR. KEVIN KO

Managing Director,
Radius Asia
高建榮先生
Radius Asia 亞太區常務總監
2018



MR. ROGER NGAN

General Committee Member, HKEA |
CEO, May Cheong Toy Products Fty. Ltd.
顏志永先生
香港出口商會 理事
美昌玩具製品廠有限公司 總監及行政總裁
2018



JUDGING CRITERIA

評審標準

MARKETABILITY

商業性

- Showing strong sales potential.
- Developing new market and/or new target group.
- Illustrating strong project management skills.
- Price and quality competitiveness.
- 展示出強大的銷售潛力
- 開發新興市場和新的目標客群
- 闡明有效的項目管理能力
- 價格和質量的競爭力

FUNCTION

功能

- Solving user pain points and increasing user-friendliness.
- Fulfilling all requirements of handling, usability, safety, and maintenance.
- Visualization of intended use.
- 解決用家之難題和增加其使用的方便性
- 滿足用家對操作、使用、安全和易於保養的要求
- 預期用途的形象化

UNIQUENESS

獨特性

- Showing design originality and product differentiation.
- Special features / product materials / technologies that enhance the desirability, and often the appraisal value.
- Unique message and design value of the product that enhance user satisfaction and benefit.
- Generating intellectual property value (utility, design patent).
- 展示出設計原創性和與眾不同
- 特別的性能、產品材料和技術能增加吸引力，是一項重要的評估值
- 產品具有的獨特信息和產品價值能滿足使用者的需求和效益
- 創造知識產權價值（實用、設計專利）

PRODUCT AESTHETIC

產品外觀

- Choice of materials, texture, finishing.
- Form and shape, graphics, colors, surprise elements.
- Point of sales and packaging.
- 材料、質地和表面處理的選擇
- 形狀、圖案、顏色和其他驚喜元素
- 零售點銷售和包裝

ECO FRIENDLINESS

環保性

- Address details of resource friendliness, sustainability, reparability, durability, recyclability and reusability.
- Consideration of disposal problems.
- Bearer of internationally recognized eco labels or certificates.
- 列明產品的環保性、可持續性、可修補性、耐久性、可再生和重複使用的能力
- 考慮廢棄處理的問題
- 持有國際認可環保標籤或證書

AWARDS ICONS

大賞標誌

GOLD, SILVER, BRONZE AND MERIT

金、銀、銅及優異獎

The best designs from each of the product groups of Gifts and Home & Houseware categories and Conceptual Group will be awarded a Gold, Silver, Bronze and Merit selected by judging panels.

公司組別(禮品以及家庭及家居用品)及概念組別(學生組及獨立創意組)均設由評審團選出的金、銀、銅及優異獎。



HKSDA 2018
JUDGE
AWARD
評審團大獎

JUDGE AWARD

評審團大獎

Each judge will award the entries of which they favour.

每名評審從所有參加作品中挑選其心儀之作品頒發此獎項。



HKSDA 2018
SMART AGING
AWARD
智齡大獎
Corporate

SMART AGING AWARD

智齡大獎

Since 2017

This is presented to the entry which has met the needs of seniors.

獎項頒予能配合長者需要的參賽作品。



HKSDA 2018
GREEN
AWARD
綠色環保大獎
Corporate

GREEN AWARD

綠色環保大獎

Since 2014

This is presented to the entry which has incorporated environmentally sustainable principles / elements in design and production.

獎項頒予能於設計及生產上結合環保及持續發展概念/元素的參賽作品。



HKSDA 2018
OUTSTANDING
PACKAGING
AWARD
卓越包裝大獎
Corporate

OUTSTANDING PACKAGING AWARD

卓越包裝大獎

Since 2018

This is presented to the entry which brings us creativity, marketability, innovative, execution and quality of their package.

評審在於包裝既能配合市場質量要求、且設計具創意、創新、又可突出產品特性。



HKSDA 2018
TECH
AWARD
科技大獎
Corporate

TECHNOLOGY AWARD

科技大獎

Since 2016

This is presented to the entry which has incorporated technology elements in design and production.

