

零售  
商



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



# RETAILERS

Fall & Winter 2019



## MYSTERY SHOPPER PROGRAMME

### 2019 Service Retailers of The Year

#### Excellence Award



#### Category Award



## SERVICE & COURTESY AWARD

### 2019 Winners



## QUALITY E-SHOP RECOGNITION SCHEME

### 2019 Top 10 Quality E-Shop Awards



### Top 3 SME E-Shops



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

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to present a unified voice for Hong Kong's retail industry. For 36 years the Association has played a vital role in addressing the many issues affecting retailers and by promoting our retail industry through awards, education and training.

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

The HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) established in 1989. Currently, members of FAPRA cover 19 countries/regions in the Asia Pacific with each being represented by the key retail association.

香港零售管理協會於1983年由一班高瞻遠矚的零售商共同創辦，他們肩負著任重道遠的使命，代表香港零售業發表一致意見。協會成立36年來，處理眾多對零售商有切身影響的事宜，亦透過獎項、教育及培訓推廣零售業。時至今日，協會已成為香港主要的零售商會，會員公司的零售店舖逾9,000間，會員公司的僱員數目佔本港總零售僱員逾半。

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

香港零售管理協會是亞太零售商協會聯盟（FAPRA）的創會會員之一。該聯盟於1989年成立，目前其會員遍及19個亞太區國家／地區，每個會員均由主要零售協會擔任代表。

### 2019 Service Retailers of The Year

#### 2019 Chain Stores (Above 5 outlets) - Grand Award

##### Gold Award



##### Silver Award



##### Bronze Award



#### 2019 Flagship Stores (5 outlets or below) - Grand Award

##### Gold Award



##### Silver Award



##### Bronze Award



#### Shopping Mall Category

##### Gold Award



##### Silver Award



##### Bronze Award



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

Mrs. Annie Yau Tse  
謝邱安儀女士

Kung Hey Fat Choy! On behalf of the Association, I would like to wish all fellow retailers a prosperous Year of the Rat!

Year 2019 was definitely a challenging one for Hong Kong and its retail industry, in particular. With the worsening external environment brought by the China-US trade conflicts, the retail industry has stepped into negative growth since February. Furthermore, the social unrest since June has brought even worse devastation to the industry. For the entire year of 2019, the total Retail Sales Value (RSV) fell by 11.1%, representing the greatest annual RSV drop in the history of Hong Kong.

Stepping into 2020, the outbreak of the Novel Coronavirus has further intensified the devastation to our industry. For the year of 2020, the retail industry will hinge on not only local social incidents, but also the development of this local and global public health emergency. The Association is in full support for any measures that contribute to the mitigation of the epidemic outbreak. With these setbacks, the year ahead will be extremely tough and challenging. We anticipate that even if the society resumes its normality, it will take time to lure tourists back and rebuild local consumer sentiment. As a result, for the first half of 2020, we forecast that the total RSV would register a mid-double-digit decline between -30% and -50%. It is worthy to note that for some individual categories, the forecast decline is expected to go much deeper than the total average decline across all categories as stated.

Amid the prevailing difficulties, most retailers could hardly boost sales and thus the only survival strategy is to implement tighter cost control, particularly to curb rental expenses. For acting as a collective entity representing our members on this subject, the Association has been persistently reflecting the industry's devastation and relentlessly urging major shopping mall landlords to offer immediate rental relief measures via various channels. Since the epidemic outbreak, we have been urging all commercial landlords to charge turnover rent only while cancelling the fixed rent, plus waiving all promotion levy, air-conditioning and management fees. For landlords who charge fixed rent only, we request for a rent reduction equivalent to the degree comparable to the sales decline of individual retailers.

To gauge the magnitude of the detrimental impacts of this unprecedented challenge on retail business, we conducted a survey in November 2019 which covered a wide and representative spectrum of retailers as well as some caterers. On 9 December, 2019, we held a press conference to release the consolidated survey findings. Even before the epidemic outbreak, we projected that the outlook of the industry would stay gloomy in the coming months, with predictions of layoffs and shop closures.

恭喜發財！我謹代表協會祝願各位鼠年吉祥，生意興隆！

2019年對香港人而言無疑是充滿挑戰的一年，而零售商的感受更尤其深刻。隨著中美貿易摩擦導致外圍環境轉差，零售業自2月起步入負增長，而6月爆發的社會事件亦令業界雪上加霜。2019年的全年零售銷售總額下跌11.1%，為香港零售業有史以來最大的跌幅。

踏入2020年，新型冠狀病毒疫情的爆發為零售業帶來雙重打擊。展望2020年，零售業前景不但取決於本地社會事件，更要視乎此次本地以至全球公共衛生緊急事件的發展。對於所有能有效控制疫情的措施，協會都表示大力支持。面對目前嚴峻情況，今年將會十分艱難、障礙重重。然而，即使社會氣氛很快恢復平靜，香港仍需要一段時間吸引遊客再次訪港，並重建本地消費者的信心。在此市況下，協會預料2020年上半年的零售銷售總額將會出現介乎30%至50%的中雙位數跌幅。另外，值得注意的是個別零售類別的預期跌幅或會比零售業的整體平均跌幅更大。

面對現時的困境，零售商無法提高銷售額，故唯一的對策是更嚴格地控制成本，特別是租金開支。協會作為代表零售業會員的組織，一直致力反映業界的嚴峻情況，並積極促請各大購物商場業主以不同方式提供即時的租金減免措施。自疫情爆發之初，我們呼籲所有店舖業主取消收取固定租金，改為以營業額按百分比抽成、以及取消收取管理費、推廣費及冷氣費。而一向只收取固定租金的街舖，協會則建議業主可參考零售商生意下跌的幅度作租金調整。

協會為了衡量這項前所未有的挑戰對零售業造成的衝擊，於2019年11月進行調查，訪問各個類別的零售商和部分飲食業商戶，並於12月9日舉行記者會公佈調查結果。就算在疫情發生之前，協會已經預料不少商戶將會裁員和結業，因此未來數月的行業前景仍然黯淡。

Retailers big and small are struggling to stay afloat in this mega tsunami and the Association continues to appeal that the Hong Kong Government should provide the industry with focused relief measures to help sail through the crisis. We also made our submission on the 2020-2021 Budget, where we recommend to the Financial Secretary that further relief measures for our industry shall be introduced. Meanwhile, we also mapped out the mid to long-term measures to develop Hong Kong's retail industry and called for the Government's support.

Year 2020 is also the election year for the next four-year term of the Legislative Council (LegCo). While the exact date has yet to be announced, it indeed is an important date as registered voters of our trade can vote for our functional constituency representative for the Wholesale & Retail sector, who will be representing the interests of our sector at the legislature at this critical time.

The Association encourages all Full Members to take up your civic responsibilities and exercise your rights by casting vote during the election. The deadline for new voter registration will be on 2 May, 2020; while the deadline for changing your company's Authorized Representative (AR) will be on 2 April, 2020. For more details, you may refer to the Association's circular.

So much on policies and legislations, let's move on to the Association's events. We are pleased that our 2019 HKRMA Annual Awards ended on a high note on 3 December at Kowloon Bay International Trade & Exhibition Centre (KITEC), with over 1,200 participants shared the joy and celebrated the achievements together. On the occasion, we organized a networking tea reception replacing our usual dinner banquet, where we enjoyed the fun and excitement while the winners of the Service & Courtesy Award were being announced on the spot.

Moving along 2020, we will continue our best efforts to make our events and programmes truly meet with members' needs. For our current or past members, I would like to invite you to renew your membership. For the rest of fellow retailers, please join the Association in 2020 to enjoy exclusive benefits and networking opportunities in this big family of retail, and more importantly, for all retailers of Hong Kong to be united at this critical juncture.

Once again, may I wish you all very good health and lots of energy for facing all challenges ahead!

