

# 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

# CORPORATELINK

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## 十年 砥礪

### 李錦記希望廚師 小故事大意義

10 YEARS OF HOPE AS CHEF MEANINGFUL STORIES TO SHARE

# 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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## 李錦記集團 Lee Kum Kee Group



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# 前言 FOREWORD



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

在二月全國脫貧攻堅表彰大會上，國家主席習近平宣佈完成了消除全國絕對貧困的艱巨任務。對此令國際矚目、國人鼓舞的輝煌成就，身為中國人實倍感驕傲。

作為百年民族企業，李錦記向以「思利及人」為念，熱心公益和教育事業。配合國策，醬料集團率先於2011年創辦「希望廚師」項目，讓落後地區有志當廚師的青年學習一技之長，投身社會；更藉此助力「發揚中華優秀飲食文化」。

樂見希望廚師項目經10年耕耘，已覆蓋中國內地20多個省市並擴展至馬來西亞，至今受益學員近千。畢業者得以擴闊視野與經歷，改變命運；有出任餐飲業要職，亦有發揮「永遠創業精神」，開設食肆。憑其個人努力脫貧，改善家庭生活，以至協助家鄉社群提升生活質素，實乃「共享成果」的最佳體現。

深感欣慰，多年來希望廚師項目屢獲社會嘉許。然而，我們絕不能因此自滿，要繼續把項目做得更深更廣，惠及更多社群。我亦希望集團能以身作則，啟發更多企業重視「創造共享價值」，攜手締造更美好的社會。

李文達  
李錦記集團主席

At the National Poverty Alleviation Summary and Commendation Conference in February, President Xi Jinping announced that the formidable mission in eradicating absolute poverty in China had been accomplished. As a Chinese national, I am truly proud of this splendid achievement which has attracted international attention and invigorated the country.

As a century-old ethnic enterprise, Lee Kum Kee upholds the concept of "Si Li Ji Ren (Considering Others' Interests)" and enthuses about community welfare and education. In pace with the national policy, back in 2011 the Sauce Group established the "Hope as Chef" Programme, through which we sponsored aspiring youths from under-developed areas to acquire culinary skills to earn a living, and at the same time to help in "Promoting Chinese Culinary Culture Worldwide".

I am glad that, established for 10 years, the Hope as Chef Programme has extended across cities in over 20 provinces and even to Malaysia now. To date, close to 1,000 trainees have benefitted from the programme. Through broadening horizons and experience, the graduates have changed their fortunes; some hold key positions in the catering industry, while others display "Constant Entrepreneurship" to start up their own business. In these ways, they have emerged from poverty, improved the livelihood of their families and even raised the quality of life of fellow clansmen in their hometowns, providing vivid illustrations of "Sharing Fruits of Success".

I am gratified that over the years the Hope as Chef Programme has received numerous accolades. However, there is no room for complacency. We need to continue to broaden and deepen the scope of the programme to benefit more people in the community. I also hope that the Group will set a fine example to inspire more enterprises to focus on "creating shared value" and join hands to build a better society.

Lee Man Tat  
Lee Kum Kee Group Chairman



# 十年 砥礪

## 李錦記希望廚師 小故事大意義

### 10 YEARS OF HOPE AS CHEF MEANINGFUL STORIES TO SHARE

時間回到 2011 年。

隨著中國內地的餐飲行業不斷發展，廚師從業人員供不應求，數千年的中華優秀飲食文化傳承在當時面臨很大挑戰。

本著「思利及人」、「造福社會」的精神，以及「授人以漁」的理念，醬料集團毅然在中國內地創辦「李錦記希望廚師」項目，憑藉集團在餐飲行業的優勢，全額資助經濟較落後地區的有志青年入讀正規職業中餐烹飪課程，讓他們學習一技之長，立足社會謀生，同時實踐「發揚中華優秀飲食文化」的使命，為中餐業培育人才。

Let us go back in time to 2011.

Following the continuous growth of the catering industry in Mainland China, there was then an acute shortage of culinary talents which severely threatened the preservation of centuries of Chinese culinary culture.

Upholding the spirit of "Si Li Ji Ren (Considering Others' Interests)" and "Benefitting the Community" and inspired by the concept that "it is better to teach a man fishing than to give him a fish", the Sauce Group decided to set up the "Lee Kum Kee Hope as Chef Programme" in Mainland China. Leveraging our position in the catering industry, the Group provides full sponsorship for aspiring youths from under-developed regions to undergo formal vocational training in Chinese culinary. Through this means, they can acquire the skills to earn a living, while we pursue our mission of "Promoting Chinese Culinary Culture Worldwide" and nurture talents for the industry at the same time.



掃瞄觀看希望廚師10周年影片  
Scan to watch Hope as Chef 10<sup>th</sup> Anniversary Video



掃瞄觀看《我的志向》宣傳片  
Scan to watch the promotion video "My Career Aspiration"

## 精準扶貧 選拔過程嚴謹

### Stringency in Selection



希望廚師面試環節

A Hope as Chef selection interview



項目小組家訪了解申請者的家境

Home visit by the project team to better understand applicant's family conditions

今年是「李錦記希望廚師」項目成立10周年，李錦記仍然默默耕耘，為中餐業貢獻新力量。每年初夏，醬料集團繼續從全國公開招募有志從事中餐烹飪的青年，希望廚師從只有北京班，發展至成都班，去年更首設廣州班。項目亦擴展至馬來西亞，合計扶助近千青年學廚圓夢。

李錦記成立項目小組，專責項目的策劃、執行和加強與希望廚師的聯繫。隨著項目累積一定經驗，選拔過程亦趨完善及嚴謹。項目小組與合作學校的老師每年分赴全國各地為申請者進行面試及筆試，以挑選合適學生。除了考核申請者的志向、品格和表達能力外，更須確保他們具備當廚師的特質及評估他們在此行業發展的潛能。為了解申請者的家庭狀況，項目小組甚至要攀山涉水、深入農村進行家訪，以體會申請者處身的環境。

項目小組成員、李錦記中國企業事務總監賴潔珊女士對一次在甘肅的家訪記憶猶新：「申請者家中的堂屋既是客廳又是臥室，一張床供兄妹三人休息睡覺，還要在旁燒柴火燒水。房間裏唯一的電器就是一盞需要用繩子拉扯的燈。」申請者在面試過程中令她留下深刻印象：「這位少年非常喜愛廚師這個職業，對培訓充滿期待，希望未來能做出一番成績，改善家庭困境，讓弟妹茁壯成長。這位同學加入希望廚師後變得自信、開朗，其弟後來亦成為希望廚師學員。看到項目除了為家庭引進實在的經濟收入，更為這些青年帶來前所未有晉身社會的希望、激勵他們奮鬥的目標和方向，我確實很欣慰。」

It has been 10 years since the introduction of the Hope as Chef Programme. Lee Kum Kee is still relentlessly working towards nurturing new blood for the food industry. Every summer, the Sauce Group recruits aspiring young people from across the country. The training ground has extended from Beijing initially to Chengdu, Guangzhou, and the programme has even expanded to Malaysia now, enabling close to 1,000 youngsters to pursue their dreams.

A project team was formed for the planning and execution of the programme and strengthening the relationship with the students. As the programme developed, the selection process has become more sophisticated and stringent. Team members and teachers of the participating schools visit different localities to conduct interviews and written tests to select suitable candidates. In addition to assessing their motivation, personal attributes and communication skills, the selection also ensures that they possess the necessary aptitude and development potential in this field. To better understand the family conditions of the applicants, the team travels great distances to carry out home visits in rural areas and villages for first-hand knowledge.

Project team member and Lee Kum Kee (China) Corporate Affairs Director, Ms. Sarah Lai vividly recalled her experience during a home visit in Gansu, "The dwelling area of the candidate was just an open space to serve as living room and bedroom, with the three children sharing the same bed. They had to burn firewood to boil water. Their only electrical appliance was a primitive lamp operated through a string." The candidate left a strong impression on Sarah during the interview, "He was passionate about being a chef and excited about the training opportunity in the hope that he could achieve success to raise his siblings and lift the family out of poverty. He was subsequently enrolled as a Hope as Chef student and became more self-confident and outgoing, while his brother later also followed in his footsteps. It is really rewarding to see the programme not only provides a source of income for the family, but has also given hope to the students to move up in society the opportunity of which was previously denied while encouraging them to champion for their goals and aspiration."

## 專業培訓 著重德育公益

### Emphasis on Moral and Civic Education in Vocational Training

◀ 北京市勁松職業高中

Beijing Jinsong Vocational School



四川省成都市財貿職業高級中學校 ▶

Sichuan Province Chengdu Finance & Trade Vocational School



◀ 廣州市旅遊商務職業學校

Guangzhou Vocational School of Tourism and Business



希望廚師學習廚藝 ▶

Culinary training offered  
by the programme



申請者獲選後將入讀全國烹飪界領先的國家級重點職業高中——北京市勁松職業高中、四川省成都市財貿職業高級中學校和廣州市旅遊商務職業學校，進行為期三年的課程。這三所學校的師資由全國頂尖的烹飪名師組成，為學生提供全面的廚藝培訓及基礎教育，由中餐冷熱菜、麵點、酒店服務、烹飪美術和營養搭配等專業課程，到語文及數學等課堂，以至最後一年的校外實習，學生畢業後將獲得認可的專業學歷。

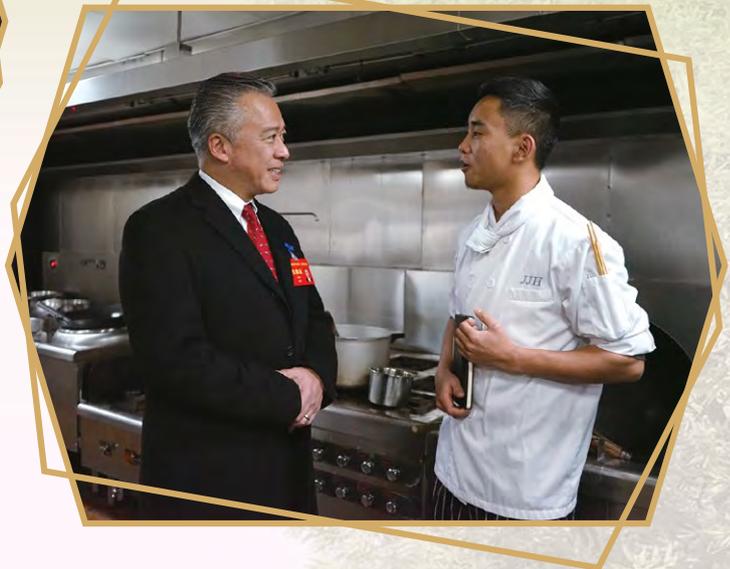
Successful candidates are enrolled on a three-year training programme in one of the three leading vocational high schools in the culinary field in the country, namely, Beijing Jinsong Vocational School, Sichuan Province Chengdu Finance & Trade Vocational School and Guangzhou Vocational School of Tourism and Business. These schools are staffed by top-notch chefs from around the country. Their curriculum covers not only comprehensive culinary training from Chinese hot and cold dishes, noodles and dumpling preparation, hotel services to culinary arts and nutrition courses, but also basic education in languages and mathematics. The programme ends with a one-year off-campus internship. Upon completion, students are awarded with an accredited vocational qualification.



希望廚師參與不同的公益活動  
Students participate in different charity events



醬料集團主席李惠中先生探訪希望廚師學生  
Sauce Group Chairman Mr. Charlie Lee visits Hope as Chef students



希望廚師項目重視學生的身心發展，李錦記鼓勵他們實踐「思利及人」精神，關愛弱勢群體，安排學生走進社區，教授居民烹飪技巧、舉辦義賣、探訪老人院以及參加各類慈善公益活動。每年，醬料集團主席李惠中先生或管理層都會親自到校探訪希望廚師，了解他們的學習情況，關心他們畢業後的工作發展。

從大山走到繁華都市，從鄉村走向國際舞台，從受助對象成為國家的新希望，希望廚師學生經過三年的努力拼搏，獲得了豐盛的經歷。每一位希望廚師寫下的故事，背後都有其獨特意義。

The Hope as Chef Programme emphasises the personal development of the students. They are encouraged to practise "Si Li Ji Ren" to care for the underprivileged in the community by participating in activities such as hosting cooking lessons for the community, holding charity sales, visiting elderly homes and supporting charity events. Each year, Sauce Group Chairman Mr. Charlie Lee or the management team visits the students to get updated on their studies as well as their career development.

From rural backwaters to vibrant cities, from villages to the international stage, and from the benefitted to becoming the hope of the country, the Hope as Chef students gain valuable experiences through three years of arduous efforts. Each has a uniquely meaningful story to share.


**潘爾壹**  
Pan Er-yi

**小檔案**
**年齡**  
Age

25

**來自地區**  
Hometown

 廣西省南寧市隆安縣  
Long'an County, Nanning City,  
Guangxi Province

**加入希望廚師年份**  
Year Joined

2012

**入讀學校**  
School

 北京市勁松職業高中  
Beijing Jinsong Vocational School

## 堅定目標 從鄉村走向世界

### Ventures from Rural Village to the World

「我心中一直有個廚師夢。」2012年，年僅17歲的潘爾壹面臨輟學，對未來十分迷茫，憑著對學廚的熱誠成為希望廚師，改變了他的一生。

潘爾壹來自廣西省的偏遠山村，從鎮上的學校回到家中，要走三個小時的山路，要前往遠在2,400多公里外的北京，本來只是一個夢。第一次離開家鄉來到北京，讓潘爾壹最難適應的是當地飲食習慣以及溝通方式，幸而在負責項目的同事及老師幫助下，他漸漸適應了北京的生活，並打下扎實的基本功。

李錦記和學校經常舉辦各種職業技能大賽、企業參觀及社團活動等，以豐富希望廚師的視野與閱歷。潘爾壹格外珍惜每次的實踐和鍛煉機會，課餘更自學街舞，參與校內才藝表演。入學第三年，他進入四星級的北京艾維克酒店實習，擔當基層的廚師助理崗位。有一天，酒店通知有兩個名額可以到國外工作進修，這讓他非常期待，雖然最後因經驗尚淺未被選中，但他深明「機會是留給有準備的人」的道理，自此堅持學習好英文，為未來能出國工作打好基礎。2016年，潘爾壹憑出色表現獲酒店甄選到海外進修，先後於斯里蘭卡、馬來西亞及馬爾代夫等地工作，見到更廣闊的世界，提升專業技能。

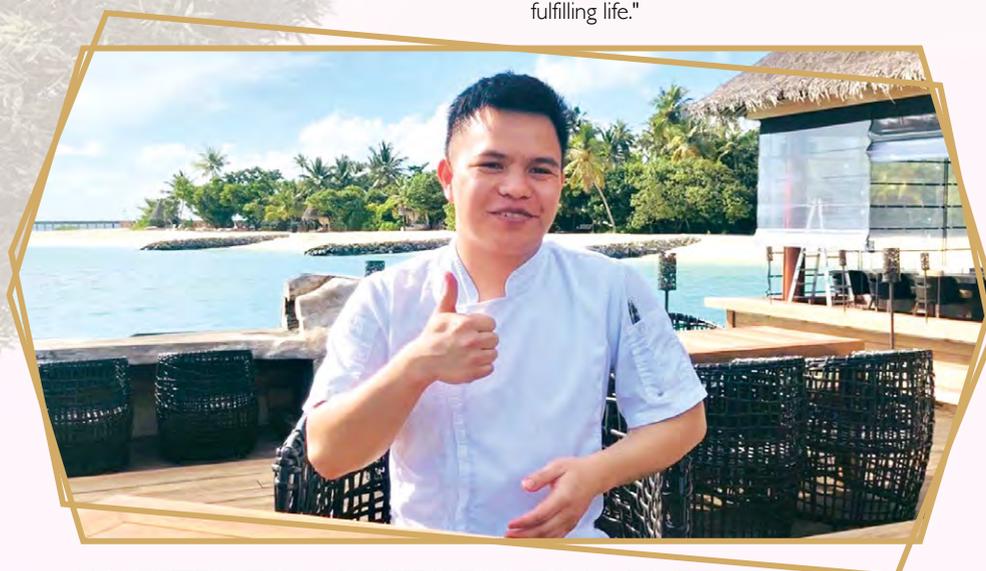
現在，潘爾壹已是馬爾代夫嬌麗酒店度假村的中餐廚師長，對中餐烹飪技藝興趣越來越濃厚，立志宣揚中華優秀飲食文化：「通過這項目，我最大的改變就是思想更成熟了，更敢於追求自己所想！希望廚師讓我實現自我價值，也讓我和家人共享富足的生活。」

"I have always wanted to be a chef." In 2012, the 17-year-old high school dropout was confused about the future. Yet, Pan Er-yi never gave up on his culinary dream.

Pan Er-yi was from a remote village in Guangxi. It took him over three hours to walk to school every day. To him, Beijing 2,400 km away was just a dream. When he first arrived in Beijing, he found it most difficult to blend into the locals' dining habits and manner of communication. With the help of the project team and teachers, he slowly got used to life in Beijing and was able to focus on his studies.

Culinary competitions, corporate visits and community activities were held regularly by Lee Kum Kee and the schools to broaden students' horizons and experiences. Pan Er-yi valued each opportunity to practise and hone his culinary skills. He spent his time off learning street dance and participated in the school's talent quest. During his third year of study, he got an internship at the four-star AVIC Hotel Beijing and became an assistant to the chefs. One day, he found out that the hotel was sending two staff members to work overseas. Despite not being chosen due to his lack of experience, he realised that "Opportunity is open to those who are prepared" and began learning English on his own. In 2016, he was sent to Sri Lanka, Malaysia and Maldives by the hotel because of his excellent performance. He was able to explore the world and enhance his culinary skills.

Now, Pan Er-yi is the Chinese Cuisine Head Chef of Joali Maldives Resort. His passion in Chinese cuisine grew stronger by the day as he vowed to promote Chinese culinary culture worldwide. "The programme has changed me and made me more mature. It has given me the courage to pursue my dream. The Hope as Chef Programme has enabled me to realise my personal value and given my family a fulfilling life."



