

# 企業

新里程

務實、誠信、永遠創業精神、思利及人  
Pragmatism, Integrity, Constant Entrepreneurship, Si Li Ji Ren

# CORPORATE LINK

2020.02 vol.84

## 廣州南站李錦記大廈封頂

LEE KUM KEE BUILDING GUANGZHOU SOUTH STATION  
TOPPING OUT



### 廣州南站 李錦記大廈封頂儀式

Lee Kum Kee Building Guangzhou South Station Topping Out Ceremony

2020.01.10 中國·廣州



# 務實、誠信、永遠創業精神、思利及人

Pragmatism, Integrity, Constant Entrepreneurship, Si Li Ji Ren



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# 前言 FOREWORD



集團主席李文達先生  
Group Chairman Mr. Lee Man Tat

繼去年9月廣州無限極廣場進行封頂後，醬料集團廣州南站李錦記大廈亦於1月順利舉行封頂儀式，標誌著醬料業務的發展邁向另一新里程碑。這兩大項目的投資更彰顯李錦記集團整體戰略佈局，對「粵港澳大灣區」及「一帶一路」倡議充滿信心，充分把握其帶來的契機，實可喜可賀！

香港經歷了去年社會動盪不安，現在更飽受新型冠狀病毒肺炎全球蔓延之折騰，令營商環境艱巨、社會負面情緒瀰漫、人心惶惶。若每間企業都能多散發正能量，對遠景展示信心，同時向有需要社群伸出同情之手，給員工多些關懷，將有助穩定士氣、紓解民困、給大眾帶來溫暖及希望。深感欣慰李錦記旗下兩集團貫徹「思利及人」之美德，承擔企業社會責任，刻不容緩為抗疫作出善舉，為同事作出妥善工作安排。

希望大家都抱著香港人「獅子山下」精神，無畏無懼、同舟共濟、攜手踏平崎嶇，一起去追求更健康和美好的未來。

李文達  
李錦記集團主席

Following the topping out of Guangzhou Infinitus Plaza in last September, the topping out ceremony of Lee Kum Kee Building Guangzhou South Station of the Sauce Group was held in January, marking another new milestone in the development of the sauce business. It is indeed gratifying to witness these two major investment projects emerging as the overarching strategic blueprint of the Lee Kum Kee Group, reflecting its full confidence in the "Guangdong-Hong Kong-Macao Bay Area" Development Plan and the "Belt and Road" initiative, and foresight to seize the immense business opportunities engendered from these developments.

After going through the turbulence arising from the civil unrests last year, Hong Kong is now suffering through the plague of the novel coronavirus pneumonia epidemic as the disease is spreading across the globe. This double blow has deeply hurt our business environment and depressed the community with anxiety and negative emotions. If every enterprise can take steps to emit positive energy by displaying confidence in the future, extending a helping hand to the needy and showing more care to its employees, it would serve well to uphold *esprit de corps*, alleviate community hardship, and radiate warmth and hope upon the community at large. I am glad that the two business arms of Lee Kum Kee are manifesting the virtue of "Si Li Ji Ren" (Considering Others' Interests) to shoulder corporate social responsibility, and lost no time to contribute to combatting the epidemic disease and to look after the well-being of our staff.

I hope all will gallantly embrace the lofty Hong Kong spirit to stay resilient under adversity, and help one another to ride over the storm in their effort to pursue a healthier and brighter future.

Lee Man Tat  
Lee Kum Kee Group Chairman



# 廣州南站李錦記大廈舉行封頂儀式

## Lee Kum Kee Building Guangzhou South Station Topping Out Ceremony

李錦記一直支持祖國的改革開放和經濟發展，在八十年代已早着先機，開拓內地市場。九十年代初，李錦記更在廣州成立李錦記（中國）銷售有限公司以及在黃埔和新會投資設廠。踏入廿一世紀，李錦記先後購置中國銷售總部上海李錦記大廈，及於山東省濟寧市設立生產基地，以完善在國家的業務佈局。

為把握內地「粵港澳大灣區」的發展機遇，醬料集團在2018年慶祝130周年之際，購入位於廣州萬科世博匯、鄰近高鐵廣州南站的地塊，興建廣州南站李錦記大廈，充份顯示李錦記對祖國未來發展的信心。

1月10日，廣州南站李錦記大廈封頂儀式圓滿舉行，李錦記集團主席夫人李蔡美靈女士、李錦記醬料集團主席李惠中先生、李錦記集團董事李惠雄先生、醬料集團管理層，以及廣州市番禺區政府領導、廣州萬科房地產有限公司及建築、設計公司等代表出席典禮。



掃碼觀看封頂儀式精彩片段  
Scan to watch the highlights of the Topping Out Ceremony

As a staunch supporter of China's reform and opening up policy for propelling economic developments, Lee Kum Kee has been capitalising on opportunities and actively expanding its brand presence in Mainland China since the 1980s. In the early 1990s, Lee Kum Kee set up Lee Kum Kee (China) Trading Limited in Guangzhou and built production bases in Huangpu and Xinhui. Into the 21<sup>st</sup> century, the Group first acquired the Lee Kum Kee Building in Shanghai to serve as the headquarters of China Trading and recently it set up another production facility in Jining, Shandong Province as components of its business blueprint to complement the Group's network in China.

In celebration of Lee Kum Kee's 130<sup>th</sup> Anniversary in 2018, Lee Kum Kee Sauce Group acquired a land lot at the Guangzhou Vanke World Expo in the vicinity of Guangzhou South Railway Station, to build the Lee Kum Kee Building Guangzhou South Station. This investment fully demonstrates the confidence of Lee Kum Kee in the future of China's economy and its commitment to seizing upcoming opportunities in the rapidly developing "Guangdong-Hong Kong-Macao Bay Area".

The topping out ceremony of the Lee Kum Kee Building Guangzhou South Station was held on 10 January and attended by Mrs. Lee Choi May Ling, wife of Lee Kum Kee Group Chairman; Mr. Charlie Lee, Chairman of Lee Kum Kee Sauce Group; Mr. David Lee, Director of Lee Kum Kee Group, and the Sauce Group's management team, government officials from the Panyu District Office of the Guangzhou Municipal Government, representatives from Guangzhou Vanke Real Estate Co., Ltd. as well as the construction and architectural firms that participated in the project.



▲ 李錦記醬料集團財務總裁呂志雄先生  
Mr. Alan Lui, Chief Financial Officer  
of Lee Kum Kee Sauce Group

儀式上，李錦記醬料集團財務總裁呂志雄先生代表集團感謝廣州市番禺區政府的支持、萬科團隊繼上海李錦記大廈後再次緊密合作，以及項目與建築團隊的努力。他表示，項目將有助提升集團營運效率及進一步開拓市場。

廣州萬科南區總經理姜湛睿先生亦祝願項目順利竣工，期望雙方攜手並進，將廣州南站李錦記大廈打造成為區內新地標，邁向新里程。

廣州萬科南區總經理姜湛睿先生 ▶  
Mr. Jiang Zhanrui, General Manager of  
Guangzhou Vanke South District

At the topping out ceremony, Mr. Alan Lui, Chief Financial Officer of Lee Kum Kee Sauce Group, conveyed his heartfelt appreciation on behalf of the Group for the support rendered by the Panyu District Office of the Guangzhou Municipal Government and, in particular, the close cooperation with Vanke after their collaborative efforts in the Lee Kum Kee Building project in Shanghai. He also thanked the construction team for all the hard work they had put in for the project and acclaimed that this project would play a key role in enhancing operational efficiency and accelerating business development.

Mr. Jiang Zhanrui, General Manager of Guangzhou Vanke South District, expressed hopes for Vanke and Lee Kum Kee to continue to work in tandem and drive progress through their partnership to make the Lee Kum Kee Building Guangzhou South Station the latest landmark in the region and achieve new milestones together.



在喜慶熱鬧的氣氛下，嘉賓們執起金鏟，為大廈樓頂灌上最後一方混凝土，標誌著大廈主體結構完成，亦意味着李錦記在華南地區的發展開展新的一章。

自2018年3月舉行奠基儀式以來，項目團隊經過600多天日以繼夜的努力，令廣州南站李錦記大廈主體結構順利封頂，預計於今年年底竣工。項目將由兩棟分別18層及11層的大樓組成，兩棟建築之間將由約四層高的裙樓連接，總建築面積近4萬平方米。大廈第一層及第二層為商業用，第五層部分將設平台花園，建築面積約1,000平方米。為善用大廈毗鄰高鐵的地域優勢，前庭廣場花園的行人地下道可直抵高鐵站，將成為途經廣州南站的必經之地之一。

廣州南站李錦記大廈座落於廣州南站商貿核心區廣州萬科世博匯，距離廣州南站僅數百米，為該區最具潛力的地塊之一。作為亞洲最大的高鐵樞紐，廣州南站全年客流量估計超過1.12億人次，是全國之冠。同時，該站位處珠江口東西岸交匯點，「粵港澳大灣區」核心地帶，集人流、物流及車流於一地。在遠期規劃中，中緬鐵路、中泰鐵路和泛亞鐵路也將從這裡出發，經南寧、昆明直達東盟十國，最終直達印度洋地區，輻射人口將超過10億。

Amidst the joyous vibe and celebratory atmosphere, guests marked the completion of the Building's main structure by shovelling the last layer of concrete mix on its rooftop. The commemorative act symbolised the beginning of a new chapter in the South China region for Lee Kum Kee.

Since the Groundbreaking Ceremony in March 2018, the project team worked relentlessly for over 600 days to complete the main structure of the Lee Kum Kee Building Guangzhou South Station, and the project is expected to complete all construction works by the end of this year. The new building will feature an 18-storey building and an 11-storey building linked by a four-storey podium, totalling close to 40,000 square meters in gross floor area. The ground floor and first level are slated for commercial use while part of the fifth floor will be a podium garden sprawled across approximately 1,000 square meters. To fully capitalise on its prime location and proximity to the high-speed rail network, the atrium garden will provide easy access to the Guangzhou South Railway Station via a pedestrian underpass.

Located within Guangzhou Vanke World Expo, the Lee Kum Kee Building Guangzhou South Station is ideally situated in the heart of the Central Business District of Guangzhou South Railway Station. A stone's throw away from the bustling Guangzhou South Railway Station, this is a prime lot with immense potentials in the area. As the largest high speed railway station in Asia, Guangzhou South Railway Station takes the crown as the busiest transportation hub in China with an estimate of more than 112 million commuters clocked in annually. Concurrently, the station is well poised as an intersection where the east and the west coasts of Pearl River Delta meet, making it an integral economic hub of the "Guangdong-Hong Kong-Macao Bay Area" which congregates a steady and massive flow of people, logistics and traffic. In terms of long-term prospects, the China-Myanmar, China-Thailand and Trans-ASEAN high-speed railway networks will start from here as well. The proposed transcontinental railway network will pass through Nanning and Kunming to provide direct link to 10 ASEAN countries, spanning across landlocked territories totalling over 1 billion in population before reaching final destinations in the Indian Ocean region.





◀ 主持切燒豬儀式  
Roasted Pig Cutting Ceremony

▶ (左起) 李錦記集團董事局顧問莫華釗先生與方正先生、李錦記醬料集團主席李惠中先生、李錦記集團董事李惠雄先生及廣州萬科南區總經理姜湛睿先生  
(From left) Mr. Christopher Mok and Mr. Eddy Fong, Consultants to the Board of Lee Kum Kee; Mr. Charlie Lee, Chairman of Lee Kum Kee Sauce Group; Mr. David Lee, Director of Lee Kum Kee and Mr. Jiang Zhanrui, General Manager of Guangzhou Vanke South District

## 李錦記大廈封頂儀式

Lee Kum Kee Building Guangzhou South Station Topping Out Ceremony

2020.01.10 中國·廣州





▲ 李錦記中銷團隊  
Lee Kum Kee China Trading Team

# 广州南站 李锦记大厦封顶仪式

Lee Kum Kee Building Guangzhou South Station Topping Out Ceremony

2020.01.10 中国·广州

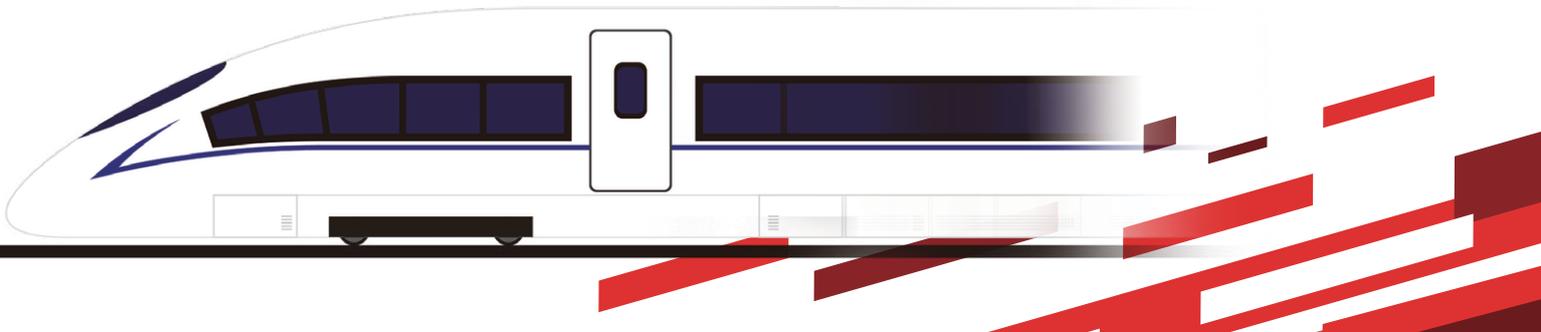




宏觀集團整體戰略佈局，廣州南站李錦記大廈落成後，可配合近年集團在內地的騰飛發展，把握「粵港澳大灣區」及「一帶一路」倡議帶來的契機，有效地利用大灣區及跨國經濟帶沿線地區的優勢，讓中華飲食文化在世界各地大放異彩。

On completion, the Lee Kum Kee Building Guangzhou South Station will further invigorate the Group's exponential growth in China and be well-positioned to complement the Group's overarching blueprint through capitalising on the multitude of business opportunities arising from the "Belt and Road" initiative and the "Guangdong-Hong Kong-Macao Bay Area" Development Plan. Tapping on the regions along cross-border economic belts and the Greater Bay Area commerce zones, Lee Kum Kee can strategically leverage the distinctive advantages of this new prime location to promote Chinese culinary culture to the rest of the world.

倫敦 3 Harbour Exchange ▶  
3 Harbour Exchange, London





憑藉「永遠創業精神」，醬料集團近年先後購入中國銷售總部上海李錦記大廈及歐洲區辦事處倫敦3 Harbour Exchange。這次再度於具策略性商務據點的廣州南站商貿核心區興建新廈，乘著高鐵沿綫經濟的發展，以醬料作為橋樑，讓中式醬料進一步「走出去」，全速拓展全球業務，實踐「發揚中華優秀飲食文化」的使命。

In the spirit of "Constant Entrepreneurship", the Group has acquired the Lee Kum Kee Building in Shanghai and 3 Harbour Exchange in London respectively as its China Trading headquarters and its Europe Regional Office in recent years. The strategic business move on the construction of the latest Lee Kum Kee Building Guangzhou South Station is yet another part of its visionary planning. Leveraging the future economic prospects of the high-speed railway networks, Lee Kum Kee is geared to expand its business on the global scale and endeavours to fulfil its mission of "Promoting Chinese Culinary Culture Worldwide" by introducing savoury Chinese sauces and condiments to these regions.

◀ 上海李錦記大廈  
Lee Kum Kee Building  
in Shanghai



# 無限極五五計劃正式啟動 「新生態 新佈局 新未來」

## Official Launch of Infinitus' Fifth Five-Year Plan "New Ecosystem, New Layout, New Future"

創業28年，無限極緊隨時代發展的步伐，以「弘揚中華優秀養生文化，創造平衡、富足、和諧的健康人生」為使命，專注於健康養生產業，為人們的健康和快樂而不懈努力。今天，「一帶一路」倡議、「粵港澳大灣區」、「健康中國」、中醫藥發展等國家戰略的落實與推進，更為無限極帶來難逢的機遇，開闢更廣闊的舞台。

Founded 28 years ago, Infinitus has been keeping in step with the times as it adheres to its mission of "Advocating the premium Chinese health regimen and nurturing healthier lives with balance, affluence and harmony", while focussing on the healthcare industry to strive for the health and happiness of the general public. Today, national strategies of China such as the "Belt and Road" initiative, the "Guangdong-Hong Kong-Macao Bay Area" Development Plan, the "Healthy China" Vision and the development of Chinese medicine industry, have presented tremendous opportunities and opened up new horizons for Infinitus to exploit.

## 因時而動，擁抱新生態 New Business Ecosystem for New Times

2020年是無限極新一個五年計劃的啟動之年，面對新的機遇，無限極立足中國、放眼全球，順勢而為，推出第五個五年發展計劃，聚焦於創新與改變，謀劃新的佈局，開拓未來五年的發展藍圖。

2020 marks the beginning of the Fifth Five-Year Plan. With roots in China and vision across the globe, Infinitus launched the Plan as a layout over the next five years to provide the basis for a sustainable business in pursuit of innovation and adaptation to the highly dynamic market nowadays.