在這場大海嘯中，大小型零售商均努力掙扎求存，因此協會一直大力促請政府為行業提供重點紓困措施，幫助業界度過危機。此外，協會亦於提交予財政司司長的2020-2021年度財政預算案建議書中，建議政府推出更多針對零售業的即時紓困措施，同時提出能促進本港零售業發展的中長期措施，希望政府能全力支持。

2020年也是四年一度的立法會選舉年，雖然確實日期尚未公佈，但此乃非常重要的日子，因為零售業的登記選民能選出批發及零售界的功能組別代表，讓其在這個關鍵時刻捍衛業界的福祉。

協會促請所有公司會員履行公民責任，以選票行使權利。新選民登記的截止日期為2020年5月2日，而更改公司授權代表的截止日期則為2020年4月2日。詳情請參閱協會的通告。

現在，讓我們匯報協會舉辦的各項活動。2019香港零售管理協會年度頒獎禮於12月3日在九龍灣國際展貿中心圓滿結束，當日共有超過1,200名嘉賓與得獎者分享喜悅，共賀驕人成就。頒獎禮亦以茶會取代過往的晚宴，並即場宣佈傑出服務獎的得獎者，為各人締造歡樂難忘的時刻。

踏入今年第一季，令人期待的年度香港零售高峰會亦籌備得如火如荼。高峰會將於6月2日假香港會議展覽中心舉行，主題為「香港零售新動力」，屆時將會有20多位重量級講者分享他們對零售業步入數碼時代的真知灼見。歡迎於本季刊的其他章節瀏覽高峰會的詳情，同時及早報名，盡享早鳥優惠。

在新一年，協會將會繼續不遺餘力籌辦各類活動和項目，以配合會員的需要。因此，我謹此呼籲各位會員踴躍更新會籍，同時誠邀尚未加入的零售同業於2020年登記成為會員，享受各種獨家禮遇，把握於業內拓展人脈的機會。

最後，再祝各位新一年萬事如意，生意蒸蒸日上！



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

### 立法會議員之話 批發及零售界功能組別代表

Hon. Peter Shiu  
邵家輝先生

#### Under-siege retailers urgently need more help from landlords and the Government

As I write this article, the furious protests and bloody clashes that have stained Hong Kong since the attempted amendment of the Fugitive Offenders Ordinance have lasted more than seven months, and there is still no end in sight. Many businesses have suffered immense losses and the overall economy has been dealt a heavy blow. Our retail industry has been particularly badly affected. If the unrest continues, I fear many retailers will lose their livelihoods altogether in the bleak winter months ahead.

It is imperative, therefore, that this madness is brought to an end as soon as possible and that all of us distance ourselves from the violent extremists so Hong Kong can return to peace and normality as quickly as possible. It is also imperative that the Government and our society's stakeholders, such as the owners of shopping malls, show sympathy and understanding to our beleaguered retailers and give them the help they need to survive the terrible impact of the ongoing destruction and civil disorder.

Violence has intensified in recent months, and our blameless retailers have found themselves in the frontline both physically and economically. Tourists usually account for between 30% and 40% of Hong Kong's retail sales but the number of visitors has plummeted in the past few months. In November of 2019 alone, the year-on-year decline hit more than 50%. It is a financial catastrophe that has driven many retailers to the brink of ruin.

Misfortune has piled upon misfortune. As well as being deserted by tourists, Hong Kong's social atmosphere is so toxic that consumer sentiment has become equally bitter. Many shops have to repeatedly shut their doors because of the threat of being targeted by protesters and saboteurs. Some of the MTR stations sometimes have been forced to reduce their services, cutting traders off from their customers and contributing to a steep fall in shopper numbers. And many shops have had to shut early to allow their employees to get home safely on days when protests and violence have coursed through our streets.

#### 呼籲業主減租 敦促政府增援

下筆之時，由修訂《逃犯條例》引發的大規模示威和暴力衝突，已經持續超過七個月，可是仍未見平息跡象。本港多個行業以至整體經濟都已受重創，我們零售業更是重災區，這樣下去，恐怕不少商戶未必能捱過這個寒冬。面對當前嚴峻局面，當務之急固然要盡快止暴制亂，各界與暴力分子割席，使社會早日回復安寧；其次，我希望政府與相關持份者如商場業主，可體恤商戶的苦況，盡量施予援手，共度時艱。

其實，暴力衝突愈演愈烈，我們一眾無辜商戶可謂首當其衝，成了犧牲品。以往旅客購物一般佔本港零售業銷售額的三至四成，但近月隨著訪港旅客人數直線下滑，如2019年11月份的跌幅便達到五成以上，零售業務所受打擊可想而知。

禍不單行的是，社會氣氛低沉，連帶本地消費意欲也受影響，很多商戶更不時因附近出現示威或破壞活動而要關門避險。而且部分港鐵站有時需提早停止服務進行維修，不便市民出行，以致逛街人流大減，加上考慮到員工下班的安全問題，店舖唯有提早關門。

在此艱難的經營環境下，我知道有不少商戶已經或準備結業離場，而繼續苦苦經營的商戶則無可避免要設法減省成本，如安排員工放無薪假、不再補充流失人手，甚至無奈考慮裁員。

In this frightening and hugely challenging environment, many retailers I know have already closed their businesses or are preparing to shut them down. Those who struggle on are being forced to slash costs, in some cases arranging unpaid leave for their employees and placing a freeze on new hires, and in other cases having no choice but to consider widespread layoffs.

Because high rents are the greatest source of pressure for retailers, the Legco member for catering Mr. Tommy Cheung and myself met with senior management from the MTR, the Link, and a number of developers in August and September last year. We appealed for landlords to be sympathetic to their tenants and follow the example of the Government and the Housing Authority by reducing rents for a period. The MTR responded by lowering the rents of some retailers which was a welcome move.

However, retailers tell us that, unlike individual landlords, the owners of large shopping malls have in general resisted the pressure for rent reductions. They want instead to stimulate consumption through marketing which does not help the vast majority of retailers. We will continue to lobby landlords to be more understanding of the situation and urge the Government to take the lead in appealing to them to lower rents and give the retail industry some respite.

As for the retail tenants of government-owned properties, the Housing Authority and the Hong Kong Housing Society, their rentals have been halved since October last year for a period of six months. In other words, the rent concession is about to end in March this year. Since there is still a long way to go to settle the current social incident, I have proposed to the Chief Executive Mrs Carrie Lam to extend the concession period. Mrs Lam has promised that the government would study and announce their decision as soon as possible, so that the retailers concerned can make preparation in advance.

