



Hong Kong Retail Management Association

ANNUAL REPORT

2020

牛奶公司

牛奶國際是亞洲領先的零售集團。
秉承着凡事以顧客為先的精神，透過
我們眾多深受信賴的品牌，致力為亞洲
各地的顧客提供優質及超值的產品
和服務，成為他們信任的店舖。



IKEA



IKEA



WELLCOME



WELLCOME



7-ELEVEN



7-ELEVEN



GNC



GNC



MARKET PLACE



MARKET PLACE



MARKET PLACE



MARKET PLACE
BY JASONS



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MANNINGS



MANNINGS PLUS



MANNINGS BABY



3HREESIXTY



3HREESIXTY



OLIVER'S
THE DELICATESSEN



OLIVER'S
THE DELICATESSEN

* The Dairy Farm Company, Limited 牛奶有限公司旗下Mannings Plus、Mannings Baby及GNC分別獲得香港零售管理協會「2020 最佳優質服務零售商 - 個人護理產品組別」、
「2020 最佳優質服務零售商 - 嬰兒及兒童商品組別」及「2020 最佳優質服務零售商 - 健康產品組別」



我們， 一心以服務 取勝！

Pizza Hut 是連續 26 年榮獲
香港零售管理協會頒發之「傑出服務獎」，
今年更勇奪八項大獎：

餐廳組別 — 主管及基層級別，銀獎
優質服務之星
十大傑出服務零售品牌(公眾投票)
最佳培訓，銅獎
35周年 — 參賽之最，金獎
35周年 — 獎項之最，金獎
35周年 — 零售大使之最，銅獎
防疫措施表揚獎

感謝大家多年來的支持！



即刻下載手機App 成為會員



@pizzahut.hk



Pizza Hut HK



233-00000

訂餐: www.pizzahut.com.hk

三藩市式手藝批



HAND CRAFTED

NEW
新登場

Pizza Hut新推出的三藩市式手藝批，受三藩市特色麵糰啟發，採用長時間低溫發酵，令麵糰充滿氣孔，加上獨特的搓壓技巧，做出批底鬆脆的外層與內裡綿密細緻的質感。

Pizza Hut's new Hand Crafted Pizza is inspired by San Francisco-style sourdough. This pizza is made to order with low temperature fermentation and skillful, artisanal kneading techniques, it's crusty and bubbly, outside - airy and light, inside.

訂餐 order www.pizzahut.com.hk



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Pizza Hut HK

食物及用具圖片只供參考

Products and props shown on photos are for reference only

We CARE

實惠
Pricerite

實惠集團 ❤️ 用心關懷香港人

憑藉積極向上、充滿熱忱幹勁的企業文化，我們積極創造價值，以關懷的心竭誠滿足香港人的家居生活所需，為他們構建優質安樂窩。

秉持「空間有限·創意無限」的設計理念，我們持續為香港人開創更多可能，為他們提升生活質素，以關懷創建更美好的世界。



實惠集團成員

Pricerite 實惠

Pricerite Food

Pricerite Pet

家匠 TMF

seco

W@W
WELLNESS at WORK

a CASH company

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執委會2018 — 2020

Executive Committee 2020 — 2022

執委會2020 — 2022

Sub-Committees 2020

委員會2020

- E-Commerce Sub-Committee 電子商貿委員會
- Education & Training Sub-Committee 教育及培訓委員會
- Membership Sub-Committee 會員事務委員會
- Government Regulations Sub-Committee 政府條例委員會

Advisory Panel, Organizing Committee, Steering Committee, Task Force & Working Party 2020

顧問團、籌備委員會及工作小組2020

- E-Commerce Advisory Panel 電子商貿顧問團
- Education Working Party 教育工作小組
- Service Talent Award & Quality Service Programme Organizing Committee
傑出服務獎及優質服務計劃籌備委員會
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■ Ms. Janis Tam 譚錦儀女士

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E-Commerce Sub-Committee

電子商貿委員會

Education & Training Sub-Committee

教育及培訓委員會

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優質服務計劃 — 2020年最佳服務零售商

Quality E-Shop Recognition Scheme

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Smart Retailing Awards

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The 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 promote Hong Kong's retail industry and to present a unified voice on issues that affect all retailers. Established for 37 years, the Association has been playing a vital role in representing the trade, and raising the status and professionalism of retailing through awards, education and training.

Today, HKRMA is the leading retail association in Hong Kong with membership covering more than 9,000 retail outlets and employing over half of the local retail workforce. 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一九八三年由一班擁有長遠使命的零售商共同創辦。成立三十七年以來，本協會在促進本地零售業發展及代表業界意見，一直扮演著重要角色；與此同時，本協會透過教育、培訓及獎項等活動，致力提升零售業的專業地位。

本協會乃香港主要的零售協會，至今會員公司店舖逾九千間，僱員數目佔本港總零售僱員逾半。本協會亦是泛亞太區零售商協會聯盟香港區的唯一零售協會代表，並為聯盟之創會會員之一，該聯盟的會員遍及十八個亞太地區及國家。

Our Mission 我們的使命

- To present a unified voice on behalf of the retail industry with regard to policy and advocating on issues that affect retailers.
- To raise the status and professionalism of retailing through education and training.
- 代表業界聲音，就零售商關注的事宜，向有關方面反映意見。
- 透過教育、培訓及業界獎項，提升零售業的專業地位。

Our Representation 我們的代表性

The Hong Kong Retail Management Association is being recognized as the leading organization representing retail and the body to be consulted on industry related issues. HKRMA also makes regular submissions to the Government on behalf of its members on issues that affect the retail industry and continues to initiate discussions with members on major policies to ensure that their interests are being heard.

香港零售管理協會被公認為業內最具領導地位的機構，並代表業界接受外界有關本港零售業的諮詢。

作為業界代表，本協會不時就影響零售業的事宜及政策，向政府反映意見，並積極與會員商討政府條例及有關對策，以保障會員權益。



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your
allure

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麥麥伴你

麥麥歡笑



2019

October 十月

- Retail Executive Series - Social Media Marketing Course
零售行政人員系列 - 社交媒體營銷課程
- 36th Annual General Meeting and Luncheon
第36屆周年大會暨午餐交流研討會
- 2019 Retail Excellence Award Open Presentation Seminar
2019 傑出服務策劃座談會
- Workshop on Retail Change Management
零售業的危與機 講座
- Public Statement on Rent Reduction with 4 Major Catering Associations
與四大餐飲業協會刊登聲明呼籲商舖業主減租
- Press Conference with Mr. Paul Chan, the Financial Secretary, on Rent Reduction
與財政司司長陳茂波先生會見傳媒呼籲商舖業主減租
- Letters to All Major Landlords Calling for Rent Concession
向全港主要商舖業主發信呼籲提供租金紓緩



November 十一月

- Retail Executive Series: Design Thinking Course on Building a "Powerful" Service Dream Team 1&2
零售行政人員系列 - 設計思維課程：創造“強大”服務夢幻隊 1 & 2
- Quality Service Programme Briefing Session
優質服務計劃簡介會
- 2020 Hong Kong Retail Outlook Seminar
2020香港零售市場前景研討會
- New Trend on Retail Technology – Challenges & Opportunities Seminar
零售技術新趨勢 - 挑戰機遇研討會

2020

December 十二月

- 2019 HKRMA Annual Awards
2019香港零售管理協會年度頒獎禮
- Retail Executive Series: Design Thinking Course on Building a "Powerful" Service Dream Team 3
零售行政人員系列 - 設計思維課程：創造“強大”服務夢幻隊 3
- Press Conference on the Business Impact of the Social Unrest on Retail Industry
社會事件對零售業影響調查發佈會



January 一月

- 2020 Smart Retailing Conference I: Lead Out Your Success for Cross-border E-Commerce
2020 智能零售研討會 (一)：跨境電商平台 闖出零售成功路

February 二月

- Letters to All Major Landlords Requesting for Immediate Rental Reduction under COVID-19 Crisis
就新型冠狀病毒疫情爆發向全港主要商舖業主發信要求提供即時租金紓緩
- Circulars to All Members about COVID-19 Safety Guidelines
就新型冠狀病毒疫情店舖安全措施向全體會員發通告
- Press Release on Urging Landlords to Provide Rent Concessions
呼籲店舖業主提供租金紓緩之新聞稿
- Public Statement on Rent Reduction under the Retail & Wholesale Alliance
與零售及批發界大聯盟刊登聲明呼籲商舖業主減租

March 三月

- Team Management for Home Office Webinar
管理在家工作團隊網絡研討會
- Bank Support Measures to Retailers Webinar
銀行支援零售業措施網絡分享會
- Submission on "Retail Sector Subsidy Scheme"
就「零售業資助計劃」向政府提交意見書

April 四月

- Human Resources Anti-Epidemic Strategies Webinar
人力資源防疫抗策略網絡研討會
- Commercial Contract and Employment Legal Issues under COVID-19 Webinar
COVID-19下企業面臨的商業合約和僱傭法律問題網絡研討會
- Retail Crisis & Opportunities Series: Facebook Online Marketing Course - Introduction Webinar
零售危中機系列: FACEBOOK 免費網上營銷課程網絡簡介會
- Facebook Basic Online Marketing Course (Total 5 sessions)
Facebook 網上營銷基礎課程 (共5堂課)
- Retail Crisis & Opportunities Series: Google Digitalise Your Business Webinars
零售危中機系列: Google 教你網上轉型 3 步曲網絡研討會
- Retail Crisis & Opportunities Series: E-Commerce Opportunity under Stay-Home Economics Webinar
零售危中機系列 - "宅經濟"下的電子商貿機遇網絡研討會
- E-Commerce Platforms for Entering China and Global Markets Webinar
國內及國際零售市場的商貿平台網絡簡介會
- Facebook Online Marketing Course FAQ Webinar
Facebook 營銷講座網上問答日
- Facebook Advanced Online Marketing Course (Total 5 sessions)
Facebook 網上營銷進階課程 (共5堂課)
- Virtual Press Conference on COVID-19 Impact on Retail Industry
新型冠狀病毒疫情對零售業影響網上調查發佈會



May 五月

- How Retailers Can Build Resilience Ahead of the Coronavirus Pandemic Webinar
在疫情陰影下香港零售業如何渡過困境網絡研討會
- Digital Transformation and Retail Industry Webinar
數碼轉型與零售業網絡研討會
- Customer Service under Pandemic Webinar
疫情中的顧客服務網絡研討會
- Facebook Online Marketing Course FAQ Webinar (2nd Round)
Facebook 營銷講座網上問答日 (第二回)
- Cross-border E-commerce and Retail Transformation Online Workshop
跨境電商及零售大轉型網絡工作坊
- Digital Transformation for HR – Online Networking Session
人力資源也要數碼轉型 - 網絡交流活動
- D-Biz Programme Online Briefing Session
遙距營商計劃網絡簡介會
- D-Biz Solutions with Microsoft / Google / Amazon Web Services Webinar
遙距營商計劃 - Microsoft / Google / Amazon Web Services 網絡方案簡介會
- Open Letter to the Chief Executive Urging the Government to Restrict Landlords from Taking Legal Measures against Tenants who Could Not Pay Rent
向行政長官發公開信，促請政府限制全港商舖業主向無法繳付租金之商戶採取任何法律手段或收回店舖

June 六月

- How to Deal with New Normal after the Epidemic Webinar
疫後零售「新常态」專家 您應對方法網絡研討會
- Latest Updates on Hong Kong Competition Law Webinar
香港競爭法最新消息網絡研討會
- E-Commerce Talents - Online Networking Session
電商專才網絡交流活動
- Individual & Customer Emotion Management Webinar
管好逆情 - 個人及顧客情緒管理網絡研討會
- HKRMA TIP-TALK Webinar Series: Retail Transformation (Episode 1&2: Transformation in Services)
零售大轉型TIP-TALK網絡研討會系列 (第1及2堂: 零售轉型服務也要轉型)

July 七月

- HKRMA TIP-TALK Webinar Series: Retail Transformation (Episode 3: Transformation in Services)
零售大轉型TIP-TALK網絡研討會系列 (第3堂: 零售轉型服務也要轉型)
- HKRMA TIP-TALK Webinar Series: Retail Transformation (Episode 4-6: Marketing under Pandemic)
零售大轉型TIP-TALK網絡研討會系列 (第4至6堂: 疫境中之逆轉銷售法)
- 2020 Service Talent Award Online Briefing Session
2020傑出服務獎網上簡介會
- Open Letter to All Landlords Requesting Not to Take Legal Actions against Tenants and to Charge Turnover Rent Only
向全港店舖業主發公開信呼籲停止向暫時無法繳付租金的商戶採取任何法律手段或收回店舖、以及取消底租，按租戶營業額收取分成租金

August 八月

- HKRMA TIP-TALK Webinar Series: Retail Transformation (Episode 7-9: Tips of Success for E-Commerce)
零售大轉型TIP-TALK網絡研討會系列 (第7至9堂: 電子商貿疫境之成功法則)
- Retail Crisis Management Webinar
零售危機管理網絡研討會
- Public Statement Jointly Issued with Retail & Wholesale Alliance to Urge the Government to Subsidize Two Months' Rental Payment and to Require All Commercial Landlords to Waive the Same, Making a Total of 4-month Rent-free Period for All Suffering Retailers
加入「零售及批發大聯盟」聯署廣告，公開呼籲政府與商舖業主各自向合資格的租戶提供兩個月免租，合共四個月

September 九月

- Smart Retailing Awards –Open Presentation (Day 1&2)
智能零售大獎 - 公開演說會議 (共2日)
- “ShopShop@HK” Promotion Campaign
“ShopShop@HK去街買”大型優惠推廣活動



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大家樂一樂



招牌焗飯



食過咁多次 都係咁鍾意

汁底盡收20幾種食材嘅精華、帶骨豬扒先煎後炸、夾埋明火蛋炒飯同4重芝士嘅濃郁香氣...豐富口感滋味，一啖話嚟就嚟！



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Congratulatory Messages

賀辭





The Hon. Mrs. Carrie Lam Cheng Yuet Ngor, GBM, GBS
林鄭月娥女士
Chief Executive of the HKSAR
香港特別行政區行政長官

凝聚業界
協創商機

香港零售管理協會二零二零年年報

行政長官林鄭月娥



The Hon. Matthew Cheung Kin Chung, GBM, GBS, JP
張建宗先生
Chief Secretary for Administration
政務司司長

萬商協力
百業同昌

香港零售管理協會二零二零年年報

政務司司長張建宗



The Hon. Paul Chan Mo Po, GBM, GBS, MH, JP
陳茂波先生
Financial Secretary
財政司司長

聯濟興業
求進惠商

香港零售管理協會二零二零年年報

財政司司長陳茂波





Mr. Tan Tie Niu
譚鐵牛先生

Deputy Director
Liaison Office of
The Central People's Government
in the HKSAR
中央政府
駐港聯絡辦副主任

中央政府駐港聯絡辦副主任

興商拓貿
再展鴻猷

香港零售管理協會二零二零年年報



The Hon. Christopher Hui Ching Yu
許正宇先生

Financial Services and the Treasury Bureau
財經事務及庫務局局長

賢能鱗萃
駿業宏通

香港零售管理協會二零二零年年報

財經事務及庫務局局長許正宇



同儕協志
駿業添輝

香港零售管理協會二零二零年年報

勞工及福利局局長羅致光



Dr. the Hon. Law Chi Kwong, GBS, JP
羅致光先生

Secretary for Labour & Welfare
勞工及福利局局長

樹範益商

香港零售管理協會二零二零年年報

商務及經濟發展局局長邱騰華



The Hon. Edward Yau Tang Wah, GBS, JP
邱騰華先生

Secretary for Commerce & Economic Development
商務及經濟發展局局長



The Hon. Erick Tsang, IDSM, JP
曾國衛先生

Secretary for Constitutional and Mainland Affairs
政制及內地事務局局長

廣興百業
弘展嘉謨

香港零售管理協會二零二零年年報

政制及內地事務局局長曾國衛



The Hon. Kevin Yeung Yun Hung, JP
楊潤雄先生

Secretary for Education
教育局局長

才賢臻萃
宏圖日新

香港零售管理協會二零二零年年報

教育局局長楊潤雄



利惠萬商

香港零售管理協會二零二零年年報

保安局局長李家超



The Hon. John Lee Ka Chiu, SBS, PDSM, JP
李家超先生

Secretary for Security
保安局局長

良猷惠業
碩劃弘商

香港零售管理協會二零二零年年報

公務員事務局局長聶德權



The Hon. Patrick Nip Tak Kuen, JP
聶德權先生

Secretary for the Civil Service
公務員事務局局長



Prof. the Hon. Sophia Chan Siu Chee, JP
陳肇始女士
Secretary for Food & Health
食物及衛生局局長

商才匯聚
續展宏圖

香港零售管理協會二零二零年年報

食物及衛生局局長陳肇始



The Hon. Alfred Sit Wing-hang, JP
薛永恒先生
Secretary for Innovation and Technology
創新及科技局局長

商賢展驥
卓績揚輝

香港零售管理協會二零二零年年報

創新及科技局局長薛永恒



集賢昌業
減廢惠民

香港零售管理協會二零二零年年報

環境局局長黃錦星



The Hon. Wong Kam Sing, GBS, JP
黃錦星先生
Secretary for the Environment
環境局局長

廣拓商機
興業利民

香港零售管理協會二零二零年年報

香港特別行政區立法會議員
邵家輝 太平紳士 敬題



The Hon. Peter Shiu Ka Fai
邵家輝先生
Legislative Councillor (Wholesale & Retail)
立法會議員(批發及零售)



Mr. Joe WONG, JP
黃智祖先生
Commissioner for Tourism
旅遊事務專員

業界津梁

香港零售管理協會二零二零年年報

旅遊事務專員黃智祖



Ir. Kwong Ching Wai Alkin, JP
鄭正煒工程師太平紳士
Chairman
Employers' Federation of Hong Kong
香港僱主聯合會主席

振興零售 共渡時艱

香港零售管理協會二零二零年年報

香港僱主聯合會主席
鄭正煒工程師太平紳士敬賀



商賈砥柱 會誼存誠

香港零售管理協會二零二零年年報

香港旅遊發展局主席彭耀佳博士致意



Dr. Y K Pang, GBS JP
彭耀佳博士
Chairman
Hong Kong Tourism Board
香港旅遊發展局主席

On behalf of the Hong Kong General Chamber of Commerce, I would like to congratulate the Hong Kong Retail Management Association (HKRMA) on its 37th Anniversary.

