

零售  
商



H K R M A N E W S L E T T E R



# RETAILERS

Winter 2018

匯聚新智慧 零售創未來

## 香港零售管理協會周年晚會暨頒獎典禮 2018 Hong Kong Retail Management Association Annual Dinner and Retail Awards Presentation Ceremony



Highlights of

*2018 Annual Dinner  
and Awards Presentation*

## MYSTERY SHOPPER PROGRAMME

### 2018 Service Retailers of The Year

#### Excellence Award



#### Gold Award

T S L | 謝瑞麟

#### Silver Award



#### Bronze Award



#### Category Award



## SERVICE & COURTESY AWARD

### 2018 Winners



## QUALITY E-SHOP RECOGNITION SCHEME

### 2018 Top 10 Quality E-Shops

#### Gold Award



#### Silver Award

#### Silver Award



#### Category Award



### 2018 Top 10 Quality E-Shops

#### Top 1



#### Top 2



#### Top 3



## About Hong Kong Retail Management Association 香港零售管理協會

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to present a unified voice for Hong Kong's retail industry. For 35 years the Association has played a vital role in addressing the many issues affecting retailers and by promoting our retail industry through awards, education and training.

Today, the HKRMA is the major retail association in Hong Kong. Our members represent more than 9,000 retail outlets employing over half of the local retail workforce. Members organizations cover various types of retail businesses ranging from beauty products and cosmetics to catering and food, supermarkets, department stores, convenience stores, drug stores, watches and jewellery, fashion and accessories, furniture and home accessories, electronic and electrical appliances, telecommunications, retail (services), and specialty stores, as well as suppliers, wholesalers and industry related service organizations.

The HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) established in 1989. Currently, members of FAPRA cover 18 countries/regions in the Asia Pacific with each being represented by the key retail association.

香港零售管理協會於1983年由一班高瞻遠矚的零售商共同創辦，他們肩負著任重道遠的使命，代表香港零售業發表一致意見。協會成立35年來，處理眾多對零售商有切身影響的事宜，亦透過獎項、教育及培訓推廣零售業。時至今日，協會已成為香港主要的零售商會，會員公司的零售店舖逾9,000間，會員公司的僱員數目佔本港總零售僱員逾半。

協會的會員公司網羅各種類型的零售業務，涵蓋美容及化粧品、餐飲、超級市場、百貨公司、便利店、藥房、鐘錶及珠寶、時裝飾物、家具及居家用品、電子及電器用品、電訊、零售（服務）、專門店，以及供應商、批發商，以及與業界相關的服務機構。

香港零售管理協會是亞太零售商協會聯盟（FAPRA）的創會會員之一。該聯盟於1989年成立，目前其會員遍及18個亞太區國家／地區，每個會員均由主要零售協會擔任代表。

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'RETAILERS' is a quarterly newsletter of the Hong Kong Retail Management Association. Complimentary copies are distributed to all HKRMA members, members of the Federation of Asia-Pacific Retailers Associations (FAPRA - encompassing 18 Asian Pacific economies), key Government officials and departments, related organizations as well as local and overseas business contacts.

### Advertising in 'RETAILERS'

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## Message from the Chairman of HKRMA 香港零售管理協會主席之話

Mrs. Annie Yau Tse  
謝邱安儀女士

### Chinese New Year Greetings

Kung Hey Fat Choy! On behalf of the Association, may I wish all fellow retailers a prosperous Year of the Pig!

### Review of 2018 Retail Business

Year 2018 remained a challenging one for Hong Kong retailers. Despite a relatively positive growth of 13.4% in total retail sales value for the first six months, the growth rate in the retail market continued to decelerate as the negative impact of the China-US trade conflict has kicked in.

Due to the depreciation in yuan, volatile stocks and property markets, the sentiment of both local and Mainland consumers became increasingly cautious. In particular, the impact for retailers of high-end luxury products was the biggest.

Although the opening of the cross-border express rail link and the Hong Kong-Zhuhai-Macau Bridge in the third quarter of 2018 attracted record-high number of visitors to Hong Kong, member companies in general indicated that there was no immediate boost in sales and customer traffic except for certain directly benefited districts like Tsim Sha Tsui and Tung Chung.

Among all the visitors, same-day visitors from the Mainland recorded the highest growth. Nevertheless, these day trippers mostly shop for daily necessities which have limited impact on retail sales growth overall.

### Forecast for 2019

Looking into 2019, the majority of our member companies are conservative over the retail market outlook, expecting the growth rate in sales to decelerate further. Subject to the resulting business performance of Q1, the Association maintains a forecast of low single-digit growth for year 2019 as a whole.

### Legislations and Industry Advocacy

Mr. Paul Chan, the Financial Secretary, will deliver his Budget Speech on 27 February, 2019. Same as previous years, the Association had put forward its Budget recommendations to the Government.

In order to help retail industry to transform into the digital era, we highlighted to the Government the importance of building a Hong Kong e-platform for incorporating domestic brands and retailers, which can help retailers to regain autonomy over fierce international competitions and to collect valuable customer data.

### 恭賀新禧

恭喜發財！我謹代表協會祝願各位豬年身體健康，生意興隆！

### 2018年零售業回顧

香港零售商在2018年經歷了多項考驗。零售銷售總額於上半年的表現頗佳，達13.4%，惟中美貿易衝突的負面影響逐漸浮現，令零售市場增長步伐持續放緩。

隨著人民幣貶值，加上股市與樓市波動，令本港及內地遊客消費變得審慎，打擊零售市道，而高級奢侈品更首當其衝。

雖然跨境高鐵及港珠澳大橋在2018年第三季開通，令訪港人數屢破新高，除個別受惠地區如尖沙咀及東涌之外，會員普遍反映銷售額與客流量未見即時增長。

事實上，於各類訪港旅客中，即日來回的內地旅客增幅最大，但他們主要購買日常用品，對零售銷售額的增長幫助有限。

### 2019年預測

展望2019年，協會大部分的成員對零售前景不太樂觀，預料銷售增長將繼續減慢。

綜觀第一季的銷售情況，協會暫維持2019年整體銷售預測為低單位數增長。

### 立法與行業倡議

財政司司長陳茂波先生將於2019年2月27日公佈財政預算案。一如以往，協會已就財政預算案向政府提交意見。

為協助零售商邁向數碼時代，協會倡議政府為本地品牌及零售商設立電子商貿平台，讓零售商於全球激烈競爭之中保持優勢，同時能獲取重要的客戶資料作持續優化。

Apart from this suggestion, we also urge the Government to set up a “Smart Retail Experience Center” for showcasing latest retail technologies and innovative solutions so that retailers can access various vital and evolving ideas under one roof. At the same time, the Center would serve as an effective platform for fostering synergies and joint efforts among retail stakeholders towards the retail transformation.

For the acute manpower shortage that the industry is facing, we reiterated our advocacy for the import of labour, which we believe can alleviate the problem for certain labour-intensive retail sectors.

Looking forward, as the new retail order progresses at an extremely fast pace, our retail industry must be rebranded with a new image in order to attract and retain young talents. To this end, we suggest the Government reviews the funding allocation to support retail manpower development under its 2014-15 Budget, and injects additional funding to speed up digital transformation as well as to project a brand new image of our industry.

### Events and Programmes

At the start of this year, I am very glad to share with you the satisfactory progress in preparing for our annual Retail Summit which will take place on 17 May, 2019 at Hong Kong Convention & Exhibition Centre.

Taking the theme “Retail Reinvention: Success in the Disruptive Age”, there will be over 20 heavyweight speakers who will share their insights on the transformation of retail into the digital era. Please find further details of the conference in this Newsletter, and enjoy the early-bird discount before the deadline of 18 April, 2019.

Another initiative of the Association is our Green Hackathon, a 3-day programme on 16, 23 and 24 February, which brings retailers and young people together to develop new ideas that can tackle green challenges in retail shops. We have attracted nearly 80 young people, 12 green start-ups and 20 retail companies participated in this meaningful event.

You may keep an eye on our communications for the interesting “green” ideas! Let’s protect the environment by promoting sustainability among retailers and customers.

### Ending

Going into 2019, we will continue our best efforts in making our events and programmes relevant to our members’ needs.

I would like to invite past members to renew their membership with HKRMA. For those who have never been our members, I would strongly recommend you to join the Association without delay in order to enjoy exclusive benefits and networking opportunities in this big family of retail.

Once again, wishing you a prosperous and fruitful year ahead!

除了這項長期目標，我們建議政府設立「智能零售體驗中心」，展示最先進的零售科技與創新方案，以便零售商能掌握重要資訊，與時並進。同時，中心更能讓零售商及相關持份者加強合作，發揮協同效益，推動本港零售業革新。

協會亦向政府重申業界人手短缺的問題，建議輸入外勞以紓緩部分勞動力密集零售行業的壓力。

現時新零售環境急速演變，業界必須塑造全新的形象，以吸納和挽留年輕人才。為此，協會建議政府檢討2014/15財政年度預算案對於支持零售業人才發展的資助金額，並增撥資金加快業界採納數碼科技及推廣零售業的新形象。

### 協會活動

踏入新一年，我很高興公佈本年度零售高峰會這項年度盛事，將於2019年5月17日假香港會議展覽中心舉行。

今年的主題為「變革新零售 共創成功路」，屆時將會有20多位著名講者分享他們對零售業步入數碼時代的真知灼見。本通訊亦載有高峰會的詳情，而早鳥優惠將於2019年4月18日截止，請及早報名參加！

另一項活動「Green Hackathon」於2月16日、23日及24日舉行，為期三天，旨在拉近年輕人與零售商的距離，一同思考如何解決零售店鋪面對的環保問題。活動共有近80位年輕人、12間環保初創企業及20間零售企業參與。

協會將於稍後的通訊中分享當日「Green Hackathon」的創意方案，萬勿錯過！同時，亦希望大家能攜手合作，向商戶與消費者宣揚可持續發展概念，一同保護環境。

### 總結

於2019年，協會將會繼續不遺餘力，籌劃各類活動，以配合會員的需要。

在此，我呼籲各位會員踴躍更新會籍，同時誠邀尚未加入的零售同業登記成為會員，享受各種獨家禮遇，把握拓展人脈的機會。

最後，再次祝各位新一年生意蒸蒸日上！



## Message from Legislative Councillor (Functional Constituency Representative for Wholesale & Retail)

### 立法會議員之話 批發及零售界功能組別代表

Hon. Peter Shiu  
邵家輝先生

#### Hong Kong's retail sector will benefit hugely from Greater Bay Area integration

The Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area – a blueprint for cooperation between Hong Kong, Macao, and the nine Pearl River Delta municipalities – has finally been unveiled. It sets out the objectives that, by 2022, the framework for a world-class city cluster should be basically established and, by 2035, the Greater Bay Area should become an economic zone supported by innovation and a first-class region for living, working, and travel.

