

# Superbrands

## Media Coverage

Country	Date	Publication
Hong Kong	2002	Press Clippings



## Press Release

---

Invest Hong Kong awarded 'Hong Kong Superbrand' status

Hong Kong's top advertising and marketing professionals have selected Invest Hong Kong as one of the SAR's 100-plus 'Superbrands'.

Invest Hong Kong, the government's investment promotion department, will be included in the first edition of 'Superbrands Hong Kong' and a formal award ceremony will be held in early 2003.

The winning brands were judged by the Superbrands Council Hong Kong, which consists of top advertising and marketing professionals. There is a strict selection process based on market dominance, longevity, goodwill, customer loyalty and overall market acceptance.

The Director-General of Investment Promotion at Invest Hong Kong, Mr Mike Rowse, said today (November 8) it was a great honour to be regarded as one of Hong Kong's strongest brands.

"We have only been around for two years, and to be named alongside HSBC, Dragonair, Esprit and many other established brands is a real encouragement for us," he said.

The Chairman of Chelsea Media - Superbrands, Mr Victor Jeffery, said Hong Kong continued to be a major destination for foreign investment and business.

"The selection of Invest Hong Kong as a Superbrand was based upon them being the Government provider of essential assistance and information to international corporations and individuals seeking direct investment opportunities in Hong Kong," he said

"We think Invest Hong Kong did an excellent job in creating a recognisable brand in a relatively short time and we would like to congratulate them for their efforts."

# Superbrands

## Media Coverage

Country	Date	Publication
Hong Kong	2002	Press Clippings

For nearly a decade, the Superbrands Organisation has been responsible for the selection of great brands, which it awards 'Superbrand' status. It also publishes a series of books throughout the world paying tribute to these brands. Currently there are 17 country editions featuring over 900 individual brands.

End/Friday, November 8, 2002

<http://www.info.gov.hk/gia/general/brandhk/1108110.htm>

## Jockey Club Receives "Superbrands" Award for Brand Recognition

30 October 2002



**Superbrands**, a book published in 17 countries, honoured The Hong Kong Jockey Club yesterday (29 October 2002) by marking the Club's attention to its brand identity. The Club is one of only 900 organisations and companies in the world and among the first in Hong Kong to receive such notice in the history of the award.

Mr Victor Jeffery, chief executive officer of **Superbrands**, presented a certificate to Jockey Club Chief Executive Mr Lawrence Wong in a ceremony at Happy Valley Racecourse.

An article explaining how the Club nurtures its brand image will appear in a future issue of the Hong Kong edition of **Superbrands**.

The Club was selected for the honour by a panel of ten senior corporate executives in Hong Kong. The panel looked at market position, longevity of the brand, the extent of good will and loyalty of the customer and overall market acceptance in making the award.

The book presenting The Hong Kong Jockey Club and other Hong Kong brands to a worldwide audience will be available early next year. Like other **Superbrands** publication around the world, it will be read and collected by a wide range of Hong Kong and foreign corporate executives, journalists, advertising agencies, five-star hotel executive lounges and business class lounges of airlines around the world.

[http://www.hkjc.com/english/corporate/racing\\_news\\_item.asp?in\\_file=/english/news/news\\_200210303460.htm](http://www.hkjc.com/english/corporate/racing_news_item.asp?in_file=/english/news/news_200210303460.htm)