



Hong Kong Retail  
Management Association

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**ANNUAL REPORT**

# A.S. Watson Group

## NEW SHOPPING EXPERIENCE

### THROUGH INOVATIVE RETAIL TECHNOLOGY



watsons

豐澤 FORTRESS



#### Self-check out

Provide "Scan, Pay & Enjoy" 3-step quick & easy shopping experience to our customers



#### Tap & Shop

A virtual shelf to offer unlimited goods assortment by one-tap ePayment with next day collection service at store for customers



#### FORTRESS Pro-Team

'One-to-One Personal Consultations' and 'Experience Workshops' provide thoughtful post-purchase services



#### MoneyBack App

Membership App to provide new retail experience from online to offline and seamless digitalized functions at your fingertips



#### Click & Collect

Provide convenience to customers to shop online with a few clicks and collect in shop



#### Watson health app

Connect 'Watson health app' professional teams to customers with online booking service, prescription service, live chat and health tips



**EXPLORE  
ALL NEW TECHNOLOGY  
IN OUR RETAIL STORES**



A member of CK Hutchison Holdings



**HONG KONG  
RETAIL MANAGEMENT  
ASSOCIATION**

**香港零售管理協會**

**JOIN NOW**

**請即加入**

**PROMOTE**  
Retail Development  
**推動 業界發展**

**UPHOLD**  
Honest Trading  
**推廣 正版正貨**

**GRASP**  
Market Information  
**掌握 市場資訊**

**EXPLORE**  
Business Opportunities  
**拓展 無限商機**

**ENHANCE**  
Professionalism  
**提升 營商智慧**

**ESTABLISH**  
Networking Platform  
**建立 交流平台**

ADVOCACY • MYSTERY SHOPPER PROGRAMME  
SERVICE & COURTESY AWARDS  
QUALITY E-SHOP RECOGNITION SCHEME  
SME SUPPORT • EDUCATION & TRAINING

政策倡議 • 神秘顧客計劃 • 傑出服務獎  
優質網店認證計劃 • 中小企支援 • 教育培訓

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# Contents

## 目錄

### **07 Mission & Representation 使命及代表性**

### **08 Year at a Glance 全年活動一覽**

### **14 Congratulatory Messages 賀辭**

### **26 Organizational Structure 協會架構**

#### *Board of Directors*

#### *董事會*

#### *Executive Committee 2018 — 2020*

#### *執委會2018 — 2020*

#### *Sub-Committees*

#### *委員會*

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

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

- E-Commerce Advisory Panel 電子商貿顧問團
- Education Working Party 教育工作小組
- Service & Courtesy Award & Mystery Shopper Programme Organizing Committee  
傑出服務獎及神秘顧客計劃籌備委員會
- Event Organizing Task Force 活動籌備工作小組
- Sustainability Task Force 可持續發展工作小組
- Task Force on New Retail Model 新零售工作小組

## 40 Chairman's Report 主席報告

## 46 Vice-Chairmen's Messages 副主席之話

- Ms. Malina Ngai, JP 倪文玲女士, JP
- Ms. Janis Tam 譚錦儀女士

## 52 Achievements 工作回顧

*E-Commerce Sub-Committee*  
電子商貿委員會

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

*Membership Sub-Committee*  
會員事務委員會

*Government Regulations Sub-Committee*  
政府條例委員會

*Event Organizing Task Force*  
活動籌備工作小組

*Sustainability Task Force*  
可持續發展工作小組

## 72 Flagship Programmes & Industry Awards 旗艦活動及行業獎項

*Service & Courtesy Award*  
傑出服務獎

*Mystery Shopper Programme — 2019 Service Retailers of the Year*  
神秘顧客計劃 — 2019年最佳服務零售商

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

*Hong Kong Awards for Industries: Customer Service*  
香港工商業獎：顧客服務

## 92 Support Programme for SME Retailers 中小企零售商支援計劃

## 94 Acknowledgements 鳴謝





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

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The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to promote Hong Kong's retail industry and to present a unified voice on issues that affect all retailers. Established for 36 years, the Association has been playing a vital role in representing the trade, and raising the status and professionalism of retailing through awards, education and training.

Today, HKRMA is the leading retail association in Hong Kong with membership covering more than 9,000 retail outlets and employing over half of the local retail workforce. HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) established in 1989. Currently, members of FAPRA cover 18 countries/regions in the Asia Pacific with each being represented by the key retail association.

香港零售管理協會於一九八三年由一班擁有長遠使命的零售商共同創辦。成立三十六年以來，本協會在促進本地零售業發展及代表業界意見，一直扮演著重要角色；與此同時，本協會透過教育、培訓及獎項等活動，致力提升零售業的專業地位。

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



## Our Mission 我們的使命

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

## Our Representation 我們的代表性

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

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

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



# 2018

## October 十月

- Workshop on The Essential Elements to Digital Marketing 3  
工作坊 - 影片行銷基礎入門攻略
- Shanghai x Hangzhou Study Tour on Smart Retail 2018  
上海 x 杭州 智慧零售研習團 2018
- Workshop on Handling Customer Complaints  
工作坊 - 處理顧客投訴技巧
- Google Free Workshop 1 - The Power of Big Data to Lead Your Business  
Google免費工作坊1
- Google Free Workshop 2 - Improve Customer Experience with Machine Learning  
Google免費工作坊2
- 35th Annual General Meeting and Luncheon  
第35屆周年大會暨午餐交流研討會
- “Reinventing Customer Experience with Smart Technology” Workshop and Solutions Showcase  
「借助智慧科技 重塑零售客戶體驗」講座暨方案展示日
- Seminar on Energy Saving Tips in Retail Shops  
《零售店舖節能十式》講座
- 2018 Retail Excellence Award Open Presentation Seminar  
2018 傑出服務策劃大獎 公開演說座談會



# 2019

## January 一月 February 二月

- Workshop on Young Generation Management  
工作坊 - 管理新世代員工
- HKRMA Green Hackathon
- Seminar on Retail Outlook 2019 and Solution Showcase  
《2019香港零售市場前景》研討會 - 零售方案展覽



## March 三月

- Workshop on Build Up Effective Team Spirit  
工作坊 - 發揮有效團隊精神
- Workshop on Quality E-Shop Recognition Scheme  
免費網店認證攻略班
- CEO Luncheon - Reinventing Retail Brand under the New Retail Order  
CEO午餐會 - 數碼零售新時代下的傳承
- Briefing on Earn & Learn Pilot Scheme for Retail Industry  
零售業「職」學創前路先導計劃 簡介會



## November 十一月

- Workshop Master the Art of Selling Workshop  
工作坊 - 基礎銷售技巧
- Workshop on Consultative Selling Skills Workshop  
工作坊 - 顧問式銷售技巧

## December 十二月

- 2018 Annual Dinner and Retail Awards  
Presentation Ceremony  
2018周年晚宴暨頒獎典禮
- Online Retail and Security Seminar  
電子零售及網站網絡安全講座

## April 四月

- Smart Retailing Series - Workshop on Enhancing Customer Journey and Experience in Digital Age 1  
智能零售系列 - 拆解數碼時代下的顧客旅程工作坊1
- Visit to GuardForce  
衛安有限公司參觀日
- Workshop on Customer Service 1  
工作坊 - 顧客服務 (初階)
- Visit tour to HKTV Mall  
HKTVmall 參觀日
- Smart Retailing Series - Workshop on Enhancing Customer Journey and Experience in Digital Age 2  
智能零售系列 - 拆解數碼時代下的顧客旅程工作坊2
- Workshop on Customer Service 2  
工作坊 - 顧客服務 (進階)



## May 五月

- Briefing Seminar on 2019 Hong Kong Awards for Industries: Customer Service  
2019 香港工商業獎 - 顧客服務簡介會
- Visit Tour to HKTV Mall  
HKTVmall 參觀日
- Workshop on Quality E-shop Recognition Scheme  
免費網店認證攻略班
- 2019 Service & Courtesy Award Briefing Seminar  
2019傑出服務獎簡介會
- 2019 Hong Kong Retail Summit  
2019 香港零售高峰會
- Workshop on Communication & Selling  
零售工作坊 - 溝通與銷售
- Retail Executive Series — Personalized Presentation Skill 1-3  
零售行政人員個人增值系列 - 演說表達技巧訓練班 1-3
- Taxation of the Digital Economy in Mainland China and Hong Kong  
數碼經濟零售下稅務 - 中國與香港



## July 七月

- Smart Retailing Series: Workshops on Online Payment & Security 1-2  
智能零售系列 - 網上付款及安全工作坊1-2
- Retail Executive Series - Personalized Presentation Skill 3  
零售行政人員個人增值系列 - 演說表達技巧訓練班3



## August 八月

- Workshop on Effective Handling of Emergency Situations  
工作坊 - 如何有效處理突發事情
- Google Free Marketing Workshop 1 - Essentials in Growing Your Business Online  
Google免費工作坊 1 - 助你拆解網上營銷
- Workshop on Stay Positive in the Midst of Adversity  
工作坊 - 逆境下的正向思維
- Workshop on Discover WhatsApp for Business  
工作坊 - 運用WhatsApp 拓展商機
- Retail Executive Series - Social Media Marketing Course  
零售行政人員系列 - 社交媒體營銷課程

## June 六月

- Retail CEO Get-Together - Visit Tour to HKTVmall and Networking Luncheon  
零售CEO交流會 - 參觀HKTVmall及午餐會
- 2019 Service & Courtesy Award Orientation  
2019 傑出服務獎迎新會
- Workshop on Consultative Selling Skills  
工作坊 - 顧問式銷售技巧
- Retail Executive Series - Personalized Presentation Skill 2  
零售行政人員個人增值系列 - 演說表達技巧訓練班 2
- Smart Retailing Conference I: ePayment, Security & Fulfillment  
智能零售研討會1：電子付款、安全及履行交易

## September 九月

- Google Free Marketing Workshop 2 - Demystifying Data-driven Marketing  
Google免費工作坊 2 - 助你拆解網上營銷
- Workshop on Effective Handling of Emergency Situations  
工作坊 - 如何有效處理突發事情
- Retail Executive Series - Social Media Marketing Course 2  
零售行政人員系列 - 社交媒體營銷課程 2
- Smart Retailing Conference II - Deliver Truly Customer-Centric Digital Marketing and SHOPLINE X HKRMA Quality E-Shop Competition 2019 Award Presentation  
智能零售研討會2 - 數碼營銷以客為導 暨 2019 SHOPLINE X HKRMA優質網店比賽頒獎典禮









# Congratulatory Messages

賀辭





The Hon. Mrs. Carrie Lam Cheng Yuet Ngor, GBM, GBS

林鄭月娥女士

Chief Executive of the HKSAR

香港特別行政區行政長官

香港零售管理協會二零一九年年報

展 猷 戮 力  
益 社 利 民

行政長官林鄭月娥







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

商彥協志  
偉績呈輝

香港零售管理協會二零一九年年報

政務司司長張建宗



宏籌益展  
雋譽遐揚

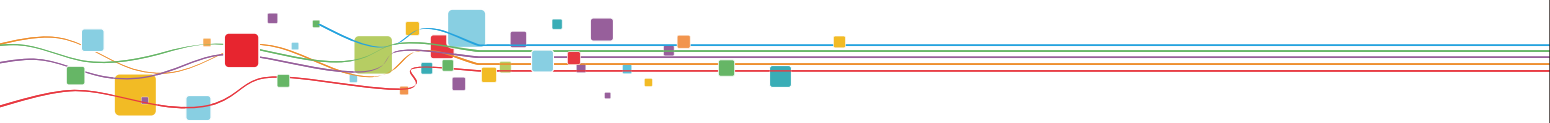
香港零售管理協會二零一九年年報

財政司司長陳茂波



The Hon. Paul Chan Mo Po, GBM, GBS, MH, JP  
陳茂波先生

Financial Secretary  
財政司司長



Mr. Tan Tie Niu  
譚鐵牛先生

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

中央政府駐港聯絡辦副主任 譚鐵牛

# 攜手同心 扶商匡業

香港零售管理協會二零一九年年報出版誌慶

# 節能減廢 興商惠羣

環境局局長黃錦星



香港零售管理協會二零一九年年報



The Hon. Wong Kam Sing, GBS, JP  
黃錦星先生

Secretary for the Environment  
環境局局長



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

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

聚賢協德  
昌業惠民

香港零售管理協會二零一九年年報

勞工及福利局局長羅致光



嘉猷協展  
卓績昭彰

香港零售管理協會二零一九年年報

保安局局長李家超



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

Secretary for Security  
保安局局長



Prof. the Hon. Sophia Chan Siu Chee, JP  
陳肇始女士

Secretary for Food & Health  
食物及衛生局局長

匡導百業  
協締欣榮

香港零售管理協會二零一九年年報

食物及衛生局局長陳肇始



拓業弘商

香港零售管理協會二零一九年年報

商務及經濟發展局局長邱騰華



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

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





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

Secretary for Education  
教育局局長

裕業長旺  
利商便民

教育局局長楊潤雄



香港零售管理協會二零一九年年報

興茂百業  
繁榮香江

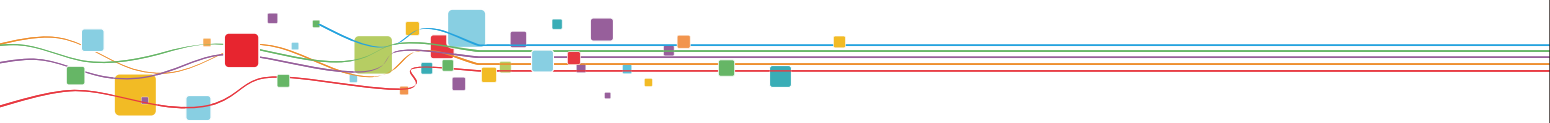
香港零售管理協會二零一九年年報

政制及內地事務局局長聶德權



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

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



Mr. Nicholas W. Yang, GBS, JP  
楊偉雄先生

Secretary for Innovation and Technology  
創新及科技局局長

香港零售管理協會二零一九年年報

宏猷迭展  
會務昌興

創新及科技局局長楊偉雄



祝賀香港零售管理協會二零一九年年報

仁傑匯聚  
碩果豐盛

香港特別行政區 立法會議員



邵家輝  
敬題



The Hon. Peter Shiu Ka Fai  
邵家輝先生

Legislative Councillor (Wholesale & Retail)  
立法會議員(批發及零售)



Mr. Joe WONG, JP  
黃智祖先生

Commissioner for Tourism  
旅遊事務專員

香港零售管理協會二零一九年年報

廣聯同業  
籌商遠圖

旅遊事務專員黃智祖



同儕策進  
會譽遐揚

香港旅遊發展局主席彭耀佳博士致意

香港零售管理協會二零一九年年報



Dr. Y K Pang, GBS JP  
彭耀佳博士

Chairman  
Hong Kong Tourism Board  
香港旅遊發展局主席



Mr. Aron Harilela  
Chairman  
Hong Kong General Chamber of Commerce  
香港總商會主席

On behalf of the Hong Kong General Chamber of Commerce, I would like to congratulate the Hong Kong Retail Management Association (HKRMA) on its 36th Anniversary.

Since the HKRMA was founded in 1983, it has been dedicated to promoting Hong Kong's retail sector and finding solutions to the issues that affect the industry.

To fulfil its aims, the Association organizes training sessions and also enhances the level of proficiency among retail staff through professional education. Thanks to this training, retail professionals in Hong Kong have been able to hone their skills and become better equipped to tackle the day-to-day challenges they face in their business. The Association's work plays an important role in maintaining Hong Kong's reputation around the world as a shopping paradise.

I would like to express my sincere appreciation to the HKRMA for its dedication to achieving excellence, and wish the Association great success in the years ahead.

香港零售管理協會二零一九年年報

振興零售  
與時俱進

香港僱主聯合會主席  
鄭正煒工程師太平紳士敬賀



Mr. Kwong Ching Wai Alkin, JP  
鄭正煒工程師太平紳士

Chairman  
Employers' Federation of Hong Kong  
香港僱主聯合會主席





Dr. Daniel Yip  
葉中賢博士  
Chairman  
Federation of Hong Kong Industries  
香港工業總會主席

香港工業總會主席葉中賢博士敬賀

# 凝聚眾志 廣拓商機

香港零售管理協會二零一九年年報

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

Hong Kong's retail industry is instrumental to the city's economy, employing more than 250,000 people and contributing about 4 percent to GDP. Over recent decades, HKRMA has firmly established itself as the frontrunner in the field, and has been working hard to raise the profile of retailing in Hong Kong.

A number of external and internal uncertainties are clouding the retail outlook in the year ahead. As the voice of the industry and being one of the most influential business organisations in Hong Kong, the HKRMA carries the huge responsibilities to reinvigorate the retail sector in turbulent times. I wish the association every success in its future endeavors.



