

主辦機構 Organizer

冠名贊助 Title Sponsor

2025



鵬程中小企青年創意創業獎

Bright Future SME's Youth Creative Entrepreneurship Award

申請企業皆須具備創意或創新的商業模式、產品或服務

申請須知 Application Guidelines

支持機構 Supporting organization





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

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

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

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

宗旨 OBJECTIVES

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

參選資格 ELIGIBILITY

1. 參選企業之東主或領導須於2024年12月31日或之前年齡介乎18至45歲。
The owner or leader of the participating companies ('the candidate') must be aged between 18 and 45 years as at 31st December 2024.
2. 參選者必須持有有效之香港永久性居民身份證。
Candidates must hold a Hong Kong Permanent Identity Card.
3. 參選企業必須於2024年12月31日或之前在香港註冊超過一年或以上，但不超過五年，並且以香港為主要的營運基地，並擁有最少一年由會計師核准的財務報表。
Candidates' companies must have registered in Hong Kong before 31st December 2024 for one year or more, but not exceeding five years, using Hong Kong as their main operating base, and have available audited financial reports for at least one year.
4. 參選企業須為中小企規模之公司，而上市公司則不能參與有關獎項。
Candidates must be enterprises of small to medium size. Listed companies are not eligible.

評審標準 JUDGING CRITERIA

1. 參照以下五個標準作出評分：

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

- a. 企業團隊的背景和理念 10%
Team background and Philosophy 10%
 - 團隊成員的能力和專長
Capabilities and Expertise
 - 企業的宗旨、抱負和願景
Aims, Ambitions and Visions
- b. 企業產品/服務的創意與創新 50%
Innovation and Creativity of the products/services 50%
 - 產品/服務之原創性和獨特之處
Originality and Uniqueness of the products/services
 - 產品/服務的設計概念和價值主張
Concept development and Value proposition of the products/services
 - 產品/服務的可持續性和市場適應力
Sustainability of the products/services and its Adaptivity to market changes
 - 企業如何利用創新科技提升產品/服務質素
Product enhancement through Advanced technologies
- c. 企業及其產品/服務的市場競爭力 25%
Market competitiveness of the enterprise and its products/services 25%
 - 企業及其產品/服務的市場定位和競爭優勢
Brand positioning and Competitive advantages of the enterprise and its products/services
 - 企業的市場影響力和發展潛力
Market influence and Growth potential
 - 企業的市場營銷策略及顧客關係管理
Marketing strategies and Customer relations management (CRM)
- d. 財務及成本控制 5%
Financial and cost control 5%
 - 企業財務狀況
Financial condition of the enterprise
 - 產品/服務的成本效益和預期利潤
Cost-effectiveness and Expected profit of the products/services
- e. 企業對可持續發展的貢獻 10%
Corporate contributions towards Sustainable development 10%
 - 企業對環境、社會及文化的貢獻
Environmental, Social and Cultural contributions
 - 企業管治和人才培訓
Governance and Manpower/Talent Development

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

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

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

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

參選得益及回報 BENEFITS AND REWARDS

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

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

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

獲獎效益 AWARD-WINNING BENEFITS

各獲獎企業均獲得以下獲獎及宣傳效益，內容包括：

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

1. 「鵬程中小企青年創意創業獎」獎盃一座
"Bright Future SME's Youth Creative Entrepreneurship Award" trophy
2. 得獎證書一張
Award certificate
3. 頒獎典禮宴席半價(兩位)
Half price for award ceremony banquet seats for two persons
4. 頒獎典禮場刊之公司介紹一版
One page introducing your enterprise in the Award presentation ceremony souvenir program brochure
5. 得獎感受(於晚宴酒會時段、Facebook、Instagram、LinkedIn及YouTube平台播放)
Award winner's testimonials (broadcast during the banquet cocktail reception, and on Facebook, Instagram, LinkedIn & YouTube)
6. 刊登報章
Publishing the name and logo of your company on local newspapers
7. 財經月刊(資本雜誌)
Publishing the name and logo of your organizations/companies on the Capital Magazine (the financial monthly)

獎項 AWARDS

「鵬程中小企青年創意創業獎」(名額不限)
Bright Future SME's Youth Creative Entrepreneurship Award
(There is no limit in the number of awards.)

獲獎企業可獲獎座乙個

Award winners will each be presented a trophy.