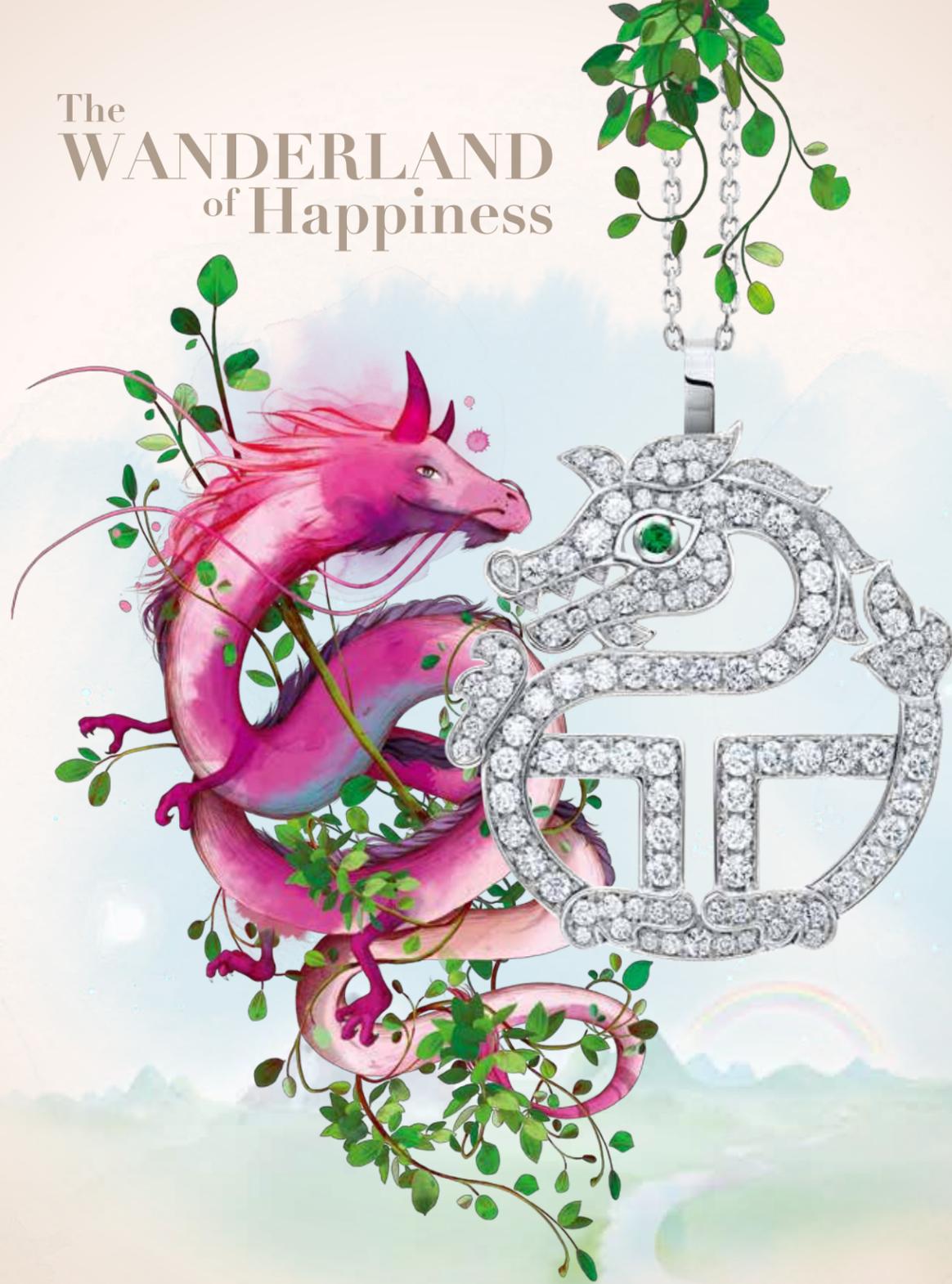
The Government has it in its power to do much more to help the retail industry at this extraordinarily challenging time and we have given officials a number of recommendations. They include handing out HK\$10,000 consumption vouchers or in cash to every citizen and every business, doubling rates concessions, extending electricity subsidies to business users, waiving a variety of industrial and commercial licence fees, reducing exhibition rent and TDC charges, rebating provisional tax payments for the past year, making MPF contributions for several months on behalf of retailers, and relaunching the 100% credit guarantee scheme. We expect the Government to promptly and seriously consider these practical proposals as well.

由於高昂租金是零售業的最大壓力來源，我於去年八、九月間連同飲食界張宇人議員先後約見港鐵、領展和多個發展商高層，大力呼籲各業主體恤租戶的境況，做效政府和房委會的做法，減免一段時期的租金。後來港鐵終有所回應，對部分商戶的租金作減免安排，我當然歡迎，但據業界反映，大商場業主普遍比起個別商舖業主較抗拒減租，只想以市場推廣來刺激消費作回應，始終對絕大多數商戶沒甚幫助。所以我們會繼續鏗而不捨向各大業主進行遊說工作，並再敦促政府帶頭呼籲業主減租，希望給業界喘息空間。

至於政府轄下物業、房委會及房協的零售商戶自去年10月起獲減租一半，為期半年，換言之，寬減期即將在今年三月結束。由於今次的社會事件仍平息無期，因此我已向行政長官建議延長有關租金寬減期，獲林太答應政府會盡快研究及公布決定，以便相關商戶有所準備。

事實上，在這非常時期，政府給予業界的支援不但刻不容緩，而且範圍愈廣愈好。我與業界已向政府提出多項建議，包括向每個市民和商戶派發一萬元消費券或現金、倍增差餉寬免、擴大電費補貼至工商用戶、豁免各類工商業牌費、減低會展展覽租金和貿易發展局收費、退回上年度暫繳稅款、為商戶代繳這幾個月的強積金供款、重推沙士時期政府作100%擔保的信貸擔保計劃等，希望政府也從速認真考慮。

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## HKRMA Annual Awards Presentation and Cocktail Reception 2019

# 香港零售管理協會 2019 年度頒獎禮暨酒會

In view of the current social environment and the difficulties facing by retailers, HKRMA changed its Annual Dinner to Annual Awards Presentation and Cocktail Reception. Winners of the flagship award programmes were recognised at the Ceremony with the enthusiastic support of over 1,000 guests and retail frontline staff and their management.

鑑於近期的社會狀況及零售業正面對的困難，香港零售管理協會原定的2019周年晚宴已更改為年度頒獎禮暨酒會。活動有超過一千位嘉賓、零售業前線員工及管理人員出席。協會藉當日盛會向各個旗艦獎項的得獎公司及前線員工頒發殊榮。



The Ceremony was kicked off by Mrs Annie Yau Tse, HKRMA Chairman, Mr. Phil Lam, our "Service Icon" and joined by more than 200 Retail Ambassadors.

當日由協會主席謝邱安儀女士、服務大使林奕匡先生帶領二百多位零售大使，為頒獎禮揭開序幕。



Mrs. Annie Yau Tse reiterated that excellent customer service is the competitive edge of Hong Kong's retail industry. She encouraged the retail practitioners to continue their good work in providing quality service, in particular when the industry is facing a challenging business environment.

謝邱安儀女士表示優質服務是香港零售業的競爭優勢。縱使業界正面對經營困境，她鼓勵從業員繼續做好服務以鞏固業界競爭力。



The Association thanks the support of all guests and representatives of the retail industry who attended the event and shared the exciting moments with this year's winners.

協會感謝各嘉賓、會員及業界朋友出席頒獎禮，與各得獎者共度這開心及興奮的時刻。



The Association thanks the following companies for their sponsorships:

- A.S. Watson Group
- ACG - Able Communications Group
- Café de Coral Holdings Limited
- CATALO Natural Health Foods Ltd.
- Chow Sang Sang Holdings International Limited
- Chow Tai Fook Jewellery Co., Ltd.
- Circle K Convenience Stores (HK) Ltd
- Dah Chong Hong Holdings
- Fairwood Holdings Ltd
- Fortress
- OPTICAL 88
- Pizza Hut Hong Kong Management Limited
- Prince Jewellery & Watch
- Reasonable Software House Limited
- Sa Sa Cosmetic Company Limited
- SAP
- The Dairy Farm Company, Limited – Mannings
- The Sincere Company Limited
- Tse Sui Luen Jewellery (International) Ltd
- YGM Trading Ltd
- Yue Hwa Chinese Products Emporium Ltd



# 我們， 一心以服務 取勝！



Pizza Hut 是連續 25年榮獲  
香港零售管理協會頒發之「傑出服務獎」，  
今年更勇奪四項大獎：

- 餐廳組別 - 主管級別 金、銀獎
- 餐廳(西式及日式菜系)組別 - 基層級別 金獎
- 優質服務之星

感謝大家多年來的支持！



# 2019 Service Retailers of the Year 全年最佳服務零售商 2019

Every year, retailers with the highest scores of the year-round Mystery Shopper Programme (MSP) are awarded "Service Retailers of the Year" which represents the highest industry recognition in excellent service performance. In 2019, a total of 147 retailers covering 2,077 retail outlets participated in the Programme. About 8,308 mystery shopper assessment visits to outlets across 23 retail categories were made, including product and service categories.