Dr. Dennis Ng, BBS, MH  
吳宏斌博士

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



Dr. Jonathan Choi Koon Shum,  
GBS, BBS, JP  
蔡冠深博士

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

香港零售管理協會成立三十六周年誌慶

# 協領同業 共創新局

香港中華總商會會長蔡冠深  
敬賀





# Organizational Structure

協會架構





# Board of Directors

# 董事會



**Mrs. Annie Yau Tse**  
Current Chairman



**Mr. Thomson Cheng**  
Chairman (2015-2018)

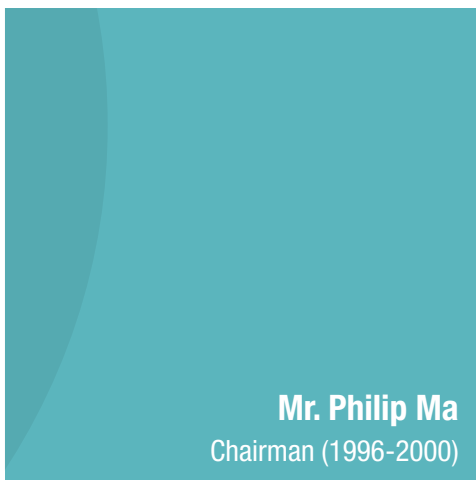


**Ms. Caroline Mak, JP**  
Chairman (2008-2015)





**Mr. Bankee Kwan, JP**  
Chairman (2004-2008)



**Mr. Philip Ma**  
Chairman (1996-2000)



**Mr. Rodney Miles**  
Chairman (1993-1996)



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

# Executive Committee 2018-2020

## 執委會

### Chairman 主席



Mrs. Annie Yau Tse  
謝邱安儀女士

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

### Vice-Chairman 副主席



Ms. Malina Ngai, JP  
倪文玲女士

Group Chief Operating Officer  
A.S. Watson & Co Ltd  
屈臣氏有限公司  
集團首席營運總監

### Vice-Chairman 副主席



Ms. Janis Tam  
譚錦儀女士

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

### Executive Committee Members 執委會成員



Ms. Clarice Au  
區文慧女士

Managing Director  
Fortress  
豐澤  
董事總經理



Mr. Alan Chan<sup>1</sup>  
陳健倫先生<sup>1</sup>

Chief Executive  
Pizza Hut Hong Kong Management Ltd  
香港必勝客管理有限公司  
行政總裁



Mr. Andrew Chan  
陳嘉然先生

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



Mr. Calvin Chan  
陳家偉先生

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



Mr. Tom Chan  
陳紀新先生

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



Mr. Ben Cheng  
鄭學玉先生

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

<sup>1</sup> Mr. Alan Chan resigned in July 2019 and was replaced by Mr. Andrew Wong, Director, Pizza Hut Hong Kong Management Ltd.  
陳健倫先生於2019年7月辭任執委會，由香港必勝客管理有限公司董事黃熾嵐先生接任。



Ms. Diane Cheung<sup>2</sup>  
張慧屏女士<sup>2</sup>  
Managing Director  
Watson's the Chemist  
屈臣氏  
董事總經理



Mr. Winston Chow  
周允成先生  
Director & Deputy General Manager  
Chow Sang Sang Jewellery Co Ltd – Emphasis  
周生生珠寶金行有限公司 — 點睛品  
董事兼副總經理



Mr. Eamon Chu  
朱賢文先生  
Director & CFO  
Prince Jewellery and Watch Company Ltd  
太子珠寶鐘錶有限公司  
董事及首席財務官



Mr. Samson Chu  
朱志明先生  
Managing Director  
Imperial Bird's Nest Int'l Co Ltd  
官燕棧國際有限公司  
董事總經理



Mr. Richie Eu  
余在啟先生  
Managing Director  
Eu Yan Sang Trading (Hong Kong) Ltd  
余仁生貿易(香港)有限公司  
董事總經理



Mr. Gordon Farquhar  
范國華先生  
CEO  
Mannings North Asia The Dairy Farm Group  
牛奶公司集團  
總裁—萬寧北亞區



Dr. Bankee Kwan, JP  
關百豪先生, JP  
Chairman  
CASH Group – Pricerite Home Ltd  
時富集團 — 實惠  
董事長



Ms. Randy Lai  
黎韋詩女士  
CEO  
MHK Restaurants Ltd  
香港麥當勞  
CEO



Mr. Alex Lee  
李德華先生  
Managing Director  
Reliance Motors Ltd  
合群汽車有限公司  
董事總經理



Ms. Helen Li<sup>3</sup>  
李家華女士<sup>3</sup>  
CEO, HK & Macau  
The Dairy Farm Co Ltd – Mannings  
牛奶有限公司 — 萬寧  
行政總裁 — 香港及澳門



Mr. Dennis Lo<sup>4</sup>  
羅開揚先生<sup>4</sup>  
Executive Chairman  
Fairwood Holdings Ltd  
大快活集團有限公司  
主席



Mr. Peter Lo  
羅德承先生  
CEO  
Café de Coral Holdings Ltd  
大家樂集團有限公司  
首席執行官

<sup>2</sup> Ms. Dianne Cheung resigned in August 2019 and was replaced by Mr. Samuel Wong, Managing Director, Watson's The Chemist. 張慧屏女士於2019年8月辭任執委會，由屈臣氏董事總經理李家樂先生接任。

<sup>3</sup> Ms. Helen Li resigned in July 2019. 李家華女士於2019年8月辭任執委會。

<sup>4</sup> Mr. Dennis Lo resigned in July 2019 and was replaced by Mr. Francis Lo, Executive Director, Fairwood Holdings Ltd. 羅開揚先生於2019年7月辭任執委會，由大快活集團有限公司執行董事羅輝承先生接任。



Dr. Guy Look  
陸楷先生

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



Mr. Philip Ma  
馬景煊先生

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



Mr. Pak Chi Kin  
白志堅先生

Chief Operating Officer  
Circle K Convenience Stores (HK) Ltd  
OK便利店有限公司  
營運總監



Mr. Peter Suen  
孫志強先生

Executive Director  
Chow Tai Fook Jewellery Co Ltd  
周大福珠寶金行有限公司  
執行董事



Dr. Ricky Szeto  
司徒永富先生

General Manager & ED  
Hung Fook Tong Holdings Ltd  
鴻福堂集團有限公司  
總經理兼執行董事



Mr. Tim Tang<sup>5</sup>  
鄧天正先生<sup>5</sup>

Managing Director  
Hong Kong / Macau Food  
The Dairy Farm Co Ltd – Wellcome  
牛奶有限公司 — 惠康  
常務董事 — 香港/澳門食品



Mr. Andrew Yu  
余偉傑先生

Director  
Yue Hwa Chinese Products Emporium Ltd  
裕華國產百貨有限公司  
董事總監

#### Executive Office 秘書處



Ms. Ruth Yu  
余麗姚女士

Executive Director  
Hong Kong Retail Management Association  
香港零售管理協會  
執行總監

<sup>5</sup> Mr. Tim Tang resigned in September 2019.  
鄧天正先生於2019年9月辭任執委會。



# Committee 2019

## 委員會 2019

### E-Commerce Sub-Committee 電子商貿委員會

Chairman 主席	Dr. Guy Look 陸楷先生	Sa Sa Cosmetic Company Ltd 莎莎化妝品有限公司
Members 成員	Ms. Clarice Au 區文慧女士	Fortress 豐澤
	Mr. Andrew Chan 陳嘉然先生	YGM Trading Ltd YGM貿易有限公司
	Mr. Calvin Chan 陳家偉先生	Catalo Natural Health Foods Ltd 美國家得路集團
	Mr. Winston Chow 周允成先生	Chow Sang Sang Jewellery Co Ltd – Emphasis 周生生珠寶金行有限公司 – 點睛品
	Mr. Eamon Chu 朱賢文先生	Prince Jewellery and Watch Company Ltd 太子珠寶鐘錶有限公司
	Mr. Samson Chu 朱志明先生	Imperial Bird's Nest Int'l Co Ltd 官燕棧國際有限公司
	Mr. Richie Eu 余在啟先生	Eu Yan Sang Trading (Hong Kong) Ltd 余仁生貿易(香港)有限公司
	Mr. Gordon Farquhar 范國華先生	The Dairy Farm Group 牛奶公司集團
	Mr. Pak Chi Kin 白志堅先生	Circle K Convenience Stores (HK) Ltd OK便利店有限公司
	Mr. Tim Tang 鄧天正先生	The Dairy Farm Co Ltd – Wellcome 牛奶有限公司 – 惠康

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

Chairman 主席	Ms. Janis Tam 譚錦儀女士	Swire Resources Ltd 太古資源有限公司
Members 成員	Ms. Diane Cheung 張慧屏女士	Watson's the Chemist 屈臣氏
	Mr. Winston Chow 周允成先生	Chow Sang Sang Jewellery Co Ltd – Emphasis 周生生珠寶金行有限公司 – 點睛品
	Mr. Richie Eu 余在啟先生	Eu Yan Sang Trading (Hong Kong) Ltd 余仁生貿易(香港)有限公司
	Ms. Helen Li 李家華女士	The Dairy Farm Co Ltd – Mannings 牛奶有限公司 – 萬寧
	Mr. Peter Lo 羅德承先生	Café de Coral Holdings Ltd 大家樂集團有限公司
	Dr. Guy Look 陸楷先生	Sa Sa Cosmetic Company Ltd 莎莎化妝品有限公司
	Mr. Peter Suen 孫志強先生	Chow Tai Fook Jewellery Co Ltd 周大福珠寶金行有限公司
	Dr. Ricky Szeto 司徒永富先生	Hung Fook Tong Holdings Ltd 鴻福堂集團有限公司

# Committee 2019

## 委員會 2019

### Membership Sub-Committee 會員事務委員會

Chairman 主席	Mrs. Annie Yau Tse 謝邱安儀女士	Tse Sui Luen Jewellery (International) Ltd 謝瑞麟珠寶(國際)有限公司
Members 成員	Mr. Alan Chan 陳健倫先生	Pizza Hut Hong Kong Management Ltd 香港必勝客管理有限公司
	Mr. Tom Chan 陳紀新先生	Commercial Group, Hong Kong Telecommunications (HKT) Ltd 香港電訊有限公司
	Mr. Ben Cheng 鄭學玉先生	Optical 88 Ltd 眼鏡 88 有限公司
	Mr. Winston Chow 周允成先生	Chow Sang Sang Jewellery Co Ltd – Emphasis 周生生珠寶金行有限公司 – 點睛品
	Mr. Samson Chu 朱志明先生	Imperial Bird's Nest Int'l Co Ltd 官燕棧國際有限公司
	Mr. Andrew Yu 余偉傑先生	Yue Hwa Chinese Products Emporium Ltd 裕華國產百貨有限公司

### Government Regulations Sub-Committee 政府條例委員會

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

# Advisory Panel, Organizing Committee, Steering Committee, Task Force & Working Party 2019

## 顧問團、籌備委員會及工作小組 2019

E-Commerce Advisory Panel 電子商貿顧問團		
Convenor 召集人	Dr. Guy Look 陸楷先生	Sa Sa International Holdings Limited 莎莎化妝品有限公司
Members 成員	Ms. Bonnie Chun 秦佩文女士	HK Internet Registration Corporation Ltd. 香港互聯網註冊管理有限公司
	Mr. William Ip	PayPal Hong Kong Ltd.
	Simon Leung 梁溢堅先生	Alipay (HK) Ltd. 支付宝
	Chen Xilin 陳稀霖先生	Meltwater
	Terry lu	Facebook
	Mr. Marc Gagne Mr. Louis Ngai	Salesforce.com
	Tony Wong 黃浩昌先生	Shoptline
	Steve Ng 吳家隆先生	HKT 香港電訊有限公司
	Toa Charm 湛家揚博士	Hong Kong Cyberport 數碼港
	Anna Lin, JP 林潔貽女士	GS1 Hong Kong 香港貨品編碼協會
	Stella Leung 梁翠萍女士	Google Hong Kong
	Dr. Lam, S.M. 林世銘博士	HKU SPACE, College of Life Science and Technology 香港大學專業進修學院 – 生命科學及科技學院
	Mr. Matthew Kwan 關廣智先生	Adams Company Ltd. 白武士有限公司

# Advisory Panel, Organizing Committee, Steering Committee, Task Force & Working Party 2019

## 顧問團、籌備委員會及工作小組 2019

Education Working Party 教育工作小組		
Convenor 召集人	Ms. Ruth Yu 余麗姚女士	Hong Kong Retail Management Association 香港零售管理協會
Members 成員	Ms. Alice Chan 陳慧愉女士	DFS Group Ltd
	Mr. Ken Wong 黃少勤先生	Vocational Training Council 職業訓練局
	Ms. Winnie Chow 鄒惠儀女士	A. S. Watson Retail (HK) Limited 屈臣氏零售(香港)有限公司
	Ms. Carrie Law 羅超美女士	CASH Group – Pricerite Home Ltd 時富集團 – 實惠家居有限公司
	Ms. Clara Liu 廖淑華女士	The Wing On Department Stores (Hong Kong) Limited 永安百貨有限公司
	Ms. Jasmine Lok 駱婉玲女士	Maxim's Caterers Ltd 美心食品有限公司
	Ms. Carol Poon 潘寶珍女士	Circle K Convenience Stores (HK) Ltd OK 便利店有限公司
	Ms. Rebecca Sin 孫有華女士	YGM Trading Ltd YGM 貿易有限公司
	Ms. Mary Suen 孫美妮女士	Stan Group (Holdings) Limited 陞域(控股)有限公司
	Ms. Leona Tse 謝芳芳女士	Swire Resources Ltd 太古資源有限公司
	Ms. Kitty Yip 葉若琳女士	Sa Sa Cosmetic Co Ltd 莎莎化粧品有限公司
	Ms. Isabella Tam 談慧敏女士	City'super

### Service & Courtesy Award & Mystery Shopper Programme Organizing Committee 傑出服務獎及神秘顧客計劃籌備委員會

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



# Advisory Panel, Organizing Committee, Steering Committee, Task Force & Working Party 2019

## 顧問團、籌備委員會及工作小組 2019

### Event Organizing Task Force

#### 活動籌備工作小組

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

### Sustainability Task Force

#### 可持續發展工作小組

Chairman 主席	Ms. Malina Ngai, JP 倪文玲女士, JP	A.S. Watson & Co Ltd 屈臣氏有限公司
Members 成員	Ms. Cristina Ventura	The Lane Crawford Joyce Group 連卡佛載思有限公司
	Mr. Calvin Kwan 關凱臨先生	Link REIT 領展
	Ms. Catherine Lee 李愛華女士	Maxim's Caterers Ltd 美心食品有限公司
	Mr. Rando Yuen 袁弘道先生	A.S. Watson Group 屈臣氏集團
	Ms. Karen Law 羅嘉韻女士	Swire Resources 太古資源
	Ms. Irene Leung 梁凱欣女士	Tse Sui Luen Jewellery Co Ltd 謝瑞麟珠寶（國際）有限公司
	Ms. Ng Pui Kei 伍珮琪女士	The Dairy Farm Co Ltd – Mannings 牛奶有限公司 – 萬寧

### Task Force on New Retail Model

#### 新零售工作小組

Chairman 主席	Dr. Guy Look 陸楷先生	Sa Sa Cosmetic Company Ltd 莎莎化妝品有限公司
Members 成員	Mrs. Annie Yau Tse 謝邱安儀女士	Tse Sui Luen Jewellery (International) Ltd 謝瑞麟珠寶(國際)有限公司
	Ms. Janis Tam 譚錦儀女士	Swire Resources Ltd 太古資源有限公司
	Mr. Alan Chan 陳健倫先生	Pizza Hut Hong Kong Management Ltd 香港必勝客管理有限公司
	Mr. Richie Eu 余在啟先生	Eu Yan Sang Trading (Hong Kong) Ltd 余仁生貿易(香港)有限公司
	Mr. Derek Ng 吳獻昇先生	CASH Group – Pricerite Home Ltd 時富集團 – 實惠家居有限公司





# Chairman's Report

## 主席報告





# Chairman's Report

## 主席報告

Ladies and Gentlemen, welcome to the 36th Annual General Meeting of the Hong Kong Retail Management Association.

It has been a tremendous privilege for me to have served the Association in the capacity of Chairman since last October, and to have walked side by side with members and fellow retailers in 2019, which happens to have been one of the most challenging and difficult years for Hong Kong and our retail industry since the handover in 1997.

I am particularly thankful to our Board of Directors, the Executive Committee members, and Mr. Peter Shiu, our Legislative Councillor. With their unwavering support, the Association has implemented a full array of activities and new initiatives to sustain the development of our industry. I am now pleased to give you some highlights of our achievements.

