

# 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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## 李錦記跨越**130**年 可持續發展的支柱

*Sustainable Development Crafts the  
Recipes of Success for Lee Kum Kee  
beyond **130** Years*

# 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



李錦記醬料集團  
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# 前言 FOREWORD



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

近年國際政治和經濟板塊劇變，加上連月來新冠肺炎病毒在全球蔓延帶來深遠的負面影響，世界上大多數的經濟體正面對前所未有的衝擊。

身處如此動盪環境中，有些企業會選擇以守為攻的策略，穩定業務，待機而發；另一些企業則處危思變、審時度勢、重新定位、轉危為機。各行各業面對的挑戰有異，對策也難以一致，更沒有萬應靈丹。不過，機會往往是留給能適時掌握、無畏無懼的先行者。

在李錦記發展的歷程中，曾多次面對內憂外患的考驗，憑其危中見機的能耐，「永遠創業」及「永不言敗」的精神，總能跳出困境、自強不息，令百年祖業得以承傳。希望同事處於當今逆境中，以此共勉。

然而，在推動業務發展之餘，任何企業絕不能急功近利，為謀取即時利益，而忽略其對社會的責任、對環境保護的承擔。在現今社會，良好企業管治必定要涵蓋對所有持份者、社會和環境的關注，維護未來世代福祉的決心，才是持續發展正確之道。很欣慰李錦記集團在拓展業務的同時，亦勇於肩負此責任，為實現社會更美好的將來努力。

李文達  
李錦記集團主席

In recent years, the international political and economic landscapes have undergone tremendous changes and, coupled with the far-reaching negative impact of the COVID-19 pandemic which has rampaged across the globe for months now, most world economies are bearing the brunt of the unprecedented turmoil.

Confronted by such a turbulent environment, some corporations may choose to consolidate their defensive base and stabilise their business as the strategy in readiness for rebound when the time is right. Others may review, adjust and re-position themselves in order to turn the crisis to opportunities. As situations vary from industry to industry and from corporation to corporation, there cannot be a one-size-which-fits-all solution, or an effective panacea for all ills. However, the opportunity is always there for those ready to seize it and having the courage and determination to pioneer to this end.

In the trajectory of the development of Lee Kum Kee, we have surmounted challenges of internal strife and external aggression. Through our ability to turn adversity into opportunity and adherence to the spirit of "Constant Entrepreneurship" and "never give up", we invariably emerged from the adverse situations with renewed vigour and vitality to sustain our century-old family business. Hope colleagues would take heed of our well-tested approach to success through this time of difficulty.

Nevertheless, in advancing business development, a corporation must not attempt to achieve quick success for instant or short-term profit at the expense of its responsibility towards the community and commitment to environmental protection. Nowadays, good corporate governance encompasses concern to all stakeholders, the society and the environment and the resolve to safeguard the well-being of future generations as the means to sustainable development. It is comforting to note that in expanding our businesses, the Lee Kum Kee Group has demonstrated its conviction to shoulder such responsibility to ensure a better future for the society.

Lee Man Tat  
Lee Kum Kee Group Chairman

## 李錦記跨越130年可持續發展的支柱

Sustainable Development Crafts the Recipes of Success  
for Lee Kum Kee beyond 130 Years

產品承諾

Product  
Integrity

環境保護

Environmental  
Protection

關懷員工

Care for  
Employees

關心社會

Care for  
the  
Community

面對銳變的營商環境，可持續發展已成為企業長遠業務致勝的一個關鍵元素。在日趨共融的環境下，除了追求利潤，業務發展的方向更須包括企業對社會及環境的責任。社會上廣泛認同，可持續發展的含意是「既能滿足當代的需要，而同時又不損及後代滿足其需要的發展模式」\*，此外，企業實踐可持續發展的理念非但不會與營運目標抵觸，更能吸引積極進取的員工，從而促進業務發展。

可持續發展的概念與李錦記企業文化的核心價值觀「思利及人」如出一轍。集團的理念是無論在營商或日常生活皆以「直升機思維」出發，採取「換位思考」的心態去「關注對方的感受」。根據聯合國可持續發展目標，李錦記釐定發展方向，致力為所有持份者、社會及環境帶來共贏局面，當中的**四大範疇**包括：**產品承諾、環境保護、關懷員工和關心社會**。

新型冠狀病毒肺炎為全球經濟帶來嚴峻的挑戰。在此困難的時刻，李錦記不曾退縮，仍堅持不懈地遵守對可持續發展的承諾。

In an ever-evolving world, sustainable development has emerged to be an important factor for long-term business success. In an increasingly inclusive society, in addition to the target of achieving profit, business development must encompass a corporation's responsibility towards social and environmental considerations. Indeed, it is widely recognised that sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs"\* and that concern over sustainability does not detract from business goals but can help attract a motivated skilled workforce that drives financial success.

The concept of sustainable business development falls squarely into the core value of "Si Li Ji Ren" (Considering Others' Interest) which is central to the corporate culture of Lee Kum Kee and includes the key elements of "taking a helicopter view" to "put oneself in another's shoes" and "consider others' feelings" in conducting our business as well as our daily life. Our approach to sustainable development, in line with the United Nations Sustainable Development Goals, is to strive to bring positive values for our stakeholders as well as the external environment we thrive in through the **four pillars of Product Integrity, Environmental Protection, Care for Employees and Care for the Community**.

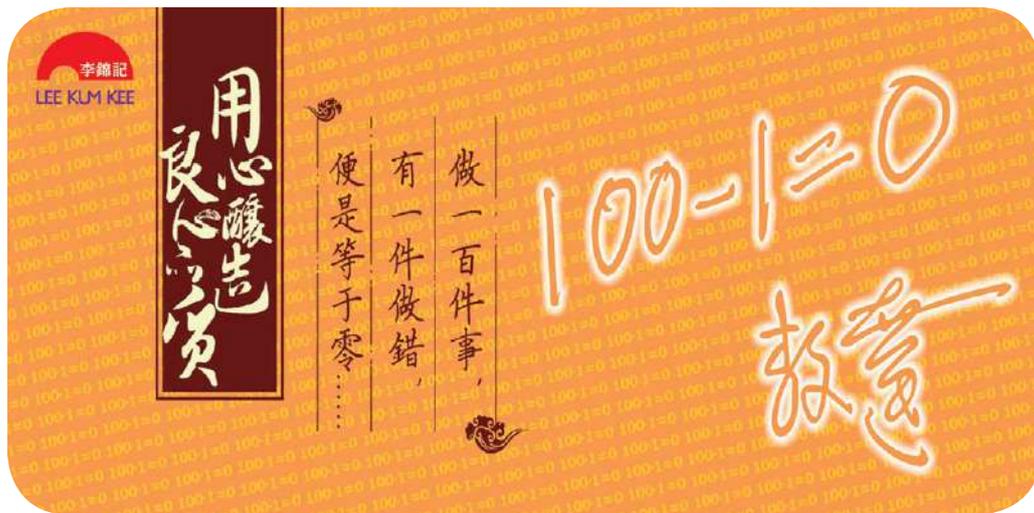
The COVID-19 pandemic has brought about the most severe economic downturn the world has faced in recent times, but it has not deterred Lee Kum Kee from pursuing the course of sustainable development in its business venture during such tumultuous times.

\* 聯合國環境與發展世界委員會《布倫特蘭報告（1987年）》（又稱《我們的共同未來》）

\* UN General Assembly, Brundtland Commission Report (1987), *Our Common Future*

## 產品承諾 穩守行業領導地位

### Product Integrity to Ensure Industry Leadership



李錦記一向以「質量百分百堅持」作為企業的基石，恪守「100-1=0」的「零缺陷」品質無瑕管理理念，實現產品「從農田到餐桌」的全面管控，將對產品安全的堅持貫穿到整個供應鏈，同時為供應商締造共享價值，推動企業可持續發展。

為保障原材料的品質與穩定供應，李錦記醬料集團為上游供應商引進良好農業規範（GAP）的管理模式，向他們提供充份的資源及技術支援，幫助農民提升畝產。此合作模式可保障李錦記產品供應鏈的可持續性，達致與各持分者雙贏局面。醬料集團全球六大生產基地均獲國際認可機構認證，通過各項食品安全及質量、環境管理標準及迎合不同顧客飲食喜好。集團絕大部份產品採用非基因改造原料，為注重健康飲食的顧客提供多項選擇。

"Quality Never Compromised" is the cornerstone of Lee Kum Kee's success. The Group stays firm to its quality management philosophy of "100 - 1 = 0" which tolerates no error throughout the whole manufacturing process "from farm to fork" and supports local suppliers to create shared value and promote corporate sustainable development.

To safeguard the quality and steady supply of raw materials, upstream suppliers are educated on Good Agricultural Practice (GAP) and provided with the resources and technical support to improve and enhance production for higher yield, thereby ensuring the sustainability of our supply chain to achieve a win-win situation for Lee Kum Kee Sauce Group and its stakeholders. All six of the Sauce Group's Production Bases have been certified by international recognised bodies to a wide variety of standards for enhancement in food safety and quality, environmental management as well as dietary preference of consumers. The great majority of our products is made from non-GMO ingredients to provide welcome options for consumers looking for a healthier lifestyle.





▲ 李錦記自家管理的蠔場  
Lee Kum Kee's self-managed oyster farm



▲ 李錦記 GAP 辣椒種植基地  
Lee Kum Kee GAP chilli farm



無限極採用獨特的「中草藥種植管理模式」▲▶  
Infinitus adopts a unique  
"TCM Plantation Management Model"



李錦記健康產品集團作為中草藥健康產業的領先者，信守同樣的品質管理理念。其中，集團旗下的無限極連續六年開展「溯源之旅」，以標準化種植模式大幅提升中藥材的質量，同時積極開拓國際科研合作，將高品質的原材料轉化為中草藥健康產品。近年，無限極（中國）四度獲中國內地頒發「高新技術企業」稱號。品牌亦主動參與各類行業組織，促進相關行業法規標準的制定，提升行業質量水平。健康產品集團旗下的中草藥種植品牌、無限極原材料供應商之一的天方健同樣堅持對品質的追求，推出獨特的「中草藥種植管理模式」，從源頭開始把關中草藥品質，確保出產的中藥材及產品皆為「高品質、好功效、真道地」的上乘之選。

面對新型冠狀病毒肺炎帶來的挑戰，醬料集團反應迅速，即時加強預防措施，確保產品供應穩定及安全，保障顧客健康。健康產品集團亦嚴守衛生安全準則，推出一系列防控措施以減低疫情對生產的影響，同時透過「雲參觀」線上直播向大眾展示營口、新會兩大生產基地的嚴格品質監控流程，讓消費者更了解品牌對質量理念的高標準。

As a leader of the Chinese herbal health industry, LKK Health Products Group (LKKHPG) has also adhered to the same quality management philosophy. Infinitus, a member of the Group, has rolled out the "Tracing Source Trip" for six years in a row, aiming to greatly enhance the quality of Traditional Chinese Medicinal (TCM) materials by standardising the plantation model. In addition, Infinitus actively collaborates with international scientific research platforms in developing premium Chinese herbal health products. Infinitus (China) has been recognised as the "National High-Tech Enterprise" for the fourth time. To further elevate the quality standard of the industry, the Company proactively participates in various industry organisations to help raise relevant regulatory standards. As one of Infinitus' suppliers, Tianfangjian, also a TCM plantation brand under LKKHPG, is equally committed to product quality. Starting from the source, Tianfangjian strives to ensure TCM materials and products are "of high quality, effective and authentic", and has accordingly developed the unique "TCM Plantation Management Model" that verifies all medicinal herbs are from traceable sources.

Confronted by the need to reduce risk of the spread of COVID-19, the Sauce Group was quick to issue clear guidelines to strengthen internal preventive measures to ensure stable product supply as well as the safety of its products for the protection of its consumers. LKKHPG also introduced a series of control measures to minimise the impact on production in compliance with safety and hygiene standards. Infinitus livestreamed its quality control process at the Yingkou and Xinhui Production Bases, facilitating consumers to better understand the brand's quality commitment.

## 環境保護 推動綠色管理

### Environmental Protection through Green Management

李錦記一向重視環境保護，致力推動工業綠色轉型。

醬料集團不遺餘力投資於最新技術及可再生能源，盡量減低業務對環境及社會的影響。集團實踐「環保3R（減少使用（Reduce）、物盡其用（Reuse）和循環再造（Recycle）」，在包裝設計上設法減廢並增強其可延續性，例如減輕玻璃瓶重量、改良紙箱的結構、增加使用軟包裝、重用膠桶和膠卡板，以及進一步在產品中使用易撕膠蓋，方便回收。

多年來，醬料集團在新會生產基地安裝太陽能光伏發電系統、天然氣鍋爐及地源熱泵系統，大大減少對空氣造成的污染及溫室氣體的排放；污水處理設施則最大程度節約用水，進一步淨化新會廠的污水。儘管新冠肺炎疫情肆虐，李錦記在新會生產基地興建人工濕地公園的工程進度良好，將如期於2021年1月正式投入運作。完成後，濕地公園將提高生產基地污水處理能力，在遏止氣候變化的挑戰中擔任行業先鋒。

Lee Kum Kee has long been a strong proponent of environmental protection and is relentlessly committed in its transition to green industrial practices.

As such, the Sauce Group has invested heavily in the latest technologies and renewable energy sources to minimise impact on the environment and community in its operations. The Group adopts the "3Rs Strategy" – Reduce, Reuse and Recycle – to achieve waste reduction and enhance the sustainable attributes of product packaging. Measures include glass bottle weight reduction; structural design optimisation of carton boxes; increased application of recyclable materials; reuse of plastic pails and pallets; and increased use of detachable plastic caps for better waste sorting.

Over the years, the Sauce Group has installed Solar Photovoltaic Power Generation System, Natural Gas Boilers and Geothermal Heat Pump System to reduce air pollution and greenhouse gas emissions as well as Wastewater Treatment System to reduce water consumption and improve wastewater treatment in the Xinhui Production Base. Notwithstanding the onslaught of the COVID-19 pandemic, construction work on a man-made wetland park in the Xinhui Production Base is making good progress and on way to commencing operation in January 2021 as scheduled. On completion, it will further enhance the Production Base's capacity on wastewater treatment and assume a pioneering role in confronting the challenge of global climatic change.

醬料新會  
生產基地的  
綠色生產設施  
Green Production  
Facilities at  
Sauce Group Xinhui  
Production Base



▼無限極啟動  
新能源車配送網絡  
Infinitus launched  
the new energy  
vehicle distribution  
network

健康產品集團亦將環保理念融入公司運營的每個環節，致力維持自然生態與業務發展的平衡，實現行業可持續發展。無限極自始著重中草藥種植基地環境的生態保護，倡導遵循中藥材生產的自然規律，推動中藥材資源的可持續發展。2015年起，無限極便以綠色生產為目標，開始以太陽能光伏供電，並先後將新會及營口的兩個生產基地升級為節能工廠，大大降低能源損耗。同時積極參與綠色物流建設，帶領編制中國內地綠色物流標準，引領行內的綠色低碳發展。

李錦記在綠色管理的成績有目共睹，屢獲殊榮。自2015年起，醬料集團連續五年獲香港工業總會及中國銀行（香港）頒發「中銀香港企業環保領先大獎—環保優秀企業」認證；李錦記在2018年更獲得中華人民共和國工業和信息化部頒發「國家綠色工廠」稱號；並於今年2月獲美國綠色建築協會頒發「能源與環境設計先鋒(LEED)」鉑金級別認證。

健康產品集團位於廣州白雲區的廣州無限極廣場是集團首個大型建築項目，在建設過程中處處體現綠色施工的原則，並獲得「廣州市安全文明施工綠色施工樣板工地」和「廣東省綠色施工示範工地」等稱號。另外，大樓的環保設計包括設立高效機房、雨水收集系統和新型智慧隔熱系統等，令項目通過廣東省住房和城鄉建設廳的評審，於2020年6月取得中國綠色建築評估標準中最高級別的中國綠色建築三星級標誌，在綠色建築方面備受認同。

To strike a balance between nature and the business development, LKKHPG is dedicated to adopting green operations to achieve business sustainability. Infinitus attaches great importance in preserving the ecosystem of TCM plantation bases by exploiting Chinese medicinal herbs within sustainable limits. Since 2015, Infinitus has been aiming for green production, hence installing the solar photovoltaic power generation system and successively equipping the Xinhui and Yingkou Production Bases with energy-saving facilities, which largely reduced energy consumption. Meanwhile, the Company has been actively involved in developing green logistics and taking the lead to compile related regulations and standards to drive the industry towards a green future.

