



# HK HFA

## 香港保健食品協會

Hong Kong Health Food Association



# 2023

## YEAR BOOK 年刊





## About HKHFA 協會介紹

Established in April 2005, the Hong Kong Health Food Association (HKHFA) is a non-profit organization representing the interest of its members and the local health food industry. The HKHFA aims at fostering the well-being of the public. It encourages the industry to exercise self-discipline and at the same time promotes communication between the government, the industry and the consumer.

香港保健食品協會於2005年4月成立，成為香港政府註冊的非牟利團體，代表會員及本地保健食品行業的利益。協會以香港市民的福祉為依歸，鼓勵同業實施自律操守，並促進業界、政府及消費者之間的溝通和了解。

## Our Vision 我們的願景

HKHFA strives to become an authoritative and publicly trusted organization with wide industry representation and international vision.

協會致力成為權威性，有公信力，具國際視野及能代表保健食品界的組織。

## Our Mission 我們的使命

HKHFA's mission is to campaign for the equitable rights and stature of its members, to foster a remarkable business environment for the industry and to provide consumers with the knowledge of the safe use of health food products.

為會員爭取合理的權益及地位，為業界締造優越的營商環境，為消費者提供安全使用保健食品的訊息。

## Definition of Health Food 保健食品定義

[Health Food] refers to products taken orally in recommended dosing regimen, such as pills, capsules, tablets, granules, powders, liquids or semi-solids with health claims. They are neither conventional food nor products classified as pharmaceutical products (drugs) or pCm (proprietary Chinese Medicine).

They contain nutrients or other health-enhancing substances whose purpose to supplement the normal diet or adjust physiological functions of human body, but not for therapeutic uses in treatment of diseases.

[保健食品]是指具建議服用量和保健功能聲稱的口服產品，包括丸狀、膠囊狀、片狀、粒狀、粉狀、液體或半固體的保健產品，但不包括傳統食品、西藥和中成藥。它們含有營養素或其他保健成分，能補充日常膳食供給的不足或調節人體機能，但不以治療疾病為目的。

# Contents 目錄



Message from the President 會長獻辭	4
Message from Vice Presidents 副會長獻辭	6
Congratulatory Apothegms 賀辭	9
About HKHFA 協會簡介	19
HKHFA Service 協會服務	20
Founding Members 創會會員	21
Honorary Presidents 名譽會長	21
Honorary Board 名譽顧問	22
The Council 理事會	23
Activities in 2022-2023 2022-2023 的活動	29
Greater Bay Area Study Tour 2023 大灣區考察團 2023	30
HKHFA Activities 協會活動	32
18th Anniversary Dinner & Award Ceremony 18 週年晚宴暨頒獎典禮	44
Recognition & Award 嘉許與獎項	47
Members 會員機構	54
Acknowledgements 鳴謝	56
Advertisements 廣告	57





# Message from the President

## 會長獻辭



**Ms. Joanne Cheung**  
**張玉儀女士**  
**President**  
**會長**

Despite the challenges posed by the global pandemic in previous years, the industry has rebounded with vigor and resilience, experiencing a year of robust growth and prosperity.

### **Economic Recovery and Business Environment**

The year 2023 witnessed a remarkable turnaround in the business environment of Hong Kong. As the pandemic restrictions eased and the world gradually returned to normalcy, the local economy regained its momentum. The health food industry, in particular, experienced a surge in demand as consumers became increasingly conscious of their well-being and sought products that supported their health and immunity.

### **Market Growth and Expansion**

Our industry experienced phenomenal growth which can be attributed to various factors, including increased health awareness among the population, growing disposable incomes, and a shift towards preventive healthcare. The health food industry has emerged as a key player in the overall wellness sector, contributing significantly to Hong Kong economic growth.

### **Innovation and Product Development**

In 2023, our industry continued to thrive on innovation and product development. Our member companies invested heavily in research and development to bring forth cutting edge health food products that catered to the evolving customer needs. From functional foods and dietary supplements to organic and plant-based options, our industry remained at the forefront of providing innovative solutions for maintaining optimal health and well-being.

## **2023 Year Report: A Resilient Year of Growth**

### **Government Support and Regulatory Framework**

The Hong Kong government played a pivotal role in fostering a favorable business environment for our industry. We were delighted to witness the government's commitment to supporting the health food sector through various initiatives. This included providing fundings for research and development, digitalization, and marketing expenses in promoting health food brands in domestic and Greater Bay Area markets. Such supports have been instrumental in boosting the industry's growth.

### **International Collaborations and Market Penetration**

Our industry expanded its footprint beyond Hong Kong's borders, forging strategic partnerships and collaborations with overseas markets. Through participation in trade fairs and business delegations, our member companies explored new opportunities and established valuable connections with GBA and Asian buyers.

### **Consumer Education and Advocacy**

Recognizing the importance of consumer education, our association placed significant emphasis on raising awareness about the benefits of health food products. We organized seminars and workshops to educate consumers about the positive impact of a balance diet and the role of health foods in achieving overall wellness. Through these efforts, we aimed to empower individuals to make informed choices and embrace a healthier lifestyle.

### **Talent Nurturing for Long term Industrial Growth**

Our industry recognized the immense value of collaboration with educational institution to nurture talents. In 2023, we forged strong partnerships with vocational schools, work hand in hand to develop comprehensive curricula for the development of the industry. Through guest lectures, workshops and internship programs, we provide students with practical insights and hands-on experiences. By fostering these collaborations, we aimed to equip the talents with the necessary knowledge, skills and passions that will lead the way in building a more sustainable and responsible health food industry.



## Sustainability and Ethical Practices

Our industry remained committed to sustainable practices and social responsibility. Recognizing the importance of preserving the environment and ensuring the ethical sourcing of ingredients, our member companies actively sought eco-friendly packaging solutions. We believe that sustainable growth and responsible business practices are crucial for the long-term success and reputation of our industry.

### Looking ahead:

As my term is coming to an end, I am honored to have the chance to have actively contributed towards fostering a better business environment – from fundings, market expansion to talent nurturing for the health food industry.

With the committed support and targeted measures for the industry from China and Hong Kong Government. I am filled with optimism for the future. We are poised to continue riding on the wave of this golden opportunity in the coming years. With a steadfast commitment to innovation, quality and consumer well-being, our industry is well positioned to meet the evolving needs of a health-conscious population.

I express my heartfelt gratitude to our dedicated council members, all sub-committee members, industry partners, stakeholders as well as the members for their unwavering support and collaboration in the affairs of the Association during the term 2022-23.

Hong Kong Health Food Association is tasked with the mission to foster a remarkable business environment for the industry and to provide customers with the knowledge of the safe use of health food products. Under the leadership of the new President and the Council, I believe that the Association will make tremendous contributions to the industry and Hong Kong Society. I wish the Association every success in uniting the health care force and leading the industry forward.

## 2023 年報：堅毅成長的一年

歷時三年的全球新冠疫情帶來了挑戰，但行業以活力和韌力，邁步向前，經歷堅毅成長的一年。

### 經濟復甦與營商環境

2023 年見證了香港營商環境的顯著轉變。隨著疫情限制的放鬆，社會逐漸恢復正常，經濟恢復動力。特別是健康食品行業，隨著消費者越來越意識到健康的重要並支持健康和免疫力的產品，需求激增。

### 市場增長和擴張

行業出現市場上的增長，可歸於各種因素，包括市民健康意識的提高，可支配收入的增加以及預防性醫療保健的轉變。保健食品業已成為整體健康行業的參與者，幫助香港經濟的增長。

## 創新與產品開發

2023 年，行業繼續在創新和產品開發方面發展，業界在研發方面投入了大量資金，以推出滿足不斷變化的客戶需求的健康食品。從功能性食品和膳食補充劑到有機和植物性選擇，行業提供創新解決方案，以保持最佳健康。

## 政府支持和監管框架

香港政府在為行業營造良好的營商環境方面發揮了關鍵作用。政府致力於通過各種倡議，支援保健食品行業，包括為研發、數碼化和營銷費用提供資金，以協助行業在國內和大灣區市場推廣健康食品品牌，促進行業持續的增長。

## 國際合作和市場滲透

行業將足跡擴展到香港境外，與國際市場建立夥伴關係和合作。通過參加展會和商業代表團，協會探索了新的機會，並與大灣區和亞洲買家建立了寶貴的聯繫。

## 消費者教育和宣傳

認識到消費者教育的重要性，協會非常重視提高市民對健康食品益處的認識，組織了研討會和工作坊，教育消費者均衡飲食以及健康食品在實現整體健康中的重要性。通過這些努力，目標是市民能夠做出明智的選擇並擁有更健康的生活方式。

## 人才培養，實現業界長期發展

行業認識到與學院合作培育人才的重要。2023 年，協會與職業訓練局建立了合作夥伴關係，攜手合作，為行業發展開發全面的課程。通過客席講座、研討會和實習計劃，為學生提供實用的見解和實踐經驗。通過促進這些合作，目標是為人才提供必要的知識、技能和熱情，引領人才建設一個更可持續和負責任的健康食品行業。

## 可持續性和道德實踐

行業仍然致力於可持續實踐和社會責任。認識到保護環境和確保原料的道德採購的重要性，積極尋求環保包裝。可持續增長和負責任的商業實踐對行業的增長和聲譽至關重要。

## 展望未來：

隨著任期即將結束，很榮幸有機會為行業營造更好的環境——從基金資助、市場拓展至人才培養。

在中國的堅定支援和香港政府在行業中採取的針對性措施。我對未來充滿樂觀，繼續抓住這個千載難逢的機會，憑藉對創新、品質和消費者的堅定承諾，行業能滿足注重健康的市民不斷變化的需求。

我衷心感謝熱心的理事會及小組委員會各成員、行業夥伴、持份者，以及在 2022–23 年度對協會事務的堅定支援和合作的會員。

香港健康食品協會的使命是為業界營造一個卓越的商業環境，為市民提供安全使用健康食品的知識。在新一屆會長及理事會的帶領下，相信定能為業界作出貢獻，我在此祝願協會繼續凝聚保健力量，引領業界前行。



# Message from the Vice Presidents

## 副會長獻辭



**Ms Vivien Chou**  
**周薇薇女士**  
**Vice President**  
**副會長**

My vision is the collaboration between Hong Kong and the Greater Bay Area (GBA): now when products are intended to be marketed in China via GBA channels the procedure still comes under the compliance and product registration process (and vice versa). The current One Country Two Systems policy only represents the very first phase of developing products for both markets to explore for the acceptance of reciprocal regulations.

I believe mainland China and Hong Kong share same intention and aspiration to open and integrate both markets, so the integration, unification and standardization of compliance and regulations across border shall be our next common goal that in aspects of health products One Country Two Systems could merge onto one system.

When this can be achieved, then there will be a even bigger market - entering international markets via HK.

In Aug 2023, a field trip, with the help from various institutions, enterprises and government bureaus, was organized for our members to different places in the Greater Bay Area, namely Guangzhou, Shenzhen and Dongguan, to update ourselves of the latest progress in Greater Health industry. We visited companies and institutions ranging from official associations, testing centers, chain pharmacies, Nansha District, duty-free warehousing for cross-border trades, and e-commerce etc. We all are amazed by the massive input of market information and hope such communication could be the start of cross-border cooperation. I eagerly hope that our association could organize more similar activities for our members in the coming years.

我的願景是香港和大灣區之間進一步深化合作。現在協會會員的產品想要進入大灣區市場銷售，仍要受到大灣區相關條例的規管限制，要先完成產品註冊流程後才予准入；相反從大灣區進入香港市場亦是如此。在一國兩制政策的引導下陸港的保健品市場發展仍停留在初級階段，在探索兩地認證互通機制上還有很長一段路要走。

我相信內地和香港都懷著同樣的目標和期望：深化合作，整合市場，推動兩邊不同的規管制度的整合、統一和標準化，從而在保健品方面推動實行統一制度。這不僅有利於香港和大灣區之間的市場發展，亦可讓香港有機會發揮窗口作用，背靠祖國，面向世界，在一帶一路國家以及世界其他地區推動保健品出海，講好香港故事、中國故事。

2023年8月份在協會及多地機構、政府組織推動下，我們協會組團前往大灣區廣州、深圳、東莞等地考察大灣區大健康行業，參觀了涵蓋官方協會、檢測中心、全國連鎖藥房、南沙新區、保稅倉跨境貿易、電商新經濟等板塊的機構和企業，進一步了解內地市場資訊，和上下遊企業進行溝通是兩地間合作的開始。我熱切期盼協會以後可組織更多類似活動予成員單位參與。



# Message from the Vice Presidents

## 副會長獻辭



**Mr. Danny Luk**  
**陸華先生**  
**Vice President**  
**副會長**

HKHFA's mission is to campaign for the equitable rights and stature of its members, to foster a remarkable business environment for the industry, and to provide consumers with the knowledge of the safe use of health food products. As the Association enters its 18th Anniversary, it is more actively promoting industry development in the Greater Bay Area. To help members gain an in-depth understanding of the latest economic and trade developments in the Greater Bay Area, the Hong Kong Trade Development Council, Shenzhen Administration For Market Regulation and Guangzhou Nansha New Area Hong Kong Service Center were invited to assist in organizing a Greater Bay Area Visit to explore the GBA's industrial development. Participants benefited a lot from the visit.

While arranging visits, the Association also continues to arrange seminars, exhibitions, and workshops for members. The Bowling Competition is an annual leisure activity of the Association. Members are welcome to actively participate in the activities.

In 2023, we have received more than 10 new members. To encourage more members to join, we have launched a member referral program. Current Ordinary Members or Associate Members will receive a 15% annual fee reduction for the next year upon successfully introducing a new member. Don't miss this opportunity.

The Hong Kong Health Food Association establishes a good business environment for the industry and provides consumers with a knowledge-based consumer market. I hope everyone will continue to support the development of the Association.

