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For Immediate Release

18 Mar 2013

'Hong Kong Smart Gifts Design Awards 2013': Announcement of Finalists

The 'Hong Kong Smart Gifts Design Awards 2013' (HKSGDA 2013), jointly organized by The Hong Kong Exporters' Association (HKEA) and Hong Kong Design Institute (HKDI), has finished adjudication. The list of finalists is going to be announced. Further details will be announced during the press conference to be held on 12 April. Winners will attend the SGDA Awards Presentation Ceremony in the 'HKTDC Hong Kong Gifts and Premium Fair 2013 **Networking Cocktail**' which will be held on 27 April.

The response of 'HKSGDA 2013' was overwhelming. The entries have shown the culture and high-quality of local designers, also the inseparable relationship of design and daily lives. 'Hong Kong Smart Gifts Design Awards' comprises Corporate Group and Student Group. In the Corporate Group, there are five categories: 'Corporate Promotional Gifts: Tailor-made', 'Corporate Promotional Gifts: for Mass', 'Consumer Gifts: for Home', 'Consumer Gifts: for Workplace' and 'Consumer Gifts: for Play'; while the Student Group is themed as 'Gifts for Quality Relationship'. A total of 27 and 8 entries were selected from Corporate Group and the Student Group respectively. Gold, Silver Bronze and Merit will be awarded for each category within the group. 'Judge Award' has been selected by each judge.

Consciousness for Environment with High-quality Designs

The Judging Panel is chaired by Mr. Benson Pau, Vice Chairman of The Hong Kong Exporters' Association. Members of the Judging Panel include Dr. Kan Tai-keung, SBS (Famous Artist), Prof. Tak Lee (Associate Dean of School of Design, The Hong Kong Polytechnic University), Mr. Ross McBride (C.E.O. / Design Director of K.K. Normal, Japan), Ms. Ellen Ng (Senior Vice President of LF Products (PTE) Ltd., subsidiary of Li & Fung Group, HK), Mr. Roger Shing (Corporate Director of Procurement, New World Hospitality, HK), Mr. Roger Swales (Founder of GRO Design, Netherlands) and Prof. Tong Huiming (Dean & Professor of School of Design, Guangzhou Academy of Fine Arts, China).

The judging criteria of 'Hong Kong Smart Gifts Design Awards 2013' include the product aesthetic, uniqueness, function, eco-friendliness and marketability. The designs should take a role in improving the quality of life as well as lifestyle. With comparison with last year, there are more entries characterized with local culture and environmental protection consciousness. This showed the awareness of the two issues among Hong Kong people.

The Convenor of HKSGDA 2013 and the Vice Chairman of HKEA, Mr. Benson Pau was highly satisfied with the results, "The quality of the entries is highly satisfactory. The requirements of the judging panel is very high. All the selected entries are in high-quality. The ultimate goal of the competition is to motivate the industry to transform from OEM (Original Equipment Manufacturer) to ODM (Original Design Manufacturer) and OBM (Own Brand Manufacturer). It is expected to raise the value of Hong Kong giftware industry in supply chain and help maintaining and upgrading the status of Hong Kong as a major



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sourcing hub for giftware and also educating young talents on appreciating the added value of innovative, original designs and marketing strategies”.

Comments from Judging Panel

Dr. Kan Tai-keung, SBS
Artist

“This is my first time to be the judge for Smart Gifts Design Awards. I am so happy to see so many high-quality entries. All the awarded entries are well deserved. For me, a good gift should have “Care” involved. I could see some entries showing care towards the environment.”

Prof. Tak Lee
Associate Dean of School of Design, The HK Polytechnic University

“Students could be definitely benefited from the process of this competition. The very first thing they could learn is how to express their ideas clearly in a very short time. The judges are experts in different aspects with varied requirements and expectation to the entries .. The prizes should be an incentive to students.”

Mr. Ross McBride
C.E.O. / Design Director of K.K. Normal, Japan

“The quality of entries is beyond expectation. The entries have a wide range of styles too. Smart gifts design competition is more than a design competition. Students should have learnt that a good design does not mean a good product. Marketability and functionality are also very important.”

Ms. Ellen Ng
Senior Vice President of LF Products (PTE) Ltd. (subsidiary of Li & Fung Group), HK

“Regarding the marketability of the entries. I can see that many entries of this year have put market demand into consideration. For example, there are many smart phone accessories such as phone case and charger which could meet the market trend.”

Mr. Roger Shing
Corporate Director of Procurement, New World Hospitality, HK

“The level of entries of this year was greatly enhanced. Contestants have done a better job on market positioning. They also took price and functionality into account. This competition proves that there are many talent in Hong Kong.”

Mr. Roger Swales
Founder of GRO Design, Netherlands







"I believe that Smart Gifts Design Awards could made people reflect the meaning of gifts and the way of producing gifts. I suggest that Hong Kong giftware industry could focus on creating gift products with higher value."

Prof. Tong Huiming
Dean & Professor of School of Design, Guangzhou Academy of Fine Arts, China










"Compared with the first year, the entries of this year are more professional. The contestants have done a very good job in details. The amount of student group's entries was significantly increased. I hope that the quality of student group's entries will continue to improve in the future."

