Hong Kong Electrical Appliance Industries Association
香港電器業協會

Future Beyond AI

2024—26

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No.6, Taihua Road, Hecheng Residential District, Gaoming, Foshan, Guangdong, China (528500)

- Tel: 852 - 2309 1283
- Fax: 852 - 2309 7483
- E-mail:auone@auone.com
- Tel: +86-757-88629718
- Fax: +86-757-88629717
- Website: www.auone.com

香港電器業協會簡介

本會（原名：香港電器製造業協會）成立於 1998 年 7 月，是一間獨立非牟利機構。
目前共有 200 多名會員，是香港電器業一個甚有代表性的團體。

協會之宗旨在於

- 加強同業間之溝通、交流和合作
- 與政府機構、工業及貿易團體建立聯繫，協助反映同業的集體意見，為香港電器業謀求利益
- 協助提升香港電器業界有關技術、管理及市場拓展方面之技能，以改善其生產力及提高其市場競爭力
- 組織及贊助有關促進香港電器業發展的活動
- 為同業建立聯繫及溝通平台，與海內外買家及潛在合作伙伴發展業務關係
- 協助建立及提升香港電器業之良好聲譽及形象，以吸引更多人才加入，促進業界繁榮

Introduction of Hong Kong Electrical Appliance Industries Association

Established in July 1998 as a non-profit-making organization (Formerly known as Hong Kong Electrical Appliances Manufacturers Association), we have more than 200 members at present, and are a representative body of Hong Kong's electrical appliance industry.

Our objectives are to improve the industry as a whole by

- Enhancing the communication, interaction and co-operation among members
- Establishing liaison with and conveying the collective opinions to government bodies, industrial or trade organizations so as to serve the interest of Hong Kong electrical appliance industry
- Helping to upgrade Hong Kong electrical appliance industry' levels of engineering, technical, management and marketing skills in order to improve its performance and enhance its competitiveness in the international market
- Organizing and sponsoring related activities for the development of Hong Kong electrical appliance industry
- Establishing contacts and platforms for members to develop business relationships with overseas and local buyers and potential joint-venture partners
- Helping to build and enhance the reputation and image of Hong Kong electrical appliance industry so as to attract talent to join and grow with the industry



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香港電器業協會卸任理事長
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HKEAIA
Honorary President
Mr. Herbert Lun

時光飛逝，瞬間又要交棒予新一屆協會接任人。感謝所有一直支持協會及本人的每一位榮譽理事長、友好商會、合作伙伴、理事和會員一直以來的指導及扶持，令過去兩年香港的電器業界繼續綻放光芒、會務更上一層樓。

恭賀新任會長丁錫華先生及他的團隊，並祝願他們在未來的工作中取得成功。我本人會在新的崗位繼續支持協會成長。

回顧過去兩年，協會透過工業貿易署的工商機構支援基金(TSF)撥款資助，開展名為【香港電器業線上線下走進東盟】及【推廣優質、創新及先進的香港電器業，以發掘內地市場新機遇】兩個項目，先後到訪泰國、馬來西亞、越南及上海參與展覽會，推廣優質香港家電。疫情期間，很多活動無奈需要取消或延期，亦要積極追回之前未能完成之項目，感恩得到理事會團隊的諒解及支持，才能不負眾望，順利完成。

在過去幾年，香港電器行業經歷了顯著的發展和變化，隨著5G、物聯網（IoT）和人工智能（AI）技術的快速發展，推動了智能家居和智慧城市相關產品的需求。新冠疫情改變了消費者的生活方式，除了對健康相關產品（如空氣淨化器、消毒機和紅外線測溫儀類產品）的需求增加、電子支付、網購消費模式的興起、遠程辦公和在線學習的普及也帶動了相關智能設備及家電產品的需求。

全球供應鏈的不穩定性，特別是在疫情期間，對電器業的生產和物流造成了挑戰。高技術人才的短缺，使得企業在創新和技術升級方面面臨困難。儘管面臨這些挑戰，香港電器業仍然擁有許多機遇，如利用香港的國際貿易樞紐地位和創新技術優勢，來推動行業的持續發展。這些變革展示了香港電器行業在技術創新、環保趨勢和市場需求方面的適應能力和潛力。

香港電器業在過去幾十年中取得了顯著的成就，未來也充滿了希望。隨著科技的進步和全球市場的擴展，這個行業有很多潛力可以發揮。希望香港的電器業能夠繼續創新，提升產品質量，並在國際市場上佔有一席之地。祝願香港電器業未來更加繁榮，企業能夠抓住機遇，迎接挑戰，為全球消費者提供更多優質的家電產品。

本人在任期間的個人感悟和經驗不能在此一一分享，我會繼續關注和支持行業的發展。我深信新任理事長和理事團隊會繼續努力，共同推動行業發展，保持創新和合作精神，迎接未來的挑戰。多謝各位！

Time flies, and it's time to hand over the baton to the new association leaders. I would like to thank all the Honorary Presidents, friendly trade associations, partners, directors, and members who have supported the association and myself. Your guidance and support have allowed our electrical appliance industry to continue to shine and have helped the association's affairs reach new heights over the past two years.

I would especially like to congratulate the new President, Mr. Thomas Ting, and his team, and I wish them success in their future work. I will certainly continue to support the association's growth in my new role.

Looking back over the past two years, the association, with funding support from the Trade and Industry Department's Trade and Industrial Organisation Support Fund (TSF), launched two projects: "Hong Kong electrical appliance industry enters ASEAN through online and offline" and "Promote the superior, innovative and advanced Hong Kong electrical appliance industry to explore new opportunities in the Mainland", we participated in various exhibitions to promote the worldwide recognised Hong Kong home appliances in Thailand, Malaysia, Vietnam and Shanghai. During the pandemic, many activities had to be cancelled or postponed, we also need to catch up on previously outstanding deliverables. I am grateful for the understanding and support of the Board, which allowed us to successfully complete these tasks.

In recent years, the Hong Kong electrical appliance industry has undergone significant development and changes. The rapid development of 5G, the Internet of Things (IoT), and artificial intelligence (AI) technologies has driven the demand for smart home and smart city-related products. The COVID-19 pandemic has changed consumer lifestyles, increasing the demand for health-related products (such as air purifiers, disinfectors, and infrared thermometers), the rise of electronic payments, online shopping, remote work, and online learning, which have also driven the demand for related smart devices and home appliances.

The instability of the global supply chain, especially during the pandemic, has posed challenges to the production and logistics of the electrical appliance industry. The shortage of high-tech talent has made it difficult for companies to innovate and upgrade their technologies. Despite these challenges, the Hong Kong electrical appliance industry still has many opportunities, such as leveraging Hong Kong's status as an international trade hub and its advantages in innovative technology to drive the industry's sustainable development. These changes demonstrate the Hong Kong electrical appliance industry's adaptability and potential in technological innovation, environmental trends, and market demand.

The Hong Kong electrical appliance industry has achieved remarkable accomplishments over the past few decades and has a promising future. With technological advancements and the expansion of global markets, this industry has a lot of potential to tap into. I hope our electrical appliance industry can continue to innovate, upgrade product quality, and to hold a position in the international market. I wish for a more prosperous future for the Hong Kong electrical appliance industry, with companies seizing opportunities, meeting challenges, and providing more high-quality home appliances to global consumers.

My personal insights and experiences during my tenure cannot be fully summarized by this article. I will, of course, continue to pay attention to and support the development of the industry. I firmly believe the new President and the Board Members will continue to work hard together to promote industry development, maintain a spirit of innovation and cooperation to embrace future challenges. Thank you all!

新一屆理事會正式誕生，承蒙各位同業及會員的信任與支持，本人接任理事長一職，深感榮幸！我參與會務多年，自2012年起成為協會理事會成員，見證協會上下一直齊心參與，感恩在充滿挑戰的營商環境中，協會仍致力推動同業交流及互動，實屬難得！因此，我決定接受這個新角色的挑戰，毋忘初心，竭盡所能繼續為各會員服務。

對於所有榮譽會長和理事會一直以來的努力和貢獻，相關政府部門、官方機構、友好商會、業界人士及會員的過往支持與信任，本人謹代表協會致以衷心的謝意。雖然協會資源有限，仍能迅速發展，全賴得到業界的肯定，特別感謝香港生產力促進局及香港貿易發展局過往多年來，分別在工業技術支援及市場推廣發展等範疇作多方面的扶持。

我對香港電器業的發展前景相當樂觀，因為香港電器業無論在創新技術、市場需求、政府支持、國際貿易和環保趨勢的推動下，均具有良好的發展前景。

隨著科技的快速發展，電器產品不斷更新換代。香港作為一個國際科技和創新中心，擁有良好的研發環境和技術支持，這有助於電器業界推出更多創新產品、推動綠色技術和相關環保產品的開發。另外，由於生活水平的提高和消費者對智能家居產品的需求增加，電器產品的市場需求持續增長。特別是智能家電和節能產品，越來越受到消費者的青睞。最重要的是得到政府的支持，通過各種政策和資助計劃，支持本地企業的創新和發展。例如，創新及科技基金（ITF）、工商機構支援基金（TSF）、中小企業市場推廣基金（EMF）及BUD專項基金等。

未來將會是智能化和互聯的世界，電器產品將更加智能化，通過物聯網技術實現互聯互通，提升用戶體驗。中美貿易戰對香港電器業既帶來了挑戰，也促使企業進行戰略調整和創新，以應對不斷變化的市場環境。為了應對關稅影響，部分企業開始考慮將生產線轉移到其他國家。這導致供應鏈的重組和調整，增加了運營的複雜性。隨著新興市場的崛起，電器行業將迎來更多機遇和挑戰，企業需要不斷創新以保持競爭力。電器行業將繼續關注推動環保和可持續發展，開發更多節能/環保產品。因此，更要強調創新和技術進步的重要性，鼓勵企業加大研發投入。地緣政治千變萬化，外圍經濟繼續存在變數，業界必須居安思危，全力以赴，讓行業持續發展。

未來協會將繼續與政府及行業合作，支持相關政策和措施，希望業界積極參與各項計劃和活動，共同推動行業發展。協會也會鼓勵會員企業之間加強合作、提倡行業自律、提升整體形象和競爭力。

長江後浪推前浪，一代新人勝舊人。年輕人勇於爭先、敢於創新，是推動社會進步的重要力量，所以今屆我也大膽推薦了幾位年輕人出任副理事長，除了希望讓他們發揮所長，也希望培育新一代青年領袖成為未來建設美好香港的重要力量。

我與我的團隊會繼續攜手秉持協會的成立宗旨，齊心為業界服務，邁向成功新一頁。多謝各位。



香港電器業協會理事長
丁錫華先生

HKEAIA
President
Mr. Thomas Ting

Development Council for their support in providing industrial technology solutions and market promotion over the years.

I am very optimistic about the growth prospects of Hong Kong's electrical appliance industry. Driven by innovative technology, market demand, government support, international trade, and environmental trends, the industry has a promising future ahead.

With the rapid development of technology, electrical products are constantly being updated. As an international hub for technology and innovation, Hong Kong provides a strong research and development environment and technical support, enabling the electrical appliance industry to launch more innovative products and promote the development of green technology and related environmental products. Furthermore, with improving living standards and increasing demand for smart home products, the market demand for electrical products continues to grow. Smart home appliances and energy-saving products, in particular, are increasingly favoured by consumers. Most importantly, government support through various policies and funding programs aids local enterprises' innovation and development. Examples include the Innovation and Technology Fund (ITF), the Trade and Industry Department's Trade and Industrial Organisation Support Fund (TSF), the SME Export Marketing Fund (EMF), and the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund).

The future will be a world of intelligence and connectivity, with electrical products becoming more intelligent and interconnected through IoT technology, thereby enhancing user experience. The Sino-US trade war has brought challenges to Hong Kong's electrical appliance industry but has also prompted companies to make strategic adjustments and innovations to cope with the changing market environment. To counter the impact of tariffs, some companies have begun considering relocating their production lines to other countries. This has led to the reorganisation and adjustment of supply chains, increasing operational complexity. With the rise of emerging markets, the electrical appliance industry will encounter both more opportunities and challenges, requiring continuous innovation to maintain competitiveness. The industry will continue to focus on promoting environmental protection and sustainable development, developing more energy-saving and environmentally friendly products. Therefore, it is crucial to emphasize the importance of innovation and technological advancement, encouraging companies to increase their investment in research and development. Given that geopolitical changes and external economic uncertainties persist, the industry must remain vigilant and strive for sustainable development.

In the future, the association will continue to cooperate with the government and the industry, supporting relevant policies and measures. We hope the industry will actively participate in government programs and activities to foster industry development. The association will also encourage member companies to strengthen cooperation, advocate industry self-discipline, and enhance overall image and competitiveness.

As the saying goes, "The waves behind drive on those before," and each new generation surpasses the previous one. Young people are brave and innovative, driving social progress. Therefore, I have boldly recommended several young individuals to serve as Vice-President this term. I hope they can showcase their talents and cultivate a new generation of leaders to become an important force in building a better Hong Kong.

My team and I will continue to uphold the association's founding principles, working together to serve the industry and move towards a new chapter of success. Thank you all.