1月3日及4日，無限極分別於廣東江門體育中心及新會生產基地舉辦一連兩日的「新生態 新佈局 新未來」2020無限極全球領導人年會，並於會上發佈並正式啟動五五計劃。會上，無限極全球行政總裁、無限極（中國）副董事長兼行政總裁俞江林先生發佈了五五發展計劃主題—「新生態、新佈局、新未來」，分析了現今截然不同的全新商業生態，包括商業環境的轉變、健康需求的增長、消費體驗的升級及保健食品行業的高質量發展，並圍繞「重溫原點」、「解決痛點」、「瞄準靶點」和「突破拐點」等四方面，向與會者解讀五五計劃的背景、創新與改變，期望為企業塑造新的優勢，打造出下一條新的成長路線。

On 3 and 4 January, Infinitus Global Annual Leadership Conference 2020 themed "New Ecosystem, New Layout, New Future" was held at Jiangmen Sports Centre and Xinhui Production Base, to unveil the Fifth Five-Year Plan. During the Conference, Mr. Lam Yu, Managing Director of Infinitus Global, Vice Chairman and Managing Director of Infinitus (China) revealed the theme of the Plan as "New Ecosystem, New Layout, New Future", with an analysis of the current completely transformed business landscape in areas of the evolution of business environment, increasing demand of healthcare, enhancing of consumer experience and development of high-quality health products. He further elaborated on the background, innovativeness and reform in the Plan along four aspects: "Revisit the Mission", "Resolve the Sore Points", "Focus at Targets" and "Break Through the Inflection Point", for the purpose of creating new competitive advantage to lay the foundation for further advancement.

## 企业发展S曲线

S Curve Chart of Corporate Development





## 順勢而為，謀劃新佈局

### New Layout for Changed Circumstances

年會上，無限極（中國）高級管理層先後向業務夥伴和行政員工詳細解讀五五發展計劃的八大關鍵行動，當中包括提升產品競爭力、加速發展海外市場、加速數字化升級及加強公共關係建設等，亦詳細介紹了《五五暨2020年重大舉措》，指出無限極將在全球化發展、產品競爭力、數字化升級和市場助力四個方面推出高效政策。

數字化升級為五五計劃中的重要策略發展之一。為實現目標，無限極將與騰訊智慧零售進行戰略合作，建立社交電商運營體系。公司期望透過合作開拓創新的「直銷×社交電商」模式，開展精準營銷，助力線上線下融合發展，大大提升顧客體驗。

除商業模式的進化外，持續強化產品體驗亦是無限極另一深度發展方向。無限極一直致力於提升科研實力，並於2015年與英國劍橋大學共建「劍橋無限極研究中心」，成為無限極在中國以外設立的首個國際科研合作平台。是次會議亦邀請了劍橋無限極研究中心馬祖得博士親臨現場，發佈劍橋無限極研究中心有關延緩衰老及改善記憶的最新科研成果，務求進一步提升產品的價值。

During the Conference, the senior management of Infitus (China) expounded on the Eight Key Actions of the Fifth Five-Year Plan to sales partners and staff, which included reinforcement of product competitiveness, acceleration of overseas market development, digitalisation upgrade and enhancement of public relations management etc. They highlighted that the Fifth Five-Year Plan and Major Initiatives 2020 introduced policy initiatives to enhance effectiveness in four areas of global development, product competitiveness, digitalisation upgrade and marketing reinforcement.

Digitalisation is one of the key strategies under the Plan. Infitus will enter into a strategic cooperation with Tencent Smart Retail in establishing the social commerce model. The cutting edge "Direct Selling × Social Commerce" business model, which emphasises precision marketing and the integration of offline to online commerce, will provide a more personalised service to consumers to maximise customer experience.

Apart from the evolution of business model, product experience enhancement is another focus of Infitus. Infitus has been dedicated to strengthening its scientific research capability, hence jointly set up the Cambridge Infitus Research Centre (CIRCE) with Cambridge University in 2015. The Centre is Infitus' first overseas international research platform. Dr. Bismoy Mazumder from the Centre was invited to share their latest research results on anti-ageing and memory improvement, which would further enhance Infitus' product value.

# 再次出發，共創新未來

## New Journey for a New Future



此五五計劃以劃時代的姿態，開啟了無限極發展的新里程。李錦記健康產品集團主席、無限極（中國）董事長李惠森先生以「永遠不變的就是變」為題，通過「1,000年的故事」、「三次危機」和「足球的故事」的三個故事，分享了他對「變化」的三個觀點—永遠不變的就是變、變化就是機會及享受變化。同時，他還分享了李錦記延續千年的企業宏圖：秉承「思利及人」的核心價值觀、「永遠創業精神」及「自動波領導模式」，讓世界變得更健康、更快樂，成為最受人信賴、延續千年的企業。

最後，李錦記集團董事李惠民先生與李惠雄先生、李錦記醬料集團主席李惠中先生、李惠森先生，以及無限極全球的核心管理團隊、首席業務總監和現場的業務夥伴，共同喊出夢想宣言，開啟無限極第五個五年計劃。

透過夢想宣言，與會者齊聲承諾不忘初心，排除萬難，實踐客企一體，藉著健康產業之發展，再次出發，眾志成城，擁抱新生態，做出改變，抓住這個時代的偉大機遇。大會在意志激昂中結束，堅信在五五發展計劃的引領下，無限極能夠開闢更廣闊的天地、成就更豐富的人生、齊齊創造歷史！

The Fifth Five-Year Plan represents a revolutionary milestone for Infinitus. Mr. Sammy Lee, Chairman of LKK Health Products Group and Chairman of Infinitus (China) shared his perspectives on the significance of confronting "Change". He expressed that the only constant is change, change provides opportunity and change is to be enjoyed, and illustrated his viewpoint through three stories - "The Story of 1,000-Year", "Three Crises" and "The Soccer Story". He also shared the 1,000-year vision of Lee Kum Kee, which is pivotal upon embracing the core value of "Si Li Ji Ren" (Considering Other's Interests), "Constant Entrepreneurship" and "Autopilot Leadership Model". In this way, Lee Kum Kee would make the world a healthier and happier place to live in and become the most trusted enterprise on way to a legacy beyond millenniums.

At the end of the event, Mr. Eddy Lee and Mr. David Lee, Directors of Lee Kum Kee Group; Mr. Charlie Lee, Chairman of Lee Kum Kee Sauce Group; and Mr. Sammy Lee, together with core management team of Infinitus Global and Chief Sales Directors led the sales partners to proclaim the Declaration on Pursuit of Dreams to mark the launch of the Fifth Five-Year Plan.

Through the proclaimed Declaration, the commitment of the gathering was loud and clear to overcome all difficulties by upholding the founder's aspiration and the spirit of "customers and company as one", leveraging the growth of the health industry and uniting all forces. The Conference ended in high spirits with all geared up to embark on a new journey where uncertainty and challenges would be inevitable and change must be embraced in order to seize the arising opportunities, and fully confident that the Fifth Five-Year Plan will pave the way for Infinitus to sail through uncharted waters, to nurture better lives and to create history together.

永远不变的就是变  
There is nothing permanent except change





## 《五五暨2020年重大舉措》四大重點 FOUR KEY ASPECTS OF THE FIFTH FIVE-YEAR PLAN AND MAJOR INITIATIVES 2020



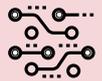
### GLOBAL DEVELOPMENT 全球化發展

- 無限極全球總部、全球研發中心及全球體驗中心將落戶廣州  
Infinitus Global Headquarters, Global R&D Centre and Global Experience Centre will be based in Guangzhou
- 在其建設上，總計投資額達人民幣50億元  
The Company invested RMB 5 billion in total on the construction



### ENHANCE PRODUCT COMPETITIVENESS 提升產品競爭力

- 劍橋無限極研究中心馬祖德博士發佈有關延緩衰老及改善記憶的科研成果  
Dr. Bismoy Mazumder from Cambridge Infinitus Research Centre released research results on anti-ageing and memory improvement
- 2020年新品：無限極牌悅通凝膠糖果及無限極牌立邁健壓片糖果  
New Products in 2020: Infinitus Yue Tong Gel Candy and Infinitus LiMaiJian Tablet Candy



### DIGITALISATION UPGRADE 數字化升級

- 無限極與騰訊智慧零售啟動戰略合作  
The launch of Infinitus and Tencent Smart Retail Strategic Cooperation
- 設計數字化升級路徑  
Design digitalisation upgrade paths
- 提供以「企業微信」和「小程序」等為基礎的多種管理應用及營銷工具  
Provide multi-management applications and marketing tools such as "Wechat Work" and "Mini Programmes"



### MARKET BOOST 市場助力

- 特別舉措一：提升品牌美譽度  
Special Initiative 1: Enhance brand reputation
- 特別舉措二：2020年海外培訓特別安排  
Special Initiative 2: Special arrangements for Overseas Training 2020
- 特別舉措三：提升基層收入競爭力  
Special Initiative 3: Improve income competitiveness of the grassroots sales force



# 「2020無限極全球領導人年會」剪影

## Highlights of "Infinitus Global Annual Leadership Conference 2020"



絢爛奪目的視聽盛宴 ▲▶  
Dazzling audio-visual feast



▼ 業務夥伴及高階市場領導人熱情參與盛會  
Enthusiastic sales partners and high-ranking sales leaders celebrating at the event



▶ 李錦記集團董事李惠民先生與李惠雄先生、李錦記醬料集團主席李惠中先生、李錦記健康產品集團主席李惠森先生乘坐花車隆重登場  
Mr. Eddy Lee and Mr. David Lee, Directors of Lee Kum Kee Group; Mr. Charlie Lee, Chairman of Lee Kum Kee Sauce Group; and Mr. Sammy Lee, Chairman of LKK Health Products Group made their grand entrance on a float



## 创造更多新的历史

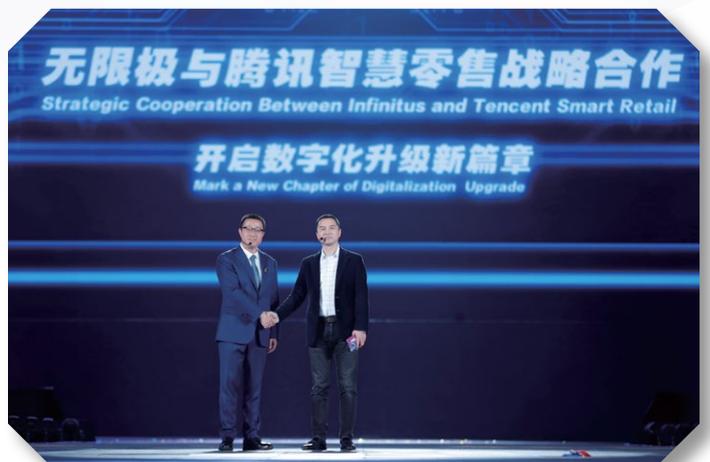
LET'S KICK OFF THE FIFTH FIVE-YEAR PLAN TO CREATE MORE NEW HISTORY



◀ 行政總裁俞江林先生、高級副總裁黃健龍先生、副總裁薛守春先生及胡貞忠先生向業務夥伴及行政員工宣讀「五五發展計劃」

Mr. Lam Yu, Managing Director; Mr. Huang Jianlong, Senior Vice President and Mr. Lucas Xue and Mr. Jacky Hu, Vice Presidents, announced the Fifth Five Plan to sales partners and staff

▶ 副總裁李冰先生與騰訊智慧零售商務總經理母小海先生於大會上啟動雙方戰略合作  
Mr. Leon Li, Vice President, together with Mr. Mu Xiaohai, Business Director of Tencent Smart Retail, announced the strategic partnership



◀ 劍橋無限極研究中心馬祖德博士分享有關延緩衰老及改善記憶的最新科研成果

Dr. Bismoy Mazumder from Cambridge Infinitus Research Centre shared the latest research results on anti-ageing and memory improvement



# 醬料業務 邁進新零售時代

## 活用社媒營銷

### Sauce Business Stays Ahead in the New Retail Age Through Use of Social Media Marketing

智能手機應用革新了消費者的消費模式，即使足不出戶，只要動動手指，在手機上便能買到心頭好。「社交電商」的消費者模式，結合「社交媒體」及「網購」，透過時下熱門的社交平台例如Facebook、Instagram、微信、微博及抖音等進行營銷甚至直銷商品，向目標客群進行推廣，達到更理想的效果。作為家喻戶曉的百年醬料品牌，李錦記亦與時並進，與世共舞，持續增加在社交媒體營銷、電商平台等方面的投資，積極迎合消費者的喜好與需求，在全球不同區域向消費者推廣品牌及產品，邁向新零售年代。

With smartphone revolutionising consumers' spending behaviour, anything we want can be bought with the touch of our fingers at the comfort of our homes. Social media marketing combines the elements of "social media" and "online shopping". Marketing products on social media platforms such as Facebook, Instagram, Wechat, Weibo and TikTok can target specific audience and achieve remarkable sales results. As an internationally renowned brand, Lee Kum Kee is quick to move with the times to increase investment in social media marketing and e-commerce platforms to promote brand and products to customers around the world, staying ahead in the New Retail Age.

## 活用網紅行銷 拓展品牌 Leveraging the Influence of KOLs

「網紅帶貨」是網上營銷手法之一。由擁有大量的「粉絲」或用戶的網絡紅人(KOL) 透過直播視頻推廣產品，俗稱「帶貨」，此手法往往較易令消費者接受，宣傳效用更大。

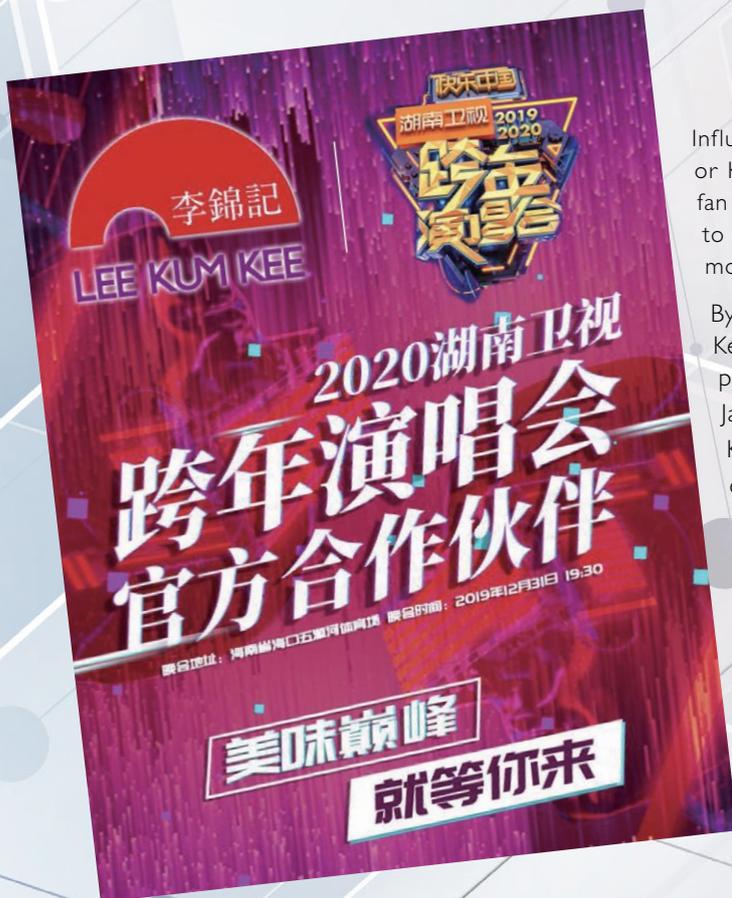
李錦記在市場推廣上，率先和不同地區的網絡紅人合作，提高品牌知名度及推廣產品。今年1月在湖南衛視舉行的跨年演唱會節目中，網絡紅人騰格爾在晚會現場改編並唱出一首李錦記特別版的《好嗨喲》，帶動現場氣氛升至高峰，直播時觀看的電視觀眾累計近1億人。該曲更被喻為「2020年第一首神曲」，在網絡上瘋傳，短短一個多月內的網絡播放量已超過3.96億次，並出現各種二次創作的小視頻，例如短視頻平台抖音的相關達人視頻總計獲得2,288萬次播放，評論點讚量達329萬。同時，李錦記選擇中國內地的天貓電商平台，作為新產品原釀本味鮮醬油的首次登場銷售渠道，並在湖南衛視跨年晚會上推介該產品的禮盒。產品其後以「湖南衛視跨年晚會同款」作招徠，刺激銷售。



掃碼觀看湖南衛視跨年演唱會精彩片段  
Scan to watch video from Hunan TV  
New Year's Eve Concert



掃碼觀看騰格爾《好嗨喲》表演  
Scan to watch video from Tengger's performance

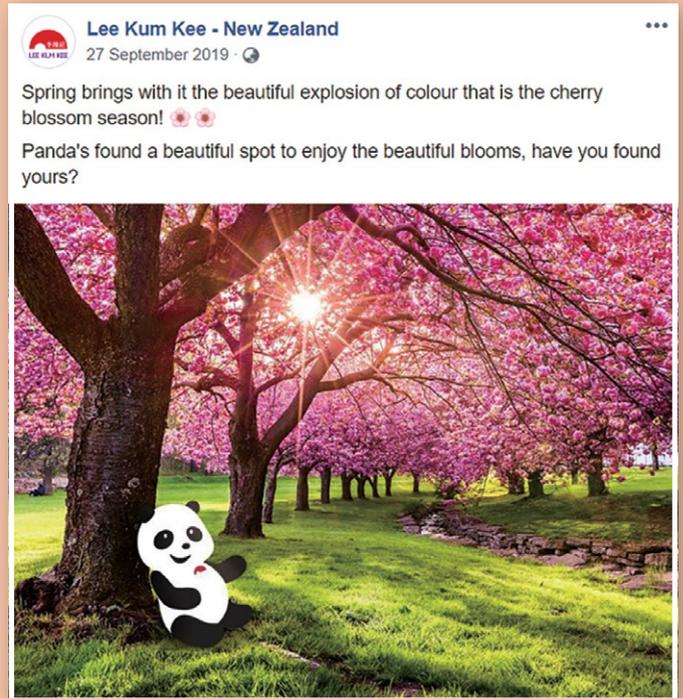


Influencer marketing is a form of social media marketing. Influencers, or Key Opinion Leaders (KOLs), advertise products to their massive fan base or followers with the use of live streaming, which is deemed to be more appealing to customers, making the marketing of products more effective.