香港保健食品協會一直為會員爭取合理的權益及地位，為業界締造優越的營商環境，並為消費者提供安全使用保健食品的訊息。協會步入第 18 週年，更積極推動為業界在大灣區發展作出努力。為協助會員深入了解大灣區最新的經貿發展情況，早前更要請得香港貿易發展局，深圳市場監督管理局及廣州市南沙區港澳合作事務辦公室，協助組織大灣區考察團，考察市內產業發展。參加者均表示獲益良多。

安排參觀活動同時，協會亦繼續為會員安排研討會，展覽會及工作坊。保齡球賽更是協會一年一度的工餘活動。期望會員積極參與，帶動氣氛。

在 2023 年，我們已經收到 10 多間新會員的加入。為鼓勵更多會員加入，我們推出了一個會員介紹計劃。現任普通會員或附屬會員，只要成功介紹一位新會員入，便可於下年獲得 15% 年費減免。大家勿失良機。

香港保健食品協會為業界建立良好營商環境，為消費者提供富知識基礎的消費者市場。希望大家繼續支持協會的發展。



# Message from the Vice Presidents

## 副會長獻辭



**Mr. William Tsui**  
**徐啟雄先生**  
**Vice President**  
**副會長**

After suffering from Covid 19 for almost 3 years, we are now recovering to normal live, especially, we are now gathering in this event hall, seeing and chatting with friends around.

The pandemic battle did change our everyday living style, as well bringing unfavourable post Covid aftermath. But, it does not change our persistency to be better and upward.

The Hong Kong Health Food Association will keep driving the mission to support stakeholders of health food industry, consumers, academic and the authority, through close communication, thus create business opportunities, consumer confidence, and for the sake of healthiness.

Riding on the rush to Great Bay Area, where it is more than 10 times of HK population, and the "1 hour reach convenience", it is very clear opportunity for business expansion.

On the other hand, we see different departments of HK Government are orchestrating substantial effort in fundamental economy set up and travel economy promotion. These in and out power and environment are very positive and valuable.

I wish you good business and prosperity.

經過約 3 年的新冠煎熬，我們日常的生活，終於可以已回復正常了，我們再度可以聚首一堂。

這場新冠疫戰，也改變了我們的生活習慣和帶來一些負面經濟後遺。但是，這改不了我們的堅毅意志，努力向上的精神。

香港保健食品協會，會繼續秉持使命，促進業界、消費者、學術界和當局溝通，締造行業商機，增強消費者信心，保障健康。

乘著大灣區如火如荼的發展，區內潛在人口有香港的十倍多，一小時生活圈之便，業界跨區域發展，大有可為。

此外，疫情過後，多得政府各部門，大力合力推動基礎經濟，推動旅遊經濟，加快經濟復甦。在內有能量，外有市場的狀態中，可見前路是一片光明的。

願祝業界生意興隆，業務照蒸蒸日上。





# Congratulatory Apothegms 賀辭



Mr. YAU Ying Wah, Algernon, JP  
丘應樺 先生, JP

Secretary for Commerce &  
Economic Development  
商務及經濟發展局局長

香港保健食品協會十八週年誌慶

尚展  
健猷  
揚惠  
康衆

商務及經濟發展局局長丘應樺





# Congratulatory Apothegms

## 賀辭



Dr Bernard CHAN Pak-li  
陳百里 博士, JP

Under Secretary for Commerce  
& Economic Development  
商務及經濟發展局副局長

商務及經濟發展局副局長陳百里



康民績著  
保健功宏

香港保健食品協會十八週年誌慶





# Congratulatory Apothegms 賀辭



Ms. WONG Siu Chu, Maggie, JP  
黃少珠 女士, JP

Director-General of  
Trade and Industry  
工業貿易署, 署長

香港保健食品協會十八週年

健體臻優  
益眾利民

工業貿易署署長黃少珠





# Congratulatory Apothegms

## 賀辭



Ms. HO Pui Shan, Louise,  
CDSM, CMSM  
何珮珊女士, CDSM, CMSM

Commissioner of Customs & Excise  
香港海關關長

香港保健食品協會十八週年誌慶

聲華日懋  
興業長新

海關關長何珮珊



Congratulatory Apotheegms  
賀辭



Ms Gilly WONG Fung-han  
黃鳳嫻 女士

Chief Executive,  
Consumer Council  
香港消費者委員會總幹事

香港保健食品協會十八週年誌慶

健康領航  
懋業惠群

消費者委員會

總幹事黃鳳嫻



敬賀





# Congratulatory Apothegms

## 賀辭



Mr. Hon Sunny TAN  
陳祖恒 議員

Chairman, The Hong Kong  
Productivity Council (HKPC)  
香港生產力促進局主席

祝賀香港保健食品協會十八週年誌慶

佳品臻萃  
康澤社羣

香港生產力促進局主席陳祖恒敬題



# Congratulatory Apothegms 賀辭



The Hon Peter SHIU Ka-fai, JP  
邵家輝 議員

Legislative Council Member  
Functional Constituency -  
Wholesale and Retail  
立法會議員 – 功能界別  
– 批發及零售界

祝賀香港保健食品協會十八週年晚宴

宏健保康  
嘉惠同業

全國政協委員  
香港特別行政區 立法會議員



邵家輝  
太平紳士敬題





# Congratulatory Apothegms 賀辭



Hon Mrs. Regina IP LAU Suk-ye,  
GBM, GBS, JP  
葉劉淑儀 議員，大紫荊勳賢，GBS, JP

Legislative Council Member  
Geographical Constituency -  
Hong Kong Island West  
立法會議員 - 地方選區 - 香港島西

行政會議召集人  
立法會議員

葉劉淑儀

大紫荊勳賢

太平紳士

團結業界  
興業有方

祝賀香港保健食品協會成立十八周年年刊



Ms. Anna LIN, MH, JP, FCILT  
林潔貽 女士，榮譽勳章，  
太平紳士，FCILT

Chief Executive of GS1 Hong Kong  
香港貨品編碼協會 總裁

香港貨品編碼協會總裁林潔貽敬題

造福業界十八載  
保健惠民建未來

祝賀香港保健食品協會十八週年誌慶



# Congratulatory Apotheegms 賀辭

香港保健食品協會成立十八週年誌慶

精誠團結  
利商惠民

現代化中醫藥國際協會  
董事 魯展雨 敬題



Mr. Lawrence Lo  
魯展雨 先生

President The Modernized Chinese  
Medicine International Association  
(MCMIA)  
現代化中醫藥國際協會董事

祝賀香港保健食品協會十八週年誌慶

群策群力  
業盛譽隆

香港中華廠商聯合會會長史立德博士敬賀



Dr Allen Shi, BBS MH JP  
史立德 博士 SBS BBS MH JP

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



# Congratulatory Apothegms 賀辭



Mr. SUNG Ming Tat, Dick  
沈明達先生

President - The Society of Hospital  
Pharmacists of Hong Kong  
香港藥學會 會長

護航健康  
繁榮共創

香港藥學會會長沈明達敬題

祝賀香港保健食品協會十八週年誌慶



Mr. Raymond Yip  
葉澤恩先生

Chief Liaison Officer Guangzhou  
Nansha Service Centre in Hong Kong  
南沙新區香港服務中心 首席聯絡官

保泰立業廿載功  
健民拓貿百世芳

葉澤恩

廣州南沙新區香港服務中心首席聯絡官  
海南省國際經濟發展局香港辦事處首席代表

# About HKHFA

## 協會簡介



Established in April 2005, the Hong Kong Health Food Association (HKHFA) is a non-profit organization representing the interest of its members and the local health food industry. The HKHFA aims at fostering the well-being of the public. It encourages the industry to exercise self-discipline and at the same time promotes communication between the government, the industry and the consumer.

### Vision

HKHFA strives to become an authoritative and publicly trusted organization with wide industry representation and international vision.

### Mission

HKHFA's mission is to campaign for the equitable rights and stature of its members, to foster a remarkable business environment for the industry and to provide consumers with the knowledge of the safe use of health food products.

### Definition of Health Food

[Health Food] refers to products taken orally in recommended dosing regimen, such as pills, capsules, tablets, granules, powders, liquids or semi-solids with health claims. They are neither conventional food nor products classified as pharmaceutical products (drugs) or pCm (proprietary Chinese Medicine).

They contain nutrients or other health-enhancing substances whose purpose to supplement the normal diet or adjust physiological functions of human body, but not for therapeutic uses in treatment of diseases.

### Definition of Health Food

[Health Food] refers to products taken orally in recommended dosing regimen, such as pills, capsules, tablets, granules, powders, liquids or semi-solids with health claims. They are neither conventional food nor products classified as pharmaceutical products (drugs) or pCm (proprietary Chinese Medicine).

They contain nutrients or other health-enhancing substances whose purpose to supplement the normal diet or adjust physiological functions of human body, but not for therapeutic uses in treatment of diseases.

### Commitment

#### As to Members

1. To proactively participate in government's policy-making process relating to the regulation of health food, to ensure that the industry is adequately consulted before and during the process of legislation, and to effectively convey members' views and concerns regarding changes in policies and regulations.
2. To aggressively lobby the government and the Legislative Council on regulatory issues affecting members.

#### As to Market

1. To respond quickly to news and events involving health food, and/or to issue expert statements on related issues in order to protect the interest of members and the industry, as well as to safeguard public health.
2. To keep members abreast of advances in new product development and health food sciences occurring around the world through newsletters, international symposiums and local seminars.

#### As to Customers

1. To gain the trust of the public and the Government by promoting practice guidelines to members and the industry, and by advocating the importance of self-discipline.
2. To promote public education on the safe and proper use of health food products through the collaboration with local organizations and media, thereby creating a knowledge-based consumer market.

香港保健食品協會於 2005 年 4 月成立，成為香港政府註冊的非牟利團體，代表會員及本地保健食品行業的利益。協會以香港市民的福祉為依歸，鼓勵同業實施自律操守，並促進業界、政府及消費者之間的溝通和了解。

### 願景

協會致力成為權威性，有公信力，具國際視野及能代表保健食品界的組織。

### 使命

為會員爭取合理的權益及地位，為業界締造優越的營商環境，為消費者提供安全使用保健食品的訊息。

### 保健食品的定義

[保健食品]是指具建議服用量和保健功能聲稱的口服產品，包括丸狀、膠囊狀、片狀、粒狀、粉狀、液體或半固體的保健產品，但不包括傳統食品、西藥和中成藥。它們含有營養素或其他保健成分，能補充日常膳食供給的不足或調節人體機能，但不以治療疾病為目的。

### 保健食品的定義

[保健食品]是指具建議服用量和保健功能聲稱的口服產品，包括丸狀、膠囊狀、片狀、粒狀、粉狀、液體或半固體的保健產品，但不包括傳統食品、西藥和中成藥。它們含有營養素或其他保健成分，能補充日常膳食供給的不足或調節人體機能，但不以治療疾病為目的。

### 承諾

#### 對協會會員

1. 協會將積極參與政府就保健食品有關政策之制定及立法，確保業界就影響保健食品的新法例得到充分的諮詢，並有效傳達會員及業界對修改相關政策及法例的意見。
2. 就影響會員的規管問題積極與政府及立法會進行游說。

#### 對市場

1. 就市場上有關保健食品的突發及具爭議性事件盡快作出回應，必要時發表專家聲明，以保障會員及業界的利益。
2. 透過會訊及舉行國際性研討會及本地會議為會員提供最新的相關消息及保健食品科研發展資訊。

#### 對消費者

1. 與會員及業界推廣營商指引，倡導行業自律的重要性，藉此爭取公眾的信任。
2. 與本地機構及傳媒緊密合作，提倡教育市民安全及正確地使用保健食品，藉此締造一個富知識基礎的消費者市場。



# HKHFA Service 協會服務



## Voluntary Product Listing

Hong Kong Health Food Association has launched the "Voluntary Product Listing" service. Product data (such as company, brand & product name, key active ingredients, dosage form, pack size & country of origin) are provided by the participating member companies & displayed in our Association website for interested visitors to review. Visitors can even click the hyper-link of each product to obtain further information about the product or the company. This service is offered free to all of our members.

## 志願性產品表列

香港保健食品協會推出了「志願性產品表列」服務。產品資料(包括：公司、品牌及產品名稱，活性成分，劑型，包裝規格和生產國)由參與會員公司提供並列於本協會的網頁內，以供對此有興趣的人士瀏覽。瀏覽者更可按個別產品內的超連結以得到更多關於產品或公司的資訊。此服務是本協會免費提供給各協會會員的。



## Certificate of Free Sales (CFS)

Certificate of Free Sale (CFS) is a formal document required by some foreign countries as an evidence of an orally consumed product which is freely sold in Hong Kong. Products that are registered by Department of Health, the certificate of product registration can serve the same purpose more conveniently.

Currently, Hong Kong has no specific regulation for health food. Being the only trade Association representing the local industry, it takes up the responsibility in issuing CFS to freely sold locally health food products based on the evaluation of genuine information provided by the applicant.

## 自由銷售證服務

鑒於香港仍未有保健食品的法例，因此現時沒有香港官方機構能為保健食品發出「自由銷售證」。本會已推出保健食品「自由銷售證」的嶄新服務。

「自由銷售證」可以是跨境貿易常用的文件，證明產品在出口地區可以自由銷售，方便境外入口商辦理通關程序亦說明產品的出口地，一般是由香港的出口公司申請。

## Founder Members 創會會員



Infinitus (Hong Kong)  
Company Limited  
無限極 (香港) 有限公司



Nu Skin Enterprises Hong  
Kong, LLC  
美國如新企業香港分公司



PuraPharm International  
(Hong Kong) Limited  
培力國際 (香港) 有限公司



The Hong Kong Health Care  
Centre Limited  
香港保健中心有限公司

## Honorary President 名譽會長



**Dr. Angela Lau**  
劉明欣博士  
Hong Kong Country Manager  
Regional Director,  
Hong Kong & Taiwan  
Sunrider International  
(Hong Kong) Ltd.  
香港分公司經理暨區域總監  
香港仙妮蕾德股份有限公司



**Mr. Calvin Chan**  
陳家偉先生  
Chairman & CEO  
CATALO Natural  
Health Group  
主席及行政總裁  
家得路天然健康集團



**Mr. Samson Tsoi**  
蔡節禮先生  
Vice Director Business  
Development (Corporate)  
Mekim Limited  
副業務發展總監  
美儉有限公司



**Mr. Nasser Khan**  
簡立信先生  
Chairman & CEO  
Nu Life International  
(Asia) Ltd  
董事局主席及首席執行官  
安永國際亞洲有限公司



# Honorary Board 名譽顧問



## Honorary Scientific Board 名譽顧問團



**Professor Georges Halpern (M.D., Ph.D., D.Sc.)** is praised for his exceptional achievements in medical science research.