The Plan's dozens of pages do not mention Hong Kong's wholesale and retail trade and, on the surface, it may not seem directly related to our industry. However, on a macro level, if the Greater Bay Area achieves increased market and infrastructural connectivity, the whole economic pie will become bigger with a significantly larger consumer market, and the retail industry will most certainly benefit.

Admittedly, Hong Kong is a small economy with only just over seven million people. As the Plan points out, "continuous economic growth in Hong Kong lacks sustainable and stable support". If Hong Kong remained reluctant to advance further, in other words, it would one day use up its wealth.

The Greater Bay Area beyond Hong Kong, by contrast, has more than 60 million people – more than eight times our population. As the economy of the Mainland continues to develop, the purchasing power of its people will increase, and the benefits of this must not be underestimated. Studies point out that the Greater Bay Area accounts for less than 1% of China's land mass and the area's population is less than 5% of the country's total, and yet its GDP is US\$1,380 billion, accounting for 13% of national GDP. These disproportionate numbers reflect the vast economic power and potential of the region.

#### 融入大灣區發展 零售業肯定得益

關乎香港跟澳門和珠三角九個城市合作發展的《粵港澳大灣區規劃綱要》早前終於出台，其中目標包括到2022年達致世界級城市群框架基本形成，進而在2035年形成以創新為主的經濟體，全面建成宜居宜業宜遊的國際一流灣區。

雖然整份長達數十頁的《綱要》並未提及本港批發及零售業，表面上跟我們業界不是直接相關，但宏觀而言，大灣區若能做到市場和基礎設施互聯互通，整塊經濟大餅愈做愈大，消費市道亦會水漲船高，零售業肯定得益。

無可否認，香港是個細小經濟體，本地市場僅有七百多萬人，正如《綱要》一針見血指出，「香港經濟增長缺乏持續穩固支撐」。因此，若然香港故步自封，只會坐食山空。

反觀大灣區不計香港在內也有超過六千萬人口，足足是香港的八倍有多，而且隨著內地經濟繼續發展，居民購買力提升，帶來的經濟收益不容小覷。有研究指出，大灣區佔全國土地面積不足1%，區內人口亦不及全國總人口的5%，但生產總值就有13,800億美元，佔去全國總國內生產總值的13%，這等不合比例的數字正反映出區內的雄厚經濟能量。

The Plan proposes to turn the four main cities of the Greater Bay Area – Hong Kong, Macao, Guangzhou, and Shenzhen – into an engine for regional development. We can expect Hong Kong to play an important role and the four cities to complement other cities to promote our common development. It is true Hong Kong has no advantages in terms of land and manpower to redevelop its industry. However, it can instead develop in such aspects as science and technology, helping to connect the world. It can also help international businesses integrate into the development of the Greater Bay Area with the support of Hong Kong's professional and legal expertise.

The Plan also stipulates a 144-hour Facilitation Visa policy in the Pearl River Delta region to allow foreigners to travel in the Greater Bay Area and support Hong Kong as an international tourism hub and a core demonstration zone for multi-destination tourism. It also seeks to introduce more convenient customs clearance in the ports of Guangdong, Hong Kong, and Macao, and to increase the number of entry and exit-self checking channels for passengers, as well as to promote exchanges between Hong Kong and Macao residents with those of the Mainland. Together with the newly-opened Express Rail Link and the Hong Kong-Zhuhai-Macao Bridge, these measures will improve the flow of people and goods around the region. A "one-hour living sphere" will be gradually created, bringing different sources of customers and greater business convenience to Hong Kong.

Friends in chambers of commerce have told me they hope the Hong Kong SAR Government will negotiate with Mainland authorities to give preferential treatment to Hong Kong retail enterprises who want to do business in the Greater Bay Area and tap into its retail market of more than 60 million people. This Plan provides us with a rare opportunity to do just that, and I urge the Government to work hard to implement it.

Some critics have remarked that the Plan means Hong Kong's future is now "fully planned" and that "one country, two systems" exists in name only. I feel those arguments either carry ulterior motives or are simply a case of people worrying too much. The implementation of "one country, two systems" in Hong Kong is guaranteed by our constitution and the Basic Law. It is also a dedicated policy of the Central Government, and our national leaders and even the Plan have repeatedly promised to uphold it.

In reality, the development of the Greater Bay Area will have no impact at all on "one country, two systems". Instead, it allows Hong Kong to use "one country, two systems" to bring our unique strengths to play, including our legal system, to serve as a bridge between China and the world and play a key role in the development of the Greater Bay Area. Our role will bring us great economic benefits, and we should embrace this historic opportunity.

其中《綱要》以香港、澳門、廣州、深圳為四大中心城市，作區域發展的核心引擎，我們可望香港將發揮重要角色，與其他省互補不足，推動經濟共同向前發展。誠然香港要重新發展工業，土地和人手已沒甚優勢，但仍可在創科環節大力發展，與世界接軌，亦可讓香港在專業人才和法律方面上幫助國際商家融入大灣區發展。

除此之外，《綱要》列明會優化珠三角「144小時過境免簽」政策，便利外國人在大灣區旅遊觀光，支援香港成為國際城市旅遊樞紐及「一程多站」示範核心區，又會推動在粵港澳口岸實施更便利的通關模式，研究增加旅客出入境自助查驗通道，進一步便利港澳與內地居民往來。加上新近通車啟用的高鐵和港珠澳大橋，有關措施有助區內人流物流更為便捷，「一小時生活圈」將逐步實現，為香港帶來更多不同客源和營商方便。

有商會朋友之前曾向我表示，希望特區政府與內地當局協商，爭取給予優惠，讓香港零售企業可以在大灣區落戶經營，捕捉區內六千多萬人口的零售市場。《綱要》現時提供的亦正是一個不可多得的契機，我會敦促政府努力落實。

至於有人指香港全面「被規劃」，「一國兩制」名存實亡，我覺得有關說法不是別有用心，就是杞人憂天。香港實行「一國兩制」是受憲法和基本法保障，亦是中央的國策方針，領導人以至今次提出的《綱要》都已一再作出保證。

事實上，大灣區發展非但對「一國兩制」了無影響，反而可讓香港利用「一國兩制」帶來包括法律制度等方面的獨特優勢，擔當國家與世界的橋樑，在大灣區建設中發揮重要作用，帶來更大經濟效益。



# The Role of Department Stores in Megacities



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The Ritz-Carlton Tokyo, Japan.



## Highlights of 2018 Annual Dinner and Retail Awards Presentation Ceremony 協會周年晚會暨頒獎典禮 2018



The Hong Kong Retail Management Association successfully convened on 6 December, 2018 its Annual Dinner & Retail Awards Presentation Ceremony at the Grand Hall, Hong Kong Convention and Exhibition Centre. The Association was deeply honoured that this year, Mr. Paul Chan Mo-po, GBM, GBS, MH, JP, Financial Secretary of the HKSAR Government, attended the ceremony as the Guest of Honour celebrating the memorable moment with 1,500 guests and representatives from the retail industry.

香港零售管理協會周年晚會暨頒獎典禮已於2018年12月6日假香港會議展覽中心大禮堂圓滿舉行。協會今年榮幸邀請到香港特別行政區財政司司長陳茂波GBM, GBS, MH, JP 蒞臨主禮，與1,500位嘉賓及同業歡度這歡樂的時刻。







An impressive group of more than 200 Retail Ambassadors, led by our "Service Icon" Mr. Phil Lam, took the stage in that evening. Our Retail Ambassadors showed their resolution on promoting the retailing service by chanting on the stage in one voice a slogan. The guests and industry peers responded with an enthusiastic applause. They also encouraged our Retail Ambassadors to continue their good work and add values for the industry.

當晚由服務大使林奕匡先生帶領二百多位零售大使，陣容鼎盛地進場，為晚會揭開序幕。各零售大使於台上同聲朗讀口號，承諾致力推廣零售服務。全場嘉賓及同業報以熱烈的掌聲，鼓勵各零售大使繼續努力，為業界發光發亮。



Popular local artiste Mr. Ivan Yuen, nicknamed "Expert Dickson", joined by veteran music artiste Mr. Ram Chiang Chih-kuang, gave a spectacular performance in that evening. Their performance simply denoted that the retail industry is now making a transition between old and new operations. It is anticipated that more young people will join the retail industry and carry it forward. The duet's performance was so remarkable that they won great applause from the audience, who was thrilled and excited.

今次晚會特別邀請了年輕偶像Dickson專家及樂壇前輩蔣志光先生為表演嘉賓。他們正正象徵零售業現時是新舊共融的年代，希望有更多年輕人加入，可以繼續薪火相傳。兩位嘉賓的表演贏得全場歡呼喝采，令晚會氣氛高漲。

Please visit the Association's website [www.hkrma.org](http://www.hkrma.org) for highlights of the event.  
請瀏覽協會網站 [www.hkrma.org](http://www.hkrma.org) 回顧活動花絮

The Association thanks the following companies for their sponsorships:

- Title Sponsor: A.S. Watson Group
- Platinum Sponsors: Chow Tai Fook Jewellery Co. Ltd., Standard Chartered Bank (Hong Kong) Limited, trustME Chain Corporation Limited, Tse Sui Luen Jewellery Co Ltd
- Gold Sponsors: Ricoh Hong Kong Limited, SAP Hong Kong Co., Limited, Swire Properties Management Limited - Cityplaza
- Silver Sponsors: Cashmaster Asia Ltd., China Mobile Hong Kong Company Ltd., Eu Yan Sang (HK) Ltd.
- Bronze Sponsors: CG Marketing Company Limited, Innovative Faction Limited, WTT eBusiness Limited.







**周大福**  
CHOW TAI FOOK



## Mystery Shopper Programme – 2018 Service Retailers of the Year 神秘顧客計劃 - 2018 全年最佳服務零售商

The Mystery Shoppers Programme of HKRMA is a renowned service performance benchmarking tool for companies to improve their customer service and uplift the overall customer service standard in Hong Kong retail industry.

In 2018, a total of 141 retail brands covering 2,233 outlets participated in the Programme. About 8,686 mystery shopper assessment visits to outlets across 23 retail categories were made, including product and service categories.