The HKRMA has been an effective unifying body for Hong Kong's retail sector, representing over 9,000 retail outlets and over half of the city's retail workforce, and a prominent voice on issues affecting the industry.

The association has been instrumental to elevating standards, practices and policies through its professional education and training sessions. Throughout the years, it has enhanced the industry's competitiveness and helped maintain Hong Kong's leading edge internationally.

The past year has been particularly challenging for the sector with so few tourists visiting the city and COVID-19 restrictions curtailing domestic consumption. The HKRMA plays an important role in supporting the sector through the current uncertainty, and preparing the way for brighter days ahead.

I would like to express my sincere appreciation to the HKRMA for its continued support to businesses that deliver quality products and services. I wish the association great success in the years ahead.



Mr Peter Wong, GBS, JP
王冬勝, GBS, JP
Chairman
Hong Kong General Chamber of Commerce
香港總商會主席



Dr. Dennis Ng, BBS, MH
吳宏斌博士

President
The Chinese Manufacturers'
Association of Hong Kong
香港中華廠商聯合會會長

On behalf of the Chinese Manufacturers' Association of Hong Kong, I would like to extend my sincere appreciation to the Hong Kong Retail Management Association (HKRMA) for its enduring contribution to our society.

Retail industry is one of the most important driving forces for both the economy and employment market of Hong Kong. However, the industry underwent a difficult year in 2020. While COVID-19 has caused an extraordinary economic and social upheaval, retail has been hit hardest. The pandemic is also having a profound impact on consumer behavior and product demand, and these have important implications for retailers.

Going forward, retailers could leverage on the accelerated digital evolution and the national development to enhance competitiveness in response to the "new normal". I trust that HKRMA, as the backbone of the retail community, will do its utmost to help businesses to overcome adversity while also provide support they need to prepare to adapt to future challenges.

I wish the association every success in its future endeavors. Let's work together to combat the crisis.



Mr YUEN Mo
袁武先生

Chairman
The Chinese General Chamber of Commerce
香港中華總商會會長

創優臻善 共構新圖

香港零售管理協會成立三十七周年誌慶
香港中華總商會會長袁武
敬題

香港零售管理協會二零二零年年報

商賢匯聚 共創繁榮

香港工業總會主席葉中賢博士敬賀



Dr. Daniel Yip
葉中賢博士

Chairman
Federation of Hong Kong Industries
香港工業總會主席

賢才臻萃 匡業惠民

香港貿易發展局主席林建岳博士敬賀

香港零售管理協會二零二零年年報



Dr. Peter Lam, GBS
林建岳博士

Chairman
Hong Kong Trade Development Council
香港貿易發展局主席

Organizational Structure 協會架構



Board of Directors 董事會



Mrs. Annie Yau Tse
Current Chairman



Mr. Yu Pang Chun, SBS, JP
Chairman (2000-2004)



Dr. Bankee Kwan, JP
Chairman (2004-2008)



Mr. Thomson Cheng
Chairman (2015-2018)



Ms. Caroline Mak, JP
Chairman (2008-2015)



Mr. Philip Ma
Chairman (1996-2000)



Mr. Rodney Miles
Chairman (1993-1996)

Executive Committee 2018-2020

執委會 2018-2020

Chairman 主席



Mrs. Annie Yau Tse
謝邱安儀女士

Chairman & CEO
Tse Sui Luen Jewellery (International) Ltd
謝瑞麟珠寶(國際)有限公司
主席及行政總裁

Vice-Chairman 副主席



Ms. Malina Ngai, JP
倪文玲女士

Group Chief Operating Officer
A.S. Watson & Co Ltd / CEO, A.S. Watson (Asia & Europe) Ltd
屈臣氏有限公司
集團首席營運總監

Vice-Chairman 副主席



Ms. Janis Tam
譚錦儀女士

Managing Director
Swire Resources Ltd
太古資源有限公司
董事總經理

Executive Committee Members 執委會成員



Ms. Clarice Au
區文慧女士

Managing Director
Fortress
豐澤
董事總經理



Mr. Andrew Chan
陳嘉然先生

Managing Director
YGM Trading Ltd
YGM貿易有限公司
執行董事



Mr. Calvin Chan
陳家偉先生

Chairman & CEO
Catalo Natural Health Foods (Retail) Ltd
美國家得路集團
主席及行政總裁



Mr. Tom Chan
陳紀新先生

Managing Director
Commercial Group
Hong Kong Telecommunications (HKT) Ltd
香港電訊有限公司
商業客戶業務董事總經理



Mr. Ben Cheng
鄭學玉先生

Group Managing Director
Optical 88 Ltd
眼鏡 88 有限公司
集團董事總經理



Mr. Winston Chow
周允成先生

Director & Deputy General Manager
Chow Sang Sang Jewellery Co Ltd – Emphasis
周生生珠寶金行有限公司 – 點睛品
董事兼副總經理



Mr. Eamon Chu
朱賢文先生

Director & CFO
Prince Jewellery and Watch Company Ltd
太子珠寶鐘錶有限公司
董事及首席財務官



Mr. Samson Chu
朱志明先生

Managing Director
Imperial Bird's Nest Int'l Co Ltd
官燕棧國際有限公司
董事總經理



Mr. Richie Eu¹
余在啟先生¹

Managing Director
Eu Yan Sang Trading (Hong Kong) Ltd
余仁生貿易(香港)有限公司
董事總經理



Mr. Gordon Farquhar
范國華先生

CEO
Mannings North Asia The Dairy Farm Group
牛奶公司集團
總裁—萬寧北亞區



Dr. Bankee Kwan, JP
關百豪先生, JP

Chairman
CASH Group – Pricerite Home Ltd
時富集團—實惠
董事長



Ms. Randy Lai
黎韋詩女士

CEO
MHK Restaurants Ltd
香港麥當勞
CEO



Mr. Alex Lee
李德華先生

Managing Director
Reliance Motors Ltd
合群汽車有限公司
董事總經理



Mr. Samuel Lee
李家樂先生

Managing Director
Watson's the Chemist
屈臣氏
董事總經理



Mr. Francis Lo
羅輝承先生

Chief Executive Officer
Fairwood Holdings Ltd
大快活集團有限公司
行政總裁



Mr. Peter Lo
羅德承先生

CEO
Café de Coral Holdings Ltd
大家樂集團有限公司
首席執行官



Dr. Guy Look
陸楷先生

Chief Financial Officer & ED
Sa Sa Cosmetic Company Ltd
莎莎化妝品有限公司
首席財務總監及執行董事



Mr. Philip Ma
馬景煊先生

Chairman & CEO
The Sincere Co Ltd
先施有限公司
主席及行政總裁

¹ Mr. Richie Eu resigned in December 2019 and was replaced by Mr. Francis Phua, Managing Director, Eu Yan Sang (HK) Ltd.
余在啟先生於2019年12月辭任執委會，由余仁生貿易(香港)有限公司董事總經理潘正祺先生接任。



Mr. Pak Chi Kin
白志堅先生
Chief Operating Officer
Circle K Convenience Stores (HK) Ltd
OK便利店有限公司
營運總監



Mr. Peter Suen
孫志強先生
Executive Director
Chow Tai Fook Jewellery Co Ltd
周大福珠寶金行有限公司
執行董事



Dr. Ricky Szeto
司徒永富先生
CEO & Executive Director
Hung Fook Tong Holdings Ltd
鴻福堂集團控股有限公司
行政總裁兼執行董事



Mr. Tim Tang²
鄧天正先生²
Managing Director
Hong Kong / Macau Food
The Dairy Farm Co Ltd – Wellcome
牛奶有限公司 — 惠康
常務董事 — 香港/澳門食品



Mr. Andrew Wong
黃曦嵐先生
Director
Pizza Hut Hong Kong Management Ltd
香港必勝客管理有限公司
董事



Mr. Andrew Yu
余偉傑先生
Director
Yue Hwa Chinese Products Emporium Ltd
裕華國產百貨有限公司
董事總監

Executive Office 秘書處



Ms. Ruth Yu
余麗姚女士
Executive Director
Hong Kong Retail Management Association
香港零售管理協會
執行總監

Executive Committee 2020 -2022 執委會 2020-2022

Chairman 主席		
Mrs. Annie Yau Tse 謝邱安儀女士	Chairman & CEO 主席及行政總裁	Tse Sui Luen Jewellery (International) Ltd 謝瑞麟珠寶(國際)有限公司
Vice-Chairmen 副主席		
Ms. Randy Lai 黎韋詩女士	CEO 行政總裁	McDonald's Hong Kong 香港麥當勞
Ms. Janis Tam 譚錦儀女士	Managing Director 董事總經理	Swire Resources Ltd 太古資源有限公司
Committee Members 委員會成員		
Ms. Clarice Au 區文慧女士	Managing Director 董事總經理	Fortress 豐澤
Mr. Andrew Chan 陳嘉然先生	Managing Director 執行董事	YGM Trading Ltd YGM貿易有限公司
Mr. Calvin Chan 陳家偉先生	Chairman & CEO 主席及行政總裁	Catalo Natural Health Foods (Retail) Ltd 美國家得路集團
Mr. Tom Chan 陳紀新先生	Managing Director, Commercial Group 商業客戶業務董事總經理	HKT Limited 香港電訊有限公司
Mr. Ben Cheng 鄭學玉先生	Group Managing Director 集團董事總經理	Optical 88 Ltd 眼鏡 88 有限公司
Mr. Winston Chow 周允成先生	Director & Deputy General Manager 董事兼副總經理	Chow Sang Sang Jewellery Co Ltd – Emphasis 周生生珠寶金行有限公司 — 點睛品
Mr. Samson Chu 朱志明先生	Managing Director 董事總經理	Imperial Bird's Nest Int'l Co Ltd 官燕棧國際有限公司
Mr. Gordon Farquhar 范國華先生	CEO, Mannings North Asia 北亞區總裁	The Dairy Farm Company, Limited – Mannings 牛奶有限公司 — 萬寧
Dr. Bankee Kwan, JP 關百豪先生, JP	Chairman 董事長	CASH Group – Pricerite Home Ltd 時富集團 — 實惠
Mr. Bruce Lam 林國誠先生	Managing Director, Consumer Mobile 個人流動通訊業務董事總經理	CSL Mobile Limited 香港移動通訊有限公司
Ms. Lau Kam Shim 劉今嬋女士	Executive Director 執行董事	Sogo Hong Kong Company Ltd 崇光(香港)百貨有限公司
Mr. Samuel Lee 李家樂先生	Managing Director 董事總經理	Watson's the Chemist 屈臣氏

² Mr. Tim Tang resigned in September 2019 and was replaced by Mr. Laurent Piazza, Managing Director, Wellcome HK & Taiwan, The Dairy Farm Company Limited — Wellcome.
鄧天正先生於2019年9月辭任執委會，由牛奶有限公司 — 惠康常務董事 — 香港/澳門 - 食品 鮑敬廉先生接任。

Executive Committee 2020 -2022

執委會 2020-2022

Committee Members 委員會成員		
Mr. Alex Liu 劉家昌先生	Managing Director, 7-Eleven HK & Macau 常務董事	The Dairy Farm Company, Limited – 7-Eleven 牛奶有限公司 – 七、十一香港及澳門
Mr. Francis Lo 羅輝承先生	Chief Executive Officer 行政總裁	Fairwood Holdings Ltd 大快活集團有限公司
Mr. Peter Lo 羅德承先生	Chief Executive Officer 首席執行官	Café de Coral Holdings Ltd 大家樂集團有限公司
Dr. Guy Look 陸楷先生	Chief Financial Officer & ED 首席財務總監及執行董事	Sa Sa Cosmetic Company Ltd 莎莎化妝品有限公司
Mr. Philip Ma 馬景煊先生	Chairman & CEO 主席及行政總裁	The Sincere Co Ltd 先施有限公司
Mr. Pak Chi Kin 白志堅先生	Chief Operating Officer 營運總監	Circle K Convenience Stores (HK) Ltd OK便利店有限公司
Mr. Francis Phua 潘正棋先生	Managing Director 董事總經理	Eu Yan Sang (HK) Ltd 余仁生(香港)有限公司
Mr. Laurent Piazza 鮑敬廉先生	Managing Director, Wellcome HK & Taiwan 常務董事-香港/澳門-食品	The Dairy Farm Company, Limited – Wellcome 牛奶有限公司 – 惠康
Mr. Peter Suen 孫志強先生	Executive Director 執行董事	Chow Tai Fook Jewellery Co Ltd 周大福珠寶金行有限公司
Mr. Ricky Szeto 司徒永富先生	CEO & Executive Director 行政總裁兼執行董事	Hung Fook Tong Group Holdings Ltd 鴻福堂集團控股有限公司
Mr. Andrew Wong 黃曦嵐先生	Director 董事	Pizza Hut Hong Kong Management Ltd 香港必勝客管理有限公司
Mr. Andrew Yu 余偉傑先生	Director 董事總監	Yue Hwa Chinese Products Emporium Ltd 裕華國產百貨有限公司
Mr. Norman Yum 任良安先生	Managing Director 董事總經理	PARKnSHOP (HK) Ltd 百佳超級市場
Executive Office 秘書處		
Ms. Ruth Yu 余麗姚女士	Executive Director 執行總監	Hong Kong Retail Management Association 香港零售管理協會

Sub-Committee 2020

委員會 2020

E-Commerce Sub-Committee 電子商貿委員會		
Chairman 主席	Dr. Guy Look 陸楷先生	Sa Sa Cosmetic Company Ltd 莎莎化妝品有限公司
Members 成員	Ms. Clarice Au 區文慧女士	Fortress 豐澤
	Mr. Andrew Chan 陳嘉然先生	YGM Trading Ltd YGM貿易有限公司
	Mr. Calvin Chan 陳家偉先生	Catalo Natural Health Foods (Retail) Ltd 美國家得路集團
	Mr. Winston Chow 周允成先生	Chow Sang Sang Jewellery Co Ltd – Emphasis 周生生珠寶金行有限公司 – 點睛品
	Mr. Eamon Chu 朱賢文先生	Prince Jewellery and Watch Company Ltd 太子珠寶鐘錶有限公司
	Mr. Samson Chu 朱志明先生	Imperial Bird's Nest Int'l Co Ltd 官燕棧國際有限公司
	Mr. Gordon Farquhar 范國華先生	The Dairy Farm Company, Limited – Mannings 牛奶有限公司 – 萬寧
	Mr. Pak Chi Kin 白志堅先生	Circle K Convenience Stores (HK) Ltd OK便利店有限公司
	Mr. Francis Phua 潘正棋先生	Eu Yan Sang (HK) Ltd 余仁生(香港)有限公司

Education & Training Sub-Committee 教育及培訓委員		
Chairman 主席	Ms. Janis Tam 譚錦儀女士	Swire Resources Ltd 太古資源有限公司
Members 成員	Mr. Winston Chow 周允成先生	Chow Sang Sang Jewellery Co Ltd – Emphasis 周生生珠寶金行有限公司 – 點睛品
	Mr. Peter Lo 羅德承先生	Café de Coral Holdings Ltd 大家樂集團有限公司
	Dr. Guy Look 陸楷先生	Sa Sa Cosmetic Company Ltd 莎莎化妝品有限公司
	Mr. Francis Phua 潘正棋先生	Eu Yan Sang (HK) Ltd 余仁生(香港)有限公司
	Mr. Peter Suen 孫志強先生	Chow Tai Fook Jewellery Co Ltd 周大福珠寶金行有限公司
	Mr. Ricky Szeto 司徒永富先生	Hung Fook Tong Group Holdings Ltd 鴻福堂集團控股有限公司

Sub-Committee 2020 委員會 2020

Membership Sub-Committee 會員事務委員會		
Chairman 主席	Mrs. Annie Yau Tse 謝邱安儀女士	Tse Sui Luen Jewellery (International) Ltd 謝瑞麟珠寶(國際)有限公司
Members 成員	Mr. Ben Cheng 鄭學玉先生	Optical 88 Ltd 眼鏡 88 有限公司
	Mr. Winston Chow 周允成先生	Chow Sang Sang Jewellery Co Ltd – Emphasis 周生生珠寶金行有限公司 – 點睛品
	Mr. Samson Chu 朱志明先生	Imperial Bird's Nest Int'l Co Ltd 官燕棧國際有限公司
	Mr. Andrew Wong 黃熾嵐先生	Pizza Hut Hong Kong Management Ltd 香港必勝客管理有限公司
	Mr. Andrew Yu 余偉傑先生	Yue Hwa Chinese Products Emporium Ltd 裕華國產百貨有限公司