**赫喬治教授, M.D, Ph.D, D.Sc.** 曾為香港理工大學應用生物及化學科技學系的藥物學榮譽特聘教授，郝教授曾到過七十個國家做研究工作及講學，在醫學研究領域中擁有卓越的成就。



**Professor H.W. Yeung (Ph.D.)** is a pioneer and innovator in the research and education of Chinese medicine in Hong Kong and abroad.

**楊顯榮教授, Ph.D.** 是中醫藥研究與教育的創新及先驅者，現任國際中醫藥學會祕書長暨出版主任。楊教授曾任香港中文大學中藥研究中心總監，也曾於香港浸信會大學成立促進中藥的研究院並擔任總監之職。



**Professor Patrick Choy ( Ph.D., M.D.(Hon), FAHA, FIACS)** is well known for his dedication in academic medical teaching and research and has assisted in drafting health product laws for Canada.

**蔡鎮潮教授, Ph.D., M.D.(Hon), FAHA, FIACS** 現為香港大學醫學院院長客席顧問，同時亦是加拿大曼尼托巴大學醫學院（研究）副院長、生物化學及遺傳醫學教授、研究及治療動脈粥樣硬化中心總監。



**Dr. M.S. Wong (B.Sc., Ph.D.)** owns extraordinary expertise in food nutrition, functional food, nutraceuticals, and phytonutrients.

**黃文秀教授, B.Sc., Ph.D.** 現任香港理工大學應用生物及化學科技學系副教授及現代中藥研究所副所長。黃教授專長的研究課題包括食物營養學、功能食物、治療營養學、草本營養學等。

## Honorary Advisor 名譽顧問



**Dr. Ka Hing Wong (B.Sc., Ph.D.)** is the Director of Research Institute for Future Food at the Hong Kong Polytechnic University.

**黃家興博士 B.Sc.,Ph.D** 為香港理工大學未來食品研究院院長。

## Honorary Legal Advisor 名譽法律顧問



**Mr. Jesse Kwok** is a solicitor in Hong Kong, England & Wales, Notary Public, And China appointed Attesting Officer.

**郭匡義律師** 持中國法學碩士，為國際公証人、中國委托公証人。

## Honorary Regulatory Advisor 名譽法規顧問



**Mrs. Mary Catherine Cheng** is a registered pharmacist and registered Authorized Person in Hong Kong. She was a Senior Pharmacist in the Pharmaceutical Service of the Department of Health.

**鄭陳佩華女士** 是香港註冊藥劑師和香港持牌製造商獲授權人。她曾任衛生署藥劑部高級藥劑師。

# The Council (2022-2023) 理事會 (2022-2023)



## President 會長 (2022-2023)



**Ms. Joanne Cheung**  
**張玉儀女士**  
**Managing Director**  
**Concord Alliance Ltd.**  
**執行董事**  
**康盟有限公司**

### Vice President 副會長



**Ms. Vivien Chou**  
**周薇薇女士**  
Executive Director  
The Hong Kong Health Care  
Centre Ltd.  
香港保健中心有限公司  
執行董事

### Vice President & Honorary Treasurer 副會長暨名譽司庫



**Mr. Danny Luk**  
**陸華先生**  
General Manager HongKong & Macau  
Nu Skin Enterprises Hong Kong, LLC.  
美國如新企業香港分公司  
港澳總經理

### Vice President(2023) 副會長



**Mr. William Tsui**  
**徐啟雄先生**  
Director General  
Mekim Ltd.  
常務總監  
美儉有限公司

### Vice President & Honorary Secretary(2022) 副會長暨名譽秘書長



**Mr. Ali Fung**  
**馮偉昌先生**  
General Manager  
Amway Hong Kong Ltd.  
總經理  
美國安利(香港)日用品有限公司



# The Council (2022-2023)

## 理事會 (2022-2023)



**Council 理事** (by alphabetical order – last name 以英文姓氏排列)



**Mr. William Cao**  
**曹偉勇先生**  
General Manager (H.K. District)  
CR Care Company Ltd.  
香港區總經理  
華潤堂有限公司



**Mr. Kan Wai Kee, Brendon**  
**簡偉基先生**  
Regulatory Affairs Manager  
DFI Retail Group – Mannings  
法規事務經理  
DFI 零售集團 – 萬寧



**Mr. Abraham Chan**  
**陳宇齡先生**  
Chairman  
PuraPharm Corporation Ltd.  
主席  
培力控股有限公司



**Mr. Benny Lam**  
**林曉斌先生**  
Managing Director  
Natural Health Care Development  
Ltd.  
董事  
仙然康寶發展有限公司



**Mr. Terry Chiu**  
**趙德賢先生**  
Executive Director  
Easy Health Hong Kong Limited  
執行董事  
依時健有限公司



**Mr. Boris Lee**  
**李廣生先生**  
Deputy Managing Director  
China Inspection Company Ltd.  
副總經理  
中國檢驗有限公司



**Mr. Huang Ban Chin**  
**黃雍勝先生**  
Director  
Best World Lifestyle (HK) Co. Ltd.  
董事  
全美世界美容保健有限公司



**Mr. Clement Lee**  
**李振強先生**  
Head of Sales and Marketing, HK &  
Macau  
Infinitus (HK) Company Ltd.  
香港及澳門業務及市場營業負責人  
(香港及澳門)  
無限極(香港)有限公司

# The Council (2022-2023) 理事會 (2022-2023)



**Council 理事** (by alphabetical order – last name 以英文姓氏排列)



**Ms. Doris Lo**  
**羅潔梅女士**  
Senior Manager  
Avia Corporate Advisory Limited  
高級經理  
輝亞企業顧問有限公司



**Mr. Ryan Tse**  
**謝天澤先生**  
Director  
Vita Green Health Products Co., Ltd  
董事  
維特健靈健康產品有限公司



**Mr. Jerry Man**  
**文宇亮先生**  
Senior Operation Manager  
Nu Life International (Asia) Ltd.  
營運及市場拓展總監  
安永國際 (亞洲) 有限公司



**Ms. Lily Mong**  
**蒙燦櫻女士**  
Managing Director  
Noble Health Company Ltd.  
董事總經理  
樂寶健康有限公司



**Ms. Nicole Leung**  
**梁諾琳女士**  
Business Director  
Catalo Natural Health Foods Ltd.  
業務總監  
美國家得路天然健康食品有限公司



**Ms. Veronica Sze**  
**施潔瑜女士**  
Director, Corporate Affairs  
Wyeth (Hong Kong) Holding  
Company Ltd  
事務總監  
惠氏 (香港) 控股有限公司



# The Council (2023-2024) 理事會 (2023-2024)



## President 會長 (2023-2024)



**Mr. Ryan Tse**  
**謝天澤先生**  
**Director**  
**Vita Green Health Products**  
**Co., Ltd**  
**董事**  
**維特健靈健康產品有限公司**

## Vice President 副會長



**Ms. Vivien Chou**  
**周薇薇女士**  
Executive Director  
The Hong Kong Health Care  
Centre Ltd.  
香港保健中心有限公司  
執行董事



**Mr. Terry Chiu**  
**趙德賢先生**  
Executive Director  
Easy Health Hong Kong  
Limited  
執行董事  
依時健有限公司



**Ms. Nicole Leung**  
**梁諾琳女士**  
Business Director  
Catalo Natural Health  
Foods Ltd.  
業務總監  
美國家得路天然健康食品有限公司

# The Council (2023-2024)

## 理事會 (2023-2024)



### Honorary Secretary 秘書長



**Ms. Alice Li**  
**李麗嫦女士**  
Marketing Director  
Amway Hong Kong Ltd.  
市場總監  
美國安利(香港)日用品有限公司

### Honorary Treasurer 司庫



**Ms. Mandy Wong**  
**黃詠誼女士**  
Director, Marketing and  
Communications  
Nu Skin Enterprises Hong Kong,  
LLC  
美國如新企業香港分公司  
推廣及企業傳訊總監

### Council 理事 (by alphabetical order – last name 以英文姓氏排列)



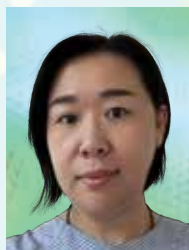
**Mr. William Cao**  
**曹偉勇先生**  
General Manager (H.K. District)  
CR Care Company Ltd.  
香港區總經理  
華潤堂有限公司



**Mr. Kan Wai Kee, Brendon**  
**簡偉基先生**  
Regulatory Affairs Manager  
DFI Retail Group – Mannings  
法規事務經理  
DFI 零售集團 – 萬寧



**Mr. Huang Ban Chin**  
**黃雍勝先生**  
Director  
Best World Lifestyle (HK) Co. Ltd.  
董事  
全美世界美容保健有限公司



**Ms. Joey Chiang**  
**鄭惠儀女士**  
Customer Service Director  
Nu Life International (Asia) Ltd.  
客戶服務總監  
安永國際(亞洲)有限公司



**Mr. Abraham Chan**  
**陳宇齡先生**  
Chairman  
PuraPharm Corporation Ltd.  
主席  
培力控股有限公司



**Mr. Liberty Hon**  
**韓旻浩先生**  
Nutritionist  
Concord Alliance Limited  
營養師  
康盟有限公司



# The Council (2023-2024) 理事會 (2023-2024)



## Council 理事 (by alphabetical order – last name 以英文姓氏排列)



**Mr. Benny Lam**  
**林曉斌先生**  
Managing Director  
Natural Health Care Development  
Ltd.  
董事  
仙然康寶發展有限公司



**Ms. Lily Mong**  
**蒙燦櫻女士**  
Managing Director  
Noble Health Company Ltd.  
董事總經理  
樂寶健康有限公司



**Ms. Doris Lo**  
**羅潔梅女士**  
Senior Manager  
Avia Corporate Advisory Limited  
高級經理  
輝亞企業顧問有限公司



**Ms. Veronica Sze**  
**施潔瑜女士**  
Director, Corporate Affairs  
Wyeth (Hong Kong) Holding  
Company Ltd  
事務總監  
惠氏(香港)控股有限公司



**Mr. Eric Lun**  
**倫偉祥先生**  
Deputy General Manager  
The International Medical  
Company Ltd.  
副總經理  
全球藥業有限公司



**Mr. William Tsui**  
**徐啟雄先生**  
Director General  
Mekim Ltd.  
常務總監  
美儉有限公司

# Activities in 2022-2023

## 2022-2023 的活動



DATE / 日期	Event	活動
28-Mar-22	HKHFA DONATED "CORONAVIRUS RAPID ANTIGEN TEST" AND CARE PACKS TO VARIOUS LOCAL CHARITIES AND NON-PROFIT ORGANIZATIONS	香港保健食品協會捐出「新冠病毒快速測試包」及抗疫物資予本地多間慈善團體及非牟利機構
08-Apr-22	HONG KONG HEALTH FOOD ASSOCIATION@JOYFUL MENTAL HEALTH FOUNDATION MINDFULNESS WORKSHOP 2022	香港保健食品協會 @ 心晴慈善基金會靜觀工作坊 2022
10-Jun-22	THE HONG KONG HEALTH FOOD ASSOCIATION RECEIVED AN INVITATION FROM TVB JADE CHANNEL FINANCIAL NEWS	香港保健食品協會接受翡翠台財經透視節目邀請
28-Jul-22	"COMPREHENSIVE GUIDE TO HEALTH FOOD SUPPLEMENTS" SEMINARS	「保健食品全攻略」研討會
01-Aug-22	MEETING WITH THE HONG KONG PRODUCTIVITY COUNCIL	與香港生產力促進局會面
08-Aug-22	HONG KONG HEALTH FOOD ASSOCIATION HAS BEEN AWARDED WITH "THE CARING ORGANISATION"	香港保健食品協會獲香港社會服務聯會選為「同心展關懷」機構
10-Sep-22	"NATURAL AND ORGANIC ASIA" 2022	「亞洲天然及有機產品博覽」2022
24-Oct-22	HEALTH EXPO 2022	「健康博覽」2022
09-Nov-22	GS1 LEVERAGE DIGITAL TECHNOLOGY-EXPAND MARKET IN HONG KONG & GREATER BAY AREA	GS1 活用數碼科技 — 拓展香港及大灣區零售市場研討會
17-Nov-22	BOWLING CONTEST AND FUN CARNIVAL 2022	香港保健食品協會 — 2022 保齡球錦標賽
29-Nov-22	THE 17TH ANNUAL GENERAL MEETING (AGM) AND AWARD CEREMONY 2022	協會第十七屆會員週年大會暨頒獎典禮 2022
05-Dec-22	APPLICATION OF ANTI-COUNTERFEITING TECHNOLOGY IN THE PHARMACEUTICAL AND HEALTH FOOD INDUSTRY	香港生產力局《藥品和保健食品行業防偽技術應用分享會》
15-Dec-22	THE LEGISLATIVE CONTROL OF CANNABIDIOL (CBD) SEMINAR	棄置大麻二酚 (CBD) 產品及相關法例講座
25-Feb-23	CO-ORGANIZES WEBINAR ON "OPPORTUNITIES AND DEVELOPMENTS OF IMPORTED HEALTH FOODS ENTERING THE CHINA MARKET" WITH HKTDC	「內地進口食品市場 — 發掘線上線下營銷新機遇」網上研討會
09-Mar-23	AROMATHERAPY WORKSHOP	香薰心療工作坊
18-Mar-23	INTERVIEW BY TVB FINANCIAL INSIGHTS AND FINANCIAL INFORMATION CHANNEL- GREATER BAY AREA DECODED	香港保健食品協會接受無綫財經·資訊台 [ 大灣區解碼 ] 節目訪問
27/3/2023	ENTERPRISE INNOVATION INVESTMENT 100 – KICK OFF CEREMONY	「企業創新投資 100」啟動典禮
11-May-23	GREATER BAY AREA HEALTH INDUSTRY MARKET POLICY SEMINAR	大灣區健康行業市場政策研討會
13-May-23	THE TECHNOLOGICAL AND HIGHER EDUCATION INSTITUTE OF HONG KONG (THEI) PROGRAMMES	香港高等教育科技學院 (THEI)
02-Jun-23	MEETING AT THE CONSUMER COUNCIL	與消費者委員會會議
13-Jun-23	HEALTH EXPO 2023	第 16 屆健康博覽 2023
30-Jun-23	HEALTHY LIVING HONG KONG AWARD 2023	健康香港生活大獎 2023 頒獎禮
09-Jul-23	"THE 26TH ANNIVERSARY OF THE ESTABLISHMENT OF THE HONG KONG, SPECIAL ADMINISTRATIVE REGION, AND THE 30TH ANNIVERSARY OF THE FOUNDING OF THE LIBERAL PARTY COCKTAIL RECEPTION"	出席「香港特別行政區成立 26 週年暨自由黨創黨 30 週年」酒會
09-Jul-23	TVB PROGRAMME "FINANCE MAGAZINE" INTERVIEWED THE HONG KONG HEALTH FOOD ASSOCIATION	TVB 財經透視再次訪問香港保健食品協會
14-Aug-23	THE HONG KONG HEALTH FOOD ASSOCIATION WAS INVITED TO PARTICIPATE THE IN-DEPTH INTERVIEW ORGANISED BY HONG KONG PRODUCTIVITY COUNCIL AND JINAN UNIVERSITY	香港保健食品協會獲邀參加香港生產力局及暨南大學焦點小組
26-Aug-23	INTERNATIONAL CONFERENCE OF THE MODERNIZATION OF CHINESE MEDICINES & HEALTH PRODUCTS (ICMCM)	國際現代化中醫藥及健康產品會議 2023
03-Sep-23	GREATER BAY AREA (GBA) STUDY TOUR 2023	大灣區考察團 2023
18-Oct-23	VTC INDUSTRYCONNECT SEMINAR - BEAUTY AND LIFESTYLE COMES FROM ME	職業訓練局 跨業界合作研討會 — 美容養生活出自我



# Greater Bay Area Study Tour 2023

## 大灣區考察團 2023



The Greater Bay Area (GBA) study tour brought a valuable opportunity to the association, allowing us to gain an in-depth understanding of the development trends, innovative technologies and market demands of GBA's health food industry. This journey gave us a clearer perspective on the industry with huge potential

GBA's health industry is in a booming stage, with all sectors showing impressive growth. Chain pharmacies, health food, testing and inspection, smart wearable devices, standard certification, medical market and e-commerce services all show strong momentum in development.