In recognition of its commitment to Green Management, Lee Kum Kee has been accorded with numerous awards in recent years, including the "BOCHK Corporate Environmental Leadership Awards – EcoChallenger" by the Federation of Hong Kong Industries and Bank of China (Hong Kong) for five consecutive years since 2015, the "National Green Factory" by the Chinese Ministry of Industry and Information Technology in 2018, and the "Leadership in Energy and Environmental Design" (LEED) Platinum certification by the US Green Building Council in February this year.

The Guangzhou Infinitus Plaza, located in the Baiyun District, Guangzhou, is the first key construction project of LKKHPG, with its construction process fully embodying the principle of sustainable construction. As such, it was honoured as the "Green Construction Demonstration Site of Guangzhou Safe and Civilised Construction" and the "Green Construction Demonstration Site of Guangdong Province". From the installation of highly efficient equipment rooms, rainwater harvesting system to the smart insulation system, the complex is equipped with eco-friendly features. The green initiatives were highly acknowledged by the Guangdong Provincial Department of Housing and Urban-Rural Development, as such the project was awarded with a Three-star Green Building Label, the highest recognition to eco-buildings in China.



◀無限極新會廠的  
太陽能光伏系統  
Solar Photovoltaic  
Power Generation  
System at Infinitus  
Xinhui Production  
Base



## 關懷員工 攜手共創價值

### Care for Employees to Pursue Common Values

李錦記深信人才是企業持續發展的基石，並為員工提供充足的培訓及發展機會，涵蓋企業文化、操作技巧、個人效益、員工健康及安全，以至管理及專業領域等範疇，讓他們裝備自己，全面發揮潛能。當中推動的「自動波領導模式」更旨在為員工創造「爽」的工作環境，鼓勵他們盡展所長。

李錦記積極提倡「三平衡」的概念，鼓勵員工兼顧健康、家庭、事業三方面。醬料集團定期為全球超過6,000名員工舉行員工溝通大會，與員工分享公司業績、發展策略及企業文化，並進行員工意見調查，提高公司政策透明度。



HAPPY 開心企業  
COMPANY

我們認為，僱主有責任確保員工的身心健康，此承諾在新型冠狀病毒肺炎肆虐下尤其重要。李錦記為員工提供彈性靈活的在家工作安排、在辦公室實施社交距離、加強預防措施以改善辦公室的衛生情況等，全面保障員工安全，減低病毒的傳播風險。

▲ 李錦記醬料集團及健康產品集團同獲頒「開心企業」標誌  
Both Lee Kum Kee Sauce Group and Health Products Group recognised as "Happy Company"

新會家庭開放日 ▶  
Xinhui Family Open Day



醬料集團香港總部的員工溝通大會 ▼  
Sauce Group Mass Communication Meeting in  
Hong Kong Headquarters



Lee Kum Kee values human resources as its greatest asset for sustainable development, and provides ample learning and development opportunities for its staff, covering corporate culture, operational skills, personal effectiveness, employee health and safety as well as management development and knowledge in our staff's professional field to enhance their credentials and explore their potentials. The "Autopilot Leadership Model" being promoted across the Group also aims to ensure a happy workplace in which staff are well motivated to realise their potentials.

We promote the Tri-Balance concept to encourage a well-balanced life in respect of health, family and career among employees. The Sauce Group holds regular Mass Communication sessions with over 6,000 staff globally to communicate the Company's business goals, strategies and corporate culture, and conduct staff engagement surveys to enhance the transparency of company policies.

We believe that the protection of physical and psychological health of its employees is the fundamental duty of an employer, which is particularly important during the vulnerable period of the current COVID-19 pandemic. Lee Kum Kee has thus joined forces with the community to introduce discretionary work arrangements for staff to work from home as appropriate, observe social distancing in the workplace, and enhance preventive measures to enhance office hygienic conditions in a comprehensive approach to safeguard the well-being of our staff and alleviate the risk of spreading the infectious disease.

## 關心社會 促進社區福祉

### Care for the Community to Support Social Needs

秉承「思利及人」、「造福社會」及「共享成果」的核心價值，李錦記一直認真履行企業公民的責任，銳意促進社會福祉及社區持續發展。

除在新會、珠海及四川等地興建學校，支持當地教育事業發展外，醬料集團更以「發揚中華優秀飲食文化」為己任，在世界各地推動多項慈善項目，共襄善舉。當中以「李錦記希望廚師項目」最受矚目，成效顯著，自2011年推出以來，此項目已培育逾700名中國內地發展中地區的有志青年成為中餐廚師。集團又為中國內地熱心中餐業的師生設立企業獎教學金。此外，我們更與明愛（倫敦）學院合作，為英國300多間學校的食品科技教師舉辦課程，學習健康中餐烹調，項目惠及超過5,000名當地學生。

With "Si Li Ji Ren", "Benefitting the Community" and "Sharing Fruits of Success" as our core values, Lee Kum Kee is fully committed to offering continued support for social needs and facilitating the sustainability of the community.

Apart from the building of schools in Xinhui, Zhuhai and Sichuan to promote education in the localities concerned, the Sauce Group is also instrumental in initiating different charity projects in pursuit of our mission of "Promoting Chinese Culinary Culture Worldwide" in the discharge of our corporate social responsibility. The most remarkable and acclaimed of the charity projects is the "Hope as Chef" programme introduced in 2011 which has since helped over 700 aspiring youths from under-developed areas in Mainland China to train as chefs in Chinese cuisines. The Group also provides corporate awards for motivating teachers and students in Mainland China to master the art of Chinese cuisines. In addition, we partner with the Ming-Ai (London) Institute in an innovative programme to train Food Technology teachers in some 300 schools across the United Kingdom to promote healthy Chinese cooking for the benefit of over 5,000 students.



▲ 李錦記希望廚師項目  
Lee Kum Kee Hope as Chef Programme

▼ 李文達中學2020年畢業生  
2020 Graduates of Lee Man Tat  
Secondary School





▲ 哈佛大學李錦裳健康與快樂研究中心  
Harvard University Lee Kum Sheung Center for Health and Happiness

隨著社會的健康意識不斷提高，健康產品集團深感健康就是對社會的公益，並積極推動世界變得更健康、更快樂。集團在2016年向美國哈佛大學陳曾熙公共衛生學院捐資，並以李錦記創辦人之名，成立「李錦裳健康與快樂研究中心」。該中心致力透過嚴謹的科學研究，探索可以抵禦個別疾病的心理、社會、情感因素及正能量，從而了解心理與生理健康之間的關係，並提倡把研究成果應用於日常生活及政策中，為世界各地民眾帶來福祉。無限極亦早於2012年成立「思利及人公益基金會」，並透過基金會開展「思利及人助學圓夢」、「思利及人·新陽光病房學校」、「希望工程·無限極快樂足球」等多個公益項目，協助發展中地區的青少年兒童健康成長。

自新型冠狀病毒肺炎在全球爆發後，李錦記積極在全球各地進行善款及物資捐贈，向餐飲業界提供支援，為各地醫院、前線醫護及社會各界打氣。此時此刻，新冠肺炎病毒的影響尚未完全消退，李錦記集團將繼續與各界攜手抗疫，積極履行企業社會責任，與眾同行，共度時艱。



▲ 醬料集團向醫護人員捐贈物資  
Sauce Group donated materials to healthcare professionals

▼ 思利及人助學圓夢  
Si Li Ji Ren Education Dream Support Program



In view of the rising health awareness in society, LKKHPG believes promoting wellness and health is the best way to give back to the community. To fulfil its vision for transforming the world into a healthier and happier place, the Group established the "Lee Kum Sheung Center for Health and Happiness" at the Harvard T.H. Chan School of Public Health in 2016. Named after Lee Kum Kee's founder, Mr. Lee Kum Sheung, the primary mission of the center is to identify psychological, social, emotional and other positive factors that may protect people against some diseases through rigorous scientific research, facilitating the exploration of the interplay between mental and physical well-being. By pursuing the discoveries to influence practice and policy, new possibilities emerge which can help to improve the quality of life and health of people around the world. Furthermore, the Si Li Ji Ren Foundation launched by Infinitus in 2012 aims to promote healthy growth of the young in developing regions. Various charity programmes have been implemented through the fund including the "Si Li Ji Ren Education Dream Support Program", "Si Li Ji Ren New Sunshine Ward School", and "Infinitus Happy Football Program".

Since the COVID-19 outbreak, Lee Kum Kee has stepped up its efforts to support the fight against the disease on a global scale, including cash and sauce donations, help to the catering industry as well as support to hospitals, frontline healthcare workers and the public. The pandemic has not yet subsided, and Lee Kum Kee will continue to stand with the communities to fulfil our social responsibility.

▼ 無限極向醫院捐贈防疫物資  
Infinitus donated epidemic prevention materials to hospitals





▲ 希望工程·無限極快樂足球  
Infinitus Happy Football Programme

## 放眼未來 Into the Future

可持續發展不僅是良好企業管治的重要一環，更被視為審視企業對建設和諧社會的承擔，對其業務為持份者、社會及環境的關注及其平衡各方利益能力的基準。

在可見將來，社會將繼續面對控制新型冠狀病毒肺炎蔓延及全球政經不明朗環境的挑戰，但李錦記集團會始終如一，本著「思利及人」的價值觀，實踐可持續發展的理念，不單是為實現永續經營家族企業的宏願，重中之重是為社會塑造更美好的未來努力。

Sustainable development has not only become an integral part of good corporate governance, but is also viewed by many as the benchmark of a corporation's commitment to building a harmonious society, its concern over the impact of its operation on all stakeholders, the community and the environment, and its ability to balance the overall interests of all parties concerned.

The years ahead will be fraught with challenges fuelled by concerns over the control of the COVID-19 pandemic and uncertainty over the political and economic conditions around the world. Nevertheless, propelled by its lofty vision to sustain the family business through millenniums and its core value of "Si Li Ji Ren", the Lee Kum Kee Group will spare no effort in the time to come in ensuring sustainable development not just for its own sake but, more importantly, also for achieving a brighter and more prosperous future for the society.



◀ 掃瞄觀看李錦記醬料集團可持續發展短片  
Scan to watch Lee Kum Kee Sauce Group's  
Sustainable Development Highlights

# 李錦記與工業客戶 共同打造雙贏戰略夥伴關係

Lee Kum Kee Creates a Win-win Strategic Partnership  
with Industrial Customers



◀ 李錦記團隊與客戶協調合作  
Lee Kum Kee Industrial Team works in partnership  
with customers



提起李錦記，您可能即時想起在家中調味架或是冰箱一隅的一瓶瓶李錦記醬料，不論在超市的零售貨架，或是在各式各樣的餐廳食肆，都不難發現李錦記醬料的蹤影。除此以外，上班一族每天品嚐的午膳、便利店售賣的便當、急凍餃子的調味汁、在萬呎高空上嚐到的飛機餐，或是讓您回味無窮的連鎖食店的特式醬汁，背後大可能用上李錦記的醬料。無論您身在何方，感覺上李錦記總是餐餐陪伴您！

The first thing that springs to mind when talking about Lee Kum Kee may be the bottles of condiments found on your kitchen shelves or inside your fridge. Be it on open shelves at supermarkets or at your regular eateries, Lee Kum Kee appears everywhere to be found. Indeed, behind the lunch you have at work, the bento you buy from convenience store, the seasoning for your frozen dumplings, the inflight meals you have when you are thousand feet above ground, or that special sauce that you just could not get enough of at your favourite fast food outlets, Lee Kum Kee could well be the provider of the mouth-watering flavour. Wherever you may be, you can feel that Lee Kum Kee is your companion at every meal!

## 工業客戶 應運而生 Emergence of Industrial Customers

歷經百多年的持續發展，現時李錦記供應超過200款零售醬料產品，使世界各地的消費者更容易入廚炮製美食。在餐飲市場，李錦記提供各式大包裝產品及調味料小包，方便廚師及一眾食客。然而，食品行業要在競爭激烈的市場中有所突破，獨特的醬汁、新口味的菜式往往更能吸引消費者，加上要追求品質穩定一致，方便省時，工業客戶市場便應運而生。

工業客戶的種類及規模多元化，包括連鎖餐廳的中央廚房、食品加工企業如急凍食品、方便產品，以至如主題樂園、便利店、航空公司等。李錦記把握商機，利用其在醬料及調味品領域的優勢和經驗，為工業客戶提供專業訂製的醬料產品，向這些企業提供「秘方」，成為他們的調味品合作戰略夥伴，務求協助客戶提升產品口味，助力雙方業務拓展。

Over the course of over a century of sustained development, Lee Kum Kee has produced more than 200 choices of sauces and condiments to make it easier for consumers around the world to prepare for their meals. Also a heavyweight player in the foodservice industry, Lee Kum Kee prides itself as the provider of an assortment of pre-packaged sauces and condiments for the convenience of chefs and enjoyment of diners. However, in face of the fierce competition in the catering industry, unique flavours and novel recipes are far more likely to keep customers coming. Driven by the need for quality, consistency and convenience, the category of industrial customers has emerged.

Industrial customers are made up of a diverse portfolio of companies of varied sizes, ranging from central kitchens for fast food chains, processed food manufacturers including frozen and convenience food suppliers, to theme parks, convenience stores and airlines. Seizing the business opportunities, Lee Kum Kee leveraged its expertise and experience in creating sauces and condiments to provide customised services and offer professionally custom-made "secret recipes" to industrial customers - a win-win partnership where both sides stand to gain from taste enhancement of the end products as they serve to garner more customers.



▲ 為客戶訂製的小包醬料  
Custom-made sachets

◀ 中央廚房的運作  
Operation of a central kitchen

## 助力客戶 拓展市場 Support for Customers in Market Expansion

李錦記因應工業客戶的需要，在進行研發適當的調味品時，實有賴不同功能組互相配合。負責工業客戶的團隊協調及結合研發、銷售及生產等不同功能組的通力合作，提供專業的服務，貼心的調味品及包裝專屬解決方案；提出新品建議，給客戶採用，以開拓市場。同時，研發團隊亦負責開拓新產品及提供技術支援。

李錦記於中國新會、廣州、上海及香港，以及馬來西亞吉隆坡和美國洛杉磯設有研發中心及實驗室，對全球的調味品市場需求及法規有深入了解。當客戶希望開發新市場時，工業客戶團隊亦可以提供專業服務。

一間在美國廣受歡迎的連鎖餐飲客戶有意開拓東南亞市場，由於李錦記在馬來西亞設有廠房及研發中心，以及對東南亞當地市場口味、清真食品法規有深入的認識，當地團隊向客戶提供市場資訊及建議，助力他們在開拓前期了解當地市場。

Based on the specific needs of individual industrial customers, Lee Kum Kee will go through an extensive research and development (R&D) process that requires synergies across different functions. Our industrial team works in joint effort with our R&D, sales and production functions to provide professional services and custom-made solutions for sauces and packaging, and offer advice to help with their business expansion plans. At the back-end, the R&D team takes charge of developing new products and provides technical expertise for the customer.

Lee Kum Kee has established R&D centres and laboratories in Xinhui, Guangzhou, Shanghai and Hong Kong, China; as well as Kuala Lumpur, Malaysia and Los Angeles, the United States. The brand is reputed for its insights on market needs and regulatory requirements pertaining to the global condiments sector. Our industrial team is also well-poised to offer professional advice for customers that are desirous of venturing into new markets.