### Retail Industry in Crisis

Since June this year, our retail industry has been impacted by the prolonged social unrest going on in different parts of the city. The increasing frequency of sudden store closures has caused huge business disruptions and losses to our member retailers. Their staff safety has also been under constant threat, with take-home income badly affected.

This comes at a time when we have already seen a deceleration of Hong Kong's retail sales growth since the third quarter of 2018, culminating in negative growth since February 2019. For the first eight months of 2019, total retail sales value fell by 6% compared with 2018.

In the face of heightened US-China trade conflicts, a significant drop in visitor numbers, and dwindling confidence among local consumers, the Association forecasts a double-digit drop in total retail sales value for 2019. If rental costs remain at their current unaffordable levels, we anticipate a high chance of recession in 2020 with a rapid surge in unemployment.

### Pleading for Rent Reduction and Timely Relief Measures

Against this gloomy backdrop, our paramount task is to help members sustain their survival. In July, we took prompt action to update Chief Executive Mrs. Carrie Lam on the increasing market devastation, and urged the Government to restore law and order swiftly, as well as provide retailers with immediate relief.

歡迎大家出席香港零售管理協會第36屆會員周年大會。

2019年是香港及香港零售業自1997年回歸以來極具挑戰及艱辛的一年，我很榮幸於去年10月獲選為協會主席，為協會服務，並在這困難時期與各位會員及零售同業並肩同行，迎難而上，共同跨越挑戰。

我特別感謝董事會、執委會以及批發及零售業立法會議員邵家輝先生。有賴他們堅定不移的支持，協會得以推行各種多元化的活動及嶄新的計劃，推動零售業持續發展。我今天向大家簡報協會的各項成果。

### 零售業陷經營危機

自今年6月起，香港社會動盪持續，影響波及全港各區，重創香港零售業。店舖提早關門的次數也漸趨頻密，協會會員的業務中斷，損失慘重。員工的人身安全亦不斷受到威脅，而收入亦銳減。

早於2018年第三季起，香港零售額增長已見放緩，到了2019年2月開始錄得負增長。2019年首八個月的零售業總銷貨價值較2018年下跌6%。

隨著中美貿易糾紛越演越烈，加上旅客人數驟跌，及本港消費疲弱，協會預期2019年的零售業總銷貨價值將錄得雙位數字的跌幅。倘若租金開支仍然居高不下，處於目前難以負擔的水平，協會預期2020年的經濟很大機會出現衰退，失業人數將會飆升。

### 呼籲商舖業主減租 紓困措施刻不容緩

在香港經濟陰霾籠罩下，協會的首要任務是協助會員渡過難關，逆境求存。協會於7月即時向行政長官林鄭月娥女士反映零售市況每況愈下，促請政府盡快恢復原狀，同時為零售商提供即時的紓困措施。



As rent reduction is the most direct and effective way to help retailers stay afloat in deep water, we requested Mrs. Lam to take a lead in requesting landlords to grant rent reductions. We have already written ourselves to some 30 major landlords, including MTR Corporation and Sun Hung Kai Properties whose malls and retail premises have been greatly affected by the widespread social protests across the city. We plead with all landlords to grant rent reductions of 50% for the next six months.

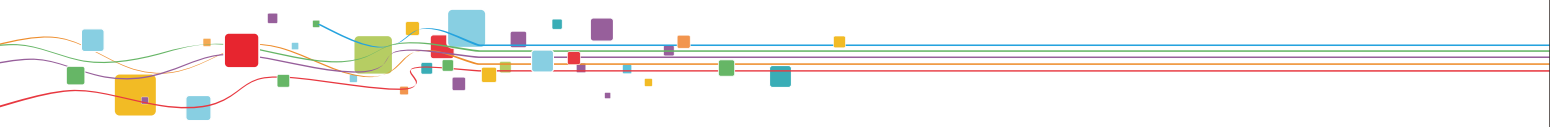
To arouse public awareness, we also placed two rounds of advertisements with a similar message in five major Chinese newspapers in August and early October. We were pleased to have the support of four catering industry associations in our latest campaign.

協會相信減租是最能直接及有效地解決零售商燃眉之急的方法。我們敦請林鄭月娥女士牽頭游說商舖業主減租。此外，協會致函約30名主要業主，包括香港鐵路有限公司及新鴻基地產，其轄下的零售商舖大幅及廣泛受社會運動影響。協會呼籲全港商舖業主提供50%的租金減免，為期六個月。

為喚起公眾關注，協會於8月在五份主要中文報章刊登聲明，呼籲全港商舖向租戶減租五成，為期六個月。協會很高興獲得四個餐飲業協會的支持，並聯名於10月初刊登了第二輪聲明，以加強我們對業主減租的呼籲。

Annie Yau Tse  
謝邱安儀女士





Meanwhile, we continue to maintain close communications regarding the latest business disruptions with other top government officials including the Financial Secretary, Mr. Paul Chan, as well as the Hong Kong Tourism Board and related stakeholders. Together we are expediting joint actions to support local businesses, safeguard jobs, and plan remedial measures to relaunch the image of Hong Kong when the situation improves.

### **Advocating a Sustainable Retail Business Environment**

Amid the strong headwinds, the Association continues to advocate a healthy and sustainable business environment and urges the Government to reduce compliance costs, promote economic vitality and enhance the efficiency of doing business, which is pivotal for the growth of our industry.

On this front, we responded to several proposed legislative and regulatory measures, and submitted views and recommendations to the Government on a wide range of topics, including the proposed sectoral working hours guidelines, a review of the statutory minimum wage, the MPF Offsetting Mechanism, and Producer Responsibility Schemes (PRS) encompassing various environmental-related issues.

We have also maintained regular exchanges with the top officials of government policy bureaux related to our industry and lobbied on subjects that are vital for the continued development of the retail industry. For example, we have persistently implored the Government to review its HK\$130 million allocation for retail manpower development and technology adoption, in the face of drastic changes in the retail landscape.

Besides all these initiatives, our regular updates on market performance and advocacy on various topics have been well delivered through our extensive and well-established media network and other contacts. We are pleased to have seen a remarkable record of over 320 media exposures during the reporting year.

### **New Direction to Rebrand Hong Kong's Retail Industry**

Responding to the acceleration of digitalisation and e-commerce, as well as the evolving aspirations of millennials both as customers and a workforce, the Association has initiated a new direction this year to embark on a holistic approach of rebranding the retail industry.

與此同時，協會繼續與財政司司長陳茂波先生及政府官員、香港旅遊發展局及相關持份者保持緊密溝通，希望集結各方力量，支援本港企業、保障就業機會，以及制定補救措施，待市況改善，重建香港形象。

### **提倡零售業可持續發展的營商環境**

儘管前路險阻重重，協會依然堅持不懈，提倡健康及可持續發展的營商環境，促請政府減少合規成本，為經濟注入動力，同時提高經營效率。這些對行業的可持續發展至關重要。

在這方面，協會回應了數項立法建議及監管措施，並已就各項議題向政府遞交意見書及建議，包括行業工時指引建議、法定最低工資水平檢討、強積金對沖機制及生產者責任計劃，及各種與環境保護息息相關的議題。

協會亦不時與政府就零售業發展交流意見，並就那些對零售業持續發展的重要議題進行遊說。例如，協會鍥而不捨地促請政府檢討其一億三千萬元資助零售業人才發展及科技應用的撥款，以增加對業界的支持，配合瞬息萬變的零售新面貌。

除了上述措施之外，協會經常廣泛透過傳媒網絡發佈最新市場資訊及有關各項議題的倡議。協會樂見於本報告年內錄得超過320宗傳媒報導的記錄。

### **重塑香港零售業品牌新方向**

為應對急速發展的數碼化及電子商貿，以及回應千禧世代顧客及員工不斷轉變的需求，協會今年開闢新方向，展開全面零售業重塑策略。

We believe that despite the current hardships, the retail industry will maintain its significant contribution to our economy, with the rebranding exercise helping retailers prepare for a turn-around of business, capitalise on the opportunities of the new retail model, and overcome long-standing development bottlenecks such as talent gaps.

Our rebranding exercise focuses on three areas, namely promoting the adoption of technology, developing smart talent, and tapping the development potential of the Greater Bay Area. These focal points are well in sync with the opinions of some 281 C-level executives reflected in our joint survey with KPMG early in 2019, which was aimed at addressing the challenges facing Hong Kong's retail industry.

### Translating Vision into Actions

In 2019, the Executive Committee formed a Task Force on the New Retail Model to expedite different areas of work under this rebranding initiative. At the forefront, we have spared no efforts to propel the setting-up of a retail e-commerce ecosystem that allows strengthened engagement with external industry leaders via our E-Commerce Advisory Panel, as well as other major stakeholders.

These partners include the Consumer Council, Cyberport, Hong Kong Applied Science & Technology Research Institute, Hong Kong Productivity Council, Hong Kong Science Park, Google and SHOPLINE. To make best use of their expertise, we have organised joint activities that address a series of immediate pain points facing retailers in such areas as O2O development, the adoption of new technology, and broadening the customer experience with innovative new services.

On various occasions, we have also promoted the exchange of ideas and knowledge sharing among retailers on the challenges and opportunities of new retail models. This year's Hong Kong Retail Summit in May, our pivotal annual activity, took the theme of "Retail Reinvention: Success in the Disruptive Age". It featured 22 heavyweight speakers and attracted participation from over 700 retailers and executives.

Meanwhile, our Quality E-shop Recognition Scheme, which has provided an effective vehicle to promote best practices and standards of e-tailing since its inception in 2017, registered encouraging participation from 95 e-shops this year, with new assessment criteria and strengthened publicity exposure for outstanding performers.

協會相信，儘管當前困難重重，零售業將繼續為香港經濟作出重大的貢獻。重塑零售業有助零售商為業務回升做好準備，把握新零售模式的機遇，及解決人才短缺等長期以來的發展瓶頸問題。

協會的重塑零售業策略主要集中於三個範疇——推廣科技應用，培育智能人才，善用大灣區的發展潛力，以應對香港零售業面臨的挑戰。這三個發展方向與協會於年初聯同畢馬威進行的調查中受訪的281位管理人員的意見非常一致。

### 加強行動 實踐理念

執委會於2019年成立了「新零售工作小組」，加快實施零售業重塑計劃內不同的工作項目。協會首要工作是致力加快設立零售電子商貿生態系統，並通過協會的電子商貿顧問團加強與業界領袖及其他主要持份者的交流。

合作夥伴包括消費者委員會、數碼港、香港應用科技研究院、香港生產力促進局、香港科學園、Google及SHOPLINE。借助合作夥伴的專業經驗，協會合辦了一系列活動，主要針對零售業急切面對的難題，包括線上線下發展、新零售科技的應用，以及透過創新服務提升顧客體驗等。

協會亦於不同場合鼓勵零售商之間就新零售模式的挑戰與機遇互相交流切磋及分享知識。協會於今年5月舉辦了香港零售高峰會，主題為「變革新零售 共創成功路」。協會邀請到22位業界翹楚於這一年一度的重頭活動中作主講嘉賓。是次活動吸引了超過700位零售商及管理人員參加。

與此同時，「優質網店認證計劃」自2017年推行以來，有效地推廣網店最佳營商手法及標準。今年，95間網店踴躍參與此項計劃，值得鼓舞。協會於年內推行了新的評估準則，同時為表現傑出的網店加強宣傳攻勢。



To promote technology adoption and nurture a new breed of talent, we have conducted some thorough groundwork with a view to formulating a new series of awards for smart retailing, along with some exciting projects on new retail models. All these innovative initiatives are targeted for introduction by phases in 2020.

### Strengthening Industry Building Blocks

In response to the unprecedented challenges caused by the social unrest, we have provided our members with timely guidelines to handle emergency situations in addition to organising some well-received seminars on protecting staff's emotional well-being and uplifting their resilience amid the current difficulties.

As regards our flagship programmes, we have overhauled our Mystery Shopper Programme and Service Courtesy Award to keep pace with digital transformation by adding new service deliverables to their assessments, as well as new elements relating to customer-centric parameters and technology application.

It is noteworthy to mention our Association's first-ever Green Hackathon held in February. We solicited good support from 20 retail brands, 12 start-up teams and over 80 university students and young graduates to work on green solutions at retail stores. This three-day event marked a milestone in our efforts to promote and deepen understanding of retail sustainability by engaging young talent.

Throughout the year, we continued striving hard to promote the Government's Qualifications Framework, Recognition of Prior Learning Scheme, and Earn & Learn Pilot Scheme for the Retail Industry. During this reporting year, we organised over 30 training workshops and seminars, reaching over 1,900 participants from over 100 companies. The bulk of these training activities were focused on upgrading skills and knowledge in the new retail era.

為了推廣科技應用及培育新力軍，全面打好基礎，並為智能零售制定全新系列的獎項，協會籌備了有關新零售模式的多項令人振奮的創新計劃，預期將於2020年分階段推出。

### 凝聚零售業

就社會動盪帶來前所未有的挑戰，協會適時向會員提供指引，說明如何處理緊急情況，同時舉辦研討會，旨在維護員工的情緒健康，提高他們面對當前困境時的適應能力。研討會深受歡迎。

關於協會的旗艦活動，協會為「神秘顧客計劃」及「傑出服務獎」帶來全新面貌，包括在評審中增添新服務，以配合數碼轉型的步伐，同時注入與顧客為本規範及科技應用相關的新元素。

值得一提的是協會於2月成功首次舉辦了「Green Hackathon」活動。協會獲得20個零售品牌、12隊新創團隊及超過80位大學生及年青畢業生的大力支持，為零售店鋪提供環保方案，為是次活動奠定了重要的里程碑。在這為期三天的活動中，協會致力鼓勵年青人才積極加入零售業，推動行業可持續發展並加深大眾在這方面的認識。

年內，協會孜孜不倦，推廣政府的「零售業資歷架構」、「過往資歷認可」及「零售業『職』學創前路先導計劃」。於本報告年內，協會舉辦了超過30個培訓工作坊及研討會，吸引了超過1,900位來自超過100間公司的參加者參與。這些培訓活動內容精彩，目的是讓參加者能在這新零售時代中提升技能及增加知識。

## Supporting SMEs and Uniting Members

Continuing our support for SME retailers, the 6th SME Development Programme funded by the Government was successfully completed in December 2018. We registered over 480 SME retailers who benefited from a wide spectrum of activities, with a focus on tapping the business opportunities of e-tailing.

Recognising that SMEs are the backbone of our industry, we have submitted a new application to the Government this September on enhancing technology adoption amongst SMEs, with the support of Hong Kong Productivity Council. This proposed 14-month project is expected to benefit about 500 SME retailers.

During this toughest period, our Association has been going an extra mile to connect with its members and fellow retailers in Hong Kong. We organised a series of customised networking events, including CEO luncheons, visit tours and business matching activities, all well-received by participants.

Despite the current austerity, the Association has registered mild growth in membership of 1.4% to 795 as a result of strengthened exclusive member benefits, new initiatives to encourage membership referral, and refined services offered to target groups.

I would like to take this opportunity to thank the Board of Directors, the Executive Committee and all members again for their support; without your valued commitment and contribution, we could not have achieved so much, nor overcome so many extraordinary difficulties this year. Anticipating further challenges ahead, let us maintain this strong team spirit, staying in unity to persevere for a brighter future for Hong Kong's retail industry.

(presented at the 36th AGM on 11 October, 2019)

## 支援中小企 團結會員

協會持續為中小企零售商提供支援。由政府資助的「第六期中小企支援計劃」已於2018年12月圓滿結束。超過480間中小企零售商受惠於各種多元化活動，以把握電子零售的商機。

協會深知中小企是零售業的中流砥柱，在香港生產力促進局的支持下，協會已於9月向政府遞交新申請，以提高中小企在科技上的應用。預期這項為期14個月的計劃將令約500間中小企零售商受惠。

在這個最艱辛的時期，協會一直盡心盡力地連繫香港的會員及零售同業。協會舉辦了一連串度身訂制的交流活動，包括行政總裁午餐交流會、考察團及商貿配對活動，全都深受參加者歡迎。

年內，協會加強會員專享優惠、新推行的會員推薦計劃及為目標群體提供更優質的服務。儘管市況嚴峻，協會喜見會員數量微增1.4%至795名。

我希望藉此機會再次感謝董事會、執委會及所有會員的支持。承蒙各位的承諾及重大的貢獻，我們今年才有如此豐碩的成果。雖然我們預期前路將有更多挑戰，但願我們保持著這份強大的團隊精神，團結一致，繼續為香港零售業的光輝未來努力不懈，跨步向前！

(摘自2019年10月11日第36屆會員周年大會主席報告)





# Vice-Chairman's Message

## 副主席之話

### Bringing a New Perspective to Hong Kong's Retail Development

#### 為香港零售發展帶來全新視角

There is a saying that “out of crisis comes opportunity”. Consumers’ appetite for spending has apparently been dampened by lingering economic uncertainties. Yet, the Association, serving as an industry leader, has been looking for solutions and enhancing our resiliency to sail through this difficult time, while getting well prepared for opportunities.

