

AWARDS

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CARING COMPANY

商界展關懷

In recognition of the Group's services and support to the wider local community, Stelux and its subsidiaries, City Chain Hong Kong, Optical 88 Hong Kong, and Thong Sia Watch, the Hong Kong sole distributor for "SEIKO" watches and clocks were again respectively awarded Caring Company Awards by the Hong Kong Council of Social Service.

寶光及其附屬公司香港時間廊、香港眼鏡88以及「精工」鐘錶的香港獨家經銷商通城鐘錶再次分別榮獲香港社會服務聯會頒贈的商界展關懷獎狀，由此證明本集團對廣大社區提供的服務及支援獲得各界肯定。



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BRAND OF THE YEAR AWARD

In October 2017, City Chain was awarded with the “Brand of the Year” award in the World Branding Awards organized by the World Branding Forum, a global non-profit organization dedicated to advancing branding standards for the good of the branding community as well as consumers.

Mr. Joseph Wong, Chairman and Chief Executive Officer of the Group, when interviewed after receiving the award, said “Brand building is a long-term exercise. Customers are expecting memorable brand experience from retailers. Therefore, it is not enough to only have good product or services nowadays but the quality. A brand needs to have built a good reputation and trust with consumers in order to win the competition. As over seventy percent of the scoring process came from consumers voting, City Chain clearly demonstrated its ability to stand out from its competitors.”

年度品牌大獎

於2017年10月，時間廊在世界品牌論壇舉辦的世界品牌大獎中榮獲「年度品牌」殊榮。世界品牌論壇為一個全球性非牟利組織，致力於為品牌社區及消費者的利益提升品牌標準。

本集團主席及行政總裁黃創增先生在領取獎項後接受訪問時表示：「品牌建設是一個漫長的過程，客戶期待深刻的品牌體驗。因此，如今僅有優質產品或服務並不足夠，質量也不可或缺。為了在競爭中取勝，一個品牌需要建立良好聲譽及消費者的信心。由於評分過程中超過70%來自消費者投票，這亦顯然展示出時間廊相對於競爭對手的優勝之處。」