I would like to express my gratitude to all the Honorary Presidents and Board Members for their efforts and contributions, as well as the support and trust from all relevant government departments, official organisations, supportive trade associations, industry professionals, and HKEAIA members. Despite having limited resources, the association has rapidly developed and gained industry recognition. I am particularly grateful to the Hong Kong Productivity Council and the Hong Kong Trade

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Fax: +852 2950 9332

China Plant

30 Li Heng Road,
Li Heng Administrative Zone,
Qingxi Town, Dongguan, China

Tel: +86 769 87735553
Fax: +86 769 87739946



Thailand Plant 1

371/2 Moo. 6, Borwin,
Sri Racha, Chonburi 20230, Thailand

Tel: +66 38 182512-3
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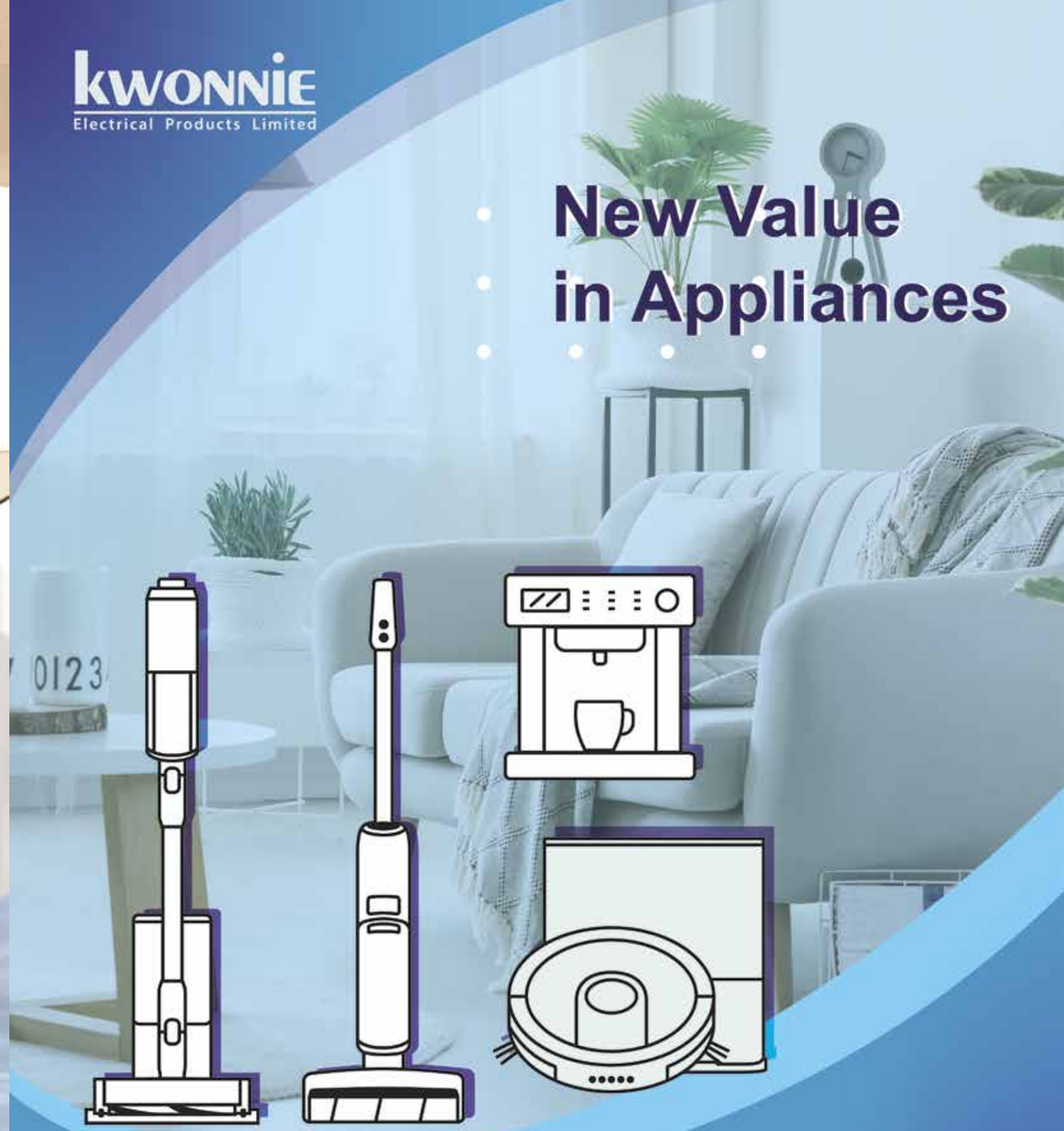
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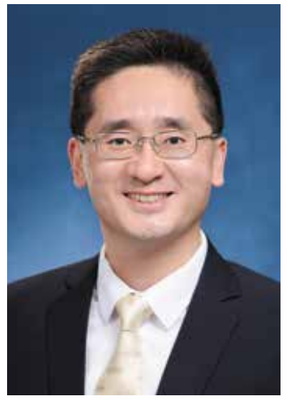


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機電工程署署長 潘國英

機電工程署 EMSD

業界獻辭 Message from Government Officials & Related Associations



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立法會主席梁君彥



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付梓



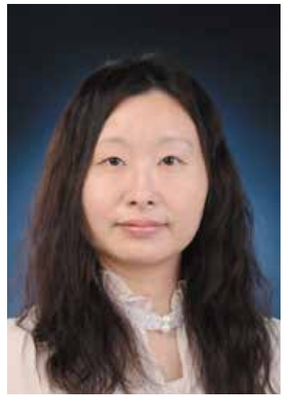
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香港電器業協會第十四屆理事會成立誌慶