Though businesses and retailers are increasingly affected by rigorous changes brought about by the proliferation of disruptive technology, the Association has been a champion of discussions and initiatives to transform the retail industry. It is one of our goals to help our industry change retail for the better.

Often, in an era of disruption, retailers are propelled to act quickly and decisively by three major forces, namely, the changing and demanding consumer behaviours and preferences, intensifying competition landscape and ecosystem in retail, and emergence of new technologies.

To lead retailers to accelerate digital transformation in such difficult time, the Association progressively develops new cooperative behaviours within the industry and with our stakeholders in the community.

The foremost area of our focus is to enhance customer experience by expanding automation in the retail processes, while enabling retailers to manage costs. We facilitate our members to proactively look for solutions, and gain support through collaboration with potential partners in the technology community such as those in the Greater Bay Area, while benefiting from the government policies.

Consumer-centric retail, which entails figuring out what customers are going to want before they do, is equally critical in the transformation process. It does not simply adopt a new technology or process enhancements. Instead, it is all about enabling retailers to create a positive customer experience which will in turn generate returns.

所謂「有危自有機」。縱使在經濟不明朗因素籠罩下，消費意欲明顯疲弱，但協會定必繼續肩負起零售業領袖的角色，想方設法，加強零售業的抗逆力，迎難而上，同時為捕捉未來發展機遇做好準備。

隨著顛覆性的創新科技激增，為市場帶來翻天覆地的轉變，企業及零售商深受其影響。協會一直推動各項討論及計劃，務求加快零售業轉型。協會的目標之一，就是堅持零售業變革，不懈創新，讓零售業的前景更廣闊、更美好。

在這個科技顛覆市場的時代，消費者行為及偏好不斷改變，要求也越來越高，零售業競爭加劇，生態系統增強，加上新科技的興起，環球零售商不得不迅速應對，果斷決策。

在如此艱難時刻，協會為了帶領零售商加快數碼化轉型，與零售商及本地持份者逐步建立新的合作關係。

協會的工作重點，是透過加強零售流程自動化提高顧客體驗之餘，亦為零售商節省成本。協會協助會員積極尋求解決方法，並透過與大灣區等地區的潛在科技合作夥伴互相合作獲得支援，同時受惠於政府政策。

所謂以消費者為本的零售，就是零售商在顧客購物前理解顧客的要求，這在數碼化轉型過程中同樣舉足輕重。數碼化轉型，不單純是採用新科技或提升零售流程，而是助零售商為顧客帶來非凡的購物體驗，從而賺取回報。



In today's modern, digitized world, consumers expect to be able to buy almost anything, anywhere, at any time, and at a low price. Against this backdrop, the Association continues to step up its efforts in leading discussions and organizing workshops in relation to best practices in customer journey mapping so as to inspire the industry to take a new business approach.

Transformation also means that retailers have to think harder and focus more on environmentally sustainable. It is, however, always mistakenly regarded as one of the responsibilities lying merely with the green groups. Rather, environmental sustainability requires strong partnership among every individual in society, commercial sector, government as well as non-governmental green organizations. The Association's Sustainability Task Force has put initiatives in place and will continue to bring innovative ideas to the industry brought forward by our younger generation.

The Association will continue to be devoted to strengthening our role in pushing forward discussions to accelerate transformation, as well as rebuilding the business environment and the international reputation of Hong Kong, which will be at the top of our agenda. I sincerely believe this challenging period will fortify our cooperation among industries and with the government by sharing the same goal of reviving Hong Kong.

在現今數碼化時代，顧客希望能隨時隨地以低價格購買心頭好。在此背景下，協會繼續努力不懈主持各項與顧客體驗旅程最佳營商手法相關的討論，及舉辦相關工作坊，務求啟發零售商構思出新穎的企業策略。

數碼化轉型也意味著零售商必須在可持續環境保護的問題上花盡心思。環境保護往往被誤以為只是環保團體的責任。事實上，要可持續地保護環境，需要社會、商界、政府與非政府環保團體每一份子緊密合作。協會的「可持續發展工作小組」持續落實多項計劃，並且繼續將年輕人的創意念帶給零售業。

協會將繼續致力加強協會的角色，推動各項討論，加快數碼化轉型，同時重建香港營商環境，重振香港的國際聲譽。這些將是協會的重要工作。本人誠摯相信，縱使零售業在此期間荊棘滿途，但困境將促使各行各業之間及與政府加強合作，朝著共同目標，重燃香港新希望！

Malina Ngai  
倪文玲女士





# Vice-Chairman's Message

## 副主席之話

### Silver Lining in Hong Kong's Retail Industry amid Crisis

### 香港零售業在危機中總會有曙光

Already troubled by the China-US trade dispute, the city's economy has been battered by continued protests over the past months, hitting retail business particularly hard. Against this backdrop, the Association maintains a cautious outlook on the retail market. It is apparent that consumers continue to be very conservative about spending, while uncertainties linger.

Though the retail outlook remains very uncertain considering that the city's social unrest is still unabated, we should all stay positive as there are always opportunities in crisis. Apart from necessary day-to-day adjustments made during this unprecedented period, the major challenge for all retailers is to deal with the high cost base inherited from peak time. While lowering the cost base especially rental is surely critical at this moment, it is our top priority to take actions to ensure staff safety and morale.

香港經濟本已受中美貿易糾紛拖累，在過去數個月示威活動持續的夾擊下，零售業尤其大受打擊。未來滿佈陰霾，充斥著不明朗因素，消費者情緒明顯地變得非常謹慎；而協會對零售市場的前景亦維持非常審慎的態度。

歷時多月的社會運動仍然持續，社會不穩，零售業的前景仍然難料，但協會依然保持正面態度，相信在危機之中往往蘊藏著機遇。在這個前所未有的艱難時期，零售商除了作出必要的日常業務調整之外，同時面對著零售業高峰期延續下來的高成本基數的挑戰。在此期間，降低成本基數，尤其是租金，無疑至關重要，與此同時零售商亦必須採取措施，確保員工人身安全及激勵員工士氣。



Janis Tam  
譚錦儀女士

Meanwhile, it is always good to look beyond and get ourselves more prepared when the market recovers, especially on online-to-offline opportunities to perfect the customer shopping experience supported by technology and big data. Hope is always there and many examples are telling us that we can only emerge stronger after crisis if we learn and transform ourselves from it.

Since consumers are more empowered and demanding than ever before in today's highly connected world, shopping is no longer limited by time or geographical locations. Understanding how consumers shop and creating traction are thus the keys to success. Evidently, the current crisis has pushed up demand for digitalization enabling shopping to be seamless, anytime and anywhere.

In view of changing customer mix with more focus on locals and lesser on tourists, retailers are shaping their retail operations in terms of store network, merchandise relevance, consumer services and communication. By recognizing the change of customer mix, they will be more than ready to ride on the prevailing trends, and to eventually achieve better operational performance in terms of sales revenue, volume and cost.

To weather out the turbulence, retailers have also made relentless efforts to achieve sustainability in the short run, while continuing to refine customer experience in the long run by understanding their shopping journey. Undoubtedly, digitalization will be a key solution to which resources should be allocated.

It was a fruitful year for the Association despite dipping consumer confidence. Its remarkable achievements included setting up a Task Force on New Retail Model to identify the pain points in technology adoption. Our flagship programmes, Service & Courtesy Award and Mystery Shopper Programme were also undergone an overhaul to add in new service deliverables. All these initiatives were in line with the Association's strategy to rebrand the industry by highlighting its vibrancy and opportunities through digital transformation as well as talent development.

Looking forward, 2020 will likely be another challenging and dramatic year, given a high base of the first half of 2019 to compare. Hopefully, consumer confidence and visitor arrivals will pick up and the industry will shine again when the market passes its trough. Despite the headwinds, the Association believes that the industry will continue investing in directions that the new retail calls for. Taking this opportunity, may I strongly encourage our members to stay tuned to our flagship programmes, training, seminars and workshops.

除了面對當前危機，零售商宜放遠目光，做好充份的準備，加速運用科技及大數據，待市場回升，便能捕捉各種機遇，尤其是線上線下營銷的良機，讓顧客享有美好的購物體驗。因為很多例子讓我們知道，只要從危機中學習及轉型，風雨過後，將會更能茁壯成長。

在現今互聯網的世界裡，消費者變得更有話語權，對產品、服務的要求更高，購物不再受時間或地域限制。零售商致勝關鍵是更能夠瞭解消費者的想法及與消費者更個人化的互動。眼前的危機，顯然令市場對數碼化的需求增加，零售數碼化讓顧客可隨時隨地、暢通無阻地盡情購物。

隨著旅客減少及更集中本地消費，零售商需要不斷調整店舖網絡、商品相關度、顧客服務以及溝通渠道。透過瞭解客源的轉變，使零售商得以順應目前的發展趨勢，以期在銷售額、銷售量及成本方面達到較理想的營運表現。

為了跨越難關，短期而言，零售商亦已竭盡全力達致可持續發展；長遠而言，零售商需要繼續透過洞悉顧客的購物旅程，提升顧客體驗，而數碼化無疑是值得投放資源的應對之策。

雖然消費者信心下滑，但對協會來說，這是碩果纍纍的一年。協會年內取得多項傑出成就，包括成立「新零售工作小組」，以找出科技應用的難題。協會也為其旗艦活動「傑出服務獎」及「神秘顧客計劃」帶來全新面貌，增添多項新服務。上述計劃全面配合協會重塑零售業行業新形象的策略，透過數碼化轉型及人才培訓突顯零售業的活力及機遇。

由於2019年上半年的對比基數較高，2020年仍然將會是充滿挑戰的一年；待社會回復穩定後，相信消費者會重拾信心，訪港旅客人數亦可望回升，令市場走出低谷，零售業將再度活躍。協會相信，藉團結一致，零售業定能跨越目前市場各種障礙，朝著新零售的方向邁進。本人亦藉此機會鼓勵協會會員關注協會的旗艦活動、培訓、講座及工作坊，並大力支持員工踴躍參與。







# Achievements

## 工作回顧



# E-Commerce Sub-Committee

## 電子商貿委員會



**Dr. Guy Look**  
陸楷博士

**Chairman of E-Commerce  
Sub-Committee**  
電子商貿委員會主席

"We have shaped the retail e-commerce ecosystem relentlessly this year, including partnering with e-commerce giants and creating opportunities for our members. Additionally, major development was made to improve our Quality E-Shop Recognition Scheme."

「委員會今年繼續堅持不懈地打造零售電子商貿生態系統，包括與電子商貿巨擘合作，為協會會員創造機遇。此外，在完善「優質網店認證計劃」方面，我們亦取得重大的進展。」

### Task Force on New Retail Model

In view of the new retail landscape, the Association formed a Task Force on New Retail Model under the E-Commerce Sub-Committee.

Focusing on customer journey mapping with insights, the Task Force has developed new definitions on retail in Hong Kong and China, while identifying pain points in supply chain to be resolved through technology adoption.

Thanks to the team's input, the Sub-Committee has launched initiatives on new retail models conducive to uplifting the Association's relevancy to our members and retailers.

### E-Commerce Advisory Panel

In 2018, the Sub-Committee championed the E-Commerce Advisory Panel to engage key e-commerce players and stakeholders, while seeking professional advices on our e-commerce initiatives.

Through two sessions, the Advisory Panel helped them share views on addressing retailers' pain points.

### Quality E-Shop Recognition Scheme

Since 2017, the Quality E-Shop Recognition Scheme has gained attraction so strongly that its number of recognized e-shops has reached 95.

Initially available only to e-shops with independent URL addresses, the Scheme has, starting 2019, engaged more e-shops hosted on various e-marketplaces or platforms. By doing so, we have developed an industry benchmarking for e-shops, and planned to enhance further Hong Kong's e-commerce ecosystem.

### 新零售工作小組

為了配合全新的零售環境，協會於電子商貿委員會轄下設立「新零售工作小組」。

工作小組專注提出有關顧客體驗旅程的獨到見解，為香港及中國內地零售建立全新定義，同時找出了可透過科技解決的供應鏈問題。

有賴團隊成員的貢獻，委員會推出多項新零售模式計劃，有助協會加強其與會員及零售商之間的密切關係。

### 電子商貿顧問團

委員會於2018年成立電子商貿顧問團，讓我們就電子商貿計劃徵詢專業意見。顧問團成員包括大型電子商貿企業及持份者。

透過兩次會議，電子商貿顧問團就零售商的難題互相交流，及透徹瞭解彼此的觀點。

### 優質網店認證計劃

從2017年起，優質網店認證計劃得到越來越多的關注。獲認證的網店數目已達95家。

計劃開展的初期，只有獨立網址的網店才能參與此項計劃，但從2019年起，於不同電子市集經營的網店亦可參與。由此可見，我們已經為網店釐定行業指標，並計劃進一步提高香港的電子商貿生態系統。





Public education plays a crucial role in terms of shopping from quality e-shops and attracting more consumers and retailers to the Scheme. In this regard, we took extra effort to raise public awareness in this year. On top of our regular publicity, we launched campaigns about the Scheme at MTR In-train TV in April and July to accentuate the benefits of shopping at the recognized quality e-shops.

In 2020, we will further enhance the assessment criteria of the Quality E-Shop Recognition Scheme basing on the external experts' recommendations.

## New Initiatives

The Sub-Committee completed several e-commerce events and initiatives in 2019.

### Industry Competition

In our "SHOPLINE x HKRMA E-Shop Customer Experience Competition", jointly run with SHOPLINE for platform merchants, five e-shops emerged as winners of the gold award, followed by one silver award winner and three bronze winners. Furthermore, 25 SHOPLINE e-shops were recognized as quality e-shops. The 35 contestants were assessed primarily based on the number of complaint cases, if any, with the Consumer Council, and mystery shopper assessments on online customer shopping experience and contract fulfillment. A corresponding sharing conference cum award presentation was held in September, followed by extensive media coverage.

於優質網店購物，以及吸引更多消費者及零售商參與此計劃，公眾教育不可或缺。為此，委員會今年更積極地提高公眾意識。除了我們定期的宣傳活動外，委員會亦於4月及7月於地鐵車廂播放協會優質網店認證計劃的宣傳短片，讓公眾深入瞭解於獲認證的優質網店購物的好處。

於2020年，委員會將根據獨立專家的建議，進一步提高優質網店認證計劃的評審準則。

## 再獻新猷

委員會於2019年完成多項電子商貿活動及計劃。

### 業界比賽

協會與電子平台SHOPLINE聯合舉辦「SHOPLINE x HKRMA 優質網店比賽」。這項比賽開放給平台店主參加，由五間網店榮獲金獎、一間獲得銀獎，另有三個銅獎得主。25間網店成為今年度「優網店」。評審團主要根據消費者委員會接獲的投訴個案數目（如有），以及按照網上顧客購物體驗及履行交易進行的神秘顧客評審，對35間競逐獎項的網店進行評審。分享會暨頒獎典禮已於9月舉行，獲得廣泛的媒體報導。



### Smart Retailing Conferences

Likewise, two Smart Retailing Conferences were organized to provide up-to-date knowledge and market practices on e-commerce. Focusing on "e-Payment & Contract Fulfillment", the first conference featured a keynote presentation on "Hong Kong Consumer Attitudes on Online Retail" by Ms. Gilly Wong, Chief Executive of Consumer Council, followed by two panel discussions. With speakers including Google Pay, Alipay, PayPal, PayMe and HKT Financial Services, as well as winners of the 2018 Best Contract Fulfillment Awards, namely Fortress, Watsons, Pricerite and CSL.

Thematized "Online Marketing", the second conference was the award presentation ceremony cum sharing from winning e-shops of the SHOPLINE e-shop competition. It featured a keynote presentation entitled "Deliver Truly Customer-Centric Digital Marketing" by Google Hong Kong, followed by a panel with speakers from CSG ZTOA Ltd., Hotmob and Nielsen. Media coverage of the two events was published in July and mid-October respectively.

### E-Commerce Partnership Programme

To help retailers keep abreast of the development of e-commerce and omni-channel retailing, we have invited through the E-Commerce Partnership Programme 13 of our Associate Members to be our E-Commerce Partners.

### Online Smart Retailing Learning Centre

With the support from over 20 partners including our Advisory Panel Members, the Association has built an online resources library named "Smart Retailing Learning Centre" to meet the needs of local retailers, especially SMEs, for e-commerce learning materials. Available on our website since April 2019, the library has updated our members on the latest e-tailing trends, customer experience, and so forth. Concurrently, a quarterly HKRMA "E-tailing Newsletter" has updated our members on the latest trends and development.