獎項頒予能於設計及生產上善用科技元素的參賽作品。

11 PRODUCT GROUPS

產品組別



GIFTS

禮品



BABY & KID

嬰、孩童用品

- A variety of products designed for babies and kids including bottles, carriers, clothing and toys etc.
- 專為嬰、孩童而設的用品，包括奶瓶、嬰兒背帶、衣服、玩具等



CORPORATE PROMOTIONAL GIFTS

企業宣傳禮品

- Give-away premiums designed for multiple clients
- Serve as corporate souvenir or free gifts to promote client's corporate image or special project / event
- 適合各種類型的公司客戶
- 公司紀念品或免費禮品以宣傳企業形象或特定項目和活動



LEISURE & RECREATION

優閒動樂

- Gifts for enjoyment. Products that are suitable in free time for enjoyment, both indoor and/or outdoor i.e. games, social or home gathering, outing or exercising
- 適合消閒和娛樂玩耍，包括室內及室外活動，例如遊戲、社交或家庭聚會、戶外運動



PERSONAL ACCESSORIES

個人配襯禮品

- Gifts for carrying or wearing as personal fashion accessories i.e.: bags, umbrellas, hats, jewelries, watches, wallets, scarves, ties, cuff links, glasses, etc.
- 時尚潮流禮品，如手飾配件、手錶、手袋、銀包等



HOME & HOUSEWARE

家庭及家居用品



DINING & PARTY

餐宴派對

- Tableware used for setting a table, serving food and dining. It includes cutlery, glassware, serving dishes and other useful items for practical as well as decorative or party purposes.
- 用作協助上菜、餐桌布置的用品，包括各種瓷製或玻璃餐具、碗碟及器皿，以及各項於派對時用的用品及佈置。



KITCHEN

廚房用品

- Items, gadgets, tools and accessories found in kitchen and used for cooking, baking or food preparation etc.
- 廚房器具及配件，用於煮食、烘焙、準備食物等



OCCASIONAL & FESTIVAL

節慶禮品

- Gifts dedicated to special occasions
- For custom festivals such as Lunar New Year, Spring Lantern Festival, Mid-Autumn Festival, etc.
- For religious festivals such as Thanksgiving Day, Christmas, Buddha's Birthday, etc.,
- For special occasions such as New Year's Eve, weddings, birthdays, New born Baby, Graduation ceremonies, Children's Day, Mother's Day, Father's Day, Valentine's Day, etc.
- 禮品用於特定的節慶日子
- 適合傳統節令，例如春節、元宵節、中秋節等
- 適合宗教節日，例如感恩節、聖誕節、佛誕等
- 適合特別場合，例如元旦、婚禮、生日、添丁、畢業禮、兒童節、母親節、父親節、情人節等



TRAVEL COMPANION

旅行用品

- Products designed for business or personal travelling and / or for enhancing overall travel experience i.e.: luggage tags, journal books/travel diaries, backpacks, locks, storage bags, travel packs, neck pillows, eye masks, pill holders, gadget organizers, portable adaptors, etc.
- 特別為商務或個人旅遊而設計及/或能提升旅遊體驗之產品
例如：旅行牌、旅行日誌、背包、鎖、旅行袋、頸枕、眼罩、藥丸盒、收納袋、旅行插頭等等



WORKPLACE

工作研習

- Gifts for office and / or study environments i.e.: office gifts, stationery, reading tools, etc.
- 適合在工作間使用例如：辦公室用品，文具，閱讀工具等等



LIVING & HOME DÉCOR

起居生活及佈置

- A variety of home products found in the living room, including home organization products, home accessories and decoration. (Excluding furniture)
- 客廳配置的家品或飾品，用於家居收納、佈置、裝飾等。（家具除外）



WELLNESS & PERSONAL CARE

保健及個人護理

- Items found in the bathroom and / or for personal wellness, hygiene and beautification.
- 浴室用品、保健用品、個人護理及美容用品。

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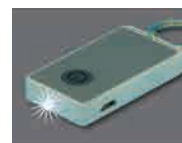




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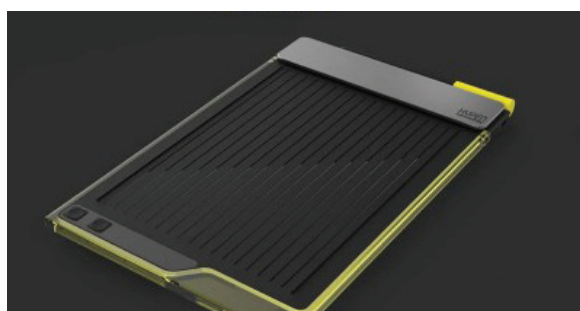
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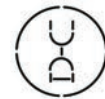
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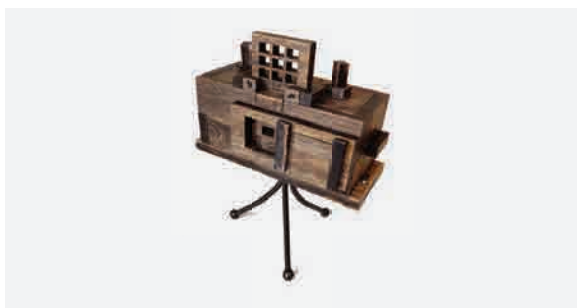
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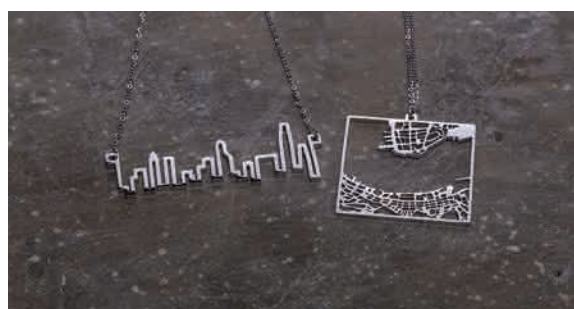
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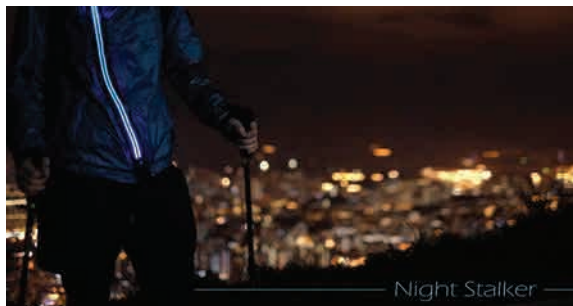