In this connection, a popular US fast food chain was interested in expanding its fast-trending business into the South-east Asian markets. With Lee Kum Kee's production base and R&D centre in Malaysia, and its expertise in local palates and Halal food regulations, the client was able to acquire a deeper understanding from our industrial team on respective local markets which was proven to be instrumental in its business expansion.





◀ 餐飲小包醬料  
Sachets for foodservice  
customers



▲ 各款餐飲大包裝產品  
Large-size products for foodservice customers

## 創新口味 一步到位 Facilitator in Pursuit for Gourmet Creativity

為保持消費者的新鮮感，吸引客戶再次光臨，連鎖餐廳往往定期推出新菜式、新口味。對此創新意念的追求，李錦記研發團隊在與客戶合作過程中會從原材料採購、產品設計、生產技術等方面與採購、生產、技術法規等功能組溝通，從而掌握生產成本，成品商業化機會，然後將新口味做成樣品供客戶試食。

除此之外，在現代餐飲供應鏈中，不少客戶都設有中央廚房，一方面為了成本效益，另一方面為了讓食物味道水準一致，令食客無論光顧哪一間分店，都能品嚐始終如一的好滋味。在實際運作時，若經中央廚房製作再運送到各分店，則需要較長的保質期及確保醬汁的穩定性。近年李錦記與多地設有中央廚房的連鎖餐廳成功結為合作夥伴，優化食品素質，為顧客提供更美味的選擇。

To sustain customers' interest, restaurant chains typically roll out new dishes and menus on a regular basis. Our R&D team would facilitate them on their pursuit for gourmet creativity by working out a feasible plan that involves relevant functions of procurement, production, technical and regulatory support etc., so as to minimise production costs and map out commercialisation opportunities for the new product, and then conduct new product samplings.

In foodservice industry these days, central kitchens have become a vital component of the production for achieving cost-effectiveness and product consistency to ensure that diners will enjoy the same great taste at any of the restaurant outlets. In practice, sauces require longer shelf life and enhanced product consistency to safeguard product quality when transferring from central kitchens to every outlet. We have successfully established partnership with chain restaurants with central kitchens to enhance their food product quality, thereby presenting more palatable choices for their customers.



◀ 李錦記於台灣市場的  
聯名便利店便當  
Lee Kum Kee's crossover bento  
available at convenience stores  
in Taiwan

李錦記工業訂製方案，每每關注客戶的需要，想顧客所想，切身處地為客戶提供專業實用的解決方案。憑藉李錦記研發團隊的經驗與專長，加上李錦記龐大的全球產品及配方資料庫作後盾，可透過現代化技術混合不同醬料，或將配方改良，成為一款「一步到位」的調味醬汁，保持食物口味水準一致。例如李錦記便曾經在加拿大與韓國連鎖快餐店Koryo合作使用李錦記辣椒醬，推出滋味韓式Gochujang薯條；在中國內地為多家連鎖快餐店訂製腸粉專用醬油；在台灣與7-11合作推出XO醬干貝三角飯糰；在香港為一間連鎖快餐店的中央廚房設計湯底，在李錦記日式豬骨濃湯基礎上調教味道，以配搭不同材料，製成各種風味的美食，這些食品皆廣受消費者歡迎。

李錦記對品質的堅持，對原材料從農田到餐桌的全程監控，獲得多個國際食品安全認證，令工業客戶能夠加倍放心選用集團為他們的醬料及調味品供應商，製成色香味美的產品。

李錦記 XO 醬干貝三角飯糰  
Lee Kum Kee XO Sauce  
Scallop Onigiri



Industrial customisation solutions offered by Lee Kum Kee are custom-made to meet the specific needs of every customer. We put ourselves in our customers' shoes in order to come up with a professional and practical solution. Our R&D team heralds years of industry experience and technical expertise. Complemented by the extensive global database of Lee Kum Kee products and recipes or sauce formulae, we are able to churn out pre-packaged seasoning by mixing different sauces using modern technology or enhancing the existing formulae to provide our customers with the perfect "recipe" that ensures flavour and quality consistency. In Canada, Lee Kum Kee has successfully worked with Korean fast food chain Koryo to roll out their new product, Gochujang Korean fries, by using Lee Kum Kee Gochujang (Hot Pepper Paste). In Mainland China, Lee Kum Kee made soy sauce specially for rice noodle rolls for multiple fast food outlets. In Taiwan, Lee Kum Kee collaborated with convenience store 7-Eleven to release the XO Sauce Scallop Onigiri (Japanese rice ball). In Hong Kong, Lee Kum Kee has tailor-made a soup base for the central kitchen of a fast food restaurant chain through modifying the taste of the Lee Kum Kee Japanese Style Pork Bone Broth to make this a multi-purpose soup base for dishes of different flavours. Indeed, this variety of food products is well received by consumers.

Lee Kum Kee's stringent quality control is reflected by our rigorous monitoring and control system put in place "from farm to fork" and has duly been accorded with food safety certification by different authorities worldwide. Our customers are thus well assured with Lee Kum Kee appointed to be their sauce and condiment supplier.



▲ 與加拿大韓國連鎖快餐店 Koryo  
合作推出 Gochujang 薯條  
Gochujang Korean fries made  
with Lee Kum Kee sauces at Koryo

## 貼心訂製 迅速反應 Speedy Service for Customer Needs

在瞬息萬變的環境中，能夠掌握商機，即時作出反應，會為客戶帶來致勝關鍵。李錦記一直以客為先，按客戶的特定需求，爭取在最短的時間，為客戶提供解決方案。

在2019年於大阪舉行的20國集團（G20）峰會，李錦記協助內地連鎖餐飲企業麥香園度身訂製武漢地道菜式熱乾面調味醬油，供現場烹調。為配合這次產品訂製，李錦記研發團隊從接到客戶的需求到啟動配方的研制，只用了約一個月準備便成功供貨。研發團隊憑藉對調味品的雄厚研發實力，以及運輸、供應鏈團隊多方面配合，成功突破挑戰，完成客戶的委託，亦讓世界品嚐到中國的地道名菜，「發揚中華優秀飲食文化」。更令人鼓舞的是，該菜式經20國食品專家及行業代表品嚐後，成功入選美食宴品鑒菜單，亦是菜單中唯一的中國麵食。

In this day and age when changes occur at the blink of an eye, it is imperative to grasp hold of opportunities and react swiftly for any business to be successful. Lee Kum Kee has always upheld a customer-focussed approach and strives to provide our customers with viable solutions in the shortest possible time.

At the 2019 G20 Summit held in Osaka, Lee Kum Kee rendered support to Chinese restaurant chain Mai Xiang Yuan and customised the seasoning to serve the Wuhan signature dish, Reganmian (Hot and dry noodles), at the summit venue. From the receipt of the client's request, our R & D team concocted the perfect formula and supplied the custom-made product to meet their needs within a month. Banking on their years of experience in developing varied condiments and sauces and backed by the support from our logistics and supply chain teams, Lee Kum Kee was able to rise to the occasion and help showcase the famous Chinese dish on world stage to fulfil its mission of "Promoting Chinese Culinary Culture Worldwide". After rounds of sampling by culinary experts and industry representatives from 20 countries, Reganmian was selected as the only Chinese noodle dish in the summit menu.



## 展望 Looking Ahead

隨著新冠疫情令市場對方便產品需求的提升，餐飲行業對品質及成本的加倍重視，顧客對新口味的追求，預期工業客戶的發展空間很大。李錦記會繼續本著「永遠創業精神」、發揮創新思維，積極利用自身在醬料及調味品領域的優勢和經驗，做好產品素質，為客戶提供專業的醬料及調味品解決方案及服務，向全球消費者「發揚中華優秀飲食文化」。

With the outbreak of COVID-19 pandemic, demand for convenience foods has soared exponentially. The foodservice industry is more vigilant on the quality and cost-effectiveness of food than ever. At the same time, consumers are ever ready for new tastes and flavours. As such, we expect significant growth in the industrial food market. In the spirit of "Constant Entrepreneurship", Lee Kum Kee will continue to leverage its strengths and expertise in sauce and condiment manufacture to maintain high standards of product quality. We will endeavour to provide our customers with professional services and solutions on their seasoning needs in pursuit of our mission of "Promoting Chinese Culinary Culture Worldwide".

## 李惠雄先生獲浸會大學頒授榮譽大學院士

### Mr. David Lee Awarded Honorary University Fellowship by Baptist University



9月30日，李錦記集團董事李惠雄先生獲香港浸會大學頒授榮譽大學院士，以表揚其對商界以至社會作出的貢獻。

頒授頌詞讚賞李惠雄先生於2013至2018年期間擔任李錦記家族基金主席時，積極推動集團回饋社會，致力將香港建設成為一個更美好的城市。除了推動香港人注意快樂家庭和跨代共融的重要性，他亦投放很多時間培育年輕一代，擔任大學生的友師，出任不同機構的諮詢委員會成員，並活躍於公眾論壇擔任講者。

On 30 September, Lee Kum Kee Director Mr. David Lee was awarded Honorary University Fellowship from the Hong Kong Baptist University in recognition of his contributions to the commercial sector and society at large.

In the citation of his award, Mr. Lee was commended for his efforts to make Hong Kong a better place, by giving back to the community during his time as Chairman of the Lee Kum Kee Family Foundation from 2013 to 2018. Apart from promoting family happiness and importance of multi-generational family relationships, he devoted much time and energy to nurturing the young and serving as a mentor to university students. Mr. Lee is also an advisory committee member of different associations and a popular conference speaker.



## 李惠中先生支持四川教育事業

### Mr. Charlie Lee Supports Education in Sichuan



去年，李錦記醬料集團主席李惠中先生獲四川省人民政府頒發「第二屆四川慈善獎—最具愛心慈善個人」獎項。為進一步回饋社會，李惠中先生於9月將該獎項獲得的獎金，通過「新華愛心教育基金會」捐贈予「大山里的彝族小學」項目，支持四川的教育工作，為當地學生提供學習生活所需的基本物資、改善學校的學習環境等，以促進城鄉教育均衡發展。

Last year, Lee Kum Kee Sauce Group Chairman Mr. Charlie Lee was honoured with the "Most Benevolent Individual of the Second Annual Sichuan Charity Award". In September, Mr. Charlie Lee donated the cash prize to the "Yi Primary School in the Mountains" Project via the Xinhua Compassion Education Foundation, in a bid to support the development of educational undertakings in Sichuan. The donation would be used to provide students with basic learning equipment and improve learning environment, promoting a balanced development of urban and rural education.



# 上海市消費者權益保護委員會 走訪上海李錦記中銷總部

## Shanghai Consumer Council Visits Lee Kum Kee China Trading in Shanghai

8月，上海市消費者權益保護委員會副秘書長寧海一行走訪上海李錦記大廈進行考察，獲李錦記醬料集團中國區總裁張福鈞先生接待。雙方圍繞市場最新發展及消費熱點等話題進行深入探討。

張福鈞先生引領寧海副秘書長一行，參觀李錦記品牌展廳，並向寧海副秘書長贈送《李文達傳 — 醬料大王的傳奇》。李錦記將與上海市消保委保持密切交流及合作，保障消費者利益，同時通過專業的科普解讀，向民眾傳遞正確的飲食及消費理念。



In August, delegates led by Ms. Ning Hai, Deputy Secretary General of the Shanghai Consumer Council visited Lee Kum Kee Building in Shanghai and were received by Mr. Chris Cheung, President – China of Lee Kum Kee Sauce Group. They discussed at length current issues including the latest market development and consumer hot spots.

Mr. Chris Cheung showed the group around the Brand Showroom and presented Ms. Ning with the *Biography of Lee Man Tat – Legend of the Sauce King*. Lee Kum Kee will continue to maintain close relationship with the Council, protect consumers' rights and convey the message of healthy eating and spending.



# 北京市消費者代表 考察李錦記新會生產基地

## Beijing Consumer Delegates Visit Lee Kum Kee Xinhui Production Base

8月，北京市東城區消費者協會秘書長萬海龍先生率隊、由北京市消費者代表及中央電視台、人民日報、新華社、北京日報等媒體組成的代表團，蒞臨李錦記新會生產基地展開以調味品消費體驗為主題的參觀活動，由李錦記醬料集團營運總裁范小剛先生及全球製造總監莫國棟先生接待。

代表團參觀了新會生產基地的「創業精神樓」、「百年味道」展覽館、連續蒸煮系統及製麩廠房等，了解李錦記「100-1=0」的嚴格品質管理理念。李錦記將繼續與北京市各級消費者組織保持合作，確保消費者「舌尖上的安全」。

In August, delegates led by Mr. Wan Hailong, Secretary General of the Beijing Consumer Association of Dongcheng District, together with consumer representatives from Beijing and media representatives from CCTV, People's Daily, Xinhua News Agency and Beijing Daily, visited Lee Kum Kee Xinhui Production Base for a field trip themed "An Experience of Condiments". The group was received by Mr. Victor Fan, Chief Operating Officer and Mr. Tony Mok, Director of Global Manufacturing of Lee Kum Kee Sauce Group.

The group visited multiple facilities in Xinhui Production Base, including "Entrepreneurship Building", "Hundred Years of Fine Flavour" Exhibition Centre, Continuous Steam Cooking system and Koji Making Plant and learnt about Lee Kum Kee's stringent quality management. Lee Kum Kee pledged to continue working with consumer associations in Beijing to ensure food safety.



# 「疫」境創商機 — 與「新常態」互動

## Market Innovation Stimulated by the Pandemic - Embracing the "New Normal"

新冠疫情持續，李錦記團隊迅速配合「新常態」，將營銷策略重心放到線上，以迎合消費者在疫情下多網上購物的習慣，包括加強數碼營銷，透過與電商夥伴、網紅等合作，發掘新的銷售渠道；舉辦線上活動如直播及展覽，與消費者進行互動，同時利用線上會議等形式與客戶保持溝通，在「疫」市下把握商機。

With the ongoing pandemic altering consumer spending habits, Lee Kum Kee colleagues quickly adapted to the "new normal" and shifted our sales efforts to online channels. Seeing a rise in online shopping, the marketing teams enhanced digital marketing and collaborated with e-commerce platforms and influencers to explore new sales channels. Online events including livestreaming and exhibitions were held to increase consumer engagement. Furthermore, the teams made use of technology including online video conferencing to maintain customer relationships and seize the opportunity to innovate during the pandemic.

### 香港 Hong Kong

## 參展首屆「港品薈·線上展覽」 Exhibits at the First "Style FHKI - Virtual Expo"



In July, Lee Kum Kee participated in the first "Style FHKI - Virtual Expo". Organised by the Pearl River Delta Council of the Federation of Hong Kong Industries, the virtual exhibition leveraged the convenience of its online platform to combine product showcase and sales. The Expo aimed to increase exposure of these Hong Kong brands in the Mainland market while helping the brands to garner domestic sales.

Lee Kum Kee selected 30 popular products in both Mainland China and Hong Kong for the Expo, which served to educate Mainland consumers of our diversified range of products and provided an opportunity for them to purchase products normally only for sale in Hong Kong, as well as a platform to share the brand's mission to "Promote Chinese Culinary Culture Worldwide".