Finalists of "Hong Kong Smart Gifts Design Awards 2013"

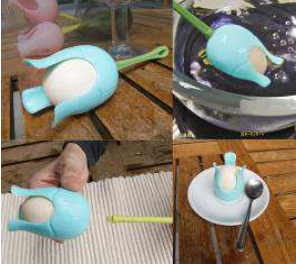








Finalists of Corporate Group - Included 5 categories and judge awards (In alphabetical order according to name of company) :

<p>1) Company: 01 Power Limited Product: USB Tray Hub</p> 	<p>2) Company: aMagic Ltd. Product: MagLock - Emergency Pocket Rechargeable Battery</p> 	<p>3) Company: Bluw (Hong Kong) Limited Product: Kids Air Hedz - Alien & Robot</p> 
<p>4) Company: Boompods (HK) Limited Product: Downdraft Speaker</p> 	<p>5) Company: C & K Metal Manufactory Limited Product: 3D QR Code Keyring</p> 	<p>6) Company: Caland Company Ltd. Product: Exit Door Stopper</p> 




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<p>7) Company: Forexim (H.K.) Ltd. Product: Flatware Organizer</p> 	<p>8) Company: Goodss Limited Product: GO Recycle Bin</p> 	<p>9) Company: Graphic Guides Design Company Product: Silicone Wall Clock</p> 
<p>10) Company: Graphic Guides Design Company Product: Intelligent Wireless Charging System</p> 	<p>11) Company: Innosphere Product Development Ltd. Product: Picaxel (Series)</p> 	<p>12) Company: Kool Limited Product: Leaf / Silicone Egg Poacher</p> 
<p>13) Company: Kool Limited Product: Water Tap / Silicone Wine Charm</p> 	<p>14) Company: LICO (HK) Manufacturing Ltd. Product: Microstir Deluxe</p> 	<p>15) Company: LICO (HK) Manufacturing Ltd. Product: X-Frame Hamper With Safety Locking System</p> 




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<p>16) Company: Milestone Design and Development Company Limited Product: Tulip</p> 	<p>17) Company: Momax Technology (Hong Kong) Limited Product: iPower M</p> 	<p>18) Company: P.S.L. Limited Product: ChainUSB Series</p> 
<p>19) Company: P.S.L. Limited Product: Stylussimo</p> 	<p>20) Company: P.S.L. Limited Product: SillySource</p> 	<p>21) Company: P.S.L. Limited Product: Pelican</p> 
<p>22) Company: Skyhui Works & Creations Product: Pin CAM Era Mark I</p> 	<p>23) Company: Soohap Company Limited Product: Tweetie Multi-opener</p> 	<p>24) Company: Studio Mango Limited Product: Kitty Meow</p> 

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<p>25) Company: Takon Product Development Limited Product: Wine Note</p> 	<p>26) Company: Trendex International H.K. Product: Animal Clip Holder Collection</p> 	<p>27) Company: Zan's Global Limited Product: Banana Cord Pendant</p> 
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Finalists of Student Group (In alphabetical order according to name of institution and student):

Student	Product	Photo
Hong Kong Baptist University		
Nichola Cheng, Nga Man	Hang "Twogether" – Double Hanger	
Iris Fong, Wai Tung	Music Plane	
Cathy Wong, Mei Yin	Bubble Maker Collection	

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Hong Kong Design Institute

Fung, Kit Yan

Linked



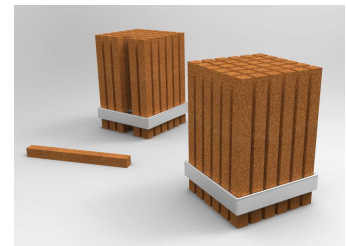
Pang, Horng

Warm Hug



Tang, Chi Kin

CP Holder



Wong, Tsz Ki

Talk To Me!



The Hong Kong Polytechnic University

Leung, Po Ki

BeamJoy





THE
HONG KONG
EXPORTERS'
ASSOCIATION
香港出口商會
since 1955



HONG KONG
SMART GIFTS
DESIGN AWARDS

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Download entries' photos: <http://www.sendspace.com/file/sb2htg>

Awarded products will be showcased in following exhibitions:

Lifestyle Expo in Jakarta 2013, Indonesia	14 -16 Mar 2013
HKTDC Hong Kong Gifts and Premium Fair 2013	27 – 30 Apr 2013
d-mart, Hong Kong Design Institute	6 -19 May 2013
Covered Piazza, Times Square	27 May – 5 June 2013

For more details, please visit: <http://www.SmartGiftsDesignAwards.org.hk>

About The Hong Kong Exporters' Association

Founded in 1955, The Hong Kong Exporters' Association (HKEA) is committed to closely liaising with local and overseas trade organizations, safeguarding the interests of the Hong Kong export trade and expanding business opportunities for Hong Kong exporters. Currently, the HKEA corporate members specialize in diverse areas of export and re-export trade, as well as manufacturing.

By initiating the Hong Kong Premium Show more than 20 years ago, the HKEA keeps on serving the best interest of its members by co-organizing Gifts and Premium Fairs annually. It sets up HKEA Pavilion featuring innovative, distinctive and quality products to the world's buyers to boost exports.

Website: www.exporters.org.hk

Media Enquiries:

For enquiries, please contact:

Irene Cheung
Red Asia Communications Limited
E-mail : irene@redasia.com.hk
Tel : 3421-1463 / 9518-1614

Carol Lee
Red Asia Communications Limited
E-mail : carol@redasia.com.hk
Tel : 2696-2969 / 9277-5272