

## DESIGN COMPETITION TIMELINE 參賽流程

Application Deadline 截止日期  
2024年5月2日(星期四)  
2 May 2024 (Thursday)

### APPLICATION 報名

- Submission 提交：
- Application form 報名表格
  - Design sketch & Dimensional drawings 設計草圖尺寸圖
  - Copy of HKID Card or Business Registration Certificate 香港身份証副本 或商業登記證副本
  - Student Card Copy 學生証副本

MID MAY 5 月中旬

### FIRST JUDGING 第一階段評選

- Judging panel to select 10 finalist entries from each group (total 20 entries) 評審團根據設計圖選出每組 10 件入圍作品 (共 20 件)
- Finalists to be notified by phone / email 大會經電話/電郵通知入圍參賽者

JUNE - JULY 6-7 月

### FOR OPEN GROUP: MOCK UP PRODUCTION 公開組適用: 入圍並製作模板

- Finalists to prepare design mock up and packaging (if any) 入圍參賽者製作樣板、包裝配件

MID JULY 7 月中旬

### FINAL JUDGING 最後階段評選

- Finalists to present mock up at the final judging 入圍參賽者向評審團簡介設計及解答問題
- Judging panel to select winning entries 評審團選出得獎作品

LATE AUGUST - EARLY SEPTEMBER 8月下旬 - 9月上旬

### AWARD PRESENTATION 頒獎禮

- Official result announcement and award presentation 公佈比賽結果及舉行頒獎禮

## 第41屆香港鐘表設計比賽 — 參賽章程

### 主辦及協辦機構

本設計比賽是由香港貿易發展局香港鐘表展 2024籌備委員會主辦 (以下簡稱籌委會), 並由香港表廠商會及香港鐘表業總會協辦。

### 宗旨

鼓勵鐘表業人士發揮創造力, 進一步提升香港鐘表的設計水平和品質, 促進港製鐘表在本地及海外的銷路。

### 組別

- 公開組 (公司或個人設計師)
- 學生組 (全日制學生)
- \*\*以公司名義參賽者, 其公司必須為香港註冊公司, 遞交參加表格時需附上有效商業登記證明書之副本。
- \*\*以個人名義或學生組參賽者必須為香港居民, 遞交參加表格時需附上香港身份證副本。
- \*\*學生組的參賽者於報名時必須為香港註冊學校之「全日制學生」, 遞交參加表格時需附上學生證副本。

### 設計主題

- 公開組: 跨越創新  
以突破傳統的設計與技術, 為手表注入全新的概念和風格, 激發佩戴者的靈感和魅力。
- 學生組: 智慧時刻  
創意設計師利用AI人工智慧給石英表創造無限可能。

### 最後交件日期

- 所有參賽設計圖樣須於2024年5月2日(星期四)或以前送到主辦機構辦事處(香港貿易發展局展覽及數碼業務部, 地址為香港灣仔皇后大道東213號胡忠大廈30樓), 以作首輪評選。
- 所有入圍者將獲專函通知。
- 公開組入圍的參賽樣板須於最後評選之日提交(2024年7月 - 確實日期將另行通知)。

### 參賽須知

- 每名參賽者最多可提交五件參賽作品, 惟每名參賽者最多只獲領一個獎項。
- 每件參賽作品必須附上一份填妥及已簽署的報名表格。
- 每份參賽作品須包括產品的設計草圖與實際尺寸圖, 參賽者可同時附交其他圖件以輔助說明意念, 所有圖稿必須用A3或A4尺寸, 所有圖件一經提交將不獲發還, 如有需要, 請參賽者自行備份。
- 參賽者的姓名不可見於任何參賽圖稿或樣板上, 所有參賽設計均不可展示任何註冊商標或徽號。
- 學生組及公開組以個人名義參賽的設計必須是參賽者本人的作品, 代表客戶或參賽者在受僱於其僱主的工作期間所製作的設計不獲接納參賽。
- 以公司名義報名的公開組參賽者的設計亦必須是該公司原創設計, 客戶的設計將不獲接納參賽。
- 任何曾在香港或海外設計比賽中獲獎的作品, 均不得參加本比賽。
- 所有參賽設計必須為全新及原創作品, 以及於提交參賽之前, 並未在本港或海外市場上推出。