### An Array of Diversified Activities

A total of 25 e-commerce activities including conferences, seminars and workshops were held during the reporting year. They covered topics such as evolving customer journey in a changing digital age and omni-channel communications strategy, to name a few. Also, 1,800 participants from 700-plus companies attended our eight business matching and networking activities.



### 智能零售研討會

協會舉辦了兩場智能零售研討會，為零售商提供電子商貿最新資訊及營商手法。第一場智能零售研討會的主題為「電子付款、安全及履行交易」，由消費者委員會總幹事黃鳳嫻女士擔任主講嘉賓，剖析香港消費者對網上零售的態度，緊接著的是兩場小組討論。講者包括Google Pay、支付寶、PayPal、PayMe及HKT Financial Services，以及「2018年最佳履行交易表現獎」得主豐澤、屈臣氏、實惠及CSL。

第二場智能零售研討會以「數碼營銷」為主題，同時亦是「2019 SHOPLINE x HKRMA 優質網店比賽頒獎典禮」，由獲獎的網店分享其成功故事。Google Hong Kong的代表擔任主講嘉賓，探討如何提供真正以顧客為本的數碼營銷，接著由CSG ZTOA Ltd.、Hotmob及尼爾森的代表擔任小組講者。有關兩場研討會的報導已分別於7月及10月中刊登。

### 電子商貿夥伴計劃

為協助零售商掌握電子商貿及全渠道零售的發展，委員會透過電子商貿夥伴計劃邀請了13位公司聯席會員擔任協會的「電子商貿夥伴」。

### 「智能零售」學習中心

有賴包括電子商貿顧問團成員在內的逾20位合作夥伴的支持，協會從2019年4月起於其網站提供「智能零售」學習中心，以滿足本地零售商（尤其中小企零售商）對電子商貿學習資訊的需求，同時為會員提供電子零售的最新趨勢、顧客體驗等。協會亦透過其出版的電子零售季刊，向會員提供最新趨勢及發展。

### 多元化活動

協會年內共舉辦了25項電子商貿活動，包括研討會、講座及工作坊，題材豐富，包括探討於瞬息萬變的數碼時代不斷演變的顧客體驗旅程，以及全渠道溝通策略等。協會舉辦的八場商貿配對及交流活動，吸引了1,800位來自700多家企業的參加者出席。

# Education & Training Sub-Committee

## 教育及培訓委員會



Ms. Janis Tam  
譚錦儀女士

Chairman of Education & Training  
Sub-Committee  
教育及培訓委員會主席

"Overseeing the development of retail education and training, we remain dedicated to driving professionalism in the retail industry. This year, the Sub-Committee overhauled the Association's award and recognition programmes and kept it in pace with the times."

「委員會負責監察零售教育及培訓的發展，致力提升零售業的專業水平。委員會今年為協會的獎項及認證計劃帶來全新面貌，與時並進。」

### Boosting the Professionalism of Retail Industry

#### Submission on the Consultation of Vocational and Professional Education and Training

This year, the Government's Task Force on Promotion of Vocational and Professional Education and Training (VPET) consulted the public on policies relating to VPET promotion.

The Association believes that grooming professional practitioners plays a crucial role in a vibrant retail market. This is particularly true in terms of employee and business retention in an increasingly competitive environment. The Association has submitted its views and recommendations to the Government. In the submission, it has highlighted the importance of uplifting the professionalism of retail industry, as it has been a vital source of career opportunities for the young people.

#### Qualifications Framework (QF) - Recognition of Prior Learning (RPL) for the Retail Industry

The Association has been advocating the Qualifications Framework (QF) initiative for the retail industry since its inception in 2012.

Correspondingly, the Recognition of Prior Learning (RPL) mechanism is a significant measure to recognize work experiences and competencies under the Qualifications Framework (QF) system.

To promote awareness in the community about the benefits of RPL in terms of employee retention and low staff turnover, we hosted a series of experience sharing seminars in April, June and September. In addition, training packages and workshops were organized during the year.

Thanks to the team's dedicated efforts, a total of 3,600 participants from about 97 companies were conferred with the RPL certificates and remarkable results. Most of them are now serving in a variety of companies that are also members of the Association.

### 不斷提升零售業的專業水平

#### 對推廣職業專才教育諮詢文件的建議

政府的推廣職業專才教育專責小組今年就推廣職業專才教育的政策向公眾諮詢。

協會相信，培訓專才對零售業的蓬勃發展至關重要，在競爭日趨激烈的環境，挽留員工及鞏固業務尤為重要。協會已向政府遞交意見及建議，在意見書中強調提升零售業專業水平的重要，因為零售業一直是年輕人主要的就業市場，為年輕人提供大量的就業機會。

#### 資歷架構——零售業「過往資歷認可」

協會從2012年零售業資歷架構計劃推出以來，一直對提倡零售業資歷架構計劃不遺餘力。

「過往資歷認可」機制是一項重要措施，讓零售從業員具備的工作經驗和技能在資歷架構下獲得正式認可。

為了讓社會更加瞭解「過往資歷認可」在挽留員工及減低員工流失率的好處，委員會分別於4月、6月及9月舉辦一連串的经验分享講座。年內，委員會亦推出培訓教材及舉辦工作坊。

有賴團隊盡心盡力的付出，來自約97家不同類型的企業共3,600位參加者獲頒授「過往資歷認可」證書，並取得傑出的成績。大多數參加者來自不同類型的企業，他們的僱主大多同時是協會會員。



## Flagship Awards Keeping Pace with the Times

To address the changing retail landscape, the Association has actively reviewed the key features of our flagship awards and recognition system, namely Service & Courtesy (S&C) Award and Mystery Shopper Programme (MSP).

### Service & Courtesy Award

In order to engage more potential companies, a taster of the S&C Award with zero participation fee was introduced for companies that have yet joined the programme, and it has been extended to cover retail-based businesses as well, such as call centres and logistics companies.

This year, we expanded our team of Retail Ambassadors with the second batch of appointments. Indeed, the ambassadors have helped bring the retail operations to a higher level and enhance the industry's public image. Also, a mentorship programme was kick-started to engage tertiary students to experience first-hand retail store operations, while our 2018-19 Retail Ambassadors served as their mentors.

### Mystery Shopper Programme

The Mystery Shopper Programme continues to facilitate retail brands reinvigorating their service standards by way of mystery assessment visits. During the year, focus group meetings were organized for past and current participants. At the same time, an online survey was conducted to gauge our members' feedback on the programme's effectiveness. The findings offered insights for the Sub-Committee to develop the programme further.

In 2019, a total of 147 retailers covering 2,077 retail outlets participated in the Programme. About 8,308 mystery shopper assessment visits were conducted to outlets across 23 retail categories including products and services.

## 旗艦獎項與時並進

為了應對不斷變遷的零售環境，委員會積極檢討協會旗艦獎項及認證制度的主要特色，包括「傑出服務獎」及「神秘顧客計劃」。

### 「傑出服務獎」

為了吸引更多公司角逐「傑出服務獎」，首次參加此計劃的公司可獲免除參加費，並且伸延至以零售為基礎的企業，例如電話服務中心及物流公司，均可參加。

協會今年再度委任「零售大使」，擴大了「零售大使」團隊。協會的零售大使大大提高了零售業務的水平，提升了零售業的公眾形象。協會亦已展開師友計劃，讓專上課程學生親身體驗零售店鋪的運作，由2018年至2019年度的零售大使擔任他們的導師。

### 「神秘顧客計劃」

「神秘顧客計劃」繼續透過神秘顧客評審及探訪，協助零售品牌注入朝氣，提升其服務水準。年內，委員會為過往及目前參加者舉行焦點小組會議。協會亦進行網上調查，收集會員對計劃效益的意見。委員會從調查結果中瞭解如何進一步拓展此計劃。

於2019年，共有147家零售商合共2,077間零售店鋪參加此項計劃。協會共對涵蓋23個零售類別（包括產品及服務）的店鋪進行約8,308次神秘顧客評審及探訪。



Company visits to retail companies are arranged to update school principals, teachers, career masters, social workers and parents about the latest development of retail industry.

協會組織零售企業參觀日，讓校長、教師、職業輔導主任、社工及家長瞭解零售業最新發展動向。

## Coaching Retail Talent

### Earn & Learn Pilot Scheme for Retail Industry

Since 2014, the Association has been working with the Commerce & Economic Development Bureau and Vocational Training Council (VTC) to jointly run the Earn & Learn Pilot Scheme for Retail Industry.

Now, the Association and VTC have determined to step up promotion of the Scheme through online and offline channels, such as delivering their messages across by making use of social media platforms, website banners, hyperlinks to relevant websites, and posters and leaflets, to name but a few.

In March, a Completion Ceremony was held at IVE (Haking Wong) in celebration of the completion of the Scheme. A total of 24 students completed the programme this year, thrilled by over 50 students, teachers, parents and employers who all got together to witness this memorable occasion.

### Seminars and Workshops

The Association organized more than 30 seminars and workshops during the year under review, covering diversified topics from the latest market trends to innovative ways to improve customer service and uplift customer experience.

The seminars and workshops were so well-received by retail practitioners from all level that they attracted a remarkable attendance of more than 1,900 participants from 100-plus companies.



The students receive their certificates from Ms. Janis Tam, Vice-Chairman of the HKRMA.

學員從協會副主席譚錦儀女士手中接過畢業證書。

## 栽培零售人才

### 零售業「職」學創前路先導計劃

協會從2014年起一直與商務及經濟發展局及職業訓練局合辦「零售業『職』學創前路先導計劃」。

目前，協會與職業訓練局致力透過線上線下途徑加強對此計劃的宣傳攻勢，例如使用社交媒體平台、網站橫幅廣告、相關網站的超連結、海報及傳單等。

結業禮已於3月於香港專業教育學院（黃克競分校）圓滿舉行，慶賀畢業生順利完成計劃。今年，共有24位學生完成此計劃，獲在場逾50位師生、家長及僱主祝賀，一起見證這難忘時刻。

### 講座及工作坊

協會年內舉辦了逾30場講座及工作坊，題材多元化，從最新市場趨勢到以創新手法提升顧客服務及顧客體驗，應有盡有。

講座及工作坊深受各級零售從業員歡迎，吸引來自100多家企業逾1,900位參加者出席，反應相當踴躍，現場氣氛熱烈。



# Membership Sub-Committee

## 會員事務委員會



Mrs. Annie Yau Tse  
謝邱安儀女士

Chairman of Membership  
Sub-Committee  
會員事務委員會主席

“Our membership base has seen a modest growth in a business environment heavily disrupted by the recent turmoil. This has also attested the Sub-Committee’s incessant efforts strengthening connections among members, SME retailers, and service providers.”

「香港社會過去多個月持續動蕩，嚴重傷害了香港的營商環境，但協會的會員數目仍能保持溫和增長，足證委員會努力不懈地加強會員、中小企零售商與服務供應商之間的聯繫。」

### Driver of Membership Growth

Despite strong headwinds in the market, the Association continued to grow its membership base by 1.4% year-on-year to 795. To date, it is well represented by over 670 corporate members covering more than 9,000 retail outlets. The total staff size of our members accounts for over half of the local retail workforce, primarily from SMEs and chain stores across 20 retail categories.

In 2019, we launched an 18-month membership plan and a special membership offer at HK\$3,800, comprising the Quality E-Shop Recognition Scheme.

### Stronger Bonds with Members

It has been our top agenda to connect members and stakeholders and to create business opportunities for them. During the year, we strengthened the bonds through networking and business matching events.

Serving as part of our networking activities in 2019, our two CEO luncheons attracted over 80 business elites. Similarly, many Individual Associate Members (IAM) joined our activities, such as workshops on personalized presentation skills, and visit tours to Guardforce Centre and HKTV mall.

### 帶動會員數目增長

雖然市場面臨強大的阻力，但協會的會員數目較去年同期增長1.4%至795名。截至目前為止，協會有逾670名公司會員，涵蓋逾9,000間零售店舖，反映了協會在零售業界相當具代表性。協會會員僱用的員工總數佔本地零售從業員總數逾半，在20多個零售組別中，中小企及連鎖店佔了相當大的比重。

於2019年，協會推出為期18個月的會員計劃、以及以3,800港元同時享有會籍以及「優質網店認證計劃」的特別優惠。

### 加強與會員的聯繫

協會的首要任務是擔任會員與持份者之間的橋樑，為他們創造商機。協會於年內透過交流活動及商貿配對，加強彼此之間的聯繫。

作為協會2019年的交流活動，兩場CEO午餐會吸引了超過80位商界精英參加。一眾個人聯席會員踴躍參加協會的活動，包括講解個人演講技巧的工作坊，以及參觀衛安中心及香港電視HKTV mall。







## Signature Events for Industry-wide Networking

On 6 December, 2018, more than 1,200 guests and practitioners of the industry, joined by service providers and stakeholders, shared a momentous moment of the year at our Annual Dinner and Retail Awards Presentation Ceremony.

The Association's AGM luncheon held on 11 October, 2019 continued to serve as a key networking platform for the business community. We were honoured to have Mr. Paul Chan, Financial Secretary, as our guest speaker. He shared his insights on Hong Kong's latest economic outlook and the challenges and opportunities for the retail industry.

## Supporting SME members

Thanks to the SME Development Fund administered by the Trade and Industry Department since 2010, the Association has made substantial progress in promoting the development of SME retailers.

### 6th SME Support Programme

The 6th SME Support Programme carrying the theme on e-commerce was completed in December 2018.

Nearly 490 participants from 381 SMEs attended a host of activities including SME Retail Summit, seminars and e-commerce workshops. Some 50 e-shops even received free assessments and reports for improvement.

The SME community has gained access to the best practices on e-commerce thanks to our features published on Job Market Magazine. The messages would be further circulated via our SME e-guidebook.

### 7th Trade and Industrial Organisation Support Fund Project \*

During the year, we submitted the application of our 7th Trade and Industrial Organisation Support Fund (TSF) project, which takes the theme "Entering the Era of New Retail".

Partnering with Hong Kong Productivity Council, this new project will be focused on promoting retail technologies through a comprehensive education programme, including conference, seminars and business matching events, as well as study missions to explore opportunities in the Greater Bay Area.

*\*The SME Development Fund is now merged with other funding as the Trade and Industrial Organisation Support Fund.*



## 旗艦活動加強業界交流

於2018年12月6日，逾1,200位嘉賓及零售業從業員，以及服務供應商及持份者濟濟一堂，於協會的周年晚會暨頒獎典禮上分享得獎者的喜悅，場內洋溢著一片歡欣的氣氛。

協會於2019年10月11日舉辦的會員周年大會暨午餐會，一直是商界重要的交流平台。協會今年很榮幸邀請到財政司司長陳茂波先生擔任主講嘉賓，向我們分享香港當前最新的經濟情況和零售業的挑戰與機遇，讓企業及零售商可從中獲得啟示。

## 扶持中小企會員

有賴工業貿易署從2010年起給予的「中小企業發展支援基金」撥款資助，協會在推動中小企零售商的發展取得令人觸目的成就。

### 第六期中小企支援計劃

以電子商貿為主題的「第六期中小企支援計劃」已於2018年12月順利完成。

來自381家中小企業近490位參加者參與協會一連串支援中小企零售商的活動，精彩紛呈，包括零售高峰會、講座、以電子商貿為主題的工作坊。約50家網店獲得免費評估及改善報告。

協會於《JobMarket求職廣場》刊登了報章專欄，向廣大的中小企零售商推廣電子商貿的最佳營商手法。協會亦進一步於其出版的《零售攻略》內刊載相關內容。

### 第七期工商機構支援基金計劃 \*

於本年度內，協會遞交了「第七期工商機構支援基金」計劃的申請。計劃的主題為「邁進新零售時代」。

協會將與香港生產力促進局推出新計劃，內容聚焦於舉辦全方位的教學活動，包括會議、講座及商貿配對活動，推廣零售科技。協會亦安排考察訪問，助零售商發掘大灣區的機遇。

*\*「中小企業發展支援基金」現已與其他資助計劃合併為「工商機構支援基金」。*

# Government Regulations Sub-Committee

## 政府條例委員會

Ms. Malina Ngai  
倪文玲女士



Chairman of Government  
Regulations Sub-Committee  
政府條例委員會主席

“By building its work on the Association’s experience and knowledge of the markets, the Sub-Committee has made rewarding efforts in delivering across the Association’s messages to policy-makers to help influence and shape policy issues relating to the industry, while keeping abreast of changes in regulations and policies that will affect the business.”

「憑著協會對零售業的熟悉以及過往之經驗，委員會成功向政策制定者傳遞業界對政策的反饋，有助影響及制定與零售業相關的政策。委員會亦時刻留意與零售業息息相關的條例及政策變動。」

### HKRMA & KPMG - Minding the Retail Gap Report

Talent development has always been a hot topic on the Association’s list of advocacies. During the year, the Association partnered with KPMG and conducted a survey among retail companies, CEO interviews, and focus groups.