Government Regulations Sub-Committee 政府條例委員會		
Chairman 主席	Ms. Malina Ngai, JP 倪文玲女士, JP	A.S. Watson & Co Ltd 屈臣氏有限公司
Vice-Chairman 副主席	Dr. Ricky Szeto 司徒永富先生	Hung Fook Tong Holdings Ltd 鴻福堂集團有限公司
Members 成員	Mr. Andrew Chan 陳嘉然先生	YGM Trading Ltd YGM貿易有限公司
	Mr. Ben Cheng 鄭學玉先生	Optical 88 Ltd 眼鏡 88 有限公司
	Dr. Bankee Kwan, JP 關百豪先生, JP	CASH Group – Pricerite Home Ltd 時富集團 – 實惠
	Ms. Randy Lai 黎韋詩女士	McDonald's Hong Kong 香港麥當勞
	Mr. Alex Lee 李德華先生	Reliance Motors Ltd 合群汽車有限公司
	Mr. Francis Lo 羅輝承先生	Fairwood Holdings Ltd 大快活集團有限公司

Advisory Panel, Organizing Committee, Steering Committee, Task Force & Working Party 2020 顧問團、籌備委員會及工作小組 2020

E-Commerce Advisory Panel 電子商貿顧問團		
Convenor 召集人	Dr. Guy Look	Sa Sa Cosmetic Company Ltd
Members 成員	Mr. Teddy Lui	Alibaba Entrepreneurs Fund
	Mr. Kenny Liang	Alipay (HK) Ltd.
	Ms. Anita Lam	Facebook
	Ms. Mignone Cheng	GS1 Hong Kong
	Ms. Nellie Chan	Google Hong Kong
	Dr. Gabriel Leung	Hewlett Packard HK SAR Limited
	Ir Eric Chan	Hong Kong Cyberport Management Co. Ltd
	Mr. Alex Chan	Hong Kong Productivity Council
	Ms. Bonnie Chun	Hong Kong Internet Registration Corporation Ltd.
	Ms. Jelly Zhou	HK Television Network Ltd (HKTVmall)
	Ms. Chen Xilin	Meltwater
	Mr. Syd Wong	PayPal Hong Kong Ltd.
	Mr. Norman Tam	Tencent Holdings Ltd. – WeChat Pay

Advisory Panel, Organizing Committee, Steering Committee, Task Force & Working Party 2020

顧問團、籌備委員會及工作小組 2020

Education Working Party 教育工作小組		
Convenor 召集人	Ms. Ruth Yu 余麗姚女士	Hong Kong Retail Management Association 香港零售管理協會
Members 成員	Ms. Alice Chan 陳慧愉女士	DFS Group Ltd
	Mr. Ken Wong 黃少勤先生	Vocational Training Council 職業訓練局
	Ms. Kathy Lee	A. S. Watson Retail (HK) Limited 屈臣氏零售(香港)有限公司
	Ms. Carrie Law 羅超美女士	CASH Group – Pricerite Home Ltd 時富集團 – 實惠家居有限公司
	Ms. Clara Liu 廖淑華女士	The Wing On Department Stores (Hong Kong) Limited 永安百貨有限公司
	Ms. Jasmine Lok 駱婉玲女士	Maxim's Caterers Ltd 美心食品有限公司
	Ms. Carol Poon 潘寶珍女士	Circle K Convenience Stores (HK) Ltd OK 便利店有限公司
	Ms. Mary Suen 孫美妮女士	Stan Group (Holdings) Limited 陞域(控股)有限公司
	Ms. Isabella Tam 談慧敏女士	City Super Limited

Service Talent Award & Mystery Shopper Programme Organizing Committee 傑出服務獎及神秘顧客計劃籌備委員會		
Chairman 主席	Mr. Paul Ma 馬永基先生	Ward Howell International 加域顧問有限公司
Vice Chairman 副主席	Ms. Bonnie Cheung 張美卿女士	Yishion Overseas Development Limited 以純海外發展有限公司
Honorary Advisor 名譽顧問	Mr. Benedict Li 李本德先生	The Dairy Farm Group 牛奶公司集團
Members 成員	Ms. Sarah Chan 陳美珍女士	Veteran Retail Practitioner 資深零售同業
	Ms. Loletta Cheung 張慧茹女士	PVH Asia Limited 華爾納亞洲有限公司
	Ms. Wisteria Cheung 張婉儀女士	Veteran Retail Practitioner 資深零售同業
	Ms. Bertha Lai 黎碧玉女士	WIE SPORT, A Division of Winsome Import & Export Co Ltd 永信出入口有限公司
	Mr. Howard Ling 凌浩雲先生	HKCSS – HSBC Social Enterprise Business Centre 社聯 – 滙豐社會企業商務中心
	Mr. David Liu 廖志聰先生	Victorinox
	Ms. Cassandra Ng 吳嘉倩女士	Hong Kong Design Institute, Department of Fashion & Image Design 香港知專設計學院時裝及形象設計學系
	Ms. Rowena Szeto 司徒翠兒女士	St. James Settlement 聖雅各福群會
	Mr. Kenneth Tam 譚國榮先生	Veteran Retail Practitioner 資深零售同業
	Ms. Dana Tse 謝曉丹女士	Bossini Enterprises Limited 堡獅龍企業有限公司
	Dr. Pinky Tso 曹碧珠女士	Zeta Education Group 香港工商管理學會
	Ms. Carmen Wong 黃秀嫻女士	Veteran Retail Practitioner 資深零售同業

Advisory Panel, Organizing Committee, Steering Committee, Task Force & Working Party 2020

顧問團、籌備委員會及工作小組 2020

Event Organizing Task Force 活動籌備工作小組		
Chairman 主席	Ms. Janis Tam 譚錦儀女士	Swire Resources Ltd 太古資源有限公司
Vice Chairman 副主席	Mr. Andrew Yu 余偉傑先生	Yue Hwa Chinese Products Emporium Ltd 裕華國產百貨有限公司
Members 成員	Ms. Randy Lai 黎韋詩女士	MHK Restaurants Ltd 香港麥當勞
	Mr. Hanks Lee 李民漢先生	A.S. Watsons Group 屈臣氏集團
	Ms. May Yeung 楊婉怡女士	Swire Resources Ltd 太古資源有限公司

Sustainability Task Force 可持續發展工作小組		
Chairman 主席	Ms. Malina Ngai, JP 倪文玲女士, JP	A.S. Watson & Co Ltd 屈臣氏有限公司
Members 成員	Mr Rando Yuen 袁弘道先生	A.S. Watson & Co Ltd 屈臣氏有限公司
	Mr. William Cheung 張威廉先生	CASH Group - Pricerite Home Ltd 時富集團—實惠
	Ms. Maggie Li 李敏姬女士	Chow Sang Sang Jewellery Co Ltd 周生生珠寶金行有限公司
	Ms. Janet Yuen 袁柔敏女士	Jardine Restaurant Group 怡和飲食集團
	Mr Calvin Kwan 關凱臨先生	Link REIT 領展
	Ms. Michelle Lau 劉穎兒女士	Sa Sa Cosmetic Company Ltd 莎莎化妝品有限公司
	Ms Karen Law 羅嘉韻女士	Swire Resources Ltd 太古資源有限公司
	Ms. Cafy Choi 蔡婷婷女士	The Dairy Farm Company Ltd – Mannings 牛奶有限公司 — 萬寧

HKRMA 旗艦活動

由於數碼化、電子商貿和全渠道零售的快速發展，零售市場正急速地轉型和改革。
協會透過舉辦不同旗艦活動推動香港零售業在智能零售方面轉型。

線上線下業務認證



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網店服務供應商認證

認證優質網店服務供應商及釐定優質網店的指標
助零售商發展網上零售業務



店舖防疫措施認證

認證於店舖實施防疫措施的零售品牌
(特設抗疫措施表揚獎)

獎項及比賽



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傑出服務獎

激勵團隊和培養優質服務文化的零售業界比賽



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HONG KONG
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INDUSTRIES

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Chairman's Report

主席報告



Chairman's Report

主席報告

Ladies and Gentlemen, welcome to the 37th Annual General Meeting of the Hong Kong Retail Management Association.

When I became Chairman of the Association in October 2018, little could I have foreseen that during my two years' tenure, Hong Kong would undergo a prolonged period of economic and social disruption, or that the city's retail industry would be facing its biggest crisis ever.

The survival of many retailers has been profoundly jeopardised by the double-hit situation arising from the social unrest since June 2019 and the devastating impact of the COVID-19 pandemic since early February 2020.

Whilst this has brought heavy-laden responsibilities, I have felt most privileged to be Chairman of the Association at this critical juncture, as it has given me the opportunity to connect better with fellow retailers and form a much stronger united front to fight for our industry and make our voice heard across the community.

During this reporting year, I am proud that the Association has elevated its public visibility and influence tremendously, and through a full array of initiatives, provided members with the support they need to survive the ordeal. I am pleased to give you some highlights of our accomplishments in this report.

Retail Industry in Crisis

Hong Kong's economy is in deep recession, with its real GDP contracting by 9% in the second quarter of 2020. The unemployment rate stood at a 15-year high of 6.1% for June to August 2020, while the comparable rate for the retail sector was even higher at 8.2%.

The Government's latest total Retail Sales Value (RSV) figures for August 2020 showed a year-on-year drop of 13.1% to HK\$25.6 billion, marking the nineteenth consecutive month of decline. For the first eight months of 2020, the RSV dropped by 30.2%, and prospects for the rest of 2020 remain bleak.

Looking ahead to 2021, given a number of prevalent pessimistic factors such as geopolitical uncertainties, ongoing COVID-19 challenges, travel restrictions and a generally deteriorating economy, the retail market will remain highly volatile, making it difficult for the time being to give accurate forecasts for its performance.

歡迎各位出席香港零售管理協會第37屆會員周年大會。

我在2018年10月接任協會主席時，萬料不到在兩年的任期內，香港會經歷如此漫長的經濟和社會動盪時期，而香港零售業更面對有史以來最嚴峻的危機，種種都令我始料不及。

由2019年6月開始的社會動盪，以及從2020年2月初爆發的新型冠狀病毒疫情，對不少零售商均造成重大的雙重打擊。

雖然肩負沉重的責任，但我非常榮幸能在這個關鍵時刻擔任協會主席，讓我得以與零售商加強聯繫，眾志成城，共同為零售業爭取利益，亦讓社會大眾聽到我們的聲音。

在本報告年度，協會的公眾認知度和影響力均顯著提升，令人鼓舞。協會更透過一系列舉措支援所有會員，與他們共渡時艱。我很高興能在本報告中分享部分重要成果。

零售業危機

香港經濟現陷入嚴重衰退，2020年第二季的本地生產總值收縮9%，6月至8月的失業率升至6.1%，為15年來最高，而零售業失業率更高達8.2%。

根據政府最新公佈的數據，今年8月的零售業總銷貨價值按年下跌13.1%至256億港元，連續19個月下滑。而首八個月的零售業總銷貨價值更大跌30.2%，預料零售業在今年餘下時間的前景仍然黯淡。

展望2021年，鑑於出現多項不利因素，包括地緣政治局勢充滿變數、新冠肺炎疫情反覆、旅遊限制及整體經濟惡化等，預料零售市場仍然會極為波動，而目前亦難以準確預測行業的未來表現。

Imploring Landlords for Rent Reductions and Concessions

Hong Kong's skyrocketing rents are the No.1 challenge faced by all retailers, whether in good times or bad. To help provide a lifeline to some 62,000 retailers amid the crisis, the Association took the lead on the industry's behalf in imploring commercial landlords for rent reductions and concessions, proposing multi-pronged initiatives.

We strengthened communications with landlords and enhanced our close ties with their top management, especially among those major developers in whose malls our members have a strong retail presence. In a series of separate meetings, we explained our members' hardships to each landlord and appealed for their understanding.

Since February 2020, we have also joined hands with the Retail and Wholesale Alliance spearheaded by Legislative Councillor for the sector Mr. Peter Shiu. Together with over 100 trade associations under the Alliance, we have lobbied top Government officials on rental matters and issued public statements to the landlords through advertisements.

促請業主減租及寬免租金

無論在經濟繁榮還是百業蕭條的時期，香港的高昂租金也是所有零售商面對的最大挑戰。為了紓緩約62,000名零售商的經營壓力，協會帶頭代表零售業促請商戶業主減租或寬免租金，並提出多管齊下的措施。

我們積極與商舖業主及其高級管理層溝通加強聯繫，尤其是協會會員擁有眾多零售點的商場所屬的大型發展商。在多次會面中，我們向業主解釋會員目前面臨的苦況，並懇請業主能共渡時艱。

由2020年2月起，我們亦與由零售界立法會議員邵家輝率領的零售及批發界大聯盟攜手合作，與大聯盟的百多個商會共同就減租一事與政府高層官員磋商，並刊登廣告向業主發表公開聲明。

Annie Yau Tse
謝邱安儀女士

While we appreciate some landlords who offered short-term rent relief in February and March this year, it has been very disappointing to see most of them cut back on these concessions since April, especially when the Government has launched various subsidy schemes.

As the austerity escalated in the second quarter, we announced in late April a listing of the top five landlords perceived as most unreasonable in rental concessions. To raise our concerns to society level, we issued Open Letters to the Chief Executive and landlords in May and July 2020 respectively.

With no imminent end to the pandemic in sight, we steadfastly maintain our urging that the Government should prohibit landlords from taking legal actions against retailers failing to pay rent, and that the landlords should charge turnover rent only, with both measures covering a period of no less than nine months.

Above all, we sincerely hope that the Government, landlords and retailers can work much closer together on all fronts to save our industry from devastation; and more importantly, the landlords should extend rent concessions at a level that enables retailers to sail through the current storm and sustain long-term survival.

Facilitating the Government's Relief Measures and Related Industry Support

To assess the full impact of the social unrest and COVID-19 on the retail business, the Association conducted two separate large-scale surveys in November 2019 and April 2020. Over 150 retail companies responded to each of the two surveys, representing about 23% of total employment within the industry.

The survey findings were widely publicised and viewed as a well-founded reference on the retail devastation. For instance, the April survey results projected that a quarter of Hong Kong's total retail shops, amounting to 15,200 outlets, might collapse by end of this year – a forecast that we now sadly see coming to reality.

Once the pandemic erupted, the Association was also proactive in making recommendations to senior Government officials on relief measures for the industry. As a result, our key inputs were adopted in the Retail Sector Subsidy Scheme and the Employment Support Scheme under the Anti-Epidemic Fund.

To help members cope with the disruption, we stepped up our communications and set up an online information hub to provide guidelines and best practices on health protection measures, as well as manpower issues, legal and financial resources, Government subsidy schemes and the like.

我們感謝部分業主願意在今年2月及3月提供短期租金寬免，可惜當中大部分業主由4月起陸續取消寬免措施，特別是在政府推出各項資助計劃之後。

隨著第二季經濟繼續收縮，我們在4月底公佈五大最沒有獲得合理租金紓緩的業主名單。為了讓社會關注零售業的狀況，我們亦分別在5月和7月向行政長官和業主發公開信。

由於疫情難望在短期內結束，我們繼續促請政府禁止業主對無法繳付租金的零售商採取法律行動，並要求業主只收取分成租金，而這兩項措施應最少維持九個月。

我們衷心希望政府、業主和零售商能夠在各方面通力合作，共同拯救岌岌可危的零售業，而更重要的是，業主應延長租金寬免措施，讓零售商能夠渡過困境，繼續經營下去。

協助政府制定紓困措施和相關業界支援

為評估社會事件和疫情對零售業的全面影響，協會分別於2019年11月和2020年4月進行兩項大型問卷調查，分別獲得超過150間零售商回應，僱員工工約佔業界總就業人數的23%。

調查結果反映了零售業的實況，並獲廣泛報導，引起社會關注。尤其是4月的調查結果預測全港有四分之一的零售店舖（即15,200間）或會在今年年底前結業，而事實上業界結業的情況亦正在逐步發生。

疫情爆發後，協會主動向政府高層官員提議多項針對零售業的支援措施，我們的主要意見亦獲政府採納，尤其是「防疫抗疫基金」下的「零售業資助計劃」及「保就業計劃」。

為協助會員應對逆境，我們加強溝通，並設立網上資訊中心，就衛生防護措施、人力資源問題、法律和財政資源、政府補助計劃等事宜，提供指引和最佳營商手法。

To help members tackle their cash flow challenges, we partnered with major banks to provide customised services and privilege offers, and with technology vendors to offer a one-stop service for members to apply for the Distance Business Programme.

Creating New Business Opportunities to Sustain Survival

With tourist arrivals plunging almost by 99%, the Association and the Quality Tourism Services Association (QTSA) jointly launched a “ShopShop@HK 去街買” campaign on 8 September. By issuing e-stamps through a “Tipic” mobile app, this six-month citywide cross-brand promotion will boost local consumption and stimulate shopper traffic among merchants.