By working with influencers in different parts of the world, Lee Kum Kee is able to increase its brand awareness and further promote its products. In Hunan TV New Year's Eve Concert broadcasted in January this year, influencer Tengger adapted and sang a Lee Kum Kee-themed song "Feeling Good (好嗨喲)", bringing the party to a climax with around 100 million views. The song went viral and was named the "first viral song of year 2020", recorded over 396 million views online within a month. Internet users shared and created their own versions of the song, with 22.88 million views and 3.29 million engagement rate on video-sharing social networking platform such as TikTok. In addition, Lee Kum Kee chose to launch its new product Natural Plain Fermented Seasoned Soy Sauce on the e-commerce platform Tmall in Mainland China and introduced the gift set on Hunan TV New Year's Eve Concert. Sales of the product was invigorated through marketing under "Hunan TV New Year's Eve Concert Product".

在其他市場如菲律賓及美國等，李錦記分別邀請不同的網絡紅人、名人及生活達人合作拍攝以李錦記醬料製作菜餚的視頻，在社交媒體上熱播，借力這些「達人」的人氣，加速滲透市場，推廣李錦記醬料在主流市場的應用。

In other markets such as the Philippines and the US, Lee Kum Kee worked with influencers, celebrities or lifestyle experts to produce cooking videos with Lee Kum Kee sauces. The videos were widely broadcasted on social media. With the help of influencers, Lee Kum Kee sauces successfully penetrated these markets and increased its consumption among the mainstream market.



### 社交平台互動增凝聚力 Engaging the Public on Social Media

除了網紅行銷外，李錦記各個市場團隊亦逐步增加在社交媒體的宣傳投放，並在各地的官方社交媒體專頁以不同方式加強與消費者互動，推廣李錦記品牌理念及產品。例如香港市場的Facebook 便引入聊天機械人功能，教育消費者使用李錦記各款豉油烹調不同菜式。另外，在美國及紐西蘭等地，亦有在社交媒體上鼓勵消費者在Instagram上載李錦記美食照片，以及利用李錦記熊貓吉祥物製作特色社交媒體內容等方式，與消費者保持互動。

Other than influencer marketing, Lee Kum Kee has increased its investment in social media advertising by encouraging interactions with customers on our official social media pages to promote our brand and products. For instance, Chatbot was introduced on Lee Kum Kee Hong Kong Facebook page, educating consumers on how to use our Soy Sauce range for different dishes; on our US and New Zealand social media platforms, we produce customer engagement contents to encourage consumers to upload dishes made with Lee Kum Kee sauces on Instagram and photos of Lee Kum Kee Panda Mascots.



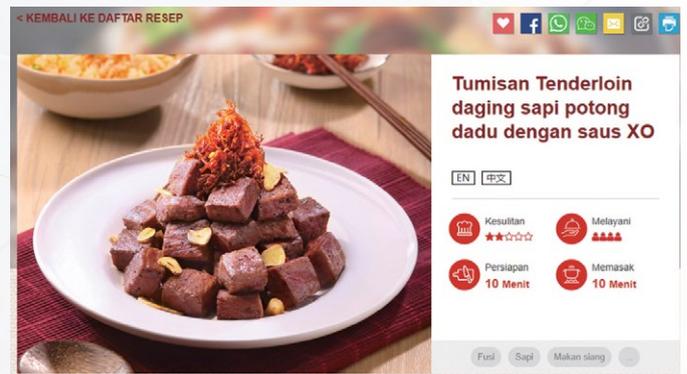
## 活用應用程式教煮餸 Mobile Application for Cooking

為迎合消費者「機不離手」的生活習慣，1月份李錦記在香港市場推出「餐餐陪伴您」的手機應用程式，化成隨身小幫手，提供過百款食譜靈感，為烹飪愛好者每天帶來「美味煮意」，未來更會將程式逐步應用至不同地區。

在李錦記香港的消費者網站，更推出中文、英文及印尼文的家傭易煮食譜專頁，並設有即時通訊軟件分享連結，方便外傭及僱主溝通各種家常菜式的煮法。目前在香港有近40萬外籍家庭傭工，透過家傭易煮食譜專頁，可以令香港的家傭品嚐到由外傭烹調的不同款式的菜餚之餘，進一步拓展李錦記客戶群。

To fit into the habits of "always keeping mobile phone close", Lee Kum Kee launched the mobile application for cooking in Hong Kong in January. The mobile application serves as users' personal help, providing over a hundred recipes and daily cooking inspirations. The application is planned for extension to different regions in the future.

On Lee Kum Kee Hong Kong consumer website, the new section "Domestic Helper Recipes" was introduced with cooking recipes in Chinese, English and Indonesian. The instant sharing button enables employers and domestic helpers to share the recipes on messaging applications. With close to 400,000 foreign domestic helpers in Hong Kong, the new section not only expanded the diversity of meals prepared by domestic helpers, but also further enlarged our customer base.



掃描 QR code 免費下載「餐餐陪伴您」手機應用程式  
Scan QR code to download our mobile application for free



iOS用戶  
For iOS Users



Android用戶  
For Android Users





### 自營網店加強顧客黏性 Self-hosted Online Store with Increased Customer Stickiness

李錦記在香港自營網上專賣店，在中國內地則經營天貓官方旗艦店及京東直營店，售賣自家品牌產品，隨著市場不斷擴大，該業務近年保持穩定增長。

在香港，李錦記網上專賣店於2018年推出全新版本，引入更便利消費者使用的界面以及推出會員積分制度，去年12月更首次舉行「網店感謝祭」，推出不同的優惠產品套裝吸引消費者。

Lee Kum Kee operates and sells its products on its own online shop in Hong Kong and official stores on Tmall and JD.com in Mainland China. Our e-commerce business maintains a steady growth as the market continues to expand.

In Hong Kong, the brand new Lee Kum Kee online shop was launched in 2018, with a user friendly interface and a member credit system. Last December, the online shop held its very first "Thankful Weeks" and introduced promotional sets to attract consumers.

另一方面，2016年李錦記中國內地電商團隊正式組建。自成立以來，李錦記在天貓、京東等主流平台銷售表現均位列行業首兩位，並屢獲平台官方的認可與肯定。2019年，憑藉優質的用戶體驗和穩定的銷售增長，李錦記天貓旗艦店榮獲天貓平台頒發「年度標杆品牌」獎，成為唯一獲此殊榮的調味品旗艦店。李錦記亦把握「海淘」機遇，透過在天貓旗艦店引入進口的李錦記醬料，例如鮑魚汁、雙璜醇釀頭抽及特鮮雞汁等，深受內地消費者歡迎。此舉除了讓中國內地消費者品嚐到正版的李錦記進口產品，同時也可作為李錦記海外產品在中國內地市場測試水溫的平台，有助了解消費者口味。

In 2016, Lee Kum Kee E-commerce Team was also set up in Mainland China. Since its establishment, Lee Kum Kee topped the Tmall and JD.com sales performance chart and was widely recognised by official ratings. In 2019, with its premium user experience and stable sales growth, Lee Kum Kee Tmall Flagship Store was honoured as the "Annual Exemplary Brand" and was the only sauce and condiments brand receiving such recognition. Seizing the opportunity of "Haitao (cross border e-commerce)", Lee Kum Kee introduced products that are only sold overseas on its Tmall Flagship store, such as Lee Kum Kee Abalone Sauce, Double Deluxe Soy Sauce and Concentrated Chicken Broth, receiving positive response by consumers in Mainland China. In this way, consumers can sample our imported products, while we can test the China market for such products to better understand consumer preference.

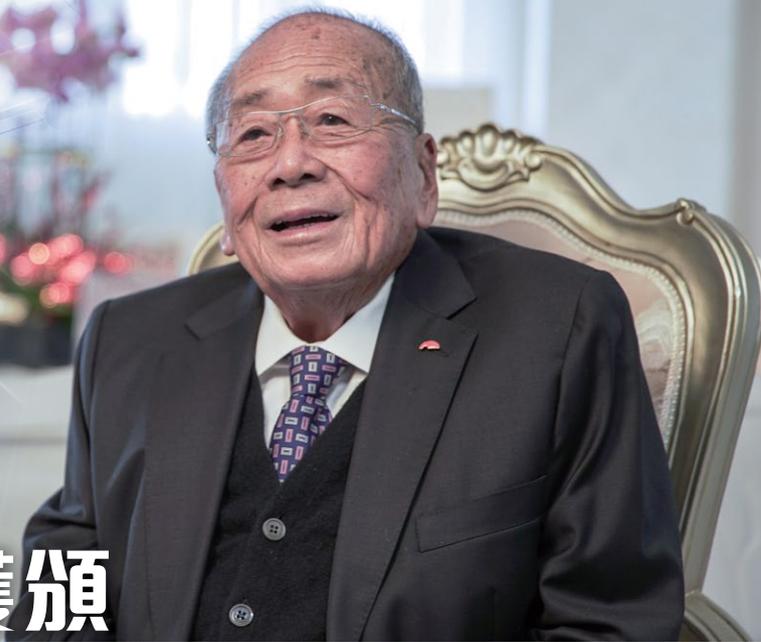


掃描瀏覽李錦記網上專賣店

Scan to browse Lee Kum Kee Online Shop







# 李文達集團主席獲頒 「香港傑出品牌領袖獎」

## Group Chairman Mr. Lee Man Tat Honoured with "Hong Kong Distinguished Brand Leader Award"



### 香港傑出品牌領袖獎 Hong Kong Distinguished Brand Leader Award

李錦記集團主席李文達先生在2月榮獲香港品牌發展局和香港中華廠商聯合會頒授「香港傑出品牌領袖獎」，以表彰李先生高瞻遠矚、勇於創新，在出任李錦記掌舵人數十年來不斷為集團注入新思維、新動力，成功將李錦記打造成跨越百年的國際知名品牌。

「香港傑出品牌領袖獎」為主辦機構首次設立的最高榮譽獎項，名額為每年一個。該獎項旨在表揚積極投身品牌創建工作並取得卓越成就、對香港品牌發展作出重大貢獻的香港企業家，為業界樹立典範，弘揚香港的品牌文化。得獎者由嚴謹的評選準則選出，包括在成就、信譽、遠見、領導才能及貢獻五大方面的表現，得獎者的參選公司必須已獲得「香港名牌十年成就獎」。

李文達先生非常高興榮獲此殊榮，他衷心感謝李錦記各員工的努力和承擔，並鼓勵大家為集團持續發展再接再厲，他亦感激業務夥伴及顧客歷年來的支持，助力李錦記的成長。



掃描觀看李文達集團主席得獎介紹  
Scan to watch Group Chairman  
Mr. Lee Man Tat's Award Introduction

Lee Kum Kee Group Chairman Mr. Lee Man Tat was honoured with the "Hong Kong Distinguished Brand Leader Award" by the Hong Kong Brand Development Council and the Chinese Manufacturers' Association of Hong Kong in February. The award recognised the distinguished vision and innovation of Mr. Lee Man Tat while leading Lee Kum Kee over the last few decades. It commended Mr. Lee for his unflinching drive and creativity in successfully building up Lee Kum Kee as a world-renowned brand with a legacy of over a hundred years.

This is the first ever "Hong Kong Distinguished Brand Leader Award", and only one winner is selected each year to receive the prestigious honour. It gives recognition to Hong Kong entrepreneurs for their remarkable achievements in brand-building and contributions towards the development of Hong Kong brands, with the objective of identifying role models exemplary for the industries and for promoting Hong Kong's brand culture. The awardee must represent excellence under the criteria of Achievement, Integrity, Vision, Leadership and Contribution. In addition, the awardee's brand must be a winner of the "Hong Kong Top Brand Ten Year Achievement Award".

Mr. Lee Man Tat was delighted for being awarded this honour. He sincerely thanked employees of Lee Kum Kee for their hard work and commitment, and encouraged all to keep up with their efforts for the sustained development of the Group. He also expressed appreciation for the longstanding support from business partners and customers over the years to contribute to the growth of Lee Kum Kee.



## 李惠中先生獲委任新會僑聯名譽主席

Mr. Charlie Lee Appointed as Honorary Chairman for Xinhui District Federation of Returned Overseas Chinese



去年11月，新會區第十五次歸僑僑眷代表大會在新會龍泉酒店召開，李錦記醬料集團主席李惠中先生獲委任應屆僑聯名譽主席。

大會同時舉行了主題為「發揮僑資源優勢 聚力大灣區發展」座談會，多位海外、港澳嘉賓紛紛從文化交流、經濟合作、創新創業等多方面為家鄉發展積極建言獻策。

The 15<sup>th</sup> Congress of Returned Overseas Chinese and Families, Xinhui District was hosted at Long Chan Resort, Xinhui in last November. Lee Kum Kee Sauce Group Chairman Mr. Charlie Lee was appointed as the Honorary Chairman of the current term.

The event also hosted a seminar themed "Resources from Returned Overseas Chinese: Capitalising on Advantages to Drive Developments in the Greater Bay Area" where a panel of guest speakers from Hong Kong, Macao and other overseas countries offered insights and suggestions on developing the economies of their hometown through cultural exchanges, economic cooperation and incubating entrepreneurship, etc.

## 李惠中先生譽為 「四川慈善獎—最具愛心慈善個人」

Mr. Charlie Lee Honoured as "Most Benevolent Individual"

去年11月，四川省人民政府公佈第二屆四川慈善獎的得獎名單，以表彰熱心慈善的個人及企業。李錦記醬料集團主席李惠中先生榮獲「第二屆四川慈善獎—最具愛心慈善個人」獎項，不但肯定其在慈善的貢獻，亦反映李錦記一直熱心公益，實踐「思利及人」、「造福社會」及「共享成果」等核心價值。

Last November, the People's Government of Sichuan Province announced the list of recipients of the Second Annual Sichuan Charity Awards which recognise individuals and enterprises for their philanthropic work. Lee Kum Kee Sauce Group Chairman Mr. Charlie Lee was honoured with the "Most Benevolent Individual of the Second Annual Sichuan Charity Award" in recognition of his contribution to charity. The award was also a tribute to Lee Kum Kee for consistently and proactively engaging in public welfare activities and staying firm to its corporate values of "Si Li Ji Ren" (Considering Others' Interests), "Benefitting the Community" and "Sharing Fruits of Success".



# 李錦記與社區共同抗疫

## Lee Kum Kee Combats the Epidemic as One with the Community

來勢洶洶的新型冠狀病毒肺炎疫情牽動著社會各界人士的心。一方有難，八方支援。越到危急關頭，越需要更多企業勇於承擔社會責任，挺身而出。「思利及人」及「造福社會」是百年民族企業李錦記的核心價值觀，自疫情發生以來，除了實施嚴謹的防疫措施，醬料集團及健康產品集團旗下無限極積極配合防疫工作，分別向受影響地區進行捐贈善款及物資，全力協助地方阻擊疫情，支援堅守在一線的醫護工作者，以實際行動履行企業責任、積極回報社會。

The novel coronavirus outbreak poses a threat that deeply concerns and unsettles the communities in affected areas and calls for collaborative efforts to combat the epidemic. Corporations have a pivotal role in such difficult times to join forces with the rest of society to fulfil their social responsibility in the battle against the spread of the disease.