Retailers with highest scores are awarded "Service Retailers of the Year" which represents the highest industry recognition in excellent service performance. All winning companies proudly received their trophies presented by Mr. Peter Shiu, Legislative Councillor (Wholesale and Retail) and Mrs. Annie Yau Tse, HKRMA Chairman, at the Association's Annual Dinner on 6 December 2018.

香港零售管理協會的「神秘顧客計劃」廣受業界認同，為優質服務奠定全面及客觀的評審準則，助零售商衡量其店舖的顧客服務水平，從而提升整體零售服務質素。

於2018年，計劃獲141個品牌，共2,233間零售店舖參與，覆蓋23個零售及服務組別，合共進行了8,686次神秘顧客探訪。

透過全面的探訪評審，全年得分最高的零售商，將獲頒發業界最高殊榮的「最佳服務零售商」。所有得獎公司在2018年12月6日舉辦的周年晚會暨頒獎典禮上，獲立法會議員(批發及零售)邵家輝先生，以及協會主席謝邱安儀女士頒發獎座。

### 2018 Excellence Award 2018 年卓越成就獎

Award Presenter 頒獎嘉賓:

Mr. Peter Shiu, Legislative Councillor (Wholesale and Retail) 立法會議員(批發及零售) 邵家輝先生



C. S. S. Jewellery Co. Limited  
粵港澳周生生珠寶金行



King Fook Jewellery Group Limited  
景福珠寶集團



SaSa International Holdings Ltd -  
La Colline Shop  
莎莎國際控股有限公司 -  
La Colline 專門店



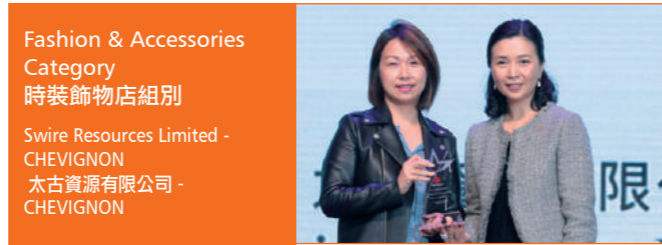
The Hongkong Electric Co Ltd -  
Customer Centre  
香港電燈有限公司 - 客戶中心



2018 Service Retailers of the Year - Grand Award  
2018 最佳服務零售商大獎



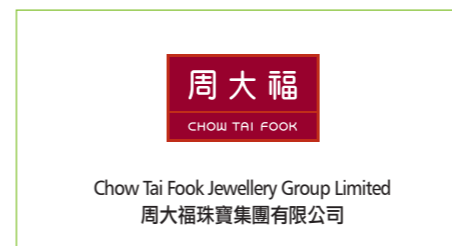
2018 Service Retailers of the Year - Category Award  
2018 最佳服務零售商 - 組別獎



Award Presenter 頒獎嘉賓:  
Mrs. Annie Yau Tse, HKRMA Chairman 香港零售管理協會主席謝邱安儀女士



The Outstanding Brand Award with Most Visits\*  
最高探訪次數優秀品牌獎\*



\* Companies achieved an average performance over 90% in 4 consecutive assessment periods covering over 140 visits. 公司連續參加 4 期，合共探訪次數超過 140 次，並連續每期獲得平均分達 90 分以上。





## 2018 Service & Courtesy Award - Award Presentation 2018 傑出服務獎 - 頒獎典禮

Highly respected as the Oscars of the retail trade in Hong Kong, the Service & Courtesy Award of HKRMA has been successful since its inception in 1986, in promoting quality service, recognizing the outstanding performance of frontline retail professionals.

In 2018, the Award attracted 501 retail staff from 97 brands across 20 retail and service categories. The Award has ushered in major innovations. More than 300 distinguished frontline employees were appointed as "Retail Ambassadors" and the "Retail Excellence Award" was debuted to encourage the sharing of best practices in customer service among retailers, so as to uplift the overall service standard to a higher level. All winners were awarded at the Association's Annual Dinner held on 6 December 2018.

協會於1986年創辦傑出服務獎，至今已被業界譽為「零售奧斯卡」。獎項透過嘉許表現出色的零售業前線專才，成功為優質服務豎立典範，持續推動優質顧客服務。

2018年傑出服務獎獲來自97個品牌共501位前線零售員工參加，涵蓋20個零售及服務組別。2018年的獎項迎來重大的創新元素，增設了「零售大使」及傑出服務策劃大獎，藉同業楷模的分享，鼓勵零售商追求卓越，精益求精。所有得獎者已於2018年12月6日協會舉辦的周年晚會上獲頒發殊榮。

### Top 10 Outstanding Service Retail Brands 十大傑出服務零售品牌 (由公眾投票選出)



- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>G2000 (Apparel) Limited – G2000 橫二千有限公司 – G2000</li> <li>Hong Kong Telecommunications (HKT) Limited – HKT – Smart Living 香港電訊有限公司 – 香港電訊 – Smart Living</li> <li>Maxim's Caterers Ltd., – Jasmine 美心食品有限公司 – 八月花</li> </ul> | <ul style="list-style-type: none"> <li>Maxim's Caterers Ltd., – Peking Garden Restaurant 美心食品有限公司 – 北京樓</li> <li>McDonald's Hong Kong 香港麥當勞</li> <li>Prince Jewellery &amp; Watch Company Limited – Prince 太子珠寶鐘錶有限公司 – 太子珠寶鐘錶</li> <li>Stan Group (Holdings) Limited - Lafayette – Love Café 陞域(控股)有限公司 – 拉斐特 – Love Café</li> </ul> | <ul style="list-style-type: none"> <li>Sun Hung Kai Real Estate Agency Limited – WTC 新鴻基地產代理有限公司 – WTC世貿中心</li> <li>Swire Properties Management Limited – Citygate Outlets 太古地產管理有限公司 – 東薈城名店倉</li> <li>Tai Hing Catering Group - Tai Hing Restaurant 太興飲食集團 - 太興餐廳</li> </ul> |
|--|---|--|

Award Presenter 頒獎嘉賓:

Ms. Caroline Mak, JP, Member of Board of Director, HKRMA 香港零售管理協會董事會成員 麥瑞琮女士

### The Best Team Performance Award 公司獎項 - 最佳參賽隊伍獎

Gold Award 金獎



Chow Tai Fook Jewellery Group Limited – Chow Tai Fook  
周大福珠寶集團有限公司 – 周大福

- Mr. Tai Victor 戴域加
- Ms. Cheung Ming Wai 張明慧
- Mr. Leung Kwan Min 梁君勉
- Ms. Zhou Yixin 周意欣

Silver Award 銀獎



Prince Jewellery & Watch Company Limited – Prince  
太子珠寶鐘錶有限公司 – 太子珠寶鐘錶

- Mr. Leung Sui Sun, Bruce 梁帥笙
- Mr. Lau Kam Fung Andy 劉鑑鋒
- Ms. Lo Wai Chi, Rachel 盧蕙芝
- Ms. So Ting Sam, Candace 蘇蕙森

Bronze Award 銅獎



Sa Sa Cosmetic Company Limited  
莎莎化粧品有限公司

- Ms. Tam Pui Yu, Olivia 譚沛瑜
- Ms. Kan Sum Yin, Charlotte 簡深賢
- Ms. Wu Ching Wan, Jinn 胡靖鈞
- Ms. Yeung Lai Yan, Lian 楊麗欣

### The Potential Brand Award 公司獎項 - 最具潛質品牌獎

Gold Award 金獎



McDonald's Hong Kong – McCafé  
香港麥當勞 – McCafé

- Ms. Siu Wai Ki 蕭惠琪
- Ms. Chin Chun Yee 錢俊儀
- Mr. Lee Cho Yin 李楚賢
- Ms. Leung Wai Tung 梁煒彤

Silver Award 銀獎



Hong Kong Telecommunications (HKT) Limited – NETVIGATOR  
香港電訊有限公司 – 網上行 NETVIGATOR

- Mr. Li Ching Yee Kenneth 李正怡
- Ms. Chan Sau Yan Agnes 陳秀欣
- Mr. Leung Siu Fung Kelvin 梁肇鋒
- Mr. Ma Ka Foo Carey 馬家富

Bronze Award 銅獎



King Bakery Holdings Limited - Ryoyupan Bakery Hong Kong  
Company Limited  
蛋撻王控股有限公司 – 糧友麵包香港有限公司

- Ms. Kam Wing Yan 甘詠恩
- Ms. Horii Shizue 堀井靜江
- Ms. Lung Ho Yan 龍浩欣
- Ms. Wong Wai Yan 黃煒殷

Award Presenter 頒獎嘉賓:

Ms. Caroline Mak, JP, Member of Board of Director, HKRMA 香港零售管理協會董事會成員 麥瑞琮女士



**Company Award - Retail Excellence Award**  
**傑出服務策劃大獎**

Award Presenter 頒獎嘉賓：  
Mrs. Annie Yau Tse, Chairman, HKRMA 香港零售管理協會主席 謝邱安儀女士



Gold Award 金獎	Silver Award 銀獎	Bronze Award 銅獎
UA Cinema Circuit Ltd – UA Cinemas 娛藝院線有限公司 – UA Cinemas	City Super Limited – LOG-ON	SmarTone Mobile Communications Limited – SmarTone
<b>Certificate of Merit 嘉許證書 (排名不分先後)</b>		
<ul style="list-style-type: none"> <li>Pricerite Home Limited – Pricerite 實惠家居有限公司 – 實惠家居</li> </ul>	<ul style="list-style-type: none"> <li>Dah Chong Hong (Motor Service Centre) Ltd. – Dah Chong Hong Motor Service Centre 大昌貿易行汽車服務中心有限公司 – 大昌行汽車服務中心</li> </ul>	<ul style="list-style-type: none"> <li>CSL Mobile Limited – csl. 香港移動通訊有限公司 – csl.</li> </ul>
<b>Best Presentation Award 最佳演說獎</b>		
CSL Mobile Limited - 1010 香港移動通訊有限公司- 1010		

Award Presenter 頒獎嘉賓：  
Dr. Bankee Kwan, JP, Member of Board of Director, HKRMA 香港零售管理協會董事會成員 關百豪博士

**Gift and Premium Stores Category 禮品及精品店組別**



(From Left 由左起)  
**Junior - Gold Award**  
Ms. Leung Shun Wa 梁順樺  
Hong Kong Disneyland Resort - Hong Kong Disneyland Resort Merchandise  
香港迪士尼樂園 - 香港迪士尼樂園商品部

**Junior - Silver Award**  
Ms. Lau Ka Yan 劉嘉欣  
Hong Kong Disneyland Resort - Hong Kong Disneyland Resort Merchandise  
香港迪士尼樂園 - 香港迪士尼樂園商品部