Participation in the study tour provides a unique opportunity to establish cooperative relationships with relevant local organisations. Particularly networking with Shenzhen Haiwang Yidian pharmaceutical company and Top Ideal SCM Technology Group brought new development opportunities to Hong Kong's health food market, allowing members' products to be distributed in pharmacies through Top Ideal e-commerce platform.

In addition, STC Hong Kong Standards and Testing Centre has demonstrated a high degree of professional capabilities. They use advanced equipment and technology for testing to ensure the accuracy and reliability of test results. STC's reports provide objective, comprehensive and reliable test results and evaluations. The professional capabilities and standards-compliant methods make their reports an important reference for measuring the performance and quality of products or services. These standards and certifications help consumers in the health food market select high-quality health foods. They also help improve the reputation and image of the industry so as to establish a healthy, safe and trustworthy market environment. STC safeguard products comply with applicable regulations and standards.

Technological innovation is considered to be the core factor promoting the development of the health industry. Smart wearable technology, data analysis and artificial intelligence in health management, innovation in detection technology, and service innovation in e-commerce platforms will all play a key role in the future. Changes in market demand and regulatory environment will also continue to shape the prospects of the health industry. Therefore, regulatory policies for the health food market, quality certification of medical devices, and product standard formulation all need to be closely monitored and reviewed.

Cross-sectors cooperation and industrial collaboration are also regarded as keys to achieving the development of the health food industry. In areas such as Guangdong Medical Valley, promoting cooperation and collaborative development between different industries will bring more opportunities and innovation. Education and training are also proving to be critical to the continued growth of the wellness industry. Strengthening the training of professional talents and improving the standard of the industry will help promote the sustainable development of the health industry.

The exchanges and cooperation between Shenzhen and Hong Kong also provide an opportunity to have a deeper understanding of the development of the health care industry in both places. As a major city in mainland China and an international financial center, Shenzhen has unique advantages and opportunities. Cooperation between Shenzhen and Hong Kong in the field of health food will help promote industrial development, technological innovation and market expansion.

Our association is glad to establish further cooperation with Shenzhen Haiwang Yidian pharmaceutical company and Top Ideal SCM Technology Group which will create more opportunities for us to enter the health food market in Shenzhen and provide more high-quality health food choices for mainland customers.

The study tour has brought great enlightenment to our development path, and we look forward to future cooperation and challenges.



### Sincere Gratitude to the support of:

- Hong Kong Development Council
- Shenzhen Administration For Market Regulation
- Guangzhou Nansha New Area Hong Kong Service Center
- Shenzhen Haiwang Yidian Pharmaceutical Co., Ltd
- Shenzhen Health Care Association
- Shenzhen Association for the Development & Promotion of Health Industry
- CTI Testing and Certification Group Co., Ltd.
- Shenzhen Dingwei Brain Health Centre
- STC Hong Kong Standards and Testing Centre
- Nansha New Area Planning Exhibition Hall
- Guangdong Medical Valley Nansha Park
- Guangdong Top Ideal SCM Technology Group Co., Ltd.



# Greater Bay Area Study Tour 2023

## 大灣區考察團 2023



考察之旅為協會帶來了一次珍貴的機會，讓我們深入瞭解了廣州保健食品產業的發展趨勢、創新技術和市場需求。這趟旅程讓我們對於這個具有巨大潛力的領域有了更清晰的視角。

廣州的健康產業正處於蓬勃發展的階段，各個領域都呈現出令人矚目的增長。連鎖藥房、保健食品、檢測檢驗、智能穿戴、標準認證、醫療市場和電商服務等領域都顯示出強勁的動力和潛力。

考察團的參與提供了一個難得的機會，可以與當地的相關單位建立合作關係。特別值得一提的是卓志集團和海王星辰連鎖藥房，他們的合作能夠為香港的保健食品市場帶來新的發展機會，使會員的產品可以透過卓志的電商平台進入藥房分銷。

另外，STC 香港標準及檢定中心展示了高度的專業能力。他們使用先進的設備和技術進行檢測，確保測試結果的準確性和可靠性。STC 的報告能提供客觀、全面和可靠的測試結果和評估。它們的專業能力和符合標準的方法使得其報告成為衡量產品或服務性能和品質的重要參考依據。這些的標準及檢定有助於保健食品市場的消費者信任並選擇高品質的保健食品，同時也有助於提高整個市場的聲譽和形象及建立一個健康、安全和可信賴的市場環境，並鼓勵企業遵守相應的法規和標準。

技術創新被認為是推動健康產業發展的核心因素。智能穿戴技術、數據分析和人工智能在健康管理中的應用、檢測技術的創新以及電商平台的服務創新都將在未來發揮關鍵作用。市場需求和監管環境的變化也將不斷塑造健康產業的前景，因此保健食品市場的監管政策、醫療器械的品質認證和產品標準制定都需要受到密切關注和適應。

跨領域合作和產業協同也被視為實現保健食品產業發展的關鍵。在廣東醫谷等區域，促進不同產業之間的合作和協同發展將帶來更多的機會和創新。

教育和培訓也被證明對健康產業的持續發展至關重要。加強專業人才的培養和提升整個行業的素質，將有助於推動健康產業的可持續發展。

深港兩地的交流合作也為協會提供了更深入了解兩地保健行業發展的機會。深圳作為中國內地和國際金融中心的關鍵城市，具有獨特的優勢和機遇。深港兩地在保健食品領域的合作將有助於促進產業發展、技術創新和市場擴展。

最後，協會對於能夠與卓志集團及海王星辰連鎖藥房建立下一步的合作感到興奮，這將為我們進入深圳的保健食品市場創造更多機會，為國人提供更多高品質的保健食品選擇。這次考察對於我們的發展道路帶來了極大的啟示，期待著未來的合作和挑戰。

### 感謝以下機構全力協辦：

香港貿發局  
深圳市場監督管理局  
廣州南沙新區香港服務中心  
海王星辰医药連鎖集團有限公司  
深圳市保健協會  
深圳市健康產業發展促進會  
CTI 華測控股有限公司  
深圳市鼎維腦健康·記憶館  
STC 香港標準及檢定中心  
南沙規劃展覽館  
廣東醫谷  
廣州南沙綜合保稅區



卓志物流



深圳健康產業發展促進會



南沙規劃展覽館



# HKHFA Activities

## 協會活動



The Council has established 3 Committees in order to have a better development of the Association by taking up different responsibilities. They are **External Affairs Committee, Internal Affairs Committee and Strategic & Regulatory Committee.**

理事會成立 3 個工作委員會，負責推展不同範疇的會務工作，分別為**外部事務委員會**，**內部事務委員會**及**策略發展委員會**。

### External Affairs Committee 外部事務委員會

#### Objective 目的

To handle the Association's external activities and to increase awareness of Association as well as to enhance the visibility and business opportunities of members.

處理協會外部事項以提升增加協會於業界代表性及促進會員業務發展。

#### Activities 工作範圍

Public Relations 公共關係  
Marketing possibility 營商機遇  
Editorial Board 編審部  
Exhibitions 展覽會

#### Co-Chairman 聯席主席

Ms. Vivien Chou  
周薇薇女士

Ms. Joanne Cheung  
張玉儀女士

Mr. Terry Chiu  
趙德賢先生

#### Members 會員

Mr. August Yang 楊琪凱先生

Ms. Nicole Leung 梁諾琳女士

Ms. Vivian Lam 林鈺淇女士

Mr. Jacky Zou 鄒銳先生

### Promotion of Hong Kong Health Food Association through TVB Channel 接受無綫電視台訪問推廣香港保健食品協會

The Hong Kong Health Food Association was interviewed by TVB Financial Information Channel [Greater Bay Area Decoded] and [Financial Insights] programmes to explain the consumption patterns of health food market during the epidemic and the development of the health food market in the Greater Bay Area.

The content shared the market research report conducted by the Centre for Social Science Research of the University of Hong Kong and the association, the pre- and post-pandemic trends of the local health food market, the development of the health food market in the Greater Bay Area and the challenges faced in expanding overseas and domestic markets.

Through the interview, the Association will enhance its credibility and let the public know more about health food. It also raises the concern of health food regulation for the long-term development of Hong Kong's health food Industry.

香港保健食品協會接受無綫財經資訊台 [大灣區解碼] 及兩次 [財經透視] 節目的訪問，分別講解疫情期間保健食品的市場消費模式及大灣區的保健食品市場發展。內容分享了香港大學社會科學研究中心及本會進行的市場調查報告、本地保健食品市場疫情前後的趨勢，大灣區保健食品市場的發展以及拓展海外及國內市場面對的挑戰。

藉著接受訪問，增加協會的公信力，讓市民大眾更加了解保健食品，亦希望增加保健食品相關法例議題的關注度，促進香港保健食品市場的行業發展。



副會長周薇薇接受大灣區解碼訪問



財經透視訪問



# HKHFA Activities

## 協會活動



### Enhancing Competitiveness through Digitalisation 數碼營銷 提升企業競爭力

Under the influence of the epidemic, the Association determined to create a better business environment for the industry, met with the Hong Kong Productivity Council (HKPC) to promote funding projects to help members expand into the Hong Kong and Greater Bay Area (GBA) markets, and promoting quality certification and sustainable development of the health food industry.

More and more companies have changed their traditional sales models and are constantly trying diversified e-commerce, which has brought convenience to consumers but also raised concerns about brand infringement. Retail products (including pharmaceuticals, health foods, and catering industries) all involve consumers' health and have higher requirements for product anti-counterfeiting identification and traceability of origin. The Association worked with HKPC to promote anti-counterfeiting technology applications and product traceability in the pharmaceutical and health food industries, increase product transparency, manage market customer data, enhance company competitiveness and brand image.

The Association also held "The Complete Guide to Health Food" seminar. Mr. Li, Senior Director of Business Development at GS1 HK shared how to use the product "ID card" to curb the counterfeiting of health products. Council member Mr. Terry Chiu talked about packaging of pre-packaged food products in Hong Kong, sales and import & export of pre-packaged foods. The seminar provided further information to the industry in expanding business opportunities.

疫情影響各行各業，協會為業界締造優越的營商環境，與香港生產力局會面討論基金資助項目，藉此幫助會員在疫境中拓展香港、中國大灣區市場，以及推動香港保健食品行業的品質認證及可持續發展。

愈來愈多企業改變了傳統的銷售模式，不斷嘗試多元化的電子商貿方式，既為消費者帶來了便利，同時也為品牌侵權行為埋下了隱憂。零售產品（包括藥品、保健食品及餐飲業等行業）都涉及消費者的健康，對產品防偽辨識及追溯來源有更高要求。與香港生產力局會推動藥品和保健食品行業防偽技術應用及產品溯源追蹤，增加產品透明度，掌握及管理市場客顧數據，提升公司競爭力及品牌形象。

協會亦聯合香港編碼協會舉辦「保健食品全攻略」研討會，香港編碼協會業務拓展高級主任李俊傑先生分享利用產品「身份證」遏制保健品造假，協會理事趙德賢先生講述預先包裝食品在香港包裝、銷售及轉口之藍圈資訊，為業界提供更多資訊，拓展業務。





# HKHFA Activities

## 協會活動



### Harnessing Market Opportunities in Greater Bay Area 融入大灣區市場 開拓商機

The Association worked with the Hong Kong Trade Development Council (TDC) to promote exhibitions that help businesses showcase their products and reach local and overseas buyers. Workshops and seminars have been held on “Imported Food in Mainland Market – Exploring Online and Offline Business Opportunities” and “New Opportunities and Developments for Imported Health Foods Entering the China Market”. President Joanne Cheung shared the process of entering JD International “Hong Kong Design Gallery” and other cross-border e-commerce marketing channels, aiming to help the industry understand the development of the domestic health food industry, deepen information exchange between mainland China and Hong Kong markets, understand the latest import regulations and market trends for health food in China, and expand business marketing to East China so that domestic consumers can purchase safe and high-quality health products from Hong Kong.

Vice President Ms. Vivien Chou and her secretary, a registered Chinese medicine practitioner Mr. August Yang were also invited as speakers to discuss “Hong Kong Health Food Market Development and Opportunities” and “The Regulations of Hong Kong’s Health Food”.

Mr. Wang Hesong, Secretary-General of the Health Advisory Service Working Committee of the China Health Food Association shared the current situation and trends of health products as well as channels and distribution of health products in China. Mr. Ma Zhenghua, General Manager of E-commerce Business Division of Shanghai Oujian Network Development Co., Ltd., shared relevant laws and regulations on health products and new policy of entering health food products into China.