So far, it has obtained support from some 20 retail brands covering over 500 outlets, as well as prominent sponsors such as MTR and Asia Miles. We trust this new initiative will enable retailers to widen customer reach and capture new business by making use of technology.

Concurrently, we have worked with e-marketplaces to help members expand their business horizons through cross-border e-tailing. Our extensive e-commerce and digitisation programme, supported by key players like Facebook, Google and WhatsApp, has equipped members with the latest necessary knowledge and skills.

Rejuvenating Flagship Programmes to Spearhead Industry Advancement

Our flagship programmes and recognition schemes have been playing a pivotal role in promoting industry-wide best practices and standards on all facets of retailing. This year we revamped these flagship programmes and introduced new awards to encourage retailers to forge ahead under the new normal.

Two of the Association's year-round programmes were strengthened and renamed – the Mystery Shopper Programme becoming the “Quality Service Programme” and the Service and Courtesy Award becoming the “Service Talent Award” – while new perspectives were introduced on technology, innovative service standards and the recognition of anti-epidemic measures, along with a one-off quality service recognition scheme.

The Quality E-shop Recognition Scheme registered good growth with participation of over 100 e-shops. Through competitions and a membership promotion with Shopline and Boutir, we enlisted more merchants to the Scheme and promulgated best practices and standards of e-tailing in Hong Kong.

另外，為協助會員解決流動資金的挑戰，我們亦與各大銀行合作，提供切合所需的服務和特別優惠，並與科技供應商攜手為會員提供一站式服務，協助會員申請「遙距營商計劃」。

創造新商機應對逆境

由於訪港旅客數字急跌近99%，協會與優質旅遊服務協會聯手於9月8日推出為期半年的「ShopShop@HK 去街買」活動。這項全港跨品牌推廣活動透過Tipic手機應用程式提供電子印花，旨在推動本地消費，增加商舖的人流。

活動迄今已獲得約20個零售品牌支持，涵蓋超過500間商舖，亦獲得包括港鐵和亞洲萬里通等知名企業贊助。我們相信這項新計劃將會有助零售商善用科技拓展客源，把握新商機。

與此同時，我們亦與電商平台合作，協助會員透過跨境電子零售拓展業務。在Facebook、Google和WhatsApp等大型平台的支持下，我們以全面的培訓項目幫助會員掌握最新的電子商貿及數碼化知識和技能。

升級旗艦活動帶領業界前行

協會的旗艦活動和認證計劃一直擔當重要角色，推廣零售業最佳營商手法和標準方面。今年我們更革新這些旗艦活動及推出全新的獎項，鼓勵零售商在零售新常态下繼續勇往直前。

協會已革新和重新命名兩項旗艦活動，包括將「神秘顧客計劃」改名為「優質服務計劃」，而「傑出服務獎」的英文則由「Service and Courtesy Award」改為「Service Talent Award」，同時就科技和創新服務標準設立全新準則，並表揚商戶的防疫措施和推出一次性的優質服務認證計劃。

優質網店認證計劃的增長理想，至今已吸引逾百間網店參與。計劃透過比賽及Shopline和Boutir的會員推廣，成功吸納更多商戶參與，一同在本港推廣網絡零售的最佳營商手法和標準。



Strengthening Our Voice and Representation

During the year, we continued to make our voice heard through regular submissions and inputs on retail-related legislation and regulation, including the Standard Working Hours Sectoral Guidelines, Statutory Minimum Wage Review, and the Proposed Producer Responsibility Scheme (PRS) on Plastic Beverage Containers.

As the Association's spokesperson, I attended a record high of close to 500 media interviews and commitments throughout the year. These media exposures covered almost every subject relating to our industry and its survival under the pandemic.

Equally encouraging is that our representation reached new heights with an impressive growth of 13% in membership to about 900 members this year, including over 220 new members from a wide spectrum of retail categories.

Driving Retail Transformation for Future Growth

The Association has been diligently driving industry transformation among retailers big and small. Our seventh SME project launched in June is expected to benefit 1,200 retail practitioners from 600 enterprises in adopting new technologies and expanding their businesses in the Greater Bay Area.

To strengthen our pursuit of new developments in the retail sector, we introduced our first ever Smart Retailing Award, in which close to 40 technology vendors, start-ups and retailers participated. We believe this new award will elevate technology adoption and business standards in the industry.

In the years ahead, given a disruptive paradigm shift to a new retail era, the Association is committed to uplifting the industry's development to the next level with key work focuses on retail transformation, talent development, and capturing opportunities in the Greater Bay Area.

加強協會的聲音和代表性

年內，我們繼續就涉及零售業的立法和規管事宜定期提交意見，闡述業界的立場，包括標準工時行業指引、法定最低工資檢討，以及塑膠飲料容器生產者責任計劃建議。

我作為協會的發言人，今年更接受了近500場傳媒訪問及活動，反映了與業界息息相關的議題，並在疫情下掙扎求存的挑戰。

同樣令人鼓舞的是，協會的會員數目於今年錄得可觀增長，增加13%至約900名，創下歷年新高，當中包括220名來自零售業不同領域的新會員。

為未來增長推動零售業轉型

協會一直不遺餘力地推動大小零售商轉型。我們於6月推出第七個中小企項目，預計將會惠及來自600間企業的1,200名零售從業員，協助他們應用新科技及在大灣區拓展業務。

為了更積極推動零售業發展，我們舉辦首屆「智能零售大獎」，吸引近40間科技供應商、初創企業和零售商參加。我們相信獎項將會促進業界應用新科技和提升營商標準。

零售業現正邁向全新的時代，因此協會將會繼續致力帶領業界更上一層樓，並以零售業轉型、人才發展和把握大灣區商機為工作重點。

Closing Remarks

So much has been completed during this reporting year. Before concluding my report, I would like to offer my heartiest thanks to our Board of Directors, the Executive Committee members and Mr. Peter Shiu for their advice and guidance.

My sincere gratitude also goes to our Vice-Chairmen Ms. Malina Ngai and Ms. Janis Tam for their dedication to the work of the Association. Last but not least, I would like to thank all members; without your support, we could not have made all these achievements possible.

Despite the prevailing crisis, we remain positive about the future. Let's stay united and render our best for the prosperity of Hong Kong's retail industry.

Thank you.

(presented at the 37th AGM on 8 October, 2020)

總結

協會在本報告年度完成了多項工作，我謹此衷心感謝董事會、執委會和邵家輝議員的意見和支持。

我亦感謝副主席倪文玲女士及譚錦儀女士竭誠盡力為協會服務。最後，我感謝所有會員，承蒙各位的支持，我們才能擁有豐碩成果。

儘管危機仍在，但我們對未來仍然充滿信心。希望大家能團結一致，悉力以赴，攜手振興香港零售業。

(摘自2020年10月8日第37屆會員周年大會主席報告)

Vice-Chairman's Message

副主席之話

The Future of Retailing

引領零售業未來

The COVID-19 pandemic has drastically affected the economy. Retail is no exception. The pandemic has driven the sector to swiftly transform itself, while reshaping customer shopping habits and customers' values and expectations.

It is thus ever more pressing for the sector to invigorate their online and offline platforms to meet the ever-growing online shopping trend. It is also necessary to ensure business continuity by re-evaluating business models and operating strategies.

Likewise, customers' values and expectations are shifted so that customer relationships are increasingly paramount, underlining the significance of human connections amid the pandemic. To build and strengthen lasting relationships with customers, retailers must thoroughly understand customers' needs, and be agile enough to deliver on it. By enhancing capabilities of data analytics as a first step, retailers will be able to provide more targeted and personalised services efficiently.

Sustainability is also a growing concern amongst customers who prefer retailers sharing values in common and helping create a sustainable world. Feelings of shared values will help deepen the connections between retailers and customers as people often prefer retailers who "did the right thing" for them.

As such, physical stores will increasingly serve as a "Third Space" – a venue that is not only about transactions, but also interaction. It offers in-person service in a unique, engaging shopping environment that is unavailable online. To keep customers coming back, more relevant in-store customer experience technology should be introduced, such as touchless payment and augmented reality (AR) technology.

The rapid uptake of online shopping has undoubtedly made digital transformation a top priority. At the same time, the seamless integration of online and offline platforms will enable retailers to strengthen their scalability and agility to respond quickly to the ever-changing customer demands. As the leading trade body, the Association has been spearheading a full spectrum of O2O activities to help retailers capture the brand new business opportunities arising from the new era.

本港經濟受新型冠狀病毒疫情嚴重打擊，零售業也無法倖免。疫情不但加促零售業轉型，同時也改變了消費者的期望、價值觀及購物習慣。

零售業必須革新其線上線下平台，以迎合與日俱增的網上購物趨勢，同時要重新評估及調整經營模式及策略，確保業務持續發展。

與此同時，顧客的價值觀及期望亦有所改變。疫情下，零售商與顧客之間的關係變得更加重要。為了加強與顧客的關係，零售商首要提高數據分析能力，以迅速瞭解及回應顧客需求，才能有效為他們提供適合及個人化的服務。

顧客越來越重視品牌的社會責任，他們會選擇價值觀相同及著重可持續發展的零售商。願意為社會及生態環境出一分力的零售商必定更受顧客青睞，所以共同價值觀將有助零售商與顧客建立更緊密的聯繫。

在這趨勢下，實體店逐漸演變成成為「第三空間」——不單是顧客的購物熱點，也是顧客與零售商互動的地方。實體店為顧客帶來親切及獨有的購物環境，讓顧客能親身享受網購無法提供的個人化服務。為了留住顧客，零售商會採用相應的科技提昇店內顧客的購物體驗，如無接觸支付及擴增實境 (AR) 技術。

網購迅速發展，使數碼營商成為重中之重。與此同時，線上線下的無縫融合，有助零售商快速靈活地回應瞬息萬變的顧客需求。協會作為本港主要的零售組織，一直促進業界發展全方位的「線上線下」平台，幫助零售商把握新時代帶來的全新商機。

Taking this opportunity, I would like to announce that I am going to step down as the Vice Chairman of the Association. After joining the Executive Committee in 2008, I have served as the Vice Chairman since 2014. I championed the Sustainability Task Force in 2018 to arouse sustainability awareness, while deepening industry-wide collaborative efforts to address related issues. In 2019, I led the first-ever retail Green Hackathon in Hong Kong, successfully start to bring retailers and youngsters together to develop innovative and sustainable ideas for retail stores.

I am proud to see that the Association has, in the past 12 years, emerged itself from an administrative body to a true voice for retailers. May I take this opportunity to give heartfelt thanks to Chairperson Mrs. Annie Yau Tse and Mr. Thomson Cheng for their exemplary leadership during my tenure. My most sincere thanks also go to Executive Director Ms. Ruth Yu, and her secretariat team for their diligence and efficiency in execution.

Despite the headwinds, I am confident that the Association will lead the industry to weather through the challenges and that the growth momentum will pick up again in 2021.

藉此機會我宣佈將辭去協會副主席一職。本人於2008年加入執委會後，由2014年起擔任副主席，並於2018年成立及帶領可持續發展工作小組，務求提高業界的意識，同時加強零售業的合作，共同創造可持續發展的環境。更於2019年在香港首辦Green Hackathon，成功地讓零售商與年青人互動，為零售店舖注入創新思維及可持續發展的理念。

回顧過去12年，見證協會從一個行政機構發展成為零售業的代表，我深感自豪。藉此機會，我衷心感謝主席謝邱安儀女士和鄭偉雄先生領導協會發展，在本人任服務期間，帶領協會履行對業界的使命。在此，我也衷心的感謝執行總監余麗姚女士及其秘書處團隊一直以來盡心竭力執行會務。

儘管眼前挑戰重重，但我深信協會將帶領零售業跨越挑戰，於2021年重拾增長動力。

Malina Ngai, JP
倪文玲太平紳士



Vice-Chairman's Message

副主席之話

Visionary Retailers Driving Transformation

高瞻遠矚 數碼轉型

Despite the ongoing China-US trade dispute, prolonged social unrest and lately the COVID-19 pandemic, the retail sector is keen to take up the unprecedented challenges by riding on the growing online shopping trends and capturing opportunities in this trying time.

Retailers have to strengthen their distinctive value proposition, as the pandemic has led consumers to rethink what they really need and the global economy takes time to recover, which in turn dampens consumption. It is therefore imperative to be mindful that retailers' value proposition shares the values and attitudes that are cherished by customers, especially the millennials and Generation Z. Retailers should also take note of growing concerns in society about sustainability and inclusion.

The omni-channel integration is being further accelerated by COVID-19. In addition to making sales channels, both traditional and digital ones, easily available to customers, retailers need to integrate the operations seamlessly to enhance customer experience. Data-driven insights are also conducive to delivering the best personalized customer experience.

中美貿易糾紛持續多時，大型社會運動仍未有平息之際，新型冠狀病毒疫情接踵而至，但零售業在這前所未有的艱難時刻，仍然積極迎难而上，把握在線購物的大趨勢。

疫情促使消費者反思自己真正的需求；另一方面，全球經濟復甦需時，進一步削弱消費者的消費意欲，零售商更須加強其獨特的價值定位，抱持著與顧客相同的價值觀和消費態度，尤其千禧世代和Z世代的顧客已成為現今主流客群。同時，零售商也須注意大眾對可持續發展及社會共融的關注與日俱增。

疫情同時亦促進了全渠道零售的整合。零售商除了提供方便顧客消費的線上線下銷售渠道外，亦須無縫整合其零售業務，才能提昇整體顧客購物體驗。另外，數據分析亦有助零售商為顧客提供最優質的個人化購物體驗。

In this era of disruption, every disruptive change may become a typical requirement from customers whenever it prevails. Today, nobody can afford missing out e-commerce retailing when it becomes a norm. When consumers are used to interacting with salespersons one on one via WhatsApp during lockdown, they expect the same intimate and personalized service when normality returns. The same holds truth when shopping in a hygienic and safe environment.

We are also in an era of "no patience", marked by the demand for easy, efficient, convenient and user-friendly touchpoint and interaction. Consumers expect to get immediate information and service whenever they need. Likewise, the attention span of consumers is shortened, so that it challenges retailers' capabilities to capture the eyeball and deliver the most attractive content in seconds.

Digitalization has democratized consumer power. Information about products, services and shops is accessible anytime anywhere in the world. It now gets harder to create affinity and predict what consumers truly desire. Retailers are facing more challenges in this digital world, as consumers will simply go away upon having a bad first impression or experience. This can be mitigated by utilizing human experience and data intelligence for decision-making and customer interactions.

With customer centric culture, retailers can put themselves in customers' shoes to win their hearts. Fueled by fast digital acceleration, innovative retailers will continue to lead the market. Taking the pandemic as a catalyst to speed up transformation, retailers may ride on effective CRM to offer the right omni-channel solution supported by data analytics for positive and lasting customer relations. Indeed, lockdown has told us that loyal customers are the first to return when normality returns. And, enterprising retailers are encouraged to go beyond the territory to expand market opportunities, and the Greater Bay Area has huge potential for them.

In 2020, the Association has initiated a number of enhancements under its flagship programmes, including the launch of Smart Retailing Awards, and the introduction of O2O assessment criteria. The Association has also strengthened its education and training efforts to keep members and fellow retailers abreast of the latest knowledge and best practices on e-tailing and O2O development. These include our collaboration with Facebook, Google, Whatsapp, and other key e-commerce players to put forward a new series of online training.

Looking ahead, 2021 will likely be another challenging year as business environment remains under pressure. However, the Association believes that the retail sector will continue to invest in the new retail today in order to pave the way for solid growth in future. Taking this opportunity, may I strongly encourage our members to stay tuned to our flagship programmes, training, seminars and workshops.