### 評選方式

- 評選將會分兩階段進行：
  - 第一階段將以原創設計及款式美觀為評選準則。但參賽者亦需提供有關其設計的生產及製作的資料如所用的物料及裝置等等, 以供參考。
  - 評選團將於第一階段評選中, 分別選出不多於十名入圍者。評選團將視乎參賽設計水準而定, 保留變更入圍名額之權利。
- 所有公開組獲選入圍參加最後評選者, 必須根據設計圖造出樣板。入圍參賽者有責任監督樣板的製成, 以保證表達設計原創意。學生組入圍參賽者無須製作樣板。
- 獲選參加最後評選的參賽者, 如能遞交
  - 可操作的樣板, 及/或
  - 附上精美包裝之樣板, 可額外獲得每項不超過10分作鼓勵。
- 所有入圍者須親身於最後評選時介紹自己之設計。大會將個別通知各入圍者有關日期及詳情。

### 評選準則

- 第一階段 · 設計原創意 80%
  - 款式美觀 20%
- 第二階段 · 設計原創意 40%
  - 款式美觀 30%
  - 市場銷售能力 30%

比賽結果以評選團最終決定為準, 參賽者不得異議。

### 評選結果

- 比賽結果將於8月下旬至9月上旬公佈並舉行頒獎禮。

- 所有獲獎作品將有機會在香港貿易發展局香港鐘表展2024中展出。
- 除得獎作品外, 所有參賽者需於比賽結果公佈後一個月內或通知期間到主辦機構辦事處領回作品。逾期未領回的作品將由主辦機構全權處理。
- 主辦機構如認為參賽作品之樣板未能符合應有水準, 有權不頒予參賽作品任何獎項。

### 學生組獎品

#### 冠軍：

- 獎座及獎狀、現金獎港幣一萬五千元正。
- 獲贊助參加指定鐘表課程 # (詳情請見備註)。
- 亞軍：獎狀、現金獎港幣八千元正。
- 季軍：獎狀、現金獎港幣五千元正。
- 優異獎(三名)：獎狀、現金獎港幣二千元正。

#### 「市場潛力大獎」：

- 大會特設有「市場潛力大獎」以獎勵具市場潛力之鐘表設計, 所有學生組獲選入圍參加最後評選作品均有機會奪得該獎項。優勝者將獲獎狀。(詳情請見備註)。

### 公開組獎品

#### 冠軍：

- 獎座及獎狀、現金獎港幣一萬五千元正。
- 獲贊助參加指定鐘表課程 # (詳情請見備註)。
- 香港貿易發展局香港鐘表展2024電子場刊中作推廣及一頁免費廣告。
- 香港貿易發展局香港鐘表展2024電子展訊 e-Fair Daily 中獲免費宣傳。
- 香港貿易發展局香港鐘表展2024網頁內獲免費宣傳。

#### 亞軍：

- 獎狀及現金獎港幣八千元正。
- 香港貿易發展局香港鐘表展2024電子場刊中作推廣及一頁免費廣告。
- 香港貿易發展局香港鐘表展2024電子展訊 e-Fair Daily 中獲免費宣傳。
- 香港貿易發展局香港鐘表展2024網頁內獲免費宣傳。

#### 季軍：

- 獎狀及現金獎港幣五千元正。
- 香港貿易發展局香港鐘表展2024電子場刊中作推廣。
- 香港貿易發展局香港鐘表展2024電子展訊 e-Fair Daily 中獲免費宣傳。
- 香港貿易發展局香港鐘表展2024網頁內獲免費宣傳。

### #備註:

- 得獎者可選擇參加以下其中一個指定鐘錶課程:
  - 香港大學專業進修學院進修課程 (單元: 高級鐘錶學)
  - 英國鐘錶學院 (British Horological Institute) 進修學習課程 (DLC) 技術員等級 (包括準會員費、一年內下載和存取線上學生資源、應用測試材料包以及導師評語)。
- 除參加上述指定課程外, 得獎者亦可選擇參加其他與鐘表設計有關之課程、或購買專業設計軟件程式。得獎者需於2024年9月30日之前向主辦單位提供有關課程或設計軟件資料以作審批。
- 有關課程學費或軟件費用報銷以實際支出收據為準, 而上限不超過港幣10,000元。得獎者需於2025年3月31日前提供有關收據正本作報銷用, 逾期提交的申請將被視為無效。
- 從學生組獲選入圍參加最後評選者中選拔一件最具生產及商業潛力作品, 作生產及商業化可行性研究, 嘗試生產不超過 100 件的作品, 並於香港、設計廊展示及寄賣, 累計為期最少4個月(受香港貿易發展局香港、設計廊寄賣服務安排條款約束)。