業界獻辭 Message from Government Officials & Related Associations

同儕策勉 獻績日彰

香港電器業協會第十四屆理事會成立誌慶



香港特別行政區政府駐粵經濟貿易辦事處主任
蘇惠思 敬賀

興茂電業 邁向未來

香港電器業協會第十四屆理事會成立誌慶



全國人大代表
香港特別行政區立法會議員
吳永嘉，BBS, JP 敬賀

聚賢集智 電業騰飛

香港電器業協會第十四屆理事會成立誌慶



香港工業總會主席
莊子雄 敬賀

興茂電業 邁向未來

香港電器業協會第十四屆理事會成立誌慶



香港中華廠商聯合會會長
盧金榮博士 敬賀

業界獻辭 Message from Government Officials & Related Associations

業界獻辭 Message from Government Officials & Related Associations

精研科技 裕業開新

香港電器業協會第十四屆理事會成立誌慶



香港貿易發展局總裁
方舜文女士 敬賀

團結同業 弘展商機

香港電器業協會第十四屆理事會成立誌慶



香港中華出入口商會會長
貝鈞奇，SBS, BBS, MH 敬賀



開發創新 造福業界

香港生產力促進局主席
陳祖恒議員 敬賀

香港電器業協會第十四屆理事會成立誌慶



興茂電業 邁向未來

香港生產力促進局總裁
畢堅文，MH 敬賀

香港電器業協會第十四屆理事會成立誌慶

匯聚創新人才 引領電業前行



香港科技園公司主席
查毅超博士，SBS, BBS, JP 敬賀

香港電器業協會第十四屆理事會成立誌慶

精研科技 共創商機



香港應用科技研究院主席
李惠光工程師 敬賀

香港電器業協會第十四屆理事會成立誌慶

宏猷共商 創新前程



香港數碼港管理有限公司董事局主席
陳細明，BBS, JP 敬賀

香港電器業協會第十四屆理事會成立誌慶

推動工業創佳績 發展科技獻新猷



香港數碼港管理有限公司行政總裁
鄭松岩博士 敬賀

香港電器業協會第十四屆理事會成立誌慶



香港大學校長 張翔

團結共鑄宏圖

香港電器業協會第十四屆理事會成立誌慶

致意

業界獻辭 Message from Government Officials & Related Associations

香港電器業協會第十四屆理事會成立誌慶

人才薈萃 拓貿弘商



香港理工大學校長滕錦光

敬賀

業界獻辭 Message from Government Officials & Related Associations



CityU

香港城市大學校長

梅彥昌 敬賀

二零二四年五月

香港電器業協會二零二四—二零二六年度第十四屆理事會成立誌慶

精研電器開新境

力拓商機達遠邦



Lingnan 嶺南大學 University 香港 Hong Kong

香港電器業協會
第十四屆理事會成立誌慶

開發創新
造福業界

嶺南大學校長

秦泗釗 致意



香港教育大學
The Education University of Hong Kong

駿業宏開 群猷益彰

香港電器業協會二零二四至二零二六年度
第十四屆理事會成立誌慶

香港教育大學校長
李子建
敬題



香港恒生大學
THE HANG SENG UNIVERSITY OF HONG KONG

凝聚電器業 開創新商機

香港電器業協會第十四屆理事會成立誌慶

香港恒生大學校長　何順文教授
致意

業界獻辭 Message from Government Officials & Related Associations



香港樹仁大學校監兼校長
胡鴻烈博士，大紫荊勳賢，GBS, JP 敬賀

俊彥同心 興港惠群

香港電器業協會第十四屆理事會成立誌慶



香港都會大學校長
林群聲 敬賀

精誠團結 共鑄宏圖

香港電器業協會第十四屆理事會成立誌慶



興茂電業 邁向未來

香港電器業協會第十四屆理事會成立誌慶

職業訓練局執行幹事　唐智強



凝聚業界 共鑄宏圖

香港電器業協會第十四屆理事會成立誌慶

職業訓練局主席　戴澤棠

業界獻辭 Message from Government Officials & Related Associations

業界獻辭 Message from Government Officials & Related Associations

香港電器業協會第十四屆理事會成立誌慶

力圖創新
精益求精



平等機會委員會主席
林美秀 敬賀

香港電器業協會第十四屆理事會成立誌慶

眾心一志展創意
提升品質惠社群



消費者委員會
總幹事黃鳳嫺 敬賀



香港設計中心主席
嚴志明教授 敬賀

香港電器業協會第十四屆理事會成立誌慶

開發創新
造福業界

香港電器業協會第十四屆理事會成立誌慶

宏猷共商
創新前程



珠三角工業協會主席
王博文 敬賀

香港電器業協會第十四屆理事會成立誌慶

同臻卓越
溥益工商



香港出口信用保險局總監
趙民忠 敬賀

香港電器業協會第十四屆理事會成立誌慶

推動創意電業
提升香港品牌



香港工業專業評審局主席
梁勵 敬賀

香港電器業協會第十四屆理事會成立誌慶

團結業界
共創輝煌



香港創新科技及製造業聯合總會主席
李遠發教授 敬賀

業界獻辭 Message from Government Officials & Related Associations

香港電器業協會第十四屆理事會成立誌慶

興茂電業
邁向未來



香港出口商會會長
孫榮聰 敬賀

香港電器業協會第十四屆理事會成立誌慶

推動工商
促進繁榮



東莞市外商投資企業協會會長
連漢森 敬賀

香港電器業協會第十四屆理事會成立誌慶

推動創意電業
提升香港品牌



香港工商品牌保護陣綫主席
麥美儀 敬賀

香港電器業協會第十四屆理事會成立誌慶

業界英才
共創佳績



香港各界商會聯席會議秘書長
沈運龍 敬賀

香港電器業協會第十四屆理事會成立誌慶

精研科技
共創新機



香港電子業商會會長
蘇煜均博士 敬賀

香港電器業協會第十四屆理事會成立誌慶

造福業界
共創商機



香港模具協會主席
蔡俊杰 敬賀

【香港電器業協會】第十四屆理事會成立誌慶

創新立業
弘展商機



香港商業專業評審中心會長文德榮 敬賀

香港電器業協會第十四屆理事會成立誌慶

精誠團結
共創新機



香港青年工業家協會會長
陳宇澄 敬賀

業界獻辭 Message from Government Officials & Related Associations

香港電器業協會第十四屆理事會成立誌慶

敬業樂群
利惠工商



香港綫路板協會會長
鍾泰強 敬賀

香港電器業協會第十四屆理事會成立誌慶

推動創意電業
提升香港品牌



香港電鍍業商會會長
何冠寰 敬賀

香港電器業協會第十四屆理事會成立誌慶

匯聚業界精英
携手拓展未來



香港付貨人委員會主席
林宣武，GBS, JP, FCILT 敬賀

香港電器業協會第十四屆理事會成立誌慶

同心協力
拓展科技



港九電業總會會長
李銓昌 敬賀

香港電器業協會第十四屆理事會成立誌慶

科技力量
民富國強



全國人大代表
互聯網專業協會會長
洗漢迪 敬賀

香港電器業協會第十四屆理事會成立誌慶

業界英才
共創佳績



香港模具及產品科技協會理事長
林偉明 敬賀

香港電器業協會第十四屆理事會成立誌慶

興茂電業
邁向未來



香港電氣製品協會主席
呂偉 敬賀

香港電器業協會第十四屆理事會成立誌慶

協力同心
興業惠群



香港金屬製造業協會會長
孫楚強博士 敬賀

業界獻辭 Message from Government Officials & Related Associations

香港電器業協會第十四屆理事會成立誌慶

人才薈萃
共創新猷



香港塑膠機械協會會長
劉卓銘 敬賀

香港電器業協會第十四屆理事會成立誌慶

電惠民生
器滿力行



香港鑄造業總會會長
梁詩雅 敬賀

香港電器業協會第十四屆理事會成立誌慶

團結業界
共創輝煌



香港三維打印協會會長
胡力恒 敬賀

香港電器業協會第十四屆理事會成立誌慶

推動創意電業
提升香港品牌



香港工業設計師協會主席
張耀輝 敬賀

香港電器業協會第十四屆理事會成立誌慶

精誠團結
共創新機



香港塑膠業廠商會主席
許文偉 敬賀

香港電器業協會第十四屆理事會成立誌慶

精研科技
共創新機



香港中小型企業總商會會長
黎卓斌 敬賀

香港電器業協會第十四屆理事會成立誌慶

精研科技
共創新機



香港自動化科技協會主席
楊孟璋教授 敬賀

香港電器業協會第十四屆理事會成立誌慶

會務昌隆
共享繁榮



香港五金商業總會理事長
陳伯中 敬賀

業界獻辭 Message from Government Officials & Related Associations

香港電器業協會第十四屆理事會成立誌慶

凝聚實力
邁進未來



香港印藝學會主席
馬楚力 敬賀

香港電器業協會第十四屆理事會成立誌慶

精研科技
共創新機



香港玩具廠商會會長
柯曉泉 敬賀

香港電器業協會第十四屆理事會成立誌慶

精研科技
共創新機



香港 O2O 電子商務總會會長
許文俊 敬賀

香港電器業協會第十四屆理事會成立誌慶

推動創意電業
提升香港品牌



香港醫療及保健器材行業協會主席
梁立慧 敬賀

香港電器業協會第十四屆理事會成立誌慶

人才薈萃
共創新猷



港九塑膠製造商聯合會主席
黃雯茵博士 敬賀

香港電器業協會第十四屆理事會成立誌慶

宏猷共商
創新前程



香港工業總會青年委員會主席
孫榮亨 敬賀

香港電器業協會第十四屆理事會成立誌慶

電源機靈透
器度可納舟



香港鐘表工業協會主席
劉燊濤 敬賀

香港電器業協會第十四屆理事會成立誌慶

推動創意電業
提升香港品牌



香港家具協會主席
陳嘉賢, JP 敬賀

業界獻辭 Message from Government Officials & Related Associations

香港電器業協會第十四屆理事會成立誌慶

凝聚業界
共鑄宏圖



香港航空業協會會長
張謙華教授工程師 敬賀

香港電器業協會第十四屆理事會成立誌慶

電源機靈透
器度可納舟



香港傢俬裝飾廠商總會主席
梁勵 敬賀

香港電器業協會第十四屆理事會成立誌慶

匯聚業界精英
攜手拓展未來



順德家電商會會長
廣東萬和集團董事長
盧楚隆 敬賀

香港電器業協會第十四屆理事會成立誌慶

電源機靈透
器度可納舟



香港螺絲業協會主席
徐炳輝 敬賀

恭賀 香港電器業協會
第十四屆理事會成立誌慶

興茂電業
共創輝煌



香港鐘表業總會
主席 林煒曜

香港電器業協會第十四屆理事會成立誌慶

興茂電業
邁向未來



香港珠寶玉石廠商會會長
張敬猷 敬賀

香港電器業協會第十四屆理事會成立誌慶

凝聚業界
共鑄宏圖



香港表廠商會會長
陳偉 敬賀

香港電器業協會第十四屆理事會成立誌慶

推動工業創佳績
發展科技獻新猷



香港初創企業協會主席
杜偉樑教授 敬賀

HKEAIA
HONG KONG ELECTRICAL APPLIANCE INDUSTRIES ASSOCIATION
香港電器業協會

Future Beyond AI

祝賀香港電器業協會第十四屆理事會成立誌慶

新瑪德集團
SIMATELEX

新瑪德製造廠有限公司
Simatelex Manufactory Company Limited

致意

NHH

Ngai Hing Hong Company Ltd
毅興行有限公司

塑料贸易
Plastics Trading

工程塑料
Engineering Plastics

水溶性颜料
Liquid Color

塑料着色
Colorants

汽车零部件
Automotive Parts

3D 打印物料
Printing Materials

全生物降解彩色母粒
Biodegradable Color Masterbatches



联系方式　Email 电邮：info@nhh.com.hk　Website: www.nhh.com.hk

塑料着色
中国香港：(0852) 26931772　上海：(021) 69213333
东莞：(0769) 81226812　成都：(028) 83285026
青岛：(0532) 87273126　厦门：(0592) 6093211

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名譽主席
HONORARY CHAIRMAN



名譽主席
Honorary Chairman

汪穗中博士, BBS, JP
Dr. Patrick Wang, BBS, JP

德昌電機集團
Johnson Electric Group



名譽主席
Honorary Chairman

葉傑全博士
Dr. K. C. Yip

通用國際企業有限公司
G. E. W. International Corporation Limited



名譽主席
Honorary Chairman

孫啟烈教授, BBS, JP
Prof. Cliff Sun, BBS, JP

建業五金塑膠廠有限公司
Kin Hip Metal & Plastic Factory Limited



名譽主席
Honorary Chairman

蔣震博士, GBM
Dr. Chiang Chen, GBM

震雄集團有限公司
Chen Hsong Holdings Limited

1923-2022



名譽主席
Honorary Chairman

郭修圃太平紳士、全國政協委員
Mr. Kwok Sau-po, JP

金電集團
Golden Electric Group

榮譽會長
HONORARY PRESIDENT



創會及榮譽會長
Founding & Honorary President (1998-2002)

鍾志平博士, GBS, BBS, JP
Dr. Roy Chung, GBS, BBS, JP

鵬程慈善基金
Bright Future Charitable Foundation



榮譽會長
Honorary President (2002-2004)

郭燦耀先生
Mr. Benjamin Kwok

光榮電業有限公司
Kwonnie Electrical Products Limited



榮譽會長
Honorary President (2004-2006)

陳國民博士, MH
Dr. Edward Chan, MH

德國寶(香港)有限公司
German Pool (Hong Kong) Limited



榮譽會長
Honorary President (2006-2008)

郭漢林先生
Mr. Steven Kwok



榮譽會長
Honorary President (2008-2010)

梁廣泉先生, MH
Mr. K. C. Leung, MH



榮譽會長
Honorary President (2010-2012)

葉中賢博士, BBS, JP
Dr. Daniel Yip, BBS, JP

通用國際企業有限公司
G. E. W. International Corporation Limited



榮譽會長
Honorary President (2012-2014)

查毅超博士, SBS, BBS, JP
Dr. Sunny Chai, SBS, BBS, JP

福田科技有限公司
Fook Tin Technologies Limited



榮譽會長
Honorary President (2014-2016)

廖煥輝博士
Dr. Tommy Liu

TL Group Limited



榮譽會長
Honorary President (2016-2018)

林偉明先生
Mr. Albert Lam

建福實業有限公司
Kenford Industrial Company Limited



榮譽會長
Honorary President (2018-2020)

陳稼晉先生
Mr. Patrick Chan

利記集團
Lee Kee Group



榮譽會長
Honorary President (2020-2022)

馮建輝先生
Mr. Ken Fung

德國寶(香港)有限公司
German Pool (Hong Kong) Limited



榮譽會長
Honorary President (2022-2024)

倫達基先生
Mr. Herbert Lun

永生膠木電器廠有限公司
Wing Sang Bakelite Electrical Manufactory Limited

榮譽副會長
HONORARY VICE-PRESIDENT



榮譽副會長
Honorary Vice-President

蔣麗苓小姐
Ms. Maria Chiang

震堅實業有限公司
Chen Chien Holdings Limited



榮譽副會長
Honorary Vice-President

鄭玉而博士, MH
Dr. Connie Cheng, MH

東保集團
Tunbow Group



榮譽副會長
Honorary Vice-President

胡家成先生
Mr. Eddy Wu



榮譽副會長
Honorary Vice-President

黃文信先生
Mr. Michael Wong



榮譽副會長
Honorary Vice-President

梁淳強先生
Mr. Keith Leung



榮譽副會長
Honorary Vice-President

文肇偉先生
Mr. Sebastian Man

中美國際集團有限公司
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微動開關
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立足亞洲放眼世界
Asia as a Strong Foundation of Global Market

郭小偉 Allan GUO
雷特控股有限公司市場總監
Marketing Director of RayTech Holdings Company Limited



與雷特控股有限公司主席 Ray 的專訪彷彿不久之前，這次再與其市場總監郭小偉 Allan 訪問，言談間他提到「味道」，語氣與 Ray 如出一轍：「每個市場都有不同『味道』，做市場營銷最重要是對『味道』要有敏銳觸覺。」——果然 RayTech 的經營理念上下齊心，相當一致；而由 Allan 帶領市場營銷部，更顯公司對市場營銷策略的重視。

站穩亞洲市場的一步

Allan 坦言自己讀工程出身，從未想過會踏足市場營銷這個範疇，感謝 Ray 的器重和提攜，令他「開發」了自己的潛能：「本來我不太擅長同人溝通，喜歡自己安靜地做事，做了市場營銷之後愈來愈多與人溝通交流，思考方式也要作出轉變，不再閉門造車，而是不斷思考怎樣應付瞬息萬變的市場。」Allan 因應時勢而改變自己的思維模式，其後他逐漸掌握公司產品特性、了解生產過程，再到進一步迎向更多挑戰如廠房管理、開發產品等等，「不斷自我增值，我認為這也是市場營銷人才的重要特質。」

就如 RayTech 多年來也務求持續「增值」，雖然客戶以歐美及日本為主，但作為在香港創立、廠房紮根內地的企業，開發亞洲市場也一直是其重點：「五、六年前開始我們更著意發展國內市場，因為中國的內需市場因應人民生活質素提升、對產品的要求也相應增加而有所增長。」過去數年疫情令全球貿易受影響，但因 RayTech 早著先機看準了發展內地市場的時機，而站穩了在亞洲市場的重要一步。然而，隨著各種新產品如雨後春筍般冒出市場，各地市場需求會否已飽和？對 RayTech 又有何挑戰？

擴展東盟市場的時機

Allan 強調，市場發展策略是循序漸進的，也很需要透過了解不同市場的需求去掌握其「味道」，這也是 RayTech 能立足亞洲，放眼全球市場的要素：「接下來我們會探索東盟市場等新市場的可能性。我相信當地社會發展令他們對自己的生活要求也會提升，進而要求更高質素的產品，這便是我們的機遇。」進入他口中所說的「後疫情時代」，無論是生產過程或工作人員的身心狀態也許都未能即時回復到疫情前的狀態，很多公司仍需要內部調整，「但我認為這是普遍廠家都會面臨的挑戰。一些廠家的變化可能選擇結業，也有些在『撐』住，而我們 RayTech 慶幸生意額並無大跌，可見我們多年來和客戶培養互相信賴和依靠的良好關係，有一定抗風險的能力以及抗風險的周期也較長，才能屹立至今。」

他和 Ray 都念念不忘的「味道」，正是要尊重不同市場需求，從而提供其所需產品。他指：「工作方式和產品製造無所謂對與錯，而是跟隨公司文化和管理者的風格，例如有些公司針對年輕市場，設計可能較會較天馬行空，有些則比較中規中矩，但兩者的產品功能都可以同樣優質好用，總會各有支持者，因此最重要是找到公司的市場定位，才能在不同市場中站穩腳步。」

In this interview with Allan GUO, the Marketing Director of RayTech, he also mentions the importance of "taste," echoing the president Ray's sentiment: "Every market has its own unique 'taste,' and in order to succeed in marketing, it is crucial to have a keen sense of this 'taste'." It is clear that RayTech's management philosophy is consistent throughout the company. With Allan leading the marketing department, it further emphasizes the company's commitment to marketing strategy.

Founded and Evolving in Asia

Having studied engineering as his major, Allan has never expected to venture into the field of marketing. He credits Ray for recognizing his potential and providing guidance that allowed him to "develop" his abilities. "I wasn't good at communicating with people before and preferred to work quietly on my own. But after entering the marketing industry, I had to communicate and interact with people more, and my way of thinking had to change, into constantly thinking about how to respond to the ever-changing market." Allan adapted to the times by gradually gained a better understanding of the company's product features and production processes. He then took on more challenges, such as factory management and product development. "Continuous self-improvement is an value-added important characteristic of marketing talent," he added.

Similarly, RayTech has been striving to "add value" over the years. Although RayTech's main market is shared with Europe, America, and Japan, as a company founded in Hong Kong with factories rooted in mainland China, developing the Asian market has always been a priority. "A few years ago, we began to focus more on developing the domestic market in China, as the demand for products had increased due to the improvement of people's living standards," said Allan. While the global trade has been affected by the pandemic in recent years, RayTech took the opportunity to develop the domestic market in China. This was an important step which allowed them to maintain a foothold in the Asian market. However, as the market continues to evolve with new products emerging, there are challenges ahead.