在這個開創變革的新時代，每一項顛覆式改變都可能演變為日後顧客普遍的消費模式。現今電子商貿已經成為零售業新常態，無人能坐失良機。當顧客習慣在疫情封鎖期間透過WhatsApp與銷售人員一對一互動時，疫情過後，生活回復正常時，顧客都會繼續期望零售商提供同樣親切及個人化的服務；同樣地，顧客亦會期望於疫情過後能繼續於安全衛生的購物環境下享受購物樂趣。

此外，身處事事講求效率的時代，顧客亦希望得到簡便高效的接觸點及互動，期望能即時獲取所需資訊及服務，顧客的專注時間縮短，零售商需設法吸引顧客目光，並提供最引人注目的產品及服務。

數碼營銷讓顧客購物變得觸手可及，顧客可隨時隨地獲得各地產品、價格、服務及店鋪資訊。因此，香港零售商要向顧客展現親和力及預知顧客真正需求，更形困難，更具挑戰。顧客可能因對店鋪的第一印象或購物體驗欠佳而不再光顧，因此零售商在決策及與顧客互動時，必須結合銷售人員的經驗以及數據分析，達到最佳效果。

零售商須秉承「以客為本」的理念，設身處地為顧客著想，從而贏得顧客的心。在數碼營銷急發展下，創意無限的零售商勢必繼續引領市場。今次疫情亦成為加促數碼轉型的催化劑，零售商透過卓有成效的顧客關係管理（CRM）系統，打造合適的全渠道營銷方案，輔以數據分析，有助建立長久且良好的顧客關係。事實上，在疫情封鎖期間，零售商更能體會到忠實顧客往往是疫情中或過後第一批回來光顧的顧客。另一方面，協會鼓勵進取的零售商衝出本港，拓展市場商機。粵港澳大灣區的發展潛力龐大，商機處處。

協會於2020年繼續精益求精，多方面改進我們的旗艦活動，包括開設「智能零售大獎」、推出線上線下評審標準等。協會亦加強教育及培訓工作，透過與Facebook、Google、Whatsapp及其他電子商貿巨擘攜手合作，為零售商推出一系列網上培訓活動，讓協會會員及零售同業掌握電子零售及線上線下零售發展的最新資訊及最佳營商手法。

展望未來，2021年零售業的營商環境仍見壓力及充滿挑戰。然而，協會相信零售業將繼續投資於新零售領域，為日後的穩健增長做好準備。我藉此機會大力鼓勵協會會員繼續積極關注及參與協會的旗艦活動、培訓、講座及工作坊，一同為行業進步而努力！



Janis Tam
譚錦儀女士

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Achievements 工作回顧



E-Commerce Sub-Committee

電子商貿委員會



Dr. Guy Look
陸楷博士
Chairman of E-Commerce Sub-Committee
電子商貿委員會主席

"The digital retail landscape has evolved dramatically under the spell of the coronavirus pandemic. The development has made e-commerce more appealing and necessary than ever. Many retailers racked their brains to try to reach more consumers and rack up more sales. On the other hand, instead of visiting outlets and stores, consumers prefer novel channels for purchasing online. This has thus propelled e-commerce as a prevalent consumer spending habit. Accordingly, the Sub-Committee teamed up with major e-commerce players this year to support our members in terms of transforming their business online. This year also saw the launch of the first-ever Smart Retailing Award, an initiative to drive smart retail transformation in Hong Kong."

「在新冠疫情的陰霾下，數碼零售環境起了翻天覆地的變化。在大勢所趨下，電子商貿前所未有地令大眾趨之若鶩，也從未如此不可或缺。零售商紛紛絞盡腦汁爭取更多顧客青睞，提升銷售額。另一方面，與親到零售店舖及商店購物相比，消費者更偏愛新穎的網購渠道。這促使電子商貿大行其道，網購成為消費者新的消費習慣。為此，委員會今年與大型電商合作，協助會員將業務轉型至網上業務。協會今年亦首推「智能零售大獎」，推動香港零售業智能轉型。」

Debut of Smart Retailing Awards

The Association launched a new e-commerce initiative this year, namely Smart Retailing Awards ("the Award"). Through the Award, we aimed to encourage retailers to provide consumers with a greater, faster, safer and smarter shopping experience by integrating people talent and technology into the shopping journey. We also targeted to drive smart retail transformation both at company and individual levels, and to give recognition to retail vendors, startups and enablers who have played an important role in smart retail transformation on both service delivery and technology adoption.

To encourage smart innovation and technology adoption and to establish and promote best practices and standards of smart retail, the Award system was enhanced to offer the "Smart Retail Tech Award" for technology vendors and technology startups, as well as the "Smart Service Innovation Award" for retailers.

Carrying the theme "Expand HK Smart Retail Tech Horizon – To Revitalize and Recognize Your Retail Business", the Award received strong support with a large band of contestants from more than 40 companies. The event showcased a diversified function of projects, including cashless payment system, Artificial Intelligence (AI) for customer behaviour analysis, 3D imaging, logistics gateway, price optimization system, mobile application for customer loyalty, and integrated solution for customer experience.

「智能零售大獎」首次亮相

協會今年推出全新的電子商貿計劃——「智能零售大獎」，希望藉此獎項，鼓勵更多零售商在購物過程中整合零售人才與科技應用，為消費者提供更好、更快、更安全和更智能的購物體驗。協會也希望在公司和個人層面推動智能零售轉型，表揚傑出的科技供應商、科技初創企業及智能零售推動者，嘉許他們在服務及科技應用上促進零售業智能轉型，貢獻良多。

為了鼓勵智能創新和科技應用，以及釐定及推廣最佳的智能零售營商手法及指標，協會進一步提升「智能零售大獎」，為科技供應商和科技初創企業設立「智能零售科技獎」，為零售商設立「智能服務創新獎」。

「智能零售大獎」以「開拓香港智能零售科技新視野——重燃增長動力，表揚零售業務」為主題，獲得40多家參賽公司大力支持。協會亦通過此項計劃，展示了多項具有創新理念的得獎方案及項目，包括無現金支付系統、可分析顧客行為的人工智能、3D成像技術、物流網關、價格優化系統、提高顧客忠誠度的手機應用程式及提升顧客消費體驗的綜合解決方案。



Quality E-Shop Recognition Scheme

Following the debut of the Quality E-shop Recognition Scheme in 2017, the Association has been the major driving force in establishing and promoting best practices amongst Hong Kong e-shops. This year, the Association collaborated with SHOPLINE and Boutir to facilitate more e-shops under these e-marketplaces to apply for the recognition. Despite a challenging business environment for the retail industry, we recorded a participation of over 100 e-shops this year.

Extended Coverage to Social Media and e-Marketplace Platforms

To make the Scheme more appealing to consumers and retailers, the Association continued to take extra effort this year and raise public awareness by bringing new elements to the Scheme.

In addition to the existing assessment, a set of new assessment was extended to e-shops in e-marketplaces and social media (for instance, Facebook & Instagram).

Under the Scheme, e-shops on e-marketplaces or social media which achieved all the prerequisites were recognized as "Quality e-Marketplace E-Shop" or "Quality Social Media E-Shop".

優質網店認證計劃

協會自2017年推出「優質網店認證計劃」以來，一直是樹立及推廣香港網店最佳營商手法的主要推動力。今年，協會與SHOPLINE及掌舖Boutir合作，鼓勵更多透過此類電子市集開展業務的網店參加「優質網店認證計劃」。雖然零售業的營商環境十分嚴峻，但協會今年仍然錄得超過100家網店參與此計劃。

參加對象擴大至在社交媒體和電子市集營運的網店

為提高「優質網店認證計劃」對消費者及零售商的吸引力，協會今年再接再厲，注入更多新構思，希望加深市民對計劃的認識。

除了現有的評審準則外，協會亦將全新的評審準則應用於在電子市集或社交媒體（例如Facebook及Instagram）營運的網店。

在此計劃下，符合所有基礎條件的電子市集或社交媒體網店，已獲發「優質電子市集網店」或「優質社交媒體網店」認證。

Quality E-Shop Developer Recognition Scheme

As more and more retailers make use of e-shop development service or e-shop platform for their online business, the “Quality E-Shop Developer Recognition Scheme” was rolled out in March 2020. It aims to recognize quality e-shop developers and service vendors spearheading industry-wide standards and best practices for online retailing in Hong Kong.

E-Commerce Training Activities

During the reporting year, our e-commerce training activities focused on addressing retailers’ need on digital transformation, smart retail talent development as well as promotion of award-winning solutions identified in the Smart Retailing Awards.

Echoing the launch of the Smart Retailing Awards, we organized the first Smart Retailing Conference in January. Collaborating with PRC-based e-commerce giant Alibaba, stellar speakers were invited to share their insights on cross-border e-commerce, including cloud technology and cyber security challenges.

The pandemic has brought challenges as well as opportunities for retailers. A series of webinars pandemic were organized in collaboration with Facebook, Google, SAP, Mini-Home, and other e-commerce partners to assist members and fellow retailers to drive success under this new normal. The topics included online marketing, business digitalization, e-commerce platforms and cross-border e-commerce.

優質網店服務供應商認證計劃

有見越來越多零售商使用網店服務或網店平台開展網上業務，協會遂於2020年3月推出「優質網店服務供應商認證計劃」，旨在表揚優質網店開發商及服務供應商，藉此樹立香港網購業界標準及最佳營商手法。

電子商貿培訓活動

在本報告年度內，協會將電子商貿培訓活動的重心放在滿足零售商對數碼轉型及智能零售人才發展的需求上。協會亦積極推廣「智能零售大獎」得獎方案及項目。

為了響應「智能零售大獎」的面世，協會於1月舉行了首場智能零售研討會。協會與中國電商巨頭阿里巴巴合作，邀請到多位星級講者分享他們對跨境電商的見解，剖析雲端技術及網絡安全帶來的挑戰。

疫情給零售商既帶來了挑戰，也迎來了機遇。協會與Facebook、Google、SAP、Mini-Home及其他電商合作，攜手舉辦了一系列網絡研討會，協助會員及零售同業在新常態下取得成功。研討會的題材豐富，包括網絡營銷、業務數碼化、電商平台和跨境電子商務。

Education & Training Sub-Committee 教育及培訓委員會



Ms. Janis Tam
譚錦儀女士
Chairman of Education & Training Sub-Committee
教育及培訓委員會主席

“This year saw a spike in online learning amidst COVID-19 crisis. Against this backdrop, the Sub-Committee continued to inspire the retail industry’s upskilling. Many of our education and training programmes were switched to the online mode to meet the needs of retailers. Moreover, two of our flagship programmes were revamped as Service Talent Award and Quality Service Programme to better reflect their objectives and to take on new challenges.”

「今年在新冠疫情下，網上學習需求激增，委員會在此背景下繼續鼓勵零售同業提升技能。協會籌備的多個教育及培訓課程已轉為網上模式，以滿足零售商的需要。協會亦革新兩項旗艦活動『傑出服務獎』和『優質服務計劃』。革新後的活動更能反映協會致力協助零售企業培育人才、培養優質服務文化的目標，助零售業迎接新挑戰。」

Fostering Quality Service Culture in the New Retail Era

Service Talent Award

Entering its 35th year, the Service & Courtesy Award was renamed Service Talent Award to better reflect the objective of nurturing talents for service excellence, which is now more essential than ever before in these challenging times.

With a slogan of “Together We Thrive in Adversity”, we invited retailers to strive for service excellence and adopt service innovation in order to sail through adversity and prepare for business recovery.

Taking this opportunity, we introduced two new awards namely “Retail Anti-Pandemic Award” and “Top 10 Outstanding Flagship Stores” to recognize companies with superb anti-pandemic campaigns and stores providing best customer experience respectively.

To mark the 35th anniversary of the Award, we also introduced three special honors including the “Most Participating Brands”, “Most Winning Brands” and “Most Retail Ambassadors’ Brands”.

在新零售時代下培養優質服務文化

傑出服務獎

隨著「傑出服務獎」踏入第35周年，協會與時並進，將「傑出服務獎」的英文名稱由「Service & Courtesy Award」更名為「Service Talent Award」，更貼切地反映協會培育優秀服務人才的目標，尤其在疫情期間零售市道如此疲弱之時，更突顯出培育優秀人才的重要。

協會以「齊心蛻變『逆』精彩」為口號，大力鼓勵零售商堅持精益求精，提供更卓越的服務，同時與時並進提供創新服務，乘風破浪，為迎接業務復蘇做好準備。

為了表揚零售商於疫情以至逆市下實施創意無限的防疫措施，及嘉許為顧客提供最佳購物體驗的店舖，協會適時推出了「零售抗疫大獎」及「十大傑出服務旗艦店」兩項全新獎項。

為慶祝「傑出服務獎」成立35周年，協會設立了三項特別獎項，分別為「參賽最多品牌」、「獎項最多品牌」及「零售大使最多品牌」。

Quality Service Programme

This year, our Mystery Shopper Programme was renamed Quality Service Programme (QSP). The revamp aimed to enhance our programme with updated customer service assessment criteria especially in the area of customer experience.

One of the initiatives was to launch 'Quality Service Recognition Scheme' (QSR) on top of existing benchmarking and tailor-made services. QSR was a one-off assessment and recognition to retail outlets. Participating brands that pass the assessment will be awarded with 12-month recognition. Over 100 retail brands covering 1,720 outlets obtained the QSR in the year 2020.

Meanwhile, we kicked start initiatives promoting the revamped QSP. To begin with, in synergy with the Association's membership promotion, we launched media promotion and publicity campaigns covering online and offline channels. During the reporting year, we also hosted a service forum to share up-to-date customer experience trends, and highlighted shifts of shopping patterns revealed through assessments of our industry benchmarking programme.

Facing the threats of COVID-19, we have put forward a set of anti-epidemic measures guidelines for retail stores and best practice cases are made available for free download. To give due recognition to retail brands that have implemented preventive anti-epidemic measures in their physical stores, we introduced the "Outlet Anti-Epidemic Measures Recognition Scheme", which 78 retail brands covering over 1,800 outlets have obtained this recognition. In addition, Anti-Epidemic Measures Awards were granted to those brands with the most effective and innovative anti-epidemic measures.



優質服務計劃

今年，協會將沿用多年的「神秘顧客計劃」更名為「優質服務計劃」，並進行大革新，希望透過改進顧客服務評審準則，尤其在顧客體驗方面的準則，令此計劃更臻完善。

其中一項革新，就是在原有的衡量評估及專訂評估之上，增設了「優質服務認證」，為零售店鋪提供一次性評估及認證。成功通過評審的參與品牌將獲得為期12個月的認證。於2020年，逾100個零售品牌，合共1,720間零售店鋪，榮獲「優質服務認證」。

與此同時，協會密鑼緊鼓為全新的「優質服務計劃」開展一連串推廣活動。首先，協會為配合其會員招募活動，透過線上線下渠道發起媒體推廣和宣傳攻勢。在本報告年度內，協會亦舉辦了服務研討會，分享顧客消費體驗新趨勢，同時從協會的行業準則計劃所得出的評審結果中，剖析消費者購物模式的轉變。

協會為應對疫情，編製了零售店鋪防疫指引，並提供最佳實踐個案，供零售同業免費下載。協會亦推出了「店鋪防疫措施認證」，旨在為那些在實體店實施了保護消費者健康和安全的防疫措施之零售品牌授予認證。78個零售品牌，合共逾1,800間零售店鋪，已獲授此認證。協會亦設立了「防疫措施表揚獎」，以嘉許已實施有效及創新防疫措施之零售品牌。



Enhancing Retail Professionalism

Qualifications Framework for the Retail Industry

The Association is dedicated to raising the status and professionalism of retail practitioners.

In collaboration with the QF secretariat, the Association has been promoting the Qualifications Framework (QF) for the retail industry since its launch in 2012. The QF is a key government initiative to promote continuing education and lifelong learning with a view to enhancing manpower development and competitiveness of the industry.

Under the QF, the Recognition of Prior Learning (RPL) recognizes a practitioner's work experience acquired from the workplace, irrespective of the practitioner's academic attainment. Through the Association's unswerving efforts, more than 5,800 applications from about 115 companies were conferred the RPL certificates since its inception in 2014.

Another key component of the QF is the Specification of Competency Standards (SCS), which comprises competency standards required for the present operations and future developments of the industry. The Association is the major contributor on the formulation of the SCS for retail industry. Looking forward, we will focus on the development of the SCS to truly reflect the latest functional areas of the retail industry, especially those relating to new retail and digitisation.

Seminars and Workshops

The Association has been gauging the latest education and training needs for the industry.

Coping with the new social distancing rules, the Association promptly re-organized our face-to-face seminars into more than 40 webinars, which attracted a great audience of more than 2,500 participants.

They covered a wide range of topics including, among others, customer service under pandemic, government and bank anti-epidemic measures, work-from-home best practices, emotional support for staff and e-commerce opportunities.



加強零售業專業水平

零售業資歷架構

協會竭盡全力提升零售從業員的地位和專業水平。

協會與資歷架構秘書處合作，自2012年「零售業資歷架構」推行以來，一直致力於此架構的推廣工作。「資歷架構」是政府推行的一項重要措施，旨在宣揚持續教育和終身學習，推動零售業人才發展，提高業界競爭力。

在「資歷架構」下，透過「過往資歷認可」，不論從業員的學歷水平如何，從業員從相關工作崗位累積的工作經驗也獲得認可。經過協會不懈努力，自2014年計劃推行以來，超過約115家公司超過5,800份的申請已獲授「過往資歷認可」證書。

「資歷架構」另一個重要部分是《能力標準說明》，包羅了零售業現時營運及未來發展所需的能力標準。協會是制訂零售業《能力標準說明》的主要機構。展望未來，協會將專注於《能力標準說明》的制訂工作，務求《能力標準說明》能真正反映零售業最新的工作職能範疇，尤其是與新零售及數碼化息息相關的技能、知識及成效標準。

講座與工作坊

協會一直密切留意最新的市場動態，評估零售業當前最適切的教育和培訓需要。

為了應對新的社交距離措施，協會將原先安排參加者親身出席的講座，迅速轉變為超過40場網上研討會，吸引了超過2,500位參加者觀看。

網上研討會的主題廣泛，內容適切實用，涵蓋疫情期間的顧客服務、政府及銀行的防疫措施、「在家工作」最佳安排、對員工的情感支援，以及電子商貿的機遇等。

Membership Sub-Committee

會員事務委員會



Mrs. Annie Yau Tse
謝邱安儀女士
Chairman of E-Commerce Sub-Committee
會員事務委員會主席

“The Sub-Committee has maintained and grown our member engagement, despite challenges posed by the social unrests and pandemic. Indeed, in response to the unprecedented turmoil, the Sub-Committee has modified our membership drive initiatives to keep our members engaged and connected during these times of social distancing.”