### 獎品鳴謝

- 以上獎項之現金獎由香港表廠商會及香港鐘表業總會聯合贊助。
- 「市場潛力大獎」由香港表廠商會贊助(如適用)。
- 獎座、獎狀及其他獎品由香港貿易發展局贊助。

### 版權及生產權益

- 參賽者提交參賽設計時必須保證該設計為原創之設計作品, 及其為該設計的所有版權之唯一擁有人。參賽者須先行保留有關設計之稿件作備份。
- 參賽設計及作品在主辦機構保管期間將獲小心處理。惟遇意外損壞遺失, 主辦機構概不負責。
- 參賽設計及作品如涉及版權或專利註冊等法律問題, 主辦機構概不負責。
- 參賽設計及作品版權皆由參賽者擁有, 參賽者需自行保障其產品之版權, 有關版權轉讓問題, 須在比賽結果正式公佈後方可隨意自行安排。
- 「市場潛力大獎」的參賽設計及作品版權將由得獎者與香港表廠商會另行協議, 香港貿易發展局對版權及版權轉讓(如有)不承擔任何責任。

### 比賽條款

- 主辦機構保留對獲獎設計及其他入選設計予以宣傳、展覽及印刷等方面之權利。
- 主辦機構將保留此比賽活動的最終決定權, 包括演繹、更改、取消或暫停此活動的細則及條款、獎項及其他安排, 而不需另行通知。

# THE 41ST HONG KONG

# WATCH AND CLOCK

# DESIGN COMPETITION

## APPLICATION FORM 參賽表格

Application Deadline 截止報名日期  
**2.5.2024**  
(Thursday 星期四)

 **Hong Kong Watch & Clock Fair**  
香港鐘表展  
**3-7.9.2024**

Organiser  
主辦機構  
**HKTC Hong Kong Watch & Clock Fair**  
2024 Organising Committee  
香港貿易發展局香港鐘表展 2024籌備委員會

Co-organisers  
協辦機構  
 Hong Kong Watch Manufacturers Association Ltd.  
香港表廠商會有限公司

 The Federation of Hong Kong Trades & Industries Ltd.  
香港鐘表業協會有限公司

  
**HKTC**  
香港貿易發展局

第四十一屆  
香港鐘表設計比賽



In order to enhance the design and quality of Hong Kong made watches and clocks, the Hong Kong Trade Development Council will join hands again with Hong Kong Watch Manufacturers Association Ltd and The Federation of Hong Kong Watch Trades & Industries Ltd to organise the 41st Hong Kong Watch & Clock Design Competition as a concurrent event of the HKTDC Hong Kong Watch & Clock Fair 2024.

Don't miss the chance to show your design talent and win amazing prizes!

為進一步提高香港鐘表的設計水平和品質及鼓勵新穎的創作意念，香港貿易發展局與香港表廠商會及香港鐘表業總會將再度攜手，舉辦第41屆香港鐘表設計比賽，以豐富展覽會內容，並促進港製鐘表在本地及海外的銷路。

請勿錯過這次難得機會，實踐您的創作夢想，贏取豐富獎品及推廣您的設計！

## THE 41ST HONG KONG WATCH & CLOCK DESIGN COMPETITION COMPETITION RULES

### ORGANISER AND CO-ORGANISERS

The competition is organised by the HKTDC Hong Kong Watch & Clock Fair 2024 Organising Committee (hereafter referred to as the Organiser), co-organised by Hong Kong Watch Manufacturers Association Ltd and The Federation of Hong Kong Watch Trades & Industries Ltd.

### OBJECTIVE

To promote and encourage new ideas which further enhance the design and quality of Hong Kong watches and clocks, and thereby promoting their sales both locally and overseas.

