



DESIGN[®]
COUNCIL
HONG KONG
香港設計委員會

INTRODUCTION TO THE HONG KONG D-MARK DESIGN CERTIFICATION SCHEME

Good design adds value to products and services. Through sophisticated and thoughtful applications, design can bring long-term benefits to brands and businesses. With the aim of encouraging companies to build capable design teams, the **Design Council of Hong Kong** launches the “Hong Kong D-Mark Design Certification Scheme”, in short “D-Mark”, to give recognition to companies that have established an effective framework for harnessing quality designs.

Companies with a valid HKSAR Business Registration that pledge to comply with the requirements set by the Design Council of Hong Kong are eligible to apply for the D-Mark. Successful applicants shall be entitled to use the D-Mark logo on all promotional materials (except products) once written approval has been granted. Right of usage of the D-Mark is granted on a yearly basis.

Benefits of having the D-Mark

1. Enhancing company image – The Mark endorses the company’s efforts to pursue design excellence
2. Fostering a culture of design and creativity in the company
3. Companies conferred with the D-Mark can help promote the value and benefits of excellent designs to the business community and the general public
4. Seminars and activities on design related subjects will be organized for D-Mark holders*
5. D-Mark holders will be publicized through the Federation’s website and publications
6. Various media will be used to publicize D-Mark holders*

*Please refer to photos below

《香港 D 嘜設計認證計劃》簡章

精美的設計可為產品及服務增值。透過創新思維及深思熟慮的應用，設計可為品牌及企業帶來長遠得益。為鼓勵企業建立優質卓越的設計團隊，並活用優質設計，**香港設計委員會**推出《香港 D 嘜設計認證計劃》，簡稱《D 嘜》，表揚那些有良好機制去善用設計的企業。

凡持有有效的香港商業登記證的企業並承諾遵守《D 嘜》申請表內所列出的要求，均可提出申請。申請取得香港設計委員會的書面批准，企業便可使用《D 嘜》之標籤在宣傳物品上(不包括產品)。申請公司必須每年續牌。



香港工業總會
FHKI

香港九龍長沙灣長裕街8號億京廣場31樓
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Cheung Sha Wan, Kowloon, Hong Kong



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參加《D 嘜》的好處

1. 提升企業形象－標誌讓公司有機會向顧客顯示他們重視設計，並不遺餘力推動傑出設計。
2. 培育企業的設計及創意文化
3. 可協助業界向其他公司及社會各階層推廣設計的價值和好處
4. 為獲發《D 嘜》的公司舉辦與設計有關的研討會及活動*
5. 於香港工業總會網站及刊物為獲發《D 嘜》公司作宣傳
6. 利用不同媒體為 D 嘜認證公司作宣傳*

*請參考附圖

Design Council of Hong Kong (DCHK)

The Federation of Hong Kong Industries established the Design Council of Hong Kong in 1968 with the mandate to promote the interest of local design industry. The objectives of the Council include:

1. To promote and enhance the importance of design in Hong Kong economic development
2. To encourage and facilitate the business community to add value to their products and services through the use of design
3. To enhance Hong Kong's design standard and quality through collaboration with professional and educational institutions

Seated on the DCHK are members and advisors each contributing his/her expertise to the Council. They include prominent leaders from various industries and academics, as well as professional designers. It will hold regular meetings to discuss issues that affect the design industry and to exchange information and ideas on design-related topics.

Companies interested to apply for the D-Mark or for further information, please contact:

Tel : (852) 2732 3188

Fax : (852) 2721 3494

Email : dchk@fhki.org.hk

Website : www.industryhk.org / www.designcouncilhk.org

Address : 31/F, Billion Plaza, 8 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong



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香港設計委員會

香港設計委員會成立於 1968 年，隸屬於香港工業總會。委員會於本地設計圈中歷史悠久，宗旨是促進本地公司對設計的重視。成立目的包括：

1. 在香港推廣和加重設計在工商業界所扮演的角色
2. 鼓勵及推動工商業界利用設計去為產品及服務增值
3. 透過與專業設計師和學術機構合作，提升香港設計水平和質素

香港設計委員會是由成員及顧問組成，為委員會提供不同範疇的專業意見。他們包括各工商界及學術界翹楚，以及專業設計師。委員會定期開會，討論影響到設計行業的議題，並與不同機構合辦與設計有關的活動，提升香港的設計水平。

如欲瞭解《D 嘜》的申請方法及收費，或有關於香港設計委員會的資料，請聯絡：

電話：(852) 2732 3188

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電郵：dchk@fhki.org.hk

網站：www.industryhk.org/ www.designcouncilhk.org

地址：九龍長沙灣長裕街 8 號億京廣場 31 樓

D-Mark Presentation Ceremony
D-Mark 頒獎典禮



Media – Oriental Daily
媒體報導 - 東方日報



Expo & Tradeshow
展銷會和博覽



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