從家鄉廣西到馬爾代夫，潘爾壹現任酒店度假村的中餐廚師長

From the remote village in Guangxi, Pan Er-yi becomes the Chinese Cuisine Head Chef of a holiday resort in Maldives



## 振興家鄉「走出去」到「走回來」 Brings Vitality to Hometown

2013年蘆山地震後，朱子翔從湖南長沙回到家鄉雅安，希望為震後重建出力，亦想好好規劃未來。在此之前，他在長沙工作了兩年，做過服務員、洗碗、打雜等工作，卻一直夢想當廚師。正是這一年，李錦記將項目擴展至四川，開設成都班。通過四川省委統戰部的介紹，朱子翔成為首屆成都班的學生。

「我的夢想是當一名餐廳的老闆，設計自己喜歡的菜式。」為了實現夢想，朱子翔在成都期間專心學習專業技能和烹飪文化知識，積極參加各種活動開拓眼界。畢業後，他深受「永遠創業精神」影響，果斷放棄在成都高級酒店工作的機會，回到家鄉，從最基層的後廚崗位開始，學習採購、管理及經營……逐步為創業夢累積經驗。

朱子翔利用在成都實習時接觸過高級酒店的先進管理理念，加上對家鄉的情懷，自2016年起他回鄉先後創辦兩家餐廳，又發揮「思利及人」的美德，僱用當地村民，為他們提供就業機會。他表示：「很多人會對我放棄在高級酒店工作的機會感到可惜，但在我的眼中，能為家鄉出力，反而找到更適合自己的幸福和快樂。」

年齡  
Age 25

朱子翔  
Zhu Zi-xiang

小檔案

來自地區  
Hometown 四川省雅安市雨城區  
Yucheng District, Ya'an City,  
Sichuan Province

加入希望廚師年份  
Year Joined 2013

入讀學校  
School 四川省成都市財貿職業高級中學校  
Sichuan Province Chengdu Finance &  
Trade Vocational School

After the 2013 Lushan earthquake, Zhu Zi-xiang went back to his hometown Ya'an from Changsha, Hunan. He wanted to contribute to the reconstruction project after the earthquake while planning for his future. Prior to that, he had been working in different jobs in Changsha for two years but his dream was always to be a chef. In that year, Lee Kum Kee expanded the project with a new class in Chengdu, Sichuan. Recommended by the United Front Work Department of Sichuan, Zhu Zi-xiang became one of the students in the first Chengdu class.

"My dream was to own a restaurant and design my favourite dishes." To make this dream come true, Zhu Zi-xiang worked hard in learning professional skills and culinary culture, and also joined different activities to broaden his horizons. After graduation, inspired by "Constant Entrepreneurship", he gave up a job opportunity from a reputable hotel to start from the basic level in his hometown. From procurement, management to operation, he accumulated experience step by step to pursue his dream.

With the advanced management concept acquired during his internship and an emotional attachment to his hometown, Zhu Zi-xiang has successively established two restaurants since 2016. He also demonstrated the spirit of "Si Li Ji Ren" by hiring local villagers to provide them with job opportunities. "While others might disagree with my decision to give up the job opportunity in a luxury hotel", he said, "I feel contented that I derived more satisfaction from contributing to my hometown and achieving my own success."



朱子翔將創業夢想變為現實，在家鄉開設餐館

Zhu Zi-xiang opens a restaurant in hometown to realise his dream of owning a business



許娟娟  
Xu Juan-juan

小檔案

年齡  
Age

18

來自地區  
Hometown

甘肅省隴南市禮縣  
Li County, Longnan City,  
Gansu Province

加入希望廚師年份  
Year Joined

2018

入讀學校  
School

北京市勁松職業高中  
Beijing Jinsong Vocational School

## 從零到一 實現人生夢想 Realises the Dream of Life

許娟娟出身於甘肅省隴南市一個偏僻的小山村，來自單親家庭，家裏有年邁七旬的奶奶、爸爸和哥哥，一家生計全靠爸爸一人維持。面對窘迫的家庭困境，心繫廚師工作的她，若能獲得免費學廚機會，無疑是命運的轉折點。

2018年7月，希望廚師項目小組前往甘肅招生，適逢草坪鄉連日大雨，導致滑坡，公路塌陷。「車子都過不去了，我要怎麼去面試呢？」許娟娟焦急難耐。可幸的是，後來天氣變好了，公路修好了，她也順利完成面試，最終來到北京實現夢想。

三年間，許娟娟的人生發生了翻天覆地的變化。初中時她的成績不大好，特別羨慕其他同學能上台領獎。剛加入希望廚師班時，她自知根基不足，就比別人更刻苦用功，在短短一年間，她憑努力獲得了2019年李錦記企業獎學金一等獎。2019年，她獲選參加第二屆「一帶一路」國際合作高峰論壇，在專業團隊指導下提供餐飲服務，擴闊了眼界。能夠參與不同類型的活動及比賽，讓許娟娟倍感自豪：「這是我一生中最驕傲的事情！現在的我更自信了，我再也不是『拿不出手』的許娟娟了！李錦記給了我認識世界的機會，相信我的努力終究會成就自己。」

去年6月，許娟娟加入北京金隅喜來登酒店，開始她的實習生涯。剛於今年6月畢業的她，對未來充滿信心。

Born in an isolated village located in Longnan City in Gansu, Xu Juan-juan came from a single-parent family. She lived with her 70 year-old grandmother, father and elder brother, their livelihood was wholly dependent on her father. Under such difficult family circumstances, it would be a turning point of her life should there be a fully-funded opportunity to realise her dream as a chef.

The Hope as Chef project team went to Gansu for recruitment in July 2018. However, there was heavy rain in the preceding days with landslides and roads collapsed. Xu Juan-juan was restless that she would fail to make it to the interview. Fortunately, the weather subsequently turned better and the road was repaired. She successfully got through the interview and made her way to Beijing to pursue her dream.

There was a complete turnaround in Xu Juan-juan's life in the three years. Her academic performance was below par in high school. Knowing that her foundation was weak, she made great efforts in her studies and got the First Class Award of the Lee Kum Kee Corporate Scholarship 2019 within one year. In the same year, she was selected to join The Second Belt and Road Forum for International Cooperation and provided catering service for the event under the guidance of the professional team. These activities broadened her horizons and enhanced her self-esteem. "Lee Kum Kee has provided me with opportunities to learn about the world and enlightened me that my efforts will pay off," she said.

Xu Juan-juan got an internship in Sheraton Grand Beijing Dongcheng Hotel in June last year. Scheduled to graduate in June, she is now full of confidence in her future.



許娟娟參加了第二屆「一帶一路」國際合作高峰論壇

Xu Juan-juan participates in The Second Belt and Road Forum for International Cooperation

## 十年砥礪 配合國策扶貧

### Alignment with National Strategy on Poverty Alleviation

“我國脫貧攻堅戰取得了全面勝利，現行標準下9,899萬農村貧困人口全部脫貧，832個貧困縣全部摘帽，12.8萬個貧困村全部出列，區域性整體貧困得到解決，完成了消除絕對貧困的艱巨任務，創造了又一個彪炳史冊的人間奇蹟！”

— 國家主席習近平

在今年2月25日的全國脫貧攻堅表彰大會上，國家主席習近平宣布消除全國絕對貧困的艱巨任務已完成

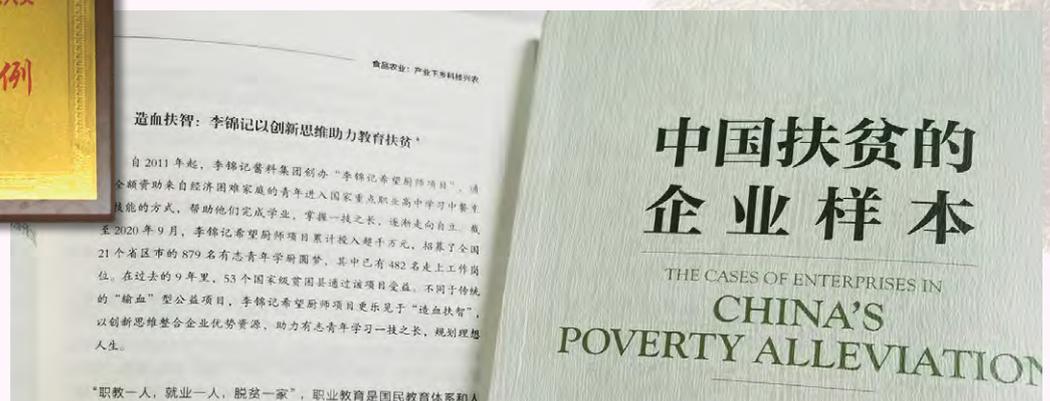
President Xi Jinping announced at the National Poverty Alleviation Summary and Commendation Conference on 25<sup>th</sup> February that the formidable mission of eradicating absolute poverty in China had been accomplished

李錦記推動希望廚師項目時，正藉國家全面實施脫貧攻堅的策略，以解決社會整體貧困的問題。10年耕耘，希望廚師項目資助了來自中國內地21個省市及馬來西亞900多名有志青年學廚圓夢，畢業者至今已近500人。無論是獲得海外任職機會的潘爾壹、回家創業惠及鄉親的朱子翔、學有所成重拾自信的許娟娟，加入希望廚師項目後，不但為他們帶來更豐富的人生閱歷，更令他們的家庭跳出貧困。透過他們不平凡的「小故事」，引證了任何企業只需略表寸心，亦可幫助落實崇高的「大意義」。

「李錦記希望廚師」項目自成立以來，成功幫助眾多青年改變人生，備受各界認可及媒體關注，除被收錄於《中國扶貧的企業樣本》專著外，更獲得「中國企業十大典範公益項目」、「首批精準扶貧示範項目」及「四川脫貧攻堅優秀案例」等榮譽，在社會上累積了口碑，鞭策李錦記要把項目發揮更大的作用。

Lee Kum Kee launched the Hope as Chef Programme at the time the Central Government was implementing the poverty alleviation strategy to rid the country of this social problem. Through 10 years of continued efforts, the Hope as Chef Programme has sponsored over 900 young people from 21 provinces in China as well as Malaysia with some 500 graduated to make their dreams come true. The programme not only enriched the lives of Pan Er-yi, Zhu Zi-xiang and Xu Juan-juan but also alleviated their families from poverty. Their success stories show that however small a part a corporation plays, it can contribute to helping achieve this lofty and meaningful cause.

The Hope as Chef Programme has given a new lease of life to a lot of young people since its inception. It is well recognised by the community and has attracted wide media attention. The programme is recorded in *The Cases of Enterprises in China's Poverty Alleviation* and has received a number of awards, including "Chinese Enterprises Top 10 Charity Projects", "The First Batch of Excellent Cases of Poverty Alleviation", and "Excellent Case of Poverty Alleviation in Sichuan". These accolades serve to invigorate Lee Kum Kee to continue enhancing the programme and play an even more significant role in the future.



# 翹首企盼 孕育烹飪專才

## Long-term Development of Culinary Talents



## 李錦記希望廚師慈善基金

### Lee Kum Kee Hope as Chef Charitable Foundation



李錦記希望廚師慈善基金  
LEE KUM KEE HOPE AS CHEF CHARITABLE FOUNDATION

「李錦記希望廚師慈善基金」於2019年在香港正式成立

In 2019, Lee Kum Kee established the "Lee Kum Kee Hope as Chef Charitable Foundation" in Hong Kong

從中國的北京、成都、廣州發展至馬來西亞，李錦記於2019年在香港正式成立「李錦記希望廚師慈善基金」，致力成就更多青年實現廚師抱負，協助在職廚師提升專業水平，促進全球切磋廚藝。今年「希望廚師」項目亦已擴展至香港，將頒發獎學金予中華廚藝學院及國際廚藝學院的優秀學生，勉勵他們繼續鑽研廚藝；同時亦銳意在韓國漢城華僑中學內的希望廚師廚房開辦中菜烹飪興趣班。李錦記計劃日後在世界各地設立獎學金，為行業培育更多新血，以發揚中華優秀飲食文化。

隨著希望廚師項目不斷壯大，李錦記期望能起到示範作用，吸引其他企業推行類似項目，為他們的行業注入新血，使各行各業可持續發展，同心共建更美好的社會。

Following on the expansion of the programme from Beijing, Chengdu, and Guangzhou in China to Malaysia, Lee Kum Kee established the "Lee Kum Kee Hope as Chef Charitable Foundation" in Hong Kong in 2019. Its aim is to help young people in achieving their culinary dreams, enhance professional standard of the industry, and foster global culinary skills exchange. Extending the programme to Hong Kong, scholarships will be awarded to outstanding students from the Chinese Culinary Institute and the International Culinary Institute to encourage them to hone their culinary skills. Lee Kum Kee is also planning to introduce Chinese cooking classes in the Hope as Chef Kitchen at Overseas Chinese High School in Seoul, South Korea, and preparing to set up scholarships worldwide to nurture talents for the industry and promote Chinese culinary culture.

With the development of the Hope as Chef Programme, Lee Kum Kee hopes to set an example to stimulate more enterprises to launch similar programmes to induce new blood for the sustained development of their industries and for building a better society.



希望廚師項目已擴展至馬來西亞

Hope as Chef Programme has been extended to Malaysia

# 劍橋無限極研究中心 抗衰老領域研究取得突破

## Breakthrough in Anti-ageing Research by Cambridge Infinitus Research Centre



Cambridge Infinitus  
Research Centre

剑桥无限极研究中心



UNIVERSITY OF  
CAMBRIDGE



无限极(中国)有限公司  
Infinitus (China) Company Ltd.

科學技術是第一生產力。

對企業而言，科研實力是其重要的制勝「武器」。28年來，無限極(中國)有限公司在中草藥健康產業深耕細作，一直致力提升自身的科研優勢，持續與海內外知名學府及權威科研機構合作，為消費者提供功效更卓越的中草藥健康產品。現時，無限極在相關領域的合作機構包括英國劍橋大學、法國國家科學研究中心、巴黎狄德羅大學以及諾貝爾生理學或醫學獎得主霍夫曼教授的研究團隊等。其中，與世界頂尖學府英國劍橋大學共同成立的「劍橋無限極研究中心」(CIRCE)更是無限極首個海外國際科研合作平台。

劍橋大學極具創新精神，在多個研究領域均處於世界前列。過往亦培育出多位科學巨匠如牛頓、達爾文、霍金等，被譽為「科學家搖籃」。由於西方國家普遍對中草藥及相關中醫藥理論都相對陌生，無限極可借助CIRCE的先進設備及技術，運用現代科學研究論證中醫藥的傳統智慧與功效，讓世界更瞭解中醫藥的理論基礎。

Solid scientific research is a powerful game changer to an enterprise.

To an enterprise, research and development plays a crucial role in its business success. For 28 years, Infinitus (China) Company Ltd. has been committed to improving its competitive strength in the area of R&D. Infinitus has joined forces with world-renowned institutions and research centres such as the University of Cambridge, French National Centre for Scientific Research, Paris Diderot University as well as the Nobel Laureate for Physiology or Medicine, Professor Jules A. Hoffmann and his research team, to deliver Chinese herbal health products with enhanced efficacy. Co-established with the University of Cambridge, the Cambridge Infinitus Research Centre (CIRCE) is Infinitus' first international research platform.

The University of Cambridge is synonymous with innovation. It is recognised for its world-class research which cultivated various scientific titans such as Newton, Darwin and Hawking, to name just a few. With the concept of Traditional Chinese Medicine (TCM) being relatively vague to the Western world, CIRCE employs modern technology and advanced equipment to prove the scientific validity and credibility of TCM, in the hope of allowing the world to better understand the foundation of the therapeutic wisdom of TCM.



掃瞄觀看劍橋大學就研究製作的介紹短片  
Scan to view explanatory video produced by  
the University of Cambridge

自2015年成立以來，CIRCE一直專注於生物健康領域的研究。科研人員利用分子生物學等先進科技，對中草藥活性成分的作用和篩選進行研究，並在多項研究中取得卓越的成績。當中，在延緩衰老及維持線粒體活力方面的成果備受稱著。其科研成果也分別在2016、2017及2020年無限極全球領導人年會上作公開發表。

衰老是不可逆轉的自然發展過程，但透過研究細胞內的重要組成部份如內質網、溶酶體及線粒體等的結構和功能，有助理解如何維持細胞的正常運作。需知內質網乃細胞的「蛋白質製造中心」，確保細胞健康；而溶酶體是細胞的「回收中心」，分解衰老及受損的細胞，將可用物質再利用，廢物則排出細胞外。線粒體則是細胞裡重要的「動力工廠」，是糖、脂肪和氨基酸最終氧化且放出能量的場所；他們一般呈粒狀或桿狀，但隨生物種類和生理狀態而異，可呈環形、啞鈴形、線狀、分叉狀或其他形狀。該等研究工作有助開發延緩衰老的方法，為未來的研究提供了全新靶點，進而滿足我們對延緩衰老的追求。

無限極透過自主科研技術，從中草藥中提取重要成分，由CIRCE的科研人員利用「超分辨率成像技術」，清晰地追蹤和呈現中草藥成分的分子在細胞中的運作過程。「超分辨率成像技術」於2014年獲得諾貝爾化學獎，通過生物技術處理及複雜的數學運算分析，打破光學顯微鏡受光的分辨率極限，清晰還原納米級別物體影像，為疾病研究和藥物研發帶來革命性突破。

Since its establishment in 2015, CIRCE has always been committed to biological health research. Researchers in CIRCE study the screening and mechanism of action of the effective ingredients of Chinese medicinal herbs by utilising advanced molecular biological technologies and have achieved impressive results from numerous experiments, especially of its anti-ageing properties and mitochondrial activity regulation. Research results are also presented on Infinitus Global Annual Leadership Conference 2016, 2017 and 2020 respectively.