協會每年均向「神秘顧客計劃」全年評審最高分數的零售商，授予零售業界最高的卓越服務殊榮 - 「全年最佳服務零售商」。於2019年，計劃獲147個零售品牌共2,077間零售店舖參與，覆蓋23個零售類別（含產品及服務），合共進行了8,308次神秘顧客探訪。

Congratulations to all winning companies for their outstanding achievements!

協會恭賀所有服務出眾的得獎零售機構！



## 2019 Excellence Award 2019 年卓越成就獎



# 2019 Service & Courtesy Award 傑出服務獎 2019

With a theme on "Innovation under New Retail", the Service & Courtesy Award in 2019 attracted about 400 frontline staff from 80 retail brands across 20 categories. Result of the Service & Courtesy Award was revealed at the Association's Annual Awards Presentation and Cocktail Reception on 3 December 2019 and all winners were presented awards on the spot.

以「新零售新智慧 創意共同發揮」為主題，2019年度的「傑出服務獎」吸引了來自80個零售品牌約400位參加者競逐，涵蓋20個零售組別。比賽結果已於2019年12月3日舉的頒獎禮暨酒會上即場揭曉，並同時向所有得獎者頒發獎項殊榮。



厚切豬扒  
啱啱Juicy

芝味厚切  
焗豬扒飯



# 屈臣氏集團

## 創新科技 帶領零售新方向

PARKnSHOP

watsons

豐澤 FORTRESS



### 自助收銀機

只需簡單3步—掃描、付款及完成交易—的簡易收銀程序，為顧客提供快捷方便且愉快的自助購物體驗



### Tap & Shop 點購站

智能虛擬貨架能提供無限產品種類。設有電子支付，付款方便快捷。顧客可於翌日到指定分店提取產品



### 豐澤 Pro-Team

由Pro-Team專員教授的「1對1實戰指導」及「功能體驗Workshop」為顧客提供詳盡的售後服務

易賞錢 MoneyBack



### 易賞錢 App

易賞錢App為會員帶來零售新體驗，由線上購物到線下零售門市提供智能電子化服務



### 網購店取

進一步方便顧客網購店取，於網上完成購物過程後，顧客可自選分店提取貨物，無須在固定地點等待收貨



### watsonshealth 手機應用程式

屈臣氏健康團隊為大家提供專業的健康諮詢服務及治療，分享健康貼士並歡迎隨時預約或Live Chat我們的健康團隊，為健康增值



## 體驗全新零售科技

## 36th HKRMA Annual General Meeting and Luncheon 協會第三十六屆會員周年大會及午宴

The Association had its 36th Annual General Meeting (AGM) on 11 October 2019 at JW Marriott Hotel. A get-together luncheon was held immediately after the AGM and the Association was pleased to see a continuously encouraging attendance of over 180 leaders and senior executives of our member companies in this year.

In her opening remarks, Mrs. Annie Yau Tse, Chairman of the Association expressed that 2019 was one of the most challenging and difficult years for Hong Kong and our retail industry since the handover in 1997. She thanked members' support and shared that the Association had implemented a full array of activities and new initiatives to sustain the development of the retail industry. She called for retailers' unity to survive the current challenge at the end of her remarks.

The Association was honoured to have invited Mr. Paul Chan, GBS, Financial Secretary as the distinguished speaker for the luncheon. Mr Chan shared his valuable insights on the latest economic outlook and the Government's strategy for the development of Hong Kong, and its implications to the retail industry.

協會於2019年10月11日假香港萬豪酒店，舉行了第三十六屆會員周年大會及午宴，獲180多位零售同業及商界領袖。

協會主席謝邱安儀女士於午宴致歡迎辭表示，香港零售業正面對自1997年以來，前所未有的重大挑戰。她感謝會員及同業的支持，使協會的工作及活動能順利推展。在這困難時期，她呼籲同業更要團結一致，攜手跨越當前的挑戰。

協會今年榮幸邀請了財政司司長陳茂波先生擔任主講嘉賓，向我們分享當前最新的經濟情況和政府的發展方向，讓企業及零售商可從中獲得示和商機。



2019 Hong Kong Awards for Industries: Customer Service - Award Presentation

## 香港工商業獎：顧客服務 - 頒獎禮



Winning companies from seven business categories received their honour at the Hong Kong Awards for Industries (HKAI) presentation ceremony held on 2 December 2019. Championed by the HKSAR Government, HKAI covers seven categories including the "Customer Service" category organised by our Association.

In 2019, a total of 9 companies with outstanding performances were recognized under the "Customer Service" category. The winning companies fully demonstrated their commitments to uphold their service culture, and offered customers bespoke and smart living experience supported by technology and innovative service model.

2019年「香港工商業獎」得獎公司已於2019年12月2舉行的頒獎典禮獲表揚。「顧客服務」是「香港工商業獎」七個組別項之一。協會非常榮幸獲政府委任，一直擔任「顧客服務」組別的主辦機構。

2019年「顧客服務」組別有9間機構獲獎。他們秉承以往誠懇的服務態度外，更以科技配合及創新的服務模式，為顧客提供智能生活及獨特的服務體驗，贏得顧客的信任和擁戴。

## 2019 Hong Kong Awards for Industries: Award Winner 香港工商業獎：顧客服務獎

Award Presenters 頒獎嘉賓：

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

Ms. Salina Yan, Director-General of Trade and Industry, HKSAR 工業貿易署署長甄美薇女士 (Right右)

MARKS &  
SPENCER  
LONDON

英國馬莎

ALF Retail Hong Kong Limited - Marks & Spencer

Marks & Spencer's Hong Kong and Macau business was formally acquired by the AI-Futtaim Group (AFG) in 2018. Marks & Spencer puts customers right at the heart of everything they do. Since 2017, the Marks & Spencer launched the "Making Every Moment Special (MEMS)" service campaign, to deliver its promise of making EVERY moment special for EVERY customer during EVERY time!

AI-Futtaim Group (AFG) 於2018年正式收購英國馬莎於香港及澳門地區之營運業務。英國馬莎一直秉承「以客為先」的服務宗旨，公司自2017年起推出一個名為「Making Every Moment Special (MEMS)」的服務計劃，務求為每一位顧客於每次的購物體驗中帶來驚喜！



無限極廣場  
INFINITUS PLAZA

Infinitus Property Investment (Hong Kong) Limited - Infinitus Plaza  
無限極物業投資(香港)有限公司 - 無限極廣場

Infinitus Plaza's formula of listening to customers' needs with open and caring hearts, thinking and serving them from their perspective, delighting and engaging them with signature "happy moments" including various surprising activities, fun events and co-creation has proved to be a winning one.

無限極廣場的致勝方程式，在於虛心聆聽、換位思考、事事以客為先。公司不時舉辦及與租戶共創各式各類創新又有趣的驚喜活動，不斷為他們締造「開心時刻」，充分實踐「開心工作，開心生活」的品牌承諾。



## 日本命力

日本命力健康食品

Meiriki Japan Company Limited

日本命力健康食品有限公司

Served Hong Kong for over 22 years, Meiriki Japan insisted on the promise of the brand, introduced safe, effective and natural health supplements to public. Meiriki Japan aim to promote "Physical and Mental Health" to our community. The company will continue to care and focus on people's needs, deliver personalize services, to provide the best experience to our customers.

日本命力扎根香港22年，信守品牌承諾，致力引入安全、有效、天然的健康產品，希望將「身心健康」的概念推展至社區，透過專業團隊為客戶帶來優質服務體驗。團隊未來將繼續以人為本、用心關懷、敢於創新、力臻完美，打造更優質的客戶服務。



## 奧海城 OlympianCity

Sino Estates Management Ltd - Olympian City

信和物業管理有限公司 - 奧海城

Located at the heart of the 'West Kowloon Golden Circle', Olympian City seeks to add value to customers and visitors with its Olympian Kids loyalty programme and OC STEM Lab, Hong Kong's first in-mall STEM lab. The interactive lab is equipped with state-of-the-art facilities that cater to the evolving needs of young audience. A wide spectrum of tailored activities and workshops is offered to unleash their creativity, building a better future with technology.