「在社會動盪與新冠疫情雙重打擊下，委員會慶幸仍然得到現有會員繼續支持，同時招募不少新會員加入。為了應對零售業界前所未有的動盪，委員會在這段保持社交距離的時期因時制宜，主動調整會員活動的模式，讓會員得以無間斷地參加協會的活動，與協會保持聯繫。」

Membership Growth

Through the Sub-Committee's dedication and efforts for the retail industry, the Association's membership registered an outstanding growth of 13%, reaching a new record high of 900. Categories experiencing significant growth were Fashion & Accessories, Specialty Stores, Beauty Products / Cosmetics, and Watch & Jewellery, while our new members were mainly small and medium enterprises (SMEs).

Notably, high profile of the Association during the pandemic was one of the most important factors contributing to our high growth of membership. Our endeavors to implore landlords to grant rental recessions attracted very high media coverage and visibility. Particularly, retailers saw the power of value proposition for their membership. This is because the Association remains the voice of industry always speaking for them and fighting for the industry's interests. We also provided special membership offers such as bundling with our flagship programmes and recognition schemes, while extending special offers to e-platforms to benefit more SMEs.

We maintained close connections with our stakeholders such as international chambers, property agents, banks, e-marketplaces, Cyberport, Hong Kong Science Park and Invest HK with a view to developing different types of membership, and broadening our membership to engage more tech-savvy companies, startups and international brands.

To raise the Association's visibility, CEO interviews with Ex-Co members were published on major newspaper during the year, featuring their insights on retail transformation as well as the Association's work.

會員人數創新高

年內，委員會繼續堅持不懈地為零售業奔走出力，協會的會員人數錄得13%的驕人增長，達到900人，創下協會歷史新高。會員人數顯著增加的零售組別包括時裝飾物店、專門店、化妝品店及鐘錶及珠寶，而新加入的會員主要是中小企。

疫情來勢洶湧，協會馬不停蹄為零售商四出奔走，高調地為零售商爭取適切的紓困措施，是帶動協會會員人數攀升的重要因素之一。協會主動向全港商舖業主發出公開信，呼籲業主減租。此舉吸引了傳媒廣泛報導，大大增加協會的媒體曝光率。零售商亦深深體會到協會會籍的價值定位起著舉足輕重的作用。協會作為零售業的代表，以為零售商發聲及爭取業界利益為己任。協會亦為會員提供特別優惠，包括與協會旗艦活動及認證計劃的組合優惠，同時將特別優惠對象擴大至電子平台，讓更多中小企受惠。

協會與世界各地的商會、地產代理、銀行、電子市集、數碼港、香港科學園及投資推廣署等持份者保持緊密聯繫，吸納不同類型的會員之餘，廣納會員，招募更多科技公司、初創企業及國際品牌成為協會的一份子。

協會亦致力提高協會的曝光率，年內有多篇執委會成員的CEO專訪刊登於主要報章。專訪內容除了分享他們對零售轉型的見解，也介紹了協會多元化的工作。

Supporting Members with Business Initiatives

In the first half of the year, we swiftly re-adjusted our scheduled activities and strengthened our online platform in response to the pandemic outbreak.

We kick-started for our members a COVID-19 information hub, a designated website offering useful and practical information and resources in a wider aspect. In addition to the Association's actions taken to response, this website also makes available the government assistance schemes, advices from legal and human resources experts, and financial schemes from banks.

To update our members with key business information about fighting the pandemic, the Association organized online trainings, seminars via Facebook Live, and webinars on topics such as employment contract and cash flow management.

Moreover, we organized online business matching sessions bringing members and vendors together to explore collaboration opportunities regarding the Government's Distance Business Programme.

Separately, to help our members build solid foundations for their long-term development, we teamed up with e-commerce players and ran a series of webinars on retail transformation, practical tips to transform operations, and ways to boost online sales under the pandemic.

In September, the Association, together with the Quality Tourism Services Association (QTSA), launched the “ShopShop@HK” campaign, which is a six-month cross-brand e-stamp mobile app promotion. Our objective is to boost local consumption and to simulate shopper traffic among participating merchants.

The campaign received support from 20 retail brands covering over 500 outlets, as well as prominent sponsors, such as MTR and Asia Miles. The mobile app now has over 8,200 registered users, and over 222,000 e-stamps were issued.

為會員提供商業資訊

今年上半年，為應對疫情，協會迅速轉變活動模式，加強協會的網上平台。

協會為會員開設了專門的新型冠狀病毒最新行業資訊網站，全方位提供實用的資訊及資源。除了協會採取的應對措施外，網站還羅列政府各項援助計劃、法律及人力資源專家的建議，以及銀行提供的各項抗疫金融服務支援措施等。

為了向協會會員提供重要的抗疫商業資訊，協會舉辦網上培訓課程、透過Facebook Live以直播方式舉行研討會，還舉辦以僱傭合約和現金流管理等主題的網上研討會。

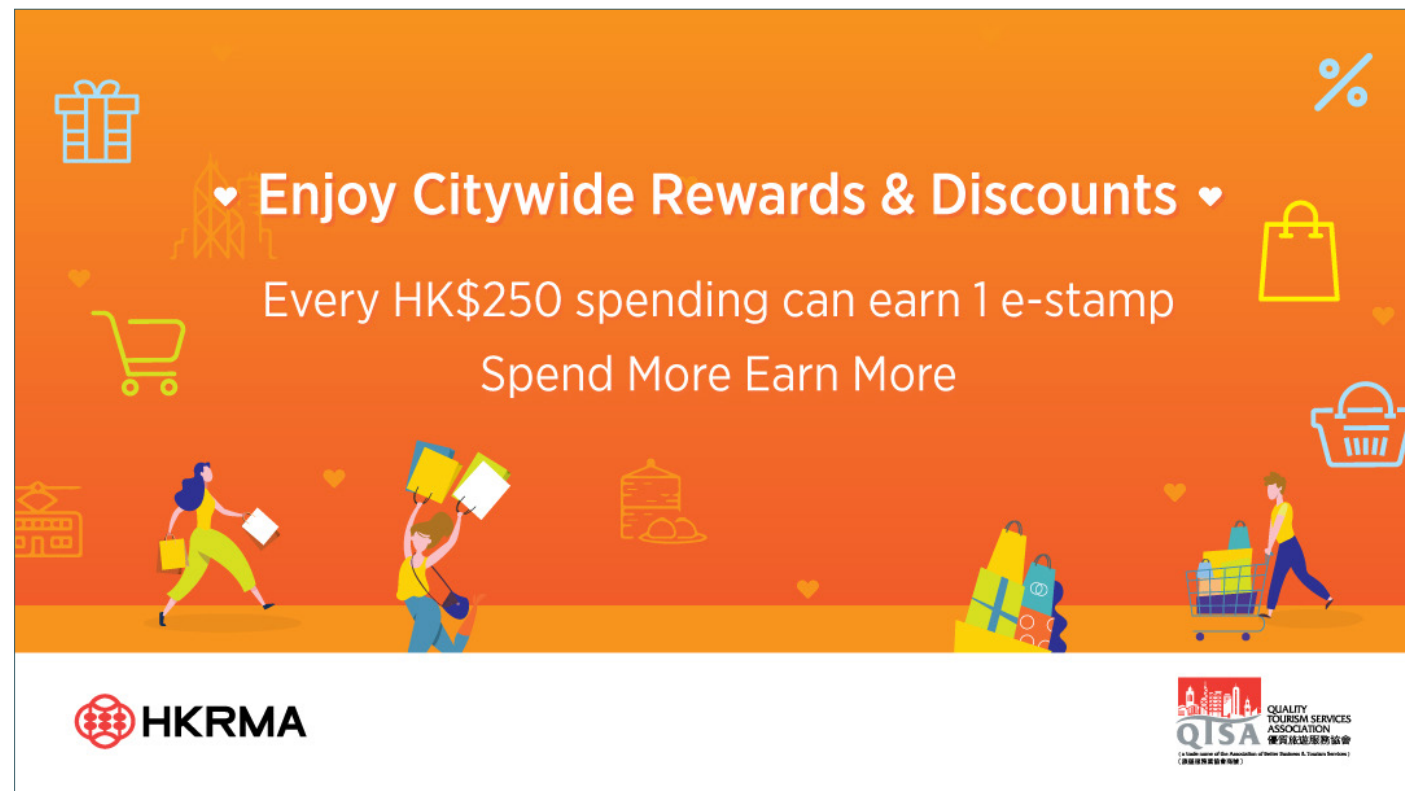
協會亦因應政府推出的「遙距營商計劃」，舉辦網上商貿配對活動，務求凝聚協會會員與服務供應商共同開拓合作機會。

為了協助會員為它們的長期發展打下堅實的基礎，協會與電商企業合作，舉辦了一系列精彩的網上研討會，題材圍繞零售轉型、業務轉型錦囊，以及在疫情下增加網上銷售的秘訣。

協會於9月聯同優質旅遊服務協會推出為期六個月的大型優惠推廣活動「ShopShop@HK去街買」，顧客於參與活動的商戶消費後，只需透過手機應用程式，便可獲發電子印花。協會希望藉此刺激本地消費，促進參與商戶的顧客流量。

這項活動得到20個零售品牌、合共逾500間店舖以及港鐵及亞洲萬里通等主要贊助商的支持。目前，這款手機應用程式擁有逾8,200位註冊用戶，已發出逾222,000個電子印花。





Strengthening Connections

Taking a new format, our Annual Dinner was transformed into HKRMA Annual Awards Presentation and was successfully held on 3 December, 2019 at Kowloonbay International Trade & Exhibition Centre. More than 1,200 guests and practitioners of the industry, together with service providers and stakeholders, enjoyed a magnificent evening of excellence for the year.

This year, the Association's Annual General Meeting (AGM) Luncheon was cancelled due to the social distancing rules. Nonetheless, we successfully held our Election AGM in October at Harbour Grand Hong Kong, complemented with Zoom online streaming.

On enhancing interflow among individual members, we organized in May and June networking activities specifically for human resources practitioners and e-commerce executives. These activities served as an important platform for executives to share their expertise and experiences in dealing with business changes.

Supporting SME members

The Association has been committed to supporting local SMEs, which are the backbone of Hong Kong's economy.

We launched this year the Trade and Industry Organization Support Fund Project – The 7th Project, and the Hong Kong Productivity Council is the implementation agent of the project.

Taking the theme “Entering the Era of Smart Retail”, this project helped SME retailers apply up-to-date retail technologies and assisted them in exploring opportunities in the Greater Bay Area.

The Retail Innovation Conference was held on 29 October, 2020 at Hong Kong Productivity Council as the kick-off event, attracted over 200 attendees both online and offline.

鞏固與業界的聯繫

協會的周年晚會與往年不一樣，改為香港零售管理協會年度頒獎禮，並於2019年12月3日假九龍灣國際展貿中心順利舉行。超過1,200位嘉賓及零售從業員、服務供應商及相關持份者，一起歡度精彩紛呈的晚上。

由於保持社交距離的規定，協會取消了今年度的周年大會暨午餐會。然而，協會於10月於港島海逸君綽酒店順利舉行周年大會，選出新一屆執委會成員。此屆周年大會輔以Zoom網上直播舉行。

為加強個人會員之間的交流，協會於5月及6月為人力資源從業員及電商專才舉辦交流會。專才透過這個重要平台，分享他們在應對業務變化方面累積的專業知識及經驗。

支持中小企會員

協會深明中小企是香港經濟的中流砥柱，一直不遺餘力扶持本地中小企。

協會今年推出了「工商機構支援基金計劃—第七期計劃」。香港生產力促進局在此項計劃中擔任執行機構的角色。

這個計劃以「智慧零售 科技帶頭」為主題，協助中小企零售商採用新零售技術，並協助它們在大灣區開拓商機。

協會已於2020年10月29日於香港生產力促進局舉行「零售創新會議」，為此計劃揭開序幕，吸引了超過200位參加者以線上線下形式參加。

Government Regulations Sub-Committee 政府條例委員會

“The Association's function is more important than ever in the age of COVID-19. It played a significant role bridging across the industry and the Government. Our unremitting efforts have paid off with regulatory policies that served the industry's interests. In particular, we are pleased to see that our stakeholders have joined us and work together to sail through the storm.”

「在疫情肆虐下，協會克盡己責，更加突顯出協會肩負起整個零售業與政府之間的重要橋樑角色，負重致遠。經過不懈的努力，協會的工作終於得到回報，在監管政策上成功為零售業爭取最佳利益。協會亦很高興與業界持份者加入協會的行列，並肩克服這場難關。」



Ms. Malina Ngai, JP
倪文玲女士
Chairman of Government Regulations Sub-Committee
政府條例委員會主席

Subsidy Schemes for Retail Industry

The Association expeditiously made its voice heard in the Government when the industry's performance was seriously undermined this year. Indeed, the industry has been hit hard following months-long social unrest and more importantly the pandemic. We appreciate that the Government, in response to the Association's appeal, came up with timely relief measures.

During the reporting year, the Association made submissions on regulatory issues to the Government and had meetings with top Government officials including the Chief Executive Mrs. Carrie Lam, Financial Secretary Mr. Paul Chan, and Secretary for the Administration Mr. Matthew Cheung. Many of our recommendations have been factored into the Government's relief measures.

With unceasing efforts in seeking for Government support, the Association acclaimed the Government's decision to earmark Anti-epidemic Fund including an allocation of HK\$5.6 billion for the Retail Sector Subsidy Scheme. Some 70,000 retailers benefited from the scheme.

Based on feedbacks from our members, we presented the Government with practical advices and insights during the formulation of the Retail Sector Subsidy Scheme and the Employment Support Scheme.

In the face of growing economic hardships, the retail industry needed additional support to survive. The Association therefore wrote to the Government in August requesting rental-related measures to be implemented in its third round of Anti-epidemic Fund.

零售業資助計劃

今年，零售業深受重挫，零售商叫苦連天，協會迅速收集業界意見，並向政府發聲，為零售業急謀對策。零售業經過長達多月的社會動盪，加上疫情迅速在全球蔓延，進一步打擊消費氣氛，令零售業已經慘淡的境況雪上加霜。協會感激政府回應協會的訴求，及時推行零售業紓困措施。

在報告年內，協會就規管事宜向政府提交建議書，並與行政長官林鄭月娥女士、財政司司長陳茂波先生及政務司司長張建宗先生等政府高層官員開會商討。協會許多建議已經被納入政府的紓困措施之中。

協會堅持不懈，積極爭取政府的支援。有賴政府決定在「防疫抗疫基金」下撥款56億港元實施「零售業資助計劃」，及時幫助約7萬間零售商解燃眉之急。

協會收集會員的回饋後，在政府制訂「零售業資助計劃」及「保就業計劃」過程中，向政府提出具體、切實可行的建議和見解。

面對日益嚴峻的經濟環境，不少零售商已經到了岌岌可危的地步，零售業需要更多支援才能生存下去。因此，協會於8月致函政府，促請政府在其第三輪「防疫抗疫基金」下推行減免租金措施。

Rental Reduction Lobbying

The Association has been the major advocate calling on landlords to stand with their retail tenants by offering them rent reduction as a stop-gap measure. This was because the retailers shared the common view that it was a life-and-death moment for the embattled industry.

Since the outbreak of COVID-19, the Association joined hands with the Retail and Wholesale Alliance (the Alliance) led by Mr. Peter Shiu, the Legislative Councillor (Wholesale & Retail). Together with retail trade leaders and more than 100 trade associations, we publicly called for major landlords to waive the rent for February 2020 and to charge turnover rent only from March to June 2020.

Under the umbrella of the Alliance, we pronounced another message to the Chief Executive in August 2020, requesting the Government to subsidize two months' rental payment, and required commercial landlords to take a similar move, making a total of 4-month rent-free period for all suffering retailers. These initiatives were aimed at offering the industry a breathing space when embracing the huge challenges.

Proposed Sector-specific Working Hours Guidelines

Over the years, the Association has been monitoring the legislation of standard working hours.

Under the impacts of social unrest and the pandemic spell, the Association successfully conveyed to the Government that its foremost task right now was to sustain retail businesses and protect employment, instead of pushing forward the working hours guidelines for the retail industry.

Last December, we wrote to the Labour Department requesting to exclude the retail industry from the proposed sectoral working hours guidelines. We reiterated our request to the Chief Executive in June 2020, highlighting the fact that the industry was facing critical survival issues, while there were fundamental changes in its operation as well as staff working hours.

Review on Statutory Minimum Wage Rate

Following the implementation of Statutory Minimum Wage (SMW) in 2011, there were three upratings in 2013, 2015 and 2017. The Association continued to closely monitor the impacts of the SMW Rate hikes.

On reviewing the SMW rate in 2020, we asked the Minimum Wage Commission to maintain the SMW rate at the current level, highlighting the devastating impacts of the social unrest and the pandemic spell, the economic recession ahead and the importance of protecting employment.