**Cosmetics Stores & Nutritious Category 化粧及營養補充品組別**



(From Left 由左起)  
**Supervisory - Gold Award**  
Ms. Tam Pui Yu, Olivia 譚沛榆  
Sa Sa Cosmetic Company Limited  
莎莎化粧品有限公司

**Junior - Gold Award**  
Ms. Peggie Leung 梁雅喬  
Amway Hong Kong Limited – Artistry  
美國安利(香港)日用品有限公司 – 雅姿

**Junior - Silver Award**  
Ms. Wu Ching Wan, Jinn 胡靖昀  
Sa Sa Cosmetic Company Limited  
莎莎化粧品有限公司

**Junior - Bronze Award**  
Ms. Kan Sum Yin, Charlotte 簡深賢  
Sa Sa Cosmetic Company Limited  
莎莎化粧品有限公司

**Restaurants - Chinese Cuisine Category 餐廳 - 中式菜系組別**



(From Left 由左起)  
**Supervisory - Gold Award**  
Mr. Tse Pak Hin 謝柏軒  
Tai Hing Catering Group - Tai Hing Restaurant  
太興飲食集團 – 太興餐廳

**Supervisory - Silver Award**  
Ms. Chau Yung Kam 周勇琴  
Maxim's Caterers Ltd., – THE SQUARE  
美心食品有限公司 – 翠玉軒

**Junior - Gold Award**  
Ms. Law Hoi Ying 羅凱盈  
Tai Hing Catering Group - Tai Hing Restaurant  
太興飲食集團 – 太興餐廳

**Junior - Silver Award**  
Ms. Chau Yim Kwan 周艷君  
Maxim's Caterers Ltd., – Maxim's Palace  
美心食品有限公司 – 美心皇宮

**Junior - Bronze Award**  
Mr. Barton John 陳瑞康  
Maxim's Caterers Ltd., – Peking Garden  
Restaurant  
美心食品有限公司 – 北京樓

Award Presenter 頒獎嘉賓：  
Mr. Philip Ma, Member of Board of Director, HKRMA 香港零售管理協會董事會成員 馬景煊先生

**Telecommunications Category 電訊組別**



(From Left 由左起)  
**Supervisory - Gold Award**  
Mr. Chang Chung Kit, Kenneth 張宗傑  
SmarTone Mobile Communications Limited  
– SmarTone

**Supervisory - Silver Award**  
Mr. Lee Wai Kit 李偉傑  
Hong Kong Telecommunications (HKT)  
Limited – HKT  
香港電訊有限公司 – 香港電訊

**Junior - Gold Award**  
Mr. Wong Kam Yuen 黃錦源  
Hong Kong Telecommunications (HKT)  
Limited – HKT  
香港電訊有限公司 – 香港電訊

**Junior - Bronze Award**  
Mr. Tsui Chi Sum, Samuel 徐志森  
SmarTone Mobile Communications Limited  
– SmarTone

**Junior - Outstanding Performance**  
Mr. Cheung Yiu Chung Benji 張耀宗  
Hong Kong Telecommunications (HKT)  
Limited – HKT  
香港電訊有限公司 – 香港電訊

**Junior - Outstanding Performance**  
Mr. Cheung Ka Pan Ben 張嘉賓  
CSL Mobile Limited – 1010  
香港移動通訊有限公司 – 1010

**Convenience Stores / Supermarkets Category 便利店 / 超級市場組別**



(From Left 由左起)  
**Supervisory - Gold Award**  
Ms. Cheng Man Wai 鄭文惠  
The Dairy Farm Company, Limited  
牛奶有限公司 – Market Place by Jasons

**Junior - Gold Award**  
Mr. Tsun Ho Nam 秦浩南  
YHY International Investment Incorporation  
Limited – God's Rainbow  
浩欣國際投資有限公司 – 神彩飛揚

**Junior - Silver Award**  
Ms. Yim Chi Ling 嚴智寧  
YHY International Investment Incorporation  
Limited – God's Rainbow  
浩欣國際投資有限公司 – 神彩飛揚

**Bakery Shops Category 麵包西餅店組別**



**Junior - Gold Award**  
Mr. Wong Chun Keung 王俊強  
Kee Wah Bakery Limited – Kee Wah Bakery  
奇華餅家有限公司 – 奇華餅家



Award Presenter 頒獎嘉賓:

Mr. Rodney Miles, Member of Board of Director, HKRMA 香港零售管理協會董事會成員 文禮士先生

## Quality Living Category 優質家居組別



(From Left 由左起)

**Supervisory - Gold Award**

Mr. Hui Kwan King Terry 許鈞勁  
Hong Kong Telecommunications (HKT)  
Limited – HKT – Customer Service Center  
香港電訊 – 客戶服務中心

**Junior - Gold Award**

Mr. Yeung Fong Kiu Ray 楊芳喬  
Hong Kong Telecommunications (HKT)  
Limited – HKT – Customer Service Center  
香港電訊 – 客戶服務中心

**Junior - Silver Award**

Ms. Tso Yee Man, Judy 曹綺雯  
BSH Home Appliances Limited – Siemens  
Home Appliances  
博西華家用電器有限公司 – 西門子家電

## Fastfood Category 快餐店組別



(From Left 由左起)

**Supervisory - Gold Award**

Ms. Cheng Lok Man 鄭洛雯  
Pizza Hut Hong Kong Management Limited  
- PHD  
香港必勝客管理有限公司 - 薄餅博士

**Supervisory - Silver Award**

Mr. Tang Hon Pan 鄧漢斌  
Café de Coral Holdings Limited – Café de  
Coral  
大家樂集團有限公司 - 大家樂

**Supervisory - Bronze Award**

Ms. Ho Yuet Wah Noel 何月華  
Café de Coral Holdings Limited – Café de Coral  
大家樂集團有限公司 - 大家樂

**Junior - Gold Award**

Ms. Fung Po Kei 馮寶琦  
McDonald's Hong Kong  
香港麥當勞

**Junior - Silver Award**

Ms. Liu Jia Feng 劉家鳳  
Café de Coral Holdings Limited – Café de Coral  
大家樂集團有限公司 - 大家樂

**Junior - Bronze Award**

Ms. Cheung Ka Man 張嘉雯  
McDonald's Hong Kong  
香港麥當勞

**Junior - Outstanding Performance**

Ms. Yau Ka Man 丘嘉雯  
McDonald's Hong Kong  
香港麥當勞

**Junior - Outstanding Performance**

Mr. Ko Wai Lung 高偉龍  
Pizza Hut Hong Kong Management Limited  
- PHD  
香港必勝客管理有限公司 - 薄餅博士

Award Presenter 頒獎嘉賓:

Mr. Yu Pang Chun, SBS, JP, Member of Board of Director, HKRMA 香港零售管理協會董事會成員 余鵬春先生

## Watch &amp; Jewellery Category 鐘錶及珠寶店組別



(From Left 由左起)

**Supervisory - Gold Award**

Mr. Leung Sui Sun, Bruce 梁帥笙  
Prince Jewellery & Watch Company Limited –  
Prince  
太子珠寶鐘錶有限公司 – 太子珠寶鐘錶

**Supervisory - Silver Award**

Mr. Ng Hip Fung, Mike 吳協豐  
Prince Jewellery & Watch Company Limited  
– Prince  
太子珠寶鐘錶有限公司 – 太子珠寶鐘錶

**Junior - Gold Award**

Ms. Cheung Ming Wai 張明慧  
Chow Tai Fook Jewellery Group Limited –  
Chow Tai Fook  
周大福珠寶集團有限公司 – 周大福

**Junior - Silver Award**

Ms. So Ting Sam, Candace 蘇筵森  
Prince Jewellery & Watch Company Limited  
– Prince  
太子珠寶鐘錶有限公司 – 太子珠寶鐘錶

**Junior - Bronze Award**

Mr. Leung Kwan Min 梁君勉  
Chow Tai Fook Jewellery Group Limited –  
Chow Tai Fook  
周大福珠寶集團有限公司 – 周大福

**Junior - Outstanding Performance**

Ms. Zhou Yixin 周意欣  
Chow Tai Fook Jewellery Group Limited –  
Chow Tai Fook  
周大福珠寶集團有限公司 – 周大福

**Junior - Outstanding Performance**

Ms. Lo Wai Chi, Rachel 盧慧芝  
Prince Jewellery & Watch Company Limited  
– Prince  
太子珠寶鐘錶有限公司 – 太子珠寶鐘錶

## Retail (Services) Category 零售 (服務) 組別



(From Left 由左起)

**Supervisory - Gold Award**

Mr. Leung Tik Kwok 梁迪國  
Dah Chong Hong (Motor Service Centre) Ltd.  
- Dah Chong Hong Motor Service Centre  
大昌貿易行汽車服務中心有限公司 – 大昌行  
汽車服務中心

**Junior - Gold Award**

Ms. Ng King Chi Christy 伍瓊芝  
The Hong Kong Jockey Club  
香港賽馬會

**Junior - Silver Award**

Ms. Lee Tsz Ying 李芷瑩  
The Hong Kong Jockey Club  
香港賽馬會

**Junior - Bronze Award**

Ms. Chan Ki Ki 陳琪琪  
The Hong Kong Jockey Club  
香港賽馬會

Award Presenter 頒獎嘉賓:

Ms. Janis Tam, Vice-Chairman, HKRMA 香港零售管理協會副主席 譚錦儀女士

## Public Utilities Category 公共事業組別

**Junior - Gold Award**

Ms. Lau Wing Kwan Vinca 柳詠筠  
The Hongkong Electric Co., Ltd.  
香港電燈有限公司

## Furniture &amp; Home Accessories Category 傢俱及居室用品組別



(From Left 由左起)

**Supervisory - Gold Award**

Ms. Fung Ching Man 馮靜雯  
Pricerite Home Limited  
實惠家居有限公司 – Pricerite 實惠家居

**Junior - Gold Award**

Mr. Leung Siu Ming, Sammy 梁少明  
Pricerite Home Limited  
實惠家居有限公司 – Pricerite 實惠家居

**Junior - Silver Award**

Mr. Lee Ka Him 李嘉謙  
Pricerite Home Limited  
實惠家居有限公司 – Pricerite 實惠家居

## Health &amp; Personal Care Products Category 健康及個人護理產品組別

**Junior - Gold Award**

Ms. Sisi Chan 陳笑娟  
Perfect Resources (HK) Limited  
完美資源(香港)有限公司



Specialty Stores Category 專門店組別



(From Left 由左起)