奧海城位處「西九黃金圈」核心地段，為一家大小提供多元化愉悅購物體驗。其中Olympian Kids會員計劃及全港首個設於商場的創意工作室OC STEM Lab為顧客帶來精彩體驗。OC STEM Lab設備先進，定期舉辦活動及工作坊，啟發小朋友對STEM的興趣，創建未來。



Make It **DIFFERENT**  
不一樣的香港街市

Uni-China (Market) Management Ltd  
建華(街市)管理有限公司

Established in 2013, Uni-China (Market) Management Limited is responsible for fresh market renovation, management and operation. Through advanced management model, the Group aims to improve overall environment and quality of the markets, constituting a more convenient and comfortable shopping environment for the residents. This together opens a new chapter for the Hong Kong market culture.

建華(街市)管理有限公司成立於2013年，專責街市活化、管理及經營業務。集團以嶄新的管理及經營模式，致力改善街市的整體環境及服務質素，締造更便捷舒適的購物環境。集團將保持傑出的管理質素，提升街市質素，締造「不一樣的街市體驗」。



## Hong Kong Awards for Industries: Certificate Winner

### 香港工商業獎：顧客服務優異證書

Award Presenters 頒獎嘉賓：

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

Dr Bernard Chan, Under Secretary for Commerce and Economic Development, HKSAR 商務及經濟發展局副局長陳百里博士 (Right右)



Hu Yi Global Information Hong Kong Limited  
環球互易資訊香港有限公司

Established in 1992, HUYI Global Group provides one-stop brand management including searching, application, monitoring, infringement litigation, legal consultation and brand development for its clients. The Group educate clients constantly by providing seminars with IP topics, and positions its brand with seamless service experience in applying IPs.

環球互易集團成立於1992年，為客戶提供一站式品牌管理服務，如全球域名、商標、專利申請及中國法律諮詢。為達致最佳的服務體驗，設有知識產權企業顧問團隊，為客戶定期舉辦研討會及線上即時回覆客戶的查詢，多年來以高成功率及貼心支援而贏盡客戶口碑。



— グループ — MTM Lab Japan Limited

Ever since 1991, MTM adheres to its core value of [ Custom-Blended Skincare ], and has dedicated to realizing Authentic Beauty. Through customized skincare management, MTM examine every nuance of skin, constantly striving to decode the secrets hidden in its subtleties. The company researches and develops its own range of products in Japan to meet the specific needs of Asian skin.

1991年創立至今，MTM以[量膚定制]為核心，致力呈現素顏之美。通過專屬肌膚管理，悉心傾聽肌膚需求，破解肌膚紋理秘密。MTM匠心良意從日本研發適合亞洲人肌膚特質的產品，現已發展至擁有個人專屬護膚品、面部護理、SPA by MTM、TIME by MTM 醫學美容多元化產品及服務。



Sun Hung Kai Real Estate Agency Ltd - Landmark North  
新鴻基地產代理有限公司 - 上水廣場

Landmark North owned by Sun Hung Kai Properties is the landmark shopping mall in the hub of Northern District, delivers a wide range of innovative customer services with the application of new technology.

上水廣場為新鴻基地產旗下新界北的地標購物商場，提供多元化的創新服務及新科技的應用，包括：免觸式時租泊車服務，針對不同客群的60項免費「貼心服務」等，並配合「用心服務，做到最好」的團隊理念，不斷追求優質服務，持續優化服務水平，永不停步，讓顧客享受前所未有的個人化購物體驗。



Supreme Management Services Limited - Ultima  
超卓管理服務有限公司 - 天鑄

In keeping with its spirit of Building Homes with Heart, Ultima has set up the high-calibre management team to provide 'Perfetto' concierge service to residents with exquisite care. With the support of the trainer, who served the British royal family for four decades, Ultima team makes our housekeeping and furniture arrangements be of top standard.

為締造尊貴非凡的物業管理服務，天鑄特設一支專業團隊為住戶提供鑽級禮賓服務，讓住戶可享星級家居打理及傢俱裝潢技術支援等貼心管家式服務，體驗頂級優越的尊尚禮待，又引入手機應用程式「Live e-asY」，為客戶提供最稱心的服務，完全為繁忙的都市人而設。





## Introduction of the Award 獎項簡介

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

### Eligibility

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

### Enrollment

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

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

### 參賽資格

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

### 參加辦法

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



www.sasa.com

## A LEADING COSMETICS SPECIALTY STORE CHAIN IN ASIA

Service Excellence · Quality Assurance

Sasa, a leading cosmetics, skin care and fragrance retailing group in Asia, prospers on its successful and proven "one-stop cosmetics specialty store" concept which aims to provide customers with the widest range of quality products.

Listed on The Stock Exchange of Hong Kong Limited in 1997 (Stock Code: 178), Sa Sa operates a total of 260 retail stores in Hong Kong and Macau SARs, Mainland China, Singapore\* and Malaysia. Its product portfolio covers more than 700 brands of skincare, fragrance, make-up, hair care and body care products, as well as health and beauty supplements, including over 180 own brands and other exclusive international brands.

\* Closure of all retail stores in Singapore was announced in December 2019.





## 2020 HKRMA New Flagship Award Structure 協會旗艦活動新面貌

In light of the rapidly evolving customer journey and requirements on quality service, the Association will overhaul its flagship programmes in 2020. Our Mystery Shopper Programme, which was introduced in 1996 will be re-branded as Quality Service Programme (QSP).

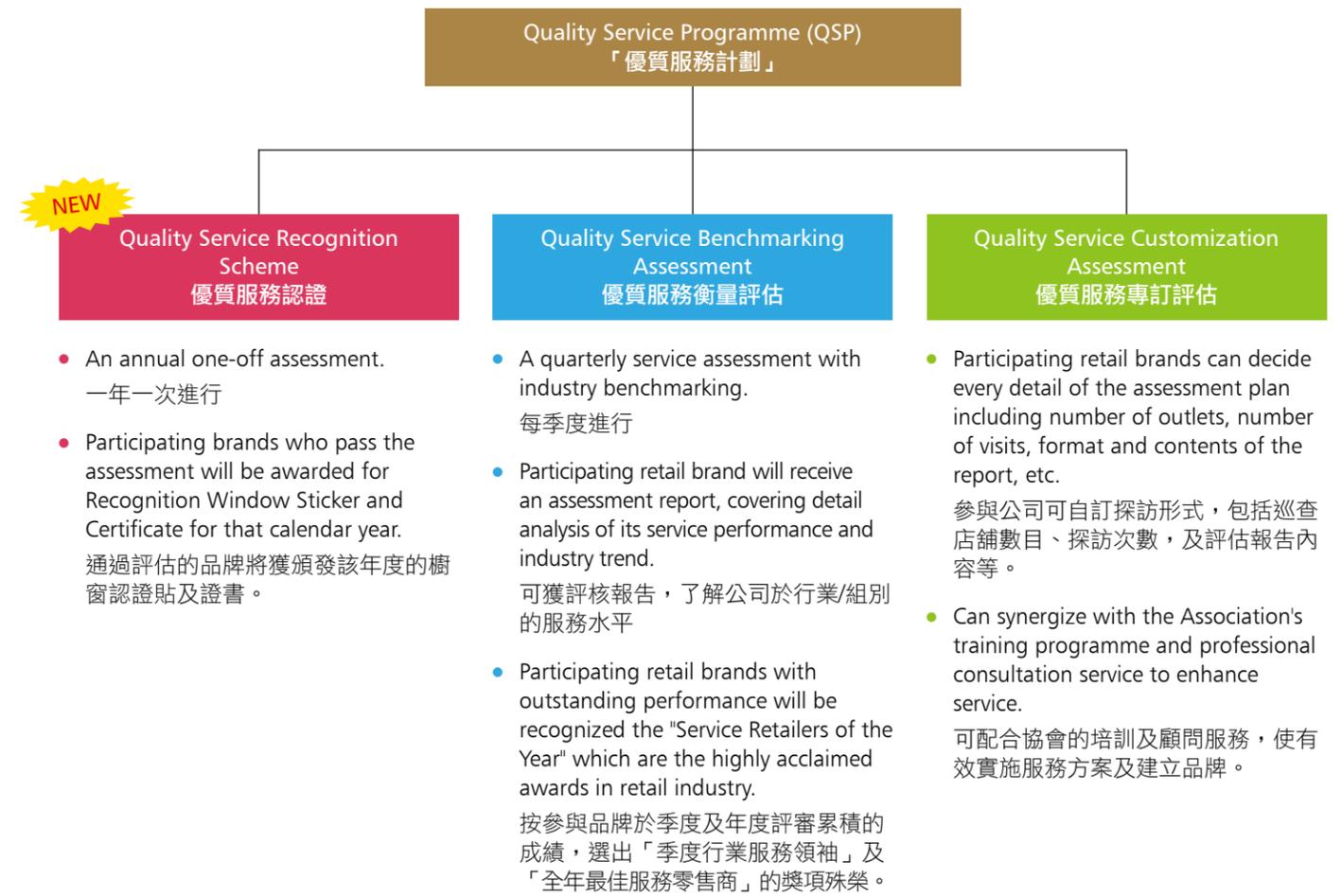
為與時並進，進一步提升顧客體驗旅程的滿意度，協會於2020年為旗艦獎項加入新元素。於1996年創立的「神秘顧客計劃」將改名為「優質服務計劃」，以呈現獎項的新面貌。