遊說減租

協會一直是呼籲業主與零售租戶共渡時艱的主要代表機構。零售商向協會表達了零售業已經到了生死存亡的關鍵時刻，因此協會積極遊說業主暫時減租，希望助零售租戶走出當下困境。

自新冠肺炎疫情爆發以來，協會與批發及零售界別立法會議員邵家輝先生所召集的「零售及批發界大聯盟」（簡稱「大聯盟」）合作，聯同多位零售業領袖及100多個商會，公開呼籲大業主免收2020年2月的租金，以及在2020年3月至6月期間按營業額分成，不收底租。

在大聯盟的支持下，我們於2020年8月向行政長官發出公開信，促請政府資助深陷困境的零售租戶兩個月租金，同時懇請商舖業主免租兩個月，給予所有正處於水深火熱的零售租戶免租合共四個月，讓零售租戶有一些喘息的空間，克服當前巨大的挑戰。

制定行業工時指引的建議

協會多年來一直密切留意標準工時的立法工作。

鑒於社會動盪及疫情對零售業的衝擊，協會成功向政府建言，向政府指出其當務之急應是幫助零售企業生存和保就業，而不是制定零售業工時指引。

協會於去年12月致函勞工處，促請政府將零售業從制定工時指引建議內的行業中剔除。協會於2020年6月向行政長官重申了協會的請求，強調零售業正處於生死存亡的緊急關頭，而且在業務營運以至員工工時上已經起了重大的變化。

檢討法定最低工資水平

繼2011年實施「法定最低工資」之後，法定最低工資水平先後於2013年、2015年及2017年上調三次。協會繼續密切留意法定最低工資水平上調對零售業界的影響。

協會檢討2020年的法定最低工資水平時，建議最低工資委員會將法定最低工資水平維持在目前水平，明確指出社會動盪和疫情對零售業造成的沉重打擊、面臨的經濟衰退，以及保就業的重要。

Key Legislations and Government Policies

The Association has been representing the voice of retailers to the Government on key issues that would shape the industry's future.

During the reporting year, the Association reflected its views on the following legislations and topics:

- 2020 Policy Address and 2020-2021 Budget
- Review on Statutory Minimum Wage
- Review of Mandatory Energy Efficiency Labelling Scheme
- Proposed amendments to the Personal Data (Privacy) Ordinance
- Proposed Producer Responsibility Scheme on Plastic Beverage Containers

主要法例與政府政策

協會一直代表零售商就各項關乎業界切身利益及影響零售業未來的重要議題上向政府發表意見。

協會於本報告年內就下列法例及議題反映其意見：

- 2020施政報告及2020至21財政年度政府財政預算案
- 法定最低工資水平檢討
- 強制性能源效益標籤計劃檢討
- 就《個人資料（私隱）條例》的修訂提供意見
- 就塑膠飲料容器生產者責任計劃提供意見



Event Organizing Task Force 活動籌備工作小組



Ms. Janis Tam
譚錦儀女士
Chairman of Event Organizing Task Force
活動籌備工作小組主席

“Despite huge challenges throughout the reporting year, we remained agile and creative in running our signature events. Thanks to the relentless efforts of the Task Force members, the 2019 HKRMA Annual Awards concluded on a high note with astounding support from our participants and sponsors. Nonetheless, we had to make difficult decisions, scaled down some of our activities, and hesitantly cancelled our 2020 Retail Summit originally scheduled in June due to the pandemic outbreak.”

「協會於整個報告年內面對著巨大的考驗，但協會上下繼續以百折不撓的毅力，在危機中靈活自如地應對，以創新思維構思及舉辦旗艦活動。有賴小組成員堅持不懈地工作，協會的2019香港零售管理協會年度頒獎禮，在參加者踴躍參加與贊助商鼎力支持下，圓滿閉幕。然而，由於疫情不斷升溫，協會不得不作出艱難的決定，除了縮減一些活動的規模，也不得不取消原定於6月舉行的2020年零售高峰會。」

2019 HKRMA Annual Awards

Undeterred by the huge challenges brought by the social unrest in the second half of 2019, we took this opportunity to improve and explore alternative channels to give credit to and recognize our members' remarkable achievements made in 2019. The Association swiftly adapted the new format and celebrated the accomplishments with winners of our flagship programmes, namely Service & Courtesy Award, and 2019 Service Retailers of the Year.

The 2019 HKRMA Annual Awards, combining the two events of Annual Dinner and the Service & Courtesy Award Winner Announcement Ceremony, was held on 3 December, 2019 at the Kowloonbay International Trade & Exhibition Centre (KITEC).

It was also a time for all retailers and frontline staff to be cheered up and celebrate a year of hard work. Among others, the 2019 HKRMA Annual Awards gave recognitions to winners of the Service & Courtesy Award, and 2019 Service Retailers of the Year. Kicked off by Mrs. Annie Yau Tse, Chairman of HKRMA, and Mr. Phil Lam, our “Service Icon” and joined by more than 200 Retail Ambassadors, the Ceremony gathered about 1,200 guests and representatives from the retail industry for a glamorous and memorable night.

2019香港零售管理協會年度頒獎禮

2019年下半年社會動盪，零售業深受打擊，協會鏗而不捨，並以此為契機，不斷改進和探索各種途徑，以表彰協會會員於2019年取得的驕目成就。協會因時制宜，迅速以全新模式，慶賀協會旗艦活動「傑出服務獎」及「2019年最佳服務零售商」的獲獎者，讚揚他們對零售業作出的傑出貢獻。

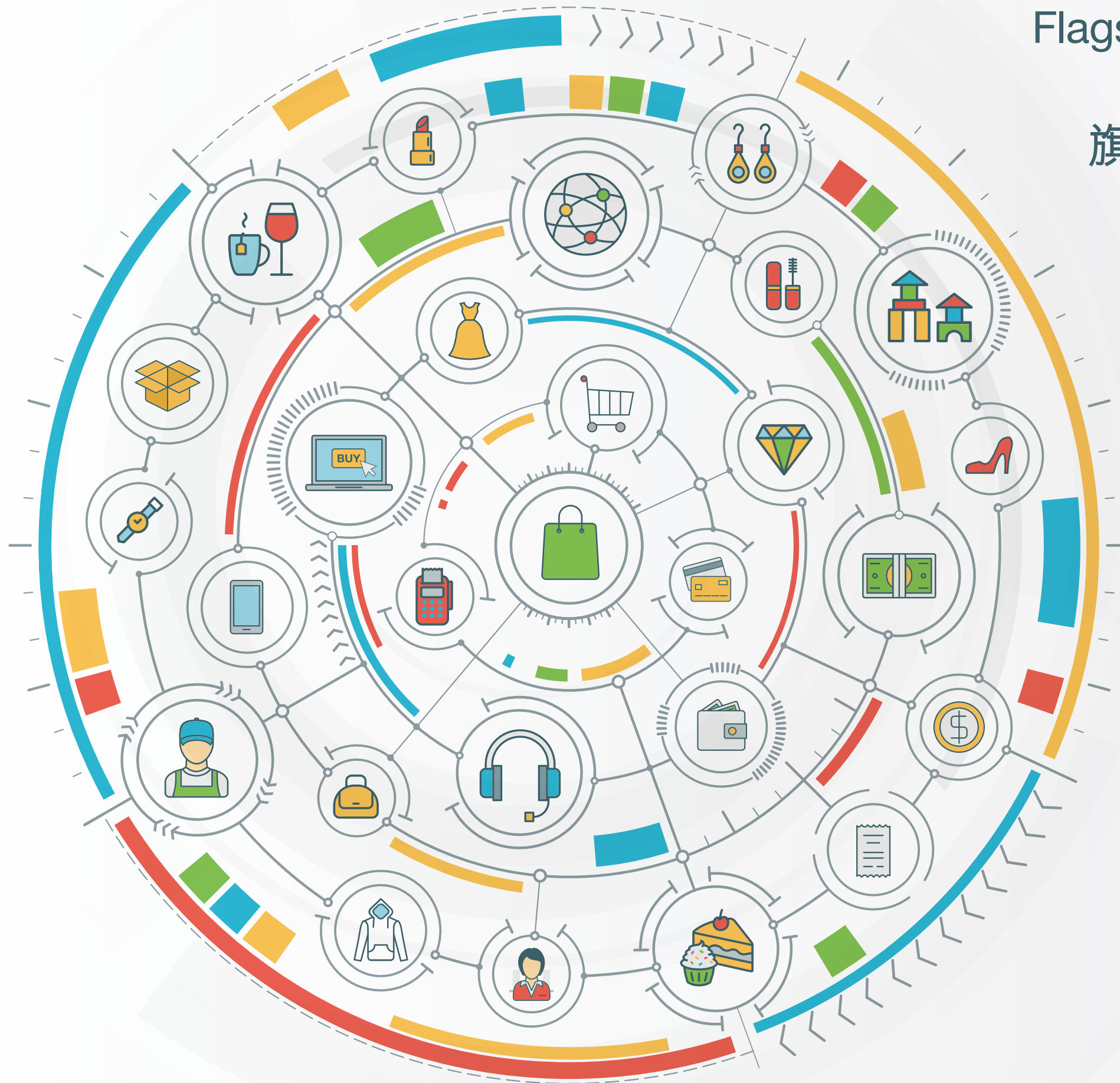
協會將周年晚宴與「傑出服務獎結果發佈會」兩項活動合併為「2019香港零售管理協會年度頒獎禮」，並於2019年12月3日於九龍灣國際展貿中心舉行。

藉著這場零售業界矚目的盛事，零售商及前線零售人員聚首一堂，在熱鬧及歡暢的氣氛下，一起回顧過去一年的成果及辛勞的付出。協會亦在「2019香港零售管理協會年度頒獎禮」上嘉許「傑出服務獎」及「2019年最佳服務零售商」得獎者，鼓勵零售同業繼續竭誠為顧客提供優質服務。協會主席謝邱安儀女士主持揭幕，並由協會的「零售大使代表」林奕匡先生，帶領逾200位「零售大使」，為盛大的頒獎典禮揭開序幕。這場典禮雲集約1,200位來自零售業的嘉賓及代表，一起在璀璨隆重的典禮上見證值得紀念的時刻。



Flagship Programmes & Industry Awards

旗艦活動及行業獎項



2020 Service Talent Award 2020傑出服務獎



Since its rollout in 1986, the Service Talent Award (previously known as Service & Courtesy Award), has been one of the most popular events of the retail industry. Carrying the theme on “Together We Thrive in Adversity”, we encouraged retail practitioners to strive for service excellence and innovation in order to sail through adversity.

This year, the Award attracted about 200 frontline staff from 45 retail brands across 10 categories to participate. Among them, near 140 participants were appointed as “Retail Ambassador”. We also introduced two new awards namely “Retail Anti-Pandemic Award” and “Top 10 Outstanding Flagship Stores”.

Entering its 35th year, we launched three special honours including the “Most Participating Brands”, “Most Winning Brands” and “Most Retail Ambassadors’ Brands”.

今年傑出服務獎主題是「齊心蛻變『逆』精彩」，協會期望透過獎項鼓勵零售從業員堅持精益求精，運用創意去乘風破浪。

本年度，「傑出服務獎」吸引了來自45個零售品牌約200位零售前線人員競逐，涵蓋10個零售組別。其中近140位參加者獲委任為「零售大使」。協會同時推出「零售抗疫大獎」及「十大傑出服務旗艦店」兩項全新獎項。

為慶祝「傑出服務獎」成立35周年，協會設立了三項特別獎項，分別為「參賽最多品牌」、「獎項最多品牌」及「零售大使最多品牌」。

Key Phases

主要階段

15 July – 30 September 2020
2020年7月15日 — 9月30日

Call for Entry
接受報名



Oct 2020
2020年10月

Phase I Assessments
第一階段評審

Mystery Shopper Assessments for frontline participants and nominated flagship stores
對前線參賽者及店舖進行「神秘顧客評審」

Retail Anti-Pandemic Award – Submission of Proposals
「零售抗疫大獎」— 遞交服務計劃書

Top 10 Outstanding Service Retail Brands – Online Polling
「十大傑出服務零售品牌」— 公眾網上投票



November 2020
2020年11月

Phase II Assessments
第二階段評審

Group Interview with the Judging Panel for shortlisted contestants
on 17 – 19 November

入圍參賽者獲邀與評審團會面，於11月17 — 19日進行小組面試

Retail Anti-Pandemic Award – Interview on 12 November
「零售抗疫大獎」— 於11月12日進行面試

Top 10 Outstanding Service Flagship Stores – Video Submission
「十大傑出服務旗艦店」— 遞交服務短片



January 2021
2021年1月

HKRMA Annual Awards
周年頒獎禮

All winners were announced in December 2020 and they will be presented with trophies at the HKRMA Annual Award Presentation Ceremony in January 2021. Winners may enjoy publicity via news supplements, HKRMA Annual Report, newsletters and the Association's website.

得獎名單已於2020年12月公布。得獎者將於2021年1月的協會年度頒獎禮上獲正式嘉許。得獎者亦可透過報章特刊、協會年報、季刊及協會網站獲得宣傳機會。

2020 Service Talent Award (Staff Award) – Retail Ambassadors & Winners 2020 傑出服務獎(員工獎) — 零售大使及得獎者



主管組別

麵包 / 食品店



生活品味店



基層級別

麵包 / 食品店



餐廳



快餐店



零售服務



STA 新秀



生活品味店



電訊



鐘錶及珠寶店



商場 / 物業管理



2020 Service Talent Award (Staff Award)

– Retail Ambassadors & Winners

2020 傑出服務獎(員工獎) — 零售大使及得獎者



基層級別

餐廳



零售服務



STA 新秀



電訊



鐘錶及珠寶店



The Potential Brand Award 最具潛質品牌獎



Gold Award 金獎

Silver Award 銀獎

Bronze Award 銅獎



The Best Team Award (Top 3) 最佳參賽隊伍獎 (三甲)

SmarTone

新城市廣場一期
NewTownPlaza I



The Best Training Award 最佳培訓獎

Gold Award 金獎

Silver Award 銀獎

Bronze Award 銅獎

SmarTone

T S L | 謝瑞麟



香港賽馬會
The Hong Kong Jockey Club
同心 同步 同進 RIDING HIGH TOGETHER

35th Anniversary – Most Participating Brands 35周年 — 參賽之最

Gold Award 金獎

Silver Award 銀獎

Bronze Award 銅獎



T S L | 謝瑞麟



香港賽馬會
The Hong Kong Jockey Club
同心 同步 同進 RIDING HIGH TOGETHER

35th Anniversary – Most Winning Brands 35周年 — 獎項之最

Gold Award 金獎

Silver Award 銀獎

Bronze Award 銅獎



香港賽馬會
The Hong Kong Jockey Club
同心 同步 同進 RIDING HIGH TOGETHER

T S L | 謝瑞麟

35th Anniversary – Most Retail Ambassadors' Brands 35周年 — 零售大使之最

Gold Award 金獎

Silver Award 銀獎

Bronze Award 銅獎

SmarTone



香港賽馬會
The Hong Kong Jockey Club
同心 同步 同進 RIDING HIGH TOGETHER



T S L | 謝瑞麟



Top 10 Outstanding Service Retail Brands(by public voting) 十大傑出服務零售牌(公眾投選)



Flagship Service Recognition – Recognised Stores and Top 10 Outstanding Service Flagship Stores 旗艦服務認證及十大傑出服務旗艦店



Retail Anti-Pandemic Award 零售抗逆大獎



香港零售管理協會在此謹向各評判、會員公司、信用卡贊助商美國運通國際股份有限公司、獨家招聘媒體伙伴Recruit & Company Limited、同業和各界友好之鼎力支持衷心致謝。

查詢傑出服務獎資訊：網址：<https://www.programmes.hkma.org/service-talent-award> 電話：2179 9409 電郵：sta@hkma.org

Quality Service Programme – 2020 Quality Service Retailer of the Year 優質服務計劃 — 2020年最佳優質服務零售商



Introduced in 1996, the Association's Quality Service Programme (QSP), originally named as Mystery Shopper Programme, serves as an effective service performance assessment tool for retailers through regular mystery shopper assessments.

In 2020, a total of 120 retail brands covering 1,904 retail outlets participated in the QSP. About 4,718 mystery shopper assessments visits to outlets across 22 retail categories were made. All the winning brands deliver three important service elements, including "Quality Service", "Satisfied Customer" and "Professional Staff".

Congratulations to the following companies for their outstanding achievements!