### CATEGORIES

- **Open Group** (individual designers and companies)
- **Student Group** (full-time students)

**\*\* Contestant must be from a Hong Kong registered company or a Hong Kong resident. For company contestant, please attach a copy of valid Business Registration Certificate when submitting the application form. For individual designers and students, please attach a copy of HKID card when submitting the application form.**

**\*\* All Student Group participants must be full-time students of a Hong Kong registered school. Please attach a copy of Student card and HKID card with the application form.**

### THEME OF DESIGN

- **Open Group: Go Beyond Innovation**  
Infusing watches with new concepts and styles, create distinctive and forward-thinking timepieces that inspire and captivate the wearer.
- **Student Group: Talent Moment**  
Empower your creative design with AI technology to explore the new frontiers for quartz watches.

### DEADLINES FOR SUBMISSION OF ENTRIES

- All entries of drawings must reach the Organiser's Office (Hong Kong Trade Development Council, Exhibitions and Digital Business, 30/F Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong.) **on or before 2/5/2024 (Thursday)**, for the first judging.
- Finalists will be selected and notified.
- For the final judging of Open Group, all mock-ups of the finalists' designs and original drawings must reach the Organiser's Office on the day of Final Judging Day scheduled in July. Finalists will be notified individually.

### CONDITIONS OF ENTRY

- Each contestant may submit at most 5 entries. Awards are however limited to one per contestant.
- Each entry must be accompanied by a completed and signed application form.
- Each entry has to consist of a visualisation drawing and a dimensional drawing for the design. Contestants are free to submit additional drawings to demonstrate more fully their ideas. All drawings must be in A3 or A4 size. All drawings submitted will NOT be returned. Contestant should keep a separate copy in advance, if necessary.
- **The name of the contestant must not appear on any drawing submitted. No design should include or show any registered trademark or logo.**
- All entries of the Student Group and the individual contestants of the Open Group must be their original design, designs undertaken on behalf of clients or made in the course of his employment with his employer are not eligible.
- For company contestants of Open Group, designs undertaken on behalf of clients are not eligible.
- Entries that have won the awards in any local or overseas design competitions are not eligible.
- Entries must be new and original, and have not been launched in the local and overseas market before submitting for the competition.

### JUDGING

Entries will be judged in two rounds:

- Originality & creativity and aesthetics will be the judging criteria in the first round of judging. However, contestants are also requested to submit information on the production details such as materials used, mechanism, etc. to justify the production feasibility of their design(s).
- The judging panel will select no more than 10 finalists in the first round of judging. The panel, however, reserves the rights to vary the number of finalists if the quality level of entries so demands.
- **All Open Group finalists will be asked to construct a full scale mock-up of their designs for final selection.** It will be the responsibility of the finalists to ensure that the model is an accurate interpretation of his/her drawing. Student Group finalists are NOT required to construct mock-up of their designs.
- Those finalists who can submit a
  - 1) functional mock-up, and/or
  - 2) mock-up with outstanding packaging will be awarded a maximum of 10 marks for each item as an encouragement.
- All finalists will be asked to present their designs at the final judging. Candidates will be notified of the dates & details of the presentation session individually.

### JUDGING CRITERIA

The judging panel will take into account the following factors in the selection of award winning designs.

- 1st Judging
    - a) Originality & Creativity - 80%
    - b) Aesthetics - 20%
  - 2nd Judging
    - a) Originality & Creativity - 40%
    - b) Aesthetics - 30%
    - c) Marketability - 30%
- The decision of the judging panel will be final.

### ANNOUNCEMENT OF RESULT

- Official announcement of result and presentation of awards will be made in late August to early September.
- The Organiser may display winning entries at the HKTDC Hong Kong Watch & Clock Fair 2024 for promotion of the Hong Kong watch and clock industry and creative designs.
- Except winning entries, all entries will be available for collection within one month from the date of announcement of the Competition result.
- Entries which are not collected within the specified time will be disposed by the Organiser as it sees fit.
- The Organiser reserves the rights to withhold granting any of the prize(s) if it considers that the entry(ies) do not meet with the desired standard.

### PRIZES

- **For Student Group Champion**
  - A trophy, a certificate and a cash prize of HK\$15,000
  - To be offered a designated Watch-related programme # (Please refer to remarks)
- **1st Runner-up**
  - A certificate, a cash prize of HK\$8,000
- **2nd Runner-up**
  - A certificate, a cash prize of HK\$5,000
- **Merit Award (3 winners)**
  - A certificate, a cash prize of HK\$2,000
- **The Made-to-Sell Award**
  - "The Made-to-Sell Award" will be presented to the entry regarded by the judging panel as the best potential revenue generator. All finalists of the Student Group are eligible for the award. (Please refer to remarks)
  - A certificate will be presented to the winner.