Entitled “HKRMA & KPMG – Minding the Retail Gap”, the survey report provided useful insights to address changes in the industry, particularly in relation to recruitment, staff retention and service enhancement. Released in July, the survey report has generated extensive print and online articles by local media.

### Standard Working Hours – Formulating Sectoral Working Hours Standards

The Government was in the progress of formulating standards on sectoral working hours, initially covering 11 sectors including retail. In view of this, the Association has voiced out its views against relevant proposed guidelines for the trade, as it would discriminate industries, and fail to eradicate long working hours.

During the year, at meetings with the Labour Department’s Tripartite Committee on Retail Industry, we discussed the proposed guidelines with Mr. Law Chi-kwong, Secretary for Labour, updating him on the latest performance of the retail industry.

### Municipal Solid Waste (MSW) Charging

The Association has been watching closely the legislation of Municipal Solid Waste (MSW) charging to be implemented by the end of 2020 at the earliest. In last November, we invited the Environment Protection Department (EPD) to brief us about the latest development, with participants from different categories of retail companies attended the session.

At the meeting, the EPD representatives outlined the charging mechanism and encouraged our members to apply for corresponding projects funded by the Environment and Conservation Fund (ECF). Also, our members attended a briefing and experience sharing session held in January by the EPD to introduce the new development of the projects.

### 與畢馬威合作 — 《香港零售人才管理挑戰和未來策略》調查報告

培育人才一直是協會倡議工作的重要議題。於本報告年內，協會與畢馬威合作進行調查，編撰題為《香港零售人才管理挑戰和未來策略》的報告，對零售公司進行問卷調查、專訪零售商管理人員、以及專題小組。

該份調查報告對於應對零售業的變遷，尤其在招聘、挽留員工及改善服務方面，提供了有用的見解。協會與畢馬威於7月發表調查報告後，獲本地報章及網上媒體廣泛報導。

### 標準工時 — 制定行業工時標準

政府正在制定行業工時標準，初步涵蓋包括零售業在內的11個行業。協會已提出反對擬定中的零售業相關指引內容，並表達業界的意見，認為此措施將會對某些行業不公平，而且無法根治僱員工作時間過長的問題。

於本年度內，協會與勞工處的零售業三方小組召開會議，與勞工及福利局局長羅致光先生探討指引內容，向他反映零售業的最新市況。

### 都市固體廢物收費

協會一直密切留意計劃最早於2020年年底實施的都市固體廢物收費立法事宜。協會於去年11月邀請了環境保護署向協會及來自不同零售類別的企業代表簡介最新動態。

會議上，環境保護署的代表概述都市固體廢物收費機制，並鼓勵協會會員申請由「環境及自然保育基金」資助的相關計劃。協會會員亦參加了由環境保護署於1月舉辦的簡佈會暨經驗分享會，瞭解計劃的新動向。

## Proposed Producer Responsibility Scheme on Plastic Beverage Containers

The Association has been monitoring the Government's Proposed Producer Responsibility Scheme (PPRS) on Plastic Beverage Containers. It has championed initiatives that help protect our environment, including participation in the "Drink Without Waste" (DWW) campaign to minimize wastes from beverages, and reflecting views on PPRS-related issues at a forum organized by the EPD.

## Meeting with EPD on Micro-beads

The Association has reflected our members' suggestions to the EPD about personal care and cosmetic products (PCCPs) containing micro-beads. We are happy to learn that the EPD now have a better understanding on our members' self-initiated measures to phase out PCCPs with microbeads.

## Regulatory Development in a Stronger Voice

In the year, the Association continued to serve as a sound board to the policy-makers about industry issues, and alert them with our views so as to work out solutions to the best interest of all stakeholders and to minimize operational disruption, if any.

We have also maintained close connection with the media, updating it about the industry's performance as well as challenges at times of the prevailing social unrest.

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

1. Possible Modifications to the Rates Concession Mechanism
2. Implementation of the New Legislation - Sale & Supply of Alcohol to Minors under 18
3. The Mandatory Energy Efficiency Labelling Scheme (MEELS)
4. Review on Statutory Minimum Wage
5. 2019 Policy Address and 2019-20 Budget
6. Municipal Solid Waste (MSW) Charging
7. Proposed Producer Responsibility Scheme on Plastic Beverage Containers (PPRS)
8. Proposed Voluntary Scheme for Phasing Out Personal Care and Cosmetic Products (PCCPs) Containing Microbeads
9. Review of Mandatory Energy Efficiency Labelling Scheme (MEELS)
10. Possible Ways to Reduce Fresh Food Packaging Waste
11. Standard Working Hours – Formulating Sectoral Working Hours Standards



## 擬定中的塑膠飲料容器生產者責任計劃

協會一直關注政府擬定中的「塑膠飲料容器生產者責任計劃」。協會一直提倡多項保護環境計劃，包括參與「免『廢』暢飲」活動，務求盡量減少飲品包裝所產生的廢物。協會亦於環境保護署舉辦的論壇上反映業界對「塑膠飲料容器生產者責任計劃」相關議題的意見。

## 與環境保護署開會探討微膠珠議題

協會向環境保護署反映會員對含有微膠珠的個人護理及化妝產品提出的建議。我們樂見環境保護署目前對會員自發提出的措施有更深入的了解，及鼓勵業界停售含有微膠珠的個人護理及化妝產品。

## 在監管發展上加強代表性

於本年度內，協會一如以往代表業界就各項零售業議題向政策制定者發聲，轉達會員的意見，並以所有持份者的利益為大前提商定解決方案，以盡量減少業務受干擾的情況。

協會亦一直與媒體緊密聯繫，不時向它們提供零售業表現的最新資訊，以及零售商在目前社會動蕩期間面對的挑戰。

協會於本年度內已就下列立法事宜及議題反映意見：

1. 改變差餉寬減機制的可能方案
2. 落實新法例—禁止向18歲以下的未成年人士售賣和供應酒類
3. 強制性能源效益標籤計劃
4. 檢討法定最低工資水平
5. 2019年施政報告及2019-20年度財政預算案
6. 都市固體廢物收費
7. 擬定中的塑膠飲料容器生產者責任計劃
8. 擬定中的自願淘汰含有微膠珠個人護理及化妝產品計劃
9. 檢討強制性能源效益標籤計劃
10. 減少新鮮食品包裝廢物的可行方法
11. 標準工時—制定行業工時標準





# Event Organizing Task Force

## 活動籌備工作小組



Ms. Janis Tam  
譚錦儀女士

Chairman of Event Organizing  
Task Force  
活動籌備工作小組主席

“Being set up during this reporting year, the Event Organizing Task Force was delegated with the role of supporting the Association as a lead organization of the retail industry dedicated to enhancing retail professionalism. To this end, the Task Force has been empowered with a mission to oversee the planning and hosting of significant events and projects of the Association. The two significant events convened in the year were namely the Retail Summit and Annual Dinner. Moreover, the Task Force plays a crucial role of strengthening the Association’s alliances with its partners and stakeholders through collaboration on major events.

「協會於年內成立『活動籌備工作小組』，肩負起其作為支持協會擔任零售業代表機構的角色，致力提高零售業的專業水平。為此，工作小組負責監察協會重要活動及計劃的籌備及舉辦工作，包括舉辦兩項盛事『零售高峰會』及『周年晚會』。此外，工作小組在協調及加強協會與合作夥伴及持份者的合作關係方面，擔當著舉足輕重的角色。」

### Hong Kong Retail Summit 2019

Carrying the theme “Retail Reinvention: Success in the Disruptive Age”, the Hong Kong Retail Summit 2019 took place in May at Hong Kong Convention and Exhibition Centre. The event was marked by a series of sessions and panel discussions hosted by renowned digital retailers. The Association was honored that Dr. Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development, joined us as the Keynote Speaker.

The Summit attracted more than 800 middle-ranking and senior managers of different businesses. They were inspired by the insights and wisdom from some 20 heavy-weight speakers who were remarkable players pioneering in, and shaping, the retail landscape. Following the annual event, the attendants had built a network with more than 700 industry participants.

#### Session A: Retail Pioneers - A Look at the New Retail Frontiers

##### Keynote Speakers:

Mr. Dennis van Oossanen, Vice President and General Manager, Nike Direct Greater China

Mr. Troy Taylor, General Manager, LEGO Hong Kong, Macau & Taiwan

#### Session B: Recreating Retail Ecosystem

##### Keynote Speaker:

Mr. Howard Lee, Deputy Chief Executive, Hong Kong Monetary Authority

##### Panel Speakers:

Dr. Guy Look, Chief Financial Officer & ED, Sa Sa Cosmetic Ltd.

Mr. Reeve Kwan, Co-Founder, GOGOVAN

Ms. Jennifer Tan, Chief Executive, Alipay Payment Services (HK) Limited

### 2019年香港零售高峰會

「2019年香港零售高峰會」於5月於灣仔假香港會議展覽中心舉行。今年高峰會的主題為「變革新零售 共創成功路」。嘉賓陣容鼎盛，協會非常榮幸邀請到商務及經濟發展局副局長陳百里博士擔任主講嘉賓，以及多位享負盛名的數碼零售商主持多個環節及討論。

高峰會雲集逾800位來自不同企業的業界中高層管理人員參加，匯聚超過20位殿堂級主講嘉賓的創新經驗和智慧。主講嘉賓均是零售界的先驅，對零售業的影響舉足輕重，相信一眾參加者定必深受啟發，獲益良多。高峰會結束後，我們樂見各位參與者與逾700位業界人士建立了業務網絡。

#### 第一節：零售先驅：探索新零售時代最前線

##### 主講嘉賓：

耐克大中華區 副總裁及直營零售總經理 范歐盛先生

樂高集團香港、澳門及台灣 區域總經理 Troy Taylor先生

#### 第二節：重建零售生態系統

##### 主講嘉賓：

香港金融管理局 副總裁 李達志先生

##### 討論環節講者：

莎莎國際控股有限公司 首席財務總監及執行董事 陸楷博士

GOGOVAN 聯合創辦人 關俊文先生

Alipay Payment Services (HK) Limited 行政總裁 陳婉真女士

### Luncheon Keynote

#### TVB Anywhere: Transformation Story from One to Many

Guest Speaker: Mr. Cheong Shin Keong, Executive Director and General Manager, Television Broadcast Ltd.

Moderator: Ms. Randy Lai, CEO, McDonald's Hong Kong

### Session C: Reshaping Customer Experience in the Digital Age

#### Keynote Speakers:

Ms. Diane Cheung, Managing Director, Watsons Hong Kong

Mr. Carthen Lam, General Manager, Zoff HK

Dr. Stanley Kan, Consultant, Hong Kong Airlines

Mr. Vincent Tsui, Founder & CEO, Toast Communications Limited

### Session D: Be My Guest - The Passing of Baton - Reinventing Retail Family Business

**Moderator: Mr. Stephen Chan, Chief Advisor, Commercial Radio**

#### Yue Hwa Chinese Products Emporium Ltd. (Uncle and Nephew)

Mr. PC Yu, Director & General Manager

Mr. Andrew Yu, Director

#### Fairwood Holdings Ltd. (Father and Son)

Mr. Dennis Lo, Executive Chairman

Mr. Francis Lo, Executive Director

#### Tse Sui Luen Jewellery (International) Ltd. (Husband and Wife)

Mr. Tommy Tse, Deputy CEO

Mrs. Annie Yau Tse, Chairman & CEO



### 午餐交流會

#### TVB Anywhere：由傳統電視台轉型為多頻道網絡平台

主講嘉賓：電視廣播有限公司 執行董事及總經理 鄭善強先生

主持人：香港麥當勞 首席執行官 黎韋詩女士

### 第三節：重塑數碼時代下的顧客體驗

#### 主講嘉賓：

香港屈臣氏 董事總經理 張慧屏女士

Zoff 香港 總經理 林琳先生

香港航空 顧問 簡浩賢博士

Toast Communications Ltd創辦人及行政總裁 徐緣先生

### 第四節：志雲會客室：零售家族傳承

主持人：商業電台 首席智囊陳志雲先生

#### 裕華國產百貨有限公司（叔侄關係）

董事總經理 余鵬春先生

董事總監 余偉傑先生

#### 大快活集團有限公司（父子關係）

主席 羅開揚先生

執行董事 羅輝承先生

#### 謝瑞麟珠寶（國際）有限公司（夫婦關係）

副行政總裁 謝達峰先生

主席及行政總裁 謝邱安儀女士



## 2018 Annual Dinner and Retail Awards Presentation Ceremony

The 2018 Annual Dinner & Retail Awards Presentation Ceremony was successfully convened in December 2018 at the Grand Hall, Hong Kong Convention and Exhibition Centre. About 1,500 guests and representatives from the retail industry gathered together in that evening and enjoyed this exciting and memorable moment. This year, Mr. Paul Chan, Financial Secretary of the HKSAR Government, attended the ceremony as the Guest of Honour.

The event was climaxed by the awards presentation ceremony. All the participants and guests jointly rejoiced at the achievements of the outstanding winners who scooped awards in hotly-contested competitions under our flagship programmes.

Popular local artiste Mr. Ivan Yuen, nicknamed “Expert Dickson”, joined by veteran music artiste Mr. Ram Chiang Chih-kuang, gave a spectacular performance in an evening show. Their performance was so brilliant that they won great applause from the audience, who was thrilled and excited. What’s more, their performance understandably symbolized a notion that the retail industry was making a crucial transition between old and new operations with a view of attracting more aspiring young people to join the retail profession and passing the torch onto the next generation.

## 2018周年晚會暨頒獎典禮

2018周年晚會暨頒獎典禮於2018年12月假香港會議展覽中心大禮堂圓滿舉行。約1,500位來自零售業的嘉賓及代表聚首一堂，歡度這令人興奮和難忘的時刻。協會今年很榮幸邀請到香港特別行政區財政司司長陳茂波先生蒞臨主禮。

頒獎典禮環節將全場氣氛推到頂點。得獎者在協會競爭激烈的旗艦活動比賽中勇奪獎項，這些殊勞實在得來不易，所有參加者及嘉賓都為得獎者的卓越成就欣喜不已。

為了使晚會更具吸引力和增添歡樂氣氛，協會特別邀請了本地人氣偶像Dickson專家及樂壇前輩蔣志光先生擔任表演嘉賓。表演精彩絕倫，令人嘆為觀止，從觀眾熱烈的掌聲中可見一斑。他倆正象徵零售業現時是處於新舊共融的年代，希望更多有抱負的年輕人成為零售業的一份子，薪火相傳。





# Sustainability Task Force

## 可持續發展工作小組

Ms. Malina Ngai  
倪文玲女士



Chairman of Sustainability  
Task Force  
可持續發展工作小組主席

“With an intention to arouse public awareness and spearhead initiatives on issues relating to industry sustainability, our new Sustainability Task Force has been assigned with tasks to empower and optimize operations of the retail community through innovation and technology. Shortly after its setting up, the team took action to pursue these goals while protecting our environment. This included the three-day ‘Green Hackathon’ event, followed by the launch of the ‘SME Retailers Energy Efficiency Starter Pack’. It has yielded remarkable performance while delivering across to the public its concept of retail sustainability.”

「為了提高公眾對零售業可持續發展的認識，以及早著先鞭推出相關應對計劃，協會新成立的可持續發展工作小組致力透過創新及科技，助零售企業的業務臻於完善。工作小組甫成立，即以此為目標行動，同時坐言起行保護我們的環境，包括舉辦為期三天的Green Hackathon活動、推出『零售中小企環保節能入門指南』。與此同時，工作小組向公眾推廣零售可持續發展的理念；並於年內取得亮麗的表現。」

### Green Hackathon

Launched in 2018, the Sustainability Task Force targets to keep up the momentum for the retail industry, bringing to the industry innovative ideas and proactively pushing forward the development of environmental protection in the industry.

Carrying the theme “Waste Reduction Challenges in Retailing”, the HKRMA Green Hackathon kick-started in early 2019. Participated by 20 retail brands, 12 start-up teams and more than 80 undergrads and alumni from eight local universities, this three-day programme provided the youngsters invaluable opportunities to engage themselves with prominent retailers and green groups.

In addition to getting an in-depth, first-hand knowledge about the retail industry’s latest development during the event, the youngsters also offered innovative solutions to some of the green challenges faced by retail stores. The winning proposals were uploaded on the Association’s website to facilitate for knowledge sharing among retailers.

### Orientation Day

On the orientation day, representatives from the participating retail and catering brands gathered at Microsoft office and shared their green challenges with the participants.