Exploring the opportunities in ASEAN market

Allan emphasizes that market development strategy is a gradual process, and it is important to understand the needs of different markets in order to grasp their "taste." This is also a key factor that has enabled RayTech to establish a foothold in the Asian market and expand globally. "We will explore the potential of new markets such as ASEAN. I believe that as their society and economic environment develop, their demand for higher quality products will increase, and this is where our opportunities lie." He addresses the "post-pandemic era," which may take some time for companies and its employers to adjust to changes in their production processes. "But I think this is a challenge that many manufacturers share. Some manufacturers may choose to close down, while others will persevere. RayTech are fortunate that our business has not suffered a significant decline. This is a result of the good relationships we have built with our clients over the years, which has enabled us to withstand risks and have a longer risk-resistance period."

The "taste" that both Ray and Allan emphasize, is to respect the need of different markets thus providing products that meet the needs. "There is no right or wrong way of working or producing products. It is all about following the company culture and the style of management. Some companies design more creative products for younger and adaptive markets, while others are more conventional. Both products can be of equally high quality and usability, and there will always be supporters for both. Therefore, it is most important to find the company's market positioning in different markets."

In the ever-changing global market, companies must be able to seek and adapt to the needs of different markets. Allan believes RayTech will continuously innovate and improve their products and services in order to stay ahead of the trend and challenges, therefore achieve long-term success.



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貼近市場脈膊
Breathing with the Pulse of the Market

陳祖恒 Sunny TAN
香港生產力促進局主席
Chairman of the Hong Kong Productivity Council



陳祖恒議員 (Hon Sunny TAN) 出任香港生產力促進局 (生產力局) 主席雖未滿一年，但他在業界擔任不少公職，亦早已擔任過生產力局理事會成員及職員事務委員會主席，熟悉生產力局的發展歷程，因此對生產力局接下來如何配合政府的新型工業化政策定位清晰，銳意帶領生產力局推動新型工業化，協助香港企業把握新型工業化黃金機遇，邁向新型工業化時代。

善用香港工業優勢

香港工業由傳統工業再到 2016 年特區政府提出「再工業化」，以至於 2022 年施政報告所提出的「新型工業化」，逐漸釐清了香港工業的優勢，在於利用先進科技的高增值生產，以及「香港品牌」所代表的多元化產業。

Sunny 認為生產力局的主要角色便是協助企業利用上述優勢，找出合適的產品及生產模式，並透過應用創新科技幫助企業研究產品如何走入市場。「我們不是生產者，作為香港創科體系的重要組成機構，生產力局是香港工業政策的執行者和推動者。我們的客戶包括中小企業、大企業，甚至政府機構；而科技發展一日千里，我們亦要與時並進，才可以幫助客戶走出第一步，利用現時市場上的科技加上創科創意，將之變成我們能夠應用的解決方案。為企業找到生產鏈上的痛點，我們就會知道怎樣用科技作出突破，解決痛點！」

也因此，生產力局在 2004 年於內地註冊成立了辦事處，除了是協助香港企業與內地廠商溝通的橋梁，亦與中國科學院、清華大學自動化系、香港科技大學及美國麻省理工學院等國際知名科研機構緊密合作，透過合作夥伴提升科技能力；又每年更新科技設備及引進人才，全力配合《香港創新科技發展藍圖》。

新型工業化的嶄新解決方案

工業生產鏈涉及不同工序，哪些適合在香港進行，是政府推行再工業化以來，企業一直有待解決的痛點。至去年重整步伐提出新型工業化，Sunny 認為香港工業升級轉型的方向更為清晰：「香港不可能做到所有類別的生產工序，因此我們更要清楚自己的優勢和定位。我認為香港的新型工業化包括兩大範疇，一個是發展和壯大現有的創新科技，如人工智能與數據科學、生命健康科技、先進製造與新能源科技等新興產業；另一個是傳統工業升級轉型，如食品加工、鐘錶、建築業等，以尖端科技為企業創優增值。」

Sunny 以毛衣生產為例，過往香港的紡織製衣業蓬勃一時，但因為大規模量產的需要而令工廠北移，近年卻有毛衣公司透過再工業化相關資助在香港引進新型的生產機器，可以將整件毛衣織出來，而非往昔需分成幾片織造再由人手縫合。利用創新科技的新型工業化生產模式，可大幅減少所需的工人數量，產業升級同時對工人所需的技術要求亦增加，轉型為能夠操作新型機器的工人或技術人員，這也令到在香港生產毛衣變成可能。「為何要花心思去為傳統工業生產尋找新的出路？因為『香港製造』的品牌在海內外擁有廣泛的認可。新型工業化的發展藍圖下，我們可以將其中一些部份的生產工序在香港進行，採用高增值的生產方式解決土地及人力資源問題，這就是我們能夠協助企業找到的解決方案。」

Hon Sunny TAN, who has been the Chairman of the Hong Kong Productivity Council (HKPC) since August 2022, has held numerous public positions in the industry. He previously served as a Council member of HKPC and Chairman of the Council's Staffing Committee, thus being well-versed in the development of HKPC. As such, he has a clear understanding of how HKPC can support the government's new industrialisation policy and is determined to lead HKPC to promote new industrialisation, empowering Hong Kong enterprises to seize the golden opportunities along with Hong Kong's industrial development and to adapt to a new era of industrialisation.

Leveraging the strengths of Hong Kong Industry

From traditional industrial production, to "reindustrialisation" as put forwarded by the HKSAR Government in 2016, and the new industrialisation development prioritised in the 2022 Policy Address, the strengths of Hong Kong industries have become clearly defined. The future lies in leveraging advanced technology to promote high-value-added manufacturing, and fostering the development of diversified industries embodied by the "Made-in-Hong Kong" brand.

Sunny believes that the primary role of HKPC is to assist businesses in leveraging Hong Kong strengths, identifying suitable products and production models, and using innovative technologies to make their products adapt to the market. "HKPC is not a manufacturer. As a vital member in Hong Kong's innovation and technology (I&T) ecosystem, HKPC is an implementer and facilitator of Hong Kong's industrial policy. Our clients include small and medium-sized enterprises, large corporations, and government agencies. With the rapid development of technology, we must keep pace with the times in order to help our clients take the first step and turn new technologies and innovative ideas into practical solutions that can be applied in the market. By identifying pain points in the production chain, HKPC can help enterprises using technology to find breakthroughs and address the pain points!"

In the same spirit, HKPC established an office in the Mainland in 2004, which serves as a bridge to facilitate communication between enterprises in Hong Kong and the Mainland. HKPC also collaborates closely with world-leading research institutions such as the Chinese Academy of Sciences, the Department of Automation at Tsinghua University, and the Massachusetts Institute of Technology (MIT), to enhance technological capabilities. HKPC also updates its technology equipment annually and recruits talent to fully support the Hong Kong Innovation and Technology Development Blueprint.

New solutions presented by new industrialisation

The industrial production chain involves different processes, and it has been a challenge for enterprises to identify the role and which production processes for Hong Kong to specialise in. As the Hong Kong Government introduced new industrialisation last year, Sunny believes that the direction for Hong Kong's industrial upgrading and transformation is clearer than ever before. "Hong Kong cannot carry out all categories of production processes. We need to be clear about our strengths and positioning. Hong Kong's new industrialisation development includes two main areas: one is to accelerate the development of strategic industries, such as artificial intelligent and data science, life and health technology, advanced manufacturing, and new energy technology; and the other is to upgrade and transform traditional industries, such as food processing, watch and clock, and construction, delivering values for enterprises through cutting-edge technology."

Using knitwear production as an example, Sunny explains that while Hong Kong's textile and garment industry was once booming, large-scale production had to move to the Mainland in the 1990s. However, in recent years, a knitwear company has been able to introduce new production machines in Hong Kong through reindustrialisation-related funding. The machine knits an entire sweater instead of having to knit several pieces and then hand-sew them together. The use of innovative technologies in the new industrialisation production model has greatly reduced the number of workers needed, and the skills required by workers have also shifted to those who can operate the new machines, making it possible to produce knitwear in Hong Kong.

Sunny further explains, "The reason why we are finding ways for traditional industrial production to innovate is because the 'Made-in-Hong Kong' brand appeal is widely accepted around the world. By leveraging innovative technologies in Hong Kong' s production process under new industrialisation development, some of the production processes can be carried out in Hong Kong, and we can solve land and labour resource problems by shifting to high-value-added manufacturing. This is how HKPC helps businesses identify and overcome production challenges."



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震雄屹立六十五年之謎

專注客製化科技研發

Celebrating 65 Years:

Breathing with the Pulse of the Market

蔣麗婉
Chiang Lai Yuen

震雄集團主席及總裁
Chairman and CEO
Chen Hsong Holdings Limited



震雄集團今年剛慶祝成立六十五周年，雖然是「老字號」，卻仍然與時並進地尋求科技上的突破，不斷地在產品研發上推陳出新，並不自滿於「注塑機大王」的地位而固步自封。集團主席及總裁蔣麗婉直言，除了提升震雄產品的品質和製造技術方面的能力，震雄更重視客戶需求，以客製化的解決方案與合作伙伴同行，堅持不懈向前走，迎接瞬息萬變的市場。這亦是震雄得以屹立多年仍充滿活力的原因。

緊貼家電市場脈膊

震雄多年來推出不少皇牌產品，當中家電市場最為人熟悉的主要為 MK6.6 系列注塑機、SPARK 系列全電機、DM III 系列多物料注塑機及 TP-SMART 大型二板機等，可打造不同尺寸以及物料的家電。蔣麗婉如數家珍：「我們的整個系列產品已搭建好不同配置，可以滿足到不同客戶的需求。例如有客戶希望配件可加強精細度，MK6.6 系列注塑機配置的線性導軌射台移動順滑靈敏，便可處理更精細的配件製造，混色效果方面亦令客戶滿意。」現今家電市場不止著重產品功能，外型亦需時尚美觀，精細化的模具無疑是大勢所趨；另一方面，生產工序亦需要有效率、減低耗能，此外亦需配合環保物料及節能等等要求，整體來說令這系列機型在家電業界備受讚譽。

震雄的家電品牌客戶遍佈國內與海外。國內品牌包括格力、美的、海爾、TCL、長虹以及新興民族企業——小浣熊等在內，國外品牌包括 Beko、ArÇelik 等在內，不論是國內還是國外，這些企業均是與震雄合作多年的品牌。震雄集團為這些企業、為家電行業的整體進步貢獻了自己的力量。以 Beko 為例，「Beko 是歐洲數一數二的企業，他們在羅馬尼亞設立智能無人工廠時亦採用我們的 TP-SMART 大型二板機，當中最關鍵是其全自動不停機的生產穩定度，因此在設立初期與我們緊密溝通，我們的工程師更在整個過程中與他們合作無間！」Beko 的母公司 ArÇelik 在歐洲的家電市場銷售額高達 77 億歐元，其 CEO Mr. Bulgurlu 亦曾在公開場合對震雄團隊的服務讚賞有加，可見震雄的技術支援在家電市場具相當競爭力。

國內和國外家電行業對注塑機的需求各具特點，震雄根據國內外家電行業的不同需求，會推薦不同的機型和方案，用多樣化的方案與技術滿足多樣化的需求，這是震雄技術與產品多樣化的優勢。

重塑智能工廠願景

作為國內和海外企業的強大後盾，震雄對市場需求變化尤為敏感。震雄在為 ArÇelik 提供服務時發現，歐洲當地市場著重環保物料及生產，震雄便需要跟據其對生產機器的要求作出改動；而當客戶需要打造智能工廠時，震雄工程人員亦需要具備相關知識及技術，因此無論是機器的科技研發以至技術人員培訓，震雄都一直緊貼時代脈膊。蔣麗婉提到今年震雄剛落成的創新技術中心：「今年市場競爭很大，而且有很多不明朗因素，但我認為科技發展是核心，所以設立了創新技術中心，專注研發和人才培訓，以生產技術管理方面的標準化、智能化和平台化為目標。」坐言起行，震雄既有遠景亦有計劃和執行力，因此更推出了智能管理系統 Mega Cloud，「我們叫震雄智雲，為客戶提供製造過程的數據分析，幫助他們監察生產效率，以選擇最適合的機器方案。」

時代在變，不變的是震雄以客為先的決心。

In a momentous milestone, Chen Hsong Holdings Limited recently marked its 65th anniversary. As a renowned industry veteran, Chen Hsong has demonstrated a remarkable ability to stay ahead of the curve by relentlessly pursuing technological breakthroughs and fostering a culture of innovation. Far from resting on its laurels as the unrivalled "The King of Injection Molding Machines," the company remains committed to pushing boundaries and developing groundbreaking products in the industry.

Ms Chiang Lai Yuen, the Chairman and CEO of the company, emphasizes that Chen Hsong's pursuit of excellence extends beyond enhancing product quality, to emphasis on understanding and catering customer demands. By offering tailor-made solutions and forging collaborative partnerships, Chen Hsong Holdings effectively navigates the ever-evolving marketplace, where adaptability is the key.

Pulsing with the Home Appliance Market

As a prominent manufacturer in the industry, Chen Hsong has introduced many flagship products which gains significant recognition in the home appliance market over the years. Among these, the MK6.6 series, SPARK All-electric series, DM III Multi-material series and the TP SMART Two-platen machine stand out, with the capability of producing household appliance molds of varying sizes and materials. Ms. Chiang proudly remarks, "Our entire product line with diverse configurations can be adapted to the unique needs of different customers. For instance, clients seeking enhanced precision in molding can rely on the smooth and responsive injection system of the MK6.6 series, with linear guide rails which enables the production of finer components. Furthermore, our molding machines can also satisfy customers with its extraordinary colour-mixing effects."

