

Hong Kong
Retail Management
Association

ANNUAL REPORT
2021





在乎每一個託付，
全心送達每一個期待。

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天然 追溯 可證 真印

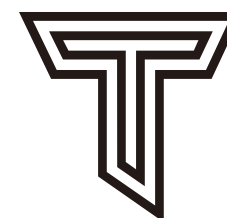
2020 9 27 ◆ BUYING & CODING
CANADA

2020 11 25 ◆ CUTTING & POLISHING
CTF WORKSHOP

2020 12 13 ◆ MARKING
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2021 2 10 ◆ AUTHENTICATION
COLOUR : D
CARAT : 4.3
CLARITY : VVS1
CUT : EXCELLENT

2021 4 9 ◆ DESIGN & INLAY
CTF WORKSHOP



T MARK

周大福

CHOW TAI FOOK

獨家專售



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- Talent Development Sub-Committee 人才培訓委員會
- 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

Advisory Panel, Organizing Committee, Steering Committee, Task Force & Working Party 2021
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- Mr. Andrew Yu 余偉傑先生

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The Hong Kong Retail Management Association

香港零售管理協會

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to promote Hong Kong's retail industry and to present a unified voice on issues that affect all retailers. Established for 38 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。成立三十八年以來，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 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。

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。

科技融合

匠心智慧，

昇華

天然美鑽光芒。



周生生 (how Sang Sang)



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Web CMS
網站內容管理軟件把你的生意帶上網



Reasonable.shop
開網店，支持手機及桌面



搜尋引擎優化 (SEO)
幫你的網站排到
Google/Bing/百度的自然搜索結果



2020

October 十月

- E-Commerce Certificate Course on Building a Strategic and Quality E-Shop Webinar (Total 5 modules)
電子商貿證書課程 網上研討會：構建有戰略意義的優質網店 (共5堂課)
- 37th Annual General Meeting and Luncheon
第37屆周年大會暨午餐交流研討會
- Smart Retailing: Opportunities brought by the Pandemic Seminar
智能零售 • 疫境轉機 研討會
- Retail Innovation Conference: Reshape for Rebound
零售創新會議：重塑顧客體驗及拓展跨境零售



November 十一月

- Online Certificate Course on New Manager: Being a Great Leader under Adversity (Total 4 modules)
網上證書課程 - 新管理人員：逆境中的偉大領袖 (共4堂課)
- E-Commerce Certificate Course on Search Engine Optimization and Google Analytics Webinar (Total 4 modules)
電子商貿證書課程 網上研討會：搜索引擎優化和谷歌分析 (共4堂課)
- 2021 Hong Kong Retail Outlook Forum
2021香港零售市場前景研討會

2021

December 十二月

- Smart Retailing: Reshape customer experience and expand cross-border retail Webinar
智能零售：重塑顧客體驗及拓展跨境零售 網上研討會
- E-Commerce Certificate Course on Marketing Analytics: Web, Social Media and Digital Advertising (Total 3 modules)
電子商貿證書課程 網上研討會：營銷分析：網絡、社交媒體和數碼廣告 (共3堂課)

January 一月

- 2020 HKRMA Annual Awards Presentation Ceremony
2020香港零售管理協會年度頒獎禮
- Retail Innovation Seminar: In-store Experience
零售創新研討會：創意零售商店體驗



February 二月

- Retail Innovation Seminar: POS and E-Payment
零售創新研討會：POS & 電子支付系統
- E-Commerce Certificate Course on Retail Transformation in the World of AI with Practical Business Application Webinar
電子商貿證書課程 網上研討會：人工智能世界中的零售轉型與實際商業應用
- E-Commerce Certificate Course on Conversational & Unified Commerce Strategy Webinar
電子商貿證書課程 網上研討會：對話式及統一商貿策略

March 三月

- New Era of Retail: The Revolution of Retail Landscape Webinar
零售新時代下之轉型革命：網上研討會
- Competition Commission: Combat Price Fixing Cartels Webinar
競爭事務委員會：打擊合謀定價 網上講座
- Retail Innovation Seminar: Seamless Experience in O2O
零售創新研討會：POS & 電子支付系統
- Leadership Skills for Driving Digital Transformation Webinar
帶領數碼轉型之領導技巧 網上講座
- E-Commerce Certificate Course on Douyin Marketing (Total 3 modules)
電子商貿證書課程 網上研討會：營銷策略 (共3堂課)
- E-Commerce Certificate Course on Instagram Marketing (Total 3 modules)
電子商貿證書課程 網上研討會：Instagram 營銷策略 (共3堂課)
- Online Certificate Course on Effective Executive Public Speaking and Presentation (Total 3 modules)
網上證書課程 - 行政人員公開演講及演示 (共3堂課)

- SHOPLINE x HKRMA Top 10 E-Shop Award Presentation
SHOPLINE 卓越品牌大獎 暨 HKRMA 十大優網店大獎 頒獎典禮
- Transformation under New Retail Era Webinar
零售新時代下之轉型革命 網上研討會



April 四月

- Unlock the Power of Big Data for NEW Retail Webinar
探討新零售大數據力量 網上研討會

May 五月

- Unlocking Challenges for Building a Trouble-free O2O Retail Model Webinar & Virtual Solution Day
探討無縫O2O零售的挑戰與體驗 網上研討會及零售方案日
- Grasping New Business Opportunities via Electronic Consumption Voucher Webinar
如何透過「電子消費券計劃」捉緊更多商機 網上研討會
- Retail Innovation Seminar: Predicting the Customers – Big Data Analytics
零售創新研討會：消費預測 - 大數據分析

June 六月

- “Green Savings & Green Edge” Sustainability Best Practices Sharing Webinar
做多小小 慳返多多 - 零售餐飲環保經錢篇 網上研討會
- 2021 Hong Kong Retail Summit
2021 香港零售研討會
- Retail Innovation Seminar: The Tips in Online Marketing
零售創新研討會：網絡營銷策略



July 七月

- Electronic Consumption Voucher Scheme Online Briefing Session
電子消費券 網上簡介會
- Online Certificate Course on Excelling Video & Live Broadcasting with Limited Budget (Total 3 modules)
網上證書課程 - 如何在有限預算下製作出色短片和直播 (共3堂課)
- Strengthening O2O New Power under New Retail Normal in Hong Kong & China Webinar
中港新零售常態下強化O2O新動力 網上研討會
- Retail Innovation Conference: Achieving Technology Innovation and New Market Development
零售創新會議：邁向科技創新 拓展嶄新市場

August 八月

- Digital Innovation Series – New Way of Retails Webinar (Total 4 Webinars)
數碼創新系列：零售新方式 網上研討會 (共4堂課)
- Business Email Scam Prevention
如何預防商業電郵騙案 網上研討會
- Personal Wellness under COVID-19 Webinar
疫下身心靈健康你要知 網上研討會
- Post-COVID Prospects & Opportunities of Cross-border E-Commerce under New Normal Seminar
跨境電商疫後發展新常態及機遇 研討會
- Grasp the Coming Wave of Smart Retail Webinar
零售店舖如何捉緊智能零售新浪潮 網上研討會
- Retail Innovation Seminar: Know Your Customer via Customer Relationship Management (CRM) & Apps
零售創新研討會：善用CRM、掌握顧客所需

September 九月

- 2021 Smart Retailing Award – Open Presentation (Day 1&2)
2021智能零售大獎 - 公開演說會議 (共2日)



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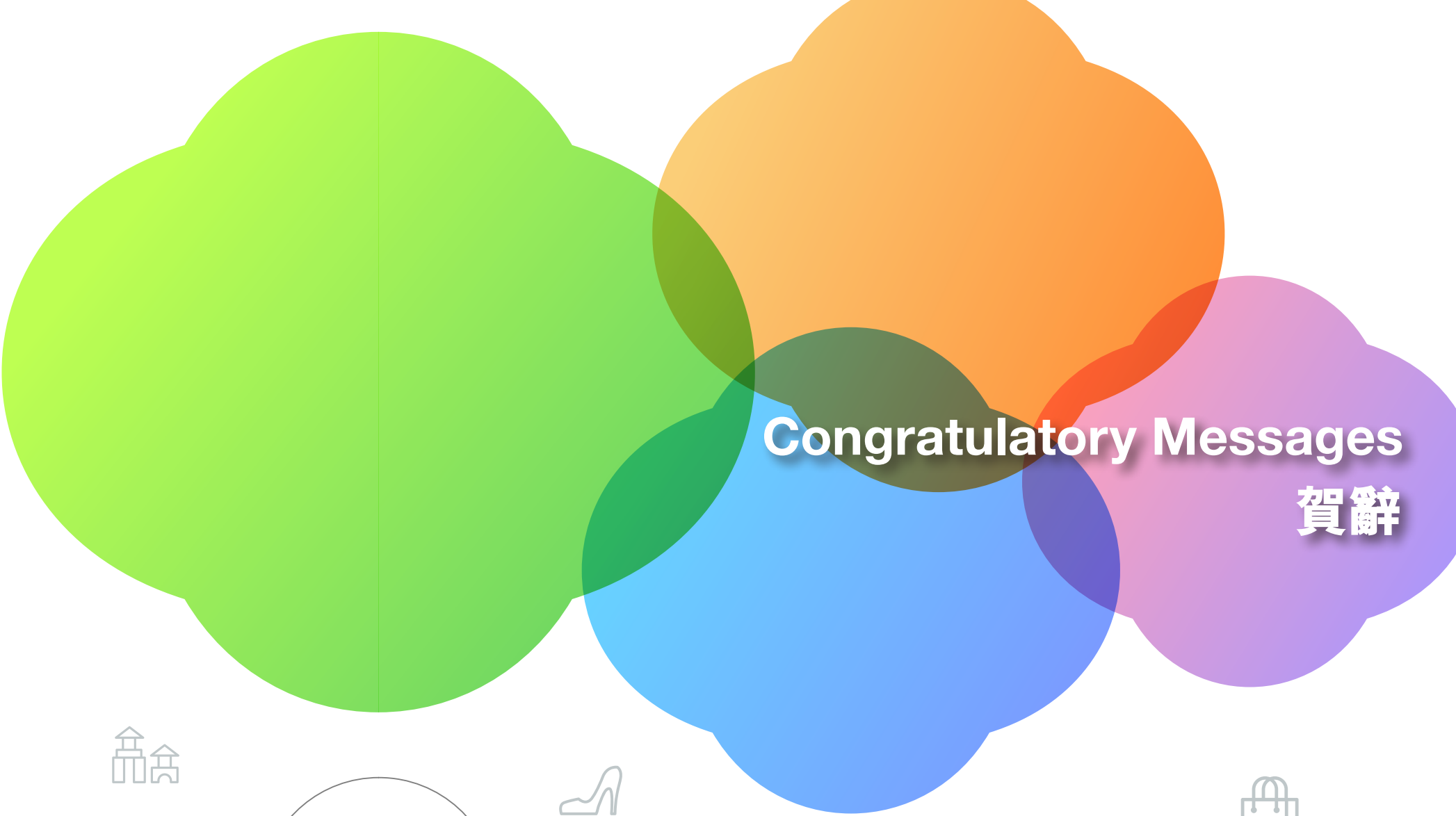
DFI零售集團為亞洲領先的零售集團。秉承著凡事以顧客為先的精神，透過我們眾多深受信賴的品牌，致力為亞洲各地的顧客提供優質及超值的產品和服務，成為他們信任的店舖。



* DFI零售集團旗下Mannings Plus及GNC分別獲得香港零售管理協會「2021 最佳優質服務零售商 – 個人護理產品組別」及「2021 最佳優質服務零售商 – 健康產品組別」



食物及用具圖片只供參考
Products and props shown on photos are for reference only



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

弘商拓業
惠港益民

香港零售管理協會二零二一年年報

行政長官林鄭月娥



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

Chief Secretary for Administration
政務司司長

同臻卓越
協繪遠圖

香港零售管理協會二零二一年年報

政務司司長李家超



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

Financial Secretary
財政司司長

羣商協志
百業遐昌

香港零售管理協會二零二一年年報

財政司司長陳茂波





The Hon. Wong Kam Sing, GBS, JP
黃錦星先生
Secretary for the Environment
環境局局長

節能減廢
綠創繁榮

環境局局長黃錦星



香港零售管理協會二零二一年年報



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

功宏績懋
裕業有孚

食物及衛生局局長陳肇始



香港零售管理協會二零二一年年報



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

鴻才戮力
駿業啟新

香港零售管理協會二零二一年年報

勞工及福利局局長羅致光



促商興貿
廣業裕羣

香港零售管理協會二零二一年年報

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

教育局局長楊潤雄



俊商允集
令譽昭揚

香港零售管理協會二零二一年年報



The Hon. Alfred Sit Wing-hang, JP
薛永恒先生
Secretary for Innovation and Technology
創新及科技局局長

創新及科技局局長薛永恒



匯賢進策
惠港利商

香港零售管理協會二零二一年年報



The Hon. Patrick Nip Tak Kuen, JP
聶德權先生
Secretary for the Civil Service
公務員事務局局長

香港零售管理協會二零二一年年報

展猷協力
匡業拓新

公務員事務局局長聶德權



The Hon. Erick Tsang, IDSM, JP
曾國衛先生

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

香港零售管理協會二零二一年年報

才彥併力
經貿隆昌

政制及內地事務局局長曾國衛





The Hon. Christopher Hui Ching Yu
許正宇先生

Financial Services and the Treasury Bureau
財經事務及庫務局局長

廣凝百業
溥益萬商

香港零售管理協會二零二一年年報

財經事務及庫務局局長許正宇



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

把握時代新機
共創民商雙贏

香港零售管理協會二零二一年年報

香港旅遊發展局主席彭耀佳博士致意

振興商貿
溥惠香江

香港零售管理協會二零二一年年報

旅遊事務專員沈鳳君



Ms. Vivian Sum, JP
沈鳳君女士

Commissioner for Tourism
旅遊事務專員

倡優展驥
裕業利群

香港零售管理協會二零二一年年報

香港貿易發展局主席林建岳博士敬賀



Dr. Peter Lam, GBS
林建岳博士

Chairman
Hong Kong Trade Development Council
香港貿易發展局主席



Ir. Kwong Ching Wai Alkin, JP
鄺正煒工程師太平紳士

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

香港僱主聯合會主席
鄺正煒工程師太平紳士敬賀



興旺零售 續創新猷

香港零售管理協會二零二一年年報



Mr Peter Wong, GBS, JP
王冬勝, GBS, JP

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 successes during what has been a challenging year for the city.

Since its establishment in 1983, the HKRMA has been one of the most effective advocates of Hong Kong's retail sector, highlighting opportunities and addressing the challenges faced by its members. The Association has taken the lead in raising the skill-level among local retail staff by providing professional education and training sessions. In turn this has helped Hong Kong establish itself as a standard-setter for retailing.

The retail market is undergoing profound and rapid transformation, driven not only by the global pandemic but also the rise of digitalization, e-commerce and omni-channel retailing. Amid these challenges, the HKRMA has played and continues to play an instrumental role in supporting Hong Kong retailers, working together for the recovery and vibrant development of the retail industry looking to grow back stronger in the post-pandemic era. The opening-up of the Greater Bay Area also presents tremendous new opportunities for retail businesses.

I applaud the HKRMA's exceptional work in helping explore the new frontiers ahead of us while leading the retail industry in adapting to the new normal of the post-pandemic world. I wish the Association every success in the exciting times ahead.