### Green Hackathon

協會於2018年成立「可持續發展工作小組」，以促進零售業持續蓬勃發展為己任，希望更主動為零售業注入新思維、推動零售業的環保發展。

協會於 2019 年初首次舉辦 Green Hackathon，以零售業減廢挑戰為主題。一連三天的Green Hackathon活動，吸引了 20 個零售品牌、12隊環保初創企業及來自八間大專院校、超過 80 位畢業生參與，為年輕人提供了與著名零售商及環保團體互動的寶貴機會。

透過活動，參賽的年青朋友以及初創企業一方面可以親身深入瞭解零售業的最新動向，另一方面能發揮創意為零售店鋪提供創新的環保商務方案，應對零售商提出的一些環保挑戰。得獎方案已上載至協會網站，與零售商共享知識。

### 迎新日

於迎新日，參與活動的零售品牌及飲食品牌代表齊集於微軟辦公室，與一眾參加者分享他們的環保挑戰。



## Hackathon Days

At the Hong Kong Polytechnic University, retailers and young people came together on these two days. The youngsters elaborated on their collaborative innovations that would yield both customers' awareness and environmental benefits. Through this highly informative event, they enjoyed a brilliant learning experience and engaged with the retailers, who acted as their coaches or the panel judges.

Similarly, a total of 12 start-up teams joined the Hackathon, and developed solutions tackling green challenges such as the use of plastics, consumer awareness on sustainability, food waste and so forth.

## Winning Teams

### Green Warrior Track

Champion: FOODIVERSE

"FOODIVERSE", an award-winning team consisting of students from the University of Hong Kong, the Hong Kong Polytechnic University and the City University of Hong Kong, has created a versatile mobile app called "Green Ignite" that encourages users to promote green consumption. The app works when users are encouraged to earn awards by patronizing green-friendly restaurants.

### The First Runner-up: GreenSleeves

GreenSleeves was a team of four students from the Chinese University of Hong Kong. It encouraged the use of coin holder wallet made of washable Kraft paper, an eco-friendly material, in place of traditional gift bags and card board packages for jewelry.

### The Second Runner-up: Re-Paper

The team Re-Paper, comprising four students from the Hong Kong Polytechnic University, came up with an idea that useless carton left by a store can be recycled to make a Green Box retainable by customers for use in longer time.



冠軍：FOODIVERSE



## 活動日

零售商與年輕人一連兩天齊集香港理工大學。參賽隊伍以新思維角度，合作構思出創新的環保商務方案，以提高顧客對產品和服務的瞭解以及環境效益。活動內容豐富並且多元化，一方面盡顯參加者的才華，另一方面年輕人與擔任導師或評審團的零售商互動溝通，享受無窮的學習樂趣。

此外，12隊環保初創企業亦參加Hackathon活動，開發出極具創意的設計以應對環境挑戰，例如塑膠使用、消費者對可持續發展的認識、食物殘渣等。

## 得獎團隊

### 大學生/畢業生組別 (Green Warrior Track)

冠軍：FOODIVERSE

來自香港大學、香港理工大學以及香港城市大學的同學組成FOODIVERSE團隊，創造「Green Ignite 草 • 動力」這個手機應用程式，以獲取獎賞方式鼓勵顧客到環保食肆用餐，推動顧客綠色環保消費。

亞軍：GreenSleeves

GreenSleeves由四位香港中文大學同學組成。他們建議使用水洗牛皮紙這種環保物料製成零錢包，取代傳統珠寶首飾紙袋及紙盒包裝。

季軍：Re-Paper

由香港理工大學四位同學組成的Re-Paper 團隊，構思出以店舖無用的紙箱，循環再造成一個顧客可以保留作長期使用的Green Box。



亞軍：GreenSleeves

季軍：Re-Paper



The Association rolls out its first-ever Green Hackathon, participated by 20 retail brands, 12 start-up teams and more than 80 university students. The event gets sponsorship from DBS, Microsoft and VolTra, while receiving strong support from the green groups and university bodies.

協會首次舉辦Green Hackathon，活動共有20個零售品牌參與、超過80位來自不同大專院校同學以及12家初創企業組隊參賽。活動亦獲得星展銀行、微軟以及Voltra義遊支持及贊助獎金獎品，以及多個綠色團體及大學團體鼎力支持。

#### Green Accelerator Track

##### **DBS Impact Award : And Joy**

The team And Joy developed an innovative design called “One Pair Straw”. Designed to be detachable, the product works in such a way that the inner part of the drinking straw can be easily cleaned up, and users need not worry about the development of smudges and mold inside the straw. The straw is thus reusable without cleaning using a cleansing brush.

#### **SME Retailers Energy Efficiency Starter Pack**

During the reporting year, the Task Force launched the SME Retailers Energy Efficiency Starter Pack (REESP), which aims to provide a simple overview of business relevant energy efficiency information for SME retailers as well as food and beverage operators in Hong Kong.

It also provides an approximation to the financial cost and benefits on a fixed size shop premise as reference. A list of free resources and subsidies is also quoted for business owners to explore their solutions.

#### **“Practical Tips for Retailers on Energy Management” Seminar**

To promote the awareness on sustainability and energy management among large and small retailers, the Task Force has been working together with the Environmental Protection Department (EPD), the Energy Efficiency Office of the Electrical and Mechanical Services Department (EMSD), and the Hong Kong Green Building Council (HKGBC).

A successful seminar on the topic was organized in October 2018, with representatives from the CLP and the HKGBC shared successful cases on energy saving.

#### 初創公司組別 (Green Accelerator Track)

##### **DBS Impact Award : 樂用 And Joy**

樂用 And Joy團隊開發出創新的One Pair Straw（壹對飲管）設計。飲管可被分拆開，能輕易清潔內壁。使用者不用擔心飲管內會積聚污跡和滋生霉菌。飲管不需飲管刷清潔，也可重複使用。

#### **零售中小企環保節能入門指南**

於本報告年度內，工作小組推出「零售中小企環保節能入門指南」，旨在為香港中小企零售餐飲業界簡介與企業相關的環保節能資訊。

指南亦按照店舖固定面積估算營運開支及效益，以供零售商參考。指南亦為企業東主列出免費資源及津貼，助他們探索解決方案。

#### **「零售店舖節能十式」講座**

為了提高大型及小型零售商對可持續發展及能源管理的認識，工作小組一直與環境保護署、機電工程署能源效益事務處及香港綠色建築議會合作。

協會於2018年10月舉辦了一場環保講座，反應熱烈。中電及香港綠色建築議會的代表分享了其成功的節能經驗。



**Dairy  
Farm**

全港最大零售企業 最知我心

**服務  
NO.1**

**成就大動力 全因每個微笑**

無論多細微的需要，我們都會一一照顧。

你的每一個微笑，就是我們細心服務的最大驅動力。

感謝你的不斷支持，使我們成為全港最大零售企業。



7-ELEVEN



7-ELEVEN



GNC



GNC



MANNINGS



MANNINGS



MANNINGS PLUS



MANNINGS BABY

**7-ELEVEN**

**GNC**  
LIVE WELL

**IKEA**

**惠康 wellcome**

萬寧 **mannings**

萬寧 **mannings Plus**





**IKEA**



**IKEA**



**WELLCOME**



**WELLCOME**



**3HREESIXTY**



**3HREESIXTY**



**OLIVER'S  
THE DELICATESSEN**



**OLIVER'S  
THE DELICATESSEN**



**MARKET PLACE  
BY JASONS**



**MARKET PLACE  
BY JASONS**



**JASONS-  
FOOD & LIVING**



**JASONS-  
FOOD & LIVING**

\* The Dairy Farm Company, Limited 牛奶有限公司旗下Mannings Plus 及GNC分別獲得香港零售管理協會「2019年個人護理產品組別全年最佳服務零售商」及「2019年健康產品組別全年最佳服務零售商」







# Flagship Programmes & Industry Awards

旗艦活動及行業獎項



# Service & Courtesy Award 傑出服務獎



Since its rollout in 1986, the Service & Courtesy Award has been the most popular event of the retail industry and is highly respected as the Oscars of retail industry in Hong Kong, attracting wide support from our members and retailers.

This year, the Award attracted about 400 frontline staff from 80 retail brands across 20 categories. Among them, 257 participants were appointed as 'Retail Ambassador'. With a theme on Innovation under New Retail, the 2-round assessment focused on selecting elites with outstanding service performance and creative mind as winners. All winners were presented awards at the Association's Annual Awards on 3 December, 2019.

「傑出服務獎」自1986年推出以來，一直是零售業最受歡迎的獎項，獲譽為「香港零售業界的奧斯卡」，得到眾多會員及零售商的支持。

本年度，「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。其中 257人獲委任為「零售大使」。今年獎項主題是「新零售新智慧 創意共同發揮」，兩階段的評審著重挑選具優秀服務表現及創新思維的服務精英成為得獎者。協會於2019年12月3日在周年頒獎禮上向所有得獎者頒發獎項。

## Key Phases

### 主要階段

23 April – 3 June 2019  
2019年4月23日 - 6月3日

Call for Entry  
接受報名

新零售新智慧  
創意共同發揮

July 2019  
2019年7月

Mystery Shopper Assessments for frontline participants  
對前線參賽者進行「神秘顧客評審」

Retail Excellence Award – Submission of Proposals  
「傑出服務策劃大獎」——遞交服務計劃書

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

19-20 September 2019  
2019年9月19-20日

Final Interview with the Judging Panel for shortlisted contestants  
入圍參賽者獲邀與評審團會面，進行準決賽評審面試



Retail Excellence Award - Preliminary Presentation  
傑出服務策劃大獎——初次演說



30 October 2019  
2019年10月30日

Retail Excellence Award – Open Seminar  
傑出服務策劃大獎——公開演說座談會





3 December 2019

2019年12月3日

### HKRMA Annual Awards

#### 周年頒獎禮

More than 1,000 guests and retail practitioners shared their joyful, glorious and exciting moments with this year's winners at the HKRMA Awards at the Kowloon Bay International Trade & Exhibition Centre.

Winners' Publicity via TV Commercials, Advertisements, News Supplements, HKRMA Annual Report, Newsletter and Website

本年度的得獎名單已於九龍灣國際展貿中心舉行的周年頒獎禮上揭曉。超過1,000位嘉賓及零售從業員與本年度的得獎者一起分享喜悅、光榮及興奮的時刻。

得獎者可透過電視廣告、廣告、報章特刊、協會年報、季刊及網站獲得宣傳機會



March 2020

2020年3月

### Overseas Study Tour

#### 海外考察團

Awardees of the Service & Courtesy Award will be offered opportunities to join a study tour to Tokyo, Japan between 17 and 20 March, 2020. This will be an invaluable opportunity for them to learn the culture of rendering outstanding service from their Japanese counterparts.

協會將於2020年3月17日至20日期間舉辦日本考察團，為「2019傑出服務獎」得獎者提供增廣見聞的機會，透過這次難能可貴的體驗，讓得獎者學習日本零售同業的優秀服務文化。



## Activities for Retail Ambassadors

### 零售大使活動

Retail Ambassadors would have the chance to promote the retail industry by sharing their experiences to the public via mentorship programme, school talks and feature articles. In July of this year, HKRMA held a mentorship campaign with Retail Ambassadors as mentors to introduce daily shop operation to students.

「零售大使」將有機會透過導師計劃、職場講座、專題文章等，向公眾分享他們的零售經驗以及推廣零售業。今年7月，協會舉辦了一個導師計劃，由「零售大使」擔任導師，向學生介紹日常店鋪運作。





# 2019-20 Retail Ambassadors & Winners

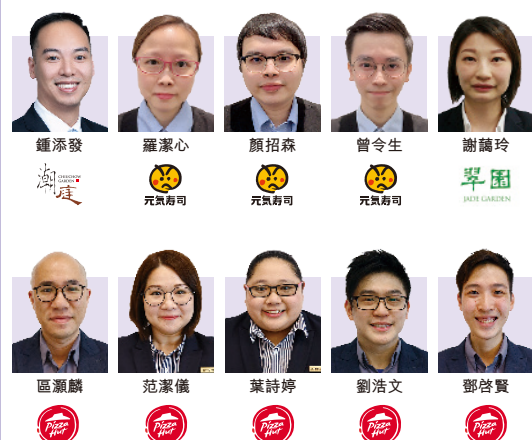
## 2019-20零售大使及得獎名單



### 便利店 / 超級市場



### 餐廳



### 零售 (服務)



### 時裝飾物店



### 西式快餐店





### 傢俱及居室用品



張建鵬 莊慶梅 劉穎欣 黃藝津  
Pricerite 實惠 Pricerite 實惠 Pricerite 實惠 家匠MF

### 珠寶店



周中堯 周俊偉 劉智新 劉淑萍 徐寶健  
周大福 周大福 TSL | 謝瑞麟 TSL | 謝瑞麟 TSL | 謝瑞麟

### 港 / 日式快餐食品店



陳凱兒 蔡澤深 許安妮 簡振雄 司徒美美 龍浩欣 黃煒殷 張絲慧 梁偉傑  
大家樂 大家樂 大家樂 大家樂 大家樂 大家樂 大家樂 大家樂 大家樂

### 專門店



劉凱恩 梁曉慧 馮巧茹 林嘉露 林碧霞  
club ONE | 會所1號 club ONE | 會所1號 Disneyland Disneyland Disneyland

### 電訊



朱耀輝 陳樂榮 盧奕互 吳宇晴 曾崧原  
HKT 香港電訊 SmartTone SmartTone SmartTone SmartTone

### 健與美產品



余思平 陳雅麗 曾曉晴 黃芷婷 楊海韻  
KISSBABY Sasa Sasa Sasa Sasa

### 鐘錶店



王訓榮 袁詠珊 郭君俊 伍煒然 余劍健  
東方表行 東方表行 PRINCE太子 PRINCE太子 PRINCE太子

# 2019-20 Retail Ambassadors & Winners

## 2019-20零售大使及得獎名單



### 基層級別

#### 麵包 / 食品店



#### 時裝飾物店



#### 健與美產品



#### 便利店 / 超級市場



#### 西式快餐店



#### 港 / 日式快餐食品店



#### 傢俱及居室用品





## 禮品及精品店



## 珠寶店



## 零售 (服務)



## 餐廳 - 西式及日式菜系





# 2019-20 Retail Ambassadors & Winners

## 2019-20零售大使及得獎名單



### 鐘錶店



### 餐廳 - 中式菜系



### 公共事業



### 電訊









## 商場 / 物業管理

									
張嫻	黃穎宜	黃卓玲	陳偉良	李美琼	楊慧燕	羅穎鏗	陳曉瑩	林穎詩	梁嘉莉
cityplaza	cityplaza	東港城 EAST POINT CITY	新都會廣場 METRO PLAZA	新都會廣場 METRO PLAZA	新都會廣場 METRO PLAZA	新都會廣場 METRO PLAZA	新都會廣場 METRO PLAZA	新都會廣場 METRO PLAZA	新都會廣場 METRO PLAZA



  

								
曾芷瑜	陳凱婷	劉詠霖	莫煒華	鄭玟雯	鄭佩琪	何嘉慧	盧卓恩	李開
MOKO	新城市廣場 New Town Plaza	奧海城 Olympian City	奧海城 Olympian City	大埔超級城 TAI PO MEGA WALL	大埔超級城 TAI PO MEGA WALL	屯門市廣場 T.M.P. PLAZA	屯門市廣場 T.M.P. PLAZA	新達廣場 UPTOWN PLAZA

## 專門店

									
陳婷婷	張朗龍	周芷欣	許玉燕	黎穎彤	林寶燕	李嬌	吳瑋琛	潘奕琪	蕭輝祥
club ONE	club ONE	club ONE	club ONE	club ONE	club ONE	club ONE	club ONE	club ONE	club ONE

								
戴結玲	溫秀珍	殷詠揚	范靄儀	劉芷恩	李穎琛	李倩瓏	鄧浩榮	楊錫鵬
club ONE	club ONE	club ONE	PRIVATE i	PRIVATE i	PRIVATE i	UA CINEMAS	UA CINEMAS	UA CINEMAS

# Mystery Shopper Programme – 2019 Service Retailers of the Year 神秘顧客計劃 — 2019年最佳服務零售商



The Association kick-started its Mystery Shopper Programme (MSP) in 1996 to encourage retailers to review the performance of their shopping service, and recognizing practitioners who have rendered outstanding services.

Through a comprehensive assessment, winning retailers with the highest scores 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.

Congratulations to the following companies for their outstanding achievements!