**Supervisory - Gold Award**

Mr. Cheung Tsz Tat 張子達  
Apple Storage Group Limited – Apple Storage  
蘋果迷你倉集團有限公司 – 蘋果迷你倉

**Supervisory - Silver Award**

Ms. Ng Tsz Hung 吳子紅  
Hong Kong Disneyland Resort – Hong Kong  
Disneyland Resort Merchandise  
香港迪士尼樂園 – 香港迪士尼樂園商品部

**Junior - Gold Award**

Ms. Sui Ya Tang 薛雅棠  
Apple Storage Group Limited – Apple Storage  
蘋果迷你倉集團有限公司 – 蘋果迷你倉

**Junior - Silver Award**

Ms. Chan Tim Lan, Joanne 陳添蘭  
ClubONE Limited – ClubONE  
會所1有限公司 – 會所1

**Junior - Bronze Award**

Ms. Wu Wei Zhen, Jenny 吳衛珍  
ClubONE Limited – ClubONE  
會所1有限公司 – 會所1

**Junior - Outstanding Performance**

Ms. Wong Wing Shan, Sharon 黃詠珊  
ClubONE Limited – ClubONE  
會所1有限公司 – 會所1

Award Presenter 頒獎嘉賓:

Dr. Guy Look, Chairman of E-Commerce Sub-Committee, HKRMA 香港零售管理協會電子商貿委員會主席 陸楷博士

Restaurants - Western Cuisine Category 餐廳 - 西式菜系組別



(From Left 由左起)

**Supervisory - Gold Award**

Ms. Hui Hoi Shan 許海珊  
Pizza Hut Hong Kong Management Limited  
- Pizza Hut  
香港必勝客管理有限公司 – 必勝客

**Junior - Gold Award**

Ms. Li Hang Lam 李杏藍  
Pizza Hut Hong Kong Management Limited  
- Pizza Hut  
香港必勝客管理有限公司 – 必勝客

**Junior - Silver Award**

Ms. Sze Mei Ting 施美婷  
Pizza Hut Hong Kong Management Limited  
- Pizza Hut  
香港必勝客管理有限公司 – 必勝客

Property Management Category 商場管理組別



(From Left 由左起)

**Supervisory - Gold Award**

Ms. Lau Sze Wun, Mavis 劉詩桓  
Swire Properties Management Limited –  
Cityplaza  
太古地產管理有限公司 – 太古城中心

**Junior - Gold Award**

Ms. Chan Ka Yan, Esther 陳嘉欣  
K11 Concepts Limited

**Junior - Silver Award**

Ms. Wong Tsz Man, Emily 黃梓旻  
Sun Hung Kai Real Estate Agency Limited –  
WTC  
新鴻基地產代理有限公司 – WTC世貿中心

**Junior - Bronze Award**

Ms. Yung Tsz Ling, Rosanne 容梓菱  
Sun Hung Kai Real Estate Agency Limited –  
New Town Plaza I  
新鴻基地產代理有限公司 – 新城市廣場一期

Food Shops Category 食品店組別



(From Left 由左起)

**Supervisory - Gold Award**

Ms. Kon Mei Fong 干美芳  
Kee Wah Bakery Limited – Kee Wah Bakery  
奇華餅家有限公司 – 奇華餅家

**Junior - Gold Award**

Ms. Chin Chun Yee 錢俊儀  
McDonald's Hong Kong – McCafé  
香港麥當勞 – McCafé

Fashion & Accessories Category 時裝飾物店組別



(From Left 由左起)

**Supervisory - Gold Award**

Ms. Yeung Yin Kwan 楊燕群  
Giordano Limited – Giordano  
佐丹奴有限公司 – 佐丹奴

**Junior - Gold Award**

Ms. Kwok Tsz Yan 郭紫珍  
Giordano Limited  
佐丹奴有限公司 – Giordano Junior

**Junior - Silver Award**

Ms. Au Wai Shan 歐蕙珊  
Giordano Limited – Giordano  
佐丹奴有限公司 – 佐丹奴

Social Enterprises Category  
社企組別

Award Presenter 頒獎嘉賓:  
Mr. Paul Ma, Chairman of HKRMA 2018 S&C Award Organizing Committee  
香港零售管理協會 2018傑出服務獎籌備委員會主席 馬永基先生



(From Left 由左起)

Gold Award 金獎

Mr. Woo Yick Keung 胡益強  
Tung Wah Group of Hospitals - iBakery Gallery Café  
東華三院 – 東華三院愛烘焙餐廳

Silver Award 銀獎

Mr. Lau King Ho 劉景浩  
MentalCare Connect Co Ltd – Cheers Gallery  
明途聯繫有限公司 – 卓思廊

Bronze Award 銅獎

Mr. Wong Kwong Shing Joe 王廣誠  
Tung Wah Group of Hospitals – Take a Break  
東華三院 – 東華三院自在軒

New Participating Brands Category  
S&C 新秀組別



(From Left 由左起)

**Supervisory - Bronze Award**

Ms. Maggy Chan 陳文姬  
Cafe de Coral Holdings Limited - Mixian  
Sense  
大家樂集團有限公司 – 米線陣

**Supervisory - Silver Award**

Mr. Chan Hau Lun Alan 陳孝倫  
Hong Kong Telecommunications (HKT)  
Limited – NETVIGATOR  
香港電訊有限公司 – 網上行 NETVIGATOR

**Supervisory - Gold Award**

Mr. Li Ching Yee Kenneth 李正怡  
Hong Kong Telecommunications (HKT)  
Limited – NETVIGATOR  
香港電訊有限公司 – 網上行 NETVIGATOR

**Junior - Gold Award**

Mr. Ma Ka Foo Carey 馬家富  
Hong Kong Telecommunications (HKT)  
Limited – NETVIGATOR  
香港電訊有限公司 – 網上行 NETVIGATOR

**Junior - Silver Award**

Ms. Horii Shizue 堀井靜江  
King Bakery Holdings Limited - Ryoyupan  
Bakery Hong Kong Company Limited  
蛋撻王控股有限公司 – 糧友麵包香港有限公司

**Junior - Bronze Award**

Mr. Cheung Yu Hin, Brian 張裕軒  
Oriental Watch Holdings Limited - Ori-  
ental Watch  
東方表行集團有限公司 – 東方表行



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## Commending E-Shops with Outstanding Performance 嘉許優質網店典範

Introduced in 2017 by the Association, the "Quality E-Shop Recognition Scheme" aims at raising consumers' confidence in Hong Kong's e-shops by evaluating the online shops' service, their systems and security measures in terms of customer experience, trustworthiness and contract fulfilment.

The scheme's assessment criteria are both professional and rigorous, taking into consideration the feedback from local and international renowned e-commerce players. The scheme has put in place new industry standards for the city's online shops as well as the best online business model.

In addition to the "Top 10 Quality E-Shops", new awards were introduced for SMEs and e-shops with the best contract fulfilment in 2018. All winning companies received their recognitions at the Annual Dinner on 6 December 2018.

協會於2017年推出「優質網店認證計劃」，透過檢視網店在顧客購物體驗、信譽、履行交易三大範疇，對網店的服務、系統及安全性作出評審，以加強消費者對香港網店購物信心。

認證計劃的評審準則既專業又嚴謹，獲得多間本地及國際著名電商給予意見和認可。計劃為香港網店釐定嶄新的行業標準，以及最佳網上營商模式。

協會每年透過認證計劃向優質網店，頒發「十大優質網店大獎」，並於2018年增設「至TOP中小企網店」及「最佳履行交易表現獎」，表揚優質的網店，彰顯業界卓越典範。所有得獎公司已於2018年12月6日協會舉辦的周年晚會上頒發殊榮。

### 2018 Top 10 Quality E-Shops 2018 十大優質網店

Award Presenter 頒獎嘉賓: M. Janis Tam, Vice-Chairman, HKRMA 香港零售管理協會副主席 譚錦儀女士	
<b>Gold Award 金獎</b>  A.S. Watson Group – FORTRESS 屈臣氏集團 - 豐澤 <a href="http://www.fortress.com.hk">www.fortress.com.hk</a>	<b>Gold Award 金獎</b>  A.S. Watson Group - Watsons 屈臣氏集團 - 屈臣氏 <a href="http://www.watsons.com.hk">www.watsons.com.hk</a>
<b>Silver Award 銀獎</b>  A.S. Watsons Group – PARKnSHOP (HK) Limited 屈臣氏集團 - 百佳超級市場 <a href="http://www.parknshop.com">www.parknshop.com</a>	<b>Silver Award 銀獎</b>  Strawberry Cosmetics (Services) Limited <a href="http://strawberrynet.com">strawberrynet.com</a>
<b>Bronze Award 銅獎</b>  Ztore HK Limited 士多香港有限公司 <a href="http://www.ztore.com">www.ztore.com</a>	

### Other Top 10 Quality E-Shops 其他十大優網店

 Chow Tai Fook Jewellery Group Ltd 周大福珠寶集團有限公司 <a href="http://www.ctfeshop.com.hk">www.ctfeshop.com.hk</a>	 Japan Home Centre (HK) Ltd 日本城 (香港) 有限公司 <a href="http://www.jhceshop.com">www.jhceshop.com</a>	 Pricerite Home Limited 實惠家居有限公司 <a href="http://www.pricerite.com.hk">www.pricerite.com.hk</a>	 Sa Sa dot Com Limited 莎莎網有限公司 <a href="http://www.sasa.com">www.sasa.com</a>	 SmarTone 數碼通 <a href="http://shop.smartone.com">shop.smartone.com</a>
 The Dairy Farm Company, Limited - MarketPlace by Jasons 牛奶有限公司 - Market Place by Jasons <a href="http://www.marketplacelivers.com">www.marketplacelivers.com</a>	 The Dairy Farm Company, Limited - Wellcome 牛奶有限公司 - 惠康 <a href="http://www.welcome.com.hk">www.welcome.com.hk</a>	 Toys "R" Us (Hong Kong) Ltd <a href="http://www.toysrus.com.hk">www.toysrus.com.hk</a>		

### Top 3 SME E-Shops 至 TOP 中小企網店

 Travel Website Limited 旅遊網有限公司 <a href="http://www.travelwebsite.com">www.travelwebsite.com</a>	 Rich Jumbo Investment Limited 雄利投資有限公司 <a href="http://www.vipstation.com.hk">www.vipstation.com.hk</a>	 UDS Global Limited 優迪斯國際有限公司 <a href="http://suchprice.com">suchprice.com</a>
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### Best Contract Fulfillment Award 最佳履行交易表現獎

 (From Left 由左起) Ztore HK Limited 士多香港有限公司 Rich Jumbo Investment Limited 雄利投資有限公司 Toys "R" Us (Hong Kong) Ltd Travel Website Limited 旅遊網有限公司	SmarTone 數碼通 Pricerite Home Limited 實惠家居有限公司 FingerShopping Limited 指點購物有限公司 CSL Mobile Limited 香港移動通訊有限公司
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The following winning company was unable to attend the Award Presentation Ceremony:  
未能出席頒獎禮的得獎公司：  
Hung Fook Tong 鴻福堂集團





## Outstanding Companies honoured at Hong Kong Awards for Industries 香港工商業獎表揚優質服務企業

Eighty-four companies from seven business categories were honoured at the 2018 Hong Kong Awards for Industries (HKAI) presentation ceremony, at which the Chief Executive, Mrs. Carrie Lam, officiated on 11 December 2018.