賢才薈萃 興業利民

香港工業總會主席
查毅超博士 敬賀

香港零售管理協會二零二一年年報



Dr. Sunny Chai
查毅超博士

Chairman
Federation of Hong Kong Industries
香港工業總會主席

提升專業 精益求精

香港中華總商會會長袁武 敬題

香港零售管理協會成立三十八周年誌慶



Mr YUEN Mo
袁武先生

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



Dr. Allen Shi Lop-tak BBS MH JP
史立德博士

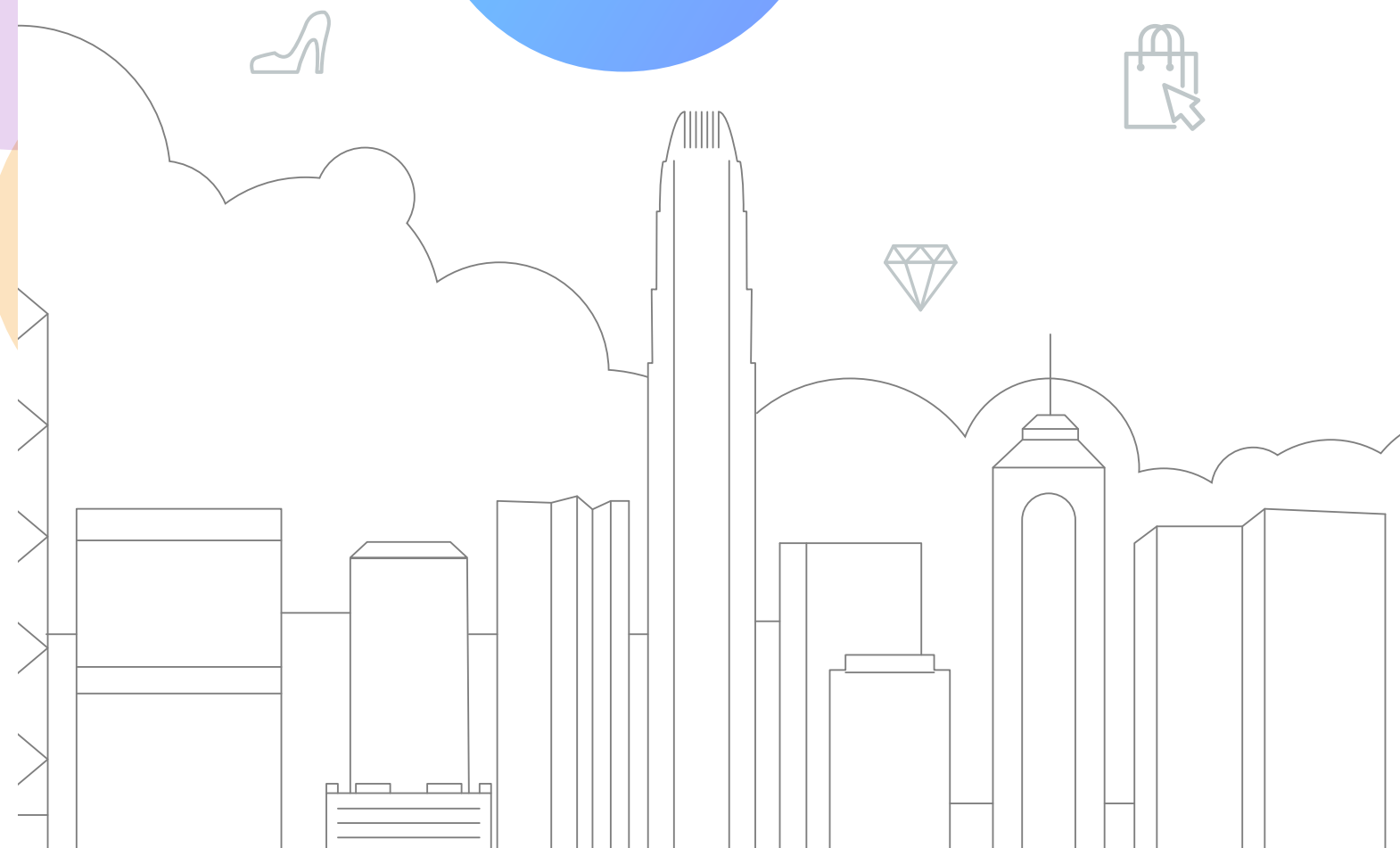
President
The Chinese Manufacturers'
Association of Hong Kong
香港中華廠商聯合會會長

On behalf of the Chinese Manufacturers' Association of Hong Kong (CMA), I would like to send our heartfelt congratulations to the Hong Kong Retail Management Association (HKRMA) on its 38th Anniversary.

The pandemic has upended our business models, we must evolve to survive and thrive. As our country is building a large unified market under the "dual-circulation" paradigm, if retailers can take the initiative to further integrate into the domestic market and gear up for the new normal, we will surely open up new horizons.

I applaud the HKRMA for successfully promoting the professionalism in the industry. With 2022 right around the corner, I would like to express my gratitude to the association and wish it continued success in the years to come.

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)

Dr. Bankee Kwan, JP
Chairman (2004-2008)

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

Mr. Philip Ma
Chairman (1996-2000)

Mr. Rodney Miles
Chairman (1993-1996)

Executive Committee 2020-2022

執委會 2020-2022

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. Randy Lai
黎韋詩女士
CEO
McDonald's Hong Kong
香港麥當勞
行政總裁

Vice-Chairman 副主席



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

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



Mr. Calvin Chan
陳家偉先生
Chairman & CEO
Catalo Natural Health Foods (Retail) Ltd
美國家得路集團
主席及行政總裁



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



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. Bruce Lam
林國誠先生
Managing Director, Consumer Mobile
CSL Mobile Limited
香港移動通訊有限公司
個人流動通訊業務董事總經理



Mr. Aaron Lee¹
李龍基先生¹
Director
Pizza Hut Hong Kong Management Ltd
香港必勝客管理有限公司
董事



Mr. Alex Liu
劉家昌先生
Managing Director, 7-Eleven HK & Macau
DFI Retail Group - 7-Eleven
牛奶有限公司 - 七、十一
香港及澳門常務董事



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. 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



Dr. Bankee Kwan, JP
關百豪先生, JP
Chairman
CASH Group - Pricerite Home Ltd
時富集團 - 實惠家居有限公司
董事長



Ms. Lau Kam Shim
劉今蟾女士
Executive Director
Sogo Hong Kong Company Ltd
崇光(香港)百貨有限公司
執行董事



Mr. Samuel Lee
李家樂先生
Managing Director
Watson's the Chemist
屈臣氏
董事總經理



Mr. Francis Lo
羅輝承先生
Chief Executive Officer
Fairwood Holdings Ltd
大快活集團有限公司
行政總裁

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. Andrew Chan
陳嘉然先生
Managing Director
YGM Trading Ltd
YGM貿易有限公司
執行董事

¹ Mr. Aaron Lee replaced Mr. Andrew Wong, who is now the CEO - Health & Beauty North Asia of The Dairy Farm Group, Limited - Mannings, starting from October 2021.



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



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. Pak Chi Kin
白志堅先生
Vice President
Circle K Convenience Stores (HK) Ltd
OK便利店有限公司
副總監



Mr. Laurent Piazza
鮑敬廉先生
Managing Director, Hong Kong / Macau Food
The Dairy Farm Company, Limited - Wellcome
牛奶有限公司 - 惠康
常務董事 - 香港/澳門 - 食品



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
CEO & Executive Director
Hung Fook Tong Holdings Ltd
鴻福堂集團控股有限公司
行政總裁兼執行董事



Mr. Andrew Wong²
黃曦嵐先生²
CEO - Health & Beauty North Asia,
The Dairy Farm Group, Limited - Mannings
牛奶公司集團
總裁 - 萬寧北亞區 總裁



Mr. Dominic Wong³
黃皓經先生³
Managing Director
Eu Yan Sang (HK) Ltd
余仁生(香港)有限公司
董事總經理



Mr. Norman Yum
任良安先生
Managing Director
PARKnSHOP (HK) Ltd
百佳超級市場
董事總經理

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

Sub-Committees & Task Forces 2021 委員會 2021

New Retail Sub-Committee 新零售委員會		
Chairman 主席	Dr. Guy Look 陸楷先生	Sa Sa Cosmetic Company Ltd 莎莎化妝品有限公司
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	Mr. Andrew Chan 陳嘉然先生	YGM Trading Limited YGM貿易有限公司
	Mr. Tom Chan 陳紀新先生	HKT Limited 香港電訊有限公司
	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一點睛品
	Dr. Bankee Kwan, JP 關百豪先生	CASH Group - Pricerite Home Ltd 時富集團一實惠
	Mr. Aaron Lee 李龍基先生	Pizza Hut Hong Kong Management Ltd 香港必勝客管理有限公司

Talent Development Sub-Committee 人才培訓委員會		
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	Ms. Clarice Au 區文慧女士	Fortress 豐澤
Members 成員	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一點睛品
	Mr. Peter Lo 羅德承先生	Café de Coral Holdings Ltd 大家樂集團有限公司
	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

Membership Sub-Committee 會員事務委員會		
Chairman 主席	Ms. Randy Lai 黎韋詩女士	McDonald's Hong Kong 香港麥當勞
Vice Chairman 副主席	Mr. Samson Chu 朱志明先生	Imperial Bird's Nest International Co Ltd 官燕棧國際有限公司
Members 成員	Mr. Calvin Chan 陳家偉先生	Catalo Natural Health Foods (Retail) Ltd 美國家得路集團
	Mr. Ben Cheng 鄭學玉先生	Optical 88 Limited 眼鏡 88 有限公司

² Mr. Andrew Wong, CEO - Health & Beauty North Asia, The Dairy Farm Group, Limited - Mannings, replaced Mr. Gordon Farquhar, who resigned in May 2021.

³ Mr. Dominic Wong replaced Mr. Francis Phua, who resigned in September 2021.

Advisory Panel, Organizing Committee, Steering Committee, Task Force & Working Party 2021
顧問團、籌備委員會及工作小組 2021

Government Regulations Sub-Committee 政府條例委員會		
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Vice Chairman 副主席	Dr. Ricky Szeto 司徒永富先生	Hung Fook Tong Group Holdings Ltd 鴻福堂集團控股有限公司
Members 成員	Mr. Alex Liu 劉家昌先生	DFI Retail Group - 7-Eleven 牛奶有限公司—七、十一

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
	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	Mr. Bruce Lam 林國誠先生	CSL Mobile Limited 香港移動通訊有限公司
	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

Sustainability Task Force 可持續發展工作小組		
Chairman 主席	Mr. Samuel Lee 李家樂先生	Watson's the Chemist 屈臣氏
Members 成員	Ms. Lau Kam Shim 劉今蟾女士	Sogo Hong Kong Company Ltd 崇光(香港)百貨有限公司
	Mr. Francis Lo 羅輝承先生	Fairwood Holdings Ltd 大快活集團有限公司
	Mr. Pak Chi Kin 白志堅先生	Circle K Convenience Stores (HK) Ltd OK便利店有限公司
	Mr. Andrew Wong 黃曦嵐先生	CEO - Health & Beauty North Asia, The Dairy Farm Group, Limited – Mannings 牛奶公司集團 總裁 - 萬寧北亞區 總裁

Digital Advisory Panel 數碼商貿顧問團		
Convenor 召集人	Dr. Guy Look	Sa Sa International Holdings Ltd.
Members 成員	Mr. Kenny Liang	Alipay (HK) Ltd
	Mr. Leung Kam Un	Cainiao Smart Logistics Network Co Ltd
	Ms. Anita Lam	Facebook
	Mr. Adrian Toy	Google Hong Kong
	Ms. Mignone Cheng	GS1 Hong Kong
	Dr. Gabriel Leung	Hewlett Packard HK SAR Limited
	Ir Eric Chan	Hong Kong Cyberport Management Co. Ltd
	Mr. Alex Chan	Hong Kong Productivity Council
	Ms. Alice Wong	ImagineX Group
	Mr. Eric Chin	Microsoft Hong Kong
	Mr. Win Mak	Mirum Agency
	Ms. Rita Li	Octopus
	Mr. Syd Wong	PayPal Hong Kong Ltd.
	Mr. Michael Cheng	PwC Hong Kong
	Mr. Plato Wai	SHOPLINE
	Prof. K Y TAM	The Hong Kong University of Science and Technology
	Mr. CK Chan	Tmall Hong Kong
	Mrs. Annie Yau Tse	Tse Sui Luen Jewellery (International) Ltd
	Mr. Andrew Yu	Yue Hwa Chinese Products Emporium Ltd

Talent Development Working Party 人才培訓工作小組		
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. Kathy Lee	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. Isabella Tam 談慧敏女士	City Super Limited
	Ms. Carol Poon 潘寶珍女士	Circle K Convenience Stores (HK) Ltd OK 便利店有限公司
	Ms. Alice Chan 陳慧愉女士	DFS Group Ltd
	Ms. Mary Suen 孫美妮女士	Hong Kong CHO Ltd
	Ms. Jasmine Lok 駱婉玲女士	Maxim's Caterers Ltd 美心食品有限公司
	Ms. Vicky Kwong	Swire Resources Ltd.
	Ms. Clara Liu 廖淑華女士	The Wing On Department Stores (Hong Kong) Limited 永安百貨有限公司
	Mr. Ken Wong 黃少勤先生	Vocational Training Council 職業訓練局

Service Talent Award & Quality Service Programme Organizing Committee 傑出服務獎及優質服務計劃籌備委員會		
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. Dana Tse 謝曉丹女士	Bossini Enterprises Limited 堡獅龍企業有限公司
	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
	Ms. Mary Suen 孫美妮女士	Hong Kong CHO Ltd
	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. Loletta Cheung 張慧茹女士	PVH Asia Limited 華爾納亞洲有限公司
	Ms. Rowena Szeto 司徒翠兒女士	St. James Settlement 聖雅各福群會
	Mr. David Liu 廖志聰先生	Victorinox
	Ms. Sarah Chan 陳美珍女士	Veteran Retail Practitioner 資深零售同業
	Ms. Wisteria Cheung 張婉儀女士	Veteran Retail Practitioner 資深零售同業
	Mr. Kenneth Tam 譚國榮先生	Veteran Retail Practitioner 資深零售同業
	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

i'm lovin' it



新地商場於2021傑出服務獎榮獲19個獎項及多項認證 傑出顧客服務備受業界肯定

新鴻基地產每年推薦商場「親客大使」服務團隊參加由香港零售管理協會舉辦的「傑出服務獎」，藉此與業界精英互相切磋及學習觀摩。今年新地旗下21個重點商場派員參賽，在多輪神秘顧客評審及小組面試後，參賽團隊以優良的服務水平及靈活的應變能力贏得評審嘉許，最終榮膺超過19項獎項及多項認證，表現卓越。

2021傑出服務獎

團體獎項 ^			
傑出服務策劃大獎	(金獎) apm	(銅獎) 新都會廣場 METRO PLAZA	(優秀獎) YOHO 形 MALL 點
十大我最喜愛傑出服務零售品牌	apm 新城市廣場 New Town Plaza	YOHO 形 MALL 點	
十大傑出旗艦服務店	apm 新城市廣場 New Town Plaza	大埔超級城 TAI PO MEGA MALL	新達廣場 UPTOWN PLAZA
個人獎項 *			
商場 / 物業管理組別 (基層級別)	金獎	大埔超級城	鄭佩琪
	銀獎	新城市廣場一期	張思搖
	銅獎	新都廣場	陳玉媚
	優越表現獎	新城市廣場一期 荃灣廣場	毛綺紅 官靜雯
新秀組別 (基層級別)	金獎	錦薈坊	周瑋瑜
零售《服務》組別 (主管級別)	銀獎	荃灣廣場	梁雅詠
	銅獎	新城市廣場一期	陳凱婷

^ 另有共16個商場獲得「傑出旗艦服務品牌」殊榮

* 另有共14名親客大使於「神秘顧客評審」中取得滿分佳績，獲頒發「優質服務之星」



多年來新地商場於有零售業「奧斯卡」之稱的「傑出服務獎」中獲得多項獎項，足證新地商場的专业服務水平。

以心建家 Building Homes with Heart

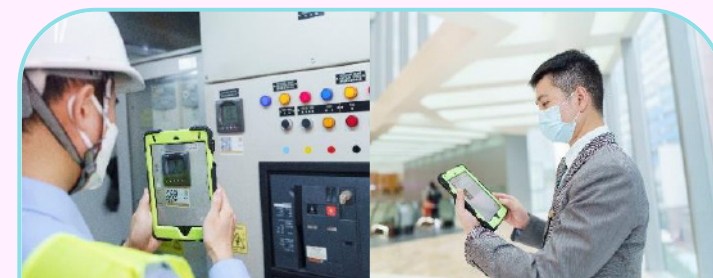
新鴻基地產

新地智能化管理 助商場跨越新常態的挑戰

除確保商場顧客服務團隊能夠提供專業而貼心的服務，新鴻基地產在疫情期間迅速推行全面的防疫措施，令顧客安心到訪新地商場；同時策略性地推動商場設施智能化和自動化，以新科技結合人性化服務，提升嶄新服務水平，同時增加商場競爭力。



採用各類尖端的智能機械人，全力加強商場的衛生清潔，使商場達致全方位的清潔消毒。



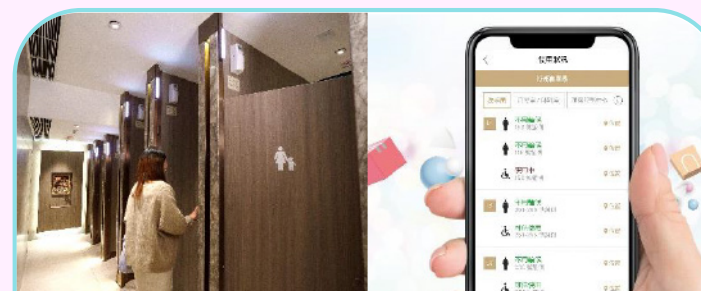
開發香港首套名為「IDEA」的智能化物業設施管理系統，及引入「優化冷凍水機組能源效率」AI人工智能技術，邁向全面智能化及綠色管理，大大提升節能效果。



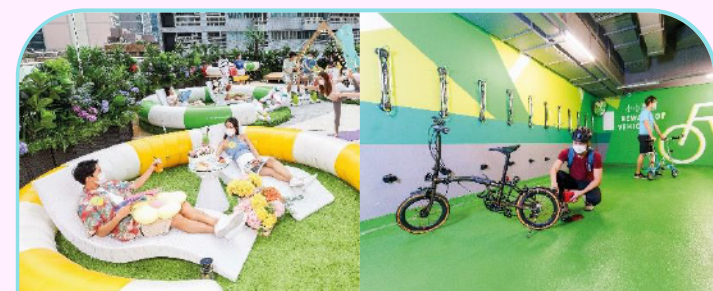
大量加裝自動門和免觸式裝置及引入免觸式泊車系統，減少訪客接觸公共設施的機會。



開發商場食肆外賣自取服務平台，讓餐飲食肆店舖可以免佣金使用該平台開拓業務。



打造5G智能洗手間系統，讓顧客可透過App及現場的顯示屏，清楚知悉洗手間的使用情況。



在多個主要商場增設戶外主題區、都市農莊及單車停泊處，為顧客帶來更豐富的消閒娛樂。



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Chairman's Report
主席報告

Chairman's Report

主席報告

Introduction

Ladies and Gentlemen, welcome to the 38th Annual General Meeting of the Hong Kong Retail Management Association.