As a century-old ethnic enterprise, Lee Kum Kee, upholding the core values of "Si Li Ji Ren (Considering Others' Interests)" and "Benefitting the Community", has not only taken stringent internal preventive measures since the virus outbreak but also supported the local authorities and medical professionals on the frontline. Through donations by the Sauce Group and Infinitus of LKKHPG, Lee Kum Kee is translating its commitment to social responsibility into action as a means to return its due to the community.

## 醬料集團多角度助力抗疫

### Sauce Group Combats Disease on Multiple Fronts



醬料集團通過廣東省江門市慈善會，向江門市中心醫院捐款人民幣200萬元用作抗擊新型冠狀病毒肺炎疫情，包括購置醫用防護服、外科口罩、一次性手術服、防護臉罩、護目鏡等急需醫療物資和醫療器具，以及相關醫療設施的建設。

Lee Kum Kee Sauce Group donated RMB 2 million to Jiangmen Central Hospital through the Jiangmen Charity Federation. The donation will be used to combat the outbreak, such as purchasing protective clothing, surgical masks, disposable scrubs, face shields and goggles, and installing medical facilities.

The Sauce Group also donated more than 2,000 cartons of white vinegar to the Jiangmen Branch of the Red Cross Society of China to bolster the preventive measures before the arrival of the flu season. Vinegar has antiseptic and anti-inflammatory properties and is effective in preventing influenza and respiratory tract infections.

In addition, the Sauce Group readily responded to the call of the State Administration of Market Supervision and Administration and participated in their declared mission of "guaranteeing price, quality and supply". The aim was to encourage companies to resume full operation on the basis of ensuring the safety of employees, to expand production capacity and to do their best to maintain market order and meet social demands.

鑒於醋具有殺菌消炎、有效預防流行性感冒與呼吸道疾病之功效，醬料集團亦向廣東江門新會紅十字會捐贈2,000多箱白醋，支援冬春交替引起的呼吸道疾病預防工作，以減輕一線防疫工作者的壓力。

As a leading food manufacturer, Lee Kum Kee always places priority on product quality and food safety as well as the well-being of its employees. Confronted by the need to reduce risk of the spread of the novel coronavirus, the Company has on one hand issued clear guidelines on stringent control and preventative measures to ensure the safety of both its employees and all products, and on the other hand, introduced discretionary arrangements for staff to work from home, as appropriate, to alleviate the risk of spreading the infectious disease.

同時，醬料集團更響應國家市場監督管理總局號召，參與「保價格、保質量、保供應」的「三保」行動，包括在保證員工安全的基礎上，抓緊全面復工、擴大產能，盡力維護市場秩序，滿足社會需要。



作為知名食品企業，李錦記一直重視產品品質和安全以及員工福祉。公司一方面向員工發出工作指引，嚴格落實各項新型冠狀病毒的防禦措施，以保障員工及產品安全；另一方面，除必須服務外，管理層亦酌情容許員工在家工作，以降低傳染病散播的風險。

## 無限極支援前線抗疫

### Infinitus Supports Coronavirus Relief Efforts on the Frontline

無限極捐出合共人民幣600萬元的善款及物資，以支持疫情一線地區的抗疫工作，齊心協力對抗疫情，同時向一眾前線醫務勇士致敬。

在分配上，無限極透過「思利及人公益基金會」向「中國華僑公益基金會」捐贈人民幣500萬元的抗疫專用款項，以應付湖北武漢疫區的各種緊急救助。

另外，無限極應南方醫科大學南方醫院所需，向醫院捐贈價值人民幣100萬元的物資，當中包括洗手液、營養棒及空氣淨化器等，有助改善前線醫務人員的工作環境及設備條件，為廣東地區的疫情防控出一分力。

李錦記集團會繼續關注疫情發展，履行良好企業公民責任，因應社區的防疫需求作出適當的配合和援助。

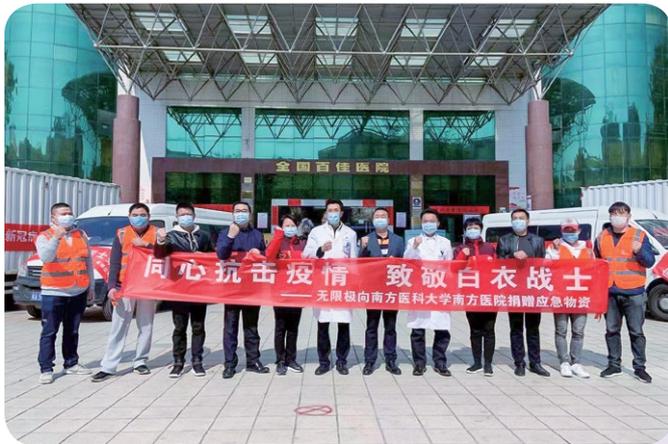


Infinitus has pledged RMB 6 million in cash and materials to support frontline workers engaged in fighting against the novel coronavirus outbreak, with special emphasis on medical staff dedicated to life saving.

RMB 5 million from the said sum was donated from "Si Li Ji Ren Foundation" to "Overseas Chinese Charity Foundation of China" for emergency relief purposes at Wuhan, Hubei Province, the epicentre of the outbreak.

RMB 1 million worth of materials which included hand sanitizers, energy bars and air purifiers was donated to the Nanfang Hospital of the Southern Medical University to help relieve material shortages. The aid has helped improve the working environment of the medical staff and contributed towards containing the spread in Guangdong.

Lee Kum Kee Group will continue to monitor the situation in respect of the novel coronavirus epidemic and pledges to fulfil its role as a good corporate citizen to help and facilitate combatting the spread of the disease as needed.



## 亮相第二屆中國國際進口博覽會 Participates in the Second CIIE

去年11月，李錦記參與第二屆中國國際進口博覽會，向世界推廣中國味道。作為全球首個以進口為主題的國家級博覽會，今年博覽會為期六天，雲集超過150個國家和地區的3,000多家企業參展。李錦記於「香港館產品展區」設置展位，在現場展出多款蠔油及XO醬系列產品，並設有試食環節；李錦記熊貓及蠔寶吉祥物更亮相博覽會，與海內外來賓熱烈互動。

展會期間，李錦記獲邀出席由新華社民族品牌工程辦公室及新華社新聞信息中心舉辦的「品牌，讓世界更美好——中外品牌論壇」，與來自世界各地的品牌交流老字號如何在新零售時代持續創新，煥發出新的生命力，繼續向世界發揚中華優秀飲食文化。



Last November, Lee Kum Kee participated in the Second China International Import Expo (CIIE). As the world's first import-themed exhibition on a national level, the CIIE was held over six days this year and attracted more than 3,000 exhibitors from over 150 countries and regions. Exhibited at the Hong Kong Product Zone, Lee Kum Kee showcased an array of house brand products from its oyster sauce and XO sauce range coupled with food tasting. The staging of the Lee Kum Kee Panda and Oyster Mascots also drew a crowd as the endearing ambassadors interacted enthusiastically with visitors to promote the heritage taste of authentic Chinese cuisine to the world.

During the exhibition, Lee Kum Kee was invited to attend the "Brands Bring Better Future for the World - Global Forum for Brand Equity Strategists" session organised by the Office of National Brands Project of Xinhua News Agency and Xinhua News Agency Information Centre, to exchange insights with fellow heritage brands from other parts of the world on ways of staying innovative in the era of New Retail in a continual effort to promote Chinese culinary culture worldwide.

## 參展第15屆調博會

### Exhibits at the CFE 2019

去年12月，李錦記出席在廣州舉行的2019中國（國際）調味品及食品配料博覽會（簡稱「調博會」）。作為全國最大的調味品專業展會，調博會已舉辦至第15屆，吸引321家參展商參加。會上，李錦記展示了品牌歷史及產品，現場更有大廚即席以李錦記醬料烹調多款菜餚，吸引不少參觀者品嚐。

在當晚舉行的「李錦記之夜」歡迎晚宴上，李錦記榮獲中國調味品協會頒發「建國70年中國調味品行業突出貢獻企業」及「建國70年中國調味品行業消費者喜愛品牌」等多個獎項。



Last December, Lee Kum Kee attended the China International Condiment and Food-additive Expo 2019 (CFE 2019). As the largest trade exhibition for the condiments industry in China, CFE 2019, held at its 15<sup>th</sup> edition, attracted 321 exhibitors. Other than showcasing a product gallery and the brand history, Lee Kum Kee had a number of master chefs whipping up dishes on the spot with an assortment of Lee Kum Kee condiments and sauces, which attracted a crowd to sample these scrumptious delicacies.

At the *Night of Lee Kum Kee* welcome dinner, the China Condiment Industry Association honoured Lee Kum Kee with multiple awards, including the "70<sup>th</sup> Anniversary of the Founding of PRC - Outstanding Enterprise in the Chinese Condiment Industry Award" and "70<sup>th</sup> Anniversary of the Founding of PRC - Most Popular Condiment Consumer Brand Award".

## 舉辦李錦記「高手在民間」總決賽

### Organises the Culinary Challenge "Anything But Ordinary"



去年12月，李錦記舉辦2019年「高手在民間」年度總決賽。該比賽歷時10個月，最終從全國49個城市選出九位廚藝高手晉身總決賽。

入圍的參賽者須進行烹調指定食材、特色自選、抽籤食材三輪的比拼，充分地展現了廚藝基本功及對李錦記產品的了解和應用，才能脫穎而出。得獎者除了獲得豐富的李錦記醬料產品，更將於來年成為「李錦記推廣大使」。

李錦記特別邀請到楊春輝大師親臨並進行「名廚講堂」，現場介紹更多李錦記產品的創新應用方法。

Last December, Lee Kum Kee hosted the final round of the 2019 "Anything But Ordinary" culinary challenge. After 10 months of fierce competition, nine talented culinarians from all walks of life across 49 cities nationwide won their spots for the final challenge.

Contestants went through three rounds in the final challenge where they had to whip up dishes on the spot using designated ingredients, self-selected ingredients and random ingredients by drawing lots. Other than showcasing the contestants' culinary skills, the challenge was designed to put contestants' understanding and application of Lee Kum Kee products to the ultimate test. On top of receiving a generous assortment of Lee Kum Kee condiments, the winner of this culinary challenge will also be appointed as *Lee Kum Kee Ambassador of the Year*.

Master Chef Yang Chun Hui was invited to the finals where he conducted a session of *Celebrity Chef Masterclass* and introduced creative ways to enhance cooking with a variety of Lee Kum Kee products.



## 支持上海食品產業發展論壇

### Supports the Shanghai Food Industry Development Forum



去年11月，2019年中國（上海）食品產業發展論壇暨上海市食品學會年會在上海舉行。李錦記在論壇上展示產品，獲與會人士一致好評。

李錦記作為理事單位獲邀出席論壇，並就食品產業的發展趨勢、食品安全政策法規等議題與行業專家、知名食品品牌交流。李錦記醬料集團企業事務執行副總裁孔君道先生表示，李錦記將不斷努力，在恪守「100-1=0」品質管控理念的同時，繼續深入研發產品，迎合市場需求。

Last November, the 2019 China (Shanghai) Food Industry Development Forum cum Shanghai Society of Food Science Annual Meeting was held in Shanghai. At the forum, Lee Kum Kee presented a product showcase which received positive feedback.

As a council member, Lee Kum Kee was invited to attend the forum and exchanged insights with industry experts and brands on topics including development trends for the food industry and regulatory policies pertaining food safety. Mr. Dodie Hung, Executive Vice President - Corporate Affairs of Lee Kum Kee Sauce Group, expressed that the heritage brand will continue to uphold its stringent quality management philosophy of "100 - 1 = 0" and research on extending its product lines to meet market demands.



# 榮獲美通社頒發民族品牌成就獎



## Receives the National Brand Achievement Award from PR Newswire

去年12月，李錦記出席在深圳舉行的2019美通社新傳播年度論壇，論壇以「贏媒體·贏變革」為主題，雲集國內外知名企業及公關傳播界專家，探討企業在全球傳播面對的機遇和挑戰。

同場更頒發美通社新傳播年度大獎，李錦記榮獲「民族品牌成就獎」，肯定了其行業影響力及在傳播領域的出色表現。

Last December, Lee Kum Kee attended the 2019 PR Newswire Communications Forum in Shenzhen. Themed "Earned Media Rising", the event invited top firms and corporate communications experts from home and abroad to conduct in-depth panel discussions on the challenges and opportunities of global communications that companies faced.

At the PR Newswire New Communications Awards 2019, Lee Kum Kee was honoured with the "National Brand Achievement Award" – a testimony to the brand's industry influence and outstanding corporate communications.



# 榮獲「年度行業領軍品牌」

## Receives "Brand Leadership Award of the Year"

去年11月，中國財經峰會冬季論壇在北京舉行。本屆論壇以「韌性與活力」為主題，匯聚各大品牌，透過論壇互動、品牌展示等形式，探討新時代的產業變革與商業創新，共同探尋發展路徑。論壇上，李錦記榮獲「2019年度行業領軍品牌」大獎，主辦方充分肯定李錦記在調味品行業的領先地位，指其為家喻戶曉的百年品牌，堅持追求卓越的產品品質。

這是李錦記繼去年7月獲得「匠心品質大獎」後，再度獲得中國財經峰會的認可，充分體現李錦記對調味品行業的貢獻。

Last November, the 2019 China Finance Summit Winter Forum was held in Beijing. Revolving around the theme of "Resilience and Vitality" this year, the summit attracted many major brands. Through interaction in experience sharing forums and brand presentations, participants explored potential development pathways on how to revolutionise industries and innovate businesses in this new era. Lee Kum Kee was honoured with the "Brand Leadership Award of the Year". The grand award was a testimony to Lee Kum Kee's pivotal part in spearheading the condiments industry. Organisers of the summit highlighted the exemplary culture set by Lee Kum Kee in upholding its product excellence that cemented its reputation as a renowned heritage brand.

This is another recognition from the China Finance Summit after honouring Lee Kum Kee with the grand award of "Outstanding Quality of the Year" in last July, attesting to Lee Kum Kee's contribution to the industry.



# 「小鮮瓶」原釀本味鮮醬油全新登場

*Freshness Sealed in a Bottle - Launch of Natural Plain Fermented Seasoned Soy Sauce*

踏入2020年，李錦記強勢推出「小鮮瓶」原釀本味鮮醬油。李錦記在產品研發方面推陳出新，原釀本味鮮醬油嚴選非轉基因原粒黃豆為原材料，採用傳統高鹽稀態發酵工藝製造，為零添加的頭道醬油，為消費者提供創新的味覺體驗。

「小鮮瓶」更採用突破性的包裝設計，成功獲得國際專利。其瓶身採用雙層構造，能有效阻隔醬油與氧氣的接觸；「擠擠裝」瓶口經特別設計，較傳統玻璃瓶更易操作及控制用量，使得醬油開封後鮮味更持久。

李錦記聯乘網上銷售平台天貓(Tmall.com)，於「天貓國潮年貨節」獨家開售，同時推出新年特別版「錦鼠有李-小鮮瓶原釀本味國潮禮盒」，在天貓首次直播流量高達23萬人次。李錦記又與天貓的實體快閃店「有間年貨鋪」合作，在上海、杭州、麗江、青海四地展出，吸引年輕人到場拍照。原釀本味鮮醬油更於全國收視率第一的湖南衛視跨年晚會首次亮相，引起各大媒體關注，成功掀起網上熱潮。



Lee Kum Kee kicked off 2020 with a bang as it introduced its latest product, "Freshness Sealed in a Bottle" - the Natural Plain Fermented Seasoned Soy Sauce. Constantly innovating to achieve breakthrough, this latest addition to the Lee Kum Kee soy sauce range is made from selected non-GMO soybeans which undergo a traditional high-salt diluted-state fermentation process that retains the original flavour on first draw, without adding any preservatives, offering consumers a taste of freshness sealed in a bottle.

The creative bottle design is able to minimise oxygenation with an internationally patented double layer bottleneck. The squeezable bottle also enables the aroma and freshness of soy sauce to be sealed in the bottle for a far longer period after opening, as compared to traditional glass bottles and makes it much easier to control the amount of sauce used each time.

The Natural Plain Fermented Seasoned Soy Sauce is exclusively retailed on ecommerce platform Tmall.com. In conjunction with the *Tmall Spring Festival Goodies by Domestic Brands* promotional campaign, Lee Kum Kee also launched a special edition gift box over Lunar New Year. The *Lee Kum Kee Year of the Rat - Freshness Sealed in a Bottle Gift Box* garnered viewership of 230,000 for its first live broadcast on Tmall. Working with Tmall's offline arm, Lee Kum Kee launched a series of Lunar New Year Festive Goodies pop-up stores in Shanghai, Hangzhou, Lijiang and Qinghai as well to attract the younger crowd with bespoke decor that made perfect selfie backdrops. The Natural Plain Fermented Seasoned Soy Sauce also garnered widespread media interest when it premiered on the *Hunan TV New Year's Eve Concert*. The gala event clinched top ratings nationwide and Lee Kum Kee's latest soy sauce product indeed became the talk of the town.



