

The “Q-Mark 36th Anniversary cum Presentation Ceremony”, organised by the Hong Kong Q-Mark Council under the auspices of the Federation of Hong Kong Industries (FHKI), was held at the Hong Kong Convention and Exhibition Centre on 2 September. Carrie Lam, Chief Secretary for Administration, was invited as the guest of honour to present Q-Mark licences to certified enterprises. This year, the Hong Kong Q-Mark Council organised for the first time the “Q-Mark Elite Brand Awards”. Members of the public voted for their most favourable Q-Mark brands.

The Q-Mark schemes, which are a well-known quality mark, celebrate its 36th anniversary this year. Licensed enterprises cover a number of services, such as daily necessities, luxury gifts, travel and leisure. More than 500 guests attended the presentation ceremony. Mrs Lam said, “Over the years, the Hong Kong Q-Mark Council has been promoting the concept of good quality and the best practices. Through the certification schemes of Q-Mark, the Council encourages enterprises to enhance the quality of products and services; on the other hand, they assist consumers in identifying quality

products and services. Hence, the schemes win wide recognition from the trade and consumers.”

She added, “The Federation of Hong Kong Industries last year obtained an allocation of more than four million dollars under the ‘Enterprise Support Programme’ of the ‘Dedicated Fund on Branding, Upgrading and Domestic Sales’, to co-organise with the Hong Kong Q-Mark Council a 24-month promotion programme. The programme includes organising trade shows and roving exhibitions in the Mainland to promote Q-Mark, and subsidising Hong Kong brands for the cost in Q-Mark product testing to encourage Hong Kong enterprises to apply for Q-Mark certification. I believe the programme will enhance the reputation and recognition of Q-Mark in the Mainland and assist more Hong Kong enterprises with brand building, thereby increasing their competitiveness and exploring the domestic market.”

Afterwards, she presented licences to a batch of certified enterprises, seven of which were certified for the first time. She encouraged them to ensure product and

service quality and minimise the impact of business operations on the environment.

FHKI Chairman Stanley Lau spoke at the ceremony, “We shall continue to make our best effort to enhance all aspects of the Q-Mark. With a more stringent mechanism, Q-Mark can help enterprises build high-quality brands and promote Hong Kong industries to move up the value chain.”

Bernie Ting, Chairman of the Hong Kong Q-Mark Council, hopes to adopt a soft approach to promote Q-Mark and its licensed enterprises through various publicity activities. This helps to raise public awareness of the Q-Mark as a tool to identify quality products and services. In this connection, the “Q-Mark Elite Brand Awards”, the first of its kind, was organised this year. Members of the public had already chosen their most beloved Q-Mark brands among 13 categories. Kenneth Mak, Director-General of Trade and Industry, presented the awards to the winners at the ceremony. The awardees of the “Q-Mark Elite Brand Awards” who attended the ceremony are listed in the table.

In addition, the Hong Kong Q-Mark Council has been approved earlier by the Hong Kong Accreditation Service (HKAS) as a certification body on the product certification scheme for food product – sauce. It is the first organisation which has obtained such an accreditation on food from HKAS. On the other hand, the Hong Kong Q-Mark Council recently decided to simplify the application requirements for small household electrical appliances. The testing results of approved laboratories are accepted as evidence for Q-Mark certification. This will reduce the cost of application since testing fee is waived.

Interested enterprises in Hong Kong, the Mainland and Macau may apply for Hong Kong Q-Mark Product Scheme, Hong Kong Q-Mark Service Scheme or Hong Kong Green Mark Certification Scheme in accordance to their business nature and development strategies. For details, please call Q-Mark hotlines at 2732 3193 or 2732 3196. 

The list of awardees of “Q-Mark Elite Brand Awards”

Seasoning and edible oil category	Lee Kum Kee (Hong Kong) Foods Ltd
Food and beverages category	Tsit Wing Coffee Co, Ltd
Household products, bedding and furniture category	A-Fontane Co Ltd, Airland Enterprise Co Ltd, Konstar Industries Ltd
Moon cakes category	Maxim’s Caterers Ltd
Cosmetics category	Bonjour Holdings Ltd
Daily products category	Japan Home Centre (HK) Ltd, German Pool (Hong Kong) Ltd
Premium gifts category	3D-GOLD Jewellery (HK) Ltd
Catering category	Hung Fook Tong Holdings Ltd
Goods / property / cleaning Services Management category	Store Friendly Self Storage Group Ltd, Hong Yip Service Co Ltd
Environmental certification category	Hong Yip Service Co Ltd