This is the third annual report I've delivered since my chairmanship term commenced in 2018. Over the past two years, our industry has experienced the longest and deepest recession on record, due to the impact of social unrest and the ongoing COVID-19 pandemic.

During the reporting period, the Executive Committee and I spared no efforts to fight continuously for the best interests of our industry and explore new measures to sustain our members' survival. I am pleased to give you some highlights of our accomplishments.

Retail Industry Remains in the Doldrums

On a macro level, the Hong Kong economy is improving as the pandemic gradually stabilized. The Government has recently scaled up its forecast of real GDP growth for the whole of 2021 to 5.5 - 6.5%.

Against all odds, some industries have regained a certain growth momentum; however, the economic recovery is conspicuously uneven. In particular, the business performance of tourism-related sectors, including retail, remains seriously dampened by the global travel restrictions.

For the first eight months of 2021, Hong Kong's total Retail Sales Value (RSV) increased by a nominal 8.1% year-on-year, primarily because of the extremely low base in 2020. When compared with the last normal year of 2018, RSV registered a decline of 29%.

The Electronic Consumer Voucher Scheme (ECV) launched in August 2021 has undoubtedly given some support to this modest RSV growth. However, its impact on stimulating consumer spending diminished rapidly after the first week of August, and almost came to a halt by the end of the month.

The second tranche of ECV disbursed in October is expected to give some fresh impetus to retail sales. Nevertheless, given that the borders remain closed, we expect the RSV to register mid-to-high single-digit growth for 2021 – in reality a 30% decline from the last normal year of 2018.

前言

歡迎大家出席香港零售管理協會第38屆會員周年大會。

今次是我於2018年出任協會主席以來第三份年度報告。在過去兩年，本港社會動盪及新冠肺炎疫情持續，令零售業面對歷來最長時間及最嚴重的衰退。

在本年度內，我與執委會不遺餘力地繼續為業界謀求最大利益，並推行各項新措施和計劃，協助會員渡過難關。今天，我很高興能與大家分享至今的成果。

零售業持續低迷

隨著本地疫情逐漸穩定，香港的宏觀經濟狀況亦正改善，政府最近更將2021年實際本地生產總值增長預測提高至5.5%至6.5%。

即使面對逆境，部分行業仍然能重拾增長動力。然而，各行各業的經濟復甦步伐卻明顯不一，特別是全球實施的旅遊限制，令包括零售業在內的旅遊相關行業嚴重受挫。

香港於2021年首八個月的總零售銷貨價值錄得按年8.1%的名義升幅，主要由於2020年的基數極低，若與正常的2018年相比，總零售銷貨價值實際大跌29%。

於2021年8月推出的電子消費券計劃無疑推動了零售銷貨價值的輕微增長，但在8月首周後，計劃對刺激本地消費的效果驟減，到月底更幾乎全然消失。

於10月發放的第二期電子消費券，預計會為零售銷售額帶來全新的推動力。然而，鑑於中港兩地尚未通關，雖然我們預計2021年零售銷貨價值將會錄得中至高的單位數增長，但與2018年相比，實際上將下跌30%。

Catalysing New Business Opportunities to Sustain Survival

During the year, the Association has been working very hard to orchestrate a sustainable trading environment conducive to new business opportunities, so as to help members and fellow retailers stay afloat.

Joining forces with Quality Tourism Services Association (QTSA), we launched our first cross-brand promotion "ShopShop@HK 去街買" via mobile App in September 2020. Supported by 22 retail brands, our App registered some 10,300 users and issued about 284,000 e-stamps, while some 9,500 rewards were redeemed. The promotion involved over HK\$71 million of spending during its six-month run.

The ECV came about after we urged the Government, with the support of our Legislative Council member for Wholesale & Retail, Mr. Peter Shiu, to implement various measures to stimulate consumption. Prior to its launch, we organized a briefing from the Financial Secretary's Office to help our members grasp the opportunities available and invited major e-payment operators to introduce their systems. We also requested them to reduce their charges to retailers, particularly the SMEs, and customize their services accordingly.

As many retailers' survival is at stake right now, the Association has been proactively pushing to stage a large-scale cross-border online shopping festival, showcasing the uniqueness and attractiveness of Hong Kong brands and products.

To this end, we held in-depth discussions with key stakeholders, including the Hong Kong Trade Development Council (HKTDC), major trade associations, key marketplace operators, and other e-commerce players. Meanwhile, we will keep urging the Government to provide us with policy support and necessary resources.

造就新商機 逆境中求存

年內，協會竭力營造有利於創造新商機的可持續營商環境，務求協助會員及零售同業克服逆境。

在2020年9月，協會與優質旅遊服務協會攜手合作，透過手機應用程式推出首個跨品牌推廣活動「ShopShop@HK 去街買」，並獲得22個零售品牌全力支持。應用程式吸引約10,300位用戶登記，合共發放約284,000個電子印花，用戶亦已兌換約9,500份獎賞。在為期六個月的活動期間，共涉及超過7,100萬港元的消費額。

在政府公佈電子消費券計劃前，協會早已促請政府實施各項措施刺激消費，並獲得批發及零售界立法會議員邵家輝先生支持。於推出計劃前，我們亦安排財政司司長辦公室舉行簡介會，以協助會員把握機遇，並邀請主要電子支付營運商介紹其系統。我們亦要求他們降低向零售商和中小企收取的費用，以及因應商戶的需要提供切合所需的服務。

由於現時許多零售商也面臨倒閉的風險，協會積極推動舉辦大型跨境網上購物活動，從而展示香港品牌和產品的獨特性和優勢。

為此，我們與香港貿易發展局、各大行業協會、主要市場營運商和其他電子商貿企業等主要持份者進行深入交流，同時亦繼續促請政府為零售業提供合適的政策支援和資源。

Annie Yau Tse
謝邱安儀女士

Elevating Our Voice and Representation

Facing an uncertain economic outlook and prolonged retail recession, the Association has stepped up its efforts on all fronts to be recognized as the voice of the retail industry.

There are 17 seats under the Wholesale and Retail sub-sector of the new Chief Executive Election Committee (EC). We are honoured that our Vice Chairman Mr. Andrew Yu and myself were successfully elected EC members. Andrew and I are committed to work for the betterment of the industry and its fellow practitioners in the time ahead.

Against a dismal backdrop of continued business contraction, we have been lobbying the Government for more effective measures to stabilise the retail business environment – notably by reopening the borders with the Mainland in an orderly manner and taking effective measures to achieve universal vaccination in the community.

We have also urged the Government to consider a relaunch of the ECV. Above all, we have forcefully appealed for a policy review on Hong Kong's distorted retail rental market and for regulations preventing landlords from rent hikes after the border reopens.

To spur a healthy retail ecosystem, we are exploring with the Hang Seng University of Hong Kong about a research on different aspects of our industry, with an initial focus on gauging the performance of retail landlords and the effectiveness of government policies.

During the year, we reflected the industry's concerns to the Government on a wide variety of retail-related regulatory issues, including the minimum wage rate, producer responsibility schemes, real-name SIM card registration and amendments to food regulations.

I am pleased that the Association has built close relations with the media over the years. This year, we handled over 270 media interviews and reports. In particular, we made special efforts to ensure the Government's retail sales figures were accurately interpreted through our monthly media conference, to avoid any misunderstandings of the sector's performance and business situation.

Our strong and diverse membership is the backbone of everything we do. It is encouraging to see growth of 7% in our membership to 922 members this year despite the retail doldrums. Our communication with members and friends has meanwhile been greatly enhanced by the launch of our "HKRMA App" in March which recorded a very encouraging download rate.

為業界發聲 提高代表性

經濟前景依然充滿變數，零售業持續低迷，因此協會積極加強各方面的工作，為業界發聲。

在新一屆行政長官選舉委員會（選委會）中，批發及零售界別共有17個席位。協會副主席余偉傑先生及我本人有幸獲選為選委會成員，日後將會致力推動業界發展，為零售商謀求福祉。

面對業務持續萎縮的情況，我們也努力游說政府實施更有效的措施來穩定零售業的營商環境，特別是中港兩地有序地重新通關，以及採取有效措施實現全民接種疫苗的目標。

協會亦促請政府考慮再次推出電子消費券計劃。此外，我們強烈要求政府檢討香港扭曲的零售租賃市場政策，希望政府立例防止商舖業主在重新通關後大幅加租。

為了建立健康的零售環境，我們亦與香港恒生大學合作，針對零售業的不同方面進行研究，初步重點為評估零售商舖業主的表現及公共政策的效益。

年內，我們向政府反映了零售業界對多項相關監管議題的憂慮，包括最低工資、生產者責任計劃、電話卡實名登記制度及修訂食品規例等。

另一方面，我樂見協會多年來已經與傳媒建立緊密的聯繫。今年，我們處理了超過270次傳媒採訪及報導，並透過每月記者會，確保公眾正確解讀政府公佈的零售銷售數據，以免對零售業的表現和營商情況有任何誤解。

基礎穩固而多元化的會員組成是協會賴以成功的基石。儘管零售市道低迷，我們亦喜見今年的會員數目增加7%至922名。同時，協會於3月推出「HKRMA手機應用程式」，大大加強與會員及社會各界的交流，應用程式的下載量亦令人鼓舞。

Driving Retail Transformation

During the reporting year, the Association spearheaded retail transformation initiatives through a wide array of innovative programmes and activities.

To help retailers achieve seamless integration of online and offline (O2O) customer experiences, we launched the O2O Customer Experience Recognition Scheme, which offers one-stop service assessment for both retail outlets and online shops. We also added a new "TRUST E-Shop" tier to the Quality E-Shop Recognition Scheme to assist SME retailers to undertake a simpler assessment at a nominal fee.

The Smart Retailing Award, now entering its second year, continues to receive good support from the industry. Besides company awards, two individual awards have been introduced to honour outstanding digital marketers and e-commerce specialists. For our two flagship programmes, the Quality Service Programme and Service Talent Award, new service standards relating to the post-pandemic requirements have been developed.

The Association's annual signature event, the Retail Summit, returned with great success this June. For the first time, it was hosted in hybrid format with both face-to-face and online participants. With 12 retail leaders sharing their valuable insights on the post-COVID environment and opportunities, we received much positive feedback from the industry.

Our seventh project under the Government's Trade and Industrial Organization Support Fund (TSF) has provided practical knowledge for over 1,000 retail practitioners to speed up their digitization and technology adoption. In September, we submitted our eighth TSF project application, aimed at helping some 1,000 retailers capture new opportunities through a seamless O2O customer journey.

Despite the ongoing pandemic, we have organized a full array of training, networking and business matching activities on different aspects of omni-channel retailing, such as 5G technologies, cross-border e-commerce, digital marketing, logistics and payment gateways. These have all been well received, attracting over 2,000 participants from some 800 companies.

推動零售業轉型

協會於年內推出一系列創新計劃和活動，銳意帶領零售業轉型。

為了協助零售商成功整合線上線下(O2O)顧客體驗，我們推出「O2O顧客體驗認證」，為零售商店及網店提供一站式的服務評估。此外，我們亦在「優質網店認證計劃」中新增「信譽網店認證」級別，協助中小型零售商以象徵性的收費進行更簡單的評估。

第二年舉辦的「智能零售大獎」繼續獲得業界踴躍支持，除了企業獎項，協會亦增設兩個個人獎項，表揚傑出的數碼營銷人才及電子商貿專家。至於協會的兩大旗艦項目「優質服務計劃」及「傑出服務獎」，亦因應疫情帶來的轉變，而制定全新的服務準則。

協會的年度盛事香港零售高峰會於今年6月圓滿舉行，並首次結合現場參與和網上交流的形式。12位零售業領袖分享了對疫情後營商環境和商機的真知灼見，而業界的回應亦十分正面。

我們在政府工商機構支援基金下的第七個項目已協助超過1,000名零售業從業員掌握實用的知識，加快實現數碼轉型和採用科技。在9月，我們提交了第八個工商機構支援基金的項目申請，希望能協助約1,000名零售商透過流暢的線上線下顧客體驗把握新機遇。

儘管疫情持續，協會亦致力舉辦一連串培訓、交流及商貿配對活動，涵蓋全渠道零售的不同主題，包括5G技術、跨境電子商貿、數碼營銷、物流和電子支付。這類活動大受歡迎，共吸引來自約800間企業的2,000多名人士參加。

Nurturing a New Generation of Retail Talent

One of the top priorities on the Association's agenda is raising retail professionalism and nurturing a new generation of talent for the emerging era of omni-channel retailing and digitization.

Early this year, we initiated in-depth dialogue with local universities regarding the setting-up of a retail degree programme. As a first step, we are working on an inter-university Hackathon to be held in early 2022 that will promote a vibrant image of 'new retail' to young people.

The Association has been actively promoting the Government's Qualifications Framework (QF) since its launch in 2013. In view of the pressing requirements arising from the retail transformation, we initiated a revision of the retail-related Specification of Competency Standards (SCS) with the support of the QF Secretariat. The aim is to enrich and upgrade the current retail SCS by the end of 2022 into one integrated set covering omni-channel retailing.

In the longer term, we aim to establish Hong Kong as a retail management education hub in the Greater Bay Area (GBA), riding on the Government's support to build on the benefits of our retail QF and the Association's signature recognition and award programmes.

In response to changing modes of learning, we have created an E-learning Hub on our website, providing bite-sized videos for retail practitioners to learn at their own pace. We will continue enhancing the website structure to upgrade it into a one-stop training resources platform for the industry.

Capitalizing on Greater Bay Area Opportunities

Given the Central Government's "Dual Circulation Policy" and the GBA's development blueprint, the Association has earmarked the GBA market as its top priority for development in the years ahead. Our Executive Committee has been exploring various means to provide support and advice to our members on different facets of retail development in the GBA.

For instance, we have reached out to relevant bodies to explore activities that will be of interest to our members. At Government level, we have been urging the Administration to set up a high-level task force to oversee future development of the retail industry in the region.

培育新一代零售人才

協會的首要工作之一，是提升零售業的專業水平，並培育新一代的零售專才，帶領行業邁向全渠道零售和數碼化的新時代。

因此，我們於今年初與本地大學展開深入討論，研究開設零售學士學位課程的安排，並將於2022年初舉行聯校比賽活動，希望讓年輕人認識「新零售」行業的全新形象。

另外，協會亦積極推動政府於2013年推行的資歷架構。鑑於零售業界必須好好裝備自己，以應對行業轉型，我們在資歷架構秘書處的支持下，提出修訂與零售業相關的能力標準說明，務求在2022年底前改善及整合現有的零售業能力標準說明，以涵蓋全渠道零售。

長遠而言，我們希望將香港打造成大灣區的零售管理培訓樞紐，借助政府的支持發揮零售業資歷架構的優勢，進一步加強協會認證及獎項計劃的認受性。

為配合全新的學習模式，協會於官方網站上增設網上學習中心，與業界人士分享實用短片，鼓勵零售業從業員持續進修。我們將會繼續完善網站架構，將網站變成配合業界所需的一站式培訓資源平台。

把握大灣區機遇

中央政府公佈「雙循環」政策及大灣區發展藍圖後，協會亦將大灣區市場列作未來發展的重點，而執委會更積極尋求方法，就大灣區的零售行業發展向會員提供支援和意見。

舉例而言，我們主動聯絡相關團體，研究舉行能吸引會員參與的活動，同時促請政府設立高級別的專責小組，負責統籌零售業在區內的未來發展。

Thanks to co-ordination between the Consultative Committee on Guangdong-Hong Kong Co-operation (Guangzhou Nansha) (廣州南沙粵港合作諮詢委員會) and several prominent trade associations in Hong Kong, the Association has recently committed to establishing its first GBA presence through a service centre operated by the Committee in Guangzhou's Nansha District.