聯合香港貿發局推動展覽會，助業界展示產品，接觸本地及海外買家。舉辦多場工作坊及研討會，「內地進口食品市場 – 發掘線上線下營銷新機遇」以及「進口保健食品進入中國市場的新機遇和發展」，會長張玉儀分享入駐京東國際「香港設計廊」的流程及其他跨境電子商貿營銷渠道，致力協助業界了解國內保健食品行業發展，加深中港兩地市場資訊交流，瞭解國內最新的保健食品進口法規和市場趨勢及如何拓展業務至華東地區營銷，讓國內市民都可以購買到香港安全及優質的保健品。

副會長周薇薇女士及其秘書及註冊中醫師楊棋凱先生亦受邀擔任研討會講者，分別探討「香港保健食品市場發展及機遇」和「香港保健食品的法規」。

中國保健協會保健諮詢服務工作委員會秘書長王鶴松先生，分享內地保健品市場現狀及趨勢和內地保健品市場的管道及分佈情況。上海歐堅網路發展股份有上海歐堅網路發展股份有限公司電商事業部總經理馬政華先生，就保健品的相關法律法規和進入的新方式進行分享。



香港貿發局線上研討會



# HKHFA Activities

## 協會活動



### Gathering cross-sector organization to promote industrial growth 夥伴同行 助力業界發展

The “International Conference on Modernization of Traditional Chinese Medicine and Health Products (ICMCM)” organized by MCMIA and the Hong Kong Trade Development Council attracted officials, business leaders, academics, and industry elites from around the world to share academic research and applications, product development, and internationalization milestones, promoting mutual exchange among participants. Hong Kong Health Food Association fully supported the policies and market development of traditional Chinese medicine and health products.

MCMIA 主辦及香港貿易發展局協辦之「國際現代化中醫藥及健康產品會議 (ICMCM)」吸引來自世界各地的官商界、學術界及業內翹楚，分享學術科研及應用、產品化及國際化的里程，促進參與者相互的交流，香港保健食品協會全力支持中醫藥及健康產品的未來政策及市場發展。



### Reduce medical expenditure by the consumption of Health Food 推廣保健產品 減輕醫療開支

As a supporting organization of international and local exhibitions, the association set up an exhibition booth to promote its vision, mission and services. The association also encouraged the industry to use sustainable and environmentally friendly raw materials and products to provide consumers with high-quality, safe products and correct information on the use of health food. These exhibitions promote the development of the health industry and exchange the latest international and local market information, raise awareness and stimulate investment in health and natural products. President Joanne Cheung shared the development of Hong Kong health food market in a health workshop, explaining the efficacy of nutrients and importance of consumption of health food in maintaining physical health, reducing risk of illness, and reducing public and government medical expenditures. Students majoring in food and nutritional sciences at CUHK and Institute Vocational Training of Applied Nutrition participated in this event to gain valuable work experience.

協會作為博覽會的支持機構，設有展覽攤位，推廣協會的願景、使命、服務及工作項目，同時亦鼓勵業界採用可持續、愛護環境的原材料及產品，為消費者提供優質、安全產品及正確使用保健食品的訊息。活動有助於促進健康產業的發展和交流最新國際及本地市場資訊，推動關注和投資於健康和天然產品。會長張玉儀女士在健康工作坊的講座中，分享香港保健食品市場發展，向市民講解常見營養素的功效，適量服食保健品維持身體健康，降低患病風險，減輕市民及政府醫療負擔。中大食品及營養科學及香港專業教育學院協會應用營養學的學生參與是次的活動，吸取寶貴的工作經驗。





# HKHFA Activities

## 協會活動



### Partnering with Education sector to nurture Talent Pool 產學合作 建立香港人才庫

Dr. Liu, lecturer at the Hong Kong Institute of Higher Education and Technology, attended council meeting to share the institute's various courses related to the health food industry, including Bachelor of Science (Honours) in Food Science and Safety, Bachelor of Science (Honours) in Testing and Certification, Bachelor of Science (Honours) in Nutrition and Health Management, and Bachelor of Science (Honours) in Chinese Medicine Pharmacy. The institute provides students with diverse development opportunities offering both summer and year-round internship opportunities. The association connect industry and academia to provide training opportunities and work experiences for students, cultivate future talents for industry development, create opportunities for young people, and improve the quality and quantity of talents in Hong Kong.

香港高等教育科技學院講師廖博士出席理事會會議，分享學院的各項與健康食品行業息息相關的課程，包括食品科學及安全（榮譽）理學士、檢測和認證（榮譽）理學士、營養及健康管理（榮譽）理學士及中藥藥劑學（榮譽）理學士。學院更為學生提供多元發展，參與暑假的實習外，課程設計更讓學生有全年的實習機會。協會連繫產學，推動業界積極參與，提供同學培訓機會，吸取工作經驗，培育未來行業發展人才，創造青年上流機遇，提升香港人才的質和量。



### Working together to promote the retail industry 同心協力 推動零售業務

The "26th Anniversary of the Establishment of the Hong Kong Special Administrative Region and the 30th Anniversary of the Founding of the Liberal Party" cocktail party was attended by Chief Executive MR. Li Ka Chiu and a group of government officials, legislators, and political and business guests. Liberal Party Chairman Mr. Shiu Ka-fai actively reflected on the challenges facing the retail business and advocated policies to reduce the burden on the industry. He called on the government to reduce rents and launch consumption vouchers to create a domestic market and drive local economic growth. President Joanne Cheung represented the association at the event and thanked Shiu Ka-fai for his support for the Hong Kong Health Food Association over the years.

「香港特別行政區成立 26 週年暨自由黨創黨 30 週年」酒會，特首李家超及一眾官員、議員及政經界嘉賓到賀。自由黨主席邵家輝議員積極反映零售業務的挑戰，倡議政策減輕業界負擔，要求政府寬減租金及推出消費券，制造內銷市場，帶動本地經濟，會長張玉儀代表協會出席，感謝邵家輝議員多年來對香港保健食品協會的支持。



### Seizing external circular business and investment opportunities 把握外循環商機及投資機遇

The association established close ties with Canadian and Hungarian Chamber of Commerce & their health food manufacturers through mutual understanding of economic development and resource sharing. It actively promotes mutual exchange and cooperation to help develop potential market opportunities for our industries.

協會與加拿大及匈牙利商貿及健康食品生產商建立緊密聯繫，了解經濟發展，資源互享，積極推動相互交流合作，協助開拓市場潛在機遇，對兩地業界互惠互利。





# HKHFA Activities

## 協會活動



### Internal Affairs Committee 內部事務委員會

#### Objective 目的

To coordinate among members and strengthen the internal networking; to handle enquiry from members.

負責會員內部交流，處理有關會員的事項。

#### Co-Chairman 聯席主席

Mr. Danny Luk 陸華先生

Mr. Timothy Cheng 鄭天恩先生

#### Activities 工作範圍

Membership affairs 會員事務

Free Sales Certificate 自由銷售證明書

Annual Dinner 週年晚宴

Members activities 會員活動

#### Members 會員

Mr. Eric Lum 林洪柏先生

Mr. Ryan Tse 謝天澤先生

Mr. Ross Li 李英明先生

Ms. Lily Mong 蒙燦櫻女士

Mr. Benny Lam 林曉斌先生

The Hong Kong Health Food Association has been awarded the "Caring Organisation" emblem by the Hong Kong Council of Social Service for 3 years, recognizing its active fulfilment of corporate social responsibility and care for society. The "Business Cares" initiative, initiated by the Hong Kong Council of Social Service (HKCSS), aims to promote strategic partnerships between the business sector and the social service sector, raise public awareness of good corporate citizenship, and create a more inclusive society.

The association focuses on the mental health of its member companies. In collaboration with the Joyful Mental Health Foundation, the association has organized two events, including a mindfulness workshop and an aromatherapy workshop, to help members relax their minds and bodies, release stress and negative emotions, and improve their psychological well-being.

The association donated 3,000 "COVID-19 Rapid Test Kits" and anti-pandemic supplies to local charitable organizations and non-profit organizations during the height of the pandemic. Beneficiary organizations included St. James' Settlement, Yang Memorial Methodist Social Service, Yan Chai Hospital No.2 Second Secondary School, Maryknoll Sisters Centre, Hands On Hong Kong and Chee Sing Kok Social Centre of the Humanity Love.

In the future, the Hong Kong Health Food Association will continue to work together to actively promote social responsibility and a culture of care in different fields.

同心展關懷

caringorganisation<sup>®</sup> 2022-23

Awarded by The Hong Kong Council of Social Service  
香港社會服務聯會頒發

#### 協會連續3年獲得香港社會服務聯會頒發同心展關懷

香港保健食品協會獲香港社會服務聯會頒發「同心展關懷」標誌，表揚其積極履行企業社會責任，關懷社會。

「商界展關懷」計畫由香港社會服務聯合會（社聯）發起，旨在促進商界與社會服務界之間的策略夥伴關係，推廣並提高公眾良好企業公民意識，打造更具包容性的社會。協會關注會員公司成員的精神健康，協會聯同心晴慈善基金會舉辦了兩次活動，包括靜觀工作坊以及香薰心療工作坊，以幫助會員放鬆身心，釋放壓力和負面情緒，改善心理健康。

而對於市民大眾，協會受會員及幹事的大力支持，在疫情嚴重期間，香港保健食品協會捐出3000個「新冠病毒快速測試包」及抗疫物資，派發予本地多間慈善團體及非牟利機構，受惠機構包括聖雅各福群會、循道衛理楊震社會服務處、仁濟醫院第二中學、瑪利諾修女中心、Hands On Hong Kong及慈星閣仁愛服務中心。未來，香港保健食品協會將繼續共同努力，在不同領域積極推動社會責任和關懷文化。



# HKHFA Activities

## 協會活動



### Aromatherapy workshop 香薰心療工作坊

Hong Kong people live a busy life and experience varying degrees of stress, worry and anxiety in their daily lives. Learning how to relax physically and mentally has become an important topic. Our association and Joyful Mental Health Foundation jointly organized an aromatherapy workshop. Miss Kit Chow, an international aromatherapist from the British IFA, to introduce the types and effects of aromatherapy, how to choose aromatherapy for people with different physiques, and teach how to use aromatherapy correctly. Acupoints that are beneficial to the body, improve eyesight, soothe the nerves, relieve shoulder and neck pain, and improve insomnia. Members prepared their favorite aromatherapy products in the workshop and enjoy a pleasant afternoon. After returning home, they can use aromatherapy to relax themselves and enjoy relaxing moments in their daily life.

香港人生活節奏繁忙，每日的日常生活都經歷著不同程度的壓力、擔憂和焦慮。學習如何放鬆身心便成了一個重要的課題。協會與心晴慈善基金會聯辦香薰心療工作坊，誠邀英國 IFA 國際香薰治療師 Miss Kit Chow 介紹香薰的類型和功效，不同體質的人如何選擇香薰，並教授如何正確地使用香薰，按壓身體有益健康的穴位，明目安神、舒緩肩頸痛、改善失眠。會員在工作坊調製自己喜愛的香薰製品，享受一個愉快的下午，回家後可在日常生活中使用香薰放鬆自己，享受輕鬆時刻。



香薰心療工作坊

### Bowling Competition 2023 保齡球錦標賽 2023

The Hong Kong Health Food Association has held the Bowling Competition 2023 on October 6th, located at Thunderbowl, in Hunghom Whampoa Garden. There were five teams coming from four member companies. Total five awards in this competition. For Team Competition, there were Gold, Silver and Bronze awards. And two awards for the Individual Competition, The Highest Score Player for Man and The Highest Score Player for Woman.

We were honoured to have Ms. Joanne Cheung, the President, Ms. Vivien Chou, the Vice President, and Mr. Timothy Cheng, Chairman of Internal Affairs Committee, to join the Bowling competition and present the awards.

After two rounds of rolling, the scores were close between each team. Here the final result: Team Competition Gold - The Health Care Centre Ltd. (Team B). Team Competition Silver - Concord Alliance Ltd. Team Competition Bronze - Nu Skin Enterprises Hong Kong, LLC. Thank you for Ms Joanne Cheung, The President, presented the certificate of award and prize to those winners. There were \$1500, \$1200 and \$900 cash coupons for the Gold, Silver and Bronze winners separately.

香港保健食品協會於 10 月 6 日舉辦保齡球錦標賽 2023。於九龍紅磡黃埔花園雷霆保齡內舉行。比賽隊伍共 5 隊，來自四間會員公司。本次比賽設有多個獎項，包括團體賽冠軍、亞軍、季軍，以及個人賽獎項最高分男球手及最高分女球手。

當日邀請到本會會長張玉儀女士、副會長周薇薇女士、及內部事務委員會主席鄭天恩先生出席活動及頒獎。

比賽競爭激烈，每隊經過兩回合比賽，分數相當接近。比賽結果如下，「團體賽 冠軍」由香港保健中心有限公司 (B 隊) 奪得，「團體賽 亞軍」為康盟有限公司，「團體賽 季軍」為美國如新企業香港分公司。團體賽獎項由會長張玉儀女士頒發獎狀及獎品，冠亞季軍分別獲得 \$1500、\$1200、及 \$900 現金購物券。



# HKHFA Activities

## 協會活動



For the Individual Competition, The winner for The Highest Score Player for Man was Mr. Kenneth Lee (Concord Alliance Ltd), and the winner for The Highest Score Player for Woman was Ms. Marcella Tin (The Health Care Centre Ltd. (Team B). Thank you for Ms Vivien Chou, the Vice President, presented the award with certificate and \$200 cash coupon for those winners.

Thank you to the following members who sponsored cash and gift for the event (names in alphabetical order): Concord Alliance Ltd., Mekim Limited, Nu Skin Enterprises Hong Kong, LLC., The Health Care Centre Ltd., and Wyeth (Hong Kong) Holding Company Limited.

個人賽獎項方面，「最高分男球手」由 Mr. Kenneth Lee (康盟有限公司) 獲得、而「最高分女球手」由 Ms. Marcella Tin (香港保健中心有限公司) 獲得。由副會長周薇薇女士頒獎，得獎者獲得獎狀及現金購物券 \$200。

協會在此鳴謝以下會員公司，贊助本次活動、包括現金及禮品，令本次活動能夠順利進行。排名不分先後，分別有美國如新企業集團香港分公司、美儉有限公司、香港保健中心有限公司、康盟有限公司 (日本命力)、及惠氏 (香港) 控股有限公司。



Photo with Ms. Joanne Cheung, the President, Ms. Vivien Chou, the Vice President, and Mr. Timothy Cheng, Chairman of Internal Affairs Committee and all contestants & guests.