# 「李錦記廚房 輕鬆煮幾味」推廣活動

## "All Sauce Campaign" in Hong Kong Market



為帶出李錦記旗下醬料及調味品的多樣性及易用性，香港市場以「李錦記廚房 輕鬆煮幾味」為主題，於2019年6月至12月期間進行一連串推廣活動。

除報章廣告及店內陳列之外，香港市場團隊特意製作了10條烹飪教學短片，於社交平台及多個電子平台持續播放，累積瀏覽率多達126萬人次。團隊更與人氣煮食網頁煮一煮（CookI Cook.com）合作，於網頁內設立品牌專區及舉行食譜創作比賽，又於Facebook專頁及群組上持續分享李錦記醬料的食譜及應用方法，引起廣泛討論。

另外，香港市場團隊看好香港數十萬外傭人口的市場潛力，在李錦記香港網站增設「家傭易煮食譜」功能，提供過百道印尼文及英文的「快、靚、正」食譜，方便外傭學習如何使用李錦記醬料為僱主煮出家常菜式，成功進一步擴充客戶群。

掃描瀏覽李錦記「家傭易煮食譜」  
發掘更多靈感煮意

Scan to visit Lee Kum Kee "Domestic Helper Recipes" for more cooking inspiration



英文  
For English



印尼文  
For Indonesian



To promote the diversity and easy-to-use quality of Lee Kum Kee's products, the "All Sauce Campaign" was launched in Hong Kong from June to December 2019 with the theme of "Lee Kum Kee Kitchen – Convenience Sauce Series Makes Cooking Easy with Varieties".

In addition to print media advertisements and instore displays, 10 cooking videos were created and broadcasted on various digital and social media platforms, with over 1.26 million views recorded. Besides, the Lee Kum Kee Brand Zone and a recipe competition were set up at popular cooking website CookI Cook.com. The continuous sharing of recipes and applications of Lee Kum Kee sauces on Facebook pages and groups also stimulated extensive discussions.

In order to capture the market potential of the massive population of foreign domestic helpers in Hong Kong, a new "Domestic Helper Recipes" section was created on Lee Kum Kee Hong Kong website with over 100 recipes in Indonesian and English to educate domestic helpers on how to prepare dishes with Lee Kum Kee sauces.



# 蠔皇極品 鮑魚



## New Product Launch - Abalone in Premium Oyster Sauce

去年11月，李錦記在香港市場率先推出即食產品——蠔皇極品鮑魚。該產品嚴選肉質肥美、口感煙韌的鮑魚品種，配以李錦記舊庄特級蠔油秘製、鮮味濃郁的醬汁，充分呈現鮑魚的鮮甜美味。適逢年底佳節，李錦記特別推出蠔皇極品鮑魚配搭XO醬的「極尚饌選」禮盒，方便消費者餽贈摯愛親朋。

除了店內陳列，團隊更在穿梭港九新界的巴士車身、多個社交平台及手機應用程式投放廣告，成功提高產品曝光率，產品推出短短一個多月已獲得令人鼓舞的成績。



以舊庄特級蠔油  
秘製鮑魚醬汁

Last November, Lee Kum Kee rolled out its new ready-to-eat product, Abalone in Premium Oyster Sauce in Hong Kong. We carefully selected fleshy abalone prepared with our signature Premium Oyster Sauce, which helped bring out the umami of abalones. Launched over the Chinese New Year, Lee Kum Kee promoted the Premium Gift Box which combined a can of abalone with XO sauce to serve for presentation as a perfect gift.

Other than instore displays, the advertisement of the product could be found on buses, social media platforms and mobile applications, successfully garnering attention from the public. The new product was met with encouraging sales performance in just over a month.



掃描觀看李錦記蠔皇極品鮑魚食譜短片  
Scan to watch cooking video of Abalone in Premium Oyster Sauce



# 香港市場 推出多款全新零售產品

## New Products Launched in Hong Kong

憑著「永遠創業精神」，李錦記一直追求產品創新，致力為消費者帶來新口味。2019年第四季，李錦記在香港市場推出多款全新零售產品，包括海鮮頭抽、海南雞醬料系列（海南雞豉油及海南雞辣椒醬）、沙爹濃湯及發財添丁甜醋。

In the spirit of "Constant Entrepreneurship", Lee Kum Kee pursues product innovation and is dedicated to bringing new flavours to customers. In the last quarter of 2019, Lee Kum Kee rolled out various new products in Hong Kong - Savoury Seafood Soy Sauce, Hainanese Chicken Sauce Range - Soy Sauce for Hainanese Chicken and Chilli Sauce for Hainanese Chicken, Satay Thick Soup and Sweetened Vinegar.



掃瞄瀏覽李錦記網上專賣店

Scan to browse Lee Kum Kee Online Shop

## 海鮮頭抽

### Savoury Seafood Soy Sauce

為迎合愛吃海鮮的香港人，李錦記在香港市場推出海鮮頭抽，進一步拓展功能豉油市場。該產品的一大特色是加入了鮑魚精華，倍添鮮甜，適合用於烹調各類海鮮，尤其用作爆炒海鮮菜式，特別能帶出海鮮的鮮甜味道，令食材鮮上加鮮。

In view of the popularity of seafood in Hong Kong, Lee Kum Kee launched the Savoury Seafood Soy Sauce so as to further expand our Functional Soy Sauce range. With abalone extract added in the soy sauce, the Savoury Seafood Soy Sauce gives a slight taste of sweetness and brings out the umami of seafood, which pairs well with any seafood dishes, especially stir-fried seafood.



添加  
鮑魚精華



## 海南雞醬料系列

### Hainanese Chicken Sauce Range

全新「李錦記海南雞醬料系列」採用獨有配方，將星馬風味帶到家中。其中，海南雞豉油按照傳統星馬甜豉油風味調配，質感濃稠，入口鮮甜，宜用於蘸點或調味；海南雞辣椒醬則以精選辣椒製成，辣味香濃，配合李錦記薑蓉享用，風味極佳。

The brand new Hainanese Chicken Sauce Range follows a unique formula that brings authentic Singaporean and Malaysian flavours home. Lee Kum Kee Soy Sauce for Hainanese Chicken keeps the traditional flavour of Singaporean and Malaysian sweet soy sauce. Its full-bodied flavour and thick texture can be used for both seasoning and dipping. Chilli Sauce for Hainanese Chicken is a hot and refreshing sauce made from carefully selected chilli. Paired with Lee Kum Kee Minced Ginger, customers can enjoy the Hainanese Chicken in the comfort of their homes.



## 沙爹濃湯 Satay Thick Soup

李錦記濃湯系列自2018年6月首次推出，四款別具東南亞風味的濃湯一直深受生活忙碌的年青一族歡迎。有見及此，李錦記進一步擴展濃湯系列，推出別具港式風味的沙爹濃湯，濃郁的沙爹及花生香氣，將為消費者帶來全新味覺享受。

Since its first launch in June 2018, the Thick Soup range gained increased popularity among the busy young ones. Adding to the four existing Southwestern Asian flavours, Lee Kum Kee decided to expand the range and launched the Satay Thick Soup. Customised to the local taste of Hong Kong, the Satay Thick Soup gives a rich satay and peanut aroma for the enjoyment of consumers.



## 發財添丁甜醋

### Sweetened Vinegar

繼去年9月在香港推出臻選香醋及醇釀米醋後，團隊隨即乘勝追擊，推出發財添丁甜醋，全面拓展食醋市場。該產品甜酸味適中，酸而不嗆，醋味香濃，是烹調豬腳薑的最佳選擇。

Following the launch of Selected Aromatic Vinegar and Rice Vinegar in last September, the team further launched the Sweetened Vinegar to expand our vinegar range. Sweetened Vinegar has a balanced sweet and sour taste, coupled with a strong vinegar flavour. It is the ideal sauce for making Pork Knuckles and Ginger Stew.





# 支持第三屆世界粵菜廚皇大賽



## Third World Master Chefs Competition for Cantonese Cuisine

去年11月，由澳門餐飲業聯合商會主辦的「世界粵菜廚皇大賽」在澳門舉行，匯聚了超過40個國家及地區的粵菜廚師，組成超過100隊專業廚師隊伍參賽。適逢2019年為澳門特別行政區成立20週年，今屆大賽分為「粵菜熱葷組」及「粵菜點心組」，旨在將澳門美食文化帶出國際，推動粵菜不斷傳承及創新。

李錦記作為大會指定醬料贊助，同時贊助各參賽者的廚師帽及圍裙，以支持中餐業發展及交流。李錦記醬料集團主席李惠中先生、澳門特別行政區政府旅遊局局長文綺華女士及嘉賓等出席於澳門旅遊塔舉行的頒獎典禮晚宴，為一眾高水準的粵菜師傅頒發獎項。



Last November, the United Association of Food and Beverage Merchants of Macao (UAFBMM) welcomed Cantonese cuisine chefs from more than 40 countries and territories for the World Master Chefs Competition for Cantonese Cuisine (WMCCCC 2019) hosted in the Macao SAR. Organised by the UAFBMM, the competition saw over 100 teams of professional chefs vying for the prestigious title this year. To celebrate the 20<sup>th</sup> anniversary of the establishment of the Macao SAR, the WMCCCC 2019 was segregated into two competition categories - "Hot Dish - Cantonese Cuisine" and "Cantonese Dim Sum". The aim was to innovate creative dishes based on traditional classics so as to express Macao's unique gastronomy with a twist and promote the amazing Cantonese cuisine to global audience.

As an avid supporter of Chinese culinary development and exchanges, Lee Kum Kee sponsored all condiments used in the competition along with all toques and aprons to be worn by participating chefs. Lee Kum Kee Sauce Group Chairman Mr. Charlie Lee and Director of Macau Government Tourism Office Ms. Maria Helena de Senna Fernandes attended the Awards Presentation Dinner along with other dignitaries at the Macao Tower and presented awards to the winners.





## 慶祝與大榮行合作55周年

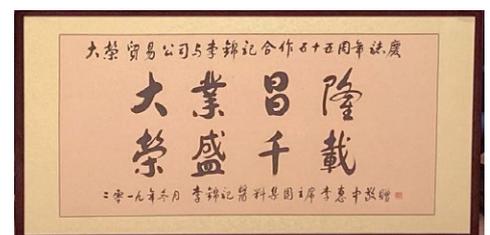
Celebrating the 55<sup>th</sup> Anniversary of Partnership with Japanese Food Service Distributor Daiei Trading

2019年是李錦記與日本市場餐飲代理商大榮貿易公司（下稱「大榮行」）合作的第55周年。去年12月，李錦記集團董事李惠民先生與李惠雄先生、李錦記醬料集團主席李惠中先生與醬料集團管理層一同出席大榮行於日本舉行的慶祝晚宴及年會。

大榮行會長陳英明先生表示：「55年來，我們一直合作無間，以李錦記多元化產品不斷擴展在日本的業務。我們不僅是合作夥伴，更是感情深厚的兄弟。李氏家族曾在我們最艱難的時期對我們不離不棄，全力幫助渡過難關，這種仗義精神正是『思利及人』的典範。」李錦記將一對石獅子贈送予大榮行，答謝其多年來的支持，另外，李錦記亦致送了包含「大榮」兩字為題的牌匾予陳英明先生，祝願大榮行生意蒸蒸日上。

2019 marked the 55<sup>th</sup> anniversary of partnership between Lee Kum Kee and its Japanese food service distributor, Daiei Trading. Last December, Lee Kum Kee Group Directors Mr. Eddy Lee and Mr. David Lee, Lee Kum Kee Sauce Group Chairman Mr. Charlie Lee and management team attended the celebration dinner held by Daiei Trading in Japan.

Mr. Chen Ying Ming, Chairman of Daiei Trading recalled, "For the past 55 years, we worked closely and were dedicated to expanding the business in Japan with a wide variety of products of Lee Kum Kee. We are more like siblings than just business partners. The Lee Family stood by us and extended a helping hand during our most difficult times. This is a testament of their core value, 'Si Li Ji Ren' (Considering Others' Interests)." Lee Kum Kee presented a pair of stone lions to Daiei Trading for their support over the years and a calligraphy plaque with the Chinese characters of "Daiei" as appreciation for Mr. Chen Ying Ming, wishing Daiei Trading's business to grow in prosperity and perpetuity.





## 第13屆韓國青年廚師中餐烹飪比賽

*The 13<sup>th</sup> Young Chef Chinese Culinary Contest in Korea*

去年12月，李錦記在韓國仁川市舉辦第13屆韓國青年廚師中餐烹飪比賽總決賽。是次比賽分為學生組及專業組，參賽者須運用李錦記醬料配搭當地食材，烹調出指定主題的菜式。比賽最終由Culinary Institute of Korea的Kim Yushin先生及奧克伍德豪景酒店（梨花園）的Kim Minjung女士分別獲得學生組及專業組的冠軍。獲得總決賽資格的所有參賽者更有機會到訪中國廣州及澳門，促進中韓兩地廚藝交流。

韓國青年廚師中餐烹飪比賽自第一屆舉辦至今，累計參賽者超過10,700名，有助業界發掘有潛質的年輕廚師。未來，李錦記將繼續舉辦這個別具意義的比賽，以發揚中華飲食文化。



Last December, Lee Kum Kee held the 13<sup>th</sup> Lee Kum Kee Chinese Culinary Contest Final Competition in Incheon, Korea. The contestants were divided into student and professional groups. Participants were required to create a themed dish using Lee Kum Kee sauces and local ingredients. Mr. Kim Yushin from Culinary Institute of Korea and Ms. Kim Minjung from Yi Hwa Wŏn, Oakwood Premier Hotel won the student and professional groups respectively. All finalists were invited on a trip to Guangzhou and Macao, China, in a bid to facilitate culinary exchange between China and Korea.

Building up over 10,700 participants since its first edition, the Contest serves as a key platform to discover young culinary talents. Lee Kum Kee will continue to organise this meaningful contest to further promote Chinese culinary culture.





## 主辦新加坡李錦記廚王大賽

Hosts Lee Kum Kee Supreme Chef Competition in Singapore

去年12月，李錦記在新加坡舉辦第一屆廚王大賽。在初賽環節，參與者須在李錦記新加坡Facebook專頁上載烹飪視頻。參與者反應熱烈，經過一番挑選，大會最終選出10名晉身決賽，他們皆來自社會不同階層，包括學生、家庭主婦、廚師、食譜作家等。在決賽環節，參賽者須運用李錦記醬料即席製作菜餚，最終由張展峰先生以李錦記蘇梅醬及蒸魚豉油炮製的「梅盡甘來」贏得冠軍，其作品充分展現出他的創意及精湛廚藝。



Lee Kum Kee held its first Singapore Supreme Chef Competition in last December. Participants were required to submit cooking videos and post them on Lee Kum Kee Singapore Facebook page for the first round of the competition. After fierce competition, ten contestants were selected to enter the final round. They came from all walks of lives - student, housewife, chef, cookbook writer and more. In the final contest, they had to create a new dish with the use of Lee Kum Kee sauces on the spot. The Champion, Mr. Chong Chian Fung, showcased extraordinary creativity and cooking skills and won the competition with the dish Fried Fish with Plum Sauce by skilfully applying Lee Kum Kee Plum sauce and Seasoned Soy Sauce for Seafood.



掃瞄觀看「新加坡李錦記廚王大賽」精彩片段

Scan to watch the highlights of "Lee Kum Kee Supreme Chef Competition"

# BBC冬季美食節圓滿結束

## Participates in BBC Good Food Show



去年11月，李錦記再度參與在英國伯明翰舉行的BBC冬季美食節展會。作為英國最受歡迎美食節之一，展會匯聚全英國著名的廚師及美食專家，錄得逾8萬名參觀人次。李錦記在現場推出優惠組合，贈送食譜和李錦記熊貓筷子，成功刺激銷售。同場更展示三道以李錦記醬料製作的菜式，突顯李錦記醬料的多用性及方便性，吸引大批人潮。

Last November, Lee Kum Kee once again participated in the BBC Winter Good Food Show in Birmingham. As one of the biggest shows in the United Kingdom, it brought together the top-notch chefs and experts in the country and attracted over 80,000 visitors. Customers could find amazing deals with free recipes and Lee Kum Kee Panda chopsticks at the Show, which successfully contributed to increased sales. Three dishes were demonstrated at our booth to showcase the versatility and user-friendliness of Lee Kum Kee sauces, and attracted large crowds of patrons.



# 首次參與德國Eat & Style美食節

## Participates in our First Eat & Style Food Festival in Germany



去年11月，李錦記首次在德國參與大型消費者展會 — Eat & Style 美食節。美食節吸引約12,000名消費者參加。李錦記在美食節推出不同的產品組合，包括熊貓牌鮮味蠔油、至尊生抽、特級老抽和照燒汁等；又透過中西融合菜烹飪示範及試食活動吸引消費者，成功提升李錦記在德國的品牌認知度。

Last November, Lee Kum Kee participated for the first time in the Eat & Style Food Festival - a large-scale consumer show in Germany. The Festival attracted over 12,000 visitors. By launching attractive products including Panda Brand Oyster Sauce, Supreme Light Soy Sauce, Premium Dark Soy Sauce and Teriyaki Sauce, as well as showcasing fusion dishes made with Lee Kum Kee sauces through demonstration and food tasting, we successfully raised brand awareness among the German consumers.