7月，李錦記參與由香港工業總會珠三角工業協會主辦的首屆「港品薈·線上展覽」。展覽發揮線上平台的獨特優勢，集展示和銷售於一體，讓粵、港兩地消費者認識香港品牌，開拓內銷市場。李錦記精選30款於中港兩地熱賣的產品，透過是次展覽，讓內地消費者認識李錦記多元化的產品，購買香港地區限定產品，同時向大眾宣揚李錦記「發揚中華優秀飲食文化」的使命。

▲ 部分展出的李錦記產品  
Some of Lee Kum Kee products on display



◀ 掃碼瀏覽「港品薈·線上展覽」  
Scan to enter "Style FHKI - Virtual Expo"

中銷 China Trading

「薄鹽系列醬油全國銷量冠軍」市場推廣

“Salt Reduced Soy Sauce Series No.1 in Sales Nationwide” Marketing Campaign



李錦記是首個在市場上全方位推出薄鹽系列醬油的品牌。此系列醬油標榜「減鹽不減鮮」，採用先進技術，保證降低鹽分的同時保持鮮味，上市後廣受消費者喜愛。薄鹽系列醬油銷量持續增長，更穩獲2019年中國市場薄鹽類醬油銷量冠軍\*。

為進一步加深消費者對薄鹽產品的認知，並因應新冠病情下消費新常態，中銷團隊同時在全國線上線下推出薄鹽系列廣告，並鼓勵全體員工在微信朋友圈轉發薄鹽系列「全國銷量冠軍」帖文、廣傳李錦記薄鹽系列，提高產品認受性。

Lee Kum Kee is the first brand to roll out the Salt Reduced Soy Sauce series on a full scale. Known for having the "same level of umami" with less sodium, the Salt Reduced Soy Sauce series adopts advanced techniques to reduce the sodium level while keeping the flavour intact. The series quickly became a customer favourite and maintained continuous high growth. It soon became the leading brand in the market sales of Salt Reduced Soy Sauce\* nationally in 2019.

To further enhance consumers' knowledge of the series and adapt to the new shopping habit engendered by the COVID-19 pandemic, the China Trading team has simultaneously launched both online and offline advertising across the country. Colleagues are encouraged to repost the "Salt Reduced Soy Sauce Series No.1 in Sales Nationwide" message on their social media accounts and recommend the products to their friends and family to exploit market coverage.



\*根據尼爾森公司銷售資料統計（©2020 尼爾森公司版權所有）

\* Based on the sales statistics report by the Nielsen Company (Copyright©2020 the Nielsen Company)



◀ 掃描觀看薄鹽系列醬油廣告  
Scan to watch the Salt Reduced Soy Sauce series commercial

## 參加「新會青年有好貨」— 愛心直播帶貨活動

"Great Stuff from Youths of Xinhui" Charity Livestream



6月，李錦記參與「新會青年有好貨」— 愛心直播帶貨活動。消費者可以透過線上直播，為弱勢社群訂購「愛心福包」，亦可以優惠價購買商品。直播期間，主持展示以李錦記醬料烹煮的精美菜式，並介紹蠔油雪糕、薄鹽生抽蘸水果等創新醬料應用。李錦記鼎力支持該公益活動，凡於直播期間購買李錦記產品，李錦記即加送一支醬油為慈善福包「加料」，幫助社會上有需要的人。



In June, Lee Kum Kee participated in the "Great Stuff from Youths of Xinhui" charity livestream sale. The livestream offered consumers with an opportunity to purchase a "Caring Hearts" bundle for the deprived sector of the community and good deals on selected products. During the livestream, the host demonstrated creative applications of Lee Kum Kee sauces including adding Oyster Sauce to ice cream and dipping sliced fruits in Reduced Salt Light Soy Sauce. Lee Kum Kee extended its support to the event by gifting an additional bottle of soy sauce to the "Caring Hearts" bundle for every order of Lee Kum Kee products placed during the livestream.

## 參加「江門外貿雲推廣」

Joins the "Jiangmen Foreign Trade Virtual Campaign"



6月，江門市商務局舉辦為期三天的「江門外貿雲推廣」活動，以支援受新冠疫情影響的外貿企業。活動採用「線上直播帶貨+線下展示銷售」的模式，邀請李錦記等17間企業參與展覽。期間，李錦記以「吃播」的方式在線上向消費者介紹李錦記產品，消費者可以優惠價格購買產品，反應踴躍；在會場的企業直播間內，團隊展示20多款醬料，配合現場試吃及吉祥物李錦記熊貓與在場人士進行互動。活動成功加強消費者對李錦記醬料百搭用法的認識，更有效增加品牌曝光率。

In June, the Jiangmen Bureau of Commerce held a three-day Jiangmen Foreign Trade Virtual Campaign, to render support for foreign trade enterprises impacted by the COVID-19 pandemic.

The campaign adopted an "Online to Offline" marketing model by combining a livestream with an onsite product exhibition booth, and invited 17 enterprises to participate. By presenting a live demonstration show, Lee Kum Kee showcased a wide array of its products and the viewers could place orders at promotional prices. The livestream garnered exceptional response from online consumers. At the exhibition booth, over 20 Lee Kum Kee products were put on display. Coupled with food tasting sessions and the staging of Lee Kum Kee Panda Mascot, the event was a resounding success. It effectively reinforced consumers' understanding of the versatility of Lee Kum Kee sauces and further bolstered brand exposure.

## 印尼 Indonesia

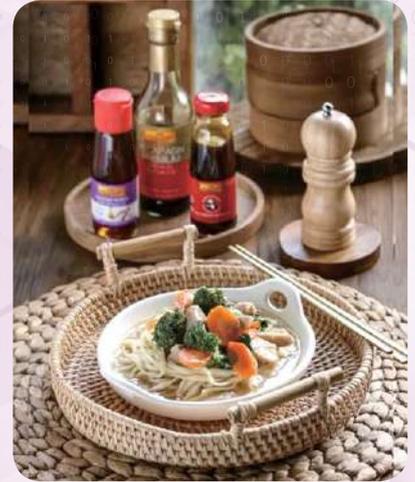
### 廚房三寶網上烹飪競賽

#### 3S Online Cooking Competition



6月，李錦記印尼團隊在社交媒體舉辦「李錦記廚房三寶網上烹飪競賽」，鼓勵大家留在家中抗疫。參賽者須使用李錦記「廚房三寶」（蠔油、麻油和醬油），製作出一道住家菜，並將菜餚相片上載到Facebook或Instagram等社交平台，標示「#3SausRahasiaLeeKumKee」以參與比賽。比賽反應熱烈，藉此提高李錦記社交平台的關注度及互動率。

In June, Lee Kum Kee Indonesian team launched the "3S Online Cooking Competition" on social media to encourage consumers to stay home and fight against the COVID-19 pandemic. Participants were asked to make use of the Lee Kum Kee "3S sauces", namely Oyster Sauce, Sesame Oil and Soy Sauce, to prepare a home-cooked dish. They were then to upload photos of their dishes on Facebook or Instagram, using the hashtag "#3SausRahasiaLeeKumKee (3 LKK Secret Sauces)". The competition was well-received, leading to an increase in the number of followers and engagement rate of our social media.



## 菲律賓 The Philippines

### 「李錦記與您一起提高廚房唱歌水平」伴唱挑戰

#### "I Level Up Sing-in-the-Kitchen" Videoke Challenge

不少人喜歡邊煮飯邊高歌一曲，李錦記於8月在菲律賓推出「李錦記與您一起提高廚房唱歌水平」伴唱挑戰。參賽者需使用社交媒體上的李錦記濾鏡，對嘴唱出15秒的李錦記「廚房三寶」（蠔油、麻油和醬油）的廣告歌，並將影片上傳至社交媒體及標示李錦記官方帳號，以提高消費者對「廚房三寶」的認識。勝出者可獲得價值10,000菲律賓披索的李錦記產品。菲律賓宣傳大使Karla Estrada亦參與今次比賽，至今錄得超過4,000參與帖子，接觸超過37,000用家。

Lee Kum Kee took the habit of singing while cooking to a whole new level of fun by launching the "I Level Up Ang Kantahan Sa Kusina (I Level Up Sing-in-the-Kitchen)" Videoke Challenge in the Philippines in August. In a bid to increase exposure of our "3S sauces (Oyster Sauce, Sesame Oil and Soy Sauce)", the online challenge required participants to download the Lee Kum Kee filter and "lip sync" to the 15-second "3 Secrets to Level Up Sarap" commercial jingle. Participants uploaded their videos on social media and tagged Lee Kum Kee to enter the competition. The winners would receive PHP10,000 worth of Lee Kum Kee products. Endorsed by our celebrity ambassador, Ms. Karla Estrada, the campaign garnered over 4,000 engagement and reached over 37,000 users.



▲ 掃瞄觀看 Karla Estrada 的挑戰版本  
Scan to watch Ms. Karla Estrada's entry

## 歐洲 Europe

### 「夏天的故事 — 舌尖雲旅遊」推廣

"Summer Stories with Lee Kum Kee, A Trip of True Flavour" Campaign



7至8月，李錦記在歐洲推出「夏天的故事 — 舌尖雲旅遊」推廣活動，以美食補償消費者在疫情下無法外出旅行的失落。

歐洲市場團隊利用社交媒體、網站廣告、電子月刊和刊物等分享一系列以夏日故事為靈感的動畫、夏日食譜，並舉辦網上競賽活動，鼓勵消費者下廚，並在李錦記的社交平台上分享他們的夏日故事。活動在歐洲觸及上百萬消費者，為李錦記歐洲社交媒體頁面吸納超過1.5萬名新粉絲。同時與歐洲具知名度的網紅及廚師合作研發食譜，與消費者分享夏日素食菜式及燒烤，在社交媒體成功引起迴響及互動。



◀ 掃描觀看「夏天的故事 — 舌尖雲旅遊」動畫  
Scan to watch the animated "Summer Stories with Lee Kum Kee, A Trip of True Flavour"

In July and August, Lee Kum Kee launched the "Summer Stories with Lee Kum Kee, A Trip of True Flavour" campaign in Europe to connect with our consumers through a culinary experience during the time of travel ban.

With the aim to inspire consumers to cook and share their stories in the summer, the team shared animated summer stories and summer-inspired recipes, as well as organised online competition across various social media platforms, online advertising, e-newsletter and publications in key European countries. The campaign generated multi-million impressions and attracted over 15,000 new following on Lee Kum Kee Europe social media page. The brand also collaborated with renowned influencers and chefs in Europe to create summer-inspired vegetarian and barbecue dishes, which generated great buzz and inspired user-generated contents.

## 美國 America

### 舉辦線上「鮮味」研討會

Hosts Virtual Umami Workshops



在新冠疫情的影響下，商務差旅和聚會遭到限制，李錦記美洲主流工業團隊迅速應變，以視訊會議的形式為工業客戶舉辦多場「鮮味」研討會。團隊為參與客戶的需求量身訂造每場研討會的內容，在顧問廚師Robert Danhi的帶領下，圍繞產品研發或銷售進行討論。由美國「居家令」實行至今，李錦記已為客戶舉辦共四次「鮮味」研討會，參加者對研討會反應甚佳。李錦記預期年內會繼續舉辦類似研討會。

While business travel and gatherings were restricted due to the COVID-19 pandemic, the US Mainstream Industrial team has made a positive adaptation by hosting virtual Umami Workshops for key industrial customers via video conference. Led by Mr. Robert Danhi, Consulting Chef, each workshop was tailored specifically to the participants and focussed on issues including product R&D and sales. Since the initial shelter-in-place mandate, Lee Kum Kee has hosted four Umami workshops for our customers and received positive feedback. More such workshops would be hosted throughout the rest of the year.



## 李錦記響應「三同」政策

*Supports the National "Three Similarities" Policy*

隨著中國內地消費市場日趨成熟，消費者對中高端產品的需求不斷增長，國家提出「同線同標同質」的「三同」政策，即企業須按照相同的標準生產出口和內銷產品，從而提高國內生產的質素，同時支持外資企業的出口產品進入國內市場。

為響應國家政策，李錦記於5月及7月在江門市分別開設「李錦記三同專賣店」及進駐「僑之匯」跨境商品體驗館，專門銷售出口海外市場的醬料產品，滿足消費者對高品質產品的需求，促進國內外市場的融合。

As consumer market matures in Mainland China and domestic demand for medium-priced to high-end products continues to grow, China has rolled out the "Three Similarities" (Similar Production Line, Similar Standard and Similar Quality) policy to elevate the standards of products sold on domestic market by aligning the production standards as those of the export products, as well as supporting the entry of export goods produced by foreign trade enterprises into the domestic market.

Subscribing to this state policy, Lee Kum Kee launched its "Three Similarities" Concept Store and entered the Qiao Zhi Hui (Congregation of the Returned Overseas Chinese) Cross-border Experiential Store in May and July respectively. The stores offered Lee Kum Kee products sold in overseas markets in a bid to meet consumer demand for high-quality products and bolster integration between domestic and overseas markets.



▲ 李錦記三同專賣店開幕禮  
Open Ceremony of Lee Kum Kee "Three Similarities" Concept Store



▲ 李錦記「僑之匯」跨境商品體驗館開幕禮  
Open Ceremony of Lee Kum Kee Qiao Zhi Hui Cross-border Experiential Store



## 李錦記原釀本味鮮醬油榮獲 「中國方便食品行業最佳創新產品」

Lee Kum Kee Authentic Seasoned Soy Sauce Wins the Best Innovative Product Award of the China Convenience Food Industry



9月，由中國食品科學技術學會主辦的第20屆中國方便食品大會在北北京召開。今屆大會以「後疫情時代的迭代創新」為主題，分析中國方便食品行業面臨的挑戰及行業未來發展。

憑藉創新的產品包裝設計和絕佳的口味，李錦記於年初新上市的原釀本味鮮醬油榮獲「2019-2020年度中國方便食品行業最佳創新產品」。受疫情影響，本屆大會採取線上展覽模式，李錦記設置3D攤位，展示新品原釀本味鮮醬油、薄鹽醇味鮮、雞鮮調味料及舊庄特級蠔油等產品，並分享李錦記在可持續發展方面的成果。

In September, the 20<sup>th</sup> China Convenience Food Expo organised by the Chinese Institute of Food Science and Technology was held in Beijing. Themed "Innovation in the Post-epidemic Era", the conference explored different challenges faced by the convenience food industry and expounded on the future development of the industry.

Reputed for its innovative packaging design and delicious flavour, the newly released Lee Kum Kee Authentic Seasoned Soy Sauce won the Best Innovative Product Award of the China Convenience Food Industry 2019-2020. Given the impact of the pandemic, the exhibition part of the event was held online and Lee Kum Kee designed a virtual 3D booth to showcase products including the Authentic Seasoned Soy Sauce, Salt Reduced Seasoned Soy Sauce, Premium Chicken Bouillon Powder and Premium Oyster Sauce, as well as to share Lee Kum Kee's sustainable development initiatives.



# 李錦記香港網站增設印尼文版本

Lee Kum Kee Hong Kong Website Now Available in Bahasa Indonesia



有見香港數十萬外傭人口的發展潛力，李錦記香港網站自8月起增設印尼文版本，方便在港的印尼外傭了解更多關於李錦記的資訊。

網站提供印尼文版本的公司簡介、產品資訊及食譜，中、英、印尼文三語可隨時轉換。配合「家傭易煮食譜」的升級功能，外傭可以按其語言偏好，在網站瀏覽過百道「快靚正」食譜，輕鬆學習煮出港式地道料理，令僱主與外傭溝通時更得心應手。該網站同時亦可向在港印尼人介紹李錦記的醬料，進一步擴充客戶群。

In order to capture the market potential of the massive population of foreign domestic helpers in Hong Kong, Lee Kum Kee Hong Kong website is available in Bahasa Indonesia from August. Indonesian helpers can now be better informed on Lee Kum Kee.

Visitors can browse Lee Kum Kee company overview, product information and delicious recipes in Chinese, English and Bahasa Indonesia. Coupled with the upgrade of Domestic Helper Recipes function, domestic helpers can now learn to make authentic Hong Kong dishes in their own language, which facilitates communication between employers and domestic helpers. The trilingual website also serves to expand our customer base to include Indonesians in Hong Kong.



◀ 掃描瀏覽李錦記香港網站(印尼文)  
Scan to browse Lee Kum Kee Hong Kong Website (Bahasa Indonesia)

## 香港市場首度推出Mahsuri醬料

Mahsuri Sauces Debut Launch in Hong Kong



為拓展香港市場客戶群，吸引在港的印尼消費者，李錦記於7月在香港市場推出兩款Mahsuri醬料（三味醬和蠔油），兩款產品均獲清真認證，配合顧客不同飲食需要。

Mahsuri三味醬使用特級番茄醬製成，將甜、酸、辣口味合而為一，適用於蘸點香口炸物；Mahsuri蠔油則使用鮮蠔製造，可用於烹煮蔬菜及醃肉，輕鬆煮出地道東南亞風味。

兩款產品現於各大連鎖東南亞食品市場銷售，把家鄉的菜式帶給在港思鄉的印尼人。

To expand our customer base, Lee Kum Kee launched two Mahsuri products, Spicy Sweet & Sour Sauce and Oyster Sauce in the Hong Kong market in July. The two products are Halal certified to accommodate different dietary requirements of our customers.