會長張玉儀女士、副會長周薇薇女士、及內部事務委員會主席鄭天恩先生與所有參賽者及出席嘉賓一同合照



The winner of Team Competition Gold is The Health Care Centre Ltd. (Team B) and Ms. Joanne Cheung, the President.

「團體賽 冠軍」得獎隊伍 – 香港保健中心有限公司 B 隊與會長張玉儀女士合照



The winner of Team Competition Silver - Concord Alliance Ltd. and Ms. Joanne Cheung, the President.

「團體賽 亞軍」得獎隊伍 – 康盟有限公司與會長張玉儀女士合照



The winner of Team Competition Bronze - Nu Skin Enterprises Hong Kong, LLC. and Ms. Joanne Cheung, the President.

「團體賽 季軍」得獎隊伍 – 美國如新企業香港分公司與會長張玉儀女士合照



The winner for The Highest Score Player for Man - Mr. Kenneth Lee (Concord Alliance Ltd) and Ms. Vivien Chou, the Vice President.

「最高分男球手」得獎者 – Mr. Kenneth Lee (康盟有限公司) 與副會長周薇薇女士合照



The winner for The Highest Score Player for Woman - Ms. Marcella Tin (The Health Care Centre Ltd. Team B) and Ms. Vivien Chou, the Vice President.

「最高分女球手」得獎者 – Ms. Marcella Tin (香港保健中心有限公司) 與副會長周薇薇女士合照。



# HKHFA Activities

## 協會活動



### The 17th Annual General Meeting (AGM) and Award Ceremony 2022 協會第十七屆會員週年大會暨頒獎典禮 2022



Group photo of council members in the Hong Kong Health Food Association 17th Annual General Meeting (AGM)

香港保健食品協會第十七屆會員週年大會理事們合照

The 17th Annual General Meeting (AGM) and Award Ceremony 2022 was held on 22nd November 2022. President Ms. Joanne Cheung, Vice President Ms. Vivien Chou, Mr. Danny Luk and Mr. William Tsui, Hon-Secretary Mr. Clement Lee, council and new members attend the meeting and the ceremony. President and Honorary Treasurer reported the last year's annual report and audit report respectively. The reports were adopted in the meeting.

The President summed up the activities of the association in the past year. Under the challenging environment, the association still worked tirelessly and continued to provide members with huge amount of industry information and market conditions through diversified publicity channels, exhibitions, business matching and industry exchange activities. etc., to help members expand their network and explore business opportunities in Hong Kong, Greater Bay Area and overseas markets

In addition, Corporate and Individual awards were also presented to the council and individual members who have an outstanding performance to the association in the past year. Products that have been verified by the committee for fulfilling safety specifications and production standards will be awarded "Quality Product Seal". The QPS logo give consumers confident to purchase health food supplements with the highest quality standard. The awarding company this year is Nu Life International (Asia) Limited.

Thanks to the support of fellow members, the association will dedicate to foster a remarkable business environment for the industry and promote the vigorous development of health food supplements in Hong Kong.

香港保健食品協會第十七屆會員週年大會暨頒獎典禮已於 2022 年 11 月 22 日完滿舉行。會長張玉儀女士，副會長及司庫陸華先生，副會長周薇薇女士，副會長徐啟雄先生，秘書長李振強先生及多名理事和會員出席了大會。會長及司庫分別發表了年度報告及財政報告，並於會議上獲得通過。

會長總結協會過去一年的努力，在嚴峻的環境下，仍然努力不懈，堅守崗位，繼續為會員提供大量的行業資訊和市場狀況，透過多元化的宣傳渠道、展覽會、商貿配對和行業交流活動等，幫助會員拓展香港、大灣區和國際企業的網絡，發展商機。

此外，還頒發多名獎項，嘉許過往一年為協會盡心盡力服務與表現出眾的理事及會員。優質產品標誌 (Quality Product Seal)，產品經過委員會核實安全規格及生產標準，將獲頒此標誌，讓大眾在選擇產品時更有保障。今年獲獎公司為安永國際亞洲有限公司。

有賴業界夥伴的支持，協會將繼續發揮為香港保健食品業界發聲的角色，促進香港保健食品蓬勃發展、百花齊放。



# HKHFA Activities 協會活動



## Strategic & Regulatory Committee 策略發展委員會

### Objective 目的

To liaise with important and related government and media in order to further the business development and benefits of members.  
與相關政府部門及媒體交流聯繫以增加會員業界發展。

### Activities 工作範圍

Familiar with Regulatory: UMAO, 1+7 labeling, related regulations 熟悉 UMAO，1+7 標籤，保健食品條例等  
Strategic affairs 策略事務  
White Paper 白皮書

### Co-Chairman 聯席主席

Ms. Joanne Cheung  
張玉儀女士  
Ms. Veronica Sze  
施潔瑜女士

### Members 會員

Ms. Doris Lo 羅潔梅女士  
Mr. Paul Leung 梁忠良先生  
Mr. David Ho 何秉聯先生  
Mr. Benny Lam 林曉斌先生  
Ms. Kitty Chan 陳紫琪女士

## Meeting with Consumer Council 消費者委員會會議



The Hong Kong Health Food Association is an organization dedicated to promoting communication between the health food industry and the government. In addition to maintaining close contact with the government, the association has always been concerned about consumer rights and is committed to ensuring that the health food products available in the market comply with relevant laws and regulations.

A meeting was held between the association and the Consumer Council to discuss the health food industry in Hong Kong. The association provided background information to the Consumer Council and discussed the legal regulations pertaining to health food in Hong Kong. Both the association and the Consumer Council discussed the current regulations on health products, as well as various concerns and questions raised by consumers regarding the health food industry.

This meeting facilitated communication and cooperation between the Consumer Council and the health food industry, encouraging the industry to provide higher quality and safer health food products. This allows consumers to have more reliable choices in the market.

香港保健食品協會是促進保健食品業界和政府之間溝通的組織。除了與政府保持緊密的聯繫，協會一直關注消費者權益，致力確保市場上提供的保健食品符合相關法律法規的要求。

協會與消費者委員會舉行關於香港保健食品業界的會議，向消費者委員會介紹了協會的理念及背景資訊，並就香港保健食品的法律法規互相交流意見。雙方對現時保健品的規管，消費者對關於保健品業界的各種疑問及關注，都展開了深入的探討。

這次會議促進了消費者委員會與保健食品業界之間的交流與合作，促使業界提供更優質、安全的保健食品，從而讓消費者在市場上有更多可靠的選擇。



# HKHFA Activities

## 協會活動



### The legislative control of cannabidiol (CBD) seminar 棄置大麻二酚 (CBD) 產品及相關法例講座

The Hong Kong Health Food Association (HKHFA) aims to enhance its members' understanding of relevant industry laws and regulations. The President and members of HKHFA attended a Cannabidiol (CBD) legislative briefing session jointly organized by the Security Bureau, Customs and Excise Department, and Government Laboratory. The session focused on the plan to classify CBD as a dangerous drug starting from February 1, 2023, thereby prohibiting its sale, possession and transportation.

Some skincare products, coffee powder, toothpaste, beverages, and health supplements available on the market contain CBD. To facilitate the proper disposal of CBD products, the government has set up CBD product disposal boxes in ten government premises across Hong Kong before January 30, 2023. Improper use of CBD has the potential to harm health, and the association has been committed to ensuring that the health product market provides safe and effective products to consumers, thereby maintaining the sound development of the health food industry.

香港保健食品協會旨在提高會員對於業界相關法律法規的認識。協會會長及會員出席由保安局、海關及政府化驗所聯合舉辦的立法管制大麻二酚 (CBD) 簡介會，內容針對計劃大麻二酚將於 2023 年 2 月 1 日列為危險藥物，售賣、管有及轉運均會被禁止。

市面上部分護膚品、咖啡粉、牙膏、飲品或健康補充品含有 CBD 成份，2023 年 1 月 30 日前，政府在全港十個政府處所設置 CBD 產品棄置箱，方便市民及業界處置 CBD 產品。不當使用 CBD 有機會損害健康，協會一直為業界提供最新資訊，為消費者提供安全、有效的產品，促進保健食品業界良好的發展。



### The In-depth interview organized by MCMIA, Hong Kong Productivity Council and Jinan University 參與香港生產力局及暨南大學焦點小組



The Hong Kong Health Food Association was invited to participate the in-depth interview organised by MCMIA, Hong Kong Productivity Council and Jinan University. The project was designed to investigate the policies proposed in the health food industry, and reflect on the difficulties and challenges faced while implementing them, allowing for the application of development within the Greater Bay Area to bring out advancements in multi-disciplinary approaches. This initiative permits development of policies, standardisation, authentication of qualifications and facilitating communication and collaboration within the area, providing guidance towards implementation of new policies.

The organisation shared the most recent suggestions on the optimisation of policies from Hong Kong businesses, reflecting on the problems and challenges

faced during the implementation process. Despite the fact that there are still many problems and discrepancies, the organisation still has confidence and hopes to collaborate with organisations and companies within the industry, to thoroughly assess and evaluate the implementation of policies.

香港保健食品協會獲邀參加現代化中醫藥國際協會、香港生產力局及暨南大學焦點小組，此項目調查研究旨在為以香港健康食品及中醫藥產業為代表的健康產業進行政策解讀、反饋合規過程中實際中遇到的困難和挑戰、如何積極融入大灣區產業發展、實現不同體系發展，促進大灣區內政策、標準、資格認證等方面的溝通交流，並為政策倡議提供指引。

協會分享業界當前最新行業政策的優化建議、香港企業對最新政策的反饋，合規過程中常見困難和問題等主題。雖然在法規方面還存在著很多的難題與分歧，但業界仍然十分努力協作，且對未來繼續深入探討如何優勢互補，有著強大的信心。



# HKHFA Activities

## 協會活動



### Proposed amendment to the Preservatives in Food Regulation (Chapter 132BD) 《食物內防腐劑規例》(第132BD章)的建議修訂

The consultation period for the proposed amendment to the Preservatives in Food Regulation (Chapter 132BD) ended on September 30, 2023. Our association collected views on the govt consultation on preservatives from member companies and drafted a letter to the Centre of Food Safety. The views include:

- i) Government should provide sufficient grace period for the industry
- ii) The inclusion of FSMP for infant products in the Proposed Amendments should refer to the full Codex Alimentarius Commission's standards. Inclusion of the Codex Alimentarius Commission General Criteria in the "additive-food" combination 1. Special medical food; 2. Dietary formula for slimming and weight loss; 3. Dietary foods (including dietary supplements).
- iii) "13.2 Complementary Food for Infants and Young Children" shall consider the FDA standards for food additives

The Association expects the Government to take into account and adopt industry views when formulating the relevant regulations, leading to a more comprehensive revision of the legislation.

政府就《食物內防腐劑規例》(第132BD章)的諮詢期已於至2023年9月30日完結。協會收集會員建議後，提出一份業界意見書。建議政府應當：

- 提供足夠的寬限期
  - 在《建議修訂》中加入了特殊醫用嬰兒配方(FSMP for infants)產品的同時，應參考完整的食品法典委員會的標準，在「添加劑-食物」組合中加入食品法典委員會《通用標準》中涵蓋的1. 特殊醫用食品；2. 修身及減體重的膳食配方；3. 膳食食品(包括膳食需要的補充食品)。
  - 「13.2 嬰幼兒補充食品」應考慮美國食品藥品監督管理局關於食品添加劑的標準
- 協會期望政府在制定相關條例時能夠考慮及採用業界意見，使法規的修訂能夠更加完善。



### HKHFA Logo and Catchphrase HKHFA 標誌及標語

HKHFA Logo helps to project the ambition of the industry to expand into other markets including the Greater Bay Area and globally. The catchphrase "Cohesive Voice of Health Care" clearly define the position of the Association and be a united force of the industry.

協會標誌包含了業界冀邁向國際及大灣區市場的宏願。

「凝聚保健力量」標語，凸顯協會的定位及業界團結一致的精神。





# 18<sup>th</sup> Anniversary Dinner & Award Ceremony

## 18週年晚宴暨頒獎典禮

香港保健食品協會舉辦了十八週年晚宴暨頒獎典禮，當晚有來自不同層面及界別的嘉賓，包括政府部門處長、立法會議員、理工大學教授、商會代表、合作夥伴及協會會員，冠蓋雲集，一同分享過去一年的努力及成果。十多年前，大眾對於保健食品認知不多，有賴協會多年默默耕耘，播下堅實的種子，時至今日，保健食品廣為大眾接受，業界得以蓬勃發展

### Event Highlights 活動花絮



Group photo of honorable guests, presidents and council members in the Hong Kong Health Food Association 18<sup>th</sup> Anniversary Dinner

香港保健食品協會18週年晚宴名譽嘉賓、會長及理事大合照



President, Miss Joanne Cheung made an opening remark for the Hong Kong Health Food Association 18<sup>th</sup> Anniversary Dinner

會長張玉儀女士為香港保健食品協會18週年晚宴致開幕辭



Officiating guest Legislative Council Member The Hon Shiu ka-fai JP delivered a speech

主禮嘉賓立法會議員邵家輝JP致辭



# 18<sup>th</sup> Anniversary Dinner & Award Ceremony



## 18 週年晚宴暨頒獎典禮

### Event Highlights 活動花絮



Under Legislative Council Member The Hon Peter Shiu ka-fai JP, Honorary Presidents and President witnessed the inauguration Ceremony

立法會議員邵家輝JP、名譽會長、會長為宣誓儀式作監誓見證



The newly elected President, Mr. Ryan Tse (front) led the oathtaking ceremony with new council members (back)

新一屆會長謝天澤先生(前)帶領新任理事們(後)進行宣誓



Photo with Honorary President Mr. Calvin Chan (left 1) & Mr. Nasser Khan (left 2), Chief Executive of GS1 Hong Kong Miss Anna Linn MH, JP (left 3), Legislative Council Member The Hon Peter Shiu Ka-fai JP (middle), President Miss Joanne Cheung (Right 3), Digital service Director of GS1 Hong Kong Mr. Chan Chi Yue (right 2), Director of Research Institute for Future Food at the Hong Kong Polytechnic University Dr. Wong Ka Hing (right 1)

