

Developing Our Organisation

持續發展



Developing Our Organisation

Strengthening the HKTDC as a trade promotion organisation has been an important part of ensuring that goals are met and the mandate to serve Hong Kong SMEs is honoured. This year, we undertook several new initiatives while continuing with ongoing efforts to make our organisation nimble and robust in adding value to Hong Kong.

服務香港中小企業是香港貿發局的使命，為了達到此目標，我們必須努力不懈，令貿發局成為全球最佳的貿易推廣機構。今年，為使貿發局變得更靈活，繼續提供高增值服務，與時並進，我們開展了數項新計劃。

Re-positioning Our Brand

To serve our customers more effectively, we revamped our corporate logo and aligned all our products and services under the master brand HKTDC, including our online marketplace, renamed hktdc.com. This simplified presentation enhanced consistency and reinforced brand recognition, which is critical in today's competitive global environment.

Building on Core Values

We continued to reaffirm our core values of trust, developing new frontiers, creating value and commitment. This helped enhance our spirit of teamwork and foster creativity, which we encouraged through quarterly cross-departmental gatherings.

These efforts culminated in our annual TDC Commitment Awards, which acknowledged colleagues' efforts in demonstrating core values in their work.

Doing More with Less

Committed to meeting the needs of our customers in a sustainable manner, we identified efficiency savings, simplifying procurement procedures and achieving more with less.

In our efforts to be more environmentally conscious, we reduced and standardised the size of several of our product publications, while providing flexibility for companies that advertise with us.

We employed the latest display concepts at our exhibitions, using modern and simple designs. We introduced a number of environmentally friendly changes in hall decoration and booth construction and removed carpets from aisles.

The resulting cost savings allowed us to redeploy our resources to other areas, including improving on-site buyer services and visitor registration.

重塑機構品牌

為了更有效地服務中小企，我們重塑了機構的標誌，並以「香港貿發局（HKTDC）」這個主品牌統一推廣我們所有產品及服務，並把網站重新命名為hktdc.com。我們為所有市場推廣通訊製作了單一品牌範本、簡化呈列方式、統一設計並鞏固品牌形象，讓我們在競爭激烈的環境中突出自己。

加強核心價值

我們繼續以Trust、Developing New Frontiers、Creating Value、Commitment作為我們的核心價值，以此共同信念團結所有同事。這些價值均有助建立我們的團隊精神和鼓勵創新。今年，我們首次在每季舉辦跨部門的聚會，就是為了同一目的。我們續辦一年一度的TDC Commitment Awards，讚揚同事在工作中體現核心價值。

善用資源

本著可持續發展的原則，我們在日常工作中不斷尋求節省資源的方法，提高成本效益，簡化採購程序，以有限資源實踐最多的成果。我們已縮小產品雜誌的尺寸，不但為投放廣告的公司提供更多靈活性，亦符合環保原則。展覽會採用最新的展示概念，使用更現代簡約的設計風格，在展覽廳的佈置、攤位搭建方面引入數項環保的改動，又取消鋪設通道上的地氈，節省開支。這樣，我們可以把省下的資源，改善為買家提供的現場服務和登記程序。此外，我們把所有印刷文件的尺寸統一，亦有助善用資源。

培育人才

我們的培訓工作坊以改善溝通技巧、領導能力、面對挑戰的應變能力、確立目標及了解工作程序為主。我們還組織了一連串內部簡報會，讓同事更了



持續發展

Standardisation of printed materials such as envelopes, marketing brochures, promotional leaflets and non-woven bags helped us use our resources more efficiently.

Developing Our People

Our training workshops focused on improvements in communication, leadership, ability in tackling challenges, defining objectives and understanding work processes.

We also organised a series of internal knowledge-sharing sessions. This enabled staff to learn more about the Council's various functions, from marketing to IT, and helped share goals across departments.

We continued to develop new talent through our Executive Trainee programme, which brought in eight new individuals this year. We helped them gain greater confidence and sharper business acumen through visits to local companies and overseas assignments.

Contributing to the Community

Our staff club, HKTDC United, held some 150 events for colleagues over the year. These involved workshops to learn new skills, including cooking and tai chi, as well as visits to elderly homes and children's centres, seminars on health and well-being, sports events and fund-raising drives for underprivileged groups.

As in previous years, we continued the HKTDC Reach Out Campaigns at the HKTDC Hong Kong Gifts & Premium and HKTDC Hong Kong Toys & Games fairs, helping exhibitors donate items to charitable organisations in Hong Kong. At the annual HKTDC Hong Kong Book Fair, HKTDC United worked with other local organisations to help less fortunate primary school students purchase books.