Mahsuri Spicy Sweet & Sour Sauce is made with premium tomato sauce. With a nice balance of spiciness, sweetness and sourness, it is perfect as a dipping sauce for any deep-fried dishes. Made with fresh oysters, Mahsuri Oyster Sauce can be used to stir-fry vegetables or marinate meat so that consumers can enjoy authentic Southeast Asian cuisines at home.

Customers can now purchase these products at Southeast Asia supermarkets in Hong Kong, and homesick Indonesians can now enjoy the taste of their hometown in Hong Kong.



# 香港市場推出大支裝調味白醋

## Large Size Seasoned White Vinegar Launched in Hong Kong Market



李錦記調味白醋自推出以來，一直深受消費者愛戴。白醋除了用作調味料及醃料外，因其含有醋酸成分，具有消毒和除臭的功效，故可廣泛地用於家居清潔，被視為一種既天然又便宜的超級清潔劑。

有見防疫期間消費者對白醋的需求增加，李錦記於8月乘勝追擊，在現有473毫升包裝外加推946毫升大支裝，以強化品牌於醬料市場的領導地位，滿足消費者需求。

Since its launch, the Lee Kum Kee Seasoned White Vinegar has become a customer favourite. Apart from being a staple in the kitchen as a dressing or marinade, vinegar can also be used as a cleaning agent with its component of acetic acid. It is popularly recognised as a natural and affordable cleaner for use to disinfect or deodorise at home.

Seeing the growing demand for vinegar during the pandemic, Lee Kum Kee launched the large size Seasoned White Vinegar of 946ml in August, in addition to the existing size of 473ml so as to strengthen the brand's leading position in the market and fulfil customers' needs.



## 「『工』不可沒—香港工業傳奇」展覽

### "Striving and Transforming - The History of Hong Kong Industry" Exhibition



6至10月，李錦記精選珍貴藏品於香港歷史博物館舉行的「『工』不可沒—香港工業傳奇」專題展覽中展出。

是次展覽由香港歷史博物館與香港工業總會合辦，展出約1,200組香港工業經典製品，回顧香港逾百年的工業歷史。



李錦記於1932年將總部遷到香港，秉承「永遠創業精神」，並堅持「務實」、「誠信」等核心價值，與工業界一起促進香港的發展。除了借出藏品，李錦記亦向參觀者送出方便醬料包，鼓勵大眾前往參觀，了解香港工業的發展歷程、感念前人不屈不撓的精神之餘，同時希望啟發大家發揮「永遠創業精神」，延續傳奇。

From June to October, Lee Kum Kee selected signature products and valuable antiques from its archives and displayed them at the exhibition "Striving and Transforming – The History of Hong Kong Industry" at the Hong Kong Museum of History.

Co-organised by the Hong Kong Museum of History and Federation of Hong Kong Industries, the exhibition showcased some 1,200 sets of classic Hong Kong-made products, documenting the history of Hong Kong industry over the past century.

Lee Kum Kee relocated its headquarters to Hong Kong in 1932. Adhering to the core values of "Pragmatism", "Integrity" and "Constant Entrepreneurship", Lee Kum Kee has since played its role with the industry to promote the development of Hong Kong. Apart from lending out time-honoured exhibits, Lee Kum Kee also sponsored product gifts for visitors to encourage the public to visit the exhibition and learn about the industrial development of Hong Kong. It is hoped that visitors can appreciate the indomitable spirit of their predecessors, and all can be inspired to uphold the spirit of "Constant Entrepreneurship" to perpetuate the legend.

# 李錦記即食鮑魚系列

Lee Kum Kee Ready-to-eat Abalone Range

## 「極品鮑魚·招牌自家醬汁」推廣

"Premium Abalone in Signature Homemade Sauces" Campaign



繼去年在香港市場推出蠔皇極品鮑魚後，李錦記乘勝追擊，分別在7月及9月加推兩款新口味——紅燒元貝鮑魚及秘製鮑汁鮑魚，以「李錦記即食鮑魚系列 極品鮑魚·招牌自家醬汁」作宣傳。

新推出的紅燒元貝鮑魚以李錦記秘製紅燒汁巧製，鮮香濃郁，加上元貝絲的配搭，令口感更為豐富；秘製鮑汁鮑魚則配以李錦記鮑魚汁，將鮑魚精華濃縮成汁，充分呈現鮑魚的鮮甜美味。

香港市場團隊於超級市場設置推廣攤位，又在Facebook專頁上介紹產品特色和食譜，教育消費者李錦記即食鮑魚系列的多元化食法。團隊更廣泛應用電子平面廣告，以提高產品曝光率。李錦記與多位素人合作，在各個社交平台以軟銷手法增強產品滲透力。

Following the launch of Abalone in Premium Oyster Sauce last year, Lee Kum Kee rode on its success to roll out two new Ready-to-eat Abalone products, Abalone in Red Braising Sauce with Dried Scallop and Abalone in Abalone Sauce in July and September respectively. To promote the Abalone range, the team launched a campaign with the theme "Lee Kum Kee Ready-to-eat Abalone Range, Premium Abalone in Signature Homemade Sauces".

The new Abalone in Red Braising Sauce with Dried Scallop is prepared with Lee Kum Kee Red Braising Sauce and dried scallop is added to elevate the flavour; while the Abalone in Abalone Sauce uses Lee Kum Kee Abalone Sauce to give it an extra rich and luscious taste.

To educate customers on the diversified application of the Ready-to-eat Abalone range, booths were set up in supermarkets, while product features and recipes were uploaded on our Facebook page. The team also placed digital advertisements on various platforms to enhance product exposure and collaborated with micro influencers to enhance product penetration.



紅燒元貝鮑魚

秘製鮑汁鮑魚

蠔皇極品鮑魚

# 「李錦記廚房 餐餐陪住您」直播

## "LKK KITCHEN" COOKING LIVE SHOW

為了鞏固李錦記醬料於每個家庭不可或缺的地位，並加強與客戶群的互動，香港市場自3月起，每月於「李錦記香港」Facebook專頁進行「李錦記廚房 餐餐陪住您」煮食節目直播。

直播由公司內部同事負責主持，在每集節目示範製作一道簡易菜式，務求令節目更寫實及加強品牌親和力；同時配合直播在李錦記網上專賣店推出直播優惠包，推出至今錄得超過30萬人次收看，成功接觸逾68萬名消費者。直播更獲得廚具、素食及其他食品品牌贊助，有助拓展客戶群。



With the goal to strengthen the indispensable position of Lee Kum Kee sauces and increase customer engagement, Lee Kum Kee has launched the monthly cooking live show "LKK Kitchen" on the "Lee Kum Kee Hong Kong" Facebook page since March.

Hosted by internal staff, the programme introduces a simple dish every episode in order to connect with the audience and enhance brand affinity. The Lee Kum Kee Online Shop launched a "Live Show Broadcast Package" in conjunction with the show to drive sales. Since its launch, the programme recorded more than 300,000 views and reached over 680,000 customers. The show attracted sponsorships from kitchenware, vegetarian food and other food brands, which successfully expanded our customer base.



掃碼觀看「李錦記廚房 餐餐陪住您」煮食節目  
Scan to watch the cooking live show "LKK Kitchen"

# 「李錦記 麻油日常養生達人包」推廣

"LEE KUM KEE Healthy Eating, Discover the Secrets of Sesame Oil" Campaign



消費者日漸重視健康飲食，李錦記於7月推出以「李錦記 麻油日常養生達人包」為主題的推廣活動。

活動邀請了中醫師鍾詠欣向大家推介多款養生麻油食譜，宣傳李錦記麻油系列除了可入饌外，更具有養生功效。香港市場團隊在Facebook專頁等社交媒體發佈一系列烹飪短片，配合手機彈出式廣告以及超市陳列，鼓勵消費者使用李錦記麻油炮製出多款養生佳餚。是次活動的短片內容觸及超過百萬名人次，成功進一步拓展消費群。

Noticing the growing health consciousness of consumers, Lee Kum Kee launched the "LEE KUM KEE Healthy Eating, Discover the Secrets of Sesame Oil" Campaign in July to promote the sesame oil range.

In addition to bringing extra flavour to the dish, Lee Kum Kee Sesame Oil possesses many health benefits. Traditional Chinese Medicine practitioner, Ms. Winkie Chung, was invited to share healthy cooking recipes with the use of sesame oil. A series of cooking demonstration videos was posted on our Facebook page and other social media. Coupled with the mobile pop-up ads and in-store display in supermarkets, the campaign encouraged customers to make healthy meals with Lee Kum Kee Sesame Oil. The promotion effort reached over 1 million audience and successfully expanded our customer base.



掃瞄了解麻油保濕潤膚小秘技 ▶  
Scan to learn  
healthy skin tips using Sesame Oil



掃瞄觀看麻油食譜影片 ▶  
Scan to watch  
Sesame Oil recipe video



# 李錦記豉油鮮至係第一推廣

Lee Kum Kee Soy Sauce "No.1 in Sales in Hong Kong No.1 in Taste" Campaign

8至9月，李錦記繼續以「鮮至係第一」為主題，在香港市場推出第二輪的豉油推廣，宣傳李錦記全線豉油不加防腐劑，令餸菜「鮮」味滿分，成為香港銷量第一豉油品牌。

香港市場團隊活用多個電子媒體，務求令消費者足不出戶都可接收到品牌資訊。除了線上彈出式廣告外，團隊亦持續更新李錦記網站上的文章，教育及鼓勵消費者使用李錦記各款豉油。為求全方位接觸客戶群及強化產品認受性，團隊更製作了多條烹調短片於各網上平台發佈，以示範各種豉油的不同應用。

In August and September, Lee Kum Kee continued its soy sauce campaign with the message "No.1 in Sales in Hong Kong No.1 in Taste" to highlight the full Lee Kum Kee Soy Sauce range contains no preservatives, making the dishes more delicious with great umami, hence, reinforcing our position as the leading soy sauce brand.

The campaign made use of multiple digital platforms, where information was accessible to all in the comfort of their homes. In addition to the online pop-up advertisement, the team continued to update information on our website to educate consumers on the applications and product features of different Lee Kum Kee Soy Sauces. To reach customers in an all-rounded way and enhance product acceptance, the team uploaded multiple cooking videos on different online platforms to demonstrate different applications of Lee Kum Kee Soy Sauces.



掃瞄觀看特鮮生抽食譜影片 ▶  
Scan to watch Premium Soy Sauce recipe video

# 李錦記海鮮頭抽推廣 爆炒海鮮 鮮香惹味

Lee Kum Kee Savoury Seafood Soy Sauce Campaign  
"Perfect for Stir-frying Seafood by Enriching the Taste"

李錦記海鮮頭抽自今年初推出後，深受消費者歡迎。香港市場團隊於8至9月再度推出以「爆炒海鮮 鮮香惹味」為主題的宣傳活動，並以海鮮頭抽配搭豉油系列推出宣傳短片，以增強產品曝光率。

除了大型店內陳列，團隊更於豉油系列的廣告片內重點推介海鮮頭抽，透過深入民心的豉油系列令更多人認識新產品。又與素人合作，宣傳海鮮頭抽能為各種海鮮菜式帶來滋味，讓消費者在家享受升級惹味的海鮮大餐。

Since its launch early this year, Lee Kum Kee Savoury Seafood Soy Sauce received positive feedback from customers. To further enhance product exposure, the Hong Kong Market Team launched a series of promotion activities themed "Perfect for Stir-frying Seafood by Enriching the Taste" in August and September.

In addition to massive in-store displays, the team added the Savoury Seafood Soy Sauce to the Soy Sauce range promotional videos so that customers could learn more about the new addition to the range. Our collaboration with micro influencers highlighted the versatility of Savoury Seafood Soy Sauce in any seafood dishes to enable our customers to enjoy a delicious seafood meal in the comfort of their homes.



掃瞄觀看海鮮頭抽食譜影片 ▶  
Scan to watch Savoury Seafood Soy Sauce recipe video

# 越南錦珍蠔油上市

## Kum Chun Oyster Sauce Launched in Vietnam

為迎合當地消費者的口味，李錦記在第二季於越南推出錦珍蠔油，以吸引主流消費者。該產品除了在當地主流及連鎖超市上架，亦於大型電商平台Lazada有售。

李錦記隨即在當地展開一系列的線上線下宣傳，包括推出大規模的線下廣告，令錦珍蠔油的蹤影廣見於全國1,600座建築物的6,500個LCD螢幕、公共巴士、LED廣告牌和大型連鎖超市的店內展示。李錦記在8月更與越南著名廚師Vo Quoc先生合作，向大眾介紹錦珍蠔油的用法，示範製作地道美味佳餚。



To cater to the palate of local consumers, Lee Kum Kee rolled out the Kum Chun Oyster Sauce in Vietnam in the second quarter. The newly launched product is available for purchase in key supermarket chains and on *Lazada*, a popular e-commerce site.

A widespread campaign was launched both online and offline to catch consumers' eye, including a massive advertising campaign covering over 6,500 LCDs on 1,600 buildings, buses, LED billboards and in-store displays in supermarkets. In August, the team collaborated with master chef Mr. Vo Quoc to introduce the Kum Chun Oyster Sauce to local consumers and recommend ways to use the sauce to enhance the flavour of local dishes.



# 馬來西亞端午節慶祝活動

## Celebrates Dragon Boat Festival in Malaysia



6月，李錦記與馬來西亞線上和線下發行量最高的中文報章《星洲日報》合作，於端午節期間在線上發佈包粽子的食譜及教學影片，與大眾一同慶祝傳統節日。

李錦記在其Facebook專頁和星洲網上載影片，教育消費者以李錦記醬料製作出福建咸肉粽、娘惹粽和廣東粽等六款不同風味的粽子，錄得超過100萬的觀看次數，成功向當地年輕人推廣中華飲食文化。



In June, Lee Kum Kee collaborated with *Sin Chew Daily*, the most widely circulated Malaysian Chinese newspaper both online and offline, to release a series of dumpling recipes and cooking videos to celebrate the Dragon Boat Festival.

Lee Kum Kee uploaded cooking videos of six different styles of rice dumplings, including Fujian, Nyonya and Cantonese flavours on its Facebook page and the website of *Sin Chew Daily*. The videos garnered more than 1 million views and served to promote Chinese culinary culture among the Malaysian youth.

掃描瀏覽端午節粽子食譜 ▶  
Scan to view recipes of the rice dumplings



# 「醬好料」火鍋蘸醬馬來西亞推廣 "Delicious Sauce" Hotpot Dipping Sauce Campaign

隨著愈來愈多火鍋連鎖店進駐馬來西亞，掀起一股「火鍋熱潮」。當中，火鍋的湯底及各式各樣的蘸醬愈趨受消費者重視。

有見及此，馬來西亞市場團隊於8月發起李錦記「醬好料」活動，教導消費者如何以各種李錦記蘸醬搭配不同的火鍋湯底。除了店舖陳列，李錦記在Facebook專頁上載一系列與火鍋有關的資訊，分享八款蘸醬的食譜及四段影片。團隊除舉辦線上創意蘸醬競賽並送出100份火鍋餐券外，又邀請馬來西亞著名網紅Play頻道偉鴻（WHPlay）和MJ 俊豪 Fashion Boy拍攝火鍋蘸醬大比拼，以提高年輕人對品牌認知度。



With a growing number of hotpot chains entering the Malaysian market, Malaysians have caught the "hotpot frenzy". Consumers are after delectable soup base as well as a variety of dipping sauces to go with their hotpot.

