Core Values
核心價值

Every world-class city has certain values that people cherish or aspire to. Hong Kong's core values, as reflected in the attitudes and aspirations of its people, help set the city apart.

每個世界級城市都有自己堅守的價值觀和追尋的理想。香港人的生活態度和他們的抱負，反映了這城市的核心價值。

Free 自由開放

Hong Kong is an open society, where economic and social freedoms are cherished.

香港是一個開放城市，市民珍惜經濟和社會自由。

Enterprising 積極進取

Efficient, industrious and resilient, Hong Kong people are renowned for their "can-do" spirit, entrepreneurial skills and an ability to create opportunities.

香港人效率高、勤奮、適應力強，以"我做得到"的拼搏精神，創業幹勁和創造機會的能力見稱。

Excellence 追求卓越

Quality, professionalism and progress are valued highly in Hong Kong, enabling world-class achievements in many fields.

香港特別講求質素、專業和進步，令香港在多個領域享有世界級成就。

Innovative 勇於創新

Hong Kong people value creativity and originality, and are forward-looking and adaptable. They seek to achieve an education system and social environment conducive to creativity.

香港人重視創意及原創性，他們高瞻遠矚，善於應變；追求可啟發創意思維的教育和社會環境。

Quality Living 優質生活

Hong Kong people strive for quality of life that encompasses a green living environment, work-life balance, and a lifestyle that appreciates arts and culture, and treasures Hong Kong's nature and heritage.

香港人追求綠色生活環境和工作與生活的平衡，並嚮往懂得欣賞藝術文化、保護自然和文物的優質生活。

Attributes
特質

Attributes are the perceived characteristics that make a place distinctive, memorable and identifiable.

一個形象鮮明，別樹一幟的城市，必有特徵教人對它留下深刻的印象，這就是城市品牌的特質。

Cosmopolitan 國際都會

Hong Kong has a global outlook and combines the best of East and West. It is a world in a city.

香港擁有國際視野，經驗豐富，中西薈萃，集世界於一城。

Secure 安定平穩

In Hong Kong, rule of law is upheld and every effort is made to ensure a just, corruption-free society where people can feel secure and businesses can compete on a level playing field.

香港奉行法治，致力維護社會公義及廉潔，讓市民享有安全的生活環境，百業得以公平競爭。

Connected 連接全球

Globally connected with a first-rate infrastructure and communications network, Hong Kong is the gateway to China and the rest of the world.

香港擁有優越基建和通訊設施，連通世界，是通往中國與全球的大門。

Diverse 多元共融

Pluralistic and tolerant, Hong Kong has a rich culture and traditions, and a modern cityscape that contrasts with a rural landscape full of varied plant and animal life.

香港是個多元化、包容，且擁有豐富文化傳統的社會。鄉郊的地貌與繁盛的物種，與城市繁華景象相映成趣。

Dynamic 活力澎湃

Energetic, vibrant, flexible — these are the words most often used to describe Hong Kong.

香港以活力充沛，朝氣蓬勃，靈活變通聞名。

Useful Contacts 聯絡資料

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There's no other city like **ASIA'S WORLD CITY!**
不一樣的
亞洲國際都會

HONG KONG 香港
ASIA'S WORLD CITY 亞洲國際都會

In 2001, the Hong Kong Special Administrative Region Government launched Brand Hong Kong (BrandHK) to promote the development of Hong Kong as Asia's world city. As Hong Kong is ever changing, the city's brand also has to evolve with the times. BrandHK was revitalised in 2010, following an in-depth review to update the brand's core values and attributes to reflect the community's perceptions of and aspirations for the city.

Hong Kong positions itself as Asia's world city. BrandHK symbolises Hong Kong's heritage while reflecting the city's forward-looking and innovative nature.

What does being a world city mean? It includes a reputation for:

- being cosmopolitan and business-friendly
- offering a skilled and knowledgable workforce
- maintaining a first-rate infrastructure and a commitment to the rule of law and free flow of information
- being a place where there are interesting things to do and discover

Hong Kong is also known to be a convenient, open and safe city. It has strong links with Mainland China, one of the fastest growing economies in the world, and it is an international finance and business centre.