Such efforts earned us the Caring Organisation award from the Hong Kong Council of Social Service.

解不同部門的功能，從市場推廣到資訊科技逐一介紹，有助各個部門朝著同一目標邁進。我們繼續推行見習貿易主任計劃，培訓新人才，本年共有八名新人加盟。他們透過參觀本地公司及海外工作，增強自信及建立更敏銳的商業觸覺。

回饋社會

我們的員工組織HKTDC United於年內為同事舉辦了約150項活動，包括烹飪班、太極班、探訪老人院及兒童中心、健康講座、運動項目以及為弱勢社群籌款的慈善活動。一如往年，我們在禮品及贈品展與玩具展續辦「延展關懷」活動，替參展商向香港慈善機構捐助產品。HKTDC United在一年一度的書展中，與其他機構合作，資助較貧困的小學生購買書籍。種種努力讓我們達致香港社會服務聯會的「同心展關懷」對於「Caring Organisation」定下的六項準則，獲得了嘉許狀。

Fast Facts

- 122 training courses were organised, attracting more than 4,000 participants, a 20 per cent increase over the previous year
- More than 260 boxes of gifts were collected for charity organisations at the HKTDC Reach Out Campaigns
- 605 members of the public joined 20 guided tours of HKTDC trade fairs
- The HKTDC met all six criteria for the Caring Organisation Award

資料概覽

- 我們組織了122項培訓課程，吸引逾4,000名參與者，較去年增加20%
- 「延展關懷行動」中我們收集了超過260箱禮品捐贈予慈善機構
- 我們組織了20個導賞團，帶領605名公眾人士參觀貿易展覽會
- 達致「同心展關懷」嘉許狀的所有六項準則

Rebranding the HKTDC:
how we revamped our brand to
project a consistent message
重塑貿發局形象，統一訊息



Extensive consultations
are held internally and a
strategic plan is mapped
out for the new branding
我們廣泛諮詢各部門的意見，
再訂下新的品牌策略



Creative staff develops the
new branding guidelines
to ensure a consistent
image
創作部同事設計新品牌指引



At the first fair under the
new brand, the HKTDC
Hong Kong Electronics
Fair (Spring Edition),
response from buyers
and exhibitors is positive
香港春季電子產品展是首個
使用新品牌的展覽會，買家
和參展商反應正面

April 2008



At a wine appreciation workshop organised by HKTDC United, staff members learn more about wine. This served to enhance staff awareness in preparation for the inaugural HKTDC Hong Kong International Wine Fair, which helped promote Hong Kong as Asia's wine hub
HKTDC United組織的品酒工作坊增進了同事對酒的認識，讓他們為首辦香港貿發局香港國際美酒展作好準備，美酒展有助推廣香港作為亞洲酒類貿易中心的地位



Helping launch the new HKTDC logo internally are (centre, left to right): HKTDC Head of Corporate Marketing Anita Ma; HKTDC Executive Director Fred Lam; and Deputy Executive Director Eric Tai
香港貿發局的新標誌於本財政年度啟用。我們於2008/09年度逐步在各個服務範疇中推行新品牌。圖中所見站於中央(由左至右)分別為推廣部主管馬慧敏、總裁林天福及副總裁戴勇牧

April 2008



The annual family fun day is held in the Wu Kai Sha Youth Village, bringing together some 200 colleagues and their spouses and children. The Happy-to-Gather Fiesta underlined the importance we place on balancing work and fun
約200名同事及家人參與在烏溪沙青年新村舉行一年一度的家庭同樂日。「Happy-To-Gather Fiesta」亦反映了我們重視工作和玩樂的平衡



Eight new executive trainees are hired in 2008/09. They engage in such activities as outward bound team-building sessions, in addition to on-the-job training, helping them develop a strong mindset for serving Hong Kong SMEs
我們在2008/09年度新聘了八名見習貿易主任。除了在職培訓外，他們還參加了外展團隊建立活動，培養他們服務本港中小企的信念

May 2008

July 2008

July 2008

August 2008



Fourteen executive trainees graduate in 2008, after completing their three-year cycle of rotating within various departments. They now manage projects in Hong Kong and overseas
2008年有14名見習貿易主任「畢業」，完成了為期三年在不同部門工作的培訓計劃，從各類活動中學習，現在他們都獨當一面，各自負責香港及海外多個項目



HKTDC United works with Sun Hung Kai Properties, St James' Settlement and Mguru Ltd to provide HK\$200 coupons to 700 primary school students for the purchase of books and stationery at the HKTDC Hong Kong Book Fair
HKTDC United與新鴻基地產、聖雅各福群會及小書局攜手合作，提供港幣200元書券予700名來自基層家庭的小學生，資助他們在香港書展購買書簿文具