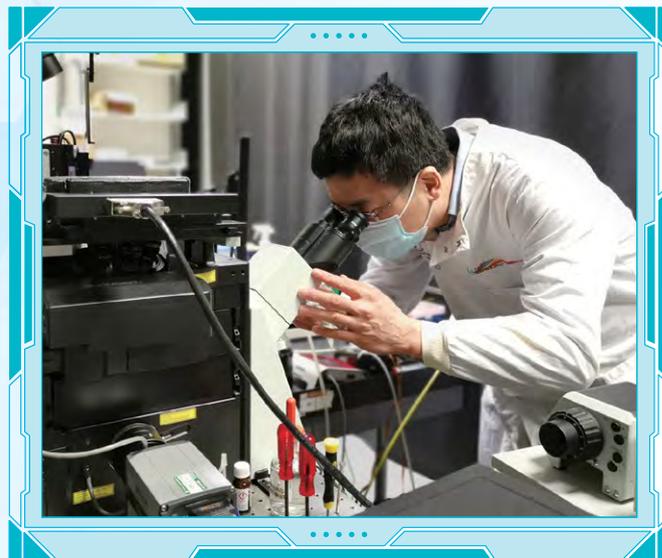
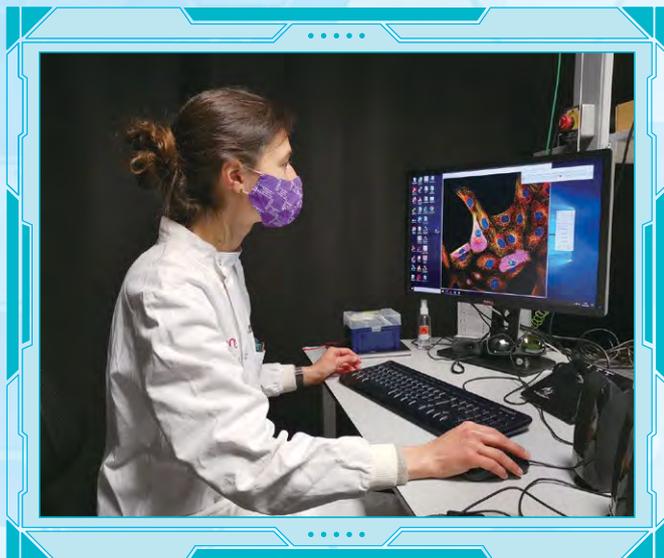
Ageing is a natural and inevitable process in the human body. The analysis of the cellular structure and function of the endoplasmic reticulum, lysosomes, and mitochondria provides valuable insights into how cells maintain their functions properly. It is important to note that endoplasmic reticulum is the cell's "protein factory", producing and modifying the proteins needed to ensure healthy cell function, while lysosomes can be thought of as the cell's "recycling centres", which break down aged and damaged cells into reusable substances while expelling wastes out of the cells. And, mitochondria are important "power plants" in cells, where sugar, fat and amino acids are finally oxidised and energy (ATP) is released. They are generally grainy or rod-like, but vary depending on biological species and physiological state and may be in ring, dumbbell, linear, fork or other shapes. Researching these structures and functionality helps better understanding of the means to delay ageing, which eventually will direct researchers to locate new effective biological targets and develop products that support healthy ageing.

By using specific self-developed technology, Infinitus extracted active ingredients from Chinese herbal medicines for CIRCE researchers to track and demonstrate the molecular processes of the ingredients in cells via "super resolution imaging technology". This technology which was awarded with the Nobel Prize in Chemistry in 2014 breaks the resolution limit of light received by optical microscope through biotechnology processing and complex mathematical operation analysis, and clearly restores nano level object images, bringing a revolutionary breakthrough for disease research and drug research and development.



CIRCE生化實驗室的研究人員對無限極的中草藥提取物進行生物化學實驗

Researchers at CIRCE Biochemical Laboratory conducting biochemical experiments on ingredients of Chinese herbs from Infinitus



### CIRCE的成像實驗室擁有世界上最先進的「超解析度成像裝置」 CIRCE Imaging Laboratory possesses state-of-the-art "super resolution microscopy equipment"

除採用「超分辨率成像技術」外，CIRCE亦透過電化學分析技術，檢測無限極在研產品配方中的中草藥活性成分，證實對DNA（脫氧核糖核酸）氧化損傷具備保護作用，有助延緩衰老。此外，科研人員以超解析度成像觀察自由氧對人體細胞內的線粒體形態造成的損傷。研究人員發現加入無限極中草藥活性成分後，細胞因過氧化氫（ $H_2O_2$ ）引致的線粒體變異情況顯著減少，從而維持線粒體正常活力。

CIRCE的研究更利用分子影像技術、細胞生物學技術與計算機人工智慧技術，獲得活細胞的超解析度動態成像，發現新的細胞內部運作機制如內質網及溶酶體的互動，以及維持神經元健康的新機制，是延緩衰老研究的重大突破。是次研究結果，不但有助於神經系統相關問題的研究，並為未來無限極開發健康產品提供了全新研發方向、分析方法和目標。

In addition to the "super resolution imaging technology", the active herbal ingredients from Infinitus' products were tested through an electro-analytical technique for detecting DNA damage to assess their resistance to oxidative DNA damage. The results show that the active ingredients effectively prevent oxidative damage to DNA, and help slow down the ageing process. In addition, the damage of mitochondrial morphology by free oxygen was also studied with the help of super-resolution imaging techniques. It was found that cells containing active herbal ingredients from Infinitus could significantly reduce the mitochondrial variation caused by hydrogen peroxide ( $H_2O_2$ ), thus maintaining normal mitochondrial activity.

Furthermore, the research team at CIRCE made use of new molecular imaging technologies, cell biology, and machine learning algorithms to visualise live cell activities in super-resolution, from where the underlying intracellular mechanisms such as the interaction between endoplasmic reticulum and lysosome, as well as a new mechanism for maintaining the health of neurons were discovered. The result represents a major breakthrough in the field of anti-ageing research. The discovery has provided brand new research direction, analytical methods and biological targets for future development of Infinitus' anti-ageing products.

研究刊登於劍橋大學官網  
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Driving force behind cellular 'protein factories' could have implications for neurodegenerative disease

Media enquiries  
Eleanor Hall  
Communications team

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Image  
Inducing lysosome (green) anterograde motion with light leads to a rapid and significant extension of ER network (magenta).  
Credit: Clemens Kaminski

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Researchers have identified the driving force behind a cellular process linked to neurodegenerative disorders such as Parkinson's and motor neurone disease.



**CIRCE首席科學家卡明斯基教授**  
Professor Clemens Kaminski, Chief Scientist of CIRCE

In December 2020, CIRCE published an article titled *The Structure and Global Distribution of the Endoplasmic Reticulum Network are Actively Regulated by Lysosomes* on its significant progress in *Science Advances*, a leading academic publication. The article received extensive attention. Massive coverage about the research includes a long and thorough report on the homepage of the official website of the University of Cambridge, and a special feature on the homepage of the Department of Chemical Engineering and Biotechnology of the University of Cambridge, highlighting the important research results.

"The collaboration between Infinitus and the University of Cambridge will benefit society as a whole", said Professor Clemens Kaminski, Chief Scientist of CIRCE, "and this is exactly what CIRCE is trying to achieve." Leveraging its profound experience in herbal remedies, Infinitus' continuous investment in R&D and collaboration with global scientific pioneers not only provide consumers with better products, but further contribute to the quality development of the TCM industry.

As a scientific research platform integrating oriental health wisdom with Western science, CIRCE will continue to focus on in-depth study in the anti-ageing field; while Infinitus shall accelerate the process of converting scientific research results into actual application, bringing health, beauty and happiness to our lives.

“這系統還有很多需要理解之處，對基本生物醫學科學是無比重要的。  
— 卡明斯基教授

“There is still so much to learn about this system, which is incredibly important to fundamental biomedical science.  
— Professor Clemens Kaminski

去年12月，CIRCE把在抗衰老研究上取得的新進展在世界權威學術刊物《Science Advances》發表學術文章《The Structure and Global Distribution of the Endoplasmic Reticulum Network are Actively Regulated by Lysosomes》（《內質網的網絡結構和整體分佈受溶酶體的調節》）。文章刊登後受到廣泛重視，劍橋大學更將成果刊登於官方網頁主頁，而該校的化工與生物技術系亦在官網作專題報道。

CIRCE首席科學家卡明斯基教授曾表示：「無限極與劍橋大學的合作成果將造福整個社會，這正是CIRCE努力的方向。」無限極憑藉於中草藥產業的豐富經驗，其於科研上的持續投入、與各研究先驅的雄厚科研實力，不單為消費者提供更優質的產品，為促進產業的高質量發展作出貢獻。

作為將東方養生智慧與西方健康科學融會貫通的科研平台，CIRCE將持續在延緩衰老領域產出更多科研成果，無限極將積極把成果應用到產品中，為大眾帶來健康、美麗與快樂。



劍橋無限極研究中心馬祖德博士於2020年無限極全球領導人年會分享有關延緩衰老及改善記憶的科研成果

Dr. Bismoy Mazumder from CIRCE shared the research results on anti-ageing and memory improvement at Infinitus Global Annual Leadership Conference 2020



掃描閱讀《內質網的網絡結構和整體分佈受溶酶體的調節》

Scan to view *The Structure and Global Distribution of the Endoplasmic Reticulum Network are Actively Regulated by Lysosomes*

## 李錦記董事參與 2021年度政協會議

### Lee Kum Kee Directors Participate in 2021 CPPCC

李錦記董事作為政協委員，參與2021年度的政協會議，並就中醫藥健康產業、年青企業家的培育和四川餐飲業發展等議題積極提案。

As CPPCC committee members, Directors of Lee Kum Kee participated in the 2021 CPPCC and tendered proposals on subjects including the Traditional Chinese Medicine (TCM) health industry, cultivation of young entrepreneurs and development of Sichuan catering industry.

## 全國政協會議

### National CPPCC session



3月，全國政協會議於北京召開。李惠森先生提交《關於進一步推動中醫藥健康產業科學發展的建議》和《關於將年輕一代企業家納入國家人才培養總體規劃的建議》兩份提案。他指出，健康產業同時聯繫著民生福祉及經濟發展，隨著國民健康意識逐漸提高，健康產業的重要性不言而喻。而面對家族企業代際更替，年輕一代面對的不只是財富傳承，更重要是企業家精神的承接。年輕一代的培育不只是家族企業的家事、私事，更是國家社會經濟發展的大事、要事。

In March, the National CPPCC Session was held in Beijing. Mr. Sammy Lee submitted two proposals, namely "Suggestions on Further Promoting Scientific Development of TCM Health Industry" and "Suggestions on Incorporating Young Entrepreneurs into the National Talent Nurturing Program".

In the former proposal, Mr. Sammy Lee highlighted that since the health industry is interconnected with people's well-being and economic development, the industry is of utmost importance, especially with the growing public health awareness. In the latter proposal, he emphasised that the young generation is not only facing wealth inheritance but also their undertaking of entrepreneurship when it comes to family business succession. Nurturing future generations is not only the responsibility of private enterprises, but also crucial to national economic and social development.

## 四川省政協會議

### Sichuan CPPCC Session



1月，李惠中先生於四川省政協會議提交《關於後疫情時期推動四川餐飲業高質量發展的建議》的提案。提案指出目前四川餐飲業的浪費情況嚴重，因此鼓勵餐飲業的轉型升級，對食材進行量化，並為消費者提供小份菜等個性化選擇，同時開拓訂製餐飲、派對餐飲等多元服務市場。又建議當局展開食育教育，以推動消費者建立健康文明、節約的飲食觀念。

In the Sichuan CPPCC session held in January, Mr. Charlie Lee presented the "Suggestions on Quality Developments of Sichuan Cuisine in Post-pandemic Era". The proposal points out the problem of food waste in the Sichuan catering industry. To reduce waste and encourage the growth and development of the industry, he suggested the introduction of quantification of ingredients and providing customised options to reduce the food portion. He also proposed the diverse development of the industry to include tailor-made food items and party catering in the provision of services as well as the inclusion of food education in schools to promote enjoying food in a healthy and civilised way.

## 遼寧省政協會議

### Liaoning CPPCC Session

1月，遼寧省政協會議在瀋陽召開，李惠雄先生提交了《關於將年輕一代企業家納入遼寧省人才培養總體規劃的建議》的提案。他表示，家族企業已成為遼寧省經濟體系中一股不可忽視的力量，企業年輕一代能否順利接班，除了決定著家族企業的未來，也將對中國經濟持續健康發展產生重要的影響。故此，他建議將年輕一代企業家培養納入遼寧省人才培訓總體規劃，積極引導年輕一代繼承老一輩企業家致富思源、富而思進、奉獻社會的優良品格。

In January, Liaoning CPPCC session was held in Shenyang, where Mr. David Lee submitted the proposal, "Suggestions on Incorporating Young Entrepreneurs into the Talent Nurturing Program of Liaoning Province". He pointed out that family businesses have become a driving force to be reckoned with in the economic system of Liaoning Province. Whether younger generations could become qualified successors will not only affect the future of family businesses, but also greatly impact the sustainable and healthy development of China's economy. As such, he suggested incorporating the training of young entrepreneurs into talent nurturing program of Liaoning Province and proactively guiding the young generations to carry forward the fine quality of entrepreneurship of the elder generations to never forget their roots, make progress and contribute to society.





# 李錦記各地慶新春

Chinese New Year Celebration with Lee Kum Kee

香港  
Hong Kong

因應消費者於農曆新年留家做節的需求，香港市場於1至2月推出蠔油數碼推廣活動。透過一系列簡單易明的經典節日菜式烹飪示範短片，教育消費者以李錦記蠔油入饌，在家簡單輕鬆準備做節菜式。

是次宣傳主力於李錦記社交平台，烹飪短片示範以李錦記舊庄特級蠔油和瑤柱蠔油製作出四道經典做節菜式，包括：蠔皇香菇花膠燜海參、花生蠔豉炆豬手、玉環瑤柱甫及瑤柱臘味糯米飯，帶出李錦記蠔油是烹調做節菜式好幫手的訊息。影片廣受消費者歡迎，成功觸及超過100萬人次。



掃瞄觀看「蠔皇香菇花膠燜海參」烹飪短片  
Scan to watch the "Braised Fish Maw with Sea Cucumber and Mushroom" cooking video

In response to changes in consumer need to celebrate Chinese New Year at home this year, Hong Kong market launched a digital campaign in January and February. A series of cooking demonstration videos was created to educate consumers on the use of Lee Kum Kee Oyster Sauce to make classic festive dishes at home easily.

The campaign leveraged the brand's influence on social media platforms. Four cooking videos demonstrating festive dishes made with Lee Kum Kee Premium Oyster Sauce and Oyster Sauce with Dried Scallop were uploaded online, including Braised Fish Maw with Sea Cucumber and Mushroom, Braised Pork Knuckle with Peanut and Dried Oyster, Dried Scallop in Hairy Gourd Ring and Glutinous Rice with Chinese Sausage and Dried Scallop Sauce. The campaign aimed to deliver the message that "Lee Kum Kee Oyster Sauce is your best partner for festive dishes". The videos were very popular on social media, reaching over 1 million views.





李錦記以「李錦記餐餐陪伴您」為主題，在馬來西亞的零售與餐飲渠道舉辦各式宣傳。配合農曆新年的節日氣氛，李錦記以促銷包裝和全國店內展示推廣李錦記蠔油、醬油、麻油和方便醬料。團隊更在電台投放廣告，邀請消費者參加與著名電器品牌合辦的比賽，進一步提高銷售。

In Malaysia, Lee Kum Kee launched the "Delicious Moments with Lee Kum Kee" marketing campaign to extensively promote Lee Kum Kee sauces across retail and F&B channels. On this festive occasion, Lee Kum Kee rolled out a Chinese New Year special promotion pack and held in-store displays nationwide to promote its Oyster Sauce, Soy Sauces, Sesame Oil and selected convenient sauces. A call-to-action radio advertisement with a chance to win attractive prizes in collaboration with a popular electronics brand was published to further drive sales.



李錦記在菲律賓進行「春節李錦記餐餐陪伴您」宣傳活動，藉以增加李錦記產品在農曆新年期間的銷量。

團隊以李錦記「廚房三寶」（蠔油、醬油及芝麻油）為主題，在電商及社交平台大力推廣，包括推出「2021年減21比索」的電商平台購物優惠以及舉辦線上比賽，成功接觸超過70萬人次及與約10萬用戶進行互動。線下推廣方面，李錦記與11個零售客戶合作推出牛年節慶的陳列展示，並推出促銷包裝和捆綁裝增加銷售，加深李錦記作為「餐餐陪伴您」的最佳良伴形象。

Lee Kum Kee launched the "Delicious Moments with Lee Kum Kee – CNY Celebration" Campaign in the Philippines to extensively promote our products and ultimately increased sales during Chinese New Year.

The team promoted the Lee Kum Kee "3 Secrets Sauces" – Oyster Sauce, Soy Sauce and Sesame Oil by focussing on e-commerce and social media platforms. With a "21 pesos off" discount to kick off year 2021, e-commerce sales were boosted. The online contest attained over 700,000 reach and 100,000 engagement rate. For offline campaign, we partnered with 11 retail clients to kick off the "Year of the Ox" campaign, which included in-store display and the launch of promotion packs and bundle packs to drive sales. The campaign aimed to reinforce Lee Kum Kee's image as a great companion for each "delicious moment".



越南的農曆新年又稱作「元旦節」，既是當地最重要的傳統節日，亦是銷售旺季。每逢元旦節，越南人都會與親朋戚友聚會，並炮製傳統菜餚慶祝佳節。李錦記抓住這個機會，展開大規模的宣傳活動，務求吸引更多年輕消費者。

李錦記與當地名廚Vo Quoc合作，在Facebook專頁推出一系列運用李錦記蠔油、醬油和叉燒醬製作越南傳統菜餚的烹飪影片，並鼓勵消費者分享他們的菜式。品牌又在超級市場進行試食、陳列展示等線下活動，在年初十的「財神日」更與「財神」一起向客戶拜年，與大家分享新春的喜悅。

Tet (Tết Nguyên Đán) is the "Chinese New Year" in Vietnamese. It is an important festival in Vietnam and also the sale season of the year. In celebration of Tet, people get together with friends and family to make traditional dishes. Lee Kum Kee took this opportunity to launch a massive campaign targeting younger consumers.

Working with Masterchef Vo Quoc, the team uploaded a series of traditional dish recipes made with Lee Kum Kee Oyster Sauce, Soy Sauce and Char Siu Sauce to the Lee Kum Kee Vietnam Facebook page, at the same time encouraging our followers to share their own dishes online. Offline campaigns including cooking demos and product display were held in supermarkets. On the 10<sup>th</sup> day of Tet, also known as the "Choy Sun (God of Wealth) Day", Lee Kum Kee Vietnam team paid a visit to clients in the company of the "God of Wealth" for good luck and enjoyed the festive season together.



李錦記在加拿大進行一系列以「團圓的味道」為主題的推廣活動，與消費者共慶新春。除了在社交平台上載簡單方便的食譜、邀請消費者分享他們的年夜飯照片外，更於當地各大華人超市設置陳列，線上線下雙管齊下，向消費者介紹如何活用各款產品，同時展示李錦記醬料的多元化，讓海外華人於傳統節日得以品嚐到家鄉的味道，感受團圓的喜悅。

Lee Kum Kee launched the "Exceptional Taste of Reunion with Lee Kum Kee" campaign in Canada during Chinese New Year. Through a series of online recipe sharing and consumer engagement activities, as well as eye-catching in-store displays at local supermarkets, the campaign utilised both online and offline channels to demonstrate product applications and the versatility of Lee Kum Kee sauces. The campaign also served to remind overseas Chinese the taste of home at this special time of the year and provide them with a chance for family reunion.