In today's home appliance market, functionality alone is no longer sufficient; aesthetics and stylish designs are equally important. Ms Chiang believes that the trend is moving towards intricate molds that cater to this demand, and Chen Hsong has been more competitive with more efficient, energy-saving, and environmentally friendly production processes. Beko and Arçelik, renowned names in the Europe industry, have established long-standing partnerships with Chen Hsong, "Beko, one of Europe's leading enterprises, chose our TP-SMART Two-platen machine for their intelligent unmanned factory in Romania. The crucial factor was the machine's fully automated, uninterrupted production stability. During the initial setup, our engineers collaborated seamlessly throughout the entire process by maintaining close communication with them!" With a turnover of billions of dollars in the European home appliance market, Mr. Bulgurlu, CEO of Arçelik (Beko's parent company) has publicly praised Chen Hsong's exceptional service and technical support, highlighting the company's competitiveness within the home appliance market.

Transforming into Smart Manufacturing

As a reliable technical support for domestic and international enterprises, Chen Hsong exhibits exceptional sensitivity to market demand fluctuations. Take Arçelik, for instance, where their products emphasis lies on environmentally friendly materials and production practices. Chen Hsong adapts its production machinery to meet their specific requirements. Likewise, when customers express the need to establish smart factories, Chen Hsong is always ready to assist while their engineers possess the necessary knowledge and expertise. Therefore, in aspects of technological research and development, as well as training of technical personnel, Chen Hsong consistently keeps pace with the evolving times. Chairman and CEO Ms Chiang mentions the recently completed innovation technology center, stating, "The market competition has been intense this year, with numerous uncertainties. However, I believe that technological advancement is an unstoppable trend. Therefore, we established the innovation technology center, focusing on research and development as well as talent cultivation, with the goal of standardizing, automating, and platformizing production, as well as technology management." Chen Hsong progresses with a clear vision, plans, and execution capabilities, by introducing the intelligent management system, Chen Hsong Mega Cloud." This system provides customers with data analysis of their manufacturing processes, aiding them in monitoring production efficiency and selecting the most suitable machine solutions. While times are changing, Chen Hsong's unwavering commitment to customer-centricity remains constant.



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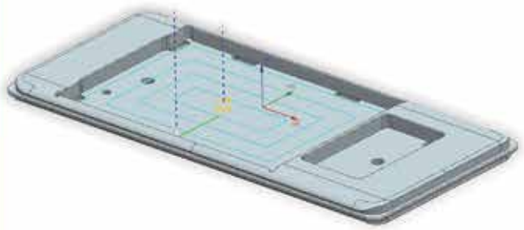
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多元發展迎新機遇

Hong Kong Gears Up with Emerging Diverse Industries

莊子雄 Steve Chuang
香港工業總會主席
Chairman of Federation of Hong Kong Industries



香港工業總會作為本港唯一法定商會組織，一直致力為各業界發聲，亦作為各中小企與政府之間的溝通橋樑，代表業界提供意見，因此主席亦須具備前瞻性眼光，洞察各行業在香港的競爭力。剛於七月三十一日履新的莊子雄主席為保力集團創辦人兼行政總裁，在工業界別已有二十多年經驗，與家電業界亦經常交流，這次專訪便請他分享了對未來兩年香港家電業前景的看法，他認為香港應向多元化發展：「香港是外向型經濟，各種外因如歐美市場變化、地緣政治等都會對香港造成很大影響，所以我們必須加緊發展創科，推動產品升級轉型，才能迎接更多挑戰！」其中，他提出業界加強人才培訓、產學研合作、跨境融合等發展方向，如政府能有相應政策配合，將有利於香港電器業長遠發展。

人才是關鍵

談及發展，莊主席認為人才青黃不接是業界應該正視的問題，要令人才願意留在香港、來港工作，才有望能持續改善業界的競爭力。「每逢 DSE 放榜，電視訪問狀元學生，他們都說要讀醫、讀法律，沒有人說要投身工業、要搞創科，為什麼呢？」所以他提出政府和業界都應該大力宣傳工業化前景，推動本地創科教育及培訓，包括職專教育、學位銜接課程，令未來發展更有彈性，讓年輕人認識到工業領域的發展機遇；鼓勵學校推行實習體驗等職業教育，豐富學生對工業的認知，「所以我將會和 THEi 和 VTC 等開會討論專業資格路徑等方向，要有 Career Path 家長才會放心讓子女去選擇，年輕人也會因為認知多了才會考慮吧！」

培育本地人才之餘，他認為香港也應開放簽證政策，吸引更多內地及海外專業人才來港支持產業發展，而這也有助深化與大灣區的跨境融合，「大灣區人口規模巨大，而且已有成熟產業鏈，兩地人才流動有助香港企業拓展市場，提升競爭力。」不過，他指出政府的政策配合尤其重要，例如簽證安排、資金流通、物流運輸等方面若能更方便兩地連通程度，將可降低企業成本，提高效率。「例如人才可以住在大灣區，但方便他們經常往來香港，這樣便可減低住宿開支！」

四大產業發展優勢

在前景方面，莊主席則特別指出資訊科技、生物醫療、食品科技、回收再造等四大產業是香港能夠發揮優勢的領域。而鑒於半導體等新興產業是國家重點關注項目，香港亦應抓住機遇，建設能滿足上中下游需求的產業鏈，發展相關產品研發及生產能力。「這幾年香港企業遇到很多危機，但也逼大家走出舒適圈，去發展更多元化的產業，例如創科都談論了十多年卻好像沒有被正面看待，我們的大學科研是世界知名，擁有全球最多微電子教授，可惜很多畢業生都去了外國……我們是真的應該好好發展自己優勢，彌補香港原有產業的不足，才能提高香港經濟可持續發展能力。」對香港家電企業來說，大學科研更落地，有助發展先進電子產品，將有利發展智能家電，亦可在香港營運智能生產，「政府好著力推動創科，投資超過一千五百億，除了建設新田，河套等新型工業區，明年更將落成微電子中心，大家拭目以待！」

香港家電 超越未來 Future Beyond AI

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As the sole statutory industry chamber in Hong Kong, the Federation of Hong Kong Industries (FHKI) has long advocated on behalf of the industries community and served as a liaison between enterprises and the government. In this role, the chairman must possess forward-thinking vision and insight into different industries' competitiveness in Hong Kong. Recently appointed FHKI Chairman Steve Chuang brings over 20 years of experience in the industrial sector. As founder and CEO of ProVista Group, he often engages with the electrical appliance industry. In this exclusive interview, Chuang shared his outlook on Hong Kong's electrical appliance sector over the next two years, which he proposed strengthening talent cultivation, industry-research collaboration and cross-border integration to develop the sector long-term.

New Industries as the New Strengths

Challenges in recent years pushed companies to diversify beyond traditional strengths. Chuang believes information technology, biotech, food tech and recycling are the present opportunities that leverage Hong Kong's strengths. As advanced industries like semiconductors rise in importance in China, Hong Kong should seize opportunities to build integrated supply chains and boost R&D capabilities. "Innovation has been discussed for over a decade without meaningful progress, despite world-class university research and top microelectronics professors are gathered in Hong Kong. Talents graduated from Hong Kong are just leaving for overseas opportunites," notes Chuang.

To enhance sustainability, Hong Kong must develop existing strengths and address shortcomings. For electrical appliance makers, closer university collaboration could accelerate smart product development and smart manufacturing locally using intelligent systems. "The government's HK$150 billion investment in innovation and technology infrastructure including the new NTE zones will bear fruit. The upcoming microelectronics center will unlock potential," says Chuang optimistically.

Under his guidance, FHKI is spearheading industry transformation to position Hong Kong at the forefront of emerging opportunities. With bold strategies and government support, industries are gearing up for future growth.

Talent Flow is Key

Chuang believes Hong Kong must diversify its economy. "Hong Kong is greatly impacted by changes in overseas markets like Europe and America as well as geopolitics," he said. "We must accelerate development in innovation and technology to help products upgrade and transform to meet new challenges." If complemented by supportive government policies, it will benefit Hong Kong's electrical appliance industry as well, he added.

First of all, Chuang addresses the talent gap which hinges success of Hong Kong's industries on attracting and retaining talent , "When top students are interviewed after the DSE exam, none say they want to pursue a career in industry or innovation. Why?" He urges the government and industry to promote opportunities in manufacturing. For examples, Vocational and continuing education programs provide flexibility for career shifts. Partnerships between schools and industry place students in internships to enrich understanding of these fields. "I will meet with THEi and VTC to discuss career licensing pathways. Parents need assurance of career progression for their children. Increased awareness will encourage youth to consider these options," Chuang notes.

While cultivating local talent, Chuang advocates more open work visa policies. He believes this will draw skilled professionals from mainland China and overseas to support industry growth. Talent mobility between Hong Kong and the Great Bay Area also facilitates cross-border integration across large, established supply chains. In this case, it will be essential if government can support through streamlined visa processing, fund transfers and logistics for the industry to boost efficiency by lowering costs, Chuang adds. "For example, allowing talent to live in the GBA but commute flexibly to Hong Kong reduces accommodation expenses."



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致意

由工業走入醫療科技
Transitioning from Industry to Medical Technology

丘榮豐 Edmond Yau
創辦人及行政總裁
Founder and CEO
Koln 3D Technology (Medical) Limited



丘榮豐 Edmond 在電器業界早已為人熟悉，因為他從事模具及塑膠工業生產已超過二十年，是不少行家的合作伙伴。令人意外的，是數年前他發展 3D Printing 業務，過不久更搖身一變成為科創 CEO，創辦了全港首間金屬三維列印醫療器具生產商——科能三維技術 (醫療) 有限公司。除了為「香港製造」的再工業化另覓出路，他認為更重要是幫到病人，助他們重獲新生。

工業的高增值出路

以往為量產電器而製造模具的工業生產概念，看似和醫療毫不相干，Edmond 坦言現在的發展全是機緣：「當時有家醫院來找我幫忙做一塊骨頭給病人移植用，啟發了我將模具生產應用在醫療工業上。自此我就全情投入去研究用金屬 3D printing 技術打印出金屬人工骨，而且與醫生合作了解不同病人的需要。」由 2015 年開始研究，發展到 2020 年已能製造出不同部位的骨骼植入物，至 2022 年更成功申請入址大埔創新園的「醫療用品製造中心」，廠房的面積由四千呎增至一萬三千呎，公司也轉型專注於製造醫療產品，「這是很大的變化，顯示了我們的研發決心。現時一個人由頭到腳的骨頭，包括頭、眼、臉頰等，我們都可以造出來，而且因為要用在人身上，我們也採用醫療級數的金屬粉末，製造過程也很重視品質控制和產品認證。」

這亦是香港的再工業化出路——香港廠房面積不可能應付龐大量產需求，生產量少而又具有較高價值的醫療產品，更符合成本效益。加上香港學院研究資源較多、醫療發展較先進，令 Edmond 更有信心，在公司早期發展已不惜投入資源研發。

以人為本的科研願景

金屬三維列印定製手術器具 (PSI) 科技能為患者提供適時治療，相對採用傳統義肢及量產器具，更可就病人不同部位需要度身打造合適的人工骨頭，而且可在術前利用電腦模擬預先演練手術過程，並事先準備手術切割導板 (Surgical Guide) 和相關骨骼模型，助醫生大幅縮短手術時間、提升手術成效、加快病人康復及適應等等。這些發展均源於 Edmond 想幫助病人的初衷，以及到發展中國家義務治療病人所積累的經驗：「我們初時在香港及鄰近地區都有和不同醫院和醫生合作，成功處理了很多案例，其中一些是在哈薩克國家癌病中心的骨癌病人，他們都沒有錢求醫，所以我決定無償幫助他們。」吸納了醫生和病人的意見，近期推出可滲透藥物的骨板，可放入止痛藥在術後慢慢滲出，助患者紓緩痛楚。

而更令 Edmond 欣喜的，是 2023 年起公司在瑞士設廠成立分公司，顯示這項技術受到醫療先進國家的認同：「當地醫生希望我們能在當地設廠，縮短製造人工骨骼的運送時間。我們公司叫『科能』，就是希望以科技能力提供全人治療，要考慮的因素都要以用家為本。」

Edmond Yau has established himself as a trusted partner through his expertise in molds and plastics in the electronics industry for over two decades. Surprisingly, he ventured into 3D printing several years ago and quickly rose to become the CEO of an innovation startup—setting up Hong Kong's first metal 3D printing medical device manufacturer, Koln 3D Technology (Medical) Limited. Beyond seeking new prospects for Hong Kong's re-industrialization, Yau believes most importantly the new business is to help patients regain lives.