September 2008

December 2008



Product magazines distributed at HKTDC fairs are downsized, starting with the HKTDC Hong Kong Watch & Clock Fair 2008. This environmentally friendly move also makes the magazines easier for fair visitors to carry
自2008年的香港鐘錶展開始，我們把產品雜誌的尺寸縮減至原來的九成，既符合環保原則亦方便參觀展覽人士攜帶



At our Staff Appreciation Evening, individuals and teams are honoured with awards that reflect their commitment to our core values
在員工感謝晚會上，個別同事及團隊獲發嘉許狀，表揚他們為實踐核心價值作出的努力，同時肯定他們為香港中小企作出的貢獻，令全體同事士氣高昂



All our publications are rebranded, making them easier to recognise
我們所有產品雜誌封面都重新設計，以同一品牌形象示人，令讀者易於辨認



Marketing materials are standardised to communicate a consistent look and feel
所有推廣通訊採用新的品牌形象，風格一致



Presenting a new image of ourselves to our customers
香港貿發局以全新形象接待客戶

Looking Ahead:
we will continue to fine-tune the branded stable of HKTDC products and services
來年展望：我們為繼續提升香港貿發局旗下所有產品和服務的水平，貫徹品牌承諾

December 2008



Some 25 staff members and their families visit an elderly home in Hong Kong, carrying gifts and spreading good cheer within the community
約25名同事及其家屬探訪香港一家老人院，為長者帶來了禮物及歡樂。社會大眾是我們重要的持份者之一，我們樂於與他們保持緊密聯繫



Officiating at the opening of our new branch office in Taipei are (left to right): Executive Director Fred Lam; General Chamber of Commerce of Taiwan Chairman Chang Pen-Tsao; Taiwan External Trade Development Council Chairman Wang Chih-Kang; HKTDC Chairman Jack So; and HKTDC General Manager Taiwan office Perry Fung
我們於2008年12月在台北開設了辦事處，主禮嘉賓（由左至右）包括：貿發局總裁林天福；台灣商業總會理事長張平沼；台灣外貿協會董事長王志剛；貿發局主席蘇澤光；及香港貿發局台灣分公司總經理馮瀚

December 2008

January 2009



For new recruits, we held workshops at which we explored our core values
我們每季舉辦跨部門聚會，讓同事可以互相分享如何打破隔膜，改善內部溝通



Team-building activities are high on the agenda of our training and development teams. Pictured here is a team-building event involving some 50 staff members of the IT services department
建立團隊精神是我們培訓及發展的重點之一。圖為資訊科技服務部門參與的一個團隊精神活動，約有50名同事參與

January 2009

February 2009



Enjoying the Caring Organisation awards ceremony are (left to right): St James' Settlement Hon Secretary of the Executive Committee John R Budge; St James' Settlement CEO Michael Lai; HKTDC Assistant Executive Director Christopher Jackson; HKTDC United Chairperson Pansy Yau; and Staff Relations Manager Winny Siu
於「同心展關懷」嘉許狀頒獎典禮上，由左至右：聖雅各福群會執行委員會義務秘書白仲安、聖雅各福群會總幹事賴錦璋、貿發局助理總裁霍信賢、HKTDC United主席邱麗萍及員工關係經理蕭穎怡



Staff members, along with Executive Director Fred Lam (centre), take part in the Standard Chartered Marathon, running an extra mile for Hong Kong SMEs
一眾同事連同總裁林天福參與渣打馬拉松，「為香港中小企多跑一里」

February 2009

March 2009



We take the environmentally inspired initiative to remove carpets from the aisles of our exhibitions, including the HKTDC Hong Kong International Jewellery Show (above)
為環保起見，我們取消了在貿易展覽會中鋪設通道上的地氈，圖片攝於香港國際珠寶展的展場內



At the annual internal briefing by the Executive Director, staff members are briefed on the direction and focus of the year ahead. In the front row are the HKTDC directorate (left to right): Assistant Executive Director Christopher Jackson; Deputy Executive Director Eric Tai; Deputy Executive Director Alan Wong; Executive Director Fred Lam; Assistant Executive Director Raymond Yip; and Assistant Executive Director Benjamin Chau
總裁於每年的內部簡介會上，向所有同事講解來年的工作方向及目標。圖中前排為總裁級成員（由左至右）：助理總裁霍信賢、副總裁戴勇牧、副總裁黃錦輝、總裁林天福、助理總裁葉澤恩及助理總裁周啟良

March 2009