The HKAI covers seven categories, including Customer Service, which is organized by the HKRMA.

A total of 11 companies with outstanding performances were recognized under the "Customer Service" categories in 2018. The winning companies fully demonstrated their ability in meeting the change in customer service and offered their customers unique experiences through agile and innovative thinking.

行政長官林鄭月娥女士於2018年12月11日為香港工商業獎主持頒獎典禮，表揚84間在七個業務範疇表現優秀的得獎企業。

香港工商業獎設有七個組別獎項，其中「顧客服務」組別由香港零售管理協會主辦。

2018年「顧客服務」組別獲獎的11間機構，充份表現與時並進的精神。他們主動了解顧客需要，並以靈活創新的思維，為顧客提供獨特的服務體驗。



## Customer Service Grand Award 顧客服務大獎

Standard Chartered Bank (HK) Ltd – Retail Banking  
渣打銀行(香港)有限公司 - 個人金融業務



Standard Chartered is committed to offering high quality banking services that cater to the needs of its clients. Upholding its brand promise 'Here for good', Standard Chartered provides clients with innovative and easy banking experiences with a vast array of banking products and services. Standard Chartered has implemented the "HUMAN Service Programme" which was designed with a focus on human needs with an all-round attention, by putting high and equal attention to taking care of the needs of both internal staff and its clients.

渣打銀行致力提供優質和切合客戶需要的銀行服務，以豐富的銀行產品，為客戶提供創新和簡便快捷的銀行服務，落實『一心做好，始終如一』的品牌承諾。渣打銀行推出「以人為本」的服務計劃，以人性化為重點，設有全面機制，重點關顧內部員工和尊貴客戶的需要。

## Customer Service Award 顧客服務獎

Award Presenters 頒獎嘉賓：

Mrs. Annie Yau Tse, HKRMA Chairman 香港零售管理協會主席謝邱安儀女士 (Left)

Mr Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development, HKSAR 商務及經濟發展局局長邱騰華先生 (Right)

Hong Kong Aviation Ground Services Ltd  
香港航空地面服務有限公司

HAGSL is committed to delivering an exceptional and unique customer experience with people-oriented approach. With a vision to develop Hong Kong International Airport as a Smart Airport, HAGSL has launched self check-in kiosks "iCUSS" and self-bag drop services to provide efficient and flexible services.

香港航空地面服務一直秉承「以人為本」的服務精神，為顧客提供卓越的客戶體驗。公司與機場管理局攜手拓展「智能機場」，積極推動智能服務，包括自助辦理登機服務、自助行李托運等相關服務和設施。





## Customer Service Award 顧客服務獎

### K11 Concepts Limited – K11 Management Office

To create a unique journey for customers, the "Art Mall Ambassador" of K11 actively analyses customer's preferences and previous consumption patterns, and thus provides instant updates on merchandize, latest promotions, activities and membership details.

K11 設立的Art Mall Ambassador，化身為客人的旅程顧問，分析顧客的喜好及過往消費模式，了解顧客的個性及需求，提供相應的諮詢，包括商戶資料、產品資訊及推廣、最新活動及專屬會籍等，讓顧客享有一站式的獨特購物體驗。



### PCCW – HKT Limited – Customer Service Center

HKT Customer Service Centers, a subsidiary of PCCW, initiated a new program, "360 Serving from New Heart" delivering an exclusive and impressive customer experience. For those customers with special needs, the company provides various caring facilities and services including image magnifiers, and one on one customer workshops.

電訊盈科轄下的香港電訊客戶服務中心重視每一位客戶的需要，特別設立「360從新心出發計劃」，為客戶提供個人化的體驗，並且為需要特別關愛的客戶，提供更貼心的服務，例如加設電子放大器及一對一應用教室等。



### The Hongkong and Shanghai Banking Corporation Limited – Commercial Banking 香港上海滙豐銀行有限公司 - 工商金融

HSBC Commercial Banking launched a series of innovative initiatives, such as virtual assistant Ask Amy, HSBC Business Express mobile app, WeChat Banking and Notification Service, providing a simpler, better, faster banking experience to customers.

滙豐工商金融積極推出創新的產品與服務，例如虛擬助理 Ask Amy、滙豐 Business Express 流動應用程式、WeChat 理財及訊息提示服務等，務求以創新的服務為企業客戶提供更簡單、更優質、更快捷的銀行服務體驗。



### UDomain Web Hosting Co Ltd 通域存網有限公司

UDomain strives to be a customer-oriented IT company. The company launched the Mission "S" programme to strengthen the service and products' quality, communication effectiveness, infrastructure stability as well as caring on staff and the society.

憑藉「客戶為本 科技為用」的精神，UDomain 推行了 Mission "S" 計劃，從產品及服務、客戶溝通方案、網絡配套，員工及社會關愛各方面著力優化，為客戶提供致臻完善的貼心體驗。



## Customer Service Certificate of Merit 顧客服務優異證書

### Award Presenters 頒獎嘉賓：

Mrs. Annie Yau Tse, HKRMA Chairman 香港零售管理協會主席謝邱安儀女士 (Left左)  
Ms Salina YAN, JP, Director-General of Trade and Industry, HKSAR 工業貿易署署長甄美薇女士 (Right右)

### City Super Limited – LOG-ON

LOG-ON launched the "Magic 6 – Service Uplift Program" and Manual Factory service providing customers a one-stop gifting service and personalized shopping experience.

LOG-ON 推行「Magic 6 - 服務提升計劃」，及設立Manual Factory 服務，為顧客提供一站式、個人化的送禮服務。



### Hong Kong Telecommunications (HKT) Limited – HKT 香港電訊有限公司 - 香港電訊

To provide hassle-free and flexibility to the customers, HKT has implemented various customer experience enhancement program on different touch points with customers throughout the customer journey.

HKT 於售前、售後、技術支援等多元化的客戶接觸點上，實行了服務體驗提升計劃，力求為每一位客戶都量身打造便捷無憂的客戶體驗。





## Customer Service Certificate of Merit 顧客服務優異證書

Ngong Ping 360  
昂坪 360 有限公司

Ngong Ping 360 strives to refine service process for enriching guest experience. The company launches an electronic queuing service and VR 360 which enrich the sensory experience of customers.

昂坪 360 不斷優化服務流程以提升賓客旅遊體驗，例如推出電子排隊服務，以及集本地旅遊、電影、創新科技及時裝設計於一身的全新虛擬實境及多媒體景點，積極帶給賓客刺激感官的旅遊體驗。



Quality HealthCare Medical Services Ltd  
卓健醫療服務有限公司

Quality HealthCare launched a new mobile App which transforms the way customers access primary healthcare services. It helps customers save time, stay healthy and get the best care through its service.

卓健醫療推出全新流動手機 App，透過數碼及個人化醫健體驗，改變客戶使用基層醫療服務的方式，有助客戶節省時間，促進身心健康，獲得周全照顧。



YHY International Investment Incorporation Ltd – God's Rainbow  
浩欣國際投資有限公司 - 神彩飛揚

God's Rainbow demonstrated the transformation from a traditional store to a modern convenient store while preserving its human touch. It serves its customers, staff and the society with sincerity, hospitality and equality.

建基於公平、對等、信任和尊重，神彩飛揚致力為顧客提供飲品食糧，為街坊提供工作機會，提升員工生活質素，讓街坊在便利店裡尋回人情味的感覺。



## Introduction of the Award 獎項簡介

The Hong Kong Awards for Industries cover seven categories including consumer product design, customer service, equipment and machinery design, innovation and creativity, smart productivity, technological achievement, and upgrading and transformation. The Association has been the leading organizer for the award category on "Customer Service" since its inception. Over the years, our category has received keen participation from companies of a diverse portfolio of business sectors, including retailing, banking and finance, catering, property management, telecommunication, travel agencies and various service providers.

香港工商業獎設有七個組別獎項，包括消費產品設計、顧客服務、設備及機器設計、創意、睿智生產力、科技成就及升級轉型，分別由七個相關行業的機構舉辦。香港零售管理協會是「顧客服務」組別的主辦機構。過去數年，此獎項獲來自多個不同服務行業的公司參加角逐，包括零售、金融及銀行、餐飲、物業管理、電訊服務、旅行社及不同的專業服務等。

### Eligibility

- Companies and organizations operating in Hong Kong (except departments/agencies of the HKSAR Government) are eligible to enter. The Awards are also open to individual division of a company provided that the principal activity of the division is providing service to consumers.
- Participating companies should be engaged in service oriented businesses. The "service" in question should be mainly provided in Hong Kong.
- To enable on-site mystery shoppers assessment by the organizer to form part of the judging, participating companies should either have a retail or service outlet, or an external customer service channel where the organizer could perform such mystery assessment.

### 參賽資格

- 除政府部門/機構外，在香港經營業務的企業均符合參賽資格。企業內以服務消費者為主的部門亦可參賽。
- 參賽機構主要於香港提供服務。
- 參賽機構必須從事服務行業及在香港擁有零售店舖、顧客服務中心或對外的客戶服務渠道，以便主辦機構以神秘顧客探訪的形式進行評審。

### Enrollment

Participating companies are invited to submit a written Customer Service Proposal which should highlight the company's customer service related programme(s) and management philosophies in achieving and providing quality service to their customers. For details, please visit the event website: [www.hkrma.org/hkai](http://www.hkrma.org/hkai) or contact the Association at 2866 8311.