### Quality Service Programme (QSP)

While mystery shopper visit as a service assessment tool will be maintained, the QSP will add new elements including technology adoption, innovative customer experience, and enhancing customer communication in the shopfront assessment. There will be three distinct tiers of service under QSP, including the existing benchmarking and customization assessment plans, and a newly introduced annual one-off assessment named "Quality Service Recognition Scheme".

### 「優質服務計劃」

「優質服務計劃」會保留並優化了原有的神秘顧客巡查服務，同時增加了新元素，包括科技應用，創新的顧客體驗以及與顧客的互動性，以回應現時顧客的期望。「優質服務計劃」包括原有的「優質服務衡量評估」及「優質服務專訂評估」服務，並增設了「優質服務認證」，提供一年一次的評估和認證。





Supporting Organizations:  
支持機構:



## HKRMA Smart Retailing Awards 2020 2020 智能零售大獎

In order to drive smart retail transformation in Hong Kong, the Association will launch the "Smart Retailing Awards" in phases. In 2020, two awards will roll out first, including the "Smart Retail Tech Award" and "Smart Service Innovation Award".

### Key Elements of "Smart Retail"

"Smart Retail" refers to different facets in providing consumer with a greater, faster, safer and smarter shopping experience by integrating people talent and technology adoption. It is imperative for the Hong Kong retail industry to capitalize on the tremendous opportunities arising from this transformation.



### Awards' Objectives

- To drive smart retail transformation
- To recognize outstanding technology vendors and retailers in smart retail transformation
- To establish and promote best practices and standards of smart retail

智能零售是香港零售業轉型的重要發展方向。為配合此趨勢，協會特設「智能零售獎」，並分階段推出多個獎項。2020年率先推出的是「智能零售科技獎」及「智能服務創新獎」。

### 「智能零售」關鍵要素

智能零售是指通過整合人才和科技應用，為消費者提供更好、更便捷、更安全和更智能的購物體驗。

### 目標

- 推動智能零售轉型
- 表揚在智能零售轉型中傑出的科技供應商及零售商
- 推廣智能零售的最佳作業和標準

## Smart Retail Tech Award 智能零售科技獎

### WHO CAN JOIN 參加者

#### Technology Vendors 科技供應商

Who provide innovative solution & application to improve and solve retailers' pain points with proven success in implementation.

能以創新方案及應用科技以改善和解決零售業務痛點，並能成功實施的科技供應商。

#### Technology Startups 科技初創企業

Who initiate innovative retail technology solutions & applications, and motivate retailers' adoption.

能引進創新的零售科技解決方案及應用，並能鼓勵零售商採用的初創企業。

## Smart Service Innovation Award 智能服務創新獎

### WHO CAN JOIN 參加者

#### Retailers 零售商

Who initiated and executed a project with service innovation to overcome service pain points and enhance customer experience.

能以創新服務以解決及改善服務痛點及提升客戶體驗的零售商。

### Judging Criteria

The best and innovative solution, application or campaign with proven success in implementation will be selected according to the following S.M.A.R.T. criteria:

### 評審標準

將根據以下S.M.A.R.T.評審標準選出成功實施的最佳及創新解決方案或項目：



### Participation Fee 報名費用

Early bird half price discount for Phase 1 to 28 Feb  
 早鳥第一階段報名半費優惠至2月28日

	Member 會員公司	Non-Member 會員公司	Start-up 初創企業
Phase 1 第一階段	HK\$2,800 HK\$1,400	HK\$3,800 HK\$1,900	Free 免費
Phase 2 第二階段	HK\$2,800	HK\$3,800	HK\$2,800

The awarded companies will be charged a partial promotion fee for the production and a series of newspaper supplement.  
 得獎公司須繳付部份宣傳製作費及系列刊登報章特刊費。

**Enrollment deadline 截止報名日期：  
 27-3-2020**

Download Enrollment Documents 下載報名資料

Smart Retail Tech Award 智能零售科技獎

Smart Service Innovation Award 智能服務創新獎



Entry Form  
參加表格



Award Template  
計劃書範本



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For more award details, please check it from our website 更多獎項相關詳情，可參閱以下網頁：

<https://www.hkrma.org/en/awards/awards.php>

### ENQUIRY 查詢

Ms. Doris Chung 2179-9416 / Ms. Iris Ng 2179-9410 / eo@hkrma.org



ygmtrading.com



YGM Online Store

Highlights of the Government's business facilitation work and business consultations relevant to the retail sector

## 政府方便營商的主要措施及規管建議的諮詢

### Background

The Government is committed to improving the ease of doing business in Hong Kong. As part of its business facilitation efforts, the Government has set up the Wholesale and Retail Task Force ("WRTF") under the Business Facilitation Advisory Committee to help remove unnecessary regulatory and procedural barriers of concern to the wholesale and retail sectors and provide a platform to facilitate Government-business communication on relevant regulatory proposals. To keep the trade updated of the Government's business facilitation initiatives and relevant business consultations, the Business Facilitation Team of the Efficiency Office under the Information and Technology Bureau collaborates with HKRMA to provide regular updates.

### Business facilitation initiatives

#### (1) Enhancement of the Pharmaceuticals Licence Application and Movement Monitoring System

The Pharmaceuticals Licence Application and Movement Monitoring System (PLAMMS) is an electronic licensing system developed by the Department of Health (DH) to process import and export licence applications of pharmaceutical products and monitor the movement of unregistered drugs for re-export to prevent illegal diversion into the local market.

Phase I was rolled out in 2015. The system currently covers 2 types of licences for unregistered pharmaceutical products imported for re-export. The DH is in the process of enhancing the system to extend its coverage to remaining 22 types of licences/certificates including unregistered pharmaceutical products for other purposes, locally registered pharmaceutical products, dangerous drugs, and psychotropic substances. Phase II is tentatively scheduled for roll-out in Q4 2019.

WRTF welcomed PLAMMS which facilitated the trade on import and export of pharmaceutical business by reducing the courier services and shortening the processing time to obtain the import and export licences approval. It also appreciated DH's support for the trade in organising briefing sessions, implementing trial runs, setting up kiosk with PC workstations, etc.