To help members grasp the vast opportunities of the China International Consumer Products Expo (中國國際消費品博覽會) to be held in Hainan in April 2022, we have joined the Hainan Provincial Bureau of International Economic Development (海南國際經濟發展局) and HKTDC to explore ways of facilitating Hong Kong retailers' participation.

We are confident that these initiatives will create greater synergy among different stakeholders in the GBA region. More importantly, they will help the Association reach the next level in establishing a strong foothold in the Mainland retail market.

Staying United to Achieve Recovery

Before concluding my report, I would like to offer my heartiest thanks to our Board of Directors, the Executive Committee members and Mr. Peter Shiu for their advice and guidance.

My sincere gratitude also goes to our Vice-Chairmen Ms. Janis Tam, Ms. Randy Lai and Mr. Andrew Yu for their dedication and contributions.

Last but not least, I would like to thank all Association members; without your support, we could not have made these achievements possible.

Given the expected challenges ahead, we will stay focused on uniting fellow retailers to achieve recovery and sustainable development of the industry at this critical post-pandemic era.

I look forward to your continued support.

Thank you.

Annie Yau Tse
Chairman
(presented at the 38th AGM on 8 October, 2021)

全賴廣州南沙粵港合作諮詢委員會與香港多個主要行業組織的通力合作，協會最近落實透過委員會於廣州南沙設立的服務中心，設立於大灣區的首個據點。

此外，中國國際消費品博覽會將於2022年4月在海南舉行，為了協助會員把握當中的龐大商機，我們亦與海南國際經濟發展局及香港貿易發展局攜手，協助本港零售商戶參與盛事。

我們深信這些措施將會讓大灣區內的持份者創造更強大的協同效益，而更重要的是鞏固協會在內地零售市場的地位。

團結一致 邁向復甦

在報告完結前，我希望藉此機會衷心感謝董事會、執委會及邵家輝先生的英明指導及慧見。

我亦衷誠感謝副主席譚錦儀女士、黎韋詩女士及余偉傑先生的努力和貢獻。

最後，我想感謝所有會員，全賴大家的支持，我們才能見證如此豐碩的成果。

前路依然充滿考驗，因此我們會致力凝聚業界，一同在疫後時代協助振興零售業，推動行業的長遠發展。

希望大家繼續支持協會的工作。

謝謝！

謝邱安儀
主席
(摘自2021年10月8日第38屆會員周年大會主席報告)

Vice-Chairman's Message

副主席之話

Reimagining the Customer Experience

創造不一樣的顧客體驗

Change, it has been said, is inevitable. Transformation, however, is a choice. It is not something that happens in the future. Transformation happens in the present, every day.

Consumption patterns have certainly been changed by the global pandemic. Our business, however, is being transformed to meet the new normal. Consumers expect unparalleled experiences, and fast delivery, when they engage with retailers. Consequently, social and quick commerce have become the next-generation creators of business value.

This journey of digital transformation is essential for retailers. Online-Merge-Offline (OMO) is the future. A seamless OMO experience is critical to success and a key driver in the quest to remain relevant to consumers.

Mobile ordering and cashless payment are only part of the story. A digital workforce must be deployed. There is an online brand presence to be built and sustained. Amidst global supply-chain challenges, tapping into the new OMO opportunities requires stronger logistics support. Transportation and warehousing facilities must be secured and strengthened to ensure customer fulfillment.

The role of a physical store has been transformed, too. It is a tangible aspect of the brand experience. A showcase of the brand's core values, our best products, and personalized service. Every touch point is designed to engage on functional and emotional levels, to boost customer stickiness.

Transformation must continually strike a balance between profitability and exciting experiences. Retailers must have a clear understanding of how technology can support brands in their quest to engage customers, facilitate user-generated content (UGC), enhance brand loyalty, enable cross-selling and, ultimately, drive sales and profits. Developing a cross-departmental digital workforce, capable of transforming business, is just as important when it comes to maintaining customer loyalty.

有人說，變化是無可避免的；但轉型卻是一種選擇。轉型不是未來才會發生的事情；轉型就在當下，每天都在發生。

疫症全球大流行無疑改變了消費模式；但與此同時，零售業正在轉型以迎接新常態。顧客與零售商交易時，期望零售商能提供無與倫比的購物體驗及快速發貨。因此，社交商務與快速商務已經成為下一代創造商業價值的契機。

數碼化轉型的過程對零售商來說不容忽視。「線上與線下融合」是未來趨勢。零售商能為顧客提供流暢無礙的「線上與線下融合」體驗，不僅能成功吸引顧客再度光顧，更有助零售商持續瞭解顧客的需要。

網購和無現金支付只是整個數碼化轉型的一部分而已。零售商必須有效運用數碼專才，建立並維持網上品牌的知名度。面對全球供應鏈的挑戰，零售商要把握「線上與線下融合」的新機遇，必須取得更強大的物流支援及更完善的運輸和倉儲設施，才能滿足顧客的需求。

實體店的作用也悄然改變。顧客透過實體店得以感受品牌的內涵，而零售商也能透過實體店展現出品牌的核心價值及最優質的產品，同時為顧客提供個人化的服務。零售商每一個與顧客的接觸點，既能在功能上設身處地為顧客著想，也能在情感上贏得顧客對品牌的好感，增加顧客的歸屬感。

零售商在轉型過程中既要兼顧盈利，也注重精彩的顧客體驗，務求在兩者之間持續取得平衡。零售商要瞭解如何運用科技提升品牌知名度，才能贏得顧客青睞、促進「使用者原創內容」、提升顧客對品牌的忠誠度及得以進行交叉銷售，以提高銷售額及盈利。在維持顧客忠誠度方面，建立跨部門數碼團隊協助業務轉型，也同樣重要。

The Association has put much effort into driving digital transformation across the industry. Through collaboration with key players and platforms, we have organized a variety of e-commerce workshops and certificate courses. The focus has been on encouraging retailers to embrace the latest omni-channel trends.

We launched TRUST E-Shop Recognition to facilitate the recruitment of more SME e-tailers, by offering simpler assessment at a lower fee. Despite uncertainties and economic challenges, membership reached a record high of 922 in 2021.

The Association will continue to assist retailers in their transformation, and pursuit of new business opportunities, through a seamless customer journey. Among the focus of our ongoing initiatives is the 8th Trade & Industrial Organization Support Fund (TSF). This project will be launched in 2022, to help more than 1,000 retailers build quality e-shops, enhance OMO experiences, and adopt the latest retail technologies.

I would like to thank all members for your ongoing support of our journey of transformation. It is, as said, a present-day event that takes us all to the future. Looking ahead, I can see the Association continuing to create opportunities amid the challenges while our members strive for a strong industry rebound.

協會一直為推動整個零售業的數碼化轉型不遺餘力，透過與各大型零售商和不同的平台合作，舉辦了各類電子商貿工作坊和證書課程，鼓勵零售商把握全渠道零售新趨勢。

協會推出了「信譽網店認證」，以較精簡的評審和較低的費用，吸引更多中小企網店參加認證。儘管市場上充斥著許多不明朗因素，經濟環境嚴峻，但協會於2021年的會員數量達到了922家的歷史新高。

協會將繼續協助零售商進行轉型，並透過提供完美的顧客旅程，尋找新的商機。協會將於2022年推行第八期「工商機構支援基金」計劃，透過這項持續推行的中小企重點計劃，協助逾1,000間零售商建立優質網店、提高「線上與線下融合」的顧客體驗，以及應用最新的零售技術。

本人希望藉此機會感謝全體會員持續支持零售業的轉型。今天的努力，引領我們走向更好的未來。展望未來，本人深信協會能在各種挑戰中繼續創造機遇，協會會員也將堅持不懈，為零售業的強勁復蘇做好準備。

Randy Lai
黎韋詩女士

Vice-Chairman's Message

副主席之話

Grooming Future Retail Talents

栽培未來零售人才

The past year and more has been tremendously challenging for retail industry worldwide. Hong Kong is no exception. The industry has been particularly hit hard on two fronts, namely weakened consumer sentiments and dwindled inbound tourist numbers caused by travel restrictions. In the meantime, catalyzed by the pandemic, consumer expectation has been fast changing.

Under these circumstances, omni-channel retailing is the way forward independent of when the border will be reopened. Local retailers are working out ways to tackle this dreadful crisis by accelerating digital transformation. Instead of waiting for a full recovery of tourism industry, retailers are anticipated to take up the challenge by harnessing the power of innovation and technology.

Digital transformation, which can offer our local customers with seamless customer journey, equally works well with visitors beyond the territory's border thanks to technological advancement. Retailers are therefore encouraged to offer more amazing and exciting shopping experiences to customers anytime and anywhere.

回顧過去一年多，全球零售業面臨巨大的挑戰，香港也無法倖免。零售市場消費疲弱，旅遊限制導致入境旅客人數銳減，尤其對零售業造成嚴重的打擊。與此同時，全球疫情持續亦令消費者對產品和服務的期望加速轉變。

在當前大環境下，無論何時可免隔離通關，全渠道零售都勢必成為業界未來的大趨勢。香港零售商需花盡心思，研究如何加速數碼化轉型，來應對這場疫情危機。與其等待旅遊業全面復蘇，零售商倒不如主動運用創新科技的強大力量，擁抱當下挑戰，化危為機。

數碼化轉型可以為本地顧客提供無縫的購物體驗，同時也可以將先進科技應用於境外的遊客，讓他們同樣享受網購樂趣。因此，協會鼓勵零售商加速數碼化轉型，免受地域和時間的局限，隨時隨地為顧客帶來更多驚喜的購物體驗。

Despite the promising new retail developments, Hong Kong retailers are facing pressing challenges in talent acquisition, especially amid aging population and growing demand in a gradually recovering market. Staff cost may further go up markedly. The situation requires more efforts and considerations to attract and retain talents so as to cope with the changing workforce expectations. At present, the market's solutions include provision of flexible working mode, speeding up of career progression, inclusive working environment and culture.

Among all work types, digital talents are certainly in high demand. Shortage of niche digital skills has undeniably led to a war for talents among every industry, including retailing. Hence, a well-devised plan allowing digital talents to unleash their potential and bring in noticeable result is probably a pre-requisite for enticing them in the first place.

As the voice of the industry, the Association has continued advocating to the Government and respective education institutes to cultivate more digital talents to meet with the fast escalating market demand.

Likewise, we have spearheaded the updating of the Specification of Competency Standards (SCS) for the New Retail under the Qualifications Framework (QF). We have also endeavored to elevate collaboration with universities on retail courses and support the development of applied learning in the current education setup.

Internally, our E-Learning Hub, a one-stop training platform for retailers, will be continuously restructured to adapt to the changing needs of retailers. In the meantime, we are preparing the "HKRMA Retail Hackathon" to be held in early 2022, which aims to propel the retail industry with promising career aspirations for young people.

Looking ahead, the Association will remain dedicated to enhancing professionalism in the retail industry. I am confident that, with the joint efforts of the Association and our members, our retailers will sail through the difficult times and be well positioned to emerge even stronger in the post-pandemic era.

雖然新零售發展前景樂觀，但香港零售商人才短缺的問題迫在眉睫，尤其隨著人口老化，加上市場逐漸復蘇求才若渴，員工成本可能進一步攀升。因此，零售商必須設法吸納和挽留人才，應對人才變化及期望。零售商可考慮提供靈活的工作模式、加快晉升、營造多元與共融的工作環境和文化氛圍等，以吸引人才加盟。

在芸芸工作類別中，數碼專才的需求無疑最為殷切，導致各行各業爭相搶奪數碼專才，零售業也不例外。有見及此，零售商宜精心策劃各項方案，讓數碼專才在行業發揮所長，釋放潛能，令他們感受到成就感及發展機會，或許是吸引他們加盟的首要條件。

協會作為零售業的代表，將會繼續向政府和相關教育機構提倡數碼專才培訓工作，以滿足快速增長的市場需求。

協會帶領業界更新資歷架構下的新零售《能力標準說明》，同時加強與多間大學的合作，開辦零售課程，並支持目前的教育架構下發展應用學習課程，務求實踐與理論並重。

協會的「網上學習中心」是專為零售商而設的一站式培訓平台。協會將不斷優化平台的內容，以迎合零售商不斷變化的需求。與此同時，協會正在密鑼緊鼓地籌備擬於2022年初舉行的「HKRMA Retail Hackathon」，旨在促進新零售業的發展，為年青人提供更多機會，一展抱負。

展望未來，協會將繼續致力提高零售業的專業水平。本人相信，在協會和會員的共同努力下，零售業將邁進後疫情時代，復蘇在望，大家一起整裝待發，更上一層樓。

Janis Tam
譚錦儀女士

Vice-Chairman's Message

副主席之話

Embracing the Next Normal for Retail Industry

迎接零售業新常態

The COVID-19 pandemic has notably reshaped the retail industry. It has dramatically changed consumer behaviour and brought wide-ranging disruption to the supply chain. As consumers became more tech-savvy on online shopping and omni-channel retailing, digital transformation was accelerated across the retail ecosystem, leading to higher degrees of cross-industry collaboration. Retailers, suppliers, logistic service partners, IT consultants and service providers along the supply chain were pushed to be innovative so as to stay relevant to a post-COVID world.

On top of online shopping convenience and prompt delivery of goods, consumers now yearn to be better-informed than ever before. They expect quick and personal responses to their enquiries via email, instant messaging or social media platforms. This thus hastens retailers' pace to embrace online retail, and rearrange their priorities to cater for omni-channel retailing.

This also poses an opportunity for Hong Kong retailers to tap into Mainland China's market, and benefit from its Dual Circulation Policy (DCP) by meeting its increased domestic consumption demand. The challenges are twofold: how to enter the market and how to maintain their competitive edge. To benefit from both the DCP and Greater Bay Area (GBA) initiatives, it is paramount that Hong Kong retailers should strengthen their product and service quality standards, while safeguarding the territory's reputation as a shoppers' paradise.

Envisaging the vast opportunities for Hong Kong retailers in the GBA, we have invited prominent senior executives forming a Working Group to formulate strategies and relevant initiatives to support retailers' early market entry into the GBA region.

新冠疫情為零售業帶來翻天覆地的轉變，不但徹底改變了消費者的行為，而且造成了供應鏈大規模中斷。隨著消費者對網購和全渠道零售越來越純熟，這不只加劇了整個零售生態系統的數碼轉型，同時令跨行業的合作更加密不可分。同時，供應鏈上的每一環，包括零售商、供應商、物流夥伴、資訊科技顧問和服務供應商，都不得不力求創新，務求於疫情過後能與時俱進。

顧客除了追求便捷的網購體驗並期望快速收到貨物外，他們比過往更講求資訊是否充分和全面。顧客使用電郵、即時通訊或社交媒體平台向零售商查詢時，期望零售商能快速回應他們的需求。因此，零售商不得不加快迎接線上零售的步伐，重新審視業務發展策略，優先迎合全渠道零售的需求。

全渠道零售也為香港零售商提供了進入中國內地市場的機遇，藉著滿足中國內地日益增長的國內消費需求，而受惠於中國內地的「雙循環」政策。與此同時，零售商面對的挑戰主要來自兩個方面，其一是如何進入市場，其二是如何維持他們的競爭優勢。為了受惠於「雙循環」政策和「粵港澳大灣區」計劃，香港零售商必須提高其產品和服務質量標準，維護香港「購物天堂」的美譽。

考慮到香港零售商在「粵港澳大灣區」的龐大機遇，協會邀請到著名高級管理人員組成工作小組，制定策略和相關計劃，協助零售商早日進駐「粵港澳大灣區」市場。

Responding to this development, our E-Commerce Sub-Committee was reorganized and renamed as New Retail Sub-Committee in early 2021. It is committed to driving new retail development and working out an ecosystem conducive to digital transformation. We also engaged with external experts via our Digital Advisory Panel to organize high-level idea exchange forums, e-commerce certificate courses, and networking and business matching events for retailers and solution providers.

To embrace the next normal, the Association introduced new elements into our flagship programmes, for example, two individual awards in recognition of outstanding digital marketers and e-commerce specialists were set up under our Smart Retailing Award. With a mission to develop industry-wide benchmarking reference on outstanding O2O customer experience, we launched the first-ever O2O Customer Experience Award in Hong Kong showcasing the best practices of service performance of retail outlets and e-shops.

Looking ahead, 2022 will likely be another challenging year as business environment remains fraught with uncertainties and our Association will remain steadfast to lead the industry to overcome the headwind and transform to the next level. I would like to take this opportunity to strongly encourage members to stay tuned to the Association's development and take part in its great varieties of activities.