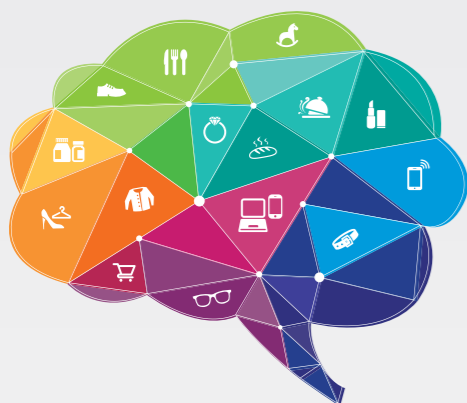
### 參加辦法

參賽機構必須呈交一份有關顧客服務的計劃書，其中須重點列明公司對優質顧客服務的見解，以及如何提升顧客服務的詳情。詳情可瀏覽 [www.hkrma.org/hkai](http://www.hkrma.org/hkai) 或致電2866 8311。



# 2019 HKRMA Retail Summit

## 2019 零售高峰會



### Retail Reinvention: Success in the Disruptive Age

## 變革新零售 共創成功路

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2019年5月17日香港會議展覽中心新翼

20+ super speakers and moderators highlighted this signature event for RETAIL REINVENTION!  
超過20位星級講者及主持嘉賓分享變革新零售的智慧!

#### Morning Session 上午環節 (9:30 – 12:10)

##### Keynote | Greater Bay Area Development: Implications to Hong Kong and Retailers 主講 | 粵港澳大灣區對香港及零售商之啟示

###### Keynote speaker 主講嘉賓



Mr. Patrick Nip  
Secretary for Constitutional and Mainland Affairs, HKSAR Government  
聶德權局長  
香港特別行政區政制及內地事務局

##### Session A | Retail Pioneers: A Look at the New Retail Frontiers 第一節 | 零售先驅：探索新零售時代最前綫

In this session, industry leaders will share their forward vision on global retail transformation and how they translate it into innovative retail concept to excite the customers in a personalized way.  
零售業領袖將於此環節以高瞻遠矚的視野，分享他們對環球零售業轉型的觀點，探討如何將願景轉化為創新的零售意念，帶給顧客耳目一新的個人化購物體驗。

###### Keynote speakers 主講嘉賓



Mr. Dennis van Oossanen  
Vice President  
Nike Direct Greater China



Mr. Troy Taylor  
General Manager  
Lego Hong Kong

###### Panel Discussion Moderator 討論環節主持人



Ms. Janis Tam  
Vice-Chairman of HKRMA / Managing Director of Swire Resources Ltd  
譚錦儀女士  
香港零售管理協會 副主席 / 太古資源有限公司 董事總經理

#### Session B | Recreating Retail Ecosystem 第二節 | 重建零售生態系統

In this session, leaders from different aspects of the retail ecosystem will share their insights on latest digital retailing trends.  
來自各零售生態系統範疇的領袖將於此環節分享他們對數碼零售新動向的真知灼見。

###### Keynote speaker 主講嘉賓



Mr. Howard Lee  
Deputy Chief Executive, Hong Kong Monetary Authority  
李達志先生  
香港金融管理局 副總裁

###### Panel Discussion Speakers 討論環節講者



Dr. Guy Look  
Chief Financial Officer & ED  
Sa Sa Cosmetic Ltd.  
陸楷先生  
莎莎化妝品有限公司  
首席財務總監及執行董事



Mr. Reeve Kwan  
Co-Founder, GoGoVan  
關俊文先生  
GoGoVan 聯合創辦人



Mr. Melvin Ma  
CEO, Apple Daily E-Classified Ltd.  
馬家鴻先生  
蘋果動傳單有限公司  
行政總裁



Ms. Jennifer Tan  
Chief Executive, Alipay HK

###### Moderator 主持人



Mr. Kenneth Kwok  
Managing Director  
Beehive Strategy

#### Keynote Luncheon 午餐交流會 (12:30 – 14:15)

##### TVB Anywhere: Transformation Story from One to Many TVB Anywhere：由傳統電視台轉型為多頻道網絡平台

###### Keynote Speaker 主講嘉賓



Mr. Cheong Shin Keong,  
General Manager  
Television Broadcast Ltd.  
鄭善強先生  
電視廣播有限公司總經理

###### Moderator 主持人



Ms. Randy Lai  
CEO, McDonald's Hong Kong  
黎韋詩女士  
香港麥當勞 首席執行官



## Afternoon Session 下午環節 (14:30 – 17:30)

### Session C | Reshaping Customer Experience in the Digital Age

#### 第三節 | 重塑數碼時代的顧客體驗

Corporate leaders will share their customer service evolution, and how they meet the rapidly changing customer expectation in the age of digital disruption.

企業領袖將會講解他們在顧客服務的變革，解構他們如何在數碼化顛覆時代中滿足瞬息萬變的顧客期望。

#### Keynote speakers 主講嘉賓



Ms. Diane Cheung  
Managing Director  
Watsons Hong Kong  
張慧屏女士  
香港屈臣氏  
董事總經理



Mr. Carthen Lam  
General Manager  
Zoff HK  
林琳先生  
Zoff 香港 總經理



Mr. Stanley Kan  
Consultant  
Hong Kong Airlines  
簡浩賢博士  
香港航空顧問

#### Keynote speaker and moderator 主講嘉賓及主持人



Mr. Vincent Tsui  
Founder & CEO, Toast Communications Limited  
徐緣先生  
Toast Communications Limited 創辦人及行政總裁

### Session D | Be My Guest: The Passing of Baton – Reinventing Retail Family Business

#### 第四節 | 志雲會客室：零售家族傳承

This session will invite family business retailers to exchange views on how do they see the new retail business model. And what are the insights in rejuvenating their family business in the digital era.

協會邀請到多位家族企業零售商在此環節中分享他們如何看待嶄新的零售業務模式，以及他們在數碼時代洪流中革新家族業務過程的體會。

#### Moderator 主持人



Mr. Stephen Chan  
Chief Advisor, Commercial Radio Hong Kong  
陳志雲先生  
商業電台 首席智囊

#### Speakers 嘉賓講者

Fairwood Holdings Ltd.  
大快活集團有限公司  
(Father and Son) (父子)



Mr. Dennis Lo  
Executive Chairman  
羅開揚先生  
主席



Mr. Francis Lo  
Executive Director  
羅輝承先生  
執行董事

Yue Hwa Chinese Products Emporium Ltd  
裕華國產百貨有限公司  
(Uncle and Nephew) (叔侄)



Mr. PC Yu  
Director & General Manager  
余鵬春先生  
董事總經理



Mr. Andrew Yu  
Director  
余偉傑先生  
董事總監

Tse Sui Luen Jewellery (International) Ltd.  
謝瑞麟珠寶 (國際) 有限公司  
(Husband and Wife) (夫妻)



Mr. Tommy Tse  
Deputy CEO  
謝達峰先生  
副行政總裁



Mrs. Annie Yau Tse  
Chairman & CEO  
謝邱安儀女士  
主席及行政總裁

## Ticket Fee 門票費用

Types of Ticket 門票類別	Member 會員每票		Non-member 非會員每票	
	Early Bird Fee 早鳥價	Original Fee 原價	Early Bird Fee 早鳥價	Original Fee 原價
AM / PM Session 上午 / 下午環節 (1-4 Tickets 1-4 張門票)	\$495	\$550	\$570	\$630
AM / PM Session 上午 / 下午環節 (5 Tickets or above 5 張門票或以上)	\$450	\$500	\$510	\$560
Full-day Conference 全日峰會 (1-4 Tickets 1-4 張門票)	\$875	\$970	\$980	\$1,080
Full-day Conference 全日峰會 (5 Tickets or above 5 張門票或以上)	\$780	\$860	\$880	\$970
Keynote Luncheon 商務午餐會	\$990	\$1,100	\$1,080	\$1,200
Full-day Conference + Keynote Luncheon 全日峰會 + 商務午餐會 (1-4 Tickets 1-4 張)	\$1,750	\$1,940	\$1,950	\$2,160
Full-day Conference + Keynote Luncheon 全日峰會 + 商務午餐會 (5 Tickets or above 5 張或以上)	\$1,700		\$1,900	

**Early Bird Deadline 早鳥優惠截至：18 April, 2019**

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Contact: Ms. Ng

Tel: 2866 8311

Email: 2019retailsummit@hkrma.org

Website: <http://www.hkrma.org/en/events/retailsummit.php>



## Earn & Learn Pilot Scheme for Retail Industry

# 零售業「職」學創前路先導計劃

The Scheme is jointly organized by the Government, the Hong Kong Retail Management Association (HKRMA) and the Vocational Training Council (VTC) since 2014. It helps the retail industry to attract new blood, while grooming and retaining retail professionals in the long run. The Scheme of 2019 academic year is now open to HKRMA's retailer members to provide the student workers with job opportunities.

計劃自2014年推行，透過政府、職業訓練局及香港零售管理協會三方攜手合作，幫助零售業界吸納生力軍，長遠可為公司培育及挽留專業零售人才。現正接受協會零售公司會員參加2019學年的計劃，為學員提供就業機會。



### Key Features of the Earn & Learn Pilot Scheme for Retail Industry 零售業「職」學創前路先導計劃重點

Target participant 計劃參與對象	HKRMA's retailer members 香港零售管理協會會員零售商
Term of employment contract between a participating retailer and a student-worker 參與計劃的零售商與學員的合約期限	Diploma of Foundation Studies (Retail) 基礎課程文憑： 18 months (18 個月) Higher Diploma in Retail and Merchandising Management 高級文憑： 30 months (30 個月)
Average monthly salary payable by a participating employer to a student-worker 僱主給予學員平均月薪	Diploma of Foundation Studies (Retail) 基礎課程文憑：\$5,300 / month (每月 5,300 元) Higher Diploma in Retail and Merchandising Management 高級文憑： \$5,920 / month (每月 5,920 元)
Number of training and working days per week 學員每周培訓及工作日數	3 days (classroom) plus 3 days (workplace) (3 日上課及 3 日工作)
Working hours of a student-worker at an employer's workplace 學員於僱主的地方工作時數	Not more than 117 hours per month (每月不多於 117 小時)
Tuition fee sponsorship payable by a participating employer to VTC 僱主向職訓局繳付的學費贊助金額	Diploma of Foundation Studies (Retail) 基礎課程文憑：\$1,300/ month (每月 1,300 元) Higher Diploma in Retail and Merchandising Management 高級文憑： \$2,900/ month (每月 2,900 元)
Government's allowance to a student-worker <sup>3</sup> 政府給予學員的津貼額	HK\$2,000/ month (每月 2,000 元)

Website 網址：www.hkrma.org      Enquiry 查詢：2866 8311

## Publicity in secondary schools to promote retail industry 加強學校推廣 提升對零售業的認識

To strengthen its publicity of "Earn & Learn" Pilot Schemes in schools, the Association and VTC jointly arranged several company visits in 2018. The objective of the visits was that, through exchange and sharing sessions, secondary school principals, teachers, career counsellors, social workers and parents could deepen their understanding about retail jobs, and would recommend such jobs to the teenagers. The Association has planned to further promote the profession of retailing this year by organizing more exchange sessions and visits, while pursuing a sustainable development of the industry by attracting new blood.