Adding Values to Re-industrialisation

While molds were considered as tools for mass electronics manufacturing, Edmond Yau says his medical pivot came out of serendipitous necessity. "A local hospital approached me years ago seeking our help to produce a bone implant for a patient, inspiring me to apply molding skills to the medical sector. I've since dedicated research into 3D printing metal technology and has been seeking perfection on creating metal bones," Yau has also started partnering with doctors to identify diverse patient needs across anatomies. His company established its manufacturing plant in Hong Kong, then the scale has been enlarged from 4 to 13 thousand square feet in Hong Kong Science and Technology Park's MARS Centre, highlighting the company's transformation of focusing on medical technology . "We've come a long way in a short time and can now 3D print entire skeletal chains from cranium to feet with medical-grade metal powder in quality controlled process," Yau elaborates.

This signals the prospect of reindustrialization for Hong Kong, whilst low-volume, high-value manufacturing will better leverage limited local footprint versus mass production. With government throwing its weight behind "Smart Manufacturing" drive and may there be increasing industry-academia collaborations, Hong Kong appears committed to high value industrial transformation.

Leveraging Technology for Patient-Centric Innovation

Beyond exploring fresh opportunities from "Made in Hong Kong" manufacturing transformation, Yau's primary motivation remains aiding those in need to regain their lives. Metal 3D printing offers precision prostheses aiding timely care compared to traditional fusion surgeries and conventional implants via customized anatomical fits. Surgeons can run pre-op simulations, with complementing surgical guides and bone models, significantly shorten the operation time and boost graft success rates, as well as expediting recovery.

Originally collaborating with Hong Kong and regional hospitals on diverse cases, Yau recalls treating bone cancer patients at a Kazakhstan Oncology center. “The patients usually are lack of medical fund. Therefore I treat them without any charge and incorporate clinician and patient feedback.” Validating the technology's uptake, the company has set up a Swiss manufacturing base and sales division in 2023, reflecting advancement acceptance in developed healthcare environments. "Swiss doctors want us to increase transport time flexibility for skeletal crafting." Moreover, Koln 3D has recently unveiled drug-eluting bone plates enabling post-op pain relief. The comprehensive improvement highlights the company's commitment – empowering holistic care through applied sciences centered on user needs.



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關注香港工業可持續前景

Embracing the Sustainable Prospect into Hong Kong Industry

盧金榮博士
Dr Wingco Lo Kam Wing

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



香港中華廠商聯合會年初迎來新任會長盧金榮，由於廠商會一向與工商業界緊密溝通，盧會長的上任自然亦備受電器業界關注，今期專訪便探討了廠商會有何計劃應對各種經濟不明朗因素，令業界期待與廠商會同行面對挑戰。

迎接環球困境與挑戰

疫情及戰爭影響令近年的環球經濟尚不明朗，地緣政治風險不容忽視，對工商界來說挑戰更鉅大。作為工商界與政府之間的溝通橋樑，廠商會的角色至關重要，除了反映業界的聲音和訴求，亦可助政府制訂相關政策。盧金榮會長甫一上任便面對如此困難的經濟環境，不過他認為最緊要審慎前行，終會慢慢迎來生機：「經濟慢慢復甦當中，去年開始香港的出口 PMI 都有些微上升，未來我們雖然不是太樂觀，但都相信經濟會緩慢增長。」

盧會長很清楚廠商會的角色定位是幫助會員向政府爭取政策配合以及資源，因此他亦堅定貫徹廠商會一直以來的宗旨，支援企業應用科技以推動工業界發展：「應用科技在生產流程、產品製造質素控制等方面都可改善效率，例如廠商會早前成立的科技商品化中心 CMA+ 以及 CMA+ 中試轉化中心 (PMC)，都是為了幫助企業加速轉型，以配合香港新型工業化發展。」CMA+ 的成立目的是為中小企提供多元化檢測服務、先進實驗室及共享空間，協助其進行研發。而 PMC 則為本地企業和創科團隊提供生產場地及配套設施，支援實驗性的小批量生產，以減低產業化過程中的技術風險，有助傳統工業及初創公司加速科研商品化步伐，藉此讓創科及工業雙雙發揮最大效果。

推動香港經濟多元發展

除了鼓勵企業作數碼及智能化轉型，廠商會亦以不同方式支持香港工業發展，例如每年一度的盛事「工展會」便是推廣香港工業和商品的重要平台，廠商會十分重視，盧會長指剛過去的「工展會」延長了開放時間，手工啤酒及熟食攤位的反應不俗，人流更有大約 20% 增長，「我們希望引進更多不同類型參展商，以吸引更闊的年齡層市民，令更多人了解香港工業最新的發展情況。」

當然，廠商會亦與時並進，支援具潛力的新興產業起飛，為香港創造新增長點，「半導體、電子以及新能源這三方面的發展未來將有很多機會，而我本身亦有投資能源，希望和會員一起探討綠色能源的議題，增進交流和成長。」他強調，香港有其品牌優勢，所以廠商會將會穩守溝通橋樑的角色，再引進科技、環保、可持續發展等新思維，協助企業提升競爭力，並向內地及海外市場推廣其品牌。

香港家電 超越未來 Future Beyond AI

At the beginning of the year, the Chinese Manufacturers' Association of Hong Kong (CMA) welcomed its newly elected President, Dr. Wingco Lo. As CMA has strong ties with the industrial and commercial sectors, President Lo's assumption of office naturally garnered significant attention from the electronics industry. In this exclusive interview, we discussed the association's plans for creating opportunities within the industry, particularly in the face of a challenging landscape.

Navigating Global Environment and Challenges

Hong Kong has been affected by uncertain global economic conditions resulting from the pandemic and geopolitical conflicts. These challenges pose immense difficulties for the industrial and commercial sectors. As a vital communication bridge between the business community and the government, the role of CMA is of paramount importance. In addition to reflecting the industry's demands, CMA also plays a crucial role in assisting the government in formulating relevant policies. Despite assuming office during such a challenging economic environment, Lo believes that Hong Kong can make progress cautiously, as vitality will gradually emerge. He stated, "The economy is regaining momentum gradually, and the city's PMI has shown a slight increase since last year. While we may not be overly optimistic about the near future, we believe that the economy will grow steadily but surely."

Lo is well aware of CMA's role in helping its members obtain policy support and resources from the government. He is committed to upholding the association's longstanding mission of promoting industrial development, particularly through the application of technology, "Technology can improve efficiency in production processes and product quality control. Therefore, CMA has launched a Technology Commercialization Centre, named CMA+, and CMA+ Pilot Manufacturing Centre (PMC) . These initiatives aim to accelerate the transformation and upgrading of Hong Kong enterprises, aligning with the city's policy direction of promoting new industrialization." The CMA+ provides a range of diversified testing services, as well as technologically advanced facilities and co-working spaces for small and medium-sized enterprises, thereby facilitating their research and development work. On the other hand, the PMC offers production facilities and supporting infrastructure to local companies and technology start-ups, enabling them to carry out experimental small-batch production. This can help reducing technical risks during the process of commercialization, thereby accelerating the transfer of scientific research, and fostering the integration of technology with traditional industries.

Promoting Diversified Economic Development in Hong Kong

In addition to encouraging the digitalization and smartification of industries, CMA supports industrial development through various initiatives. Among them, the annual Hong Kong Brands & Products Expo holds great value for the association as it serves as an important platform for promoting Hong Kong products and manufacturing industry. Lo mentioned that in the recently concluded exhibition, the opening hours were extended, and new elements were introduced to enhance its attractiveness. Notably, craft beer and cooked food stalls received massive support, leading to outstanding sales performance, and an estimated 20% increase in visitor numbers. He remarked, "We aim to attract a wider age range by introducing more diverse exhibitors, thus allowing more people to learn about the latest developments in Hong Kong's manufacturing industry."

Looking ahead, CMA remains committed to supporting emerging industries as they hold significant growth potential for Hong Kong. President Lo highlighted the opportunities in sectors like semiconductors, electronics, and new energy, "These fields offer numerous opportunities for development. As I have invested in energy companies, I hope to explore the development potential of green energy with CMA members, fostering an exchange of ideas and facilitating growth."

He firmly believes that Hong Kong possesses its brand advantages, and thus, CMA will continue to act as a bridge, introducing new thinking in technology, environmental protection, sustainable development, and other relevant aspects. This will aid enterprises in promoting their competitiveness, and expanding into both the Mainland and overseas markets.



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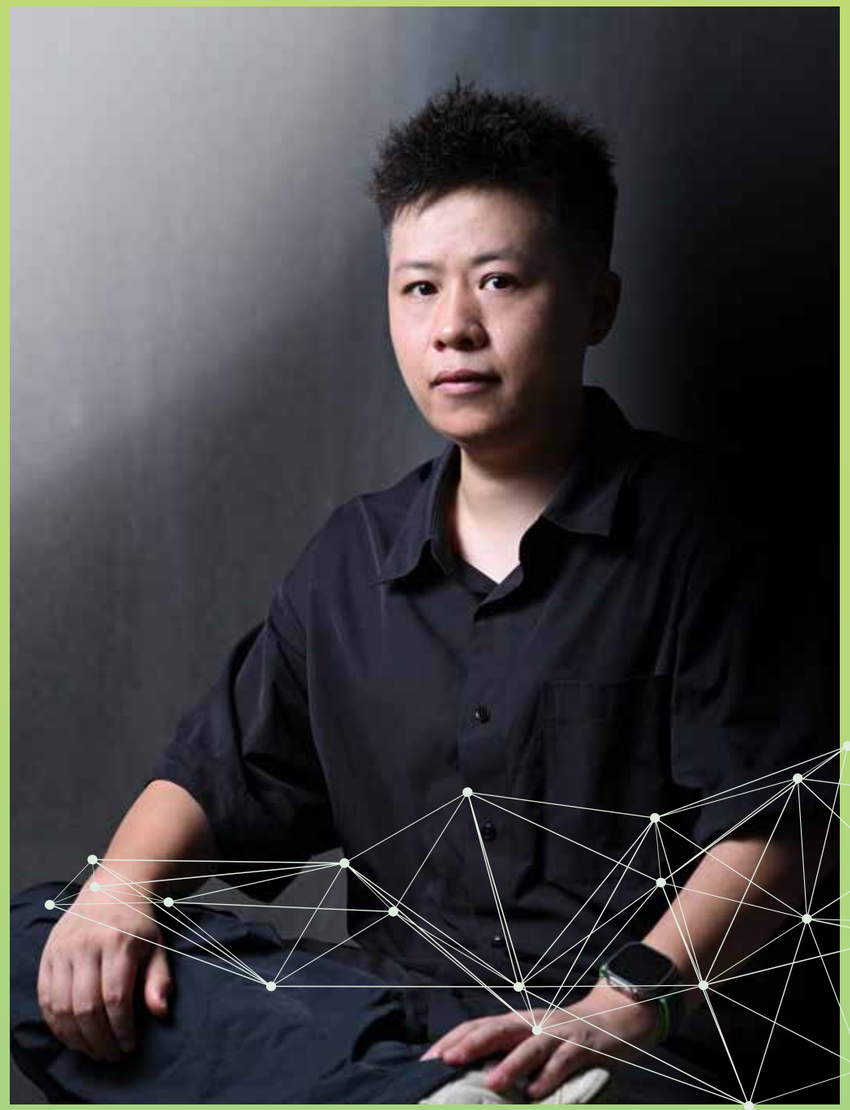
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設計是開放式作文

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而在內地，設計師創造需求後要面臨「平替」的挑戰，所以他認為產品要在設計方面有絕對優勢和更長延續性，而不單純在性價比方面的優勢：「像打火機品牌 Zippo 的設計很經典，成為有品牌標誌性的產品，這是我的目標。」他創造的 yoose® 有色剃鬚刀以迷你便攜的特點獨步天下，除了獲得多次德國紅點設計大獎，更八度獲得設計界含金量極高的日本 G-Mark 設計獎，最終甚至與 Zippo 聯乘推出 Bounty Hunter 禮盒，可說是圓了他作為產品設計師的夢想。

不停步地突破框架

經超說：「我是樂觀主義者，樂觀者永遠保持清醒。」即使產品看似沒有市場需求，他也不認為是不需要有新設計：「悲觀者認為沒有需求就不需要新設計，樂觀者會認為這代表有更大設計空間和機會。」其公司會議室張貼著標語「天真地相信，勇敢地前行」用作提醒員工，這也是他的信念，他認為用戶的需求是由設計思維「創造」的：「以前的風筒賣幾百塊，新設計可以賣幾千，用戶不是沒有需求，設計師就要能考慮到他們的需求。」

yoose® 有色沒有停下腳步，後來又推出獨特流線形設計的空氣動力學高速風筒，再次引領市場潮流，他更有信心勇於創新：「我們不能改變營商環境，但能改變自己，去突破設計的天花板，創造更大的價值。」別人都以為風筒的市場已經飽和，設計空間不大，他卻繼續挑戰創新，他笑言：「我們是代表中國比較年輕一代的創業者，就是膽子比較大，敢去做嘗試！」他分享了公司創業第一年發生的事：「我們去美國參加展會，拜訪當時我們認為是全球最頂級的設計公司，便把我們公司的宣傳冊送上。這就是我們的公司文化，要有大膽和勇於去闖的心態。」

"Product design used to be treated like an assignment with topics provided by the client, but it ought to be more. I want to design products that only take demand and users into account, thus we must have the courage to pursue innovations and add the greatest value."