為與時並進，協會的電子商貿委員會遂於2021年初重組，並更名為「新零售委員會」，致力推動新零售的發展，以及創造有利於數碼轉型的零售生態系統。此外，協會的「數碼商貿顧問團」亦邀請不同領域的專家合作，為零售商和科技供應商舉辦高層次意見交流論壇、電子商貿證書課程、交流活動和商貿配對活動。

為了迎接下一個新常態，協會在旗艦活動中引入了不少新元素，包括在「智能零售大獎」中設立了兩項個人獎項，以表 傑出的數碼營銷人員和電子商貿專才。協會秉持著為卓越的線上線下顧客體驗制訂零售業參考標準的使命，於香港首推「O2O顧客體驗大獎」，展示零售店舖和網店的最佳服務表現，作為零售業的楷模。

展望未來，營商環境仍然充斥著許多未知之數，預期2022年仍然是挑戰重重的一年。協會將繼續堅定不移地帶領零售業克服逆境，轉型升級。本人希望藉此機會鼓勵會員繼續關注協會的動向，踴躍參與協會各項豐富精彩的活動。

Andrew Yu
余偉傑先生



Achievements
工作回顧



New Retail Sub-Committee 新零售委員會



Dr. Guy Look
陸楷博士
Chairman of New Retail Sub-Committee
新零售委員會主席

“The Sub-Committee was renamed this year from E-Commerce Sub-Committee to New Retail Sub-Committee to better reflect its broader scope of work, expanded responsibilities and new role. This year also saw our enhanced engagement with members of Digital Advisory Panel, as well as the restructuring of our new retail awards and recognition schemes, among other initiatives, to encourage technology adoption and boost omni-channel retailing.”

「委員會今年從『電子商貿委員會』更名為『新零售委員會』，更貼切反映了委員會肩負起新的任務，承擔起更廣泛的工作範圍及更重大的職責。今年，委員會加強了與『數碼商貿顧問團』成員的合作，重組了協會的新零售獎項和認證計劃，並透過其他林林總總的活動，鼓勵零售商將科技應用於零售業務，提升全渠道零售。」



Digital Advisory Panel

The mission of our newly formed Digital Advisory Panel is to give advice to the Association on matters pertinent to the development in omni-channel retailing, O2O retailing initiatives and digitalization.

The Sub-Committee is very pleased to champion this Panel, which comprises a wide spectrum of high-level representatives from our retail ecosystem. They share expertise in areas like retail technology, supply chain and fulfillment, search engineering, social media, digital advertising, hosting platform, payment gateway, market research, new retail business, online strategy and planning, talent development and incubation.

Thanks to insights and inputs of the panel members, the Association is well positioned to formulate the best initiatives and address retailers' pain points throughout their digital transformation journey.

2021 Smart Retailing Award

The Association spearheaded the Smart Retailing Award in 2020, aiming to encourage retailers to provide consumers with a greater, faster, safer and smarter shopping experience through technology adoption.

Refreshing Award Structure

The 2021 Smart Retailing Award has been extended to a two-tier structure, including company and individual awards for technology vendors, startups and retailers.

The “Smart Retail Tech Award” recognizes technology vendors and startups who have demonstrated innovative ideas and initiatives with forward-looking and novel approaches that help the industry evolve.

數碼商貿顧問團

協會年內新成立「數碼商貿顧問團」，其任務是向協會提供與全渠道零售、線上線下零售計劃和數碼發展有關的建議。

委員會對於能夠支持「數碼商貿顧問團」的工作，感到非常高興。顧問團由零售生態系統各領域的高層代表組成。他們在零售科技、供應鏈與履行流程、搜索引擎、社交媒體、數碼廣告、網頁寄存平台、支付平台、市場研究、新零售業務、網上策略與規劃、人才發展和培育等領域，向協會分享他們的專業意見。

協會借助顧問團成員的專業見解和建議，得以準備就緒，制定最適合的計劃，並處理零售商在整個數碼轉型過程中的痛點，受益不淺。

2021智能零售大獎

協會於2020年創設了「智能零售大獎」，旨在鼓勵零售商透過技術應用，為顧客提供更好、更快、更安全和更智能的購物體驗。

煥然一新的獎項結構

「2021智能零售大獎」已擴展至兩級結構，包括為科技供應商、科技初創企業和零售商設立公司獎項和個人獎項。

「智能零售科技獎」表揚那些展現出創新意念及計劃的科技供應商及科技初創企業，嘉許它們透過具有前瞻性及新穎的方式推動零售業革新。

The “Smart Transformation and Innovation Award” applauds retailers who have initiated and implemented innovative projects to overcome business pain points and transform company business or culture.

Our newly introduced individual award “Smart Retail Talent Award” commends outstanding “Digital Marketers” and “E-Commerce Specialists”.

This year, the participating solutions covered a wide range of applications showcasing the most up-to-date technology, spanning from hardware to software development for strengthening customer attraction, customer experience, order fulfillment and retail operations.

O2O Customer Experience Recognition Scheme

The COVID-19 pandemic has helped accelerate online and offline (O2O) transformation of the retail industry. In view of the latest retail trends, the Association has introduced the O2O Customer Experience Recognition Scheme, with an aim to encourage retail brands to deliver seamless O2O customer experiences.

This newly launched scheme is a service performance assessment of both retail outlets and e-shops. Under the scheme, participating brands compete for the distinguished honour of “Top 10 O2O Retail Brands”, which recognizes the top ranking brands for the excellent O2O engagement with their customers.

「智能轉型及創新獎」表彰那些策動創新計劃、解決業務痛點和改革公司業務或文化的零售商。

協會透過新推出的個人獎項「智能零售人才大獎」，讚揚表現卓越的「數碼營銷專家」及「電子商務專家」。

今年參賽的解決方案包羅各種應用程式，從硬件至軟件開發，都展現了透過最先進的技術加強零售商對顧客的吸引力、顧客體驗、訂單履行和零售業務營運。

O2O顧客體驗認證計劃

新冠疫情大流行加快了零售業線上線下（O2O）轉型。協會順應零售新趨勢，推出了「O2O顧客體驗認證計劃」，鼓勵零售品牌提供無縫的線上線下顧客體驗。

協會透過這項新推出的計劃，為零售店鋪和網店的服務表現提供全面的評審。在此計劃下，參加計劃的零售品牌競逐「十大O2O零售品牌」。協會藉此表揚獲認證的優秀品牌以出色的線上線下無縫服務與顧客連接起來。

Talent Development Sub-Committee

人才培訓委員會

Quality E-Shop Recognition Scheme

Since 2017, the Association has been hosting the Quality E-Shop Recognition Scheme (the Scheme). Its goal is to establish and promote the best practices amongst local e-shops through comprehensive and objective assessments of their performance. This yearly-renewal scheme attracted near to 300 e-shops' participation until now.

Introduction of a New Sub-tier

A new sub-tier named "TRUST E-Shop" was introduced under the Scheme in 2021. Its objective is to broaden the coverage of recognized e-shops and to gain greater support from SME e-shops by providing a lower participation fee with simpler assessment.

Through the "TRUST E-Shop Recognition", the Association also wishes to uplift the competitiveness of SMEs with smaller scale online shopping systems.

Quality E-Shop Developer Recognition

E-Shop developers play an important role in facilitating SME retailers to kick start digital transformation by setting up e-shops on their platform.

To recognize quality e-shop developers, the Association launched the "Quality E-Shop Developer Recognition Scheme" with the vision to establish industry-wide standards for online retailing in Hong Kong.

Addressing the Pain Points along O2O Shopping Journey

As O2O integration and digital transformation pose the biggest challenges for local retailers, the Association has prepared a wide range of initiatives that help our fellow retailers to address their pain points throughout the O2O shopping journey.

This year, the Association launched a series of webinars in collaboration with the Hong Kong Productivity Council, Hong Kong Cyberport, GS1 Hong Kong, SHOPLINE and Microsoft, as well as other major stakeholders in the industry. The activities helped retailers review and strengthen their existing O2O service processes.

To cope with the changing mode of learning, the Association initiated online certificate courses on a wide spectrum of omni-retailing topics for E-commerce Certificate, providing an up-to-date knowledge on retail industry through an easy and convenient learning platform. Concurrently, retailers were being introduced to various retail technology solutions which help improve the overall customer satisfaction in the O2O ecosystem.

優質網店認證計劃

「優質網店認證計劃」自2017年推出以來，協會希望透過對本地網店的表現進行全面客觀的評估，構建和推廣最佳的營商手法。此計劃每年更新一次，至今吸引了近300家網店參加認證。

增添新認證

協會於2021年在「優質網店認證計劃」中增設了「信譽網店」認證。目的是讓更多網店能參與協會的認證計劃。協會為網店提供較低的參加費用和更簡單的評審程序，獲得更多中小企業網店踴躍支持。

協會寄望透過「信譽網店認證」，協助具備較小規模網上購物系統的中小企業提高競爭力。

優質網店服務供應商認證

中小企零售商透過在網店服務供應商平台上建立網店，展開數碼轉型，因此網店服務供應商對促進中小企零售商的數碼轉型至關重要。

協會推出了「優質網店服務供應商認證」，旨在透過認證優質的網店服務供應商，釐定零售業認可的指標，助香港零售商發展網上零售業務。

處理線上線下購物流程中的痛點

隨著線上線下融合及數碼轉型是香港零售商目前最大的挑戰，協會籌備了各類活動，協助零售商處理在線上線下購物流程中的痛點。

今年，協會與香港生產力促進局、香港數碼港、香港貨品編碼協會、SHOPLINE、微軟及業界其他主要持份者合作，推出了一系列網絡研討會，幫助零售商檢討及加強它們的線上線下服務流程。

為了迎合不斷變化的學習模式，協會開辦了多個網上證書課程，包括「電子商貿證書」，內容涵蓋全方位的全渠道零售，透過簡單方便的學習平台，為學員提供最新的零售業知識。同時，零售商可從中瞭解各種零售科技解決方案，提升線上線下生態系統中的整體顧客滿意度。

"Transformed from the Education & Training Sub-Committee, the new Talent Development Sub-Committee focuses on uplifting retail professionalism and nurturing talents for the new retail and the Greater Bay Area development. During the reporting year, the Sub-Committee had stepped up our engagement with local universities with a far-reaching mission of promoting retail education at tertiary levels. The Sub-Committee was also dedicated to updating the Retail Specification of Competency Standards (SCS) with key emphasis on new retail requirements."

「協會將『教育及培訓委員會』轉型至『人才發展委員會』，以提升零售業專業水平及為新零售及大灣區發展培育人才為工作重心。在本報告年內，委員會加強與本地大學的合作，肩負起倡導高等零售教育的使命，任重道遠。委員會同時致力於更新零售業《能力標準說明》，在更新工作上特別注重新零售的要求。」



Ms. Janis Tam
譚錦儀女士

Chairman of Talent Development Sub-Committee
人才發展委員會主席

Spearheading the Development of New Retail Specification of Competency Standards

The Association has been championing the implementation of the Government's Qualifications Framework (QF) to enhance the professional status of the retail industry.

Introduced by the QF Secretariat in 2013 and 2016 respectively, Retail Specification of Competency Standards (SCS) and E-business SCS for the retail industry have been serving as a useful reference for HR management and industry training. To meet the needs for state-of-the-art knowledge and skill sets required by retail talents in the new retail era, the Association has taken up the pivotal role in advising the QF Secretariat about the direction of updating the retail SCS.

The Association consolidated views from members, and took their views as an indicative direction and useful groundwork for updating the SCS.

Upgrading Retail Education at Tertiary Levels

It has been the Association's objective to promote retail professionalism and to nurture talents for the new retail through joint education programmes with academic entities.

To achieve this end, the Sub-Committee held discussions with local universities including The University of Hong Kong, The Hong Kong University of Science & Technology, The Hong Kong Polytechnic University and The Baptist University to explore retail education at tertiary levels.

牽頭制定新零售業《能力標準說明》

協會一直支持政府推行資歷架構，銳意提升零售業的專業水平。

零售業《能力標準說明》和零售業電子商務《能力標準說明》由資歷架構秘書處分別於2013年和2016年推出，一直是人力資源管理和零售業培訓的有用參考指標。為滿足零售專才在新零售時代對先進知識和技能的需求，協會積極向資歷架構秘書處建言，在零售業《能力標準說明》的更新方向上擔當著中樞角色。

協會綜合了會員的意見，以此作為更新《能力標準說明》的指標方向和準備工作。

提升高等零售教育的水平

協會的目標是透過與學術機構合辦教育課程，提升零售業的專業水平，為新零售作育英才。

委員會為此與香港大學、香港科技大學、香港理工大學和香港浸會大學等本地大學多次討論，探討在高等院校開辦零售教育課程。

Additionally, facing the rising importance of the Vocational and Professional Education and Training (VPET) in Hong Kong, the Sub-Committee discussed with relevant statutory bodies and highlighted the opportunities in retail industry as a promising career, and to explore the way forward for an Applied Learning Degree. This will include work-based training along with class room learning. It will offer real-life and practical work experiences to better prepare the students for the exciting world of employment in the industry – a merging of theory with practice.

Looking ahead, the Sub-Committee will focus on the image rebranding of the industry. In particular, we are preparing the “HKRMA Retail Hackathon” to be held in early 2022 with an objective to introduce the promising career prospect for our young people in the new retail era. We hope with our best endeavours, we can help the industry develop a skilled workforce that can meet the needs of the evolving marketplace.

Enhancing Retail Professionalism

Service Talent Award

The 2021 Service Talent Award (STA) took the theme of “Elevating Service Excellence in the Post-Pandemic Era”. The Company, Store and Individual Awards were available for retailers to take part in.

New initiatives were introduced during the year under review. To name a few, a new label of “Quality Service Pledge” was given to retailers who committed in quality service by participating in the 2021 STA. A new company award, the “Retail Excellence Award”, was also rolled out to recognize outstanding customer service initiatives towards the post-pandemic era. We also inaugurated the new recognition on “Outstanding Flagship Service Store” and “Outstanding Flagship Service Brand”. These acknowledgements helped enhance professionalism of service teams for shopfronts.

Quality Service Programme

The Association first launched the Quality Service Recognition (QSR) under the Quality Service Programme in 2019, offering one-off assessment and recognition to retail outlets regarding their in-store service touch-points of customer experience.

This year, we enriched the spectrum of the Association's service recognition schemes by introducing the Flagship Service Recognition (FSR), targeting retail brands who wish to build up stores with outstanding services or to achieve more on top of the QSR.

此外，隨著職業專才教育在香港日益重要，委員會除了與相關法定機構討論外，也特別指出零售業前途光明，機遇處處。委員會也探究應用學習學位課程的發展方向，包括研究將課程結合課堂學習與在職培訓，提供真實環境及實際工作經驗，透過理論與實踐並重，助學員在投身零售業的道路上作更充份的準備。

今後，委員會將專注於重塑零售業的形象。值得一提的是，委員會正在籌備擬於2022年初舉行的「HKRMA Retail Hackathon」，向年青人介紹零售業在新零售時代的美好前景。協會希望盡最大的努力，能夠協助零售業培育高技能的新力軍，以迎合不斷變化的市場需求。

提升零售業的專業水平

傑出服務獎

「2021傑出服務獎」以「『疫』轉服務新常態」為主題，鼓勵零售商、零售店舖及零售從業員角逐協會的公司獎、店舖獎和個人獎。

於本報告年內，協會推出多項新猷，包括「優質服務承諾」新標誌。凡透過參加「2021傑出服務獎」致力提供優質服務的零售商，都獲授予「優質服務承諾」標誌。協會新設立公司獎項「傑出服務策劃大獎」，以表揚在「後疫時代」策劃超卓的顧客服務計劃的零售商。協會同時創設「傑出旗艦服務店」和「傑出旗艦服務品牌」兩項新認證，有助提高零售店舖前線服務團隊的專業水平。

優質服務計劃

協會於2019年首次在「優質服務計劃」下推出「優質服務認證」，為零售店舖涵蓋顧客體驗的重要店面接觸點提供一次性的評估，認證具優質服務的零售店舖。

年內，協會推出更全面的服務認證計劃，包括「旗艦服務認證」，為那些旗下店舖有志於參與卓越服務認證或除「優質服務認證」外競逐更多認證的零售品牌提供評估和認證。

Creating a One-stop Training Platform

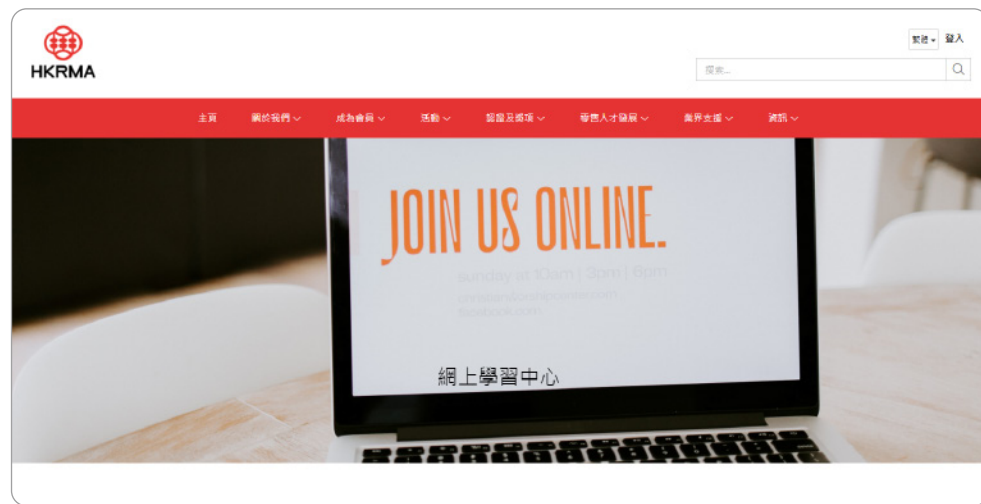
During the year, the Association gauged the latest training needs for retailers, and organized seminars and workshops covering diversified topics from the latest omni-channel retailing market trends to employees' mind and body wellness. These activities were so well received that over 2,000 participants from some 800 companies were attracted to the events.