原名為神秘顧客計劃的「優質服務計劃」於1996年創立，旨在透過神秘顧客的定期探訪，為零售商提供全面客觀衡量店舖服務水平的工具。

於2020年，計劃獲120個零售品牌共1,904間零售店舖參與。計劃覆蓋22個零售類別，合共進行了4,718次神秘顧客探訪。得獎品牌的服務均代表達到『優質服務』、『顧客滿意』和『專業員工』三個重要元素。

協會特此恭賀以下服務出眾的零售機構！

2020 Excellent Service Retailer of the Year 2020 卓越服務零售商



2020 Quality Service Retailer of the Year of Flagship Stores (5 outlets or below) - Grand Awards 2020 最佳優質服務零售商大獎 - 旗艦店 (5 間或以下店舖)

Gold Award 金獎



Silver Award 銀獎



Bronze Award 銅獎



2020 Quality Service Retailer of the Year of Chain Stores (Above 5 outlets) - Grand Awards 2020 最佳優質服務零售商大獎 - 連鎖店 (5 間以上店舖)

Gold Award 金獎



Silver Award 銀獎



Bronze Award 銅獎



2020 Quality Service Retailer of the Year - Category Awards 2020 最佳優質服務零售商組別獎

Automobile Category
汽車組別



Beauty Products / Cosmetics Category
化粧品店組別



Department Stores Category
百貨公司組別



Electronic & Electrical Appliances Category
電子及電器店組別



Fashion & Accessories Category
時裝飾物店組別



Fashion & Accessories – High Fashion Category
時裝飾物店 — 高級時裝組別



Fashion & Accessories – Sports & Outdoor Products Category
時裝飾物店 — 運動及戶外用品組別



Fastfood / Restaurants Category
快餐店 / 餐廳及酒樓組別



Footwear Category
鞋類組別



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













Health Care Products Category
健康產品組別



Infant and Child Merchandise Category
嬰兒及兒童商品組別



Personal Care Products Category 個人護理產品組別 	Premium Life-Style Category 高雅 • 時尚生活品味組別 	Quality Living Category 優質家居生活組別 
Retail (Services) Category 零售 (服務) 組別 	Specialty Stores - Physical Wellness (Health / Vision) Category 專門店 - 體健及視光產品組別 	Specialty Stores - Underwear & Nightwear Category 專門店 - 內衣及家居服組別 
Supermarkets Category 超級市場組別 	Telecommunications Category 電訊組別 	Watch & Jewellery Category 鐘錶及珠寶店組別 
Well-Being Products Category 健態生活產品組別 		

2020 Quality Service Retailer of the Year - Gold, Silver and Bronze Award of Shopping Mall Category 2020 最佳優質服務零售商 - 商場組別 金、銀、銅獎

Gold Award 金獎	Silver Award 銀獎	Bronze Award 銅獎
		



Quality E-Shop Recognition Scheme 優質網店認證計劃

Launched in 2017, the Quality E-Shop Recognition Scheme provides a comprehensive and objective assessment for e-shops in Hong Kong. The scheme aims to give recognition to quality e-shops, develop industry-wide standards and best practices for online retailing in Hong Kong.

This year, the Scheme has extended to cover e-shops in e-marketplaces and social media as well. We also rolled out the "Quality E-Shop Developer Recognition Scheme", aiming to recognize quality e-shop developers and service vendors.

自2017年起，「優質網店認證計劃」一直為香港網店提供全面及客觀的評估。此計劃的目的是嘉許香港優質網店、為零售業界釐定任何的優質網店指標、以及為網上零售制定最佳營商手法。

由本年度起，計劃開始涵蓋網店平台以及社交平台中的網店。我們亦推出「網店服務供應商認證」，旨在表揚向零售商提供優質網店服務的平台以及發展商。

2020 Top 10 Quality E-Shop Awards 2020 十大優質網店 (得獎網店)

Gold Award 金獎		
		
FORTRESS eShop 豐澤網上商店 Fortress- A.S. Watson Retail (HK) Limited 豐澤 - 屈臣氏零售 (香港) 有限公司		

Silver Award 銀獎		
		
PARKnSHOP.com 百佳網上超級市場 A.S. Watsons Group - PARKnSHOP (HK) Limited 屈臣氏集團 - 百佳超級市場 (香港) 有限公司		Watsons eStore 屈臣氏電子商店 A.S. Watson Retail (HK) Limited - Watsons Hong Kong 屈臣氏零售 (香港) 有限公司 - 香港屈臣氏

Bronze Award 銅獎		
		
Chow Tai Fook 周大福 Chow Tai Fook Jewellery Co. Ltd. 周大福珠寶金行有限公司		SAINT HONORE CAKE SHOP Saint Honore Cake Shop Ltd 聖安娜餅屋
		
		STRAWBERRYNET Strawberry Cosmetics (Services) Limited

Top 10十大網店 (List in alphabetical order排名不分先後)



AmShop
Amway Hong Kong Ltd
美國安利 (香港) 日用品有限公司



Bossini Online Shop
Bossini Enterprises Limited
堡獅龍國際集團有限公司



Columbia Online Store Hong Kong
Swire Resources Limited - Columbia
太古資源有限公司



JHCESHOP 日本城網購
Japan Home Centre (HK) Ltd
日本城 (香港) 有限公司



J SELECT
JEBSEN HOME TECH COMPANY LIMITED
捷成尚品有限公司



Market Place Delivers 網上品味超市
The Dairy Farm Company, Limited - Market Place
by Jasons
牛奶有限公司 - Market Place by Jasons



Mothercare
Mother and Child Ltd.



SmarTone 網上商店
SmarTone Mobile Communications Limited
數碼通電訊集團有限公司



VIPSTATION 名人站
Rich Jumbo Investment Limited
雄利投資有限公司



Wellcome Delivers 惠康為您送
The Dairy Farm Company, Limited - Wellcome
牛奶有限公司 - 惠康



Watson's Wine 屈臣氏酒窖
Watson's Wine
屈臣氏酒窖

* List in alphabetical order 以公司英文名字排序

Top 3 SME E-Shops
至TOP中小企網店

Top 1



Hello Bear
LeTech Enterprise Development Limited

Top 2



Gopopstation
Gopopstation Limited



HobbyDigi.com
HobbyDigi Limited
電購有限公司



RejunBio
REJUNBIO INTERNATIONAL COMPANY
LIMITED
佰瑞健 (國際) 有限公司



Anglo Chinese Florist Limited
Anglo Chinese Florist Limited
中西花店有限公司



Audiocom
Audiocom Technology Limited



16-May
Solution in One Limited

Top 3



18 Gifts
18 Gifts Limited
實發禮品國際有限公司



Roselle Jewelry
Brilliant International (H.K.) Group Limited
- Roselle Jewelry
輝煌國際 (香港) 集團有限公司



Supreme Co.
Supreme Co.

Best Contract Fulfillment Award (List in alphabetical order) 最佳履行交易表現獎 (按英文名字排序)



CMHK Online Shop
中國移動香港網上商店
China Mobile Hong Kong Co. Ltd.
中國移動香港有限公司



FORTRESS eShop
豐澤網上商店
Fortress- A.S. Watson Retail (HK) Limited
豐澤 - 屈臣氏零售 (香港) 有限公司



Market Place Delivers 網上品味超市
The Dairy Farm Company, Limited - Market
Place by Jasons
牛奶有限公司 - Market Place by Jasons



SmarTone 網上商店
SmarTone Mobile Communications Limited
數碼通電訊集團有限公司



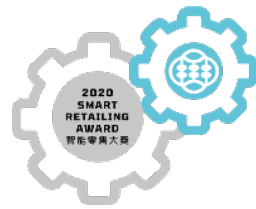
ToysRUs
Toys"R"Us (Hong Kong) Limited



VIPSTATION 名人站
Rich Jumbo Investment Limited
雄利投資有限公司

2020 Smart Retailing Awards

2020 智能零售大獎



This year, the Association launched the Smart Retailing Awards ("the Award") to encourage smart innovation and technology adoption and to establish and promote best practices and standards of smart retail.

The Award includes "Smart Retail Tech Award" for technology vendors and technology startups, and "Smart Service Innovation Award" for retailers.

Congratulations to all the winning companies for their hard work and effort in driving smart innovation in the retail industry!

今年，協會首次舉行智能零售大獎，旨在鼓勵智能創新及科技應用，並且制定及推廣智能零售的最佳作業和標準。

智能零售大獎包括兩大獎項，分別是為科技供應商和科技初創企業設立的智能零售科技獎、以及為零售商設立的智能服務創新獎。

協會謹此恭喜所有獲獎公司，並感謝各位為推動零售業智能轉型所作出的貢獻及努力！

Judging Criteria

評審標準



Key Phases

主要階段

Open for Application 公開報名

- The Smart Retailing Awards invite proposals from participating companies until 24 April 2020.
- 智能零售大獎邀請參賽公司於是2020年4月24日前遞交計劃書。

Phase 1 – Shortlist of finalists 第一階段 — 公佈入圍公司名單

- Phase 1 results were announced on mid-June 2020.
- 第一階段的入圍公司名單於2020年6月中公佈。

Phase 2 – Open Presentation 第二階段 — 公開演說

- Shortlisted companies were invited to present their proposals to the panel judges on 10 and 11 September 2020, attracting near 200 participants joined virtually to listen to their innovative solutions in addressing customer experience pain points.
- 入圍公司於2020年9月10日及11日一連兩日向評審團公開演說其計劃書，吸引超過200多位零售同業網上收看直播，了解不同提升顧客體驗及解決行業痛點的成功案例。

Smart Retail Tech Award (Technology Vendors) 智能零售科技獎 (科技供應商)

Gold Award 金獎 Appcider Limited Project Name 參賽方案： ShipAny - Smart Logistics Gateway for E-Commerce and Trading 電子商務智能物流平台	Silver Award 銀獎 Starling Labs Limited (SHOPLINE) Project Name 參賽方案： SHOPLINE POS	Bronze Award 銅獎 Wee Creation Company Limited Project Name 參賽方案： Mobile.Cards		
Merit 優異獎				
 Boutir Limited Project Name 參賽方案： Boutir 掌舖	 eft Payments (Asia) Limited Project Name 參賽方案： e+Pay	 Holistic Technology Company Limited / SoldEazy Project Name 參賽方案： SoldEazy Sourcing Platform 商機易採購配對平台	 iClick Interactive Asia Limited Project Name 參賽方案： WeChat Mini Program Smart Retail Solution	 Impala Services Limited Project Name 參賽方案： Augmented Reality Showroom Application for Product Development
Innovative Smart Solution Award 智能零售創意獎				
 Appcider Limited Project Name 參賽方案： ShipAny - Smart Logistics Gateway for E-Commerce and Trading 電子商務智能物流平台				

Smart Retail Tech Award (Technology Startups)

智能零售科技獎 (科技初創企業)

Gold Award 金獎

**Dayta AI**Project Name 參賽方案：
Cyclops

Silver Award 銀獎

**Stockvins Technology Limited**Project Name 參賽方案：
StockVins - Real Time Bid/Ask Fine Wine
Trading Platform

Bronze Award 銅獎

**Studio-R Co. Limited**Project Name 參賽方案：
HOMEY 型宅 · 构

Innovative Smart Solution Award 智能零售創意獎

**Blockchain Solutions Limited**Project Name 參賽方案：
Fi2Pay 快易俾**Stockvins Technology Limited**Project Name 參賽方案：
StockVins - Real Time Bid/Ask Fine Wine
Trading Platform**DropReceive****Synpro Solutions Limited**Project Name 參賽方案：
DropReceive

Smart Service Innovation Award (Retailers)

智能服務創新獎 (零售商)

Gold Award 金獎

**Uni-China (Market) Management Limited**Project Name 參賽方案：
A Different Market Shopping Experience

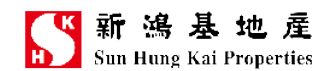
Silver Award 銀獎

**A.S. Watson Retail (HK) Limited - Watsons Hong Kong**Project Name 參賽方案：
Face Mask Online Reservation System

Bronze Award 銅獎

**K11 Concepts Limited**Project Name 參賽方案：
K11 MUSEA

Merit 優異獎

**Circle K Convenience Stores (HK) Limited**Project Name 參賽方案：
OK Stamp It Mobile App**Sun Hung Kai Real Estate Agency Limited**Project Name 參賽方案：
The Point by SHKP Integrated Loyalty Program

Industry Impact Award 智能零售典範獎

**HKDECOMAN Technology Limited**Project Name 參賽方案：
020 Renovation Shopping Mall**The Best New Zealand Shop**Project Name 參賽方案：
The Best New Zealand Shop — Omni-channel
OMO sales platform

Smart Retail Best Practice Award 最佳智能零售應用獎

**EaseSales Limited**Project Name 參賽方案：
AI OMO Sales Ecosystem**The Best New Zealand Shop**Project Name 參賽方案：
Omni-channel OMO sales platform

Trade & Industry Support
Fund Project
工商機構支援基金計劃



Trade & Industry Support Fund Project 工商機構支援基金計劃

With a view to supporting SMEs to achieve growth and success, the Association has been receiving government grants for 7th consecutive projects from the Trade and Industry Department (TID) through a funding scheme since 2010.

Taking the theme “Entering the Era of Smart Retail”, we launched the latest project together with the Hong Kong Productivity Council as our implementation agent. This project aims to speed up retail technology adoption among Hong Kong retailers so as to uplift their competitiveness, sustain their business in new retail order and understand the technology eco-system in Greater Bay Area (GBA) for potential business expansion.

Retail Innovation Conference: Reshape for Rebound

To share emerging trend of retail as well as the most popular and most advanced technologies, the Association hosted the Retail Innovation Conference on 29 October, 2020 as a kick-off of the Trade & Industry Support Fund Project.

The Conference served as a good platform for retailers to obtain in-depth market analysis on latest retail business and technology trends, so as to facilitate them to upgrade retail operations and to explore the potential business expansions in the GBA. The event was held in a hybrid format with some 100 participants joined at the venue and over 200 joining via online platform.

為了支援中小企業的發展，協會自2010年起連續七期計劃獲工業貿易署透過其資助計劃獲得政府撥款資助。

協會以「智慧零售 科技帶頭」為主題，與作為執行機構的香港生產力促進局合作推行最新一期計劃。這項計劃旨在促進香港零售商採用新零售技術，以提升其競爭力，在零售新常態下可持續發展業務，同時助零售商瞭解大灣區的技術生態，從而將業務版圖擴大至大灣區。

零售創新會議：重塑零售 重燃商機

為了與零售業界分享零售業最新趨勢，以及最受歡迎最先進的智能科技，協會於2020年10月29日舉辦了零售創新會議，為「工商機構支援基金計劃」的連串活動揭開序幕。

透過這次零售創新會議，協會為零售商深入分析最新零售業務及技術趨勢，助它們善用科技升級其零售業務，探索大灣區的潛在商機，進一步將零售業務版圖擴大至大灣區。這次零售創新會議以線上線下同步進行，約100位參加者親身出席，逾200位參加者透過線上會議平台與講者及展覽商即時互動。



Acknowledgements 鳴謝





Acknowledgements

鳴謝

The Hong Kong Retail Management Association acknowledges with special thanks to the following organizations for their generous support and contributions to our 2020 HKRMA Annual Awards and the 2020 Annual Report.

香港零售管理協會鳴謝以下公司機構的支持，贊助協會2020年年度頒獎禮以及2020年報。

Café de Coral Holdings Limited 大家樂集團有限公司
Chow Sang Sang Holdings International Limited 周生生集團國際有限公司
Circle K Convenience Stores (HK) Ltd OK便利店有限公司
CSL Mobile Limited 香港移動通訊有限公司
Fortress 豐澤電器
Four Seas Group 四海集團
McDonald's Hong Kong 香港麥當勞
OPTICAL 88 眼鏡88
PARKnSHOP (HK) Limited 百佳超級市場
Pizza Hut Hong Kong Management Limited 香港必勝客管理有限公司
Pricerite Home Ltd. 時富集團-實惠
Reliance Motors Ltd. 合群汽車有限公司
Sa Sa Cosmetic Company Limited 莎莎化粧品有限公司
Sogo Hong Kong Company Limited 崇光(香港)百貨有限公司
Strawberry Limited 草莓有限公司
Swire Resources Limited 太古資源有限公司
The Dairy Farm Group 牛奶公司集團
Tse Sui Luen Jewellery (International) Ltd 謝瑞麟珠寶(國際)有限公司
Ulferts of Sweden (Far East) Ltd 歐化傢俬
Watson's the Chemist 屈臣氏
YGM Trading Ltd YGM貿易有限公司
GS RETAIL YOUUS
Yue Hwa Chinese Products Emporium Ltd 裕華國產百貨有限公司

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CONTACT US 聯絡我們

7/F., First Commercial Building,
33-35 Leighton Road, Causeway Bay, Hong Kong
香港銅鑼灣禮頓道33-35號第一商業大廈7樓

Telephone 電話 : (852) 2866 8311
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獨家 為您揀



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Hong Kong
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Top 500 Retail Groups
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Hong Kong Star Brands
Award - Small and
Medium Enterprise



Caring Company -
The Hong Kong
Council of Social
Service



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Excellence Award -
PVCBS



Consumer
Caring Scheme -
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Hong Kong Awards for
Environmental Excellence
Gold Award 2019
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屈臣氏令您時刻 look good. feel great.



自2009年起，屈臣氏已經連續12年成為亞洲第一個人護理店/藥房品牌*。屈臣氏關心顧客生活每一部份，用心為您帶來一站式方便及個人化的購物體驗。為了吸引顧客，特別是年輕的一群，我們於實體店引進最先進的零售科技，並讓線上線下體驗深度整合，如Watsons GO結合了即時存貨管理、雲端數據及手機支付技術，方便顧客省卻排隊付款的時間；另外，除了一直引以為傲的專業健與美團隊，我們更提升了虛擬美妝應用程式#ColourMe美妝相機，方便顧客戴著口罩時也可使用。屈臣氏承諾將繼續用心照顧您健與美的需要，讓顧客體驗最無微不至的多元化服務，時刻都 **look good. feel great.**

連續12年
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韓國直送 百佳獨家授權發售



GS RETAIL於1974年首度推出韓國第一間新鮮食品超市，全國共有超過300間。其後於1990年在韓國成立獨立便利店品牌GS25，擁有超過13,900間分店遍佈全國，成為全韓國排名No.1之便利店，GS25目前為韓國的五大連鎖便利商店之一，韓國顧客滿意度指數中排名第一且連續三年榮獲第一個最佳特許經營品牌獎和品牌力獎之連鎖便利店。

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 (852) 2866 8311  (852) 2866 8380  admin@hkrma.org  www.hkrma.org