名譽會長陳家偉先生(左一)及簡立信先生(左二)、香港貨品編碼協會總裁林潔貽女士MH,JP(左三)、邵家輝立法會議員JP(中)、會長張玉儀女士(右三)、香港貨品編碼協會數碼服務總監陳志裕先生(右二)、香港理工大學未來食品研究院院長黃家興博士(右一)合照



Photo with council member Miss Nicole Leung (left 1) and Mr. Ryan Tse (left 2), Head of Trade Controls of Customs and Excise Department, Mr. Philip Li (middle), President Miss Joanne Cheung (right 2), Honorary President Mr. Calvin Chan (right 1)

理事梁諾琳女士(左一)及謝天澤先生(左二)、香港海關貿易管制處處長李民佳先生(中)、會長張玉儀女士(右二)、名譽會長陳家偉先生(右一)合照



# 18<sup>th</sup> Anniversary Dinner & Award Ceremony



## 18 週年晚宴暨頒獎典禮



Vice President, Miss Vivien Chou (left 1), President Miss Joanne Cheung (left 2), Shenzhen Haiwang Health Technology Development Limited Company General Manager, Mr. Fan Haijun (right 2) Vice Chairman of Alliance for Healthy Cities, China Hong Kong Chapter, Miss Scarlett Pong (right 1)

副會長周薇薇女士(左一)、會長張玉儀女士(左二)、中國海王健康科技有限公司聯盟發展中心總經理范海軍先生(右一)及健康城市聯盟副主席龐愛蘭女士(右二)



Honorary President, Mr. Nasser Khan (left 3) & Mr. Samson Tsoi (left 2), President Miss Joanne Cheung (left 1), Council member Mr. Ryan Tse (middle) Vice Chairman of Alliance for Healthy Cities, China Hong Kong Chapter, Miss Scarlett Pong (right 3), Vice President Mr. William Tsui (right 2) Mr. Ian Cheung (right 1)

名譽會長簡立信先生(左一)及蔡節禮先生(左二)、會長張玉儀女士(左三)、理事謝天澤先生(中)、健康城市聯盟副主席龐愛蘭女士(右三)、副主席徐啟雄先生(右二)及張力行先生(右一)



President of The Pharmaceutical Society of Hong Kong, Mr. Dick Sung (left 1), President Miss Joanne Cheung (left 2), Guangzhou Nanshe New Area Hong Kong Service Center, Mr. Raymond Yip (right 2), Council member Mr. Benny Lam (right 1)

香港藥學會會長沈達明先生(左一)、會長張玉儀女士(左二)、廣州南沙新區香港服務中心首席聯絡官葉澤恩先生(右二)及理事林曉斌先生(右一)



Council member, Miss Nicole Leung (left 1), Deputy Head of Green Living and Innovation Division, Health Tech & Chinese Medicine at Hong Kong Productivity Council, Miss Angela Yu (left 2), Honorary President, Mr. Calvin Chan (middle), Director of Research Institute for Food at Hong Kong Polytechnic University, Dr. Wong Ka Hing (right 2), General Manager of Green Living and Innovation Division at Hong Kong Productivity Council, Mr. Du Yonghai (right 1)

理事梁諾琳女士(左一)、香港生產力促進局綠色生活與創新部—生命科技及中藥副主管虞文盈女士(左二)、名譽會長陳家偉先生(中)香港理工大學未來食品研究院院長黃家興博士(右二)及香港生產力促進局綠色生活與創新部總經理都永海先生(右一)



# Recognition & Award

## 嘉許與獎項



### Recognition to Supportive Individual

積極參與會員 (個人獎)

(by alphabetical order – last name以英文姓氏排列)



The Association has initiated the award program to recognize member companies and individuals who are involved actively in the Association's activities, and who have contributed much effort in supporting the Association. We have presented 11 corporate awards and 10 individual awards during the 18th Anniversary Dinner held on 14 Nov 2023.

協會推出的會員嘉許計劃，已於2023年11月14日舉行的第十八屆週年晚宴中公佈了，共頒發了十一個公司獎項及十個個人獎項，以答謝和表揚一些積極參與會務、為協會出心出力的會員公司和會員。今年亦再接再厲，繼續凝聚各會員公司，齊心協力為業界發展共同努力。

From Left to Right

Ms. Doris Lo  
Mr. Benny Lam  
Mr. Eric Lum  
Mr. Timothy Cheng  
Ms. Cecilia Wong  
Mr. August Yang  
Ms. Lily Mong  
Ms. Veronica Sze  
Mr. Liberty Hon  
Mr. Terry Chiu

Avia Corporate Advisory Limited  
Nature Health Care Development Limited  
Best World Lifestyle (HK) Co. Ltd.  
Mekim Limited  
Nu Skin Enterprises Hong Kong, LLC  
The Hong Kong Health Care Centre Limited  
Noble Health Company Limited  
Wyeth (Hong Kong) Holding Company Limited  
Concord Alliance Ltd.  
Easy Health Hong Kong Limited

由右至左:

盧潔梅女士  
林曉斌先生  
林洪柏先生  
鄭天恩先生  
黃婉絲女士  
楊棋凱先生  
蒙燦櫻女士  
施潔瑜女士  
韓旻浩先生  
趙德賢先生

輝亞企業顧問有限公司  
仙然康寶發展有限公司  
全美世界美容保健有限公司  
美儉有限公司  
美國如新企業香港分公司  
香港保健中心有限公司  
樂寶健康有限公司  
惠氏(香港)控股有限公司  
康盟有限公司  
依時健有限公司



# Recognition & Award

## 嘉許與獎項



### HKHFA Award Program

#### 香港保健食品協會嘉許計劃

**Supportive Member to Association (Gold Award)**  
**積極參與會員公司 (金獎)**  
 (by alphabetical order – company name 以公司英文排列)



**Supportive Member to Association (Gold Award)**  
**積極參與會員公司 (金獎)**

(by alphabetical order – last name 以英文姓氏排列)



日本命力 健康食品

**Concord Alliance Limited**  
 康盟有限公司



**Nu Skin Enterprises Hong Kong LLC**  
 美國如新企業香港分公司



**Easy Health Hong Kong Limited**  
 依時健有限公司



**The Hong Kong Health Care Centre Limited**  
 香港保健中心有限公司



**Mekim Limited**  
 美儉有限公司



**Wyeth (Hong Kong) Holding Company Limited**  
 惠氏(香港)控股有限公司

# Recognition & Award 嘉許與獎項



## HKHFA Award Program 香港保健食品協會嘉許計劃

### Supportive Member to Association (Silver Award) 積極參與會員公司 (銀獎)



**Supportive Member to Association (Silver Award)**  
積極參與會員公司 (銀獎)

(by alphabetical order – last name 以英文姓氏排列)



**Best World Lifestyle (HK) Company Limited**  
全美世界美容保健有限公司



**Noble Health Company Limited**  
樂寶健康有限公司



**Nature Health Care Development Limited**  
仙然康寶發展有限公司



**Nu Life International (Asia) Ltd.**  
安永國際亞洲有限公司

### Supportive Member to Association (Bronze Award) 積極參與會員公司 (銅獎)



**Supportive Member to Association (Bronze Award)**  
積極參與會員公司 (銅獎)

(by alphabetical order – last name 以英文姓氏排列)



**Infinitus (HK) Company Limited**  
無極限 (香港) 有限公司



# Recognition & Award

## 嘉許與獎項

### HKHFA Most Outstanding Performance Health Food Company Award (2023)

香港保健食品協會「卓越表現保健食品企業大獎 2023」



In order to recognize outstanding performance and achievements of our member companies in the Health Food industry, we have newly launched this HKHFA Most Outstanding Performance Health Food Company Award. Alongside with the benefits of the award in terms of upgrading company image and increasing brand exposure, the Award will at the same time encourage the industry to strike for continuous improvement in every aspect. The unremitting efforts of the member companies to strive for excellence will eventually benefit not only the industry but the consumers as a whole.

Up to 9 companies are shortlisted for the award. Companies are evaluated based on five criteria including their mission and leadership, marketing strategy and public awareness, product development and innovation, customer service, and corporate social responsibilities. Three companies have won this prestigious award.

為表揚成功及表現卓越的企業，協會新設立此「卓越表現保健食品企業2022」獎項，表彰在各方面都有突出表現的會員公司。除了可增強公眾對公司品牌信心外，更能鼓勵業界不斷追求優化，持續進步。期盼企業的不懈努力，不但強化業界，消費者亦受惠於更優質的保健食品。

首屆推出反應熱烈，多達9家入圍公司競逐是次獎項，大會根據5大範疇的評分標準，包括：營商理念及領導模式、產品研發與創新、市場策略、顧客服務及企業社會責任，選出3家最優秀公司獲得此大獎。



#### Noble Health Company Ltd. 樂寶健康有限公司

Established in 2005, Noble Health engage in Import, export, wholesale and retail business of both Chinese and Western health food supplements and pharmaceutical products. We provide one-stop services such as OEM, drug registration, trademark registration, packaging design, warehousing and distribution. The company established high standard internal operation procedures to meet customers' increasing demands for products safety and quality.



Our own original brand "YESNUTR", offers high quality cGMP certified products and services to meet the health needs of individuals across age groups. With the core value "Strictly selected formula and embracing health", the brand proactively develops new products and is committed to improving the sub-health problems of modern urbanites.

樂寶健康有限公司成立於2005年，從事中西保健食品、藥品進出口、批發及零售業務，提供貼牌、藥物註冊、商標註冊、包裝設計、倉存配送等一條龍服務。公司內部定立高標準的作業程序，滿足客戶對產品安全和品質的日益需求。

自家原創品牌「卓營方」提供高質素的cGMP 認證產品和服務照顧各年齡層的需要。憑着「嚴選配方、擁抱健康」的核心價值，品牌積極研發生產品，致力改善現代都市人的亞健康問題。



# Recognition & Award

## 嘉許與獎項

### HKHFA Most Outstanding Performance Health Food Company Award (2023)

香港保健食品協會「卓越表現保健食品企業大獎 2023」



**Nu Life International (Asia) Ltd.**

安永國際亞洲有限公司

Established in 1991, Nu Life was a pioneer in Asia's Functional Nutrition industry, and an overall strong promoter of health and wellness. It holds the distinction, through a network marketing model, of being the region's first provider of Functional Food Concentrates (FFC), and the Green Your Body (GYB) concept. Derived from natural foods and from phytonutrients FFCs are concentrates to support optimal nutrition at a functional level to regenerate and facilitate cellular health. Green Your Body is a concept that helps people achieve a better quality of life by strengthening the body systems and enhancing body functions as well as avoiding external factors that negatively affect our health. For 32 years, Nu Life incessantly pursued and will continuous its effort in developing high-quality Functional Food Concentrates.



成立於1991年，Nu Lufe 是亞洲功能性營養產業的先驅，也是健康與保健的強而有力的推動者。透過網絡營銷模式，Nu Life 成為亞洲地區第一間引入功能性濃縮食品 (FFC)和環保身體(GYB) 概念的企業。FFC 源自天然食物和植物營養素，是一種在功能層面上支持最佳營養的濃縮食品，以促進細胞健康。而環保身體 (GYB) 概念，是透過加強人體系統功能以及如何避免外在負面因素的影響，從而幫助人們實現更好的生活品質。32年來，Nu Life 努力不懈，追求卓越品質，並將持續努力開發高質素的功能性濃縮食品。



**The International Medical Co. Ltd.**

全球藥業有限公司

Established in the early 1960s. With 60 years of experience in the pharmaceutical industry, our company's objective includes supplying high-quality medicines/products to enhance the health of Hong Kong citizens. We have been selling our signature products, Citracium, Weisen -U, Ricqlès Peppermint Cure, Flucur and etc.



全球藥業有限公司於1960年代初期成立，在西藥以累積了超過60年批發/代理經驗。本公司一向已提供優質產品，增強市民健康為宗旨。

全球藥業旗下品牌包括攝達、胃仙 - U、法國雙飛人藥水、呼佳等。

攝達於2013年引入香港，所有產品均獲GMP 認證。攝達使命是為顧客打造健康生活，未來將推出不同產品，務求滿足顧客需要。



# Recognition & Award

## 嘉許與獎項

### HKHFA Quality Product Seal (QPS) 2023 香港保健食品協會“優質產品標誌”2023



By introducing the Quality Product Seal (QPS) Award in 2021 for the first time, the Association aims not only at providing more services and values for members, but to also bring the quality of health food to the next level, ultimately further strengthen consumers' confidence towards health food. Products that can meet specific stringent requirements and with supporting documents provided can be awarded this QPS seal. The seal can be applied on relevant awarded products, and can be used on various platforms, for example, product leaflet, store display, company website, advertisement and social media channels. The awarded products will also be exhibited in HKHFA website, increasing its exposure and assurance to consumers.

協會致力提升對會員的服務價值，於2021年首次推出“優質產品標誌”，目的除了希望將保健食品提昇至更高品質層次外，更希望藉此進一步增強消費者對保健食品的信心。產品只要符合特定品質要求，並能提供相關品質證明，便可獲頒“優質產品標誌”。獲頒“優質產品標誌”的產品可以貼上協會專屬的標誌，亦可在各平台例如相關產品的目錄及單張、店舖擺設、公司網頁、宣傳廣告及社交平台等展示。協會的網頁亦會展示出獲頒“優質產品標誌”的產品，大大增加產品的曝光率及消費者信心。

The following are the products being awarded the QPS.