Looking forward, the Association will keep enhancing the structure of the current E-Learning Hub to provide a one-stop training platform to equip different levels of retail practitioners with up-to-date market knowledge, innovative mindset, and practical skill sets in the new retail era.

創建一站式培訓平台

年內，協會衡量零售商最新的培訓需求，舉辦多個講座和工作坊，題材從最新的全渠道零售市場趨勢到僱員的身心健康等，相當多元化。協會活動深受歡迎，吸引了來自約800家零售商逾2,000名從業員參加。

展望未來，協會將繼續加強現有網上學習中心的架構，透過提供一站式培訓平台，使各級零售從業員在新零售時代掌握最新的市場知識和實用技能，建立創新思維。



Membership Sub-Committee

會員事務委員會



Ms. Randy Lai
黎韋詩女士
Chairman of Membership Sub-Committee
會員事務委員會主席

“Thanks to proactive contribution, involvement and participation of our members, the Association has grown even stronger and bigger in an evolving retail landscape. During the year under review, the Association continued to stay relevant and grow our membership while pushing forward the omni-channel retailing development in Hong Kong. The Sub-Committee has been dedicated to further strengthening its communication with the retail community and engaging more members through its various initiatives.”

「有賴會員的積極貢獻和踴躍參與，協會的規模在瞬息萬變的零售環境中日益壯大。在本報告年內，協會繼續與時俱進，增加會員數量之餘，同時推動香港全渠道零售的發展。委員會一直不斷加強與零售業界的溝通，並透過舉辦多項活動吸納更多新會員加入。」

Membership Growth

Through the Sub-Committee's efforts in and dedication on recruiting, retaining, and engaging members, the Association's membership registered an outstanding growth of 7% in the year, despite the economic doldrums. Our membership base reached a new record high of 961 from a wide spectrum of retail businesses covering more than 9,000 outlets. A fairly good proportion of these members were SME retailers and chain stores across 20 retail categories. The total staff size of our members accounted for more than half of the local retail workforce.

Engaging Members and Creating Business

As part of our membership drive initiatives, we organized a series of HKRMA certificate courses bundled with the Individual Associate Membership (IAM) during the year. It was our goal to equip retail executives with practical strategies, tips and tools while growing our membership. With corresponding courses covering wide-ranging topics, it was gratifying to see more members getting involved in our initiatives as well as the cooperative and interactive activities.

In this era of tech-savvy market, the Association also rolled out its own mobile App that delivers valuable, relevant and engaging information to our members. It furnishes quality event experience with enhanced engagement. The application also serves as a platform that exhibits retail solutions with interaction and enhances members' exposure. Through active promotion among members and fellow retailers, the mobile App registered very positive usage rate, as it keeps our members up to date on the latest development of the Association and the industry.

會員數量顯著增長

委員會年內在招募、維繫和吸納會員方面不遺餘力，儘管經濟不景氣，協會的會員數量年內仍錄得7%的顯著增長。協會的會員數量達到了961個，創下協會新紀錄。協會會員來自各類零售業務，合共逾9,000多間零售店舖。在協會的會員中，中小企零售商和連鎖店舖佔相當大的比重，涵蓋20個零售類別。協會會員的僱員總數佔本港逾半的零售業勞動力。

吸納會員，續獻新猷

協會年內進行多項招募會員活動，舉辦了一系列結合「個人聯席會員」會籍以及協會證書的課程，目標是讓零售主管掌握實用策略、技巧和工具之餘，同時為協會招募更多新會員。課程主題多樣化，協會樂見更多新會員參與協會的計劃、合作和交流活動。

在現今科技掛帥的時代，協會與時並進推出手機應用程式，除了為協會會員提供與零售業息息相關的實用且精彩的資訊之外，也提供了優質的活動體驗，鼓勵會員積極參與。透過手機應用程式平台，協會向會員互動展示零售解決方案，提高會員的曝光率。會員透過協會的手機應用程式，也能掌握協會和零售業的最新動態，在協會向會員和零售同業積極推廣下，協會的手機應用程式維持良好的使用率。

Signature Event for Industry-wide Networking

This year, the Association's Annual General Meeting (AGM) Luncheon continued to serve as a key networking platform for the business community.

The AGM luncheon was held on 8 October, 2021 at Harbour Grand Hong Kong. We were honoured to have Dr. Peter Lam, Chairman of Hong Kong Trade & Development Council, as our guest speaker. He shared his insights on the overall business landscape in the Greater Bay Area (GBA), and how Hong Kong retailers can leverage the services of HKTDC to capitalize on the opportunities arising from the GBA development and the Mainland's flourishing economy.

Supporting SME members

Thanks to the SME Development Fund administered by the Trade and Industry Department (TID) since 2010, the Association has made substantial progress with regard to growth of membership from SME retailers.

We were very pleased to report that we have completed this year the remaining deliverables of our 7th Trade and Industrial Organization Support Fund (TSF) Project launched in 2019. To facilitate retailers to speed up their digitalization, the Project comprised a wide range of activities on smart retail technologies, and to share the practicable solutions to overcome challenges on technology adoption.

The Association has also made persistent efforts in supporting our members to sharpen their competitive edge by submitting to TID a proposal for the 8th project titled “Navigating New Retail through Enhancing O2O Customer Experience”.

The key objectives of the 8th project are to expedite Hong Kong retailers to adopt technology and speed up a seamless O2O shopping experience by way of converging offline, online, logistics and data in their integrated business models. This will help enhance their business sustainability in the new normal of retail environment, while attributing revenue growth through business expansion digitally beyond Hong Kong.

零售業交流盛會

今年，協會的周年大會暨午餐會繼續是商界重要的交流平台。

協會於2021年10月8日在港島海逸君綽酒店舉行盛大的周年大會暨午餐會。協會很榮幸邀請到香港貿易發展局主席林建岳博士在會上擔任協會的演講嘉賓。林博士分享了他對大灣區整體營商環境的寶貴見解，也向香港零售商講解如何善用香港貿易發展局的服務，把握大灣區發展和內地經濟蓬勃發展帶來的龐大機遇。

扶助中小企會員

協會得益於工業貿易署自2010年起撥款資助的「中小企業發展支援基金」，在吸納中小企零售商會員方面取得了重大進展。

協會欣然報告，「工商機構支援基金」第七期計劃自2019年推出以來，協會一直舉辦多項支援中小企零售商的活動，並已於今年順利完成餘下項目。為了促進零售商加快數碼轉型，該計劃透過各項以智慧零售技術為主題的活動，向中小企零售商分享切實可行的解決方案，協助它們克服技術應用上的挑戰。

協會一如以往，堅持不懈地支持協會會員提高它們的競爭優勢，年內已向工業貿易署提交了題為「零售新常態中突圍 • 提升無縫購物體驗」的第八期計劃建議書。

第八期計劃的宗旨是加快香港零售商採用技術，透過在綜合營商模式中融合線上線下、物流和數據，促進中小企為顧客塑造無縫的線上線下購物體驗。這不但有助於推進中小企業務在零售環境新常態下的可持續發展，而且透過數碼化將業務擴張至香港境外，刺激收入增長。



Government Regulations Sub-Committee

政府條例委員會



Mr. Norman Yum
任良安先生
Chairman of Government Regulations Sub-Committee
政府條例委員會主席

“The Association has been more determined than ever to stand up for the best interests of our industry. Against the backdrop of market volatility and economic uncertainty during the year, we have been the leading voice of the industry with respect to legislation and policies-making relevant to the trade.”

「協會比以往任何時候都更堅定不移地捍衛零售業的最佳利益。年內，在市場波動和經濟前景不明朗的背景下，協會一直擔當著零售業主要代表的角色，在多個與業界息息相關的立法及政策議題上，為零售業發聲。」

Proposed Producer Responsibility Scheme (PRS) on Plastic Beverage Containers

The Association has been monitoring closely the legislation of Proposed Producer Responsibility Scheme (PRS) on Plastic Beverage Containers. During this year, the Government's Environmental Protection Department (EPD) consulted the Association directly about retailers' views and concerns in its public consultation on PRS.

In our meetings with EPD key officials, we have reflected our concerns on practical operation and hygienic challenges relating to the scheme. In particular, we voiced our opinions against EPD's proposal of mandating retailers with certain operation scale to offer take-back and rebate redemption services.

We also highlighted the importance of an effective collection network to make this PRS a success, and to allow retailers to identify and allocate, on a voluntary basis, stores that can support single-use beverage packaging drop-off points for consumers.

Regulation of Disposable Plastic Tableware

In response to the public consultation on Regulation of Disposable Plastic Tableware, the Association has made a submission to the Government, expressing consolidated opinions of our key members on the proposed policy.

On phasing out disposable plastic tableware in Hong Kong, we have asked the Government to adopt a comprehensive and holistic approach on the issue, especially when neither viable nor affordable alternatives were available to the public.

就「塑膠飲料容器生產者責任計劃」提供意見

協會一直密切關注政府的「塑膠飲料容器生產者責任計劃」的立法建議。年內，環境保護署於公眾諮詢期間直接向協會諮詢，瞭解零售商對此計劃的意見和關注事項。

協會年內與環保署主要官員進行多次會談，在會談中向環保署反映了業界對此計劃的關注，以及零售商在實際執行和衛生問題上遇到的困難。協會更代表業界，向環保署表示反對有關強制要求具有一定運作規模的零售商提供回樽及回贈服務的建議。

與此同時，協會強調高效的回收網絡是此計劃成功與否的關鍵所在。協會建議政府容許零售商自行選定它們哪些零售店鋪能為顧客設置單次使用飲品包裝回收點。

管制即棄膠餐具計劃

協會已在「管制即棄膠餐具計劃」的公眾諮詢中，向政府表達了協會主要會員對此議題的綜合意見。

協會促請政府在香港逐步淘汰即棄膠餐具的過程中，尤其是在零售商無法向公眾提供可行或可負擔的替代餐具的情況下，在此議題上能從多方面衡量，採取周密慎重的做法。

Review on Statutory Minimum Wage Rate

Since the Minimum Wage Ordinance was enacted in 2011, the Association has been closely monitoring reviews of the statutory minimum wage (SMW) rate once every two years.

During this year, the Association called on the Minimum Wage Commission (MWC) to maintain the SMW rate at the current level, highlighting the devastating business downturn brought about by the double whammy of protracted social unrest and COVID-19 pandemic, coming on top of the probability of an economic recession and the challenge of protecting employment.

While advocating for a freeze of the SMW rate at HK\$37.5 per hour, we have proposed to the MWC to consider an increase of the rate only when the pandemic was over and inbound tourism has resumed.

Key Legislations and Government Policies

In addition to supporting regulatory compliance, the Association also serves as a platform for exchanging views and sharing insights between the Government and our members, so that policy-makers and retailers can map out future plans and industry-friendly proposals on topics relevant to retailing.

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

- 2021 Policy Address and 2021-2022 Budget
- Producer Responsibility Scheme on Plastic Beverage Containers
- Proposed Amendments to the Harmful Substances in Food Regulations
- Raising Penalties of Occupational Safety & Health Legislation
- Real-name Registration Programme for SIM Cards
- Regulation of Disposable Plastic Tableware Scheme
- Review on Statutory Minimum Wage

檢討法定最低工資水平

自政府於2011年頒佈《最低工資條例》以來，協會一直密切留意每兩年一次的法定最低工資水平檢討。

年內，協會呼籲最低工資委員會將法定最低工資水平維持在目前水平，同時向政府力陳零售業的困境，指出在經歷長期的社會動盪和新冠疫情大流行的夾擊下，零售業務飽受衝擊，加上香港可能會陷入經濟寒冬，面臨保障就業的挑戰，零售業的經營情況相當艱鉅。

協會主張將法定最低工資水平凍結在每小時37.5港元，同時建議最低工資委員會待疫情大流行結束及入境旅遊恢復後，才考慮提高法定最低工資水平。

主要法例與政府政策

協會除了支持遵守法規外，也是政府與協會會員之間交流和分享見解的平台，讓政策制定者和零售商更瞭解零售業相關議題，並依此規劃未來藍圖，制訂有利業界的建議。

協會於本報告年內就下列法例及議題反映其意見：

- 2021施政報告及2021至22財政年度政府財政預算案
- 塑膠飲料容器生產者責任計劃
- 「食物內有害物質規例」的建議修訂
- 提高職業安全及健康法例的罰則
- 電話智能卡實名登記制
- 管制即棄膠餐具計劃
- 法定最低工資水平檢討



Event Organizing Task Force

活動籌備工作小組



Mr. Andrew Yu
余偉傑先生
Chairman of Event Organizing Task Force
活動籌備工作小組主席

“The Task Force has been empowered with a mission to oversee the planning and hosting of significant events of the Association. Given the ongoing nature of the pandemic, we have to remain flexible and nimble when planning our event. We made a difficult decision to cancel our 2020 Annual Dinner and to take the 2020 Annual Awards Presentation virtual. However, we were very pleased to bring the 2021 Hong Kong Retail Summit back in person, supported with live streaming.”

「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。鑑於新冠疫情持續，我們在計劃活動時必須保持靈活。我們不得不做出艱難的決定，取消2020年年度晚宴，並將2020年年度頒獎典禮改為網上舉行。然而，我們很高興能夠以實體形式舉辦2021香港零售高峰會，並提供網上直播。」

Hong Kong Retail Summit 2021

Carrying the theme “The Rise of New Retail Normal: Recover and Revitalize under Adversity”, the Hong Kong Retail Summit 2021 took place on 17 June 2021, at Hong Kong Productivity Council.

Despite a smaller scale due to social distancing restrictions in force, it was our first time holding the Summit on site with online live streaming, and allowed participants interacting with each other through the Association's mobile app.

We are pleased that the event was highly-valued by the industry and registered about 400 participants.

2021香港零售高峰會

2021香港零售高峰會以『香港零售新常态「疫」境新動力』為主題，順利於6月17日假香港生產力促進局舉辦。

雖然受減少社交距離規例所限，高峰會規模不及往年般龐大，但高峰會首次以現場及網上形式同步進行，更透過協會的手機應用程式讓參加者互動，達至線上線下全渠道接觸。

我們樂見高峰會被業界重視，現場及網上參加者共有接近400名。

Session A Opportunities and Challenges brought by COVID-19

第一節 新冠疫情帶來的機遇及挑戰

Keynote and Panel Discussion Speakers 主講及討論環節嘉賓

Mr. Rune Jacobsen
Boston Consulting Group (BCG)
Managing Director & Senior Partner

Ms. Christina Wang
General Manager, OnTheList

Panel Discussion Moderator 討論環節主持人

Mr. Andrew Yu
Vice Chairman, HKRMA
Director, Yue Hwa Chinese Products Emporium Ltd

Session B New Retail Transformation

第二節 新零售轉型

Keynote speaker & Panel Discussion Moderator 主講嘉賓及討論環節主持人

Mr. Bruce Lam 林國誠先生
Ex-Co Member, HKRMA 香港零售管理協會執委會成員
Managing Director, Consumer Mobile 董事總經理
CSL Mobile Ltd

Panel Discussion Speakers 討論環節嘉賓

Mr. Taurus Cheung 張立志先生
Appcider Ltd – ShipAny
Co-founder & Director 聯合創辦人

Mr. Patrick Tu 屠厚鈞先生
Dayta AI
Co-founder & CEO 聯合創辦人及行政總裁

Mr. Keith Lee 李敬峰先生
Wee Creation Company Ltd – Mobile.Cards
Co-founder 聯合創辦人

Session C Survival of the Fittest - Innovative Retail Concepts

第三節 汰弱留強 - 創新零售概念

Keynote Speakers 主講及討論環節嘉賓

Mr. Surrey Pau 包建豪先生
Deputy General Manager
Smart Retail Department of China Operation and Management Center
Chow Tai Fook Jewellery Group
周大福珠寶集團有限公司 中國營運管理中心智慧零售部副總經理

Ms. Clarice Au 區文慧女士
Ex-Co Member, HKRMA 香港零售管理協會執委會成員
Managing Director, Fortress 豐澤 董事總經理

Mr. Ryan Lai 賴偉昕先生
Managing Director, foodpanda Hong Kong
foodpanda 香港區行政總裁

Panel Discussion Moderator 討論環節主持人

Mr. Ricky Szeto 司徒永富先生
Ex-Co Member, HKRMA 香港零售管理協會執委會成員
CEO & ED, Hung Fook Tong Holdings Ltd
鴻福堂集團控股有限公司 行政總裁兼執行董事



Sustainability Task Force 可持續發展工作小組

2020 Annual Awards Presentation Ceremony

As Hong Kong was under the fourth wave of the COVID-19 pandemic by the end of 2020, the 2020 HKRMA Annual Awards Presentation Ceremony was postponed and was held on 19 January, 2021, at the HKRMA Conference Room. Although we had to keep the number of physical attendees minimum due to social distancing restrictions, we were glad to see many winners and friends joining us via live-streaming on HKRMA Facebook page and YouTube Channel.