#### (2) Government's strategy towards prevention of African Swine Fever

In view of the public's concern about African Swine Fever (ASF), the Centre for Food Safety (CFS) and the Agriculture, Fisheries and Conservation Department briefed Members on Government's preventive measures and contingency plans.

The Government has enhanced biosecurity in various areas, including local pig farms, boundary checkpoints and slaughterhouses, and stepped up surveillance. The Government has also been liaising closely with the local pig rearing sector and disseminating information to the trade and the general public about prevention against ASF via different channels to raise their awareness on disease precautions.

WRTF welcomed the Government's proactive preventive measures against ASF and appreciated its efforts in maintaining close liaison with the trade to protect local pigs and ensure sufficient supply of live pigs for consumption.

### 背景

政府致力改善本港的營商環境，積極推行各項便利營商措施，包括在方便營商諮詢委員會轄下成立批發及零售業工作小組(工作小組)，以助探討及消除批發及零售業關注的不必要規管及行政程序，並提供有效的溝通平台，便利政府與業界就規管建議交換意見。為了讓業界獲悉最新資訊，創新及科技局轄下的效率促進辦公室的方便營商組與香港零售管理協會攜手合作，定期重點介紹政府的方便營商措施及相關的營商諮詢。

### 方便營商措施

#### (1) 藥物的進出口證申請及流向監察系統的功能提升

「藥物的進出口證申請及流向監察系統」(下稱「PLAMMS」)是衛生署為進出口的藥劑製品開發的一套電子發證系統，旨在加強監察未經註冊只供轉口藥物的流向，以防止該些藥物非法流入本地市場。

PLAMMS第I期已於2015年推出。系統現時涵蓋2類作轉口用途的未經註冊進口藥物的許可證。衛生署正進一步優化 PLAMMS，以便擴展牌照事務範圍以涵蓋至餘下22類許可證／證明書，包括作其他用途的未經註冊藥劑製品、本地註冊藥劑製品、危險藥物及精神藥物。PLAMMS第II期暫定於2019年第4季推出。

工作小組歡迎發證系統電子化，可減省快遞服務和縮短審批及發證時間，利便藥劑製品進出口業務。工作小組亦感謝署方向業界提供支援，如舉辦簡介會，進行試行計劃，及設置電腦服務站等。

#### (2) 政府應對非洲豬瘟

因應大眾對非洲豬瘟的關注，食安中心和漁農自然護理署向工作小組簡介政府應對非洲豬瘟的預防措施及應變方案。

政府已提升在各層面包括本地養豬場、口岸和屠房的生物安全措施，以及加強監察。政府亦與本地活豬業界一直保持溝通，並透過不同渠道，向業界發放有關防範非洲豬瘟的信息，以提高他們對疫病的防範意識。

工作小組歡迎政府積極應對非洲豬瘟，並感謝政府與業界保持緊密聯繫，努力保護本地豬隻及保障市民食用活豬的需求。

### Business consultation on regulatory proposals

#### (1) Dutiable Commodities (Amendment) Ordinance 2018 – Prohibition against the Sale and Supply of Alcohol to Minors

DH briefed WRTF on details of Dutiable Commodities (Amendment) Ordinance 2018 which prohibited the sale and supply of intoxicating liquor to minors in the course of business with effect from 30 November 2018.

Under the Ordinance, no persons shall sell or supply intoxicating liquor to minors in the course of business. For face-to-face distribution, a sign containing the prescribed notice must be displayed at the place of sale or supply. For remote distribution, a sign containing or expressing the contents of the prescribed notice must be displayed and an age declaration from the purchaser must be received. No person shall sell intoxicating liquor through vending machines.

WRTF welcomed the legislation which would reduce alcohol related harms among youth. It also appreciated the Government's efforts in facilitating the trade's compliance with the Ordinance.

#### (2) Licensing control over sale of hairy crabs

With a view to enhancing food safety, the Food and Environmental Hygiene Department (FEHD) implemented licensing control over sale of hairy crabs which came into effect on 3 September 2018.

The major licensing requirements for issuance of a hairy crab permit include the provision of a refrigerator and wash-hand basin in the premises. For those businesses conducting only online sale of hairy crabs, the operators shall apply for a permit from FEHD for selling restricted foods online.

WRTF welcomed the relevant licensing control which protected public health. It also appreciated FEHD's efforts in soliciting the trade's views as well as following up the trade's concerns to reduce their compliance costs.

#### (3) Labelling System for Genetically Modified Food and Proposal on Introduction of Pre-market Safety Assessment on Genetically Modified Food

To safeguard food safety and public health over genetically modified (GM) food, CFS implemented the voluntary GM food labelling system and proposed the introduction of pre-market safety assessment on GM food.

Under the proposed pre-market safety assessment on GM food, GM food developers would be required to submit necessary supporting documentation to CFS to show that safety issues based on Codex principles and guidelines have been adequately addressed. To facilitate the public and the trade to check the regulatory status of GM food, CFS would draw up a list of approved GM food and upload it on its homepage.

WRTF appreciated CFS's efforts in ensuring the safety of GM food and taking into consideration the trades' views before finalising the proposal.

#### (4) Licensing control over sale of prepacked food requiring hot holding by means of vending machine

To ensure food safety and protect public health, with effect from August 2018, FEHD required the operators selling prepacked ready-to-eat food requiring hot holding by means of vending machine to obtain a permit from the Department.

The permit requires that all food sold in the machine shall be prepacked and kept at a temperature at least 60°C, the machine shall be equipped with a thermometer and a device to cut-off automatically its sale operation once food storage temperature in the machine is below 60°C. All food in the machine shall not be used for resale after the automatic cut-off.

WRTF appreciated FEHD's efforts in protecting the public interest and discussing with the trade before implementing the licensing control which facilitated business.

### 營商諮詢

#### (1) 2018年應課稅品(修訂)條例-禁止在業務過程中向未成年人售賣或供應酒類飲品

衛生署向工作小組簡介《2018年應課稅品(修訂)條例》。《條例》禁止在業務過程中向未成年人售賣或供應酒類飲品，並已於2018年11月30日生效。

根據有關《條例》，任何人不得在業務過程中向未成年人售賣或供應令人醺醉的酒類。就當面分發，賣方須在售賣或供應令人醺醉的酒類的地方展示一個載有訂明通知的告示，表明禁止向未成年人售賣或供應令人醺醉的酒類。就遙距分發，賣方須展示或播放訂明通知及在售賣或供應前收到買方的年齡聲明，確認買方已年滿18歲。任何人不得通過銷售機售賣酒類飲品。

工作小組歡迎《條例》減少酒精對本港青少年的相關危害和進一步保障他們，亦感謝政府協助業界遵從規定。

#### (2) 銷售大閘蟹的牌照規管

為提升食物安全，食物環境衛生署(食環署)已於2018年9月3日對銷售大閘蟹實施牌照規管。

售賣大閘蟹的許可證的主要發證條件包括處所須設置雪櫃及洗手盆。如營者只透過網站或網上平台帳戶售賣大閘蟹，則須向食環署申領網上售賣限制出售食物許可證。

工作小組歡迎有關規管保障市民健康，並感謝食環署聽取業界意見，及跟進業界關注的問題，以減少他們的遵規成本。

#### (3) 基因改造食物標籤制度及推行銷售前安全評估的建議

為保障食物安全和公眾衛生，食物安全中心(食安中心)已推行基因改造食物自願標籤制度，並建議基因改造食物銷售前安全評估。

在建議的基因改造食物銷售前安全評估機制下，基因改造食物開發商須向食安中心提交所需文件，證明已根據食品法典委員會所訂的原則和指引，充分考慮食物安全問題。食安中心會編製已獲批准的基因改造食物一覽表，並上載至其網站，以便市民和業界查閱基因改造食物的規管狀況。