- **For Open Group Champion**
  - A trophy, a certificate and a cash prize of HK\$15,000
  - To be offered a designated Watch-related programme # (Please refer to remarks)
  - Editorial coverage and one full page advertisement in the e-Fair Catalogue of the

- HKTDC Watch & Clock Fair 2024
- To be publicised in the e-Fair Daily of the HKTDC Hong Kong Watch & Clock Fair 2024
- To be publicised in the official website of the HKTDC Hong Kong Watch & Clock Fair 2024
- **1st Runner-up**
  - A certificate and a cash prize of HK\$8,000
  - Editorial coverage and one full page advertisement in the e-Fair Catalogue of the HKTDC Watch & Clock Fair 2024
  - To be publicised in the e-Fair Daily of the HKTDC Hong Kong Watch & Clock Fair 2024
  - To be publicised in the official website of the HKTDC Hong Kong Watch & Clock Fair 2024
- **2nd Runner-up**
  - A certificate and a cash prize of HK\$5,000
  - Editorial coverage in the e-Fair Catalogue of the HKTDC Watch & Clock Fair 2024
  - To be publicised in the e-Fair Daily of the HKTDC Hong Kong Watch & Clock Fair 2024
  - To be publicised in the official website of the HKTDC Hong Kong Watch & Clock Fair 2024

### # Remarks

- Winners may enrol either one of the following designated watch programmes:
  - Certificate for Module (High Horology) by The HKU School of Professional and Continuing Education (HKU SPACE), or
  - Distance Learning Course (DLC) Technician Grade by British Horological Institute (includes associate membership fee, download and access to the Student Area web resources for one year, materials kits for the practical test pieces, and tutor feedback).
- Apart from enrolling the designated programmes above, winner may also choose to enrol other watch-related programme of his/her own choice, or to purchase professional design software tool. Details of the alternative programme or design software must be submitted by 30 September 2024 for the Organiser's approval.
- Winners will be reimbursed for the cost of programme fee or design software for up to HKD 10,000 against official receipts. Official receipt should be provided before 31 March 2025, late submission will not be accepted.
- The selected final entry of "The Made-to-Sell Award" from the Student Group will undergo a feasibility examination for the production of no more than 100 pieces and will be promoted at the HKTDC Design Gallery (DG) on consignment basis for a minimum cumulated display for 4 months (subject to the terms of HKTDC Design Gallery Consignment Arrangement).

### PRIZES ACKNOWLEDGEMENT

- Cash prizes are co-sponsored by Hong Kong Watch Manufacturers Association Ltd and The Federation of Hong Kong Watch Trades & Industries Ltd.
- "The Made-to-Sell Award" is sponsored by Hong Kong Watch Manufacturers Association (if applicable).
- Trophies, certificates and other prizes are sponsored by the Hong Kong Trade Development Council (HKTDC).

### COPYRIGHT AND PRODUCTION RIGHT

- Every contestant should, on entering his/her design in the competition, give an undertaking that the design is original and he/she is the sole owner of all copyright in and to that design.
- The Organiser will exercise maximum care in handling all entries, however, the Organiser will assume no liability for any damage or loss of any kind.
- The Organiser will not be held responsible for infringement of copyright or patent law connected with designs entered in the Competition.
- The copyright of all designs will remain the property of the contestants who should take proper measures to protect their own copyright of their designs. Following announcement of results, contestants are free to negotiate such rights if they so wish.
- The copyright of the design of "The Made-to-Sell Award" will subject to separate agreement between the winner and Hong Kong Watch Manufacturers Association. HKTDC will assume no liability for the copyright arrangement and the negotiation of copyright transfer, if any.

### TERMS AND CONDITION

- The Organiser will retain all the rights for printing, publishing and exhibiting the winning entries and other selected entries on its discretion.
- Entrants are to abide by the Organiser's decision on all matters relating to the Competition, which shall be final. This includes the right to interpret, amend, cancel or suspend the terms and conditions, prizes and other arrangements of the Competition without prior notice.