2020年度頒獎典禮

鑒於香港於2020年年底受到第四波新冠疫情的沉重打擊，2020年度頒獎典禮延期至1月19日假協會會址舉行。因應社交距離限制，儘管現場參與人數必須減至最少，我們很高興看到許多得獎者以及同業朋友通過協會Facebook專頁及YouTube頻道，實時觀看頒獎典禮的盛況。



"Since its setup in 2018, the Sustainability Task Force has been dedicated to arouse public awareness and spearhead initiatives on issues relating to industry sustainability. This year, we focused on the best practices sharing about energy savings, plastic reduction, and waste management."

「協會自2018年起成立可持續發展工作小組，一直致力提高公眾對零售業可持續發展的認識並率先推動相關活動。今年，我們專注於業界之間分享最佳作業模式，特別是關於環保節能、減少使用塑膠、以及廢物管理等議題。」



Mr. Samuel Lee
李家樂先生

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

"Green Savings & Green Edge" Best Practices Sharing

At the start of 2021, members of the Sustainability Task Force had a meeting to discuss how to further promote the concept of sustainability amongst retailers, in particular, when the industry remains in doldrums. To achieve this end, we organized two best practices sharing webinars during the year.

The first webinar, held on 2 June, 2021, was well-attended by participants covering both retail and catering sector. Speakers from Circle K and Fairwood shared their energy efficiency best practices at store level and sustainability measures that are driven by customers' needs respectively. Representatives from CLP and DBS also talked about smart catering and energy saving concepts, as well as the latest support for SME companies in green initiatives.

做多小小 慳返多多 — 分享會

2021年初，可持續發展工作組的成員召開了一次會議，討論如何在零售商中進一步推廣可持續發展的概念，尤其是在行業低迷的情況下。為了實現這一目標，我們在這一年組織了兩次最佳作業模式網絡研討會。

第一場網絡研討會於2021年6月2日舉行，零售和餐飲業界的參與者都踴躍參加。OK便利店和大快活的嘉賓分別分享了他們在店舖層面的最佳能源效率作業模式、以及以客戶需求驅動的可持續發展措施。中電及星展銀行的代表亦分享了智慧餐飲及節能理念，以及對中小企綠色環保項目的最新支持。



The second webinar was held on 26 November, 2021, with the focus on waste reduction and management. At the webinar, speaker from the Environmental Protection Department introduced the latest retail-related regulations including Municipal Solid Waste Charging, and Producer Responsibilities Schemes. Mr. Samuel Lee, Chairman of Sustainability Task Force, also shared the achievement of the plastic recycling programme.

Other speakers from Sogo Hong Kong and Slowood also shared their insights on food waste reduction and management, as well as how to drive zero-waste buying in Hong Kong.

第二場網絡研討會於2021年11月26日舉行，重點是分享如何減少和管理廢物。我們邀請到環境保護署嘉賓介紹最新與零售相關的環保法規，包括都市固體廢物收費、以及生產者責任計劃。可持續發展專責小組主席李家樂先生亦分享了塑膠容器回收計劃的成效。

分享會亦邀請了來自香港崇光百貨和Slowood的嘉賓分享他們對減少食物浪費、處理廚餘、以及如何在香港推動零包裝購買的見解。



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



2021 Service Talent Award

2021傑出服務獎



Since its rollout in 1986, the Service Talent Award (previously known as Service & Courtesy Award), has been one of the most popular events of the retail industry. Carrying the theme on “Elevating Service Excellence in the Post-Pandemic Era”, we encouraged retail practitioners to strive for service excellence and innovation in order to succeed in the post-pandemic era.

This year, the Award attracted about 300 frontline staff from 66 retail brands across 9 categories to participate. Among them, more than 180 participants were appointed as “Retail Ambassador”.

“My Favourite Top 10 Outstanding Service Retail Brands” were selected by the public by online voting while “Top 10 Flagship Service Stores” were conferred to stores with excellent services. The “Retail Excellence Award” was rolled out to recognize outstanding customer service initiatives towards the post-pandemic era.

今年傑出服務獎主題是「『疫』轉服務新常態」，協會期望透過獎項鼓勵零售從業員堅持精益求精，運用創意去迎接疫後新常態。

本年度，「傑出服務獎」吸引了來自66個零售品牌約300位零售前線人員競逐，涵蓋9個零售組別。其中超過180位參加者獲委任為「零售大使」。

「我最喜愛十大傑出服務零售品牌」由公眾網上投票選出，「十大傑出旗艦服務店」則頒發予提供卓越服務的店舖。另有「傑出服務策劃大獎」嘉許針對疫後新常態，打造創新服務的品牌。

Key Phases

主要階段

5 June – 2 August 2021
2021年6月5日 — 8月2日

Call for Entry
接受報名

August - September 2021
2021年8月 — 9月

Phase I Assessments
第一階段評審

Mystery Shopper Assessments for frontline participants and nominated flagship stores
對前線參賽者及店舖進行「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

My Favourite Top 10 Outstanding Service Retail Brands – Online Polling
「我最喜愛十大傑出服務零售品牌」—— 公眾網上投票

October – November 2021
2021年10月 — 11月

Phase II Assessments
第二階段評審

Group Interview with the Judging Panel for shortlisted contestants on 17 – 18 November
入圍參賽者獲邀與評審團會面，於11月17 — 18日進行小組面試

Retail Excellence Award – Interview on 29 October
「傑出服務策劃大獎」——於10月29日進行面試



December 2021
2021年12月

HKRMA Annual Awards
周年頒獎禮

All winners were presented with trophies at the HKRMA Annual Awards Presentation Ceremony in December 2021. Winners may enjoy publicity via news supplements, HKRMA Annual Report, newsletters and the Association's website.

得獎者已於2021年12月公布並於協會年度頒獎禮上獲正式嘉許。得獎者亦可透過報章特刊、協會年報、季刊及協會網站獲得宣傳機會。

2021 Service Talent Award (Staff Award) – Retail Ambassadors & Winners 2021 傑出服務獎(員工獎) — 零售大使及得獎者



主管組別

便利店 / 超級市場



食品店及餐廳



生活品味店



零售服務



STA 新秀



電訊



鐘錶及珠寶店



2021 Service Talent Award (Staff Award)

– Retail Ambassadors & Winners

2021 傑出服務獎(員工獎) — 零售大使及得獎者



基層級別

健與美產品



便利店 / 超級市場



食品店及餐廳



生活品味店



商場 / 物業管理



零售服務



STA 新秀



2021 Service Talent Award (Staff Award) – Retail Ambassadors & Winners 2021 傑出服務獎(員工獎) — 零售大使及得獎者



The Potential Brand Award 最具潛質品牌獎



The Best Team Award 最佳參賽隊伍獎



The Best Training Award 最佳培訓獎





My Favourite Top 10 Outstanding Service Retail Brands (by public voting) 我最喜愛十大傑出服務零售品牌(公眾投選)



Top 10 Outstanding Flagship Service Stores 十大傑出旗艦服務店



Outstanding Flagship Service Brands 傑出旗艦服務品牌



Retail Excellence Award 傑出服務策劃大獎



香港零售管理協會在此謹向各評判、會員公司、信用卡贊助商美國運通國際股份有限公司、獨家招聘媒體伙伴Recruit & Company Limited、同業和各界友好之鼎力支持衷心致謝。

查詢傑出服務獎資訊：網址：<https://www.hkrma.org/en/service-talent-award> 電話：2179 9409 電郵：sta@hkrma.org

Quality Service Programme – 2021 Quality Service Retailer of the Year 優質服務計劃 — 2021年最佳優質服務零售商



Introduced in 1996, the Association's Quality Service Programme (QSP), originally named as Mystery Shopper Programme, serves as an effective service performance assessment tool for retailers through regular mystery shopper assessments.

In 2021, a total of 137 retail brands covering 2,291 retail outlets participated in the QSP. About 4,763 mystery shopper assessments visits to outlets across 17 retail categories were made. All the winning brands deliver three important service elements, including "Quality Service", "Satisfied Customer" and "Professional Staff".

Congratulations to the following companies for their outstanding achievements!

原名為神秘顧客計劃的「優質服務計劃」於1996年創立，旨在透過神秘顧客的定期探訪，為零售商提供全面客觀衡量店舖服務水平的工具。

於2021年，計劃獲137個零售品牌共2,291間零售店舖參與。計劃覆蓋17個零售類別，合共進行了4,763次神秘顧客探訪。得獎品牌的服務均代表達到『優質服務』、『顧客滿意』和『專業員工』三個重要元素。

協會特此恭賀以下服務出眾的零售機構！

2021 Excellent Service Retailer of the Year 2021 卓越服務零售商



2021 Quality Service Retailer of the Year of Flagship Stores (5 outlets or below) - Grand Awards 2021 最佳優質服務零售商大獎 - 旗艦店 (5間或以下店舖)

Gold Award 金獎

SONY

Silver Award 銀獎



Bronze Award 銅獎



2021 Quality Service Retailer of the Year of Chain Stores (Above 5 outlets) - Grand Awards 2021 最佳優質服務零售商大獎 - 連鎖店 (5間以上店舖)

Gold Award 金獎



Silver Award 銀獎



Bronze Award 銅獎



2021 Quality Service Retailer of the Year - Category Awards 2021 最佳優質服務零售商組別獎

Beauty Products / Cosmetics Category
化粧品店組別



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



Fashion & Accessories Category
時裝飾物店組別



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



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



Footwear Category
鞋類組別



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



Health Care Products Category
健康產品組別



Personal Care Products Category
個人護理產品組別



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



Retail (Services) Category
零售 (服務) 組別



Quality Living Category
優質家居生活組別



Supermarkets Category
超級市場組別Telecommunications Category
電訊組別

SmarTone

Watch & Jewellery Category
鐘錶及珠寶店組別周生生
(how Sang Sang)Well-Being Products Category
健康生活產品組別

Amway

GOLD, Shopping Malls Category
商場組別金獎

cityplaza

SILVER, Shopping Malls Category
商場組別銀獎東薈城名店倉
citygateoutlets

2021 The Best In-Store Technology Adoption 2021 最佳店舖科技應用

Gold Award 金獎

周大福

CHOW TAI FOOK

Silver Award 銀獎

SmarTone

Bronze Award 銅獎



2021 Retail Anti-Epidemic Measures Award 2021 抗疫措施表揚獎



Hysan 希慎



SINOMAX



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

Launched in 2017, the Quality E-Shop Recognition Scheme provides a comprehensive and objective assessment for e-shops in Hong Kong. The scheme aims to give recognition to quality e-shops, develop industry-wide standards and best practices for online retailing in Hong Kong.

The "Top 10 Quality E-Shop Award" aims to recognize e-shops with best online customer experience. Winners are selected according to the highest total marks of the Full Assessment Result amongst all participating e-shops during the year.

自2017年起，「優質網店認證計劃」一直為香港網店提供全面及客觀的評估。此計劃的目的是嘉許香港優質網店、為零售業界釐定任何的優質網店指標、以及為網上零售制定最佳營商手法。

「十大優質網店大獎」目的為嘉許提供優質顧客體驗的網店。「十大優質網店」是按所有參加「優質網店認證計劃 - 全面評審」的網店總得分最高排名選出。

2021 Top 10 Quality E-Shop Awards 2021 十大優質網店 (得獎網店)

Gold Award 金獎



Amway

AmShop

Amway Hong Kong Ltd
美國安利 (香港) 日用品有限公司

JHCESHOP 日本城網購

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

Silver Award 銀獎



J SELECT

J SELECT

JEBSEN HOME TECH COMPANY LIMITED
捷成尚品有限公司

Watsons eShop 屈臣氏網店

A.S. Watson Retail (HK) Limited - Watsons Hong Kong
屈臣氏零售 (香港) 有限公司 - 香港屈臣氏

Bronze Award 銅獎

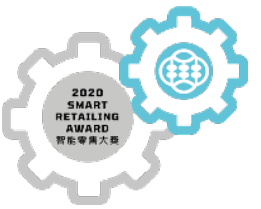


STRAWBERRYNET

Strawberry Cosmetics (Services) Limited

2021 Smart Retailing Awards

2021 智能零售大獎



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



c!ty'super

citysuper
City Super Limited

豐澤 FORTRESS

FORTRESS 豐澤
Fortress- A.S. Watson Retail (HK) Limited
豐澤 - 屈臣氏零售 (香港) 有限公司

HILTI

HILTI
Hilti (Hong Kong) Limited

日本命力
日本食料健康食品

Meiriki
Meiriki Japan Co., Limited

m

Mothercare
Mother and Child Ltd.

PARKnSHOP

PARKnSHOP 百佳超級市場
A.S. Watson & Co, Limited

實惠 Pricerite

Pricerite
Pricerite Home Limited

聖安娜餅屋

聖安娜餅屋
Saint Honore Cake Shop Ltd

Watson's Wine

Watson's Wine 屈臣氏酒窖
Watson's Wine
屈臣氏酒窖

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牛奶有限公司 - 惠康

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

Launched in 2020, the Smart Retailing Awards ("the Award") aims to encourage smart innovation and technology adoption and to establish and promote best practices and standards of smart retail.

This year, the Award has been extended to include company and individual awards for technology vendors, startups, and retailers.

Congratulations to all the winning companies for their hard work and effort in driving smart innovation in the retail industry!

自2020年起，協會開始舉行「智能零售大獎」，旨在鼓勵智能創新及科技應用，並且制定及推廣智能零售的最佳作業和標準。

本年度起，「智能零售大獎」已涵蓋公司獎項和個人獎項，包括科技供應商、科技初創企業和零售商。

協會謹此恭喜所有獲獎公司，並感謝各位為推動零售業智能轉型所作出的貢獻及努力！

Judging Criteria

評審標準

Specific:

Clear project objectives and focus actions

Measurable:

Quantified performance and effectiveness

Attainable:

Impacts on industry, customer experience and employee experience

Radical:

Creativity and innovation

Timely:

Realistic and flexible timeline

Key Phases

主要階段

Open for Application 公開報名

- The Smart Retailing Awards invite proposals from participating companies until 30 June 2021.
- 智能零售大獎邀請參賽公司於是2021年6月30日前遞交計劃書。

Phase 1 – Shortlist of finalists 第一階段 — 公佈入圍公司名單

- Phase 1 results were announced on mid-August 2021.
- 第一階段的入圍公司名單於2021年8月中公佈。

Phase 2 – Open Presentation 第二階段 — 公開演說

- Shortlisted companies were invited to present their proposals to the panel judges on 15 and 16 September 2021, attracting near 200 participants joined virtually to listen to their innovative solutions in addressing customer experience pain points.
- 入圍公司於2021年9月15日及16日一連兩日向評審團公開演說其計劃書，吸引超過200多位零售同業網上收看直播，了解不同提升顧客體驗及解決行業痛點的成功案例。

Top 3 SME E-Shops 至TOP中小企網店



Hello Bear
LeTech Enterprise Development Limited



Wine Couple
Wine Couple Company Limited



Lohas-Mall International Limited
Lohas-Mall International Limited

Smart Transformation & Innovation Award - Retailers
智能轉型及創新獎 - 零售商

Gold Award 金獎



KFC
Project Name 得獎方案：
KFC digital concept store: Building Restaurants of the Future with Technology 肯德基的數碼概念店：構建餐廳未來的科技

Silver Award 銀獎



PARKnSHOP 百佳超級市場
Project Name 得獎方案：
PARKnSHOP Automated Distribution Center

Bronze & Smart Retail Best Practice Award
銅獎及最佳智能零售應用獎



Innovative Digital Health Limited
Project Name 得獎方案：
GoFever.com.hk 高燒醫療資訊平台

Merit & Industry Impact Award
優異獎及智能零售典範獎



Sasa.com
Project Name 得獎方案：
Sasa Smart Retail Solution 莎莎智慧零售解決方案

Merit 優異獎



Watsons eShop 屈臣氏網店
Project Name 得獎方案：
香港屈臣氏購物手機程式創新數碼概念

Smart Retail Tech Award (Technology Startups)
智能零售科技獎 (科技初創企業)

Gold & Innovative Smart Solution Award
金獎及智能零售創意獎



Mytea Solutions Limited
Project Name 得獎方案：
Let's Tea 「來點茶」無人零售餐飲店

Silver Award 銀獎



Custom Gateway International Limited
Project Name 得獎方案：
Custom Gateway



Travis Group Limited
Project Name 得獎方案：
SleekFlow

Bronze Award 銅獎



Asiabots Limited
Project Name 得獎方案：
A.I. Customer Service Agent 人工智能客戶服務方案

Merit 優異獎



Innocorn Technology Limited
Project Name 得獎方案：
A.I. Ambassador 人工智能服務大使



Super Cat Technology Limited
Project Name 得獎方案：
Super Chain — AI Sourcing Platform

Smart Retail Tech Award - Technology Vendors
智能零售科技獎 - 科技供應商組別

Gold Award 金獎



Atome Hong Kong Ltd.
Project Name 得獎方案：
Atome “Buy Now, Pay Later” Payment Solution

Silver Award 銀獎



SPECTRA Merchant Services Limited (SMS)
Project Name 得獎方案：
SoePay SoftPOS 收款無憂方案

Bronze Award 銅獎



CLEARgo e-Business Consultancy Limited
Project Name 得獎方案：
CLEARomni Retail Platform

Merit 優異獎



Ubeing Mobility Ltd
Project Name 得獎方案：
PosifyRetail 智慧零售營運雲平台



Insider
Project Name 得獎方案：
Uplift in Conversion Rate Using Onsite and Email Smart Recommendations


Innovative Smart Solution Award & Smart Retail Best Practice Award
智能零售創意獎及最佳智能零售應用獎




Innovative Digital Health Limited
Project Name 得獎方案：
GoFever.com.hk 高燒醫療資訊平台

Smart Retail Talent Award
智能零售人才大獎

Grand Prize of Digital Marketers
數碼營銷專家大獎




Innovative Digital Health Limited
Project Name 得獎方案：
GoFever.com.hk 高燒醫療資訊平台




Ms. Regen Au

Grand Prize of E-Commerce Specialists
電子商務專家大獎



Sasa.com
Project Name 參賽方案：
Sasa Smart Retail Solution 莎莎智慧零售解決方案



Mr. Hong Li



O2O Customer Experience Recognition Scheme

O2O顧客體驗認證計劃

This year, the Association launched the O2O Customer Experience Recognition Scheme, aiming to recognize retail brands with excellent performance in omni-channel retailing with seamless customer journey.