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

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

報名須提交之文件及相關費用 DOCUMENTATION AND FEES

參選企業須於2025年3月28日或以前，提交以下資料

Participating organizations need to submit the following documentation on or before Mar 28, 2025 :

1. 已簽署的參加表格
Signed participation form
2. 商業登記(BR)副本及公司註冊處證書(CI)副本
Copy of Business Registration (BR) and Company Registry Certificate (CI)
3. 身份証(HKID)副本 Copy of HKID card
4. 最近一年會計師核準的財務報告副本 (若 貴司擁有內地業務，可提供相關資料及財務報告)
Copy of audited financial report of the one year. (If your company has business operation in the Mainland, please further provide relevant information and financial reports.)
5. 100字的企業簡介 (以Word 檔遞交)
An company profile of no more than 100 words (in Word file format)
6. PowerPoint簡介 (供最後評審之用)
A PowerPoint presentation file describing your company (to be used in final judging panel)
7. 企業商標 (AI格式)
Company logo (in AI format)
8. 曾獲獎之證明副本 (如有)
Copy of certification of award(s) that your organization has won before (if any)
9. 補充資料文件 (詳見參加表格)
Please answer the following questions (See application form for details)

報名費、評審費及行政費 全免

Registration fees, assessment fees, and administration fees are all waived.

宣傳及製作費用 全免

Promotion and production fees are also waived.

參選企業可將以上文件，於截止日期前以電郵或郵寄送遞方式交至香港中小型企業總商會

【地址：香港九龍紅磡馬頭圍道39號紅磡商業中心A座10樓1003室】。

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

標誌使用 LOGO USAGE

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

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

截止、甄選及評審日期 DEADLINE, REVIEW AND SELECTION DATES

截止日期：2025年3月28日

Application Deadline: 28 Mar, 2025

初步甄選通知：2025年3月下旬

Notification Date of Initial Selection Results: End of Mar, 2025

最後評審結果：2025年4月下旬

Final Results Announcement: End of Apr, 2025

通過初步甄選之企業會獲邀出席最後評審，由評審團以答問形式向獲選企業進行面試，每家獲選企業均有 5分鐘時間向各評審委員簡介公司資料，各企業亦可準備過往獲獎之證明副本及 PowerPoint 供評審團參閱，而有關文件檔案須於2025年3月28日或之前交至秘書處。最後評審日期將稍後公佈。

Successful candidates after the Initial Selection will be invited to attend a final interview. Each candidate will have 5 minutes time to introduce the corporate details to the judging panel and answer queries raised by panel members. Documentation in support of candidates’ claims for past achievements/awards will be inspected and PowerPoint presentations can be set up on this occasion. The required documentation files should be delivered to the Chamber’s secretariat on or before 28 Mar, 2025. The date of Final Interview will be announced later.

頒獎典禮暨晚宴 AWARD CEREMONY AND CELEBRATION DINNER

2025年6月下旬

End of Jun, 2025

其他事項 MISCELLANEOUS MATTERS

1. 參選企業提供的所有資料及評審委員在評審過程中發表的評論，主辦機構及評審委員將予以絕對保密。未能獲選的名單，將不會向外公開或公佈，以示尊重。
All the information provided by participating companies and the comments made by judging panel members during the review process will be kept strictly confidential by the organizer and panel members. Names of candidates that have not been selected will not be disclosed or published to show due respect to the respective company.
2. 若參選企業與甄選/評審委員有利益衝突，該甄選/評審委員將不會參與有關參選企業之評審工作及不能以任何方式接觸該參選企業提交的資料。
If there is a conflict of interest (potential or real) between the participating organization/enterprise and individual judging panel members, the member(s) concerned will not participate in the evaluation of the participating company and will be barred from access to all the submitted information of this candidate.
3. 主辦機構對有關獎項一切事宜有最終決定權，其決定均具約束力。
The organizer has the final say on all matters relating to the award and its decisions are binding.