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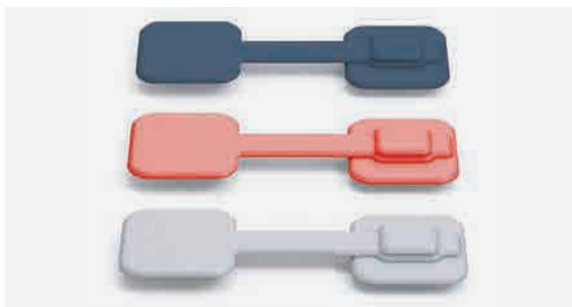


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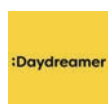
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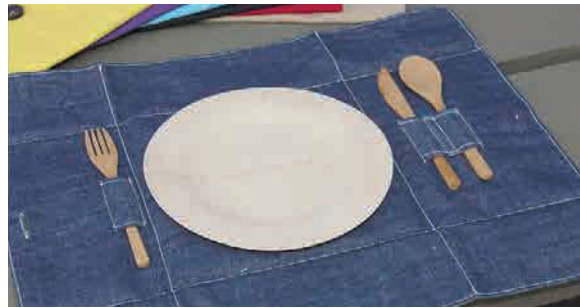
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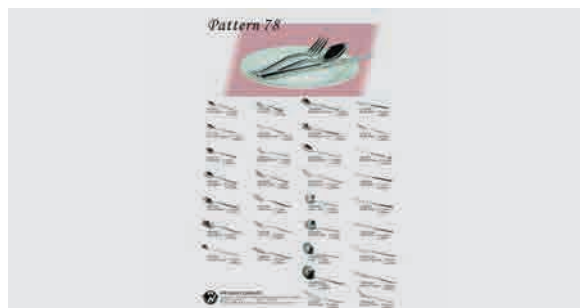




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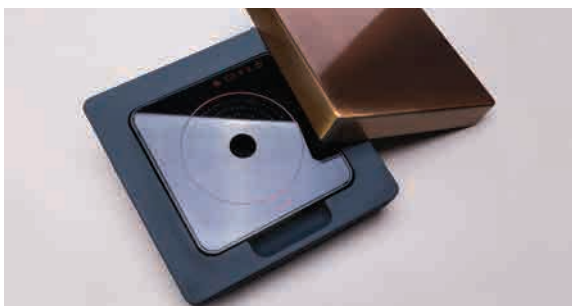
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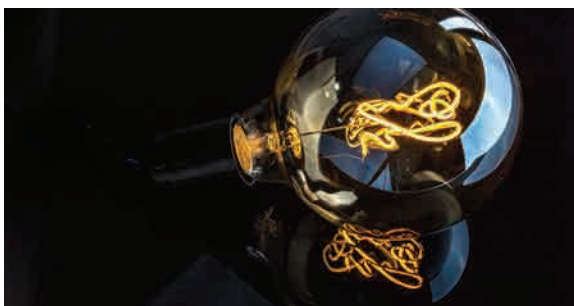
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ACKNOWLEDGE TO - STUDENT DESIGNERS (WINNER AND FINALISTS)

鳴謝－學生組設計師 (得獎及入圍)

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ACKNOWLEDGE TO - CREATIVE INDIVIDUAL DESIGNERS (WINNER AND FINALISTS)

鳴謝－獨立創意組設計師 (得獎及入圍)

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ACKNOWLEDGE TO - HKEA GENERAL COMMITTEE AND THE TEAM

鳴謝香港出口商會理事及團隊





Hong Kong Smart Design Awards, Excellence on Parade 2012-2018

香港智營設計大賞巡禮 2012-2018

Published in July 2018

二零一八年七月出版

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