為了加強產品在歐洲市場的滲透率，同時響應自家烹調的流行趨勢，李錦記於農曆新年期間以「Make Everyday Delicious with Lee Kum Kee」為主題作推廣。

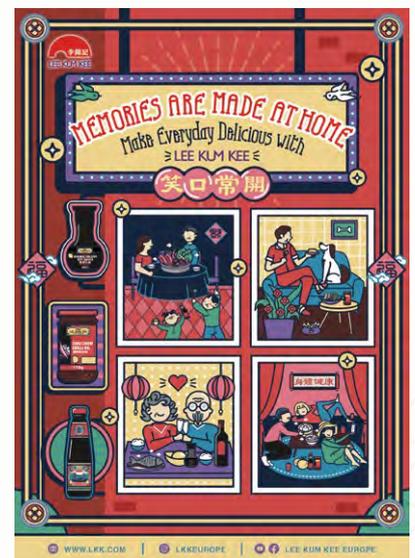
活動推出一系列美味簡易的食譜及影片，有適合與親朋好友慶祝節日的佳餚，更有符合所有消費者口味的日常菜式。李錦記網上商店出售附送食譜的精美禮盒，鼓勵消費者在日常烹飪時使用李錦記醬料。為刺激消費，活動期間更設幸運大抽獎。是次推廣善用李錦記歐洲社交媒體與網紅的影響力，觸及超過2千萬名消費者。

李錦記又與歐洲連鎖超市合作，包括大型連鎖中式超市如荷蘭的Amazing Oriental、德國的Go Asia、Tains和My EU Shop，進行線上線下的新春推廣活動。同時，李錦記於全線荷蘭主流超市Albert Heijn XL舉辦試食活動以吸引更多消費者；又在英國市場趁機推廣新產品味極鮮，獲得消費者良好的反饋。

To enhance our product penetration into locals' homes, Lee Kum Kee Europe celebrated Chinese New Year by launching the "Make Everyday Delicious with Lee Kum Kee" campaign – which also echoed the growing trend of home-cooking during the pandemic.

A range of delicious but easy-to-cook recipes and cooking videos were introduced for this special time of the year, as well as some everyday meals that served all consumers. A gift box containing essential sauces and an exclusive recipe book was available on the Lee Kum Kee e-shop to encourage consumers to incorporate the use of Lee Kum Kee sauces into their cooking. The team also launched an online lucky draw with the chance to win attractive prizes to stimulate sales. The campaign made use of all Lee Kum Kee Europe social media channels and influencers were involved in the promotion, reaching more than 20 million consumers during the campaign period.

The team also collaborated with local supermarket chains both in-store and online. Chinese New Year promotions were rolled out in local Chinese supermarkets in different markets in Europe, including Amazing Oriental in the Netherlands, as well as Go Asia, Tains, and My EU Shop in Germany. Cooking demonstrations were arranged in the stores of Albert Heijn XL, a mainstream supermarket chain in the Netherlands to promote our products. In the UK, the team took this opportunity to introduce the new product, Seasoned Soy Sauce, which received positive reviews.



李錦記

用味道向媽媽說愛你

Express Love to your MOM  
with the taste of  
LEE KUM KEE

李錦記致力成為首個與母親節產生聯繫的醬料品牌，因此在全球各地市場推出「用李錦記味道向媽媽說愛你」推廣，亦值此提高品牌親和力。明白到在疫情下，向親人表達愛意並非一件容易的事，李錦記希望在這重要節日鼓勵大家為母親製作一頓難忘且美味的佳餚，向每天不辭勞苦照顧家人的媽媽表達愛意，創造甜蜜的時刻。

李錦記配合一連串線上、線下活動以至數碼營銷策劃，包括以預告短片帶出主題、不同菜式的主視覺廣告、擴增實境 (AR) 主題濾鏡等，吸引消費者嘗試主動下廚，將美食及難忘情景拍下並於社交平台上分享。

With the aim to become the first condiment brand to drive a connection with Mother's Day, Lee Kum Kee launched the campaign "Express Love to your MOM with the Taste of Lee Kum Kee" on a global level, which would also serve to increase brand affinity. Since not everyone finds it easy to express love to one's loved ones, especially during the pandemic, Lee Kum Kee hopes to encourage consumers to show their love and gratitude to their mothers in a way that every mother knows best, by preparing a lovely meal.

Combining online, offline activities and digital activations, including a teaser video, themed key visuals and a Mother's Day-themed augmented reality (AR) filter, the campaign aimed to engage consumers to try cooking and share their memorable moments on social media.



掃描觀看母親節預告短片  
Scan to watch the Mother's Day teaser video



掃描試用母親節AR主題濾鏡  
Scan to try out our Mother's Day-themed AR filter

## 中銷 China Trading



在這個節日，李錦記攜手網上飲食平台「豆果美食」，在中國內地舉辦樣品派發活動，號召消費者運用李錦記薄鹽醬油產品為媽媽做一道美食。

團隊採用「樣品申領+廚藝達人使用教學+廣告助推」的推廣模式，發起「李錦記母親節專題活動——用李錦記薄鹽健康味向媽媽說愛你！」，上載易懂易學的食譜，為消費者提供美食靈感，塑造品牌在提升美味同時關注健康的形象。

In partnership with *Douguo*, an interactive online food community, Lee Kum Kee organised a product sampling activity in Mainland China and called for our consumers to make a special meal for their mothers using Lee Kum Kee Salt Reduced Seasoned Soy Sauce.

Using the formula of "product sampling + influencer tutorials + advertising" as the promotion strategy, we launched the "Lee Kum Kee Mother's Day Campaign – Express Love to your MOM with the healthy taste of Lee Kum Kee". With the help of some delicious yet easy-to-follow recipes, the campaign strived to provide consumers with inspiration and reinforce our image as a brand that cares about both health and taste.

## 香港 Hong Kong

為鼓勵顧客以李錦記產品製作窩心母親節菜式與媽媽慶祝，香港市場在Facebook專頁上載廣告短片揭開活動的序幕，配合李錦記廚房煮食直播示範母親節菜式「XO醬露筍彩椒炒鮑魚」。為加強與消費者互動，團隊運用「聊天機器人」以互動形式為消費者帶來一系列「零失敗母親節食譜」。同時，團隊在Facebook舉辦「李錦記母親節Cook for Mom」有獎遊戲，讓消費者為自煮菜式加上AR主題濾鏡，更有創意地向母親表達愛意，活動邀請多位知名網紅參與，配合線下的店鋪陳列，成功加強品牌與母親節的聯繫。

To encourage consumers to make heart-warming dishes with Lee Kum Kee products on Mother's Day, the Hong Kong Market launched a teaser video on social media and a cooking live show to demonstrate the dish "Stir-fried abalone and asparagus in XO sauce". To enhance consumer engagement, a set of "Easy Recipes" was also released on social media where consumers could make use of the interactive functions of Chatbot to whip up a "no-fail" meal. Consumers were then invited to share their memorable home cooking experiences with the AR filter for the "Lee Kum Kee Mother's Day – Cook for Mom" competition on Facebook and show gratitude to their mothers in a more creative way. The team solicited the help of influencers to give the campaign a further boost. The campaign also included offline displays in supermarkets to strengthen the connection between the brand and the special occasion.



掃瞄重溫李錦記廚房直播  
Scan to watch LKK Kitchen livestream

## 南亞 South Asia

在南亞，品牌以「用李錦記味道向爸媽說愛你」為主題，於5月及6月期間舉辦雙親節的慶祝活動。在菲律賓市場，李錦記與廚具品牌合作，邀請網民與父母以挑戰賽形式共同歡度雙親節。網民須以「廚房的超級英雄」為主題，拍攝具創意的照片，當中需要展現父母的「超能力」拿手好菜，以及展示李錦記醬料產品。勝出的參賽者將獲得廚具及李錦記產品優惠。

In South Asia, we celebrated Parents' Day with the theme "Express Love to your MOM and DAD with the Taste of Lee Kum Kee" in May and June. Lee Kum Kee collaborated with a well-known kitchenware brand, to celebrate Parents' Day with netizens and their parents in the form of online contest in the Philippines market. With the theme "Kitchen Superheroes", netizens were asked to take creative photos that show their parents' "superpower" specialty dishes with Lee Kum Kee sauce products. Winners were awarded with kitchenware and Lee Kum Kee product vouchers.



## 澳洲及紐西蘭 Australia & New Zealand

為持續提高品牌知名度，李錦記澳洲市場亦在社交平台發佈一系列「母親節簡易食譜」，包括早餐、簡食及晚餐，鼓勵消費者親自下廚，答謝母親。紐西蘭市場更與當地網紅合作宣傳，在社交媒體分享美食照片，兩地活動都增加李錦記品牌知名度，並加強與年輕消費者的互動。

In Australia, to further drive our brand awareness, Lee Kum Kee rolled out a series of Mother's Day special recipes that covered breakfast, snacks and dinner to encourage consumers to cook for their mums. In New Zealand, the team worked with popular influencers to share delicious recipes online. Both campaigns served to raise our brand awareness and increase interaction with younger consumers.



## 美洲 Americas



除了在社交平台運用AR主題濾鏡，李錦記美洲市場更與網上超市Weee!及美國大型亞裔超市大華超市進行產品推廣，向消費者展示產品的多元化，帶出李錦記能夠助您烹調美食的訊息。加拿大團隊則與人氣網紅Tiffany Cooks合作，在社交平台推出食譜短片，並舉辦抽獎活動以增加與消費者的互動。

In addition to sharing the AR filter on social media, the Americas Market joined hands with online grocery store, Weee!, and the largest Asian supermarket chain in the US, 99 Ranch, to launch a series of interactive promotion. We demonstrated the diversity of our products to consumers and conveyed the message that Lee Kum Kee is your biggest help in the kitchen. The Canada team worked with influencer, Tiffany Cooks, to share recipe ideas for Mother's Day on social media and hold giveaways to drive consumer engagement.



掃碼觀看Tiffany Cooks的食譜短片  
Scan to watch recipe video by Tiffany Cooks

# 李錦記 新產品巡禮

## Lee Kum Kee New Product Launch



疫情期間，李錦記仍然秉承「永遠創業精神」，持續在各市場推出新產品，務求為消費者帶來新鮮感。同時抓緊在家煮食的潮流，擴展不同的產品類別，以鞏固品牌在醬料及調味品的領導地位。

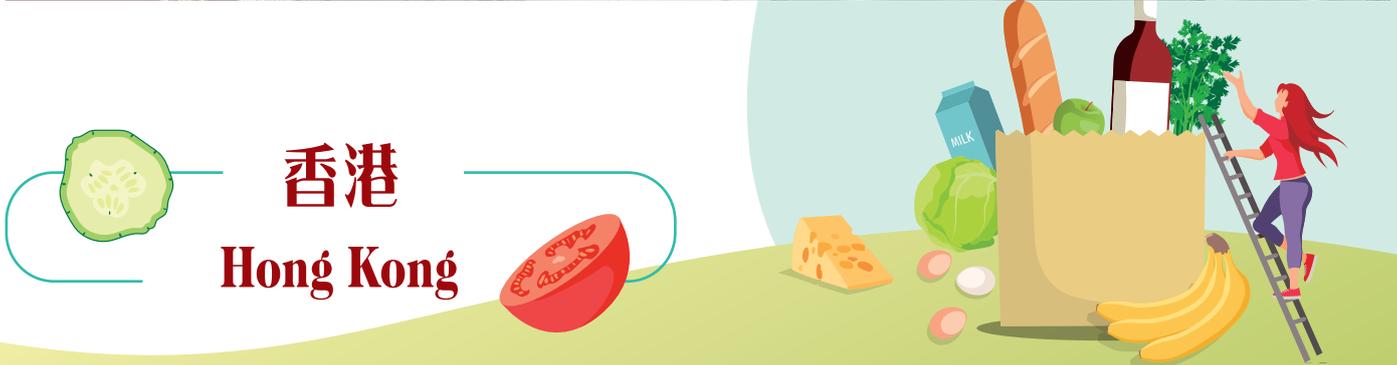
During the global pandemic, Lee Kum Kee continued to leverage its spirit of "Constant Entrepreneurship" and brought new products to consumers. With the growing trend of home cooking, the brand also seized the opportunity to expand its sauce portfolio and strengthen its leadership in the sauce and condiment segment.



李錦記於4月在中國市場推出全新「一招勝」方便醬料包系列，標榜只需一包醬料，即能輕鬆炮製出正宗風味的餐館級菜餚，迎合年輕消費者追求方便快捷的入廚體驗。新系列提供五款特色風味，包括麻辣香鍋醬、酸爽金湯醬、酸甜糖醋汁、新奧爾良風味燒烤醬和魚香風味小炒醬。

Lee Kum Kee rolled out the "One Move Wins" menu-oriented sauce range in China in April. Using just one pack of the sauce, authentic Chinese flavours can be made with ease. It caters to the needs of young people for convenient cooking experience. The new range offers five authentic Chinese flavours, including Chilly Pot Sauce, Jin Tang Sauce, Sweet & Sour Sauce, New Orleans BBQ Sauce and Yu Xiang Stir Fry Sauce.





鑑於即食鮑魚廣受歡迎，香港市場加推金牌蠔皇至尊鮑魚拼花膠（禮盒裝）及秘製金湯頂級鮑魚（大罐裝）兩款新口味。金牌蠔皇至尊鮑魚拼花膠採用以李錦記舊庄特級蠔油秘製的細滑醇厚鮑魚醬汁，配搭肉質厚身稔滑的優質挪威花膠，送禮自用皆宜；秘製金湯頂級鮑魚採用獨家秘方，以上等雞湯熬製12小時而成，加入舊庄特級蠔油進一步昇華上湯鮮味，適合一家人共享。

李錦記又以節日主題「李錦記即食鮑魚系列 至尊金牌醬汁 至愛盛饌賀禮」宣傳新產品。除了在線下投放報章及港鐵車廂廣告、設置超市推廣攤位外，還在「李錦記香港」Facebook專頁上載有關產品特色和應用的煮食短片、在社交平台投放電子平面廣告，又與《新假期》合作，以軟銷手法增強產品認受性。

Since its launch, the Abalone range has become a customer favourite. The Hong Kong Market has ridden on the success and launched two new products, namely the Deluxe Abalone in Premium Oyster Sauce with Fish Maw (Giftbox) and Premium Abalone in Chicken Stock (Large Can). The Deluxe Abalone in Premium Oyster Sauce with Fish Maw uses Lee Kum Kee Premium Oyster Sauce as the sauce base while the high-quality Norwegian fish maw further enhances its flavour profile. The giftbox set is suitable for gifting as well as personal consumption. The Premium Abalone in Chicken Stock is made with an exclusive recipe that the whole chicken is simmered for 12 hours while further elevating the umami with the Premium Oyster Sauce. The product well caters for family dinner.

The new products were promoted under a campaign themed "Lee Kum Kee Ready-to-Eat Abalone Range; Deluxe Abalone in Signature Sauces; A Precious Gift to Your Loved Ones". The campaign covered offline channels such as newspaper and in-train advertising, in-store promotion booths in supermarkets, as well as uploading cooking videos introducing the product features and applications on "Lee Kum Kee Hong Kong" Facebook page and investing in digital advertising on various social platforms. In addition, promotion also extended to *Weekend Weekly* to enhance product exposure through soft-sell advertising to encourage purchase.





3月，香港市場推出兩款不加防腐劑、人造色素及調味劑的新產品。

新推出的李錦記蘋果醋進一步擴展醋類產品，選用優質材料，並以天然方式發酵而成，5%的醋酸度順喉且不嗆鼻，適合以冷開水稀釋直接飲用、拌沙律及醃漬用。

李錦記純石磨芝麻油嚴選頂級芝麻，以傳統天然青石慢磨工藝製成。低溫慢磨可保留芝麻原有的濃郁醇香，少量製作則更顯珍貴。產品尤其適合用作涼拌及湯品調味。

In March, the Hong Kong Market rolled out two new products which do not contain any added preservatives, artificial colours or flavourings.

The new Lee Kum Kee Apple Cider Vinegar adds to our vinegar category and is made from all-natural ingredients with fermentation. With only 5% acidity, it is suitable for direct consumption after diluting with water or using as salad dressing or for pickling.

Made from first-grade sesame seeds, the Lee Kum Kee Pure Ground Fragrant Sesame Oil is slowly grinded by natural bluestone at a low temperature to retain the original rich and mellow sesame aroma. Each time, only a small batch can be made. The product is perfect for cold dressings or soup seasoning.



同月，李錦記在於香港市場推出全新配方、新包裝的無激素\*特鮮雞粉，並以「炒鑊提鮮 濃郁香甜」作主題推廣。

團隊於網上投放廣告短片，並透過再行銷方式向受眾展示簡易煮食短片，介紹產品的特色與應用，教導消費者使用特鮮雞粉炒鑊提鮮，以增加消費者購買的意慾。短片更上載於「李錦記香港」Facebook專頁，並配合搜尋引擎行銷，多方面推廣特鮮雞粉為家庭必備的調味品。



In the same month, Lee Kum Kee launched a campaign themed "Ideal for stir-frying dishes to bring out the rich umami taste", to promote the "No Hormone\*" Premium Chicken Bouillon Powder with a new formula and brand-new packaging in Hong Kong.

The team placed a commercial for online channels and followed up with retargeting campaigns of cooking videos to introduce the product features and applications and educate consumers on its usage to increase umami of dishes, so as to encourage purchase. The videos were also uploaded to "Lee Kum Kee Hong Kong" Facebook page and, combined with search engine marketing, the campaign served to convey the message that the "No Hormone\*" Premium Chicken Bouillon Powder is an essential condiment for cooking.



掃描觀看無激素\*特鮮雞粉廣告短片  
Scan to watch the No Hormones\* Premium  
Chicken Bouillon Powder commercial

\*精選靚雞於飼養過程中不使用激素

\* Made with chickens with no hormones used during raising



韓國  
Korea

有見去年在韓國市場推出麻辣火鍋上湯方便醬料包的銷情理想，李錦記在年初再推出三款新方便醬料產品 — 麻辣牛肉麵湯底、四川擔擔麵湯底及東坡肉醬。消費者只須加配簡單食材，就能在家更方便快捷地享受到如中菜館級數般的美味。

Riding on the popularity of the Soup Base for Sichuan Hot & Spicy Hot Pot launched in Korea last year, Lee Kum Kee launched three new products early this year, namely Soup Base for Mala Beef Noodles, Soup Base for Sichuan Dan Dan Noodles and Sauce for Braised Pork. The Meal-Oriented Sauces enable consumers to enjoy the taste of restaurant-level Chinese cuisine at home in an easier, quicker and more convenient way.