以下為獲頒“優質產品標誌”2023的產品。



### Best World Lifestyle (HK) Co., Ltd. 全美世界美容保健有限公司

#### Advance Chewable Zinc 維格爾口嚼鋅



- ✓ Supports our body's natural resistance
- ✓ Maintains healthy cells
- ✓ Supports body's recovery processes
- ✓ Supports normal functioning of vision, smell and taste
- ✓ May help with acne skin
- ✓ Delicious cherry-flavoured tablet
- ✓ 增強身體自然抵禦力
- ✓ 支持細胞健康
- ✓ 支援身體自愈功能
- ✓ 維持視覺、嗅覺及味覺的良好功能
- ✓ 可能有助於痘痘肌
- ✓ 可口櫻桃口嚼片



# Recognition & Award

## 嘉許與獎項

### HKHFA Quality Product Seal (QPS) 2023 香港保健食品協會“優質產品標誌”2023



#### Advance Super EPA 2000 維格爾超級魚油

- ✓ Concentrated Fish Oil, molecularly-distilled to support circulatory health and mental performance
- ✓ Supports circulatory health
- ✓ Supports brain health and mental performance
- ✓ Supports vision clarity
- ✓ Supports joint health
- ✓ 經分子蒸餾的高濃度魚油，優化循環系統與腦力表現
- ✓ 有助促進循環系統健康
- ✓ 支持腦部健康和精神表現
- ✓ 支持清晰視覺
- ✓ 支持關節健康



**Nu Life International (Asia) Ltd.**  
**安永國際(亞洲)有限公司**

#### SupaLingZhi 超級靈芝皇

SupaLingZhi is developed by Prof. LIN Zhi-Bin, a distinguished professor engaged in researches of reishi. Prof. LIN is also a professor in the Pharmacology Department of Peking University. SupaLingZhi contains rich amount of reishi, with danshen, rhubarb and other ingredients, which synergistically boost the effect of reishi.

超級靈芝皇是由北京大學藥理系教授，國際靈芝研究學會主席，有「靈芝之父」稱譽的林志彬教授研發。含豐富靈芝子實體提取物，與丹參，熟大黃得成分配伍，相輔相成，將靈芝的功效更大發揮。



#### ProstePal 前列保

The major ingredient of ProstePal is Saw Palmetto. The benefits of this plant have been researched for over 50 years. This fruit is highly rich in flavonoids, plant sterols and fatty acids, which is beneficial especially to men's health.

前列保的主要成分為鋸棕櫚，它對人體的好處已有超過五十年的研究。鋸棕櫚有高含量的類黃酮、植物固醇和脂肪酸，對男士健康有特別幫助。





# Members 會員機構



## Founder Member 創會會員

Infinitus (HK) Company Ltd.	無限極 (香港) 有限公司
Nu Skin Enterprises Hong Kong, LLC	美國如新企業香港分公司
PuraPharm International (HK) Ltd.	培力國際 (香港) 有限公司
The Hong Kong Health Care Centre Ltd.	香港保健中心有限公司
Zigen Pharmaceutical Ltd.	時珍科技藥業有限公司

## Ordinary Member 普通會員

A. Menarini Hong Kong Limited	美納里尼香港有限公司
AA1218 Company Ltd.	AA1218 有限公司
Acc Biotech Limited	速動生物科技股份有限公司
Amway Hong Kong Limited	美國安利 (香港) 日用品有限公司
Avia Corporate Advisory Limited	輝亞企業顧問有限公司
Bayer Healthcare Limited	拜耳醫療保健有限公司
Best World Lifestyle (HK) Co. Ltd.	全美世界美容保健有限公司
Care & Health Limited	康而健有限公司
Catalo Natural Health Foods Limited	家得路美國天然健康食品有限公司
China Dragon Inspection & Certification (HK) Ltd.	中龍檢驗認證 (香港) 有限公司
CMA Industrial Development Foundation Ltd	香港中華廠商聯合會工業發展基金有限公司
Concord Alliance Ltd.	康盟有限公司
CR Care Company Ltd.	華潤堂有限公司
DCH Auriga (Hong Kong) Limited	奧利佳 (香港) 有限公司
DFI Retail Group – Mannings	萬寧 – 牛奶有限公司 (牛奶國際集團屬下機構)
Easy Health (Hong Kong) Ltd.	依時健有限公司
Enas Wellness Limited	Enas Wellness Limited
eSmart Health Limited	益體健有限公司
Fantastic Natural Cosmetics Ltd.	無添加化妝品有限公司
Forever Living Products Asia Ltd.	永恆生活產品亞洲有限公司
Fortune Pharmacal Company Limited	幸福醫藥有限公司
GenieBiome Limited	精進微生物科技有限公司
Gogohealth Limited	Gogohealth Limited
Health and Happiness (H&H) Hong Kong Limited	健合 (H&H) 香港有限公司
Herbalife International of HK Ltd.	香港康寶萊國際有限公司
Herbs Generation International Limited	草姬國際有限公司
Heureuxy Group Limited	愛怡諾集團有限公司
Hind Wing Co., Ld	顯榮行有限公司
Holistol International Limited	活力健國際有限公司
Hong Kong Wing Hong Pharmaceutical Limited	香港永康製藥有限公司
Jacobson Medical (Hong Kong) Limited	雅各臣藥業 (香港) 有限公司
Jaeger Consultation Limited	卓嘉顧問有限公司
JINKANGDAOFU (HK) BIO-TECHNOLOGY LIMITED	金康道夫 (香港) 生物科技股份有限公司
Julius Chen & Company (HK) Ltd.	恩成行 (香港) 有限公司
Megarock International Limited	合弘國際有限公司
Mekim Ltd.	美儉有限公司
Mosie Egate Limited	芽芽寶貝
Natural Health Care Development Ltd.	仙然康寶發展有限公司
Nin Jiom Medicine Mfy (HK) Ltd.	京都念慈菴總廠有限公司

# Members

## 會員機構



Noble Health Company Limited	樂寶健康有限公司
Nu Life International (Asia) Limited	安永國際 (亞洲) 有限公司
Nu Pharm Ltd.	卡士蘭有限公司
Nutricia Clinical (Hong Kong) Limited	紐迪希亞營養 (香港) 有限公司
Organic Vision Ltd.	機智滙集有限公司
PaediHealth (HK) Limited	倍迪康 (香港) 有限公司
Perfect Resources (Hong Kong) Limited	完美資源 (香港) 有限公司
Procter & Gamble Hong Kong Ltd.	香港寶潔有限公司
Raysun Industrial Ltd.	傑新實業有限公司
Suntory Beverage & Food Hong Kong Limited	三得利食品飲料香港有限公司
SUTL Corporation (Hong Kong) Limited	新連 (香港) 有限公司
SymbLife (Hong Kong) Limited	懿生堂 (香港) 有限公司
The International Medical Co., Ltd.	全球藥業有限公司
Tianshi International Development Limited	天獅國際發展有限公司
Total Swiss International Group Limited	龍騰瑞士國際有限公司
Ultrafit International Ltd.	活自在國際有限公司
Vita Green Health Products Co., Ltd.	維特健靈健康產品有限公司
Wai Yuen Tong Medicine Co. Ltd.	位元堂藥廠有限公司
Wealthy Creative Health Food Ltd.	盈弘健康食品有限公司
Wright Life Pharmaceutical Limited	萊特維健
Wyeth (Hong Kong) Holding Company Limited	惠氏 (香港) 控股有限公司
Yorktak Hong Kong Ltd	旭東香港有限公司

## Associate Member 夥伴會員

CLS Packaging Limited	專包裝有限公司
Ever Win Accessories Company Ltd.	Ever Win Accessories Company Ltd.



# The Council 理事會

(排名不分先後)

Avia Corporate Advisory Limited  
輝亞企業顧問有限公司

日本命力  
日本命力健康食品

無限極



仙然康寶  
Naturherbao

NU LIFE  
INTERNATIONAL  
SINCE 1991



維特健靈

# Acknowledgements 鳴謝

The Hong Kong Health Food Association acknowledges with special thanks to the following parties and organizations for their generous support and contributions to 2023 Year Book.

香港保健食品協會鳴謝以下委員會和公司機構的支持，順利編製 2023 年刊。

**Editorial Board 編委員**

**Annual Event Organizing Committee 週年活動籌備委員會**

**External Affairs Committee 外部事務委員會**

**Internal Affairs Committee 內部事務委員會**

**Strategic & Regulatory Committee 策略發展委員會**

**Secretariat 秘書處**

# 我型 · 我塑

## BE THE BEST OF ME



無論係上班族、享樂族、棉花糖族抑或健美族，  
TRME® 個人化塑身系列任您自由配搭，  
輕鬆渡過塑身難關，達成“您”想目標！



\*體重管理成果因人而異，並需要配合健康飲食和運動來管理體型。



發掘TRME®  
塑身秘笈



立即購買  
14天速纖套裝



# 【施巴】抗乾潔膚露

## 補濕潔膚，紓緩乾燥痕癢

clinically  
PH 5.5  
tested  
**施巴**  
抗乾

醫學配方  
pH 5.5  
配合敏感皮膚

- 通過皮膚醫學測試
- pH 5.5 促進皮膚弱酸性保護膜形成



了解更多：



香港經銷商：**Mekim** 美儉有限公司  
www.mekim.com

美康 Meka、藥店、超市、個人護理店有售

**G-NiiB**  
微生態免疫+配方

## 相信科研

# UP/GRADE

## 腸道微生態

香港著名  
大學醫學院 研發

2項最新  
大型臨床 實證<sup>1,2</sup>

提升睡眠、  
皮膚素質  
改善記憶力

有助病後復原  
減輕疲倦  
舒緩腸胃不適



G-NiiB 免疫+ 28天裝  
SIM01 配方



2903 0700



Source: <sup>1</sup>Martin C. S. Wong, Lin Zhang, Jessica Y. L. Ching, et al. Effects of gut microbiome modulation on clinical outcomes and gut dysbiosis among elderly and diabetes patients after COVID-19 vaccination: a randomized, double-blind, placebo-controlled trial. *Nutrients* 2023, 15, 1982. <sup>2</sup>Raphaela I. Lau, Jessica Y. L. Ching, Martin C. S. Wong et al. MODULATION OF GUT MICROBIOME ALLEVIATES POST-ACUTE COVID-19 SYNDROME: A RANDOMISED, TRIPLE-BLIND, PLACEBO-CONTROLLED TRIAL (RECOVERY STUDY). *DDW 2023 late breaking abstract*.

Avance

# 補充日常

# 營養所需

## 百益菌

多元特選菌株配方  
揮別消化問題緩解過敏不適



## 超級魚油2000

經分子蒸餾的高濃度魚油  
優化循環機能與腦力表現

港澳均有販售

fb @ bwl.hk | avanceforlife.com



hk.bwlgrou.com



WITH THE COMPLIMENTS  
OF

THE HONG KONG HEALTH CARE CENTRE LTD.  
香港保健中心有限公司

Room 209 2nd Floor, East Ocean Centre,  
98 Granville Roadm Tsimshatsui East  
Kowloon, Hong Kong  
Tel: (852) 2739 2611  
FaxL (852) 2721 2451  
Website: www.icm.com.hk





# 安永牌永健益身膠囊

## 益菌優營素 SUPA GUT



香港保健食品協會優質產品

### 95.6%

#### 高濃度

- ◎ 本品的功效成份是低聚木糖,
- ◎ 每100g含:低聚木糖95.6g

### 20倍

#### 高效能

- ◎ 功效是其他聚合糖類的10-20倍

### 3.6倍

#### 高增值

- ◎ 定向促進益生菌(尤其是雙歧桿菌)的3.6倍繁殖

### 99%

#### 高留存率

- ◎ 食用後身體留存率達99%

### 120°C

#### 高穩定

- ◎ pH2.3-8.0耐酸,「無懼胃酸,直達腸道」
- ◎ 120°C耐熱



### 90%

#### 高效率

- ◎ 對腹瀉有效率為90%
- ◎ 對便秘有效率為88%

### 0 添加

#### 純天然

- ◎ 零乳糖 ◎ 零添加糖 ◎ 零鈉質 ◎ 零色素 ◎ 零防腐劑



\*中國大陸市場版



\*海外市場版



我們推薦的產品,是我和我家人每天都使用的!





# 超級靈芝皇 SUPALINGZHI

## 靈芝益甘粉劑 LINGZHI



香港保健食品協會優質產品



林下種植  
全草靈芝

剛成熟的子實體包含了  
靈芝所有的活性成分，  
是真正的“全草”



熟大黃



丹參

國食健字號  
G20050374  
具備保健功能

苦味越濃  
品質越好

增強免疫力  
對化學性肝損傷  
有輔助保護功能

無輔料  
添加



精氨酸



牛磺酸



專家親研  
複合搭配

中國靈芝之父林志新教授  
“研研在靈芝30年”  
中國藥理學會名譽理事  
北京中醫藥大學副校長  
北京大學醫學部教授

科學配伍，成分相輔相成，  
將靈芝功效發揮到最大

3項實用新型  
專利技術



無公害產品認證

基地獲得無公害產品認證，  
保證種植環境



\*超級靈芝皇



\*靈芝益甘粉劑



我們推薦的產品，是我和我家人每天都使用的！



# 日本命力®

日本命力健康食品

## 天然・安全・有效

### 9大認證 領先全球



速效減痛



增專注力



護目權威



衡脂降醇

日本命力 全球總代理 藥劑師及營養師熱線 2713 6061  
康盟有限公司 即時網購 www.meiriki-jp.com.hk  
Concord Alliance Limited

日本命力健康食品 總店：尖沙咀新港中心1座16樓1601室 經銷店：銅鑼灣時代廣場9樓913號舖



獨家發售





# 活得易®

Reuteri 益生菌 30年科研益生菌

## 香港私家醫院 及醫生廣泛採用

專利洛德因乳酸桿菌

DSM17938

# 超過 258 份 臨床實証<sup>△</sup>

全球用家力薦

 瑞典製造  
Product of Sweden



適合兒童和成人

胃部健康 | 免疫和過敏 | 腸道健康

適合0-2歲 嬰幼兒

腸道健康 | 免疫和過敏

活得易®  
Reuteri 益生菌

活得易：康股有限公司集團旗下繼「日本命力」之後，另一由瑞典生產之優質健康食品 [www.reuteri.com.hk](http://www.reuteri.com.hk)  
營養師及藥劑師熱線：2194 1913  
旗艦店：尖沙咀新港中心1座16樓1601室 概念店：銅鑼灣時代廣場9樓913號舖

集團相關優質品牌 日本命力

 Reuteri活得易益生菌

Watsons 屈臣氏 獨家發售

 GMP  
Good Manufacturing Practice



官方網站

<sup>△</sup> 根據BioGaia調查結果。





**Hong Kong Health Food Association 香港保健食品協會**

Address : PO Box 90674, Tsim Sha Tsui Post Office, Hong Kong

地址: 香港尖沙咀郵政局郵政信箱90674號

Tel 電話 : (852) 5269 7738

Email 電郵 : [enquiry@hkhfa.org](mailto:enquiry@hkhfa.org)

Website 網頁 : [www.hkhfa.org](http://www.hkhfa.org)