Design: An Open-Ended Proposition

In 2014, William Wei and Solo Zhang, along with Jing Chao, founded XIVO Design, a design firm that worked on several product design projects. However, Jing was compelled to launch a new brand yoose® : "When I worked on design projects for clients, it felt like I was responding to a pre-written essay question; I was just giving them what they wanted. It was challenging to actually realize my perfect product concept." Jing believes design is about creating a product that is intended for the user. His own "essay prompt" is very ambiguous; success is determined by how well the final product connects with customers and generates demand.

However, in China, designers also have to face the challenge of "copycat" products. Jing's strategy is to build products with absolute design superiority and longevity, not just cost advantage: "Like the iconic Zippo lighter, I want Yoose to become a brand with signature design that stands the test of time." Yoose's mini, portable electric shaver indeed stood out, winning multiple German Red Dot and prestigious Japanese G-Mark design awards. The brand even co-branded a Bounty Hunter gift set with Zippo, fulfilling Jing's dream as a product designer.

Design: Pushing Boundaries Relentlessly

As an optimist, Jing defines himself by holding the belief that "the optimist always stays clear-headed." He further explains, "Pessimists think no demand means no need for new design, but optimists see it as room for greater design space and possibility," that's why he views products that appear to have little market need as opportunities for innovative design.

In the XIVO Design's meeting room displays the motto "Naively believe, bravely forge ahead" to remind employees. Jing believes user demand can be "created" through design thinking: "Hair dryers used to sell for hundreds, now some sell for thousands. That tells us demand exist until designers anticipated and catered to that demand."

yoose® kept innovating, introducing a uniquely streamlined, aerodynamic high-speed hair dryer that again set a new market trend. Jing exudes confidence in his company's ability to innovate: "We can't change the business environment, but we can change ourselves by keep breaking through the design ceiling, and create greater value."

While others thought the hair dryer market was saturated, Yoose continued to challenge convention. "As young entrepreneurs from China, we have a bigger appetite for risk and are willing to experiment," Jing says. He recalls their early days, when they confidently sent their company brochure to a design firm they deemed the global leader, showcasing their bold, pioneering spirit.



香港家電 超越未來 Future Beyond AI

香港春天國際商業有限公司
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超微磁遠紅外健康功能服飾系列



超微磁抗菌全球定位
保溫功能服



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Function knee cap



超微磁遠紅外保温健康護腰
FIR Microcirculation Heating
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超微磁遠紅外保温圍巾
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Function Scarf



超微磁負離子抗菌內褲
Microcirculation Anion Antibiotics
Function Underwear

超微磁共振遠紅外負離子技術（FIR Microcirculation）

是由多種稀土混合從而產生遠紅外線及負離子，負離子是指電荷為負的離子，它具有非常強的氧化還原能力和活性。超微磁共振遠紅外負離子在人體健康方面有一定的功效，主要表現在以下幾個方面：

1.提高免疫力：超微磁共振遠紅外負離子可以刺激人體細胞產生一些抗體和免疫球蛋白，增強人體的免疫力，從而預防疾病的發生。

2.促進新陳代謝：超微磁共振遠紅外負離子可以促進人體細胞的新陳代謝，加速血液迴圈、增強新陳代謝功能，從而有助於調節人體內分泌系統的平衡。

3.缓解压力：超微磁共振遠紅外負離子可以促进神经系统的调節，增强人體自我調節能力，从而達到缓解壓力、改善睡眠質量的作用。

4.改善心情：超微磁共振遠紅外負離子可以促進神经系统的调節，改善人的情绪，有助於缓解焦虑、紧张等情绪狀態，讓人感到更加舒適和放鬆。

5.舒緩痛楚：遠紅外線能夠減輕肌肉疼痛和關節炎等疾病的症狀，有助於舒緩身體不適。

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電話:+852 61164628

No.38,F/2D,760-762
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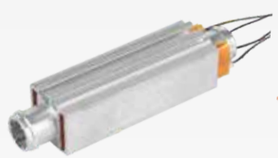
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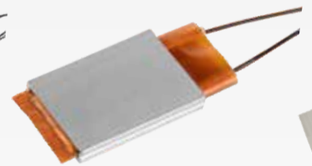
















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香港新型工業邁向 AI

Hong Kong's New Industrialisation Development Striving Towards AI

葛明博士
Dr Ming GE

香港特別行政區政府創新科技及工業局工業專員 (創新及科技)
Interview with the Commissioner for Industry (Innovation and Technology) Innovation, Technology and Industry Bureau
The Government of the Hong Kong Special Administrative Region



潮流說 AI，電器業界早已在生產過程以及產品設計和功能中融入 AI，令 AI 對於香港新型工業化發展來說，不再是紙上談兵。今年初，政府委任葛明博士為工業專員 (創新及科技)，由其領導的新型工業發展辦公室 (辦公室) 亦正式成立，以產業導向為原則，推進新型工業化，當中辦公室的三大工作範疇正是切合香港創科產業發展所需。

發展新型工業優勢

AI 人工智能在新型工業的應用廣泛，是各大企業不容忽視的發展方向，對此，葛明直言：「機械人和 AI 是分不開的。」在工業生產過程中應用機器人處理部份工序，對於高技術含量的生產尤其重要，葛明認為香港的新型工業優勢正是在 AI 方面。葛明表示：「香港在人工智能研究方面領先大部份地區，關於人工智能的論文以及被引用次數在排名上位於前列。」

香港的廠房及人力成本較高，因此發展新型工業的機遇在於生產高技術、高增值的產品。葛明指新型工業發展辦公室的其中一個工作範疇是幫助傳統製造業利用創科升級轉型——新型工業化資助計劃正是一個好例子。葛明指：「我們盡力了解業界需要，平衡不同需求，並對現有措施拆牆鬆綁。」

扶持初創與引進企業

葛明認為，新型工業正需要加強原創性科技創新的研發，將創科成果應用到具體產業發展中。因此另一項政策方向是在香港打造適合創科發展的環境，包括透過科學園及數碼港推動不同計劃、鼓勵本地大學科研及開發、以及成立基金鼓勵創投等等。他舉例：「早前有公司將 AI 應用在電子高爾夫球桿中，搜集不同人士揮桿的大數據如速度、效能、擊中率、左右手分別等等，AI 應用在產品設計中是為了令產品更人性化、個人化。」創科及研發可為新型工業發展提供更多可能性。

另一方面，不少企業最為關注的是政策配套。在扶助初創企業的同時，引進海外及內地的重點科技企業來港落地發展，期望可在短時間內在香港促成更具活力的製造產業鏈。在過程中辦公室會積極幫助海內外公司解決其來港發展的適應問題，包括了解香港相關政策、以及解決資金鏈問題等等。雖然任務艱鉅，但葛明認為值得：「新型工業融合更多 AI 項目時，將可擴展其產業範圍，例如有項目研究怎樣利用 AI 分析病毒的蛋白結構，有助醫療科技發展。」葛明期望自己在業界和研究方面的經驗，可幫助他帶領辦公室，為香港新型工業發展帶來正面影響。

香港家電 超越未來 Future Beyond AI

The electronics industry has been integrating AI into its manufacturing processes, and product design and features long before the current AI hype. This makes AI for Hong Kong's new industrialisation development no longer an empty talk. Earlier this year, the government appointed Dr Ge Ming as the Commissioner for Industry (Innovation and Technology), and the New Industrialisation Development Office (NIDO) that he leads has been officially established. Adopting an industry-oriented approach, the NIDO aims to promote new industrialisation – with three main scopes of work tailored for Hong Kong's needs for innovation and technology (I&T) industry development.

Developing New Industries' Strengths

Dr Ge believes the widespread application of AI and robotics is a development trend that enterprises cannot ignore. "Robots and AI are inextricably linked," Dr Ge said, noting that deploying robots in industrial processes is particularly crucial for high-tech production in Hong Kong. Moreover, Dr Ge suggests that Hong Kong's edge of new industrialisation lies in AI research. He says, "Hong Kong takes the lead in AI research regionally, with a high ranking in terms of the number of publications and citations on AI."

Given Hong Kong's relatively high operating costs, the opportunities to develop new industries lie in the production of high-tech, high value-added products. One of the NIDO's scopes of work is to facilitate the upgrading and transformation of traditional manufacturing industries with the use of I&T. The New Industrialisation Funding Scheme is a good example. "We strive to understand the needs of the industry, balance different demands, and remove barriers and restrictions from existing measures," Dr Ge explains.

Supporting Start-ups and Attracting Enterprises

New industrialisation entails strengthening research and development (R&D) in original and innovative technologies, and applying it to the development of industries. Therefore, one of the policy directions is to create an environment conducive to the development of I&T, through measures such as promoting various programmes through the Science Park and Cyberport, encouraging R&D from local universities, and establishing schemes for encouraging venture capitals, etc. Dr Ge cites an example of a company applying AI to electronic golf club design. The company collects big data on swing patterns of different individuals such as speed, performance, hitting rate, left and right-handedness, etc. The application of AI in product design is to make the product more user-friendly and personalised.

Meanwhile, many enterprises are most concerned about policy support. While assisting start-ups, attracting enterprises from the Mainland and overseas to set up businesses in Hong Kong can facilitate the formation of more vibrant manufacturing industrial chains in Hong Kong within a short period of time. During the process of attracting these enterprises, the NIDO helps these enterprises solve their adaptation problems when setting up their businesses in Hong Kong, including understanding the relevant policies in Hong Kong, and solving the problems of the lack of capital, and so on. It's a challenging task, but Dr Ge thinks that it is worth the effort. He says: "Adoption of AI technology in new industrialisation may expand the scope of the industry. For example, there is a project which studies how AI can be used to analyse the protein structure of viruses. This may promote the development of medical technology." With his experience in the industry and in conducting research, Dr Ge believes that he could lead the office to bring positive impact to the development of new industries in Hong Kong.



香港家電 超越未來 Future Beyond AI

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Ph.D of CUPL
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政法大学杰出校友
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电话：13702752178　邮箱：jamie@gd-jiulong.com　网址：WWW.GD-JIULONG.COM

帶領集團邁步向前四大元素

Devotion to Power: Four Pillars of Progress

朱惠璋 Wilson Chu
德豐電業 董事長
Chairman
Defond Electrical Industries Limited



世界的組成有風火水土四大元素，而德豐電業的四大元素則是董事長朱惠璋認為的建立公司文化最重要的管理要素。這次他接受電器業協會的專訪，特別想分享公司的管理理念：「世界轉變得很快，我們公司的文化也要轉變，才能與時並進。」他強調要透過管理方針去確保服務及產品品質，從而顯現公司的核心價值。

上行下效的四大元素

提及管理要素，朱惠璋認為要由企業的核心價值出發：「公司如何看待客戶、員工，便會如何定位管理層的角色，以至如何為服務及產品定位。德豐視客戶為合作伙伴，希望大家能夠一起創造更優質的產品，得以長遠合作，因此我們提供的解決方案不只是為了應付成本壓價的要求。」他舉例說，製造零件時考慮縮小一點、重量輕一點，也會令用家覺得是更好的轉變，而非只是改用較便宜但不實用的零件去減低成本。供應商也因為德豐的這種擇優態度，更願意提供價格合理的產品，而且竭力準時交貨。

「領導層重視產品品質，可以帶動合作伙伴、員工一起為這個目標採取行動！」也因此，他同樣重視員工的參與度，認為這是整個「品質文化」中不可或缺：「管理層應該就像是支援者和教練的角色，引導同事發揮所長；同事則信任領導、團隊，為提升品質而互相合作和討論。」他也鼓勵員工參與品質相關的決策、提出意見，「員工最清楚自己的工作範疇，由他們自發決定要作出的改善目標，也會令他們更有動力執行。」

關懷為本的核心價值

而令到朱惠璋決心推行這個管治文化的原因，正是德豐以關懷為本的核心價值：「我們不止是要做生意，而是希望互相都能成長和有長遠的發展空間。」他指歐洲原本有計劃 2030 年全面推行電動車，現在計劃雖然延遲了，作為汽車行業一份子，德豐便需要關注背後原因，「電動車的理念是環保，我們便要展示如何善用綠色能源，由廠房生產過程，以至零件如何實現綠色能源，都要顧及到。」德豐的新廠房便在整個天台安裝太陽能裝置。而電動車既然是行業趨勢，德豐也和各大品牌一起研發新產品，既要有新功能，也不能賣得太貴，才能保持競爭力。「我們不止是供應商，更是客戶的伙伴，所以當他們提出要求，我們也相應地給予建議和解決方案。」和客戶之間建立的互信和互相扶持關係，令德豐在疫情和全球通脹的經濟危機下仍能穩步向前。

For Defond Electrical Industries Limited, Chairman Mr Wilson Chu believes the four most crucial management pillars for building a constructive corporate culture are: Leadership Emphasis, Message Credibility, Peer Involvement and Employee Ownership. In an exclusive interview with the HKEAIA, Chu took the opportunity to share the management philosophy underpinning the company's way forward. He emphasized the need to reinforce service and product excellence through management policies and directives, in order to manifest the organisation's underlying core values. Only by prioritizing quality and values can Defond steer a steady pace amid the disruptive currents of industry transformation.

Cultivating a Quality-Driven Culture

Chairman Chu emphasizes the need to align management with core values at Defond: "How a company views its customers and employees will determine how it positions the role of management and how it orients its services and products."