The “Top 10 O2O Retail Brands” are selected according to the total marks of the assessment result of the O2O Customer Experience Recognition Scheme.

協會自本年度推出「O2O顧客體驗認證計劃」，旨在表揚線上線下提供出色及無縫的顧客體驗，並以優質的服務與顧客連接起來的零售品牌。

「十大O2O零售品牌」的得獎品牌均為「O2O顧客體驗認證」的認可零售品牌，並透過認證評審總分數選出。

TOP 10 O2O RETAIL BRANDS

十大O2O零售品牌

Another Beauty
Another beauty company

龍和堂
Greatness Global Limited

HAREODY HOME
Hareody Home (Hong Kong) Limited

HILTI
Hilti (Hong Kong) Limited

Lemon King
Lemon King Company Limited

Meiriki
Meiriki Japan Co., Limited

PARKnSHOP 百佳超級市場
PARKnSHOP (HK) Limited

Pricerite 實惠
Pricerite Home Limited

Watson's Wine 屈臣氏酒窖
Watson's Wine
屈臣氏酒窖

Wine Couple
Wine Couple Company Limited

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



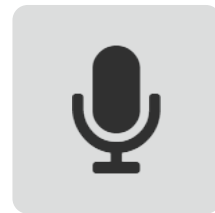
Trade & Industrial Organisation Support Fund Project 中小企零售商支援計劃

Thanks to funding earmarked by the Trade and Industry Department (TID), the Association has made unwavering efforts to strengthen the competitiveness of SMEs through different projects since 2010.

Taking the theme 'Entering the Era of Smart Retail' (智慧零售 科技帶頭), the Association joined forces with the Hong Kong Productivity Council and launched the 7th Trade & Industry Support Fund Project, aims to promote retail technologies among SME retailers through conferences, seminars, site visits, and business matching events.

在工業貿易署的撥款資助下，協會自2010年以來一直孜孜不倦，致力提升中小企零售商的競爭優勢。

協會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」，透過舉辦一系列會議、講座及商貿配對活動，旨在向中小企零售商推廣零售科技。



2 Conferences 2場智能零售會議

Share the trend of retail, the most popular and most advanced technologies, successful cases for you to share retail industry new trends, introduce the most advanced and most popular technologies and multiple cases.



2 Exhibitions 2場智能零售展覽

Illustrate the most commonly used and advanced technologies for you to share retail industry new trends, introduce the most advanced and most popular technologies and multiple cases.



2 Local Site Visits 2本地實地參觀

Visit two selected Hong Kong retailers to introduce the real use case of new retail technology in Hong Kong. Bring you real site visits to two Hong Kong retail companies, use real cases to introduce the new retail technology applicable to Hong Kong.



6 Seminars & business matching 6 研討會及業務配對

Focus on key technology topics and assist you to adopt the right companies. Discuss core technology topics with you, help you match the most suitable new retail technology.



Retail Innovation Conference: Reshape for Rebound
零售創新會議：重塑零售 重燃商機

29 October 2020

Retail Innovation Seminar: In-store Experience
零售創新研討會：創意零售商店體驗

7 January 2021

Retail Innovation Seminar: Electronic Payment and Point-of-Sales
零售創新研討會：POS系統及電子支付

26 February 2021

Retail Innovation Seminar: Seamless Experience in O2O
零售創新研討會：O2O 無縫體驗

26 March 2021

Retail Innovation Seminar: Predicting the Customers – Big Data Analytics
零售創新研討會：消費預測 - 大數據分析

31 May 2021

September & October 2021

Local Site Visits – Samsung & Bonjour
實地參觀 - 卓悅及周大福

27 August 2021

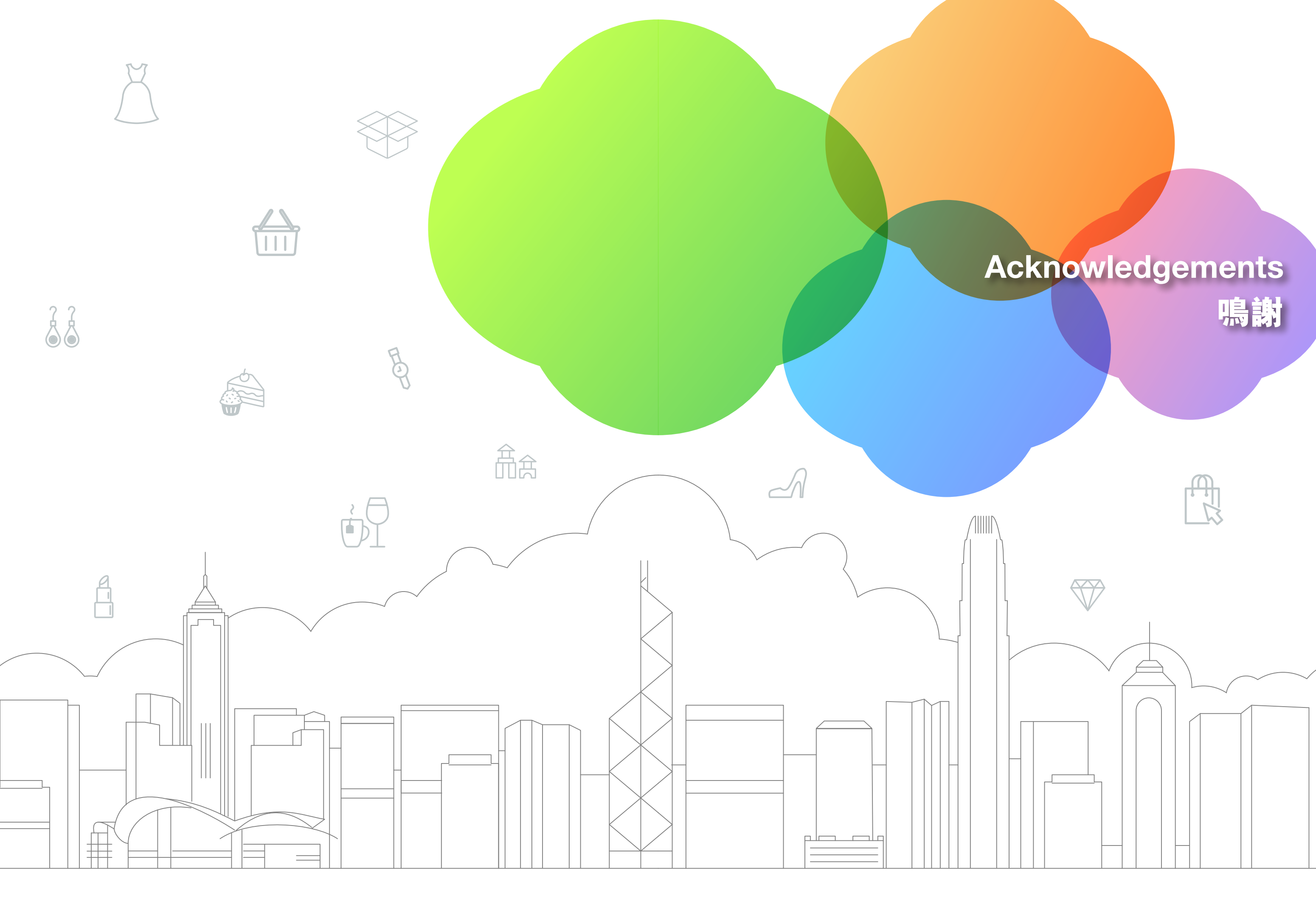
Retail Innovation Seminar: Know Your Customer via Customer Relationship Management (CRM) & Apps
零售創新研討會：善用CRM、掌握顧客所需

21 July 2021

Retail Innovation Conference: Achieving Technology Innovation and New Market Development
零售創新會議：邁向科技創新 拓展嶄新市場

24 June 2021

Retail Innovation Seminar: The Tips in Online Marketing
零售創新研討會：網絡營銷策略



Acknowledgements

鳴謝

Acknowledgements

鳴謝

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Alipay 支付寶
 Atome Hong Kong Ltd.
 Café de Coral Holdings Ltd 大家樂集團有限公司
 Chow Sang Sang Jewellery Co Ltd - Emphasis 周生生珠寶金行有限公司 - 點睛品
 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
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 Cyberport 數碼港
 DFI Retail Group
 Four Seas 四洲集團
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 Hewlett Packard
 Hung Fook Tong Group Holdings Ltd 鴻福堂集團控股有限公司
 KFC 肯得基
 McDonald's Hong Kong 香港麥當勞
 Nissin Foods (HK) Co. Ltd 日清食品(香港)有限公司
 Omnichat Ltd
 Optical 88 Ltd 眼鏡88有限公司
 PARKnSHOP (HK) Ltd 百佳超級市場
 Pizza Hut Hong Kong Management Ltd 香港必勝客管理有限公司
 Reasonable Software 思齊軟件有限公司
 SF Express 順豐速運
 Sogo Hong Kong Co Ltd 崇光(香港)百貨有限公司
 Swire Resources Ltd 太古資源有限公司
 Towngas 煤氣
 Tse Sui Luen Jewellery (International) Ltd 謝瑞麟珠寶(國際)有限公司
 Ulferts 瑞典歐化
 Vitasoy 維他奶
 Watson's the Chemist 屈臣氏
 Yue Hwa Chinese Products Emporium Ltd 裕華國產百貨有限公司

香港零售管理協會鳴謝以下公司機構的支持，贊助協會2021年年度頒獎禮以及2021年報。



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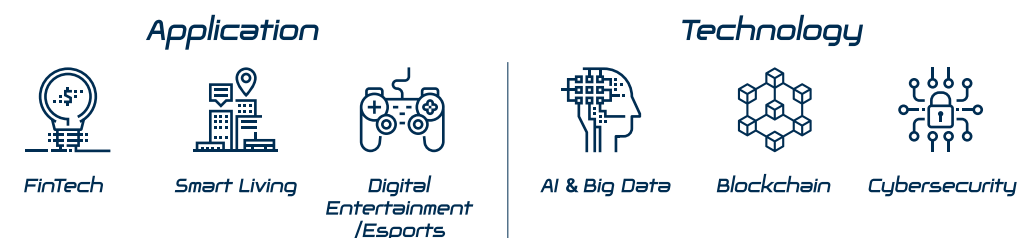




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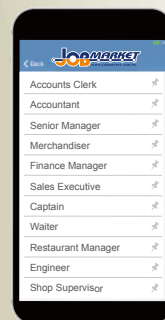
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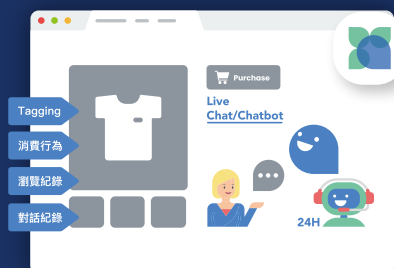
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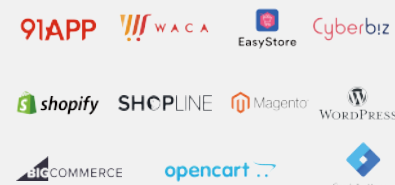


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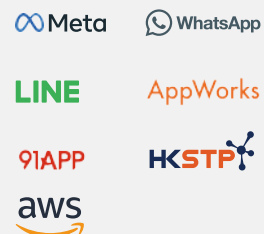
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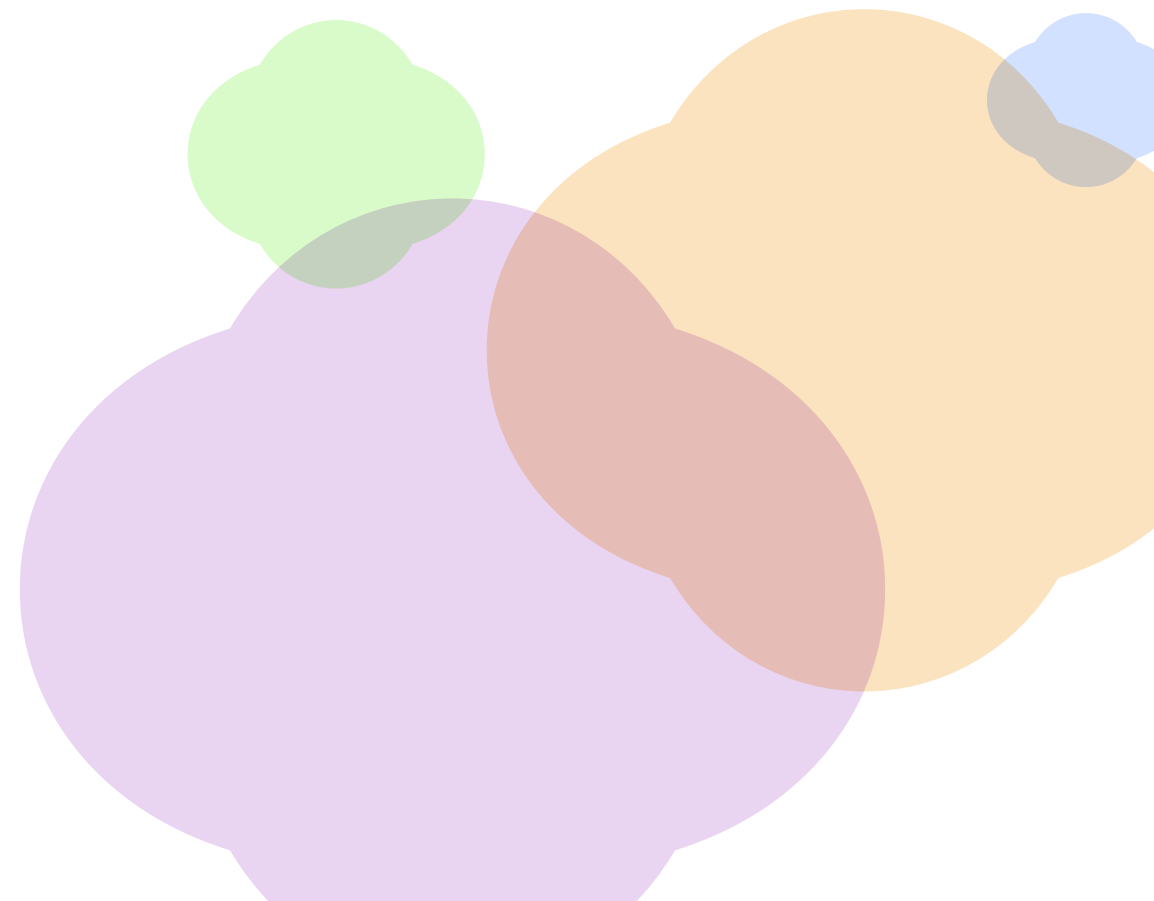
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