2024年評審委員會名單 2024 NAME LISTS OF THE JUDGING PANEL

〈最佳中小企業獎〉、〈中小企業最佳拍檔獎〉及〈ESG領先企業獎〉

“Best SME’s Award”, “Best SME’s Partner Award” and “ESG Leading Enterprise Award”

主席：商務及經濟發展局副局長 陳百里博士, JP

Chairman： Dr. Chan Pak Li, Bernard, JP, Under Secy for Commerce & Econ Dev

委員：立法會功能界別 - 工業界 (第二) 吳永嘉議員, BBS, JP

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

職業訓練局執行幹事 唐智強先生, GBS, JP

Mr. Tong Chi Keung, Donald, GBS, JP, Ex Dir of Vocational Training Council

香港生產力促進局總裁 畢堅文先生, MH

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

香港工業專業評審局創會主席 陸地博士, MH, JP

Dr. Lewis Luk, MH, JP, Founding President of The Professional Validation Council of Hong Kong Industries

香港中小型企業總商會永遠榮譽會長兼常務顧問 陳國威先生, MH, JP

Mr. Chan Kwok Wai, MH, JP

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

〈鵬程中小企青年創意創業獎〉

“Bright Future SME’s Youth Creative Entrepreneurship Award”

主席：香港科技園主席 查毅超博士, SBS, JP

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

委員：香港工業總會名譽會長 鍾志平博士, GBS, JP

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

香港中華廠商聯合會永遠名譽會長 吳宏斌博士, SBS, MH

Dr. Ng Wang Pun, SBS, MH, Permanent Honorary Presidents of The Chinese Manufacturers’ Associations of Hong Kong

香港理工大學專業及持續教育學院副院長(質素保證) 趙之琨教授

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

互聯網專業協會會長、國宏嘉信資本創始合夥人 冼漢迪先生, MH

Mr. Hendrick Sin, MH, President of Internet Professional Association, Founding Partner of China Prosperity Capital Advisors Limited

香港應用科技研究院行政總裁 葉成輝博士

Dr. Denis Yip Shing Fai, Chief Executive Officer of Hong Kong Applied Science and Technology Research Institute

*排名不分先後
*(in no particular order)

2024


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



2023


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



2022


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



2021


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



2020


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



*排名不分先後
*(in no particular order)



2025申請表格 APPLICATION FORM

截止報名日期 DEADLINE FOR APPLICATION：2025年3月28日



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

所有提交資料將嚴予保密並只供甄選及評審委員會之用，在候選人當選後摘取適當部分公佈。
All information furnished will be kept strictly confidential and will be used by the judging panel for selecting the award winners only, the appropriate information will be published only if an award is granted.

參加者資料 Application Information

企業名稱 Name of Company

(中文) _____

(Eng) _____

商業登記證號碼 BR. No. _____ 行業類別 Type of Business _____

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

僱員人數 No. of Employee _____ 公司網址 Website _____

公司地址 Address _____

申請人 Applicant* _____ 職位 Position _____

聯絡人 Contact person* _____ 聯絡電話 Contact Tel. No. _____

電郵地址 E-mail _____ 傳真號碼 Fax _____

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

提名人 Name of Nominator _____

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

* 如聯絡人與申請人不同，請填此項。 *If the contact person is different from the applicant, please fill in this field.
請刪去不適用者。 #Please delete as appropriate.



2025申請表格 APPLICATION FORM

截止報名日期 DEADLINE FOR APPLICATION：2025年3月28日

所需文件 Submit Documents



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

1. 已簽署的參加表格 Signed participation form
2. 商業登記(BR)副本及公司註冊處證書(CI)副本
Copy of Business Registration (BR) and Company Registry Certificate (CI)
3. 身份証(HKID)副本 Copy of HKID card
4. 最近一年會計師核準的財務報告副本
Copy of audited financial report of the most recent year.
5. 100字的企業簡介 (以Word檔遞交)
An company profile of no more than 100 words (in Word file format)
6. PowerPoint簡介 (供最後評審之用)
A PowerPoint presentation file describing your organization/company (to be used in final judging panel)
7. 企業商標(AI格式) Company logo (in AI format)
8. 曾獲獎之證明副本(如有)
Copy of certificate of award(s) that your organization/company has won before (if any)
9. 補充資料文件(請回答以下問題(以Word檔遞交))
Please answer the following questions (in Word file format)
 - 業務性質 Nature of Principal Business
 - 國內是否有業務發展 Is there any business development in the country?
 - 營業額 Turnover (HK\$)
 - 本年稅後利潤/(虧損) Profit after tax (HK\$)
 - 淨資產/(負債) Net Asset (HK\$)
 - 累計盈餘/(虧損) The retained earnings (HK\$)
 - 特點/優點(50字以內) Company's strengths(within 50 words)
 - 備註(社會服務、貢獻、其他)(50字以內) Others(within 50 words)

聲明 Declaration

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

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

日期 Date :



香港中小型企業總商會
HKGCSMB

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