Defond sees customers as partners, hoping to create higher quality products through collaboration over the long term. As such, the solutions provided are not aimed solely at cost-cutting but with partners' needs in mind. Chu mentions cases where making components slightly smaller or lighter creates a better user experience rather than just using cheaper but less practical parts to reduce costs. Suppliers also welcome Defond's value-driven approach and are keen to deliver fair prices while prioritizing on-time deliveries.

"When leadership emphasizes product quality, it motivates partners and staff to work as a team toward this goal," says Chu. Thus employee participation is equally valued as an intrinsic part of the "quality culture", with management acting as coaches to bring out the best in colleagues through cooperation and discussion to elevate standards. Staff are also encouraged to engage and input in quality-related decision making, as he believes "they know their scope of work best and thus being self-driven to improve further boosts motivation."

A Values-Centered Approach

At the core of Chu's commitment to cultivating this governance model is Defond's caring value and consideration for mutual growth with long-term prospects. For examples, as an automotive supplier, it must address industry shifts like Europe's planned electrification by 2030 (now delayed) by demonstrating green solutions across its operations and parts. Its new factory was built with rooftop solar panels.

Partnering major brands, Defond also researches new EV products that balance innovation with affordability to stay competitive as electrification becomes the norm. "We are not just suppliers but partners to our customers, so we provide recommendations and solutions when they have needs," says Chu, an approach that has helped steady the company through pandemic and inflation challenges. Apparently the company will keep on these 'four pillars' to nurture an adaptable mindset and ensure sustainable growth in the years ahead.



香港家電 超越未來 Future Beyond AI



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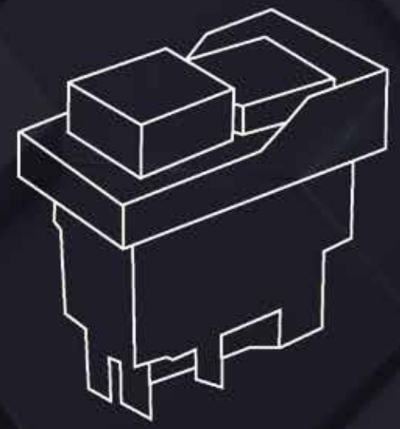
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出色企業家的智囊
Strategist for Excellent Leadership

李卓駿博士 Dr Mark Lee
亞太策略研究所研究總監
Asia Pacific Institute for Strategy
Research Director of Research Centre



當行業面臨老化，需要一點衝擊助企業重整腳步向前時，便需要一位像是孫子的智囊提供「戰略」，當策略與領導相契合時，便如虎添翼了。亞太策略研究所的研究總監李卓駿博士直言他的角色是引入一些適合企業管理的戰略模型，也希望透過研討會和學術研究促進行業經驗交流，令企業可以與時並進。

行業老化的戰略

香港很多產業都已有三、四十年歷史，出現行業老化，亦即管理風格或經營方式已不合時宜，李博士進一步指：「地緣政治、數碼化等因素影響下，企業的經營戰略、管理文化、商業模型，都要加速轉變，所以我們研究這種轉變的方法，哪些是最有效、哪些是相對地沒有那麼有效。我們和企業就像拍檔般合作，希望提供一些資訊去啟發他們。」

作為「智囊」，除了要有廣濶視野和洞見，最重要當然是說話溝通技巧，才能令人理解其研究論述，李博士說話時便喜歡用比喻和舉例：「管理有趣的是，並非所有員工都很聽話服從便能達成目標，例如全班最勤力的學生又是否一定可以考第一？他未必考第一，為什麼？因為他可能答題時答錯了，又或者溫習時錯了方向。所以企業老闆即使擁有一班很聽話的員工，也需要有正確的戰略去領導員工。」外在環境不斷變化，新一代員工的思維模式不同，而一些企業可能仍然奉行以前的管治方式，那當然行不通。

授人以魚不如授人以漁

而在分享研究成果時，難免有人質疑策略迭代改進的必要性，李博士解釋：「2023 年的戰略到了今天也可能要有變化，所以我們也要每三個月檢視一次，就像醫生給人服食新藥，如果沒效也有可能需要換藥。有些企業就像病人，外在經濟環境變化急速，突然出現像 Covid 這種從未有醫生見過的病毒，我們也要不斷檢視和研發新藥去對付。制定企業戰略也一樣，要和領導者一起去檢視方向是否合適。」

他笑言自己並不是直接提供方向，而是引導他們去找適合自己的方向和認清目標。他再比喻：「就像教人釣魚，讓他能夠自己釣到魚，總好過直接給他一條魚吧？」最近他為德豐電業的董事長提供戰略意見，便是個好例子：「朱生自己已想到很好的管理方式和策略，我的角色是看看怎樣幫助他推行而已。因為我們的背景著重教學和研究，老闆們試行一些戰略模型時有任何疑難再來問我。」 當人們以為他是軍師時，他卻說：「我是要將企業家變成戰略師的智囊。」

As industries may be in a state of moribund while they are facing rapidly-changing environment, a visionary strategist can provide the necessary "battle plan" to help enterprises get back on track and revive. The key relies on whether the leaders are willing to embrace a restructured management model and updated business strategies – the difference between success and failure.

Dr. Mark Lee, Research Director of the Asia-Pacific Institute for Strategy , sees his role as introducing appropriate strategic models to help companies manage their evolving needs. Through seminars and academic research, their research centre aims to facilitate the exchange of industry experiences, enabling enterprises to stay ahead of the curve.

Revitalizing Aging Industries with Evolving Strategies

Many of Hong Kong's industries have a history of 30-40 years, facing the challenge of managerial and operational obsolescence. "Factors like geopolitics and digitalization are rapidly transforming enterprises' strategic orientation, management culture, and business models," explains Dr. Lee. "We navigate these changes and study the most effective ways for them – which approaches work best, and which are less effective." The institute partners with companies, providing insights to inspire their transformative journeys.

As a strategist, Dr. Lee's broad perspective and keen insights are complemented by strong communication skills, which allow him to effectively convey his research findings. "Management doesn't guarantee obedient employees leading to success, just as the most diligent student may not necessarily have good grading in the exam. The reason could be incorrect answers or improper study methods. Even with a compliant workforce, companies need the right strategic guidance."

As the external environment evolves and the mindset of the new generation shifts, enterprises clinging to outdated governance models will inevitably struggle. "The strategies we proposed in 2023 may need adjustments today," Dr. Lee notes. "We review them quarterly, much like a doctor prescribing new medication. Some companies are like patients facing rapidly changing 'economic viruses' – we must continually review and develop new 'treatments' to address their needs."

The Key is about Teaching to Fish

When sharing research insights, Dr. Lee sometimes faces doubts about the necessity. "My role is not to directly provide solutions, but to guide leaders in finding the right path and clarifying their objectives leading to solutions," he explains. "It's about teaching them how to fish, rather than just offering the fish."

A recent example is his work with the chairman of Defond Electrical Industries Limited. "Mr. Chu had already conceived excellent management model and strategies. My role was to help him implement them effectively. As an institution focused on education and research, we're available to support business leaders whenever they have doubts about applying strategic models."

While some may view him as a strategic "advisor," Dr. Lee prefers to see his role as "guiding and transforming entrepreneurs into strategic thinkers themselves."



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2022 年 12 月 1 至 3 日



越南智能製造及自動化技術培訓
2022 年 11 月 29 至 12 月 2 日



2022 公益金新界區百萬行 - 將軍澳跨灣連接路
2022 年 11 月 20 日



第十三屆理事會成立大典及周年晚宴
2022 年 11 月 4 日



香港秋季電子產品展 2022 - How Technology Creates Opportunities in ASEAN - Exploring Vietnam 座談會
2022 年 10 月 13 日



香港秋季電子產品展 2022
2022 年 10 月 13 至 16 日



Bangkok Electrics and Electronics 2022 - Seminar on Air
2022 年 9 月 7 日



Bangkok Electrics and Electronics 2022
2022 年 9 月 7 至 10 日



【港 Hi-Tech 講 Hi-Tech】系列活動第十二炮【終極轉型 - Mendix 低代碼開發平台】網絡研討會
2022 年 8 月 5 日



第二十三次周年大會、第十三屆理事會選舉及會員歡聚交流晚宴
2022 年 7 月 4 日



【港 Hi-Tech 講 Hi-Tech】系列活動第十三炮【終極轉型 - Tableau 可視化數據分析】網絡研討會
2022 年 12 月 9 日



會員迎新暨聖誕聯歡晚宴 2022
2022 年 12 月 12 日



外展衝勁樂 OBHK 五十周年晚宴
2022 年 12 月 16 日



參觀香港理工大學工業中心（Industrial Centre）
2023 年 1 月 6 日



2023 商會聯辦行業交流新年晚宴
2023 年 1 月 6 日



【港 Hi-Tech 講 Hi-Tech】系列活動第十四炮【終極轉型 Data World - Epicor ERP】網絡研討會
2023 年 2 月 3 日



春節團拜及賽馬同樂日 2023
2023 年 2 月 12 日



香港電器業線上線下走進東盟 - 第 2 場研討會
2023 年 3 月 13 日



2022-2024 活動花絮 Activity Highlights

2022-2024 活動花絮 Activity Highlights

2023 年 10 月 19 日 — 科研與落地發展 探討之旅 - 參觀 香港應用科技 研究院及商湯科技



2023 年 10 月 13 至 16 日 — 香港秋季 電子產品展 2023



2023 年 10 月 9 日 — 「袋錢入您袋」系列 之「如何善用勞動法 及{自動管理及軟件 平台}保持利潤及提升 管理效益?」交流會



2023 年 10 月 7 日 — 5 人籃球挑戰賽



2023 年 8 月 8 日 — 成就機遇 首選香港 Think Business, Think Hong Kong, Bangkok Expo - Seminar on Air



2023 年 7 月 14 日 — 香港電器業 線上線下走進東盟 - 第 3 場研討會



2023 年 7 月 13 至 14 日 — 成就機遇 首選香港 Think Business, Think Hong Kong, Bangkok Expo



2023 年 7 月 3 日 — 第二十四次全體 會員大會及 會員歡聚交流晚宴



2023 年 5 月 30 日 — 深圳智能品牌 設計交流日



2023 年 5 月 9 日 — 香港 NAMI 先進 材料及技術研討會



2023 年 4 月 13 至 16 日 — 香港春季電子產品展 2023



2023 年 11 月 23 日 — 參觀世界級全方位先 進製造基地 - 先進製 造業中心（AMC）及 本地全自動生產典範 NiRoTech Ltd.



2023 年 12 月 4 日 — 會員迎新暨聖誕 聯歡晚宴 2023



2023 年 12 月 9 日 — 衝勁樂 2023



2024 年 1 月 4 日 — 2024 大灣區（東莞）工 商界高峰論壇及交流會



2024 年 1 月 11 日 — 深圳燈塔工廠及 創新技術交流



2024 年 1 月 12 日 — TSF 推廣優質、創新 及先進的香港電器業， 以發掘內地市場新機遇 - 項目簡介會



2024 年 2 月 25 日 — 春節團拜及 賽馬同樂日 2024



2024 年 3 月 7 日 — HKDI Mentorship 2024 國內參觀交流活動



2024 年 3 月 7 日 — 2024 香港工商界商會 新春團拜



2024 年 3 月 14 至 17 日 — 中國家電及消費電子博 覽會（上海 AWE）



2024 年 7 月 8 日 — 第二十五次周年 大會、第十四屆 理事會選舉及會 員歡聚交流晚宴



2024 年 6 月 19 日 — HKDI Mentorship 2024 交流及畢業展



2024 年 4 月 13 至 16 日 — 香港春季電子 產品展 2024



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Mr. Ronald Fung	馮敬堯先生	Manlion Industrial Company Limited	猛利安實業有限公司

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Mr. Dominic Lee	李贛南先生	Multiway Industries (Hong Kong) Limited	萬路實業（香港）有限公司
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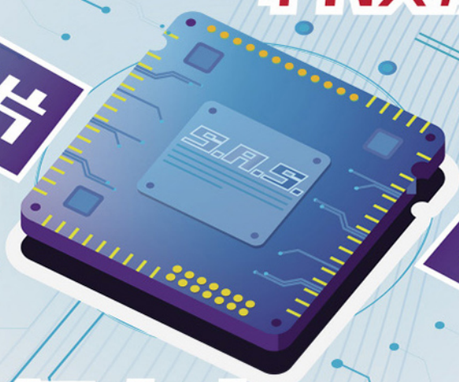


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SAS Tower, 55 Lei Muk Road,
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通訊地址
Correspondence Address:
港利實業(國際)有限公司
香港新界屯門建泰街6號恆威工業中心B座4樓9室
信封上寫明【轉交香港電器業協會】

Kong Lee Industries (International) Company Limited
No 9, 4/F, Block B, Hang Wai Industrial Building,
6 Kin Tai Street, Tuen Mun, Hong Kong
c/o Hong Kong Electrical Appliance Industries Association

電話 Tel: (852) 6465-9830
傳真 Fax: (852) 3187-4579
網址 Website: http://www.hkeaia.org
電郵 Email: info@hkeaia.org

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