## 紐西蘭

## New Zealand



自兩年前成功打入紐西蘭慢煮醬料市場後，李錦記再接再厲，在4月於當地推出兩款融合亞洲風味的全新慢煮方便醬 — 慢煮熱鍋辣肉腸醬及慢煮手撕豬肉醬，提高市場佔有率。兩款新口味的研發靈感源自西方家傳戶曉的菜式，並加入亞洲風味元素，成為簡單方便的特色小菜。

另一深受當地消費者喜愛的醬料系列 — 小炒方便醬料包亦推出全新的糖醋排骨口味，消費者可輕鬆在家煮出上海傳統小菜。除了在社交平台上載新產品烹飪短片外，團隊更在多個大型購物中心投放電子平面廣告，配合超市店內宣傳推廣，有效提高新產品曝光率。

Following the success of entry into the New Zealand Slow Cook Sauce market two years ago, Lee Kum Kee New Zealand Market rolled out two new Asian Fusion Slow Cook Sauces, the Tangy Devilled Sausages and Tender Pulled Pork, in April to further boost its market share. The two new flavours were inspired by popular Western style dishes and infused with an Asian spin.

Another customer favourite, the Ready Sauce Stir-fry range, welcomed the new addition – Ready Sauce for Sweet & Sticky Pork Ribs. Consumers can enjoy authentic taste of Shanghai in the comfort of their homes. Apart from rolling out a series of step-by-step cooking videos on social media platforms, digital advertisements were widely placed in large shopping malls. Combined with in-store promotion, the product exposure was greatly enhanced.





# 美洲 Americas

李錦記美洲市場積極開拓即食餐零售產品類別，在主流零售市場推出即食麵飯系列。該系列產品以世界各地街頭小食為靈感，推出八款口味 — 中式擔擔麵、亞洲風味香蒜醬油拌麵、亞洲風味芝麻照燒醬拌麵、港式炒麵、秘魯風味炒飯、香辣炒飯、墨西哥風味炒飯及雞味糙米飯。

產品以鮮豔奪目的包裝設計吸引消費者注意，更融入街頭快餐車的元素，產品的容器採用適合微波爐加熱和可回收的物料，方便且環保。只需加熱後攪拌，便可在數分鐘內與親友一同品嚐各地街頭風味的美食。



Lee Kum Kee Americas Market developed its quick meal solutions product category with a new line of ready-to-eat rice and noodle bowls. Inspired by street food around the world, the new range comes in eight varieties: Chinese Style Dan Dan Noodles, Asian Style Soy Garlic Noodles, Asian Style Sesame Teriyaki Noodles, Hong Kong Style Chow Mein, Peruvian Style Fried Rice, Spicy Fried Rice, Mexican Style Fried Rice, and Chicken Flavored Brown Rice.

The eye-catching packaging and food-truck-inspired elements effectively attract the attention of consumers. With the containers of the products made of microwavable and recyclable materials, the entire range offers a convenient yet eco-friendly food experience. Simply heat it and stir, consumers can enjoy local flavours from different parts of the world with their family and friends.



旧庄蚝油呢 又是李家的最经典的味道

炖煮的时候把旧庄作为最后一味调料加入

蚝油的提鲜作用一直是各大菜系厨师们的首选

一钻一星  
一勺旧庄

# 「探味米其林」微紀錄片

## 舊庄蠔油推廣活動

### "In Search of Michelin's Taste" Premium Oyster Sauce Micro Documentary Campaign

4月，李錦記中銷聯合新華社拍攝「探味米其林」微紀錄片，邀請《舌尖上的中國》美食顧問董克平先生和新京菜創始人兼米其林指南摘星餐廳拾久的主廚段譽，一同講述李錦記舊庄蠔油在餐飲界的重要地位。影片中，段譽分享製作該店名菜——冠絕京城的魚頭背後，舊庄蠔油是必不可少的調味秘訣。短片登陸新華社多個社交網絡平台，並獲逾300萬的點擊率。

同時，李錦記啟動「美蠔生活 鮮人一步」的抖音推廣活動，並透過網紅介紹舊庄蠔油的特點、設計廣告歌曲及號召全民參與等方式吸引消費者，使品牌形象增添活力。網紅上載的影片合共創造超過5,500萬的瀏覽量，而李錦記社交媒體的粉絲數量亦增加超過35%。

In April, Lee Kum Kee China Trading collaborated with Xinhua News Agency to produce a micro-documentary, *In Search of Michelin's Taste*. In the documentary, Mr. Dong Keping, Food Consultant of *A Bite of China* and Chef Duan Yu, Founder of Modern Beijing Cuisine and chef of the Michelin-starred restaurant, Poetry Wine, were invited to share the significant role played by Lee Kum Kee Premium Oyster Sauce in the foodservice industry. Chef Duan Yu also shared that Premium Oyster Sauce was the key seasoning behind his restaurant's signature dish, Beijing-style Fish Head. The clip was published on various social media platforms of Xinhua News Agency and resulted in over 3 million clicks.

Meanwhile, Lee Kum Kee kick-started the "Freshness Doubles up with Premium Oysters" digital campaign on TikTok. To boost consumer engagement, Lee Kum Kee invited influencers to highlight the features of Premium Oyster Sauce, create commercial jingles and call for public participation, which helped invigorate the brand image. The video clips posted by influencers received over 55 million views while the number of followers of Lee Kum Kee social media platforms increased by more than 35%.



掃描觀看「探味米其林」短片  
Scan to watch *In Search of Michelin's Taste*

# 亮相「中國快消品渠道創新大會」

Attends "China FMCG Channels Innovation Summit"



4月，由媒體《新經銷》主辦的「2021年中國快消品渠道創新大會」在成都開幕，李錦記以中國調味品協會副會長單位身份獲邀出席，在會上展示李錦記產品。醬料集團中國區總裁張福鈞先生於晚宴就集團銷售渠道和核心價值作分享，並探討行業現狀和未來發展的契機。張福鈞先生表示：「秉承『永遠創業精神』，李錦記將繼續勇往直前，帶給大家更多美味的產品。」

In April, the China FMCG Channels Innovation Summit 2021 organised by *New Distribution* was held in Chengdu. As the Vice-President Unit of the China Condiment Industry Association, Lee Kum Kee was invited to the summit and showcased its products. Mr. Chris Cheung, President – China of Lee Kum Kee Sauce Group, shared his insights regarding the Group's sales channels and core values, in addition to the current industry development and future opportunities. He expressed that, "Adhering to the spirit of 'Constant Entrepreneurship', Lee Kum Kee will continue to charge ahead and bring our customers more delectable products."



# 榮獲「廣東省五一勞動獎狀」

Receives "Guangdong Province 1<sup>st</sup> May Labour Certificate"

4月，李錦記（新會）食品有限公司的工程項目技術組榮獲「廣東省五一勞動獎狀」，並在新會區慶祝「五一」的國際勞動節暨勞模代表座談會上獲頒獎牌及證書。

是次獎項肯定了工程項目技術組對於「廣式醬油全自動連續壓濾技術」以及「基於人工智慧的醬油綠色製麴關鍵技術」兩個項目的研究與產業化應用之付出，表揚他們為推動企業綠色生產作出的努力。

In April, the Engineering Project Technical Team of Lee Kum Kee (Xin Hui) Food Co., Ltd received the "Guangdong Province 1<sup>st</sup> May Labour Certificate". The medal and certificate were presented on the Celebration of International Labour Day cum Model Workers Representative Forum in Xinhui.

The award affirmed the contribution of the Engineering Project Team in the research and industrial application of "Cantonese Soy Sauce Fully-automated Press Line Technology" and "Artificial Intelligence-based Soy Sauce Koji Making Technology" projects. It is also a recognition of their effort in promoting green production.

## 李錦記薄鹽類醬油 蟬聯中國銷量冠軍

Lee Kum Kee Salt Reduced Soy Sauce Series  
Continues to Rank No.1 in Sales in China

李錦記一直積極推廣健康飲食，為消費者帶來健康美味的醬料產品。李錦記薄鹽系列自推出以來深受消費者歡迎，在中國市場蟬聯薄鹽類醬油銷量冠軍\*。

為進一步鞏固其市場領先地位，中銷團隊以「李錦記薄鹽，減鹽不減鮮，薄鹽類醬油銷量冠軍」為主題，在4月展開連續四週的線上及線下全方位市場推廣活動，搶佔市場份額。

Lee Kum Kee has long been an active advocate for healthy eating and constantly brings scrumptious and healthy sauce products to consumers. Since its launch, the Salt Reduced Soy Sauce series has been well received by consumers and continued to rank first in sales in the salt reduced soy sauce category in the China market.

To further strengthen its leading position, Lee Kum Kee launched a four-week online-to-offline marketing campaign in April under the theme "Lee Kum Kee Salt Reduced Series – Less Sodium to a Delectable Life, Salt Reduced Soy Sauce Series Rank No.1 in Sales", aiming to continue increasing its market share.

\* 數據來源為尼爾森零售監測數據(2020年1月 – 2020年12月)

2020年整年全國(不含統計港台地區)約600萬家銷售快速享用的零售店薄鹽類醬油產品(產品名稱中含有淡鹽/鹽薄/低鹽)/淡口/減鹽/限鹽/少鹽的將被劃入分類)銷售數據，李錦記薄鹽類醬油銷售量排名第一，數據統計覆蓋區域不包括甘肅、青海、海南省、內蒙古、寧夏、新疆及西藏。



## 連續三年成為 香港銷量第一豉油品牌

Continues to Rank No.1 in Soy Sauce Sales  
in Hong Kong for Three Consecutive Years

4月，香港市場以「鮮至係第一」作為推廣活動主題，帶出李錦記全線豉油不加防腐劑，令道菜「鮮」味滿分，並自2019年起連續三年蟬聯香港銷量第一豉油品牌\*。

為求全方位接觸客戶群、強化產品認受性及增強曝光率，李錦記透過不同的渠道進行推廣，包括在李錦記網站上載有關辨別各款豉油的文章、在Facebook專頁發佈多條以豉油烹調菜式的短片、線上彈出式廣告及巴士椅背廣告等。透過多角度的宣傳，不但加強大眾對各款李錦記豉油的認識，同時鼓勵他們使用不同組合的豉油及食材，煮出滋味美食。

In April, the Hong Kong Market launched a soy sauce campaign with the theme "No.1 in Sales in Hong Kong No.1 in Taste". It highlighted that the full range of Lee Kum Kee Soy Sauce contains no preservatives and adds great umami to any dishes, as well as its topping soy sauce sales in Hong Kong for three consecutive years from 2019\*.

To reach customers in a comprehensive approach while enhancing product acceptance and exposure, we made use of various channels, including features on how to differentiate various types of soy sauce on Lee Kum Kee website, multiple cooking videos on Facebook page demonstrating the versatility of the Lee Kum Kee Soy Sauce range, online pop-up advertisement and advertising on seats of buses. The campaign strengthened consumers' understanding of our soy sauce products and encouraged them to cook delicious meals using different combinations of our soy sauce products and food ingredients.

\* 李錦記豉油連續3年全港連鎖超級市場及便利店豉油銷售額及銷量冠軍 (2018年1月 – 2020年12月)

根據尼爾森公司2018年1月 – 2020年12月全港連鎖超級市場及便利店醬料市場零售調查報告 (©2021 尼爾森公司版權所有)

\* Lee Kum Kee was ranked first in Sales Value (HK\$) and Sales Volume (KG) in the Soy Sauces segment of Sauces category for the 3-year period ending December 2020 for Key Account Supermarkets & CVS in Hong Kong. (Copyright © 2021 The Nielsen Company)



# 舊庄特級蠔油韓國推廣

## Premium Oyster Sauce Campaign in Korea

1至3月，李錦記韓國市場以「蠔油當然選李錦記」為主題，在當地三大超市Emart、Homeplus及樂天超市共90間分店進行舊庄特級蠔油推廣。團隊在產品陳列架上設置LCD熒幕播放廣告短片，強調李錦記為「蠔油始創」及蠔汁百分百由鮮蠔熬製而成，又播放煮食示範影片，成功提高銷量。



From January to March, Lee Kum Kee Korea Market launched a promotion campaign themed "Lee Kum Kee Oyster Sauce: In a League of Its Own" in 90 stores of three major hypermarkets in Korea, namely Emart, Homeplus, and Lotte Mart, to promote Lee Kum Kee Premium Oyster Sauce. LCD commercials were placed on product shelves to deliver the message that Lee Kum Kee is the inventor of oyster sauce and we use 100% fresh oysters for our oyster extract. Cooking videos were also played to educate consumers on the use of oyster sauce and successfully promoted sales.



## 與歐洲名廚合作 推廣純素食

### Collaborates with European Celebrity Chef in Veglicious Campaign

在聖誕節和元旦大餐過後，大眾的日常飲食習慣通常傾向更健康的選擇。1月，李錦記歐洲與名廚黃瀾億合作推出「無肉不無味」的純素食推廣活動。

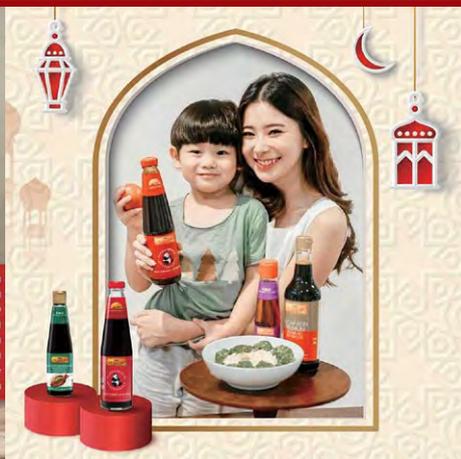
透過製作一系列純素食食譜及影片，黃瀾億向大眾介紹適合素食者的李錦記醬料，以及如何炮製美味又不失健康的純素食菜餚。活動成功接觸超過400萬名消費者，宣揚健康中餐烹飪的概念。

After the big feasts during Christmas and New Year's Eve, people usually prefer eating healthier and greener. In January, Lee Kum Kee Europe collaborated with Celebrity Chef Ching He Huang MBE to introduce the Veglicious campaign and promote the concept of "Meatless Not Tasteless".

In the campaign, the Celebrity Chef used a couple of Lee Kum Kee vegan sauces in her cooking to showcase our vegan range and demonstrate how these sauces could create healthy plant-based dishes without compromising their flavours. The campaign reached over 4 million consumers and successfully promoted the idea of healthy Chinese cooking.



掃瞄觀看夏威夷炒飯食譜影片  
Scan to view the Hawaiian Pineapple and  
Mushroom Fried Rice recipe video



# 李錦記在南亞慶祝齋戒月

## Lee Kum Kee Celebrates Ramadan in South Asia

今年的齋戒月(4月12日至5月12日)，李錦記印尼市場舉辦網上慈善活動，以實際行動回饋社會。活動邀請參加者在社交媒體分享在齋戒月期間使用李錦記醬料製作的美味菜餚，並標記李錦記及活動主題。李錦記為每條帖子捐贈10,000印尼盾或港幣5元予印尼希望之家，為重症兒童提供庇護場所。活動最終錄得超過1,000條帖子，接觸逾100萬人次。線下方面，又與Ta Wan餐館合作，凡訂購使用李錦記醬料製作的菜餚，品牌將捐贈5,000印尼盾或港幣2.5元予FoodBank of Indonesia，支持減少浪費食物。

在馬來西亞，瑪蘇麗團隊發起「贏得時間，贏得味道」(Menang Masa, Menang Rasa)活動，與人氣網紅Khairul Aming、Dapur Pdot等合作，製作簡單而美味的地道食譜，以符合信徒因應疫情在家慶祝齋戒月的需求，吸引更多人試用產品。推廣活動更包括線下的印刷廣告及全國性超市店內陳列，又以瑪蘇麗大使Nabil Ahmad作招徠，成功提高產品認知度。



On Ramadan (12<sup>th</sup> April – 12<sup>th</sup> May) this year, Lee Kum Kee Indonesia Market launched an online charity campaign to give back to society. We encouraged our followers on social media to share their favourite dishes made with Lee Kum Kee products and tag us on social media. With every post, we would donate IDR 10.000 or HKD 5 to Rumah Harapan Indonesia (House of Hope Indonesia), a shelter for children with critical illness. The campaign successfully garnered more than 1 million reach and 1,000 posts. The programme also covered offline channels by teaming up with local restaurant Ta Wan to donate IDR 5.000 or HKD 2.5 to FoodBank of Indonesia upon every order of dishes using Lee Kum Kee sauces to support the reduction of food waste.

In Malaysia, the Mahsuri team launched the "Menang Masa, Menang Rasa" (Win in Time, Win in Taste) Campaign. They engaged well-known influencers including Khairul Aming and Dapur Pdot to create simple and delicious recipes to cater to the needs to celebrate Ramadan at home during the pandemic. The campaign successfully drove brand awareness and induced trials. The campaign also covered offline channels including print media and nationwide in-store display featuring Mahsuri ambassador Nabil Ahmad, which greatly enhanced product exposure.

# 多款產品於歐洲主流超市登場

## Multiple Products Listed in European Mainstream Markets

李錦記成功在歐洲主流市場推出各式各樣的產品，以滿足消費者對正宗中式醬料的需求。

在英國，連鎖超級市場Lidl將李錦記特級生抽、老抽和潮州辣椒油列為5月特推產品，提高產品在新客戶群間的曝光率，而李錦記芝麻烹飪油繼進駐大型連鎖超市Tesco及Sainsbury's後，首次在Waitrose出售。

在德國，500毫升的至尊生抽和特級老抽在當地主流連鎖超市REWE上架。

在荷蘭，特級老抽的銷售點已擴展到主流市場的大型連鎖超市Albert Heijn，潮州辣椒油亦重新上架。

在比利時，舊庄蠔油、特級生抽和海鮮醬等六款產品在Carrefour大賣場正式上架；而在波蘭，主流連鎖超市Netto也開始發售李錦記海鮮醬、照燒汁和三款方便醬料包。

歐洲各大主流市場的拓展令人鼓舞。

Lee Kum Kee succeeded in expanding into the Europe mainstream markets to cater to the growing demand for authentic Chinese sauces.

In the UK, Lee Kum Kee Premium Light and Dark Soy Sauces and Chiu Chow Chilli Oil were the featured products in Lidl, a discount supermarket chain, in May to provide good brand exposure to new customers. Following the successful listing of Sesame Wok Oil in major supermarket chains like Tesco and Sainsbury's, Waitrose also put on shelves the product for the first time.