為加強向學校推廣「職」學創前路先導計劃，協會與職業訓練局於2018年舉辦了多場公司參觀，透過交流分享，使中學校長、老師、職業輔導主任、社工，以及家長對零售工作有更深入的了解，以便他們向青少年推介零售工作。協會今年將安排更多交流參觀活動，推廣零售專業，為業界的持續發展吸納生力軍。

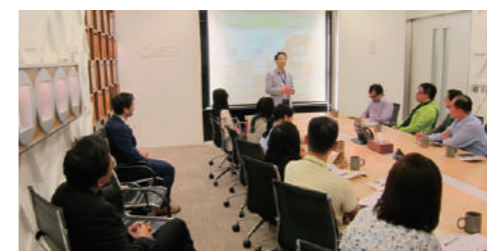


Ms. Winnie Chow, HR Director, Retail HK of A.S. Watson Group says that there are more than 10 job categories available in the company suitable for young people with different interests, and it has put in place well-rounded training programs that help its employees advance their careers through various positions.

屈臣氏集團人力資源總監(香港零售) 鄒惠儀女士表示，公司有十多個工種適合不同興趣的年青人，而且有完善的培訓計劃幫助員工在不同崗位的事業發展。

Ms. Leona Tse, Deputy Head of Learning and Development, Swire Resources Ltd, analyzes the attributes of the young people, and shares with the participants how the company's training and care programs would offer its young employees a happy workplace environment.

太古資源有限公司謝芳芳女士分析年青人的特質，並分享公司的培訓及關愛計劃如何為年青員工提供開心的工作環境。



Dr. Bankee Kwan, JP, Chairman, CASH Group - Pricerite Home Ltd, shares his views that though it may be tough starting out a career in retail, the industry can offer young people diversified development opportunities; and that they will get fruitful rewards if they can make unremitting efforts at the initial stage.

時富集團-實惠家居有限公司董事長關百豪先生分享，零售工作起步雖然辛苦，但可以為年青人提供多元化的發展機會，年青人初階段若能堅持，將會得到美好的收穫。





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**RETAILERS** 零售商 Advertisement Order Form  
季刊廣告預訂表格

As a quarterly newsletter of Hong Kong Retail Management Association, "RETAILERS" serves to update HKRMA member companies and fellow retailers about news related to the retail industry, and provide a platform for members to exchange ideas on matters of common concern.

《零售商》是香港零售管理協會出版的季刊，每期報導協會和零售業內的最新活動和發展，內容極具參考性，接觸的層面亦非常廣泛。

Circulation and Readership 發行量及讀者

"RETAILERS" publishes 2,000 copies per issue. Complimentary copies are distributed to all HKRMA members, fellow retailers, members of the Federation of Asia-Pacific Retailers Association, key government officials and departments, related organizations, consulates as well as local and overseas business contacts.

《零售商》每期發行2,000本，讀者包括協會會員公司及零售商的管理層、泛亞太區零售商協會聯盟成員、各政府部門及重要官員、相關機構、領事館、本地及海外工商團體。

To: **HONG KONG RETAIL MANAGEMENT ASSOCIATION 香港零售管理協會**  
7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong 香港銅鑼灣禮頓道33-35號7樓  
Tel 電話: 2866 8311 Fax 傳真: 2866 8380 Website 網址: www.hkrma.org

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				全版 Full Page	HK\$ 5,500	HK\$ 7,150
				客戶供稿(全版專題) Full Page Advertorial	HK\$ 3,000	HK\$ 4,000
				半版1/2(橫) Page (Horizontal)	HK\$ 3,850	HK\$ 5,000
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Tel 電話: \_\_\_\_\_ Signature 簽署: \_\_\_\_\_ Date 日期: \_\_\_\_\_



# New Members 新會員

The Association welcomes the following new members.  
協會歡迎以下公司加入為會員。

## FULL MEMBERS 公司會員

1. A Medical Hong Kong Limited  
優越香港醫療有限公司
2. Birdland (Hong Kong) Limited
3. Buxton (Asia) Limited  
巴斯頓(亞洲)有限公司
4. CIAOGOGO Group Limited  
超喜購科技有限公司
5. Crown Motors Ltd  
皇冠汽車有限公司
6. Cyber China Ltd - ChineseMedicine.com.hk  
科華有限公司 - 香港中醫網
7. Everbright Sports Company Limited  
曉暉體育推廣有限公司
8. Extravaganza Limited
9. First Time (Asia) Watch Company Limited  
佰時匯(亞洲)有限公司
10. Gummy Tummy
11. Harvest Medical Holdings Company Ltd  
和田藥業控股有限公司
12. Hong Kong MG Trading Ltd  
香港軍佳貿易有限公司
13. Honorway International Limited  
成譽國際有限公司
14. I Vision (HK)
15. Kicks-Crew Company Limited  
球鞋團隊有限公司
16. Kids Me Baby  
Kids Me Baby 歐美日韓嬰兒用品店
17. Manfuda Hong Kong Trading Co Limited  
萬富達香港貿易有限公司
18. Mochidog Ltd  
麻糬狗寵物屋

19. Natural Hair Recovery Center  
自然療髮中心
20. Natural Health 365 (Hong Kong) Ltd  
365天然健康(香港)有限公司
21. One Sneakers & Clothing
22. Organic MaMa Limited  
有機農社有限公司
23. Payout Limited  
樂同行有限公司
24. Success World Inc Limited  
成禾有限公司
25. Sun Grocery HK Limited  
港陽光生活百貨有限公司
26. The Artist (H.K.) Limited
27. Vinales Wine International Limited  
品酒軒國際酒業有限公司
28. World Depot Limited
29. Xin Yi International Brand Trading Ltd  
鑫億國際名品商貿有限公司

## ASSOCIATE MEMBERS 公司聯席會員

1. Apple Daily E-Classified Limited  
蘋果動傳單有限公司
2. British Columbia Trade and Investment Representative Office in Hong Kong  
不列顛哥倫比亞省香港貿易投資代表辦事處
3. British-American Tobacco Company (Hong Kong) Limited  
英美煙草(香港)有限公司
4. Chief Retail Technology Limited  
智富零售科技有限公司
5. Introv Limited
6. SAP Hong Kong Limited
7. Tech Data Computer Service (Hong Kong) Limited  
拓科達電腦服務(香港)有限公司

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ENQUIRIES  
Tel: (852) 2866 8311  
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# HKRMA Online Advertising 網上宣傳平台



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Email: event@hkrma.org

## Monthly e-Newsletter 每月電子通訊

**Contents 內容:** Government policies and legislations, industry news, upcoming events of HKRMA 零售業相關政策及業界最新資訊、協會活動

**Readers 讀者:** HKRMA members, key Government officials and departments, trade associations, educational institutions and a diverse portfolio of business sectors, including retailing, banking, catering, wholesale and various service providers. 協會會員、主要政府官員、商會、教育機構，及來自零售、銀行、飲食、批發及不同專業服務的公司。

**No. of Contacts 接收者數目:** over 8,000

<b>Bottom Banner 橫幅廣告 Position A 位置 A</b>	尺寸 Specification : 739(W) X 90(H) pixels	
	會員 Member	\$4,000 per issue
<b>Online Button 按鈕廣告 Position B 位置 B</b>	尺寸 Size : 190(W) X 185(H) pixels	
	會員 Member	\$2,000 per issue
<b>Specification 格式</b>	檔案格式 Format : JPEG / GIF	
	檔案大小 File Size : 40KB 截稿日期 Artwork deadline : 10 <sup>th</sup> of each month	

(A) : Under New Members  
每月新會員下方  
(B) : Under Upcoming Events  
最新活動欄下方



## HKRMA Functions 活動一覽表

Date 日期	Functions 活動項目
17/5/2019	2019 Hong Kong Retail Summit 2019 香港零售高峰會
11/4/2019	Guardforce Visit Day 衛安有限公司參觀日
11/4/2019	Earn & Learn Pilot Scheme for Retail Industry – Visit to Circle K Convenience Stores (HK) Ltd 零售業「職」學創前路先導計劃 – OK便利店有限公司參觀考察
2/4/2019	Workshop on Evolving Customer Journey in Rapidly Changing Digital Age 零售工作坊 – 拆解數碼時代的顧客購物旅程
28/3/2019	Briefing on Earn & Learn Pilot Scheme for Retail Industry 零售業「職」學創前路先導計劃簡介會
27/3/2019	CEO Luncheon CEO 午餐會
14/3/2019	Workshop on Quality E-shop Recognition 網店認證攻略班
11-15/3/2019	Japan Study Tour 日本考察團

For enrollment and further details, please visit [www.hkrma.org](http://www.hkrma.org).  
報名及有關詳情，請瀏覽[www.hkrma.org](http://www.hkrma.org)。



# CKC

CKC18.COM

eat • drink • game • beautify

Hong Kong's premier lifestyle hub CKC18 invites you to glimpse at the future of high-end convenience shopping, filled with App-assisted shopping and living experiences. Divided into 4 independent sections, CKC18 lets you to experience innovative ways to eat, to drink, to game, and to beautify.

eat



food le parc – where fresh produce, ready-made meals meet "smart" shopping at a revolutionary high-tech food emporium!

food le parc



**TasteToGo**  
Mobile food ordering App



**Scan & Go**  
Smart shopping with easy checkout

drink



**Bar 0001**  
by Watson's Wine

Bar 0001 by Watson's Wine offers 2,000 different wines sourced directly from more than 20 countries, including 400 wines exclusive at Watson's Wine, together with a comprehensive selection of spirits and accessories.

game



**TechLife**  
by FORTRESS

TechLife by FORTRESS brings together GameZ's portfolio of e-Sports products and Fortress' innovative TechLife collection to deliver tech-driven shopping experiences never seen before, with a newly launched pick up service - 'RESERVE FOR YOU' introduced in MoneyBack App for smart shopping.

beautify



**watsonsLab**

watsonsLab, a specialised Watsons concept store, dedicated to making you look good and feel great by offering quality health and beauty products.

While there, our devoted professional makeup artists, colourBEAUsers serve at "Beauty Bar" bringing you global leading beauty brands, and the 'Magic Mirror' - your best beauty consultant, to provide you cosmetic recommendation that suits your contours with AI scanning technology.



Download MoneyBack App to explore more



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