工作小組感謝食安中心致力確保基因改造食物安全，及在落實建議前考慮業界的意見。

#### (4) 以售賣機銷售須要熱存之預先包裝食物的牌照規管

為保障食物安全及公眾衛生，由2018年8月起，食環署要求以售賣機出售須要熱存之預先包裝即食食物的經營者須向該署申領許可證。

有關許可證規定所有出售的食物須已預先包裝及以不低於攝氏60度的溫度貯存，售賣機須配備溫度計及設有自動停售裝置等，在食物貯存溫度低於攝氏60度時，售賣機必須自動停售，而機內所有食物亦不可再供發售。

工作小組感謝食環署努力保障公眾利益，及在實施牌照規管前與業界磋商，便利營商。

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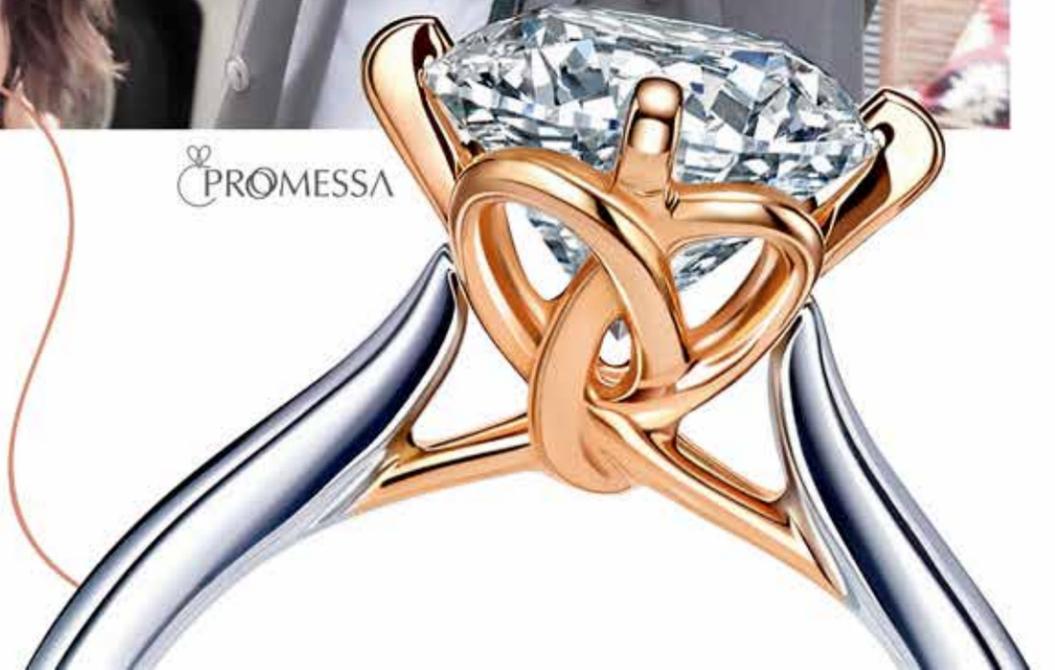
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# RETAILERS 零售廣告預訂表格

## Advertisement Order Form

(e-version 網上版本)

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

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

The newsletter starting from "2019 Fall & Winter" will be temporary changed to e-version. There will not have print-out copies, but will be available at to HKRMA website. HKRMA members, fellow retailers and related organizations with about 10,000 contacts will be informed when published. In view of the changes, advertisers for one full page or above will be provided one complementary bottom banner for one month at HKRMA website (worth HK\$4,700 member/ HK\$9,400 non-member).

自2019年秋季及冬季開始，協會的季刊將暫停印刷版。電子版季刊將上載於協會網頁，並以電郵方式通知會員、零售商及相關機構，以供瀏覽。基於此變動，凡訂購一頁或以上的廣告，將可免費於協會網頁展示橫幅廣告一個月(價值：\$4,700 會員/ \$9,400 非會員)。

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

We confirm our order to place advertisement in the following issue(s) of "RETAILERS".

本公司欲在香港零售管理協會之「零售商」季刊中預訂以下廣告版位：

Advertising Reservation 廣告預訂 (Please ✓ the appropriate box(es))

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			Member 會員	Non-Member 非會員
		封面內頁 Inside Front Cover	HK\$ 10,000	HK\$ 13,000
		中央雙頁 Centre Spread	HK\$ 12,100	HK\$ 15,700
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		封面內頁下頁 Next to Inside Front	HK\$ 9,250	HK\$ 12,000
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		全版 Full Page	HK\$ 5,500	HK\$ 7,150
		客戶供稿(全版專題) Full Page Advertorial	HK\$ 3,000	HK\$ 4,000
		半版1/2(橫) Page (Horizontal)	HK\$ 3,850	HK\$ 5,000

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Please send this Order Form and cheque (made payable to the "Hong Kong Retail Management Association") to the Association. 請填妥此表格連同劃線支票(支票抬頭是「香港零售管理協會」)寄給本協會。

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## New Members 新會員

The Association welcomes the following new members.

協會歡迎以下公司加入為會員。

### FULL MEMBERS 公司會員

- Aristo Watch & Jewellery Limited  
貴族鐘錶珠寶有限公司
- Cadmus Jewellery & Trading Co  
卡文珠寶公司
- Campbell Shop  
今好店
- Chateau Wine & Spirits Retail Company Limited  
名城酒業零售有限公司
- Classy Girl (Hong Kong) Co Ltd  
Classy Wine Cellar
- Crystal Fate International Limited  
晶石良緣國際有限公司
- E78 Shop  
E78體育用品專門店
- Excellent Match Company Limited  
卓配有限公司
- Falleno Company Limited  
Falleno
- Fossil Hong Kong Limited
- Frey Wille (Hong Kong) Ltd.
- Gopop HK Limited  
Gopopstation
- Hermana Beauty
- KiKi Co  
其其谷
- Kim Hyun Company Limited  
金滋有限公司

- Kingsway Beauty
- Mee Beauty Limited
- PF Hong Kong Company Limited  
Pump Fury HK 香港專賣店
- Pricerite.com.hk Limited
- Q Markets International Limited
- S. IT Company
- Seco Living Company Limited  
惜谷生活有限公司
- SportsGalaxy Sports Pro Shop  
銀翎體育
- Tasty
- The Hanli International Corporate Ltd  
漢禮
- WAW Corporate Services Limited

### ASSOCIATE MEMBERS 公司聯席會員

- AcroGrowth Consulting Limited
- Function One Networks Limited  
鍵一網絡有限公司
- Protel Communications Limited  
普特通信有限公司
- Techland Computer Systems Ltd.  
科域電腦系統有限公司
- Ubeing Mobility Limited  
富盈通移動科技有限公司

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## Policies & Legislations 政策及法例

This column is to inform members and readers about the various legislative and industry issues that the Association has reflected its views to the Government or relevant entities.

### Association's Views

Please find below a list of issues which the Association has contributed position papers and comments in the last quarter. Details can be found in the HKRMA website: www.hkrma.org

- Submission on Sector-specific Working Hours Guidelines
- Plea for Government's support to the retail industry under the social unrest impact
- Submission on 2020-21 Budget Consultation

本欄目是為會員及讀者報道協會就最近與零售業息息相關的議題，向政府或有關團體所發表過的意見。

### 協會意見

本協會於上季就下列議題提供意見或建議書，詳細內容可參閱本協會網站：www.hkrma.org。

- 就政府建議的工時指引提供意見
- 反映社會事件對零售業的影響，並呼籲政府支持
- 就2020-21年度財政預算案提供建議



## HKRMA Online Advertising 網上宣傳平台



Enquiry: Ms. Ng 2866 8311  
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### Monthly e-Newsletter 每月電子通訊

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

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

**No. of Contacts 接收者數目 :** over 8,000

<b>Bottom Banner 橫幅廣告</b>	尺寸 Specification : 739(W) X 90(H) pixels	
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	檔案大小 File Size : 40KB	
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- (A) : Under New Members 每月新會員下方
- (B) : Under Upcoming Events 最新活動欄下方



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