In Germany, Supreme Light and Premium Dark Soy Sauces were launched in chained supermarket, REWE.

In the Netherlands, the Premium Dark Soy Sauce was available in the mainstream supermarket, Albert Heijn, as the Chiu Chow Chilli Oil was also re-launched.

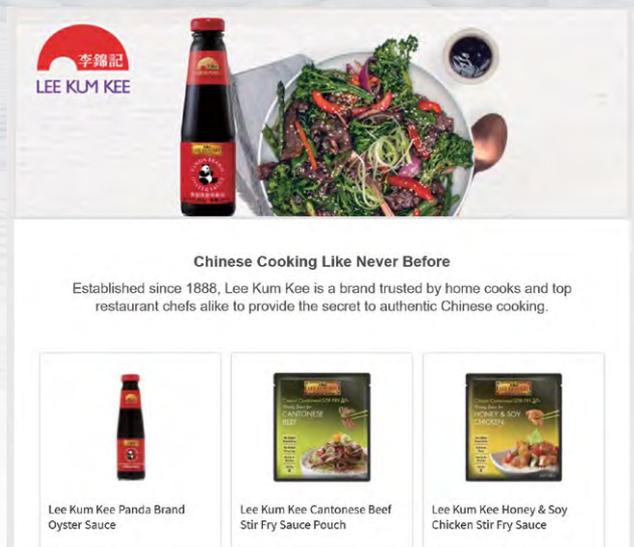
In Belgium, six Lee Kum Kee products including Premium Oyster Sauce, Premium Light Soy Sauce and Hoisin Sauce, were newly listed in Carrefour hypermarkets, while Hoisin sauce, Teriyaki Sauce and three sachets of stir-fry convenience sauces made their way to the mainstream supermarket, Netto, in Poland.

The developments in various mainstream markets in Europe are encouraging.



# 澳洲大型超市 熊貓牌鮮味蠔油推廣活動

## Panda Brand Oyster Sauce Giveaway Campaign with Australian Supermarket



疫情改變了消費者的購物習慣，掀起網上超市的新潮流。3月，李錦記與澳洲大型主流超市Coles合作，在其網購平台推出試用裝派發活動，消費者只需在平台下單，便會獲贈李錦記熊貓牌鮮味蠔油試用裝。此外，李錦記在平台投放橫幅廣告，又設立品牌產品專區，方便消費者搜索李錦記產品。活動合共送出1萬份產品試用裝，成功向澳洲主流消費者推廣李錦記蠔油，提升產品關注度。

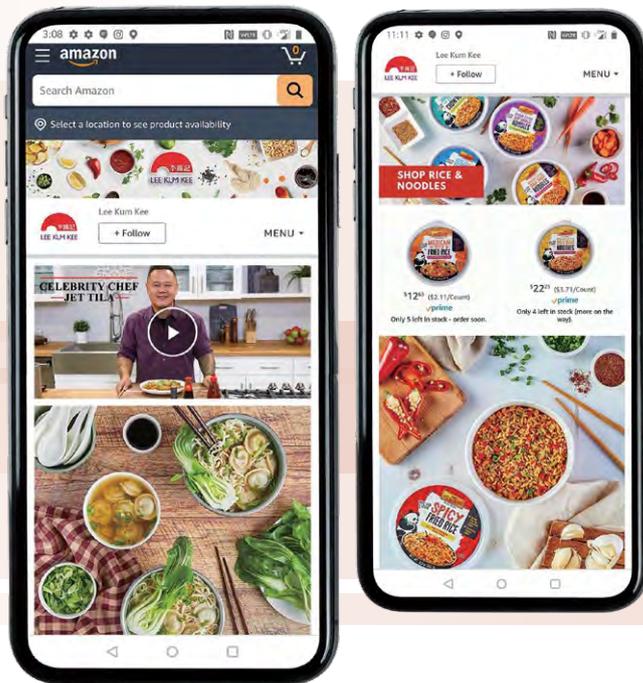
The pandemic has changed consumers' behaviours, with online grocery shopping becoming a growing trend. In March, Lee Kum Kee partnered with large mainstream supermarket, Coles, in Australia to launch a Panda Brand Oyster Sauce sample giveaway campaign on its online shopping platform. Banner ads and designated brand page were also set up for Lee Kum Kee, allowing consumers to conveniently search for Lee Kum Kee products. A total of 10,000 Lee Kum Kee Panda Brand Oyster Sauce samples were given out, which successfully promoted Lee Kum Kee Oyster Sauce to mainstream Australian consumers and enhanced the brand's awareness.

# 李錦記官方品牌旗艦店 正式登陸亞馬遜

## Lee Kum Kee Official Online Brand Store Goes Live on Amazon

疫情下，消費者傾向選擇線上購物。針對消費模式的轉變，李錦記美洲主流零售渠道於3月在亞馬遜開設官方品牌旗艦店，至今已有50件產品成功上架。旗艦店別具特色的設計向消費者傳遞品牌訊息，加深他們對李錦記的認知。為了優化消費者的線上購物體驗，產品被分為五大類，包括湯、方便醬料、醬料、即食麵飯及醃料。此外，熱門食譜亦上載至網店頁面，啟發消費者靈活使用產品。

During the pandemic, there is a discernible rise in online shopping. In view of this change in consumption patterns, Lee Kum Kee US Mainstream Retail Channel set up an official Amazon brand store in March. A total of 50 Lee Kum Kee products were listed so far. The eye-catching interface design serves to convey our brand essence to consumers and to stimulate their brand affinity. To enhance consumers' shopping experience, the products are divided into five categories: Soups, Quick Meal Sauces, Sauces, Rice & Noodles and Marinades. Trending recipes are also shared on the page to inspire the versatile applications of products.



掃描瀏覽李錦記亞馬遜品牌旗艦店  
Scan to browse Lee Kum Kee Official  
Amazon Brand Store



菜鳥數字供應鏈負責人輕馨女士  
Ms. Xin Qing, Head of Digital Supply Chain of Cainiao

# 2021無限極全球合作夥伴大會

## Infinitus Global Partnership Conference 2021

3月，「2021無限極全球合作夥伴大會」正式舉行，無限極透過線上直播方式與合作夥伴相聚，進行資訊交流及經驗分享。

大會以「共建 共享 共贏」為主題。無限極（全球）行政總裁俞江林先生以《2021—進化共生》為題作分享，總結2020年的挑戰、趨勢和變革，以及2021年的重點策略等。會上更特別邀請菜鳥數字供應鏈負責人輕馨女士分享阿里集團如何利用其數字化經驗，在過去一年協助無限極供應鏈進行數字化轉型，並展望雙方未來要共同推進的升級及改造方向。

In March, the "Infinitus Global Partnership Conference 2021" was held and livestreamed. Themed "Co-construction, Co-sharing and Win-win", participating partners gathered at the conference to exchange experiences for the benefit of mutual development.

During the conference, Mr. Lam Yu, Managing Director of Infinitus Global, delivered the keynote speech "2021 – Evolution and Symbiosis" to expound on the challenges, trends and changes the Company faced in 2020, as well as our strategies for 2021. Ms. Xin Qing, Head of Digital Supply Chain of Cainiao, was invited to share how the Alibaba Group helped digitalise Infinitus supply chain over the past year. She also expressed optimism towards future collaboration between both parties in facilitating the transformation.



掃碼重溫「2021無限極全球合作夥伴大會」直播  
Scan to view "Infinitus Global Partnership Conference 2021"



無限極（全球）行政總裁俞江林先生  
Mr. Lam Yu, Managing Director of Infinitus Global



# 無限極 參加

## Infinitus Attends the "3.15 Symposium on Consumer Protection of Direct Selling Enterprises 2021"

# 「2021直銷企業保護 消費者權益3.15座談會」

3月，由中國消費者報社及中國消費網主辦的「2021直銷企業保護消費者權益3.15座談會」於北京召開。座談會以「新起點 新發展 新征程」為主題，無限極等超過60家直銷企業應邀出席。

無限極(中國)有限公司總經理汪鋒先生以「不忘初心應變局，激發企業新動能」為主題作分享。他指出新冠肺炎疫情加速了健康養生的消費和線上線下的融合發展，在新生態環境下，直銷企業亦需要改進革新。無限極希望透過座談會，積極履行企業社會責任，為切實維護消費者合法權益作出貢獻。



In March, the "3.15 Symposium on Consumer Protection of Direct Selling Enterprises 2021" themed "New Start, New Development, New Journey" was co-hosted by China Consumer News and China Consumer Network in Beijing. Over 60 direct selling companies including Infinitus were invited to attend.

Mr. Adam Wang, General Manager of Infinitus (China) Ltd., delivered a speech on "Stay True to the Founding Mission Against Changes and Stride Forward". He highlighted that the COVID-19 pandemic accelerated health care consumption as well as the integration of online and offline commerce. Under such ecological environment, direct selling enterprises should also undergo transformation. Infinitus hopes to fulfil its corporate social responsibilities through the symposium and contribute to safeguarding consumers' rights.

# 無限極 參與

## 全國兩會「健康中國人」系列圓桌論壇 Infinitus Attends China's Two Sessions "Healthy Chinese" Series Round Table



中國作為全球第二大化妝品消費市場，一個完善的化妝品監管體系是支持行業發展的重要條件。

3月，無限極出席由健康中國行動推進委員會辦公室指導、《人民網·人民健康》主辦的2021年全國兩會「健康中國人」系列圓桌論壇。各界專家學者聚首一堂，深入探討新《化妝品監督管理條例》實施後的化妝品監管、推動社會共治和助力產業健康發展等一系列課題。

會上，無限極(中國)有限公司日化研發總監車鵬先生表示，新條例從規範化、鼓勵創新和注重功效三個方面，讓企業看到了背後的市場和機會。他相信隨著新條例及相關配套的實施，中國化妝品行業將走上新的發展里程，為消費者帶來更健康、安全的產品。無限極作為民族企業參與此次圓桌論壇，為行業的發展建言獻策，未來將積極與政府、社會共同努力，推動「美麗事業」行穩致遠。

With China being the world's second largest cosmetics market, a comprehensive regulatory system is essential to the industry development.

In March, Infinitus attended the 2021 National Two Sessions "Healthy Chinese" Series Round Table Forum, which was led by the Office of the Healthy China Action Promotion Committee and sponsored by People's Daily Online • People's Health. Experts and scholars gathered to review the implementation of the new "Regulations on Cosmetics Supervision and Administration" and its influence on cosmetic product supervision, social governance and the future development of the industry.

At the meeting, Mr. Che Biao, the R&D Director of Infinitus (China) Limited, expressed that the new regulation focussing on standardisation, innovation and efficiency would allow enterprises to explore new markets and opportunities. The new regulation and its associated measures would mark a new milestone for the Chinese cosmetics industry and offer consumers healthier and more reliable products. As a national enterprise, Infinitus would continue to work closely with the government and the community to promote the long-term development of "Beauty Industry".



# 無限極與 中國中醫科學院 中藥資源中心繼續合作

## Extended Collaboration with National Resource Center for Chinese Materia and Medica, China Academy of Chinese Medical Science

為完善中藥材商品規格等級標準及規範中藥材市場，無限極於2015年與中國中醫科學院中藥資源中心合作成立「中國中醫科學院中藥資源中心－無限極中草藥品質研究聯合實驗室」（「聯合實驗室」），展開中草藥領域的相關研究。雙方早前完成續約，並將繼續展開新階段合作。

聯合實驗室的研究領域包括中草藥分子生藥與道地性、中草藥功效成分與分子生藥學相關性、中草藥資源分佈、中草藥安全性評價及中草藥國際化。無限極將繼續與權威科研機構一起深化科研合作，並聚焦中草藥領域，以推動中草藥、中華養生文化走向現代化，力爭為消費者提供更多高品質的健康產品。

To promote the standardisation of Traditional Chinese Medicine (TCM) products and regulate market operation, Infinitus co-established the "Joint Laboratory for the Research of Chinese Herbal Quality" ("the Joint Laboratory") with China Academy of Chinese Medical Science's National Resource Center for Chinese Materia and Medica in 2015. The contract was recently renewed to continue our collaboration on TCM research.

The scope of research of the Joint Laboratory focuses on the molecular pharmacognosy and "geo-authenticity" of TCM, correlation of TCM efficacy and molecular pharmacognosy, distribution of TCM, safety evaluation of TCM and internationalisation of TCM. Infinitus will continue to work with renowned research institutes with the aim to modernise the concept of TCM and the Chinese health regimen so as to provide consumers with quality health products.

Joint Laboratory for The research of Chinese  
Herbal Quality – China Academy of Chinese Medical  
Science's National Resource Center for Chinese  
Materia and Medica, and Infinitus

中国中医科学院中药资源中心  
无限极中草药品质研究联合实验室

无限极（中国）有限公司  
Infinitus (China) Company Ltd.

中国中医科学院中药资源中心  
National Resource Center for Chinese Materia Medica,  
China Academy of Chinese Medical Sciences

# 《道地藥材標準滙編》正式出版

## The Standards for Authentic Medicinal Materials Officially Published



3月，由中國中醫科學院中藥資源中心發起，全國40多家科研、教學、監管機構及企業共同起草的《道地藥材標準滙編》正式出版並於全國發行。

《道地藥材標準滙編》收錄了150多種道地藥材標準，列出它們的來源、植物形態、歷史沿革、產區、生活環境特點與品質特徵等的詳細要求。無限極作為企業代表之一，參與了茯苓、靈芝、廣巴戟和枸杞等48種藥材標準的制定研究及起草工作。無限極擁有豐富的道地藥材種植管理經驗，不僅能夠為完善中藥材商品規格等級標準、規範中藥材市場作出貢獻，同時也能強化自身在中草藥健康產品行業的領先優勢。

In March, the National Resource Center for Chinese Materia Medica of the China Academy of Chinese Medical Sciences, together with over 40 scientific research, academic, regulatory units, and enterprises across the country, jointly compiled *The Standards for Authentic Medicinal Materials* for publication nationwide.

The publication records more than 150 authentic medicinal material standards, including their source, plant morphology, historical evolution, place of origin, habitat characteristics and quality characteristics. As one of the industry representatives, Infinitus participated in the formulation, research and drafting of 48 authentic medicinal material standards including Poria, Ganoderma lucidum, Morinda citrifolia and Lycium barbarum. With its profound experience in Chinese medicinal materials plantation management, Infinitus was privileged to contribute to the refinement of the product specifications of the Chinese medicinal materials and the standardisation of the market, while at the same time served to strengthen its leading edge in the Chinese herbal health products industry.

# 無限極榮膺「中國傑出僱主2021」認證

## Infinitus Recognised as "Top Employer in China 2021"

1月，無限極（中國）有限公司再次榮獲「中國傑出僱主」認證，在「業務策略」、「敬業度」、「價值觀」及「道德與誠信」四方面表現傑出。

「中國傑出僱主」由傑出僱主機構鑑定和認證，肯定企業的優秀人才資源策略，為員工打造更好的職場環境，讓他們能更有效地實現其個人和職業的成長規劃，有助推動企業的可持續發展。未來，無限極將繼續與僱員及業務夥伴攜手，共擔責任，共謀發展，共赴美好未來。

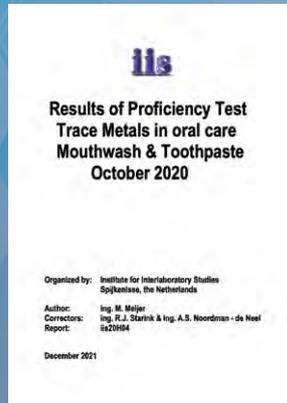
In January, Infinitus (China) Ltd. was again recognised as the "Top Employer in China" for its outstanding performance in the four aspects of "business strategy", "engagement", "value" as well as "morality and integrity".

"Top Employer in China" is a globally recognised certification granted by the Top Employers Institute. Enterprises that have been selected have to demonstrate exquisite human resources strategies and practices in the past year by creating a better workplace environment for employees to ensure they can better realise their personal and professional growth. Infinitus will continue to work hand in hand with employees and business partners to share responsibilities, seek mutual development and work towards a better future.



# 無限極新會檢測中心實力再獲認可

Infinitus Xinhui Testing Center Earns Another International Recognition



無限極新會檢測中心繼通過英國FAPAS、LGC和德國DRRR三家國際能力機構的驗證後，進一步獲得國外權威機構荷蘭IIS認可。荷蘭IIS為國際權威能力驗證機構之一，在全球各地展開石油產品、食品、消費品的實驗室能力驗證工作。

此次通過荷蘭IIS國際能力驗證有助鞏固和進一步提高公司產品的市場競爭力，亦將鞭策無限極繼續堅持「客觀公正優質高效」的初心，保障產品檢測品質，為市場提供更優質產品。

In addition to passing the international proficiency tests by FAPAS, LGC in the UK and DRRR in Germany, Infinitus Xinhui Testing Center earned yet another international recognition from the Netherlands IIS. As one of the international authoritative proficiency test providers, the Netherlands IIS is dedicated to holding global inter-laboratory studies on petroleum products, food and consumer products.

The recognition further consolidates the competitive edge of Infinitus' products, while also serving as a reminder for the Company to continue adhering to its aspiration to be "objective, fair, excellent and efficient". Infinitus will continue to ensure its product quality in order to provide better products to the public.



# 倫敦芬喬奇街20號獲授三項ISO認證

20 Fenchurch Street London  
Receives Three ISO Accreditations

4月，倫敦芬喬奇街20號管理系統獲英國勞氏集團授予三項新認證，包括ISO9001:2015（品質管制系統）、ISO14001:2015（環境管理系統）及ISO45001:2018（職業健康及安全管理系統），其認可的範圍適用於倫敦芬喬奇街20號所提供的設施及物業管理服務。獲得是次認證將促使大廈運營得更有效率，在減少運營成本的同時，培養更快樂、更高效的員工。

英國勞氏為全球知名的獨立第三方檢驗、監理和認證權威機構，也是首家獲得英國皇家認可委員會認可的認證機構，因其公正性、權威性和獨立性享有盛譽，認證範圍涵蓋各行各業。

20 Fenchurch Street London has been awarded three additional ISO accreditations by Lloyd's Register, namely ISO 9001:2015 (Quality Management System), ISO 14001:2015 (Environmental Management System) and ISO 45001:2018 (Occupational Health & Safety Management System). The scope of this approval is applicable to the provision of facility and property management services associated with the building. The accreditations serve as recognition of the efficient operation of the building and spur the management on reducing operating costs while creating a happier and more productive workforce.

Lloyd's Register is a world-renowned authority that provides third-party independent inspection, supervision and certification. It is also the first certification body accredited by United Kingdom Accreditation Service for its impartiality, authority and independence. The scope of its accreditation covers all walks of life.