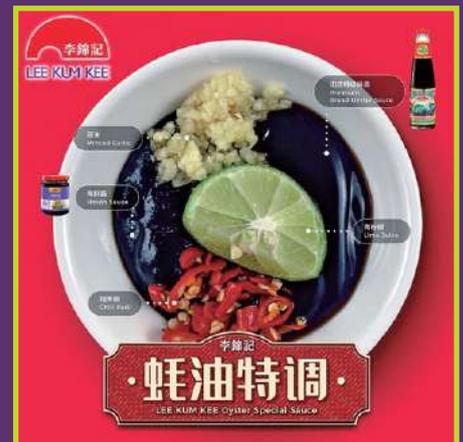
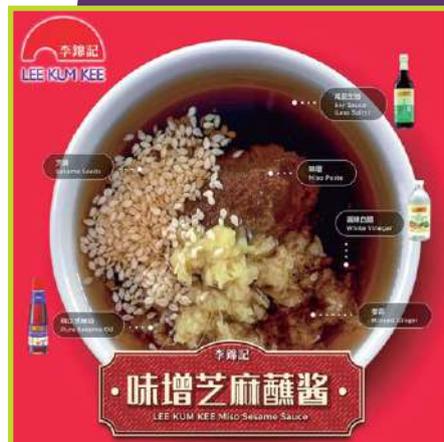
In August, the Malaysia Market team hopped on the trend and launched the Lee Kum Kee "Delicious Sauce" Hotpot Dipping Sauce Campaign to guide consumers on the different combinations of Lee Kum Kee sauces for different kinds of hotpot soup base. Besides in-store display, Lee Kum Kee shared a series of hotpot tips including eight dipping sauce recipes and four tutorial videos on its Facebook page. An online dipping sauce contest was launched to give away 100 free hotpot meals to winners. The team also invited famous influencers, WHPlay and Fashion Boy MJ, to create their versions of Lee Kum Kee hotpot dipping sauces so as to raise brand awareness among the youth.



掃瞄觀看火鍋蘸醬大比拼影片 ▲  
Scan to watch the Hotpot Dipping Sauce Challenge



掃瞄觀看李錦記味增芝麻蘸醬製作影片 ▲  
Scan to learn how to make Lee Kum Kee Miso Sesame Sauce



# 答謝馬來西亞前線士兵全力抗疫

## Tribute to Malaysian Frontline Soldiers for Fighting the Pandemic



9月，馬來西亞瑪蘇麗團隊於陸軍後勤總部舉辦一場答謝宴，向前線士兵表達敬意，感謝他們於對抗疫情時的後勤工作。

團隊準備了一架流動餐車，為馬來西亞陸軍軍隊提供以瑪蘇麗醬料製作的食品，包括辣炒麵及炒飯等。同場更以折扣價售賣瑪蘇麗醬料，吸引新客戶試用產品。活動吸引超過300名士兵參與，陸軍後勤司令 Datuk Md Fuad Abd Jalil 將軍亦親臨支持。



In September, the Mahsuri team in Malaysia organised a special banquet for the Malaysian Army Force at the Army Logistics Headquarters to show their gratitude towards the frontline soldiers for their services, especially for their logistics support during COVID-19.

The team made use of a food truck to offer dishes made with Mahsuri products, including spicy fried noodles and fried rice, for the Malaysian Army Force. Special promotions were also offered at the event to encourage new customers to try these products. The event was attended by over 300 military personnel, including the Army Logistics Commander, Major General Datuk Md Fuad Abd Jalil.

# NEWLY AVAILABLE AT **Coles**



## 澳洲主流超市新產品上架

New Product Launch in Australian Mainstream Supermarket

6月，李錦記於澳洲主流連鎖超市Coles上架七款新產品，包括小炒方便醬系列（素食、蠔油及照燒口味）、方便醬料包生菜包口味、豉油系列（無麩質醬油、特級老抽、蒸魚豉油），進一步擴大現有亞洲醬料品類。

當中小炒方便醬系列更為全新產品，三款口味經精心調配，各具特色，方便消費者在家烹調亞洲風味小炒。素食口味的材料成份包含香菇丁，香氣濃郁；蠔油口味則將蠔油與芝麻油、薑和大蒜完美融合，為中式小炒增添鮮味；照燒口味可用於製作地道日式料理，亦適用於醃肉。

為配合新產品宣傳，澳洲市場團隊準備了大規模的市場推廣活動。除了引人注目的店內宣傳外，更在Coles的購物指南及官網刊登新產品資訊，成功吸引消費者。又在社交平台推出了一連串為新產品設計的食譜，不少消費者在社交平台留言表示對新產品十分感興趣。



In June, Lee Kum Kee listed seven new products in Coles, a major mainstream supermarket chain in Australia, which further expanded our Asian sauce offerings. The new products include the new Stir-fry Sauce range (Vegetarian, Oyster and Teriyaki flavour); Ready Sauce for San Choy Bao and our Soy Sauce range (Gluten Free Soy Sauce, Premium Dark Soy Sauce and Seasoned Soy Sauce for Seafood).

The brand new Stir-fry Sauce range includes three delicious recipes that made cooking authentic Asian cuisines easy at home. The Vegetarian Stir-fry Sauce gives your vegan dishes a unique shiitake mushroom aroma; the Oyster Stir-fry Sauce enhances the flavour of Chinese cuisine through blending oyster sauce with sesame oil, ginger and garlic; the Teriyaki Stir-fry Sauce is ideal for any Japanese dishes and also a perfect meat marinade.

The product launch was spearheaded by widespread promotion activities. In addition to eye-catching in-store display, the products were featured in Coles' catalogue and online store. A series of tailor-made recipes was uploaded on various social media platforms as well. Many consumers shared positive feedback and their interest in the new products.



◀ 掃描瀏覽小炒方便醬食譜  
Scan to view the Stir-fry  
Sauce recipe

# 支持「紐西蘭麩質過敏症關注週」

## Supports "New Zealand Coeliac Awareness Week"

為滿足不同消費者的飲食需求，李錦記在6月支持麩質過敏症團體在紐西蘭舉辦的「紐西蘭麩質過敏症關注週」活動。

活動旨在提高公眾對麩質過敏症及麩質不耐症的認知。李錦記藉此推廣李錦記無麩質醬油，向目標顧客傳遞產品資訊。配合廣泛活動宣傳，除了當地超市的購物指南、海報外，消費者更可在線上廣告、食譜影片、社交平台及電郵通訊等找到李錦記無麩質醬油的蹤影。產品更獲CNZ美食推廣大使Alana Scott推介，獲得極大回響。李錦記亦捐出一批無麩質醬油予奧克蘭兒童會作慈善抽獎用途，大大提高產品曝光率。



To cater to different dietary needs of our customers, Lee Kum Kee partnered with the Coeliac Society to sponsor the New Zealand Coeliac Awareness Week in June.

The event aimed to educate the public of coeliac disease and gluten intolerance. Lee Kum Kee seized the opportunity to promote Lee Kum Kee Gluten Free Soy Sauce to target customers. The extensive campaign saw Lee Kum Kee Gluten Free Soy Sauce featured on supermarket catalogues and posters, as well as online banner advertising, recipe videos, social media posts and newsletters. The product was also endorsed by CNZ Food Ambassador Alana Scott, receiving overwhelming support from consumers. Lee Kum Kee also donated Gluten Free Soy Sauce samples to the Auckland Kids Club, which was raffling off a gift basket full of gluten free goodies, and gained wide coverage as a result.

掃瞄觀看CNZ 美食推廣大使  
Alana Scott的無麩質醬油食譜影片  
Scan to watch Gluten Free  
Soy Sauce recipe video by CNZ  
Food Ambassador Alana Scott



掃瞄觀看  
無麩質醬油的食譜影片  
Scan to watch the cooking segment  
using Gluten Free Soy Sauce



# 與英國慈善機構Plan Zeroes 及Feed the Nation合作

## Collaborates with UK Local Charity Plan Zeroes and Feed the Nation

因應英國的疫情嚴峻，市民難以外出採購食物。秉承「思利及人」的核心價值，李錦記與英國當地慈善機構Plan Zeroes及Feed the Nation合作，在6至7月期間捐贈李錦記醬料製作營養便當，派送到救世軍、The School & Family Works及Divine Rescue等六個慈善機構。每個便當均附上李錦記方便醬料包及簡易食譜，讓大家在非常時期能煮出美味小菜。團隊更在社交媒體鼓勵大眾支持及響應該活動，在疫情下體現互相幫助的精神。

The COVID-19 outbreak in the UK made access to food purchase difficult for many. In keeping with our core value of "Si Li Ji Ren (Considering Others' Interests)", Lee Kum Kee Europe worked with local charity Plan Zeroes and Feed the Nation to prepare free meals with Lee Kum Kee sauces. The meal boxes were distributed to six charities, including the Salvation Army, the School & Family Works and Divine Rescue. Included in every meal box was a sachet of our convenience sauce so that people could whip up a delicious meal readily at home. The team also called for public support on our social media to spread love and kindness during this difficult time.





# 英國主流市場新產品上市

## New Product Launch in UK Mainstream Market

今年夏天，李錦記在英國主流市場推出新產品 — 調味香醋及甜海鮮醬。兩款新產品尤其適合作蘸點醬或沙律醬，特別適合炎炎夏日配合沙律、小食或燒烤享用。

新產品成功進駐英國連鎖超市Tesco，並獲多本行業雜誌報導。李錦記歐洲市場團隊向主流媒體送出一系列以「Discovery」為主題的試用禮品包，邀請他們與李錦記展開尋「味」之旅。同時邀請網紅Lizzie Mabbott和烹飪比賽Masterchef決賽選手鄧善婷利用李錦記調味香醋及甜海鮮醬創作新食譜。品牌同時在應用程式Shopmium上推出促銷推廣，刺激新品銷售。

Lee Kum Kee rolled out two new products in the UK mainstream market, Seasoned Rice Vinegar and Sweet Hoisin Sauce this summer. The new products are best used as dipping sauce and salad dressings, which could not have come at a better time: summer being a season for salads, snacks and barbecue.

The new products were listed on UK supermarket chain Tesco and featured in various trade magazines. The Europe Market team invited top-tier media to go on a taste adventure with Lee Kum Kee by sending out product trial packages themed "Discovery". The team also collaborated with influencer Lizzie Mabbott and Masterchef finalist Sandy Tang to develop creative recipes featuring Lee Kum Kee Seasoned Rice Vinegar and Sweet Hoisin Sauce. To drive the sales of the new products, the brand also partnered with mobile app Shopmium to launch a limited time offer.



◀ 掃瞄瀏覽 Lizzie Mabbott 創作的食譜  
Scan to view Lizzie Mabbott's recipe



◀ 掃瞄瀏覽鄧善婷創作的食譜  
Scan to view Sandy Tang's recipe

# 與食譜網站 BBC Good Food 及Chefkoch合作

## Partners with Recipe Sharing Platforms BBC Good Food and Chefkoch



9至10月，李錦記與英國BBC Good Food和德國Chefkoch合作，與喜愛美食的大眾分享食譜及烹飪靈感。

BBC Good Food是英國規模最大的食譜網站，以高質素烹飪內容吸引大批觀眾；而Chefkoch則是德國最受歡迎的食譜分享平台，擁有超過2,000萬名用戶。李錦記與BBC Good Food製作了一系列獨家食譜，目標是達到300萬觀看率。品牌又挑選了22款食譜在Chefkoch上分享，並標示出每款食譜的難度，供德國消費者參考。活動針對在網上尋找烹飪靈感的消費者，有效提升品牌知名度。

In September and October, Lee Kum Kee teamed up with BBC Good Food in the UK and Chefkoch in Germany to share our recipes with food lovers around Europe.

BBC Good Food is the largest recipe sharing website in the UK and known for its quality content, while Chefkoch is the most popular recipe sharing platform in Germany with over 20 million users. We created a series of exclusive recipes with BBC Good Food, which was set to reach over 3 million impressions. Twenty-two selected recipes were featured on Chefkoch and labelled based on their level of difficulty for German users to try at home. Targeting audience in search of recipe inspiration, the campaign served well to enhance our brand exposure.

掃描瀏覽  
BBC Good Food食譜  
Scan to view our recipe  
on BBC Good Food



掃描瀏覽  
Chefkoch食譜  
Scan to view our  
recipe on Chefkoch



# 「質量百份百堅持」美洲推廣 "Quality Never Compromised" Campaign in Americas

8月，李錦記在美洲展開新一輪的「質量百分百堅持」推廣活動。在新冠疫情影響下，美洲亞裔團隊聚焦線上廣告營銷，並加強與電商夥伴的合作。

「質量百分百堅持」的活動網頁新增電商的連結，用戶可以直接點擊按鈕連結到李錦記電商平台的購買頁面，實現銷售轉化。此外，團隊還透過搜尋引擎廣告、社交媒體、線上互動競賽及與網紅合作等方式，從不同面向傳遞李錦記醬油系列採用非基因改造大豆的訊息。另一方面，各大超市同步進行形式多樣的專題陳列，以提升門市銷量。

In August, Lee Kum Kee launched the "Quality Never Compromised" campaign. Amid the COVID-19 pandemic, the U.S. Asian team zoomed in on online marketing and enhanced collaboration with our e-commerce partners.

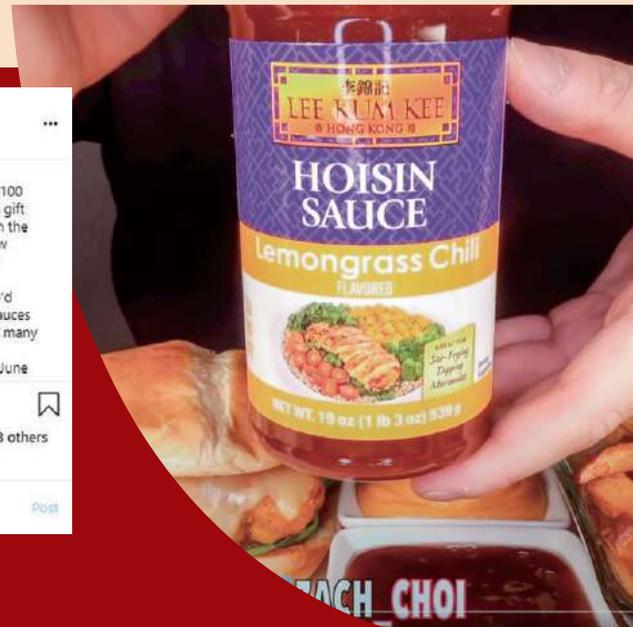
A new button redirecting consumers to our e-commerce partners was added to the "Quality Never Compromised" webpage to encourage sales conversion. The team also made use of search engine advertising, social media, online engagement activities and collaborated with influencers to promote the message that the Lee Kum Kee Soy Sauce range was made with non-GM soybeans. At the same time, various in-store displays were installed in supermarkets to garner additional product presence.



掃描瀏覽「質量百分百堅持」活動網頁  
Scan to view the "Quality Never Compromised" webpage



# 與人氣美國網紅Zach Choi推出「吃播」影片 Collaborates with American ASMR Influencer Zach Choi



6月，為擴大客戶群，李錦記與美國人氣「吃播」網紅Zach Choi合作，在YouTube上載一段近15分鐘的吃播影片。「吃播」是指在鏡頭前進食各種各樣的食物，以聲音刺激觀眾的不同感官，令其感到愉悅和放鬆，為近期網絡上流行的影片類型。

Zach Choi為YouTube著名的「吃播」播主，擁有960萬粉絲。影片中，Zach先製作炸雞排漢堡和薯條，再以李錦記是拉差蛋黃醬、香檸芫荽風味海鮮醬及香茅辣椒風味海鮮醬作為蘸醬，在鏡頭前吃掉全部食物，影片錄得260萬觀看次數。李錦記又與Zach合作舉辦贈送活動，成功吸引消費者的關注。

As an effort to expand our consumer base, Lee Kum Kee collaborated with popular influencer in the US, Zach Choi, to create a 15-minute ASMR (Autonomous Sensory Meridian Response) video in June. ASMR is a relaxing sensation that is triggered by placid sounds and ASMR video has become one of the biggest trends on social media.