# 英國 潮州辣椒油 推廣活動



掃描了解更多李錦記潮州辣椒油

Scan to learn more about Lee Kum Kee Chiu Chow Chilli Oil



# "CHIU CHOW IT"

## CAMPAIGN IN THE UK

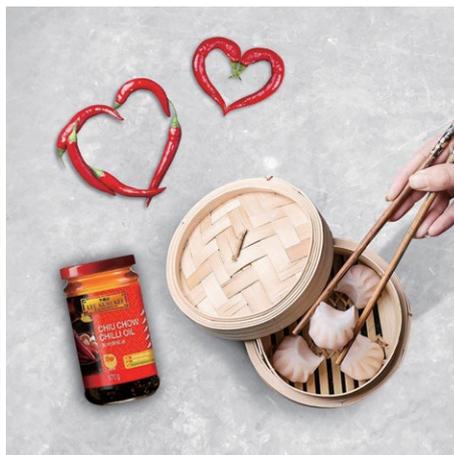
去年11月至12月，李錦記在英國推出潮州辣椒油產品的全方位市場推廣。活動以「Chiu Chow it - Every bit's a flavour hit」為主題，以戶外廣告、視頻、社交媒體內容創作、超市烹飪示範等活動，向年輕消費者及嗜辣一族推廣李錦記潮州辣椒油的獨特口味。

潮州辣椒油的宣傳視頻在iTV及Channel 4等主流媒體電子頻道播放，以程序化廣告鎖定目標客戶，觸及超過100萬消費者。此外，李錦記在倫敦最繁忙的地鐵站投放大型廣告，接觸超過600萬人次，觸目的廣告成功引起話題，獲美食達人在社交媒體轉載。李錦記更在社交平台分享食譜及遊戲，成功吸引主流市場消費者。



From November to December 2019, Lee Kum Kee launched an all-rounded marketing campaign for Chiu Chow Chilli Oil in the United Kingdom. With the slogan "Chiu Chow it - Every bit's a flavour hit", the campaign targeted young consumers and those who love spicy food with outdoor advertisements, videos, social media content, instore cooking demonstrations and highlighted the unique flavour of Lee Kum Kee Chiu Chow Chilli Oil.

The "Chiu Chow It!" video was broadcasted on digital TV such as iTV and Channel 4 using programmatic advertising, reaching 1 million consumers. The billboards in some of the busiest London underground stations reached more than 6 million passengers and caught the attention of food influencer, generating a buzz online. Lee Kum Kee also utilised its social media platforms to upload recipes and mini games, attracting tremendous response from mainstream consumers.





## 與美國休閒飲食界權威 Nilou Motamed 合作

Collaborates with US Food and Lifestyle Authority Nilou Motamed

去年11月，李錦記與美國美食競技真人秀「頂尖主廚大對決」（Top Chef）評判 Nilou Motamed 合作，推出一系列的食譜視頻，與消費者分享如何巧妙運用李錦記產品，創出別具風味的菜餚。Nilou 曾擔任著名飲食雜誌首席編輯，被視為休閒飲食界權威。在視頻中，Nilou 示範李錦記醬料的創新使用方法，例如在羊肉丸中加入李錦記蠔油、在中東芝麻醬布朗尼蛋糕加入甜醬油和純芝麻油等，新鮮的配搭不但毫無違和感，更令人回味無窮。

整個系列共有六條食譜視頻，透過在社交媒體上發佈，有助提高品牌在社交媒體的關注度。憑藉 Nilou 在飲食界的信譽和影響力，是次合作成功擴展了李錦記的品牌知名度。



Last November, Lee Kum Kee partnered with Nilou Motamed, a recurring judge on the popular American reality show *Top Chef*, in producing a series of recipe videos, demonstrating how to use Lee Kum Kee sauces to create inspiring dishes. As a recognised food and lifestyle authority, Nilou was the editor-in-chief of a lifestyle magazine. By showcasing new and creative ways to use Lee Kum Kee products, including adding oyster sauce in lamb meatballs and incorporating sweet soy sauce and pure sesame oil in Tahini Brownies, Nilou innovated refreshing and tasty ways to use our sauces.

There were a total of six videos in the series which were published across social media, garnering much attention on the internet. By leveraging the professional credibility of Nilou and her clout in the food industry, the collaboration successfully enhanced Lee Kum Kee's social media presence and brand awareness.



掃描觀看 Nilou Motamed 的食譜  
Scan to watch cooking videos featuring Nilou Motamed

# 加拿大名廚何廣義推廣新產品

New Product Promotion with Canadian Celebrity Chef Joseph Ho



為配合特級調味雞粉及1.9公升味極鮮醬油在加拿大上市，李錦記與多倫多鼎泰超市合作，於聖誕節期間與名廚何廣義先生進行現場烹飪演示活動。

何師傅以特級調味雞粉、1.9公升味極鮮醬油、黃豆醬烹調出兩道節日菜式—蛋黃大蝦和黃豆醬生蠔，同場更分享許多烹飪技巧及如何善用各款李錦記醬料，為消費者提供創作節日美食的靈感。由於何師傅在當地人氣十足，配合產品優惠及贈送的推廣策略，成功吸引大批觀眾，刺激銷情。

To promote the newly launched Premium Bouillon Powder Flavoured with Chicken and 1.9L Seasoned Soy Sauce in Canada, Lee Kum Kee collaborated with Foodymart in Toronto, Canada to host a live cooking demonstration with celebrity Chef Joseph Ho during the Christmas holidays.



Chef Ho demonstrated two festive dishes – Salted Egg Yolk Prawns and Braised Oyster with Soybean Sauce using Lee Kum Kee Premium Bouillon Powder Flavoured with Chicken, 1.9L Seasoned Soy Sauce and

Soybean Sauce. He also shared useful cooking tips with the crowd on how to make use of Lee Kum Kee products, inspiring consumers to apply Lee Kum Kee products to make festive dishes for the holidays. Leveraging Chef Ho's popularity, coupled with promotional deals and free giveaways, the event successfully attracted a large crowd and stimulated sales performance.

# 紐西蘭「質量百分百」推廣活動

"Quality Never Compromised" Campaign in New Zealand



From September to December 2019, Lee Kum Kee launched a series of promotional activities in New Zealand under the theme "The World of Flavour is Your Oyster", with the aim to educate consumers on the versatility of Lee Kum Kee Oyster Sauce.

The extensive campaign included digital contents and print advertising. Lee Kum Kee also had giveaways and instore promotion, which successfully attracted the attention of customers. An Oyster Sauce Instore Display Competition was launched where local supermarkets were invited to decorate their stores with Lee Kum Kee promotional materials and the best decorated store was rewarded. The promotional activities successfully raised the brand awareness of Lee Kum Kee.

去年9月至12月，李錦記在紐西蘭展開一連串蠔油推廣活動。以「煮法萬變，蠔無界限」為主題，向消費者介紹李錦記蠔油的多變煮法。

除了網上平台宣傳、報章廣告外，李錦記透過派發試用裝及進行店內宣傳活動，成功吸引消費者的關注。李錦記更舉辦店內蠔油展示比賽，邀請當地超市用李錦記宣傳物品裝飾店舖，以最佳方式展示李錦記的商店可獲得獎勵，有助加強品牌知名度。



# 海外新春慶祝活動

## Celebrates Chinese New Year Overseas

### 澳洲 Australia



李錦記善用網上平台，與澳洲消費者一同慶祝農曆新年。除了李錦記澳紐官網及Facebook專頁介紹傳統的中國新年食物及包餃子的技巧外，更針對當地西人消費者的口味，推出以李錦記醬料製作的賀年食譜，如長壽麵、賀年餃子等，向主流西人市場充分展示出李錦記醬料的多變用法，提升品牌知名度。

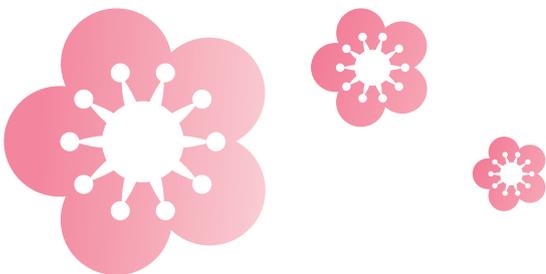
Lee Kum Kee made good use of our online platforms to celebrate the Chinese New Year with consumers in Australia. Articles introducing the symbolic Chinese New Year food and dumpling folding skills and recipes tailor-made for mainstream Caucasian market such as the Longevity Noodles and dumplings were uploaded on Lee Kum Kee Australia and New Zealand website as well as our Facebook page. Targeting the Caucasian consumers, they served to demonstrate the versatility of Lee Kum Kee sauces and greatly enhanced our brand exposure.



### 新加坡 Singapore

農曆新年期間，李錦記於新加坡舉行大型推廣活動，在超過100多間店舖進行大型展示，並特設週末路演，以即抽即中獎、食譜派發等活動，與消費者歡渡喜慶佳節。

Lee Kum Kee launched a large scale Chinese New Year campaign in Singapore, with prominent in-store displays at over 100 stores across the country. The weekend-special roadshows attracted many customers with interactive activities such as lucky draws and recipe giveaways.





# 無限極2019年度業務總監級會議 Infinitus Sales Directors Meeting 2019

去年11月，無限極於新會無限極大學召開2019年度業務總監級會議，並以「堅持優勢 擁抱變化」為主題。公司於會議上公佈2020年行動綱領及2020領導人年會相關安排，同時發佈一系列新產品，並公佈向全體消費者開放全新跨境電商平台「全球購」。

無限極（中國）業務副總裁李冰先生在會議中回顧2019年公司的發展並分享近期的經營情況，以及總結去年下半年三項重要部署的階段性成果。無限極全球行政總裁、無限極（中國）副董事長兼行政總裁俞江林先生則以「奮勇攀登 堅定前行」為主題作出精彩的分享，鼓勵大家跨越各種障礙，創造更多歷史。



▲無限極全球行政總裁、無限極（中國）副董事長兼行政總裁俞江林先生  
Mr. Lam Yu, Managing Director of Infinitus Global, Vice Chairman and Managing Director of Infinitus (China)



▲無限極（中國）業務副總裁李冰先生  
Mr. Leon Li, Vice President of Business of Infinitus (China)

Last November, Infinitus Sales Directors Meeting 2019 themed "Maintaining the Edge and Embracing Changes" was held at Infinitus University in Xinhui. The 2020 Action Outline and the arrangement of Annual Leadership Conference 2020 were officially announced during the Conference. A series of new products were also launched, along with the debut of the cross-border e-commerce platform "Global Purchase" being unveiled.

During the meeting, Mr. Leon Li, Vice President of Business of Infinitus (China), reviewed the development of the Company in 2019, reported the recent business performance and recapped the results of the three major initiatives implemented in the second half of the year. Mr. Lam Yu, Managing Director of Infinitus Global, Vice Chairman and Managing Director of Infinitus (China), vividly shared his perspective on the topic of "Climb ahead Bravely and Move forward with Determination" to encourage sales partners to overcome difficulties and create history.





## 2019無限極全球合作夥伴大會

### Infinitus Global Partnership Conference 2019

去年11月，2019無限極全球合作夥伴大會在江門新會隆重舉行。大會以「共建 共享 共贏」為主題，旨在為公司與合作夥伴搭建一個信息交流、經驗分享、外部策動、共同發展的平台。

會議上，無限極（中國）副總裁李合東先生分析了2019年國家政策、經濟環境和市場競爭的變化，以及合作夥伴和無限極面對的挑戰與機遇。他表示，未來無限極將與各供應夥伴繼續並肩前行，共同面對環境變化，創新合作模式，突破發展局限。

Last November, Infinitus Global Partnership Conference 2019 was held in Xinhui, Jiangmen. With the theme "Building, Sharing and Creating a Win-win Future Together", the Conference aimed at building an information and experience sharing platform for mutual development between the Company and partners.

During the Conference, Mr. Li Hedong, Vice President of Infinitus (China) analysed the changes of national policy, economic environment and market competition in 2019, as well as the challenges and opportunities that the Company and partners encountered. At the same time, he expressed that Infinitus would stand aside with all partners to encounter environmental changes, develop innovative cooperation models, and create breakthroughs in the future.



## 霍夫曼無限極研究計劃團隊到訪新會無限極

### Hoffmann Infinitus Programme Team Visits Infinitus in Xinhui

無限極一直致力提升科研實力，並於2017年啟動「霍夫曼無限極研究計劃」，探索中草藥在免疫科學領域的奧秘。

去年11月，法國國家科學院分子與細胞生物學研究所所長、霍夫曼無限極研究計劃研究員伊姆勒教授專程從法國到訪無限極新會生產基地，與公司科研人員交流中草藥複合多糖研究的最新進展。研究發現，含有靈芝及其他中草藥多糖組方的細胞模型，有助細胞抵禦感染病毒。同時，含有靈芝的組方能啟動免疫系統中的某些通道，可調節機體免疫。伊姆勒教授的分享對公司科研同事甚具啟發作用。



Infinitus has been dedicated to improving its scientific research capabilities and initiated the "Hoffmann Infinitus Programme" in 2017 to explore the underlying secret of Chinese herbal medicine in Immunology.

Last November, Professor Jean-Luc Imler, Chairman of Institute for Molecular and Cellular Biology at the French National Centre for Scientific Research and researcher of the Hoffmann Infinitus Programme, visited Infinitus Xinhui Production Base from France. He exchanged the latest research progress of the compound Polysaccharides in Chinese herbs with the Company's researchers. It was revealed that the cell model containing ganoderma lucidum and other Chinese herbal polysaccharides allowed the cell to resist infection. Moreover, the formula containing ganoderma lucidum can activate certain pathways in the immune system to be able to regulate the system. Professor Imler's sharing has proven to be particularly enlightening to our research staff.



## 2019中國質量合勢峰會

### China Quality Converge Summit 2019



去年11月，無限極（中國）獲邀參加「2019中國質量合勢峰會暨新技術·新業態·新經濟論壇」。

論壇上，無限極（中國）副總裁李合東先生與其他企業代表一起宣讀品質安全企業承諾書，並向現場嘉賓分享無限極的質量管理理念。同時，他表示企業不但有責任保證產品的安全和品質，更要主動挖掘顧客的潛在需求，關注顧客的消費體驗，努力為顧客提供更有價值的產品和服務，維護消費者利益，為社會的和諧共贏作出貢獻。

Last November, Infinitus (China) was invited to participate in the "China Quality Converge Summit 2019 cum New Technology · New Format · New Economy Forum".

During the forum, Mr. Li Hedong, Vice President of Infinitus (China) and other enterprises' representatives read their undertaking on quality assurance. Mr. Li also shared Infinitus' quality management philosophy and expressed that enterprises are not only responsible for product safety and quality, but should also explore the potential needs of customers and strive to provide valuable products and services in order to enhance customer experience. Moreover, consumers' rights must be safeguarded to contribute to building a harmonious society.





## 無限極「全球購」正式上線

Infinitus Launches "Global Purchase" Platform

無限極把握社交電商的機遇，繼推出線上購物平台「雲易購」後，跨境電商平台「全球購」亦在去年10月21日正式推出，並於廣州南沙保稅港區舉行啟動儀式。「全球購」旨在為消費者在全球搜尋品質優異的精選產品，與公司現有產品形成互補，滿足消費者多元化的產品需求。

儀式上，無限極全球行政總裁俞江林先生表示「全球購」將繼續從全球各地甄選更多優質的健康產品，為消費者創造更便利及多樣化的跨境消費體驗。同時，他希望能藉此促進廣東省及「粵港澳大灣區」的經濟發展以及國際商貿交流。



Seizing the rapid development of electronic social commerce, Infinitus launched the cross border e-commerce platform "Global Purchase" on 21 October 2019, shortly after unveiling the online shopping platform "Yunyigou". The launch event was held in the Guangzhou Nansha Bonded Port Area. "Global Purchase" aims at sourcing selective products globally to complement Infinitus' existing product range in order to satisfy varied consumer needs.

At the ceremony, Mr. Lam Yu, Managing Director of Infinitus Global, expressed that "Global Purchase" would keep sourcing superior quality health products around the world to create a seamless shopping experience with more product varieties. He also hoped that the platform could encourage international commercial collaborations and facilitate economic development between the Guangdong Province and the "Guangdong-Hong Kong-Macao Bay Area".