# 廣州無限極廣場 建築技術獲多項認可

## Guangzhou Infinitus Plaza Recognised for Outstanding Architectural Technology

In January, Guangzhou Infinitus Plaza was awarded Second Prize in the Second "Zhijiang Cup" of China Innovative Curtain Wall Building Techniques Video Contest. The assessment criteria were based on the extent of replication of the construction's characteristics, complexity, prominent features, precision, technological innovation and application. With its unique and complex architectural design, especially the use of curved facades, Guangzhou Infinitus Plaza won this accolade by filming a video themed "Innovative Technology – Application of Intelligent Robots in Complex Curtain Wall Construction".

Furthermore, the "Innovative Precision Measurement Technology in Double-twisted Building Construction" method and the manufacturing technique of "Angle Steel Flange Connecting Rectangular Air Ducts" were recently named "Provincial Construction Method". The "Double-twisted Building Construction" method won the "Award for Scientific and Technological Progress of Guangdong Provincial Construction Industry Association".

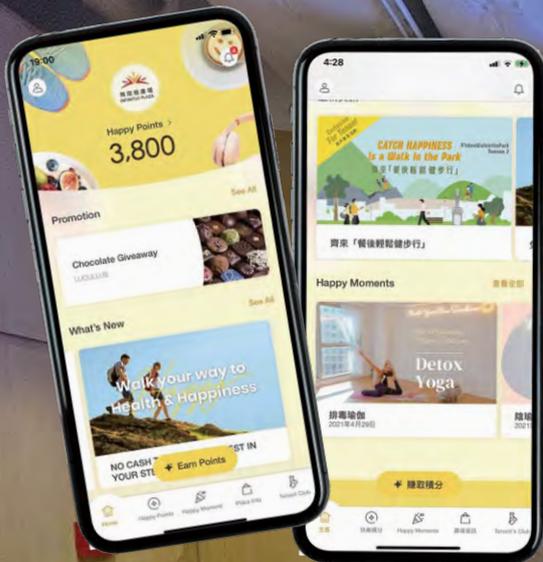


1月，廣州無限極廣場於第二屆「之江杯」中國建築幕牆技術創新視頻大賽榮獲二等獎。「之江杯」的評審是按工程特點、複雜性、亮點、精準度、創新性和新技術應用等各方面可供其他項目參考應用的程度作為準則。廣州無限極廣場造型獨特，其幕牆採用弧形雙向曲面設計，是次憑著「智能化和機械人複雜空間菱形格構幕牆建造創新技術」拍攝主題視頻，在參賽項目中脫穎而出。

此外，項目工程所使用的「雙扭曲建築施工中創新精密測量施工工法」及「角鋼法蘭連接矩形風管機械化製作工法」被評為「省級工法」，前者更獲「廣東省建築業協會科學技術進步獎」。



無限極廣場新年市集  
Chinese New Year Market at Infinitus Plaza



# 香港無限極廣場 持續提升顧客體驗

## Hong Kong Infinitus Plaza to Better Customer Experience

3月，香港無限極廣場推出全港首個零消費儲積分商場手機應用程式，鼓勵大家建立「快樂工作，快樂生活」的生活理念並提升顧客體驗。租戶和顧客只需透過日行萬步即可每日賺取500個快樂積分，累計至指定積分便可換領獎賞優惠。同時，租戶更可憑應用程式隨時進入共享空間Happy Moment @36免費享用咖啡及小食，並參與各種租戶限定活動，包括新年市集、元宵節慶及瑜珈課程等。

另外，無限極廣場亦舉辦第二屆「餐後輕鬆健步行」活動，提醒租戶適時放鬆身心，提升職場「爽」指數。同時透過活動邀請租戶下載商場應用程式，兼享累計快樂積分，享受更多專享禮遇。

In March, Infinitus Plaza launched the first shopping mall mobile application in Hong Kong to reward customers with points without any expenses. This is to inspire tenants and customers to pursue happiness in work and in life, while enriching their customer experience. Users can earn 500 Happy Points by walking 10,000 steps per day and redeem special rewards after accumulating a specific amount of Happy Points. Tenants can also gain access to the co-sharing space – Happy Moment @36 via the app, and enjoy complimentary beverages and snacks, as well as a variety of events such as the Chinese New Year Market, Lantern Festival celebration and yoga classes.

In addition, the Plaza held the second "Take a Walk in the Park" activity, calling on all tenants to stay relaxed and happy at work. Tenants were also encouraged to download the app and gain points from the activity to redeem more exclusive benefits.



**Happy Moment @36定期舉辦工作坊**  
Regular workshops are held  
at Happy Moment @36



**租戶可於Happy Moment @36  
免費享用咖啡及小食**  
Free coffee and snacks are available  
at Happy Moment @36



**元宵節慶活動**  
Lantern Festival celebration

# 自動波領導力實驗室 獲亞太企業家雜誌認可

Autopilot Leadership Lab Recognised by APAC Entrepreneur



4月，自動波領導力實驗室 (ALLab) 獲《亞太企業家雜誌》評選為「2021年度20家最具活力的領導力發展公司」之一，引證ALLab所提供的領導力方案備受認可，能夠為各行各業的領導者及專業人士帶來嶄新觀點，有助進一步提升他們的領導能力，並建立更優質高效的團隊及機構。

過去五年間，ALLab已帶領全球超過1,300位資深領導者革新企業。完成課程後，他們均成為具前瞻性的領導者，帶領公司持續邁向成功。迄今為止，ALLab已為來自美國、英國、希臘、中國、韓國及東南亞等地的領導者及企業家提供服務。

自動波領導力實驗室總經理余頌豪博士表示：「我們希望繼續以自動波領導模式™啟發更多領導者，以達至薪火相傳。我們將積極與各自動波領導者合作，持續擴大此領導文化的影響力。」

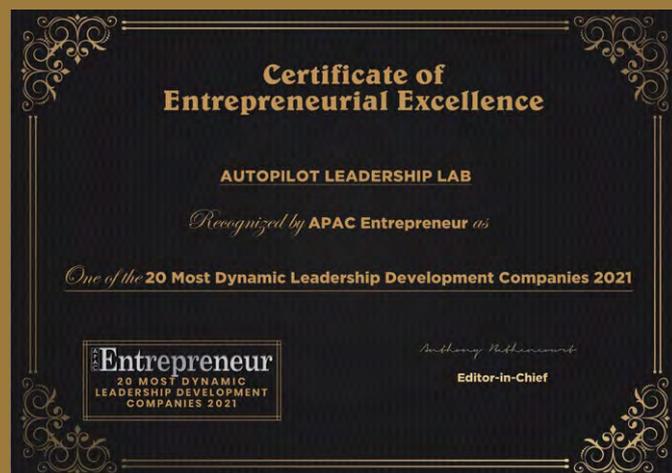


掃描閱讀《亞太企業家雜誌》相關文章  
Scan to read the article by APAC Entrepreneur

In April, Autopilot Leadership Lab (ALLab) was selected by APAC Entrepreneur as one of the 20 Most Dynamic Leadership Development Companies in 2021. It was recognised for bringing new perspectives and delivering effective leadership solutions that enabled leaders and professionals to advance their careers, as well as building better teams and organisations.

Over the past five years, the ALLab has led over 1,300 senior leaders around the world to improve their organisation. They emerged to become forward-thinking leaders, confident in their ability to lead their companies sustainably. Thus far, the ALLab has served leaders and entrepreneurs from the US, the UK, Greece, China, Korea and South East Asia.

Dr. Jowie Yu, General Manager of Autopilot Leadership Lab Limited said, "We will continue to use the Autopilot Leadership Model™ to inspire more leaders to succeed beyond generations. We want to collaborate with Autopilot Leaders and extend the impact of this leadership culture continually."





(從左至右) 李錦記家族基金主管劉明燕女士、Brainpower (Asia) 聯合創始人戴張潔冰女士、仲量聯行高級經理朱家良先生、金門建築總監譚建輝先生及爽工程總經理林肇基先生擔任活動評審  
(From left to right) Ms. May Lau, Head of Lee Kum Kee Family Foundation, Ms. Karen Cheung Dyer, the co-founder of Brainpower (Asia), Mr. Patrick Chu, Senior Manager of JLL, Mr. KF Tam, Director of Gammon Construction Ltd. and Mr. Louis Lam, General Manager of Project Heha, performed as judges of the event

# 爽工程 × Happy Moment @36 共同推廣「爽」文化

## Project Heha X Happy Moment @36 Promotes "Super Happiness"

爽工程一直致力透過舉辦工作坊向外界傳播「爽」理念，鼓勵大眾培養能帶來正面改變的習慣。

爽工程更於3月首次聯同共享空間「Happy Moment @36」舉辦「快樂時刻故事分享比賽」，期望啟發大眾學會感恩，建立樂於助人的習慣。活動邀請多位嘉賓出席，包括李錦記家族基金主管劉明燕女士、物業夥伴仲量聯行高級經理朱家良先生、經驗豐富的評審 — 諮詢公司Brainpower (Asia)聯合創始人戴張潔冰女士及金門建築總監譚建輝先生。是次比賽於網上直播，參賽者分享在疫情期間的難忘時刻，提醒大家運用正面思維應對生活中的變幻無常，參加者均表示從中獲得啟發，深刻感受到「助人為快樂之本」的價值。

爽工程將會繼續積極舉辦更多多元化活動，把「爽」文化推廣至社區，實現共創更快樂世界的願景。

With the mission to promote "Super Happiness", Project Heha has been hosting workshops which encourage the public to develop habits that bring positive changes.

For the first time, Project Heha collaborated with the co-sharing space "Happy Moment @36" in organising "The Happy Moments Story Sharing Contest" in March. The contest aimed to remind people to be grateful, as well as making a habit of helping others. Guests and judges included Ms. May Lau, Head of Lee Kum Kee Family Foundation, Mr. Patrick Chu, Senior Manager of JLL, the property partner, as well as experienced adjudicators including Ms. Karen Cheung Dyer, the co-founder of Brainpower (Asia) and Mr. K.F. Tam, Director of Gammon Construction Ltd. Streamed live, contestants shared their unforgettable experiences during the pandemic which served to remind the audience to stay positive in unpredictable times. Participants were much inspired by the sharing and were deeply impressed by the spirit of "happiness comes from helping others".

Project Heha will continue to promote more diverse activities to engage the community in realising its mission of co-creating a happier world.



Happy Moment @36代表陳影霞介紹如何通過多樣化方式為大家帶來健康快樂的生活  
Ms. Angel Chan, representative of Happy Moment @36, talks about how to live a healthy and happy life in diversified ways



# 希望廚師動向

## Updates on Hope as Chef Programme



## 榮獲「金鑰匙榮譽獎」

### Receives the "Honorary Award" at "Golden Key-China Sustainable Development Solutions"

1月，李錦記希望廚師項目在北京舉行的「金鑰匙——面向SDG的中國行動」頒獎典禮上獲得「榮譽獎」。該獎項由中國商務部主管的《可持續發展經濟導刊》主辦，旨在發掘國內可持續發展的案例，致力制訂可持續發展目標的標準。此殊榮嘉許李錦記秉持「思利及人」的核心價值及「發揚中華優秀飲食文化」的使命，資助有志青年成就廚師抱負。

In January, the Lee Kum Kee Hope as Chef Programme was awarded the "Honorary Award" at the "Golden Key-China Sustainable Development Solutions" Award Ceremony. The award was hosted by the *China Sustainability Tribune* under the auspices of the Ministry of Commerce. The initiative aimed to bring to light examples of sustainable development in China so as to set the benchmarks for achieving sustainable development goals. The award recognised Lee Kum Kee's ardent effort in fulfilling its core value of "Si Li Ji Ren (Considering Others' Interests)" and the mission of "Promoting Chinese Culinary Culture Worldwide" by supporting young people to pursue their culinary dreams.





## 榮獲第十屆中國公益節兩項大獎

### Receives Two Major Awards at the 10<sup>th</sup> China Charity Festival

1月，被譽為中國最具影響力的年度公益慈善盛事 — 「第十屆中國公益節」在上海舉行。李錦記在會上榮獲「2020年度責任品牌獎」，並憑希望廚師項目獲頒「2020年度公益項目獎」，表揚集團不僅在產品研發、環境保育、員工發展及品牌傳播上充分履行企業責任，同時熱心公益，推動教育扶貧，積極促進社區持續發展。

In January, the 10<sup>th</sup> China Charity Festival was held in Shanghai. The event was regarded as the most influential annual charity event in China. Lee Kum Kee was honoured with the "2020 Responsible Brand Award" and received the "2020 Charity Project Award" for its Hope as Chef Programme. The Group was acclaimed for its corporate responsibilities in product development, environmental protection, employee development and brand communications, as well as its involvement in charity and poverty alleviation, which has advanced the sustainable development of the community.



## 榮獲「金獅20年公益夥伴」

### Recognised as the "Golden Lion 20 Years Charity Partner"

5月，《信息時報》舉辦20周年大會，旨在表揚為社會問題提供解決方案的機構與項目。李錦記希望廚師項目獲讚揚為精準扶貧、振興鄉村的典範，榮獲「金獅20年公益夥伴」獎項。

In May, the *Information Times* held its 20<sup>th</sup> Anniversary Celebration. The conference aimed to commend institutions and projects that provide solutions to social problems. Lee Kum Kee Hope as Chef Programme was recognised as a model of targeted poverty alleviation and rural revitalisation and received the title of "Golden Lion 20 Years Charity Partner".



## 參加第二屆「尋味成都 — 星廚大賽」

Participates in the Second "Chengdu Celebrity Chef Competition"



2月，兩名希望廚師應邀參加第二屆「尋味成都 — 星廚大賽」，與成都各大五星級酒店及高端餐飲業的大廚切磋廚藝，並憑藉獨特菜式勇奪「金廚獎」殊榮。該比賽是由四川省美食家協會指導的年度餐飲盛事，旨在讓烹飪界人才一展廚藝，促進美食文化與城市的共同發展。參賽的大廚們使用各種李錦記醬料，為菜式錦上添花。

In February, two Hope as Chef students were invited to participate in the Second "Chengdu Celebrity Chef Competition". They competed with chefs from five-star hotels and high-end restaurants in Chengdu, and won the "Golden Chef Award" with their unique dishes. Supervised by the Sichuan Gourmet Association, the competition was the annual highlight of Chengdu's catering industry. The event aimed to provide local culinary talents with a platform to showcase their skills, facilitating urban development with food culture. The participating chefs also used Lee Kum Kee sauce products to spice up their dishes.

## 修築「愛心菜園」

Establishes "Caring Garden"

3月，李錦記希望廚師連續第三年響應植樹節。今年，他們在四川省成都市財貿職業高級中學校修築「愛心菜園」。學生在菜園內種植蔬菜，待收成後用於平日的烹飪課堂，貫徹「從農田到餐桌」的理念。

In March, Lee Kum Kee Hope as Chef students responded to Arbor Day for third year in a row. This year, they established the "Caring Garden" at Sichuan Province Chengdu Finance & Trade Vocational School. The students planted various kinds of vegetables, which would be used in their cooking classes upon harvest, putting the concept "From Farm to Fork" into practice.





# 舉辦「與『李』相遇，與愛同行」主題講座

Organises "Meet Lee Kum Kee and Walk with Love" Seminar



3月，李錦記希望廚師先後於四川省成都市財貿職業高級中學校、廣州市旅遊商務職業學校及北京市勁松職業高中舉辦「與『李』相遇，與愛同行」主題講座，以加強校企合作。數名希望廚師畢業生於現場向學生們分享個人經歷和烹飪經驗，同時勉勵學生們學習「思利及人」及「造福社會」等李錦記企業文化核心價值。

In March, Lee Kum Kee Hope as Chef Programme organised seminars with the theme "Meet Lee Kum Kee and Walk with Love" in Sichuan Province Chengdu Finance & Trade Vocational School, Guangzhou Vocational School of Tourism and Business and Beijing Jinsong Vocational School respectively, in order to strengthen collaboration between schools and corporates. Hope as Chef graduates shared their stories and cooking experiences with the students, while promoting Lee Kum Kee's corporate culture and educating students on our core values, "Si Li Ji Ren (Considering Others' Interests)" and "Benefitting the Community".



## 舉辦希望廚師俱樂部 暨綜合實訓活動

### Organises Hope as Chef Club cum Integrated Training Activity

4月，李錦記希望廚師於北京市勁松職業高中舉行「2021李錦記希望廚師俱樂部暨綜合實訓活動」。多名烹飪專家及希望廚師畢業生分享自己對烹飪的領悟，勉勵學生要腳踏實地、刻苦耐勞，並以發揚中華優秀飲食文化為目標。活動結束後，希望廚師學生們在一眾「大師」面前展示自己的烹飪手藝和技能，並獲得一致好評。

In April, Lee Kum Kee Hope as Chef Programme staged the "2021 Lee Kum Kee Hope as Chef Club cum Integrated Training Activity" at Beijing Jinsong Vocational School. Several culinary experts and graduates of Hope as Chef attended and shared their experiences. The representatives also urged the students to be more committed, work harder and aim to Promote Chinese Culinary Culture Worldwide. After the sharing session, Hope as Chef students showcased their culinary skills in front of the experts and won unanimous praise.



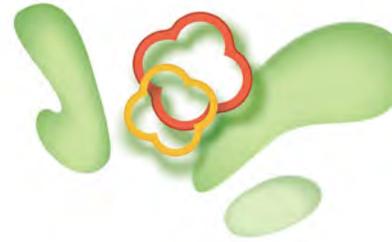
## 希望廚師項目2021招生啟動

### Recruitment for Hope as Chef 2021 Cohort Begins

5月，新一屆希望廚師項目招生工作正式啟動。自2011年成立至今，希望廚師已資助來自全國21個省市873名有志青年學廚圓夢，當中482名已經畢業。今年，希望廚師項目將繼續在北京、成都及廣州三地開班，在國內招募100多名符合條件的有志青年學廚圓夢，為更多家庭送上希望。

In May, recruitment for the new cohort of Hope as Chef Programme officially kicked off. Since its establishment in 2011, the Programme has helped 873 aspiring young people from 21 provinces in China to realise their culinary dreams, while 482 of them have graduated. This year, the programme will continue to hold training courses in Beijing, Chengdu and Guangzhou. Around 100 places are planned for eligible youths with dreams in becoming chefs so as to bring hope to families.