With over 9.6 million followers on YouTube, Zach Choi is well known for his ASMR videos. In the video, Zach makes chicken sandwiches and French fries from scratch, then proceeds to use Lee Kum Kee Sriracha Mayo, Lime Cilantro Hoisin Sauce and Lemongrass Chili Flavored Hoisin Sauce as dipping sauces to finish off the meal. The video generated over 2.6 million views. As part of the collaboration, Zach posted a giveaway on his social media to garner new followers for Lee Kum Kee's page.



掃描觀看Zach Choi的吃播影片  
Scan to watch Zach Choi's ASMR video



## 6·16無限極規範經營宣傳日·2020規範論壇

### 6-16 Standardisation Operation Awareness Day 2020 – Standardisation Forum

6月16日，無限極連續第四年舉辦「6·16無限極規範經營宣傳日」，並以「規範促发展，诚信赢未来」為主題在廣州無限極中心舉行。

無限極首次與《中國消費者報社》合作，通過其抖音企業號及無限極官方平台同步直播，共同探討企業規範經營對於企業及整個行業的重要性，直播觀看人數高達81.6萬。

The 6.16 Infitus Standardisation Operation Awareness Day 2020, with the theme "Standardisation to Facilitate the Development; Integrity to Win the Future", was held at Infitus Center, Guangzhou for the fourth consecutive year.

Collaborated with *China Consumer News* for the first time, the event was livestreamed through their TikTok corporate account and Infitus social platform. The forum discussed the importance of standardised operations at companies and across industry and hit record-high viewers of 816,000.



▲ 掃瞄重溫「6·16無限極規範經營宣傳日」直播  
Scan to watch the "6-16 Standardisation Operation Awareness Day" livestream

# 《中國健康經濟白皮書2019》第三次走進無限極

## "The White Paper on the Health Economy of China 2019" Pays its Third Visit to Infitus



《中國健康經濟白皮書2019》（簡稱「白皮書」）課題於2019年在北京新華社啟動。無限極作為首家樣本企業，與課題組共同商討健康產業在推動「健康中國」戰略發展中的能動性和重要意義。

8月，白皮書課題組第三次對無限極進行專題調研，並於新會生產基地舉辦座談會。透過專題研討和交流，課題組進一步了解無限極的健康理念、產品安全和質量標準等，助力實現「健康中國」的目標。

The research on "The White Paper on the Health Economy of China 2019" (the "White Paper") kick-started in Beijing by the Xinhua News Agency in 2019. Being the first sample enterprise, Infitus exchanged views with the research team on the initiative and significance of the health industry in driving the development of "Healthy China".

In August, to better achieve the goal of "Healthy China", a research study on Infitus was conducted by the researchers of the White Paper for the third time, and a symposium was held at the Xinhui Production Base. The team gained a deeper understanding on the health concepts, product safety and quality assurance of Infitus through seminars and discussions.

## 澳洲市場跨境社交電商平台Infini-mart正式開通 Launches e-Commerce Platform *Infini-mart* in Australia



為配合「五五計劃」的發展藍圖，無限極積極借助社交電商平台向更多海外市場提供高品質的中草藥健康產品及服務。

自1月以「跨境社交電商模式」打入韓國市場後，無限極於7月11日正式開通澳洲市場的跨境社交電商平台 *Infini-mart*，並在首階段精選20款健康食品及七款護膚品上架。

To dovetail with the Fifth Five-Year Plan, Infitus has been actively introducing high-quality Chinese herbal health products and services to overseas markets through its e-Commerce platform.

On 11 July, Infitus launched the *Infini-mart*, an e-Commerce platform, in Australia. This is the second overseas market following its debut in Korea in January. The first batch of products included 20 health food products and seven skincare products.



# 無限極新產品發佈

## Infinitus New Product Launch

無限極分別於6月及8月透過線上直播方式舉行兩場新產品發佈會 — 「悅見未來」及「動『立』重啟邁向未來」，讓消費者和業務夥伴即時了解產品的上市情況。

隨著國民的健康意識不斷增強，無限極積極開發更多多元化健康產品，以滿足不同消費者的需求。發佈會上推出的新產品包括保健食品 — 悅通凝膠糖果、慧蓓口服液、立邁健壓片糖果和顏致植物飲料等；專為兒童的敏感肌膚而設的植雅兒童洗護系列，包括洗髮露、沐浴露及潤膚乳，有助保護孩子幼嫩的肌膚。

Infinitus organised two new product launches in June and August, themed "A Cheerful Witness of the Future" and "Reset into the future" respectively. The events were livestreamed to spread the news among the public and sales partners.

Amid the growing health awareness among the public, Infinitus has been actively developing more diversified health products to satisfy the needs of different clienteles. Several products were introduced during these events, including health supplements such as Yue Tong Gel Candy, Infinitus Hui Bei Tonic, Li Mai Jian Pressed Candy and Yan Zhi Herbal Drink. A series of Phytocare Children's Care products, specifically designed for kids' sensitive skin, consisting of shampoo, body wash and moisturising lotion, was also debuted.





## 香港無限極廣場 「Happy Moment@36」

### "Happy Moment@36" at Hong Kong Infinitus Plaza

為提升顧客的「爽」體驗，無限極物業投資於香港無限極廣場36樓構建共享空間「Happy Moment@36」，並即將投入服務。

無限極廣場將成為上環區首座推出共享空間的商業大廈，提供租用空間予現有租戶。物業投資期望「Happy Moment@36」能夠滿足租客的需求之餘，更可成為一個有利於交流、激發創意的空間，同時藉著在共享空間舉辦各類工作坊，向大眾推廣集團的企業文化。

To enhance customer experience, Infinitus Property Investment established a community hub, "Happy Moment@36", on 36/F of Hong Kong Infinitus Plaza, which would soon be launched.

Infinitus Plaza will become the first commercial building in Sheung Wan District offering multi-functional co-sharing space for existing tenants. It is hoped that the hub would not only cater for the rental needs of the tenants but also serve as a place of connection, inspiration and creativity. "Happy Moment@36" is an ideal venue for holding various workshops and also assists to promote the Group's corporate culture.





## 上海無限極薈舉辦「活力UP，FUN肆嗨」系列活動 "UP Vitality and Fun" Campaign Held in Shanghai Infinitus Mall

為帶動人流及刺激消費，上海無限極薈購物中心於5至6月舉辦以「活力UP，FUN肆嗨」為主題的一系列顧客體驗活動，當中包括提供飲食折扣、消費獎賞禮品及推出美食團購等，鼓勵多次消費。商場更邀請抖音網紅以線上直播形式向租戶展示商場美食，為商場食店作宣傳，以吸納更多顧客。

To boost footfall and stimulate spending, the Shanghai Infinitus Mall introduced a series of promotional campaigns themed "UP Vitality and Fun" in May and June. Events included a spending spree with F&B discounts, free gifts with consumption and group purchase of food items. The mall also invited TikTok influencers to conduct livestream promotion for restaurants.



**逛吃无限极薈**

◎无限极薈购物中心 ◎5月29日13:00-16:00

●花醉  
●富民面馆  
●金玉满堂  
●TOMATITO  
●绿绿小龙虾堡

**跟着小张逛魔都**

跟着小张，打卡无限极薈王牌美食！本帮凉头面、湖州菜、法式川菜、西班牙餐厅，你想吃的通通有！还有隐藏福利哦！

直播间内抽奖/送福利/秒杀价



## 上海無限極大廈與租戶共慶佳節

Celebrates Traditional Chinese Festivals at Shanghai Infinitus Tower

上海無限極大廈一向重視為租戶提供愉快的工作環境，並透過舉辦多樣化的活動，把握機會與租客互動。

無限極物業投資分別在端午節及七夕，舉辦有獎遊戲及傳統手工藝製作等活動，讓參與者親身感受中國傳統文化的魅力，同時為大家在疫情期間增添一點歡樂。



Aiming to create a enjoyable working environment, the Shanghai Infinitus Tower always manage to organise various kinds of activities for in celebrating and interacting with tenants during Chinese traditional festivals.

Infinitus Property Investment celebrated the Dragon Boat Festival and Chinese Valentine's Day by hosting games and traditional handicraft workshops. Participants could enjoy the traditional Chinese culture while at the same time having some fun during the pandemic.

# 廣州無限極廣場建築項目優秀質量管理

## Excellent Quality Management of the Guangzhou Infinitus Plaza Project

廣州無限極廣場的建築造型獨特而複雜，大樓幕牆的弧形雙向曲面設計極具難度，因此工程質量管理尤為重要。

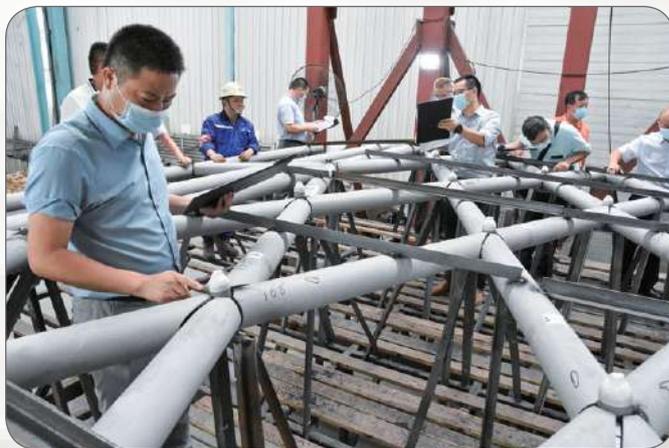
當中，腳手架的安全性和準確度對建構雙向曲面設計極為重要，是實現其獨特造型及工程質量的基礎保障。該項目在6月就「提高雙向曲扭錯層建築立面外腳手架的施工質量」課題榮獲「2020年廣東省工程建設優秀質量管理小組一類成果」，展示其施工質量獲得高度認可，為此享譽的地標建築項目錦上添花。

為了進一步提升工匠精神，項目組在7月更特意舉辦幕牆組裝比賽，期望透過比賽，讓建築團隊能從切磋中進步，展現精益求精的工作態度。幕牆團隊表示，他們必將傳承魯班的工匠精神，不斷提升自身水平，致力為廣州無限極廣場打造一個美輪美奐的幕牆。

Due to its unique and complex architectural design, especially the installation of the curved facades, the construction project of Guangzhou Infinitus Plaza always accorded paramount importance to quality management.

The safety and precision of scaffolding were particularly critical in constructing the curved facade, and the foundation for a quality project. In June, as a recognition of its outstanding quality management, the construction project received "The First-class Achievements in Construction Quality Management Teams in Guangdong 2020" under the category of "Construction Quality Improvements of External Scaffolding for Twisted and Staggered Building Facades". This is indeed an additional recognition to this iconic project.

To further enhance the spirit of craftsmanship, the project team held a Curtain Wall Installation Competition in July to raise the expertise of the construction workers and ensure the highest level of dedication. The curtain wall team vowed their commitment to the spirit of craftsmanship of Master Lu Ban, a renowned craftsman in the Zhou Dynasty and undisputedly honoured as the God of Chinese Carpentry and Masonry, and pledged their undertaking in crafting the most exquisite outer wall for the building through constant skill improvement.



# 希望廚師動向

## Updates on Hope as Chef Programme



### 李錦記希望廚師畢業

### Lee Kum Kee Hope as Chef Graduation



6月，2020屆李錦記希望廚師北京班及成都班共86位學生順利畢業。希望廚師畢業生完成三年的訓練課程，李錦記醬料集團企業事務執行副總裁孔君道先生透過視像勉勵畢業生奮勇拼搏。

在成都班的畢業典禮上，同時舉行了2020年度李錦記企業獎學金頒獎儀式。經過技能比賽、環保主題DIY等環節，60名同學脫穎而出獲得李錦記企業獎學金。李錦記亦向兩位在疫情期間於家鄉擔任志願者的成都班同學頒發「最美抗疫志願者」證書。



In June, 86 students from 2020 Lee Kum Kee Hope as Chef Beijing and Chengdu Classes completed their three-year training and graduated. Mr. Dodie Hung, Executive Vice President - Corporate Affairs of Lee Kum Kee Sauce Group conveyed words of encouragement to the graduates via video.

During the Graduation Ceremony of Chengdu Class, the presentation of Lee Kum Kee Corporate Awards for Teachers and Students 2020 was held. After several rounds of competitions on technical expertise and eco-friendly DIY themes, 60 students won the Lee Kum Kee Corporate Scholarship. Two students from the Chengdu class were awarded the "Most Distinguished Volunteer in Combatting COVID-19" certificate for their voluntary work in their respective hometowns during the pandemic.



## 李錦記希望廚師線上有獎活動

Lee Kum Kee Hope as Chef Online Prize Campaign

李錦記  
LEE KUM KEE

转角是希望  
有奖线上推荐

点击参与有奖活动

6至7月，李錦記推出希望廚師線上有獎活動，以推廣2020李錦記希望廚師項目招生。此活動主題為「願你成為一束光，照亮每一個夢想」和「轉角是希望－喊出希望宣言，發現『希望之光』」，鼓勵大眾在留言區留下鼓勵的字句，然後推薦身邊符合報名要求的希望廚師人選，便有機會獲得李錦記醬料大禮包等一系列獎品。透過線上活動讓更多人認識希望廚師項目，令更多有志青年獲得改變人生的機會。

In June and July, the Hope as Chef Online Prize Campaign was launched to promote Hope as Chef's 2020 recruitment. Themed "May You Become a Shining Star that Lights Up Every Dream" and "There is Hope at Every Corner - Proclaim Your Hope and Recommend your Light of Hope", the online campaign encouraged the public to post encouragement and recommend qualified youth to join the Hope as Chef programme. Subscribers could win prizes including a Lee Kum Kee hamper with assorted sauces and condiments. The online campaign aimed to generate wider public awareness on Lee Kum Kee Hope as Chef programme so as to offer more aspiring youths a life-changing opportunity.

助 / 有 / 志 / 青 / 年 / 走 / 出 / 大 / 山

李錦記  
LEE KUM KEE

人生不是等出来的美丽  
而是走出来的希望  
在人生的十字路口  
是选择行动还是继续等待

愿你成为一束光  
照亮每一个梦想

转角是希望  
播种希望

思利及人

在你的身边，是否有因种种原因无法圆梦的有志青年？  
快来和李锦记一起，发现身边的“希望之光”吧！  
可能下一个创造舌尖上奇迹的人就是你。

QR Code



## 李錦記盃中餐烹飪技能比賽

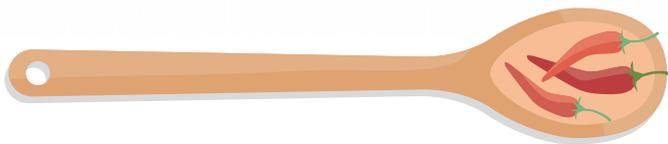
### Lee Kum Kee Cup Chinese Culinary Competition 2020

8月，李錦記與北京市勁松職業高中協辦「錦繡山川，有李夠味」— 2020李錦記盃中餐烹飪技能比賽。比賽為學生提供展示的平台，同學們需要設計繪製菜單、拍攝製作過程、製作及上載短片，並為菜品設計推薦詞，最後由學校和李錦記組成評審小組評選。

此次比賽中，學生所上載的美食製作短片大受歡迎，其中「蒜蓉粉絲蝦」短片更吸引2.5萬人觀看，並獲得超過2,000人讚好。

In August, Lee Kum Kee and Beijing Jinsong Vocational School co-organised the Lee Kum Kee Cup Chinese Culinary Competition 2020, with the theme "Enjoy Impressive Sceneries with a Taste of Lee Kum Kee". To create a platform to showcase students' works, the Competition required participants to design their own menus, film the preparation process, create short videos for the public and compose promotion slogans for their dishes. The competition was judged by a panel comprising representatives from the school and Lee Kum Kee.

The short videos uploaded by participating students generated great hits. Among these, a short video on "Garlic Shrimps with Vermicelli" garnered more than 25,000 views and over 2,000 likes.