香港特別行政區政府於二零零一年推出"香港品牌"，以此平台向世界推廣香港。香港是一個不斷蛻變的大都會，其城市品牌因此也必須與時並進。二零一零年，注入新動力的"香港品牌"面世了。它經過深入檢討，更新了核心價值和特質，更準確反映社會對這個城市的印象和期望。

香港定位為亞洲國際都會。"香港品牌"涵蓋香港的文化及歷史背景，體現香港的高瞻遠矚和勇於創新的精神。

世界級城市須具備以下條件：

- 國際化和友善的營商環境
- 高技術及知識型的勞動人口
- 優越基建、法治和資訊自由
- 充滿有趣的事和物，讓人細細品味

香港以便利的生活、開放和安全的環境聞名。這城市是連通中國 — 全球經濟發展最快的體系之一，也是國際金融商業中心。

Hong Kong's Evolving Story

Hong Kong's transformation from a small fishing village into a major global metropolis is a compelling story. The city has a history of transforming challenges into opportunities, enhancing its competitiveness at every turn.

It is able to do this because of its people, who represent the confident face of Hong Kong. Their hard work and expertise have enabled the city to scale new heights in many areas, turning it into an ideal place to live, work, study and enjoy life.

There's More to Hong Kong than Meets the Eye

While Hong Kong has gained international recognition for its efficiency, vibrancy and blend of East and West, many are unaware of its soft power — the beauty of its natural landscape, the richness of its culture and the warmth of its people.

香港蛻變的故事

由昔日的小漁村變成今天的國際大都會，香港的故事本身就是一個傳奇。這片土地在過去風浪中不斷轉危為機，並從中提升競爭力。

香港人每一張自信的面孔，每一分努力，成就了香港今天的輝煌。他們敬業樂業，積極推動香港在不同領域創出新高峰，把這城市打造為生活、工作、讀書和享受人生的好地方。

用心感受香港

香港以講求效率，充滿活力和中西薈萃而聞名於世，卻沒有多少人留意到香港的軟實力 — 天然的美景、豐富的文化傳統和友善的市民。

Positioning and Platform

Hong Kong — Asia's world city

Hong Kong is a free and dynamic society where creativity and entrepreneurship converge. Strategically located in the heart of Asia, it is a cosmopolitan city offering global connectivity, security and rich diversity, and is home to a unique network of people who celebrate excellence and quality living.

定位和品牌綱領

香港 — 亞洲國際都會

香港是個自由、活力澎湃的社會；富創意，又進取。這個國際都會地處亞洲要衝，連接全球，安定平穩，文化豐富多元。這裡居民追求的是卓越成就，優質生活。

Visual Identity

The visual identity of BrandHK, which has taken on a more contemporary look, maintains the virtues of the original dragon logo — a mythical and powerful icon that links the city's historic past with its energetic modernity. It also incorporates the letters "H" and "K", the acronym for "Hong Kong".

The blue and green ribbons that extend from the dragon symbolise blue sky and a sustainable environment, while Lion Rock — the famous landmark that represents the Hong Kong people's "can-do" spirit — is silhouetted by the red ribbon. The fluid shape of the ribbons evokes versatility, and the multiple colours signify the city's diversity and dynamism.

HONG KONG 香港
ASIA'S WORLD CITY 亞洲國際都會

形象標誌

"香港品牌"更新後的形象標誌保留了原來的飛龍圖案，但看起來更富現代感。帶有神話色彩、充滿力量的飛龍，把這個城市的歷史背景、動力和時代氣息結合起來，並巧妙地嵌進了香港英文名稱的縮寫"HK"。

由飛龍延伸出來的藍、綠彩帶，分別代表藍天綠地和可持續發展的環境；紅色彩帶則勾劃出香港著名地標獅子山的山脊線，象徵香港人"我做得到"的拼搏精神。彩帶飄逸靈動，代表香港人應變靈活。而繽紛的色彩則代表這個城市多元化、富活力。