## 希望廚師慈善基金 支持「鄰舍第一」社區計劃

### Hope as Chef Charitable Foundation Supports "NEIGHBOURHOOD First" Programme

李錦記連續兩年贊助香港青年協會「鄰舍第一・uKitchen」社區計劃。今屆計劃於去年10月至今年4月舉行，並由李錦記希望廚師慈善基金撥款贊助及捐贈醬料支持。計劃下，逾300名青年義工跟隨專業廚師學習烹飪，並巧用李錦記的醬料和調味品，為香港的基層家庭及長者烹調美食。

農曆新年前夕，希望廚師慈善基金更捐贈舊庄特級蠔油予「鄰舍第一・鄰舍團年飯」活動，並由青年義工上門贈予全港多戶家庭及長者，一同歡度佳節。



Lee Kum Kee sponsored the "NEIGHBOURHOOD First • uKitchen" community programme for the second year, which was organised by the Hong Kong Federation of Youth Groups. This year's programme was held between October 2020 and April 2021. The Lee Kum Kee Hope as Chef Charitable Foundation offered its ardent support with cash sponsorship and sauce donation. The programme enabled more than 300 young volunteers to learn culinary skills from seasoned chefs and use Lee Kum Kee sauces and condiments to create mouth-watering dishes for underprivileged families and the elderly in Hong Kong.

The Foundation also extended help to the "NEIGHBOURHOOD First • Reunion Lunch" event by donating Premium Oyster Sauce which young volunteers helped give to families and the elderly across Hong Kong before Chinese New Year.





## 獲頒「商界展關懷」標誌

*Receives "Caring Company Logo"*

2月，香港社會服務聯會向李錦記集團旗下四家公司頒發「商界展關懷」標誌，表揚公司在關懷社區、員工及環境三方面所作出的努力與承擔。

2020年營商環境充滿挑戰，集團仍積極履行社會責任，舉辦各種公益及環保活動，實踐「思利及人」及「造福社會」的核心價值。

在2020/21嘉許計劃中，李錦記有限公司獲頒最高級別的「15年Plus商界展關懷」標誌；李錦記健康產品集團有限公司及無限極（香港）有限公司則獲頒「5年Plus商界展關懷」標誌；而無限極物業投資（香港）有限公司亦連續第二年獲得「商界展關懷」標誌，充分肯定集團持續對社會的貢獻。

In February, the Hong Kong Council of Social Service presented the "Caring Company Logo" to four companies under Lee Kum Kee Group to commend our efforts and commitment to the community, employees and environment.

Notwithstanding the challenging business environment in 2020, the Group continued to uphold the corporate spirit of "Si Li Ji Ren (Considering Others' Interests)" and "Benefitting the Community". Our subsidiaries actively fulfilled social responsibility in hosting public welfare and environmental conservation activities.

In the Caring Company Scheme 2020/21, Lee Kum Kee Company Limited was awarded the highest honour of "15 Years Plus Caring Company Logo"; while LKK Health Products Group Limited and Infinitus (Hong Kong) Company Limited received the "5 Years Plus Caring Company Logo" and Infinitus Property Investment (Hong Kong) Limited got the "Caring Company Logo" for the second consecutive year. The commendations re-affirmed the continued contributions made by the Group to the community.



李錦記健康產品集團有限公司及無限極（香港）有限公司獲頒「5年Plus商界展關懷」

LKK Health Products Group Limited and Infinitus (Hong Kong) Company Limited received the "5 Years Plus Caring Company Logo"

李錦記有限公司獲頒「15年Plus商界展關懷」  
Lee Kum Kee Company Limited awarded the  
"15 Years Plus Caring Company Logo"



# 「李錦記盃」 高中生辯論賽

## "Lee Kum Kee Cup" High School Debate Competitions

3月，李錦記分別贊助由新會區教育局及江門市教育局主辦的「李錦記盃」高中生辯論賽。

新會區第九屆「李錦記盃」高中生辯論賽於新會第一中學舉行。在決賽當天，參賽隊伍就「高中生讀暢銷書利大還是弊大」展開激烈辯論，最終新會第一中學力壓對手新會陳經綸中學，奪得今屆冠軍。

另外，江門市第六屆「李錦記盃」高中生辯論賽決賽亦於江門市第一職業技術學校展開。恩平市第一中學和江門培英高級中學的參賽隊以「使用手機對中小學生健康成長利大於弊還是弊大於利」進行激辯，最終由江門培英高級中學勇奪冠軍。

李錦記獲得新會區教育局及江門市教育局頒發感謝狀，以感謝集團對教育事業的支持和貢獻。



In March, Lee Kum Kee sponsored the "Lee Kum Kee Cup" High School Debate Competitions organised by Xinhui Education Bureau and Jiangmen Education Bureau respectively.

The Ninth "Lee Kum Kee Cup" High School Debate Competition for Xinhui District was held at the Xinhui No.1 Middle School. In the final round, the teams had a heated debate on the topic of "High School Students Should Read Best-selling Books". Xinhui No.1 Middle School beat Xinhui Chan King Luen College to become the winner.

The Sixth "Lee Kum Kee Cup" High School Debate Competition for Jiangmen District, which was held at Jiangmen No.1 Vocational Technology School, also came to a successful end. The motion was "Using Mobile Phones Has More Advantages towards the Growth of Primary and Secondary School Students", and Jiangmen Peiying Senior High School won the champion.

Lee Kum Kee received Plaques of Appreciation from Xinhui Education Bureau and Jiangmen Education Bureau respectively for its support in education.





# 2021李錦記盃 學生創新大賽啟動禮

## Lee Kum Kee Cup Student Innovation Competition 2021 Kicks Off

3月，2021李錦記盃學生創新大賽以網上直播形式啟動。食品科技界專家、企業代表與近2萬名高校師生於網上聚首，一同參與開幕儀式。創新大賽已是第11屆舉辦，合共吸引了16所內地及香港學校參與。

今年的比賽以「美蠔生活 鮮人一步」為題，希望參賽者能以新「鮮」理念與傳統食品結合，展示創意。參賽者須以李錦記產品為原料，從營養和美味的角度出發，設計和研發一款創新食品。同時，大會邀請參賽者參與抖音挑戰賽，以短視頻的方式記錄參賽點滴，從中呈現「我心目中的李錦記」。同步進行的副賽則為廣告標語創作，以海報或短視頻的形式詮釋「我心目中的李錦記」。

In March, the Lee Kum Kee Cup Student Innovation Competition 2021 kicked off online. Food industry experts, corporate representatives and close to 20,000 high school teachers and students attended the virtual opening ceremony. The competition was held for the 11<sup>th</sup> year and has attracted students from 16 schools in Mainland China and Hong Kong.

This year, the theme of the competition is "Freshness Doubles up with Premium Oysters". Students shall demonstrate their creativity by combining the concept of "freshness" with traditional food. By using Lee Kum Kee products, the contestants were asked to design and invent a creative food product that is both nutritious and delicious. In addition, contestants were invited to join a challenge quest on TikTok, featuring their experiences of participating in the competition and their impression of Lee Kum Kee. A slogan competition was also launched to showcase their interpretation of Lee Kum Kee in the form of posters or videos.



# 支持2021年 雙水鎮特色美食評選活動

## Supports 2021 Shuangshui Cuisine Contest

為推廣新會區「粵菜師傅」工程及雙水鎮美食文化，雙水鎮旅遊辦公室聯同新會區餐飲協會於4月舉辦「2021年雙水鎮特色美食評選活動」，由鎮上的餐飲業界以各自的特色菜式參賽，從中選出最具當地特色的美食。李錦記向大會贊助現場煮食醬料及廚師服，為推動粵菜文化出一分力。

To promote the "Cantonese Cuisine Master" Programme as well as Shuangshui cuisine in Xinhui, the Shuangshui Tourism Office and the Xinhui Catering Association co-organised the "2021 Shuangshui Cuisine Contest" in April. Restaurants in town presented their signature dishes in order to compete for the most distinctive local cuisine. Lee Kum Kee sponsored the on-site cooking sauces and chef uniform, in its effort to promote Cantonese culinary culture.



## 榮獲「全國僑聯系統助力脫貧攻堅先進集體」

Honoured with Title  
"Advanced Collectives in Poverty Alleviation"



1月，李錦記(新會)食品有限公司獲中華全國歸國華僑聯合會評為「全國僑聯系統助力脫貧攻堅先進集體」。4月，江門市歸國華僑聯合會主席林春暉女士親臨李錦記頒發牌匾，以表彰集團在扶貧攻堅及在疫情期間捐贈物資以支援防疫方面的貢獻。

In January, Lee Kum Kee (Xin Hui) Food Co., Ltd was honoured as one of the "Advanced Collectives in Poverty Alleviation" by the All-China Federation of Returned Overseas Chinese. In April, Ms. Lin Chunhui, Chairperson of the Jiangmen Federation of Returned Overseas Chinese, presented the plaque to Lee Kum Kee in recognition of its contribution in poverty alleviation and donation during the pandemic.

## 關懷新加坡長者

Care for Elderly in Need in Singapore

新冠肺炎疫情持續令許多新春慶祝活動取消。有見及此，1至2月期間，李錦記新加坡團隊聯同新加坡「香港之友」國際飲食協會及新加坡新女性義工團體，先後六次探訪當地護老院和獨居長者，合共送贈超過800份李錦記醬料禮品包。此外，團隊亦捐贈400份午餐予仁慈安老院，在新春佳節向長者增添歡樂和溫暖的同時，致力實踐集團「思利及人」及「造福社會」的核心價值。

As the COVID-19 pandemic waged on, a lot of Chinese New Year celebrations were cancelled. As a result, in January and February, Lee Kum Kee Singapore teamed up with the Singapore Hong Kong International Restaurant Trade Friendship Association and New Women Association in organising six visits to elderly homes and elderly who lived alone. Over 800 Lee Kum Kee gift packs were given out. The Group also donated 400 lunch boxes to Ren Ci Nursing Home, spreading love and joy in the festive season as colleagues put our core values of "Si Li Ji Ren (Considering Others' Interests)" and "Benefitting the Community" into action.





## 芬喬奇街20號傳承基金 資助再就業培訓

20 Fenchurch Street Legacy Fund Supports  
Re-employment Training



芬喬奇街20號傳承基金由芬喬奇街20號和東倫敦社區基金會共同成立，旨在為倫敦最貧困地區的人們改善就業前景與機會。基金資助專業咖啡培訓學院Well Grounded，為失業人士提供咖啡調配課程，讓他們投身專業咖啡行業。

3月，來自東倫敦的單親媽媽Sophia，在接受Well Grounded培訓後，在疫情期間毅然開設自己的咖啡店。她表示培訓給予她信心去追隨自己的夢想，並力所能及幫助當地其他單親父母，在社區傳播愛心。

Co-established by 20 Fenchurch Street and East End Community Foundation, the 20 Fenchurch Street Legacy Fund aims to improve employment prospects and opportunities for people living in London's most deprived areas. It has been supporting Well Grounded, a Specialty Coffee Training Academy, which helps retrain the unemployed as baristas and enable them to join the specialty coffee industry.

In March, Sophia, a single mother from East London and one of the participants of the programme, opened her own cafe during the pandemic. The training gave her confidence to follow her own dream and even support other single parents in the area, spreading love in the community.



# 愛心傳遞慶牛年

Celebrates the Year of Ox with Love



2月，香港義工隊支持由保良局推行的「關愛無限·共跨疫境」扶弱計劃，準備了600份李錦記醬料賀年福袋送贈弱勢社群，與有需要人士共享美味。

義工們又於李錦記香港總部取景，為東華三院莫黃鳳儀安老院的長者錄製拜年短片，與他們共賀新禧。

In February, to support the "Boundless Compassion • Solidarity in Action" COVID-19 Response Programme organised by Po Leung Kuk, the Hong Kong Volunteer Team prepared 600 New Year lucky bags filled with Lee Kum Kee sauce products to share the delicious taste with people in need.

The volunteers also produced a video at the Lee Kum Kee Hong Kong Headquarters, sending their blessings to the elderly at Tung Wah Group of Hospitals Mok Wong Fung Yee Home for the Elderly.



# 母親節傳遞愛心

Expressing Love on Mother's Day



4月，香港義工隊與路德會賽馬會富善綜合服務中心合辦「母親節傳遞愛」線上活動，與來自基層家庭的17位小朋友互動。

義工隊於活動前將材料包及李錦記醬料禮品包送到每個家庭手上，當日於線上與小朋友一起玩遊戲、學習「大笑瑜伽」、製作摺紙和母親節心意卡，在母親節向媽媽表達愛意。

In April, the Hong Kong Volunteer Team and Jockey Club Fu Shin Lutheran Integrated Service Centre co-organised the "Expressing Love on Mother's Day" online activity for 17 children from low-income families.

Volunteer team sent each family a gift pack filled with materials needed and Lee Kum Kee sauce products prior to the activity. Held online, the volunteers and the children played games, practised "laughter yoga", as well as making origami and designing a Mother's Day card to show their love to their mothers.

# 擁抱來自星星的孩子 自閉症常識問答

"Caring for Autistic Children"  
Quiz Session on Autism



1月，中銷義工隊與三葉草兒童康健園合辦自閉症常識問答活動，透過攤位遊戲向大眾分享有關自閉症的知識，以提升他們的認知。李錦記獲康健園頒發「鼎力相助獎」，表揚公司對中心的長期支援。

In January, the China Trading Volunteer Team co-organised a Quiz Session on Autism with Clover Children Healthy Garden to share knowledge and raise public awareness through the game booth. Lee Kum Kee received a "Certificate of Appreciation" from the Clover Children Healthy Garden in recognition of the Company's long-term support to the centre.

# 親子環保行活動

## Family Green Walks



1月及3月，新會義工隊於北園公園及圭峰山組織環保行活動，超過70名義工參與其中。部份義工更帶同子女出席，一同清理垃圾，致力回復郊野潔淨，保護環境。



In January and March, the Xinhui Volunteer Team organised Green Walks at Beiyuan Park and Guifeng Mountain, which attracted over 70 volunteers to participate. Some of the volunteers also brought along their children to join this activity and contribute to protecting the environment by collecting garbage and cleaning up the countryside.

# 大手小手共植幸福樹

## Family Tree Planting Project



適逢3月植樹節，新會義工隊於大石頭風景區舉辦「大手小手共植幸福樹」活動，為環保出一分力，發揚公司「造福社會」的核心價值。義工們分工合作，將新栽種的樹苗整齊排列，煥發無限生機和活力。

To celebrate Arbor Day in March, the Xinhui Volunteer Team organised a "Family Tree Planting" activity at the Big Stone Scenic Spot to promote environment protection and demonstrate the Company's core value of "Benefitting the Community". The volunteers planted the saplings together so as to bring new life and vitality to the scenic spot.



# 前線醫護人員 醬料捐贈

Sauce Donation to Frontline Healthcare Workers



3月，美洲義工隊捐贈2,000多瓶適合烹調中西料理的熊貓牌蠔油和其他蘸醬予加拿大的卑詩省疾控中心醫務人員，向他們表達謝意及支持。

In March, the Americas Volunteer Team in Canada donated over 2,000 bottles of Panda Brand Oyster Sauce and other Grilling and Dipping Sauces that are suitable for both Chinese and Western cuisines to medical staff at British Columbia Centre for Disease Control in Canada to show appreciation and support to them.

# 關懷獨居長者

Delivers Love and Warmth to Elderly Living Alone



農曆新年期間，上海無限極大廈的物業管理團隊參與由新天地商圈聯合黨委舉辦的送餐公益活動。義工團隊前往區內獨居長者家中探訪，派發春節飯盒、送上防疫用品，並為他們佈置家居，與獨居長者分享節日喜慶及向他們送上關心。

During Chinese New Year, the Property Management Team of Shanghai Infiniut Plaza participated in a charity event organised by the Shanghai Xintiandi Commercial District Joint Party Committee to distribute free meals to local elderly living alone.

The volunteer team visited their homes to give out New Year lunchboxes, anti-pandemic supplies, as well as helping the elderly decorate their homes to extend the festive joy and care to them.



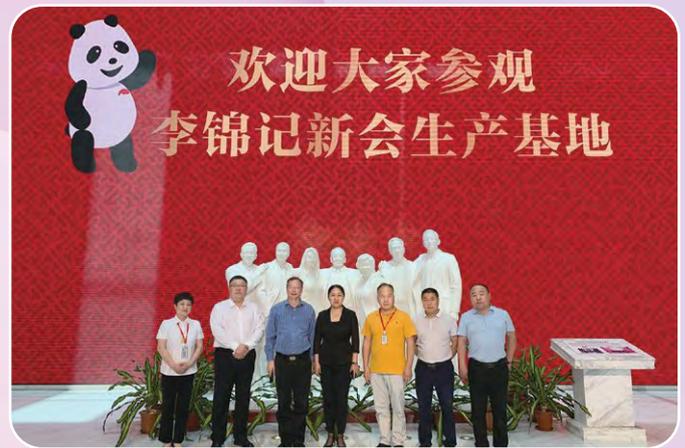
立新股份有限公司及爭鮮（香港）食品有限公司  
Go Fresh Co., Limited and Sushi Express (Hong Kong)  
Co., Limited



廣州市越秀區委統戰部  
Guangzhou Yuexiu United Front Work Department



江門市及新會區海關領導  
Delegates of Jiangmen City and Xinhui District Customs



黑龍江嫩江市政府領導及金珠宏業有限責任公司  
Delegates from Heilongjiang Nenjiang District Government  
and Gold Hongye Co.,Ltd.



新會區領導  
Delegates of Xinhui District



肇慶市端州區政協  
Delegates of CPPCC of Duanzhou District, Zhaoqing City



新會區人力資源和社會保障局及技師學院領導  
Delegates of Xinhui Ministry of Human Resources and  
Social Security and Xinhui Technician College



共青團江門市新會區委員會  
Communist Youth League Committee of Xinhui District,  
Jiangmen City



國際緊急救援部隊  
International Emergency Rescue Force



廣東省食品安全學會專家  
Experts from Guangdong Food Safety Society



中國質量獎專家  
Experts from China Quality Award



深圳市綠航星際太空科技研究院  
Space Science and Technology Institute (Shenzhen)



佛山市順德區樂從食品協會  
Foshan Shunde Lecong Food Association



鎮江市醋業協會  
Zhejiang Vinegar Industry Association



珠三角工業總會江門分部  
Pearl River Delta Council Jiangmen Branch



新會區工商聯  
Xinhui Association of Industry and Commerce



浙江世紀聯華採購管理層  
Management of Zhejiang Century Lianhua Procurement



南海區青年商會  
Nanhai Junior Chamber



造福社會，播種希望  
發揚中華優秀飲食文化



Promote Chinese Culinary Culture  
Through Nurturing for the Future