## 無限極 新品發佈會隆重舉行 Infinitus New Product Launch

去年11月，「因變化 贏未來—無限極（中國）新品發佈會」在新會無限極大學隆重舉行。在發佈會上，三款新產品正式上市，分別為「無限極牌臻源膠囊」、「無限極牌纖蔬固體飲料」及「享優樂牌蒸汽眼罩」。

為滿足消費者需求，「無限極牌臻源膠囊」經多年科研實證，研發出新改良配方。同時，無限極積極拓展年輕人市場，推出「無限極牌纖蔬固體飲料」及「享優樂牌蒸汽眼罩」兩款新產品，特別針對飲食不均衡、蔬菜量攝取不足的年輕人以及年青一族日益增長的護眼需求。

Last November, the Infinitus (China) New Product Launch themed "Succeed in the Future via Changes" was held at Infinitus University, Xinhui. Three new products were launched on the occasion, namely Infinitus Zhen Yuan Capsule, Infinitus Fiber Vegetable Solid Drink and BenLife Steam Eye Mask.

In response to consumers' preference, Infinitus Zhen Yuan Capsule is upgraded with a new and improved formula, developed after years of scientific research. Furthermore, Infinitus strives to capture young clientele and introduced the Infinitus Fiber Vegetable Solid Drink and BenLife Steam Eye Mask, which were designed for today's youth, targeting youngsters with unbalanced diet, inadequate vegetables intake and their increasing demand for eye care.



▲ 無限極（中國）副總裁薛守春先生主持新品發佈會  
Mr. Lucas Xue, Vice President of Infinitus (China) hosted the New Product Launch





## 「開心建議、開心日子」租戶意見徵集活動 "Happy Ways to Happy Days" Campaign

去年10月至12月，香港無限極廣場發起「開心建議、開心日子」租戶意見徵集活動，邀請租戶提出建議，務求讓租戶能有更快樂更有趣的體驗。

租戶可將建議放入場內的意見收集箱，亦可掃描二維碼於線上提交。香港無限極廣場的評委會從中選出五個建議後，再由租戶投票，最終優勝的建議為「增設回收桶」，期望為環保出一分力。優勝者則獲得按摩背墊一份。此活動廣受租戶歡迎，同時亦體現公司重視顧客心聲，以顧客為先的企業文化。

From October to December 2019, Hong Kong Infinitus Plaza organised "Happy Ways to Happy Days", a tenants' opinion collection campaign, inviting tenants to give suggestions to create a happier and more interesting experience for them.

Tenants were asked to place their suggestions in the opinion collection boxes or submit online via scanning a QR code. A committee formed by the Plaza then selected the top five suggestions for voting by tenants. The winning idea went to "Set up more recycling bins" for the protection of environment. The winner was rewarded with a massage back pad. This campaign was enthusiastically welcomed by tenants, which truly reflected the Company's commitment to improving customer-oriented services.



# 香港、上海、倫敦三地物業共慶聖誕佳節

## Celebrates Christmas in Hong Kong, Shanghai and London

去年12月，李錦記健康產品集團旗下物業，包括香港無限極廣場、上海無限極大廈、倫敦「對講機」大廈分別舉辦聖誕主題活動，與租戶和顧客共慶佳節。

Last December, three properties under LKK Health Products Group – Hong Kong Infinitus Plaza, Shanghai Infinitus Tower and London "Walkie Talkie" Tower held different Christmas-themed activities to celebrate the festive season with tenants and customers.

### 香港 HONG KONG



香港無限極廣場邀請五位當地藝術家利用可回收物料，為廣場設計聖誕節裝飾。另外亦預備了一系列聖誕主題遊戲及舉辦聖誕派對，與租戶和顧客歡度聖誕節。



Five local artists were invited to design Christmas decorations for HK Infinitus Plaza with recycling materials. A Christmas party and a series of Christmas-themed games were organised for tenants and customers to enjoy the joyous moments of the festival.

### 上海 SHANGHAI



上海無限極大廈則舉辦聖誕「盒」心意主題活動，邀請租戶和顧客在平安夜前往大廈大堂參與神秘禮物抽獎。



Shanghai Infinitus Tower held a hearty Christmas "Box" activity, inviting tenants and customers to the lobby on Christmas Eve to draw mysterious gifts.

### 倫敦 LONDON

倫敦「對講機」大廈在大堂及空中花園設置聖誕樹，並舉辦傳統的「聖誕毛衣日」活動，邀請當地學生於大堂報佳音，並提供免費茶點。租戶投入其中，享受美好的聖誕氛圍。

London "Walkie Talkie" Tower was decorated with beautiful Christmas trees in the lobby and the Sky Garden. The traditional activity, "Christmas Jumper Day", was held, with local students Christmas caroling at the lobby. Refreshments were served and tenants were delighted to enjoy the festive vibe.



## Updates 希望廚師動向 ON Hope as Chef Programme

### 參加成都非遺美食技藝邀請賽

## Participates in the Culinary Invitational Meet for Cuisines of Intangible Cultural Heritage in Chengdu

去年11月，第七屆中國成都國際非物質文化遺產節在成都盛大舉行。今年該活動設有非遺美食技藝展暨非遺美食技藝邀請賽，六位李錦記希望廚師亦獲邀參賽。憑藉紮實的基本功、卓越的烹飪技巧和富創意的呈現形式，他們合共獲得麵點組兩枚銀獎、涼菜組銀獎一枚、金獎一枚，熱菜組金獎一枚，以及特金獎一枚的榮譽，而李錦記希望廚師代表團則獲頒發團隊賽銀獎。

Last November, the Seventh International Festival of the Intangible Cultural Heritage stirred up a storm in Chengdu, China as chefs gathered in a show of cooking prowess at the Culinary Invitational Meet for Cuisines of Intangible Cultural Heritage as an event of the festival's Culinary Fair for Cuisines of Intangible Cultural Heritage. Six Lee Kum Kee Hope as Chef students displayed culinary excellence and skilful cooking techniques with an array of palatable dishes enhanced by creative presentations. Garnering two silver awards in the pastry category, one gold and



one silver awards in the cold dish category, one gold award in the hot dish category, and one special award, the Lee Kum Kee Hope as Chef team took home the Second Place in the overall team category at the competition.

### 參加四川省中職學生技能大賽

## Participates in Sichuan Province Secondary Vocational Student Skills Competition



1月，李錦記希望廚師參加四川省中等職業學校技能大賽，並囊括了四枚金牌及一枚銀牌，當中包括熱菜、冷拼雕刻和麵點多個組別獎項。

In January, Lee Kum Kee Hope as Chef students kicked off the new year with a spectacular bang at the Sichuan Province Secondary Vocational Student Skills Competition with four gold and one silver wins across the hot dish, cold platter carving, and pastry categories.



# 贊助「尋味成都」年夜飯硬菜指南發佈會

## Sponsors Press Launch of "A Taste of Chengdu: A Comprehensive Dining Guide for New Year Reunions"



1月，李錦記與華西都市網、成都餐飲研究院共同建立廚藝交流平台，舉辦2020年成都首屆「星廚」大賽暨「尋味成都」年夜飯硬菜指南發佈會，邀請23家成都五星級酒店的主廚現場展示製作團年飯的嶄新技巧。李錦記希望廚師亦應邀設計菜式，並與一眾五星級酒店大廚切磋廚藝，最後更獲得「金廚獎」。

In January, Lee Kum Kee jointly established a culinary exchange platform in collaboration with *Huaxi100.com* and Chengdu Food and Beverage Research Institute to host the press conference for *A Taste of Chengdu: A Comprehensive Dining Guide for New Year Reunions*.

The 2020 Chengdu Celebrity Chef Competition was premiered to the media on the occasion, and 23 executive chefs from five-star hotels in Chengdu were invited to showcase innovative techniques for whipping up feasts catering to reunion dinners. Lee Kum Kee Hope as Chef students were invited to design the menu and take part in a cooking competition with the celebrity chefs, and were honoured with the "Golden Chef" title.

# 舉辦愛心義賣關注白血病患兒童

## Charity Sale for Children with Leukaemia

去年11月，李錦記希望廚師到四川省人民醫院，為白血病患兒童送上關懷和溫暖，並啟動愛心義賣。義賣所籌集的善款將直接捐給四川省人民醫院「晨燕愛心帳戶」，救助貧困的白血病患兒童。



Last November, Lee Kum Kee Hope as Chef students visited children being treated for leukaemia at the Sichuan Provincial People's Hospital. Apart from conveying boundless warmth and love, the group also launched a charity sale. All proceeds from the charity sale went to the Chengyan Care Fund of the Sichuan Provincial People's Hospital to alleviate treatment costs for children with leukaemia and living in poverty.

## Updates 希望廚師動向 ON Hope as Chef Programme

### 舉辦博愛學校關愛活動

## Caring Activities at the Lee Kum Kee Philanthropy School

去年12月，李錦記義工及希望廚師共同到訪四川省綿陽市平武縣大橋鎮的李錦記博愛學校，探訪該校師生，並與他們一起學習以果醬作畫、包餃子及製作拉麵，渡過開心充實的一天。

Last December, Lee Kum Kee volunteers and Hope as Chef students visited Lee Kum Kee Philanthropy School in Daqiao, Pingwu County of Mianyang City, Sichuan and spent a joyous and fulfilling day with the teaching staff and students with dumpling and hand-pulled noodles workshops as well as using jam to paint.



### 舉辦公眾交流會

## Exchange Forum: Interactions with the Public

去年12月，首屆李錦記希望廚師成都班公眾交流會在成都舉行，多名網友來到現場，透過參觀希望廚師教室、觀看希望廚師的超凡刀工、拉麵、雕刻等技巧示範、參觀川菜體驗中心以及體驗川菜製作，加深對李錦記希望廚師項目的認識。



Last December, Lee Kum Kee Hope as Chef Chengdu class held its first exchange forum with the aim of enhancing interactions with the public so as to increase their understanding of the Lee Kum Kee Hope as Chef Programme. The event gathered massive crowds as netizens with a love for the Chinese culinary culture witness the spectacular showcase in knife cutting skills, noodle making and carving techniques demonstrated by Hope as Chef students. Attendees were also treated to a tour to Hope as Chef Programme classrooms, as well as the Sichuan Cuisine Experience Centre where they tried their hands at cooking Sichuan dishes.

## 「新時代·新經濟 2019 最具影響力可持續公益實踐獎」 Receives the "2019 Most Influential Sustainable Social Work Award"

去年12月，「新時代·新經濟成都旅遊食品經濟發展突出貢獻企業」榜單在四川成都公佈，李錦記憑藉多年來在公益上的堅持獲得了主委會的一致認可，李錦記希望廚師項目獲頒「2019最具影響力可持續公益實踐獎」。

The list of award recipients for the "New Era Enterprises with Outstanding Contributions to the Economic Developments of Tourism and Food Industries in Chengdu" was announced in last December. Lee Kum Kee was awarded with the "2019 Most Influential Sustainable Social Work Award" for its Hope as Chef Programme in recognition of the heritage brand's relentless efforts in philanthropic work over the years.



## 獲頒「廣東十佳網絡公益項目」獎 Receives the "Guangdong Top Ten Cyber Charity Campaign Award"

去年12月，由廣東省委網信辦、廣東省文明辦、廣東省民政廳主辦的「南粵大愛網結同心 — 2019廣東網絡公益宣傳推廣活動總結會」在廣州舉行。李錦記希望廚師項目獲高度評價，在110多組公益項目及團隊中脫穎而出，獲頒「廣東十佳網絡公益項目」獎。

Organised by the Guangdong Province Cyberspace Administration Office, the Civilisation Office of Guangdong Province and the Guangdong Provincial Department of Civil Affairs, the "Connecting Kindness through Cyberspace: 2019 Guangdong Cyber Charity Campaign Grand Meeting" was held in Guangzhou in last December. The Lee Kum Kee Hope as Chef Programme received widespread praise for its philanthropic activities and outstanding performances in more than 110 charity campaigns and was honoured with the "Guangdong Top Ten Cyber Charity Campaign Award".



## 全力支持首屆「國際城市杯」 Supports Young Talents at the First "International City Cup"

去年12月，首屆「國際城市杯」中餐青年廚師邀請賽在廣州市旅遊商務職業學校舉行，來自加拿大、法國、日本、越南以及中國香港和廣州等11地的青年廚師組隊參賽。李錦記全力支持這次的邀請賽，並獲選為指定醬料供應商，貫徹李錦記致力培養中餐烹飪人才、發揚中華優秀飲食文化的信念。



李錦記企業獎教學金得獎者何藝及譚永情亦有參賽，並分別獲得優秀熱菜獎及團隊金獎，他們的老師亦獲頒「優秀指導教師」獎。

The First International City Cup Chinese Food Young Chef Invitational Competition was hosted at the Guangzhou Vocational School of Tourism and Business in last December and attracted teams of talented young chefs from 11 countries and regions including Canada, France, Japan, Vietnam, as well as Hong Kong and Guangzhou, China. Lee Kum Kee was the appointed sauce and condiment supplier for the prestigious event and gave the competition its full support, in line with its dedication in nurturing young talents to promote Chinese culinary culture worldwide.

He Yi and Tan Yongqing, recipients of Lee Kum Kee Corporate Awards for Teachers and Students, also took part in the competition. They won the Outstanding Hot Dish Award and the Gold Team Award, while their teachers received "Best Teaching Awards".

# 榮獲中國公益年會兩大獎項

## Double Wins at the 2019 China Annual Conference on Philanthropy



去年12月，2019年中國公益年會在北京隆重舉行。中國公益年會由《公益時報》主辦，是年度公益盛會之一。本屆大會以「從財富上長出精神」為主題，邀請社會各界公益人士齊聚一堂，分享他們對公益及社會責任的看法。李錦記憑藉其於實踐企業社會責任方面的傑出貢獻，榮獲「壯麗70年 祖國與公益踐行者」以及「2019年度中國公益企業」兩項大獎。

The 2019 China Annual Conference on Philanthropy was hosted in Beijing last December. Organised by the *China Philanthropy Times*, the prestigious event is one of the most anticipated and respected charity events each year. "Kindling the Philanthropic Spirit from Wealth" was the theme of the event. Philanthropists from all walks of life convened at the gala event to share their views on charity work and social responsibilities. Lee Kum Kee was lauded with two awards at the event, namely the "Magnificent 70 Years: Outstanding Practices in Social Work Award" and the "2019 China Philanthropic Enterprise Award", for its outstanding practices in corporate social responsibility.



# 榮獲四項「2019亞洲最佳企業僱主獎」

## Garners Four "Best Companies to Work for in Asia 2019" Awards

李錦記醬料集團旗下四間公司，包括李錦記有限公司（中國香港總部）、李錦記（中國）銷售有限公司、李錦記（新會）食品有限公司（新會生產基地）及李錦記（馬來西亞）有限公司分別獲《HR Asia》頒發「2019亞洲最佳企業僱主獎」，印證集團在人才資源管理、員工投入度、企業文化及僱主品牌各方面的卓越成就。

李錦記致力推廣「三平衡」概念，重視員工於健康、家庭及事業的平衡發展，獎項反映集團實行創新政策以支持員工發展的堅定承諾，努力為員工建立一個更有歸屬感及愉快的工作環境。



Four companies of Lee Kum Kee Sauce Group were named the "Best Companies to Work for in Asia 2019" by *HR Asia*, including Lee Kum Kee Company Ltd. (Headquarters in Hong Kong, China), Lee Kum Kee (China) Trading Ltd., Lee Kum Kee (Xinhui) Food Co. Ltd. (Xinhui Production Base) and Lee Kum Kee (M) Sdn Bhd. The awards served as a testament to the Group's remarkable performance in human resources management, employee engagement, corporate culture and employer branding.

Lee Kum Kee strives to promote the concept of "Tri-Balance" and encourages employees to have a balanced development among health, family and career. The awards are the manifestation of the Group's commitment to implementing innovative initiatives to support employees' development and dedication to creating an engaging and happy workplace.

## 支持廣州城市樂跑賽 Supports Run for Fun in Guangzhou City

去年11月，由國家體育總局群眾體育司、廣東省生態環境廳指導，萬科集團主辦的「廣州城市樂跑賽」在廣州市舉行，全程路線長達五公里。作為健康生活的倡導者，李錦記贊助這項別具意義的健身運動嘉年華，並派出代表參賽，與其他跑步愛好者一起奔向美好未來。

Last November, the General Administration of Sport of China - National Fitness Division, Department of Ecology and Environment of Guangdong Province and China Vanke Group jointly organised the 5km "Run for Fun in Guangzhou City". As an advocate for healthy living, Lee Kum Kee readily sponsored this meaningful sports carnival. A team of representatives from Lee Kum Kee also participated in the run, alongside fellow running enthusiasts where they dashed towards a positive future together.



## 贊助第七屆江門僑都健走馬拉松大賽 Sponsors the Seventh Jiangmen Marathon

去年11月，為祝賀中華人民共和國成立70週年，第七屆中國僑都健走馬拉松大賽在江門市舉行，並以「築夢大灣區 奮鬥新時代」為主題。

李錦記贊助是次慈善馬拉松活動並派出代表參賽，與近8萬名參加者共渡歡樂時光。

Last November, the Seventh Jiangmen Marathon themed "Striving for Our Dreams in the Greater Bay Area in the New Era" was held in Jiangmen City, in celebration of the 70<sup>th</sup> Anniversary of the Founding of the People's Republic of China.