協會於1996年創立「神秘顧客計劃」，藉此鼓勵零售商檢視服務水平，並嘉許服務卓越的零售從業員。

經全面評估後，最高分數的得獎零售商獲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。

協會特此恭賀以下服務出眾的零售機構！

## 2019 Excellence Award 2019 年卓越成就獎



SaSa International Holdings Ltd - La Colline Shop  
莎莎國際控股有限公司 - La Colline 專門店



The Hongkong Electric Co Ltd - Customer Centre  
香港電燈有限公司 - 客戶中心



TSL Jewellery (HK) Co Limited  
謝瑞麟珠寶（香港）有限公司

## 2019 Service Retailers of the Year of Flagship Stores (5 outlets or below) - Grand Award 2019年最佳服務零售商大獎 - 旗艦店 (5 間或以下店舖)

Gold Award 金獎



Chinese Arts & Crafts (HK) Ltd - Jewellery & Art Pieces  
中藝（香港）有限公司 - Jewellery & Art Pieces

Silver Award 銀獎



Sony Corporation of Hong Kong Ltd - Sony Store  
索尼香港 — Sony Store

Bronze Award 銅獎



Perfect Resources (HK) Limited  
完美資源（香港）有限公司

## 2019 Service Retailers of the Year of Chain Stores (Above 5 outlets) - Grand Award

## 2019年最佳服務零售商大獎 - 連鎖店 (5 間以上店舖)

Gold Award 金獎

**PRINCE太子**  
珠寶鐘錶 JEWELLERY & WATCH

Prince Jewellery and Watch Company Limited  
太子珠寶鐘錶有限公司

Silver Award 銀獎

**周大福**

CHOW TAI FOOK

Chow Tai Fook Jewellery Group Limited  
周大福珠寶集團有限公司

Bronze Award 銅獎

**CSS**  
粵港澳湛周生生

C. S. S. Jewellery Co. Limited  
粵港澳湛周生生珠寶金行

## 2019 Service Retailers of the Year - Category Award

## 2019年最佳服務零售商 — 組別獎

Automobile Category  
汽車組別

**Audi**

Premium Motors Limited - AUDI  
合迪汽車有限公司 - 奧迪

Beauty Products / Cosmetics Category  
化粧品店組別

**La Colline**  
Swiss Riviera Beauty Treatment

Sa Sa International Holdings Limited - La Colline Shop  
莎莎國際控股有限公司 - La Colline 專門店

Department Stores Category  
百貨公司組別

**sincere先施**

The Sincere Company Limited  
先施有限公司

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

**SONY**

Sony Corporation of Hong Kong Ltd - Sony Store  
索尼香港 — Sony Store

Fashion & Accessories Category  
時裝飾物店組別

**CHEVIGNON**  
FRANCE

Swire Resources Limited - CHEVIGNON  
太古資源有限公司 — CHEVIGNON

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

**Repetto**  
PARIS

Swire Resources Limited - Repetto  
太古資源有限公司 — Repetto

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

**ASHWORTH**

Ashworth

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



The Spaghetti House  
意粉屋

Footwear Category  
鞋類組別

**Jipi Japa**

Belle Worldwide (Talent Management) Limited - Jipi Japa  
百麗環球 (人才管理) 有限公司 - Jipi Japa

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

**Ulferts** | 歐化傢俬

Ulferts of Sweden (Far East) Ltd.  
瑞典歐化 (遠東) 有限公司

Health Care Products Category  
健康產品組別

**GNC**  
LIVE WELL

General Health Development Limited (GNC)

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

**0/3 baby**  
COLLECTION  
Makes the difference

0/3 baby COLLECTION

Personal Care Products Category  
個人護理產品組別



The Dairy Farm Company, Limited - Mannings Plus  
牛奶有限公司 - Mannings Plus

Premium Life-Style Category  
高雅 • 時尚生活品味組別



Chinese Arts & Crafts (HK) Ltd - Jewellery & Art Pieces  
中藝 (香港) 有限公司 - Jewellery & Art Pieces

Quality Living Category  
優質家居生活組別



The Hong Kong and China Gas Company Limited  
香港中華煤氣有限公司 - 煤氣客戶中心

Retail (Services) Category  
零售 (服務) 組別



The Hongkong Electric Co Ltd - Customer Centre  
港燈 - 客戶服務中心

Specialty Stores - Physical Wellness (Health / Vision) Category  
專門店 - 體健及視光產品組別



Celki Medical Company  
尚健醫療器材公司

Specialty Stores - Underwear & Nightwear Category  
專門店 - 內衣及家居服組別



CALVIN KLEIN UNDERWEAR

Supermarkets Category  
超級市場組別



DCH Food Mart Deluxe  
大昌食品專門店

Telecommunications Category  
電訊組別



HKT Limited - HKT  
香港電訊有限公司 - 香港電訊

Watch & Jewellery Category  
鐘錶及珠寶店組別



Prince Jewellery and Watch Company Limited  
太子珠寶鐘錶有限公司

Watch & Jewellery Category  
鐘錶及珠寶店組別



TSL Jewellery (HK) Co Limited  
謝瑞麟珠寶 (香港) 有限公司

Well-Being Products Category  
健康生活產品組別



Perfect Resources (HK) Limited  
完美資源 (香港) 有限公司

## 2019 Service Retailers of the Year - Shopping Mall Category 2019年最佳服務零售商 - 商場組別

Gold Award 金獎

PACIFIC PLACE

Swire Properties Management Limited - Pacific Place  
太古地產有限公司 - 太古廣場

Silver Award 銀獎

cityplaza

Swire Properties Limited - Cityplaza  
太古地產有限公司 - 太古城中心

Bronze Award 銅獎

Fu Tung Plaza  
富東廣場

# Quality E-Shop Recognition Scheme

## 優質網店認證計劃

The Association launched the Quality E-Shop Recognition Scheme in 2017, offering a comprehensive and objective assessment for e-shops in Hong Kong.

It is the goal of the Scheme to develop industry-wide standards and best practices for online retailing, and to raise consumers' confidence in Hong Kong online shops by recognizing those with excellent service and quality operation.

Under the Scheme, the participating e-shops are assessed from the perspectives of customer experience, shoppers' trust towards the operators, development of the operators, and contract fulfilment. They are also assessed in terms of retail service rendered by the e-shops, their systems and security. The recognized e-shops are presented with "Quality E-Shop" logo and certificates for their use of promotion and publicity.

This year, the Scheme has stepped up its publicity campaign by highlighting the importance of shopping from quality e-shops, so as to arouse the interest of consumers and retailers on the Scheme. A city-wide promotion campaign was conducted via MTR in-train video between April to July 2019.

協會自2017年推出「優質網店認證計劃」以來，為本港網店提供全面且客觀的評估。

此計劃的目標是為業界釐定網上零售的行業標準及最佳營商手法，透過向服務卓越且優質經營的香港網店頒授認證，加強消費者於香港購物網店購物的信心。

計劃主要透過網店的購物體驗、信譽及發展、履行交易三大範疇，對網店服務、系統及安全性作出評審。通過評審的網店將獲發「優網店」認證標誌及證書，以供網店宣傳之用。

今年，協會加強對此計劃的宣傳工作，突出於優質網店購物的重要性，吸引更多消費者及零售商對此計劃的關注。協會透過於2019年4月至7月期間於地鐵車廂播放宣傳短片，展開全城大型宣傳活動。



### 2019 Top 10 Quality E-Shop Awards

#### 2019 十大優質網店 (得獎網店)

#### Gold Award 金獎



**J SELECT**

Jebsen Home Tech Company Ltd  
捷成尚品有限公司

Electronic & Electrical Appliances 電子及電器店



**Watsons eStore 屈臣氏電子商店**

A.S. Watson Group — Watsons  
屈臣氏集團 - 屈臣氏

Health and Personal Care Products 健康及個人護理產品

#### Silver Award 銀獎



**FORTRESS eShop 豐澤網上商店**

A.S. Watson Group — FORTRESS  
屈臣氏集團 - 豐澤

Electronic & Electrical Appliances 電子及電器店



**Market Place Delivers 網上品味超市**

The Dairy Farm Company, Limited - Market Place by Jasons  
牛奶有限公司 - Market Place by Jasons

Supermarkets 超級市場



**Strawberrynet**

Strawberry Cosmetics (Services) Limited

Beauty Products / Cosmetics 化妝品店



**Toys "R" us**

Toys "R" Us (Hong Kong) Ltd

Infant and Child Merchandise 嬰兒及兒童商品



**Wellcome Delivers 惠康為您送**

The Dairy Farm Company, Limited — Wellcome

牛奶有限公司 - 惠康

Supermarkets 超級市場



## Bronze Award 銅獎



**Ztore.com 士多**

Ztore HK Limited  
士多香港有限公司

Supermarkets 超級市場

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



**Amway**

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

Health and Personal Care Products 健康及個人護理產品

**周大福**

CHOW TAI FOOK

**Chow Tai Fook周大福**

Chow Tai Fook Jewellery Group Ltd.  
周大福珠寶集團有限公司

Watch & Jewellery 鐘錶及珠寶



**CMHK Online Shop**

China Mobile Hong Kong Company Limited  
中國移動香港有限公司

Telecommunications 電訊



**JHCESHOP日本城網購**

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

Furniture & Home Accessories 家具及居家用品專門店



kmall.baby-kingdom.com

**KMall**

Baby-Kingdom.com Limited  
親子王國有限公司

Infant and Child Merchandise 嬰兒及兒童商品



**日本命力**

Meiriki Japan Co Limited  
日本命力健康食品有限公司

Health and Personal Care Products 健康及個人護理產品



**PARKnSHOP.com百佳網上超級市場**

A.S. Watsons Group - PARKnSHOP (HK) Limited  
屈臣氏集團 - 百佳超級市場

Supermarkets 超級市場



**Sasa.com莎莎網**

Sa Sa dot Com Limited

Beauty Products / Cosmetics 化妝品店



**VIPSTATION Online Store**

Rich Jumbo Investment Limited  
雄利投資有限公司

Fashion & Accessories 時裝飾物店

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

## Top 3 SME E-Shops 至TOP中小企網店

### Top 1



#### ACC Store

BMHK 92 company limited  
博萬國際有限公司

Health and Personal Care Products 健康及個人護理產品

#### HBF Store

Loyal Gain Group Limited  
利忠集團有限公司

Furniture & Home Accessories 家具及居室用品專門店

#### 35+ 香港網購店

JANCO E-COMMERCE SOLUTIONS LIMITED  
駿高商貿迫方案有限公司

Health and Personal Care Products 健康及個人護理產品



#### Roselle Jewelry

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

Watch & Jewellery 鐘錶及珠寶

### Top 2



#### KoreanFadMart.com

KOREANFADMART  
Beauty Products / Cosmetics  
化妝品店

#### Product Pro 百得好

SUNFAR HK LTD  
Electronic & Electrical Appliances  
電子及電器店

#### Suchprice 優價網

UDS Global Limited  
優迪斯國際有限公司  
Furniture & Home Accessories  
家具及居室用品專門店

### Top 3



#### 旅遊網 travelwebsite.com

Travel Website Limited  
旅遊網有限公司

Retail (Services) - Other 零售服務 - 其他

### Best Contract Fulfillment Award 最佳履行交易表現獎



「香港工商業獎」在香港政府全力支持下設立。這個獎項開創先河，是全港首個工商業獎勵計劃，旨在鼓勵及嘉許有傑出表現及成就的企業，進而提高業界的服務水平，同時透過推廣得獎者成功的營商手法及策略，令工商業的服務精益求精，不斷進步。

「顧客服務」是「香港工商業獎」七個組別之一。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。

多年來，「顧客服務」組別一直獲工商界推崇備至，深獲來自不同服務行業的公司踴躍支持，參加角逐此項殊榮。這些服務行業範疇相當廣泛，包括零售、銀行及金融、婚宴服務、餐飲、酒店、物業管理、電訊服務、旅行社及不同服務供應商。

透過廣泛的媒體報導，包括電視廣告、短片、刊物、政府及協會網站的宣傳活動及報章特刊，加上業界認可，獲獎機構得以大大提高在市場上的知名度。



## Hong Kong Awards for Industries Customer Service Category

香港工商業獎：顧客服務組別得獎名單

ALF Retail Hong Kong Limited  
- Marks & SpencerMARKS &  
SPENCER  
LONDON

英國馬莎

Award  
WinnerSino Estates Management Ltd -  
Olympian City  
信和物業管理有限公司 - 奧海城奧海城  
OlympianCityAward  
WinnerMeiriki Japan Company Limited  
日本命力健康食品有限公司日本命力®  
日本命力健康食品Award  
WinnerInfinitus Property Investment  
(Hong Kong) Limited - Infinitus  
Plaza  
無限極物業投資(香港)有限公司  
- 無限極廣場無限極廣場  
INFINITUS PLAZAAward  
WinnerUni-China (Market) Management  
Ltd  
建華(街市)管理有限公司Make It DIFFERENT  
不一樣的香港街市Award  
WinnerHu Yi Global Information  
Hong Kong Limited  
環球互易資訊香港有限公司Certificate of  
Merit WinnerSun Hung Kai Real Estate  
Agency Ltd - Landmark North  
新鴻基地產代理有限公司 -  
上水廣場上水廣場  
LANDMARK NORTHCertificate of  
Merit Winner

MTM Lab Japan Limited

mtm  
— グループ —Certificate of  
Merit WinnerSupreme Management  
Services Limited - Ultima  
超卓管理服務有限公司 - 天鑄

ULTIMA 天鑄

Certificate of  
Merit Winner







# Support Programme for SME Retailers

## 中小企零售商支援計劃



# Support Programme for SME Retailers

## 中小企零售商支援計劃

Thanks to funding earmarked by the Trade and Industry Department (TID), the Association has made unwavering efforts to strengthen connections among SMEs, business partners and prominent leaders, as well as to sharpen their competitive strengths since its rollout of the SME Support Programme in 2010.

Over the years, we have organized a multitude of activities including seminars and workshops, study tours, case studies, in-depth service enhancement projects, one-on-one business consultations, SME Retail Service Excellence Awards, a mobile app and case sharing videos.

### Successful Completion of the 6th SME Support Programme

Successfully completed in December 2018, the 6th SME Support Programme focused on assisting SME retailers in taking advantage of the technology advancement, while exploring business opportunities against the background of market challenges.

Covering a host of seminars and workshops, e-shop assessment, and e-guidebook, this Programme benefitted a total of 490 participants from 381 SMEs.

### Application of the 7th Trade and Industry Support Fund Project

Looking forward, the Association will join forces with Hong Kong Productivity Council to launch a new project, carrying the theme "Entering the Era of New Retail".

Supported by the Trade and Industrial Organization Support Fund, this project aims to promote retail technologies among SME retailers through a series of educational activities, such as conference, seminars and business matching events.

在工業貿易署的撥款資助下，協會自2010年推出「中小企零售商支援計劃」以來一直孜孜不倦，致力加強中小企零售商、業務合作夥伴與著名業界領袖之間的聯繫，提升中小企零售商的競爭優勢。

多年來，協會舉辦了一系列題材廣泛的活動，除了舉辦講座、工作坊、考察團、案例研究、深入的服務提升計劃、一對一的業務諮詢及零售中小企優質服務獎外，更推出手機應用程式及錄製短片以分享小中企的成功故事。

### 「第六期中小企支援計劃」順利完成

「第六期中小企支援計劃」已於2018年12月順利完成。此計劃的重點工作是協助中小企零售商捕捉科技發展帶來的優勢，同時在充滿挑戰的市場中發掘商機。

透過此項計劃，協會密鑼緊鼓地推出多項活動，包括講座、工作坊、網店評估及出版《零售攻略》，令381家中小企業近490位參加者受惠。

### 申請「第七期工商機構支援基金計劃」

展望未來，協會將與香港生產力促進局合作推出新計劃，主題為「邁進新零售時代」。

在「工商機構支援基金」的支持下，新計劃聚焦於舉辦一系列的教學活動，包括會議、講座及商貿配對活動，旨在向中小企零售商推廣零售科技。

\* The SME Development Fund is now merged with other funding as the Trade and Industrial Organisation Support Fund.

\* 「中小企業發展支援基金」現已與其他資助計劃合併為「工商機構支援基金」。





# Acknowledgements

鳴謝







# Acknowledgements

## 鳴謝

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香港零售管理協會鳴謝以下公司機構的支持，贊助協會2019年年度頒獎禮以及2019年報。

A.S. Watson Group 屈臣氏集團  
ACG - Able Communications Group ACG集團  
Café de Coral Holdings Limited 大家樂集團有限公司  
CATALO Natural Health Foods Ltd. 美國家得路天然健康食品有限公司  
Chow Sang Sang Holdings International Limited 周生生集團國際有限公司  
CHOW TAI FOOK JEWELLERY CO., LTD. 周大福珠寶金行有限公司  
Circle K Convenience Stores (HK) Ltd OK便利店有限公司  
Dah Chong Hong Holdings 大昌行集團  
Fairwood Holdings Ltd 大快活集團有限公司  
Fortress 豐澤電器  
GSK Consumer Healthcare (HK) Ltd 葛蘭素史克有限公司  
Hong Kong Telecommunications (HKT) Limited 香港電訊有限公司  
OPTICAL 88 眼鏡88  
Pizza Hut Hong Kong Management Limited 香港必勝客管理有限公司  
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