Lee Kum Kee sponsored the charity marathon and sent a team of representatives to take part in the main event alongside close to 80,000 participants.



# 2019年企業獎教學金在廣州揭曉

## Corporate Awards for Teachers and Students 2019 Presentation Ceremony in Guangzhou



去年12月，2019年度李錦記企業獎教學金頒獎儀式在廣州市旅遊商務職業學校舉行，49名學生及16名辛勤育苗的老師獲得李錦記企業獎教學金。李錦記中國企業事務總監賴潔珊女士、廣州市旅遊商務職業學校校長吳浩宏先生及烹飪與健康系的師生一同出席頒獎儀式。

自2015年成立以來，李錦記企業獎教學金激勵不少對中餐烹飪教與學充滿熱情的師生，至今已有165人次的學生獲獎，實踐「思利及人」的核心價值，更令李錦記獲得主流權威媒體《新快報》頒發「2019年度社會責任獎」。

Last December, the Guangzhou Vocational School of Tourism and Business hosted a presentation ceremony for the 2019 Lee Kum Kee Corporate Awards for Teachers and Students, when 16 teachers and 49 students received the Lee Kum Kee Corporate Awards for their commendable efforts in the past year. The event was attended by Ms. Sarah Lai, Director of Corporate Affairs of Lee Kum Kee (China); Mr. Wu Haohong, Principal of Guangzhou Vocational School of Tourism and Business, along with teaching staff and students of the Culinary and Health Faculty.

The Lee Kum Kee Corporate Awards for Teachers and Students have been inspiring and motivating teachers and students who are passionate about mastering the art of Chinese cuisine since its inception in 2015. To-date the awards have been presented to 165 students, serving as a testament to Lee Kum Kee's dedication in fulfilling its core value of "Si Li Ji Ren" (Considering Others' Interests) and prompting *Xinkuai*, a respected voice of mainstream newspaper, to accolade the heritage brand with the "2019 Social Responsibility Award".

# 與孔子學院聯合發佈電子版烹飪教材

## Launches Culinary eTextbook in Collaboration with Confucius Institute

1月，李錦記中國烹飪教材電子版發佈儀式在泰國芭提雅舉行。中國駐泰國大使館文化參贊常禹萌女士、芭提雅副市長隆那吉·億甲新先生、泰國教育部副秘書長撒尼·嚴戈賢先生、孔子學院總部駐泰國代表處事務代表王會昌先生等蒞臨現場，與李錦記中國企業事務總監陳姝女士共同為《中國烹飪教材電子版》發佈儀式揭幕。

本次發佈的電子版教材是從李錦記與孔子學院於2013年共同製作的教材中，選出11道最具代表性的中國菜餚拍攝成視頻，收錄在李錦記熊貓造型的USB隨身碟中。教材提供中、英、法、西班牙及泰文五種語言，方便國內外烹飪愛好者學習及使用。李錦記希望此免費的電子教材能有助使用者提升廚藝，以美食傳遞文化，豐富全球孔子學院的教學內容。

In January, the *Lee Kum Kee Chinese Culinary eTextbook* was launched in Pattaya, Thailand. The launch was attended by Ms. Chang Yumeng, Counselor of Cultural Affairs for the Embassy of the People's Republic of China in the Kingdom of Thailand; Mr. Ronakit Ekasingh, Deputy Mayor of Pattaya City; Mr. Somkiat Tandiloktragool, Secretary of the Deputy Minister of Education and Mr. Wang Huichang, representative of the Confucius Institute Headquarters Thailand office, who unveiled the Chinese Culinary e-Textbook together with Ms. Angela Chen, Corporate Affairs Director of Lee Kum Kee (China) Trading Limited.



Lee Kum Kee and the Confucius Institute first released a cooking textbook back in 2013. This time around, the eTextbook consists of instructional videos stored in a USB flash drive in the shape of the Lee Kum Kee Panda mascot. The videos include 11 popular dishes selected from the 2013 printed textbooks that best represent Chinese cuisine. Available in five languages, namely Chinese, English, French, Spanish and Thai, the eTextbook can be widely used by cooking enthusiasts globally. With the latest free eTextbook, Lee Kum Kee hopes to further promote the Chinese culinary culture and assist cooking enthusiasts while enriching teaching programmes at Confucius Institutes around the world.

# 第八屆新會區「李錦記盃」高中生辯論賽

## Eighth "Lee Kum Kee Cup" High School Debate Competition (Xinhui District)



去年11月，由李錦記贊助、新會區教育局主辦的第八屆新會區「李錦記盃」高中生辯論賽於新會第一中學舉行。經過一番激烈的比拼，比賽最終由東方紅中學奪冠，李文達中學獲亞軍。今屆比賽更特設「最佳選拔方案」獎，以鼓勵有效推廣辯論的學校，該獎項由東方紅中學獲得。

頒獎儀式上，李錦記醬料集團主席顧問鄧福泉先生接受新會區教育局頒發的感謝狀，以感謝他多年來對此活動的支持。同時，為表揚李錦記對新會教育事業的支持，新會區教育局亦向集團頒發感謝狀，並由李錦記醬料集團企業事務執行副總裁孔君道先生代表接受。

Last November, the Eighth "Lee Kum Kee Cup" High School Debate Competition for the Xinhui District was held at Xinhui No.1 Middle School. The event was sponsored by Lee Kum Kee and organised by the Xinhui Education Bureau. After rounds of intensive debates, East Red Middle School emerged as the champion while Lee Man Tat Secondary School took the second place. The competition also added a new award for the "Best Solution Award" to recognise schools for effectively promoting debates in their curriculums. This award went to East Red Middle School.

At the award presentation ceremony, Mr. Tang Fook Chuen, Advisor to Lee Kum Kee Sauce Group Chairman, received a Plaque of Appreciation from the Xinhui Education Bureau as a token of thanks for the support he had rendered to the debate activities over the years. Mr. Dodie Hung, Executive Vice President - Corporate Affairs of Lee Kum Kee Sauce Group, also received a Plaque of Appreciation from the Bureau on behalf of Lee Kum Kee, in recognition of the unwavering support by the Group towards education in Xinhui.

# 支持大灣區演說家大賽

## Greater Bay Area Speaker Competition

去年11月，李錦記支持一連兩日於澳門舉行的「大灣區演說家大賽」。12位來自粵港澳三地賽區的參賽代表經過多重選拔，最終在逾萬名參加者中脫穎而出，晉身總決賽。總決賽在澳門百老匯舞台舉行，參賽者須向現場近2,000名觀眾講述他們的「大灣區故事」。

在歡迎晚宴的「李錦記特約即興演講比賽」環節中，參賽者須以「味道」為主題，即席進行一分鐘演講，作為第二天總決賽的熱身賽，成功將現場氣氛推到高峰。比賽更邀得一眾專業評審及星級評判為參賽者點評，入選三甲的參賽者更獲得李錦記醬料禮盒，鼓勵他們以具娛樂性及啟發性的演講，向社會發放正能量。

Last November, Lee Kum Kee supported the Greater Bay Area Speaker Competition held in Macao. Out of over 10,000 participants, 12 representatives from Guangdong, Hong Kong and Macao beat other competitors after several preliminary rounds to make it to the finals held at Broadway Theatre in Macao. The two-day event saw participants narrating their own "Greater Bay Area Story" to an audience close to 2,000.



During the Lee Kum Kee Impromptu Speech Special Session at the Welcome Dinner, contestants were asked to give a one-minute speech based on the theme "Flavour". As warm-up to the finals to be held the following day, the session drove the atmosphere to a climax. A star-studded panel of professional critics and judges were invited to offer feedback to the contestants. The top three competitors were presented with gift packs of Lee Kum Kee sauces for delivering entertaining and inspiring speeches, and emitting positive energy to society.

# 倫敦「對講機」大廈參加「溫暖倫敦」活動

## "Wrap Up London" Campaign at London "Walkie Talkie" Tower



OUR UNWANTED CAMPAIGN IS SUPPORTING...



We are collecting your old, unwanted coats, jackets and waterproofs and giving them to charities that support the homeless, refugees, children living in poverty and people fleeing domestic violence

去年11月，倫敦「對講機」大廈舉辦「溫暖倫敦」活動，為社會弱勢人士捐贈禦寒衣物，助他們渡過寒冬。

大廈租戶及顧客積極參與活動，捐贈出大量禦寒衣物，並表示活動別具意義，日後會繼續支持，為社區出一分力。

Last November, the "Walkie Talkie" Tower in London organised the "Wrap Up London" campaign to donate overcoats to the underprivileged and help them survive the cold winter.

Tenants and customers actively participated in the campaign and a large amount of coats were collected. Participants found this a meaningful initiative and expressed that they would continue to support such activities in the future to contribute to society.



# 惜食堂「惜食·試食」活動

## Meal Sharing with Food Angel

去年12月，LKKHPG義工隊邀請惜食堂到無限極廣場辦公室進行午膳講座，希望透過是次活動，鼓勵同事珍惜食物，從而更關注香港的弱勢社群。

同事除了從活動中了解到惜食堂的運作及香港的食物浪費情況外，更有機會親嚐惜食堂以剩餘材料烹煮而成的飯盒。為響應環保，同事均自備餐具及自行清洗飯盒。



Last December, LKKHPG Volunteer Service Team invited Food Angel to host a lunch talk in our office at Infinitus Plaza. The event aimed to promote the reduction of food waste and draw their attention to the underprivileged communities in Hong Kong.

Participants not only learned about the operation of the organisation and the food waste situation in Hong Kong, but also had the chance to taste the nutritious hot meal made with surplus food. As part of the green initiatives, participants brought their own cutlery and cleaned the reusable lunchboxes.

## 寶血兒童村義工探訪

### Visits Precious Blood Children's Village

去年11月，李錦記香港義工隊共31位成員到訪寶血兒童村。義工與約20位兒童玩互動遊戲，教授他們扭氣球的技巧，又一起發揮創意，設計出色彩繽紛的帆布袋。

Last November, 31 members of Lee Kum Kee Hong Kong Volunteer Team visited the Precious Blood Children's Village. The volunteers spent time with around 20 children in playing games, teaching them balloon twisting techniques and designing colourful canvas bags together.



## 「擁抱來自星星的孩子」第三期 — 感謝之花

### Third Phase of "Caring for Autistic Children" — Thank You Flowers

去年11月，李錦記中銷義工隊前往三葉草康健園，舉辦感謝之花工作坊，帶領15名孩子製作太陽花與康乃馨紙花。通過手工活動，孩子們可以盡情發揮想像力，同時鍛煉手腦協調能力。



Last November, Lee Kum Kee China Trading Volunteer Team visited Clover Children Healthy Garden to hold a paper flower workshop for 15 children and teach them how to make sunflowers and carnations. The activity provided an opportunity for the children to let their imagination run free and at the same time practise their hand-brain coordination.

## 關愛社區長者

### Care for the Elderly

去年11月，李錦記中銷義工隊前往杭州的金都樂齡中心，與中心內約40位長者聊天、玩遊戲和包餃子，讓整個中心充滿了歡笑聲。為了讓居住較遠及行動不便的長者同樣能感受到團聚的溫暖，義工亦幫忙將餃子和禮品送到這些長者的家中。



Last November, Lee Kum Kee China Trading Volunteer Team headed to Jindu Evergreen Centre in Hangzhou to chat, play games and make dumplings to the delight of around 40 elderly at the centre. In order to let the elderly living far away or having reduced mobility feel the joy of reunion, the volunteer team also helped pack the dumplings and gifts and deliver them to their homes.

## 「務工子弟」關愛行動者

### Care for the Children of Migrant Workers

去年11月的感恩節，李錦記中銷義工隊前往瀋陽一所學校，為學生送上募捐而來的書籍及體育用品，與他們玩遊戲及向他們講述感恩節的由來。義工們更準備了李錦記的醬料及食譜，向學生教授烹飪技巧。



On Thanksgiving Day in last November, Lee Kum Kee China Trading Volunteer Team visited a local school in Shenyang to donate books and sporting goods to the students. The volunteers also played games with them and taught them the origin of Thanksgiving. In addition, they prepared Lee Kum Kee sauces and recipes and taught the students how to cook.

## 擔任課程助教

### Provides Teaching Assistance

1月，李錦記中銷義工隊的四位成員再次前往三葉草康健園，擔任課程助教。義工分成兩隊，分別於數學課與音樂課協助老師授課。

In January, four members from the Lee Kum Kee China Trading Volunteer Team headed to Clover Children Healthy Garden again to act as teaching assistants. The volunteers were divided into two groups and assisted the teachers in mathematics and music classes.



## 新會七堡長者晚宴

### Dines with Elderly in Qibao, Xinhui

去年11月，位於新會的七堡邦忠村舉辦長者晚宴活動，邀請村內約500名長者歡聚。李錦記新會義工隊積極協助籌備晚宴，向長者們送上祝福與關懷。

Last November, Qibao Bangzhong Village in Xinhui China, organised a dinner for around 500 elderly. Lee Kum Kee Xinhui Volunteer Team actively supported the activity by participating in the preparation work and venue setup to show their love and care to the elderly.



## 「李錦記林」維護活動

### "Lee Kum Kee Forest" Maintenance Activity

繼130週年植樹活動後，李錦記新會義工隊於去年12月重返「李錦記林」，為該林區進行定期維護，宣揚環保理念。當天，八名義工成員除草扶苗，呵護樹苗成長。



After the 130<sup>th</sup> Anniversary Tree Planting activity, Lee Kum Kee Xinhui Volunteer Team returned to the "Lee Kum Kee Forest" in last December for routine maintenance and to promote environmental protection. Eight volunteer team members helped with weeding to facilitate the growth of the saplings.

## 「育苗有愛，你我同心」助學義賣活動

### Loving Heart Charity Bazaar

1月，李錦記新會義工隊參與由新會義工聯會舉辦的助學義賣活動。除了贊助醬料產品外，義工隊派出60名義工參與義賣，為貧困家庭學生籌款。



In January, Lee Kum Kee Xinhui Volunteer Team participated in a charity bazaar organised by the Xinhui District Volunteer Association. In addition to sponsoring Lee Kum Kee sauces, the team sent 60 volunteers to support the event and raised funds for students from low-income families.



## UnLitter Red Dot 城市清潔活動

### UnLitter Red Dot City Cleaning

去年12月，新加坡的李錦記南亞義工隊參加由仁人家園舉辦的UnLitter Red Dot城市清潔活動。當天義工冒雨為住宅、停車場及兒童遊樂場進行清潔，收集了超過17公斤垃圾，清潔的面積相等於約十個足球場。



Last December, Lee Kum Kee South Asia Volunteer Team in Singapore participated in the UnLitter Red Dot project organised by Habitat for Humanity to keep the city clean and litter-free. In heavy rain, the volunteers worked hard to collect over 17kg of rubbish. The volunteers cleaned a total area roughly the size of ten football fields, comprising housing blocks, car parks and children's playground.

## 露宿者關愛計劃

### Feed the Homeless Programme

去年11月，來自加拿大多倫多和溫哥華的李錦記美洲義工隊成員參與由美國饑餓基金會舉辦的「露宿者關愛計劃」。團隊合力包裝共450份附有祝福字條的餐膳，這些餐膳其後運送到洛杉磯市中心，派發予露宿者。



Last November, members from Lee Kum Kee Americas Volunteer Team in Toronto and Vancouver, Canada, participated in the "Feed the Homeless Programme" organised by Care Mission USA. The team packed a total of 450 meals with blessing notes, which were later delivered to the homeless people in downtown Los Angeles.

## 聖誕兒童行動

### Operation Christmas Child

李錦記美洲義工隊連續第三年參與由撒馬利亞救援會舉辦的「聖誕兒童行動」。義工隊從李錦記員工收集到不同的玩具、衛生用品和學習用品，裝滿了78個鞋盒後，於感恩節送贈有需要的兒童。



For the third consecutive year, Lee Kum Kee Americas Volunteer Team joined forces with the Samaritan's Purse in support of the *Operation Christmas Child*. The team successfully collected 78 shoe boxes filled with small toys, hygiene items, and school supplies collected from Lee Kum Kee employees and distributed to the children in need during Thanksgiving.



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 Guangdong Province Tax Bureau and Media



廣東省港澳同胞接待辦公室  
 Reception Office of Guangdong, Hong Kong and Macao Compatriots



香港商會廣東分會  
Hong Kong Chamber of Commerce - Guangdong Branch



美的集團  
Midea Group



基達廚具  
Jida Kitchenware



第13屆韓國青年廚師中餐烹飪比賽總決賽選手  
The 13<sup>th</sup> Young Chef Chinese Culinary Contest Finalists



海上絲綢之路沿線國家之媒體  
Media from Maritime Silk Road Countries



中國尋根之旅秋令營  
Autumn Camp of China Root Finding Tour

# 從農田 到餐桌

FROM FARM  
TO FORK

自家管理蠔田  
Self-managed Oyster Farms



百分百住家滋味  
100% Homemade Taste