## 2020年希望廚師項目進行招生面試和家訪

### Recruitment Interviews and Home Visits for Hope as Chef 2020 Candidates



8月，隨著2020年希望廚師項目招生工作展開，李錦記招生小組在中國多個地區，包括甘肅、陝西、四川、江西、雲南、遼寧等地進行面試和家訪。遴選過程嚴格，學生須通過筆試、面試、家訪及綜合評審等考核環節，並分享他們的夢想和對烹飪的熱愛。

In August, with the launch of the 2020 Hope as Chef Recruitment, Lee Kum Kee recruitment team travelled to regions including Gansu, Shaanxi, Sichuan, Jiangxi, Yunnan and Liaoning to conduct home visits and on-site interviews. The stringent selection process comprised written tests, face-to-face interviews, home visits and overall evaluation as candidates shared their personal dreams and passion for culinary arts.



## 李錦記希望廚師粵菜師傅班招生面試

### Lee Kum Kee Hope as Chef - Cantonese Cuisine Masterclass Recruitment Interviews



李錦記今年首次在廣州成立「李錦記希望廚師粵菜師傅班」，招生面試於8月在廣州市旅遊商務職業學校順利舉行。22名來自廣東粵西、粵北、廣西隆安、武鳴等地的有志青年參加面試。學生現場進行筆試，招生小組對每位候選學生進行嚴謹考核，了解學生的家庭狀況、對烹飪的興趣及對未來的期望。

This year, Lee Kum Kee launched the "Lee Kum Kee Hope as Chef – Cantonese Cuisine Masterclass" for the first time in Guangzhou. Recruitment interviews were conducted at the Guangzhou Vocational School of Tourism and Business in August. Twenty-two aspiring youths from Western and Northern Guangdong, Long'an and Wuming of Guangxi attended the interview. After passing an initial written assessment test, selected candidates went through a strenuous round of interviews by the recruitment team when they fielded questions ranging from their family backgrounds to their passion for culinary arts and outlook for the future.



# 李文達中學畢業典禮 暨李錦記獎教獎金捐贈儀式

## Lee Man Tat Secondary School Graduation Ceremony and Lee Kum Kee Scholarship Donation

7月，李文達中學舉行2020年度畢業典禮。廣東江門市新會區教育局副局長陳華欽先生、李錦記醬料集團全球製造總監莫國棟先生等嘉賓，以及李文達中學一眾師生出席。

李文達中學名譽校長、李錦記集團主席李文達先生寄語畢業生，堅持以「務實、誠信」的精神待人接物，凡事「思利及人」，更要記得「造福社會」，與別人「共享成果」，並祝願各畢業生前程錦繡，活出精彩人生。

典禮當日亦舉行李錦記獎教獎金捐贈儀式，由莫國棟先生代表李錦記集團，向李文達中學捐贈支票，以獎勵傑出教師及學生，並促進學校長遠發展。莫國棟先生聯同陳華欽先生及趙雙偉校長，頒發獎教獎金予表現優秀的教師及學生。陳華欽先生其後感謝李錦記集團多年來對李文達中學的支持，並囑咐一眾學子要長懷感激之心。



In July, the Lee Man Tat Secondary School Graduation Ceremony 2020 was held. Mr. Chen Huaqin, Deputy Director of the Xinhui Education Bureau, Mr. Tony Mok, Director of Global Manufacturing of Lee Kum Kee Sauce Group, and teachers and students of Lee Man Tat Secondary School attended the ceremony.

Mr. Lee Man Tat, Honorary President of the School and Group Chairman of Lee Kum Kee, urged the graduates to uphold the spirit of "Si Li Ji Ren" (Considering Others' Interests), and the core values of "Pragmatism and Integrity", and in due course to "Benefitting the Community" and "Sharing Fruits of Success" with others. He also wished the graduates a successful and colourful life in their future endeavours.

A scholarship donation was held during the graduation ceremony. Mr. Tony Mok, on behalf of Lee Kum Kee Group, presented a cheque to the school for awarding teachers and students who had performed well and for supporting the school's long-term development. Mr. Mok, along with Mr. Chen and Mr. Zhao Shuangwei, Principal of Lee Man Tat Secondary School, also awarded scholarships to outstanding teachers and students. Mr. Chen later expressed his gratitude to Lee Kum Kee Group for its unwavering support for the School, and reminded students to be grateful for the benefits they had gained.



新會區教育局副局長  
陳華欽先生

Mr. Chen Huaqin, Deputy Director of  
Xinhui Education Bureau





## 連續四年榮膺「職業教育金睿獎」

Garners the "Vocational Education Gold Award" for the Fourth Consecutive Year



6月，由廣州市教育局指導，廣州市職業教育與終身教育學會及《廣州日報》大洋網聯合主辦的「廣州第五屆職業教育金睿獎」揭曉。李錦記憑「李錦記粵菜師傅班」和「李錦記企業獎教學金」等項目，獲頒發「最佳合作企業獎」，表揚品牌對職業教育的熱誠和貢獻。是次為李錦記連續第四年榮膺「職業教育金睿獎」，足以證明其長期支持職業教育的決心。



Directed by the Guangzhou Bureau of Education and co-organised by the Guangzhou Vocational Education and Lifelong Education Society and Dayoo.com by *Guangzhou Daily*, the recipients of Fifth Vocational Education Gold Award was announced in June. Lee Kum Kee was honoured as the "Best Cooperative Enterprise" for its projects, including Lee Kum Kee Cantonese Cuisine Masterclass and Lee Kum Kee Corporate Awards for Teachers and Students, for its dedication and contribution to vocational education. This is the fourth consecutive year that Lee Kum Kee has received the Vocational Education Gold Award, bearing testimony to its persistent support of vocational training.

## 獲頒「廣東扶貧濟困日」四個慈善獎項

Receives Four Charity Awards on "Guangdong Poverty Alleviation Day"

6月，李錦記參與江門和新會的「廣東扶貧濟困日」系列活動。李錦記一直關心並支持國家的慈善公益事業，獲頒四個慈善獎項，分別為「十周年扶貧濟困·慈善公益突出貢獻」紀念獎、「江門市杜鵑花慈善捐贈銅獎」、「2019年葵鄉慈善捐贈獎·金獎」、「2019年度廣東扶貧濟困紅棉盃銅盃」，肯定其在企業社會責任方面的貢獻。



In June, Lee Kum Kee participated in the "Guangdong Poverty Alleviation Day" activities held in Jiangmen and Xinhui. Lee Kum Kee received four charity awards, namely the "10<sup>th</sup> Anniversary of Poverty Alleviation - Outstanding Contribution Award", "Bronze Award of Jiangmen Azalea Donation", "Gold Award of Xinhui Charitable Donation 2019" and "Bronze Award of the Guangdong Poverty Alleviation Red Cotton Cup 2019" in recognition of its outstanding achievements in corporate social responsibility.

# 贊助江門市「粵菜師傅」— 《李錦記盃》杜阮涼瓜烹飪技能競賽

Sponsors Jiangmen "Cantonese Cuisine Master" – "Lee Kum Kee Cup" Bitter Gourd Cooking Competition



6月，2020江門市「粵菜師傅」—《李錦記盃》杜阮涼瓜烹飪技能競賽在江門舉行，43名江門市的粵菜師傅以「杜阮涼瓜」創作出一道道美味佳餚，並選出「最受歡迎涼瓜菜式」、「最具推廣價值涼瓜菜式」及「最具特色風味涼瓜菜式」等獎項。李錦記同時於場外設置攤位，透過活動加深品牌與當地廚師的交流，推動粵菜文化發展。

In June, the 2020 Jiangmen "Cantonese Cuisine Master" – "Lee Kum Kee Cup" Bitter Gourd Cooking Competition was held in Jiangmen. Forty-three Cantonese cuisine chefs gathered to create dishes with a designated food ingredient - bitter gourd to compete for the "Most Popular Bitter Gourd Dish", "Most Marketable Bitter Gourd Dish" and "Best Local Bitter Gourd Flavoured Dish" awards. A booth was set up at the event venue in a bid to foster the relationship between Lee Kum Kee and local chefs to further promote the Cantonese culinary culture.

## 醬料集團及無限極獲評為 「廣東省抗擊新冠肺炎疫情突出貢獻民營企業」

Sauce Group and Infinitus Named as the "Private Enterprises with Outstanding Contribution against COVID-19 in Guangdong Province"

廣東省工商業聯合會發佈了《關於表揚廣東省抗擊新冠肺炎疫情先進工商聯、優秀民營企業、商協會和律師服務團成員的通報》，其中無限極（中國）有限公司及李錦記（新會）食品有限公司獲評為「廣東省抗擊新冠肺炎疫情突出貢獻民營企業」。

疫情期間，醬料集團及無限極捐出善款及物資，以支持疫情一線地區的抗疫工作，同時實施各種防護措施積極復工復產。李錦記將持續做好疫情防控工作，以實現疫情防控與經濟社會發展「雙贏」。

The Guangdong Federation of Industry and Commerce issued the "Notice on the Recognition of the Members of Guangdong Advanced Federation of Industry and Commerce, Outstanding Private Enterprises, Chambers of Commerce, and Lawyers Group in Fighting Against the Pandemic", in which Infinitus (China) Company Ltd. and Lee Kum Kee (Xin Hui) Food Co., Ltd., were honoured as the "Private Enterprises with Outstanding Contribution against COVID-19 in Guangdong Province".

During the pandemic, Sauce Group and Infinitus donated cash and materials to support frontline workers, as well as implemented preventive measures to resume business and production. Lee Kum Kee will continue to combat the pandemic and contribute to epidemic prevention and economic development to achieve a "win-win" goal.

### 广东省工商联（总商会）文件

粤工商联发〔2020〕30号

#### 关于表扬广东省抗击新冠肺炎疫情先进 工商联、优秀民营企业、商协会和 律师服务团成员的通报

广东省抗击新冠肺炎疫情突出贡献民营企业(369家)

广东海大集团股份有限公司

广州三七互娱网络科技有限公司

广州赛特智能科技有限公司

无限极(中国)有限公司

广州蓝月亮实业有限公司

李锦记(新会)食品有限公司

## 向「城市超人」致敬 Salute to our "Outdoor Supermen"

7月，中國多個地區都受熱浪來襲，貨運司機、建築工人等戶外工作者在酷熱天氣下堅守崗位，服務社會。

醬料集團參與由廣東省社會工作協會主導、新浪廣東桔子公益組織發起的「為高溫超人上冷搜」公益活動。為響應在線上發起的「#上冷搜挑戰#」，李錦記向在炎熱天氣下運輸物資的前線工作者送上李錦記XO醬，感謝一眾「城市超人」。

健康產品集團亦於上海無限極大廈的入口設置免費飲水站，為一眾戶外工作人士提供飲用水，在炎炎夏日為辛苦奔波的人們帶來陣陣清涼；更希望藉此鼓勵大眾減少購買支裝水，從源頭起減少塑膠垃圾，為創造更可持續的生態環境走多一步。



In July, many areas in China were struck by heatwave, outdoor workers such as delivery drivers and construction workers braved the heat to maintain essential services.

Sauce Group participated in the "Channelling Cool Waves to Supermen Working under Extreme Heat" charity event organised by the Guangdong Association of Social Work and Sina Guangdong Jizi Charity Group. In response to the "#CoolWaveChallenge" online initiative, Lee Kum Kee donated XO sauces to the frontline "Outdoor Supermen" to show our appreciation.

By the same token, Health Products Group set up a booth at the entrance of the Shanghai Infnitus Tower to provide free water for outdoor workers to weather the sweltering days. Apart from keeping them hydrated, the initiative also served to minimise bottled water consumption to reduce plastic waste and contribute to a sustainable future.



## 「愛心共建 助力民生」公益捐建活動

### “Build with Love, Support the Local” Charity Campaign

6月，廣州無限極廣場項目組獲邀出席廣東省英德市2020年「愛心共建 助力民生」捐建活動的啟動儀式。

項目組廣邀各參建單位參與，並成功籌得人民幣12.5萬元，為當地三個鎮建設橋樑、水井等社會民生工程，獲授予「公益愛心企業」稱號。

In June, the Guangzhou Infinitus Plaza Project Team attended the kick-off ceremony of the charity event "Build with Love, Support the Local" in Yingde City, Guangdong.

The Team invited all construction units of the project and raised a donation of RMB125,000 to support community development projects such as bridge and well construction in three towns. The Team was named the "Caring Enterprise" for its contribution.



## 上海無限極大廈環保升級獲認可

### Recognition of Shanghai Infinitus Tower's Green Efforts

上海無限極大廈一直致力提升環保表現。響應上海市政府的環保號召，大廈於2019年對原有鍋爐進行升級改造，有效減少廢氣排放量，比上海市的規範標準低40%。此舉獲上海市財政局和黃埔區財稅局在7月份提供補貼，以鼓勵大廈繼續為環境保護作出貢獻。

Shanghai Infinitus Plaza is fully committed to improving its environmental performance. In response to the Shanghai Municipal Government's call to protect the environment, the Plaza upgraded the existing boilers in 2019 and significantly reduced its carbon emission to 40% lower than that of the city's standard. The Shanghai Municipal Finance Bureau and Huangpu District Taxation Bureau duly recognised its green initiative and granted a subsidy to the building in July as encouragement for its sustainable effort.



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## 上海無限極薈「公益月 — 理想生活計劃」

"Charity Month - Ideal Life Plan" Exhibition in Shanghai Infinitus Mall

8至9月，上海無限極大廈物業團隊聯同上海新媒體生活平台GOGO Shanghai共同舉辦「公益月 — 理想生活計劃」活動，倡議保護環境。

活動期間，上海無限極薈商場內設有展示區，通過展品向顧客宣導「堅持零浪費」的環保理念，希望將每次的環保善流匯聚為綠色的海洋。團隊更特別為是次活動設計專屬環保袋，顧客達至指定消費金額即可換領一個，鼓勵民眾向膠袋說「不」。

In August and September, Shanghai property team and GOGO Shanghai, a new media platform, co-organised the "Charity Month - Ideal Life Plan" campaign to canvass support for the environment.

Every contribution in preserving the environment counts, however big or small. During the event, exhibits were displayed in the Infinitus Mall to convey the message of "Zero Waste". Customers could redeem an eco-friendly tote bag, specially designed for the campaign, upon specific spending in the Mall to encourage consumers to go plastic bag free.



## 「衣舊有愛」捐贈

### *Shows Love through Used Clothing & Goods*

5月，李錦記中銷義工隊舉辦名為「衣舊有愛」的捐贈活動，收集同事們的閒置物品如衣物、玩具和書籍等。活動共收集了超過200件物品，捐贈予四川大涼山的公益機構。

In May, Lee Kum Kee China Trading Volunteer Team organised a used clothing and goods drive to collect used items such as clothing, toys and books from colleagues and donate them to non-profit organisations in Daliang Mountains, Sichuan. More than 200 items were collected.



## 「擁抱來自星星的孩子」第六期

### *Sixth Phase of "Caring for Autistic Children"*

8月適逢三葉草康健園舉行暑期班，李錦記中銷義工隊再次前往校舍擔任課程助教。義工分成兩隊，分別於繪畫課與音樂課上協助老師授課。

As summer programmes started in Clover Children Healthy Garden in August, Lee Kum Kee China Trading Volunteer Team visited the school again to act as teaching assistants. The volunteers were divided into two teams and assisted the teachers in painting and music classes respectively.



## 「李錦記林」維護活動

### "Lee Kum Kee Forest" Maintenance Activity

6月，李錦記新會義工隊舉辦護林活動，為大石頭公園內的「李錦記林」除草及灌溉，使樹苗得以茁壯成長，煥發生機，改善生態環境。

In June, Lee Kum Kee Xinhui Volunteer Team organised a forest conservation activity at the "Lee Kum Kee Forest" inside Big Stone Park. They helped with weeding and watering to facilitate the growth of the saplings.



## 大石頭公園環保行

### Green Walk in Big Stone Park

7月，李錦記新會義工隊組織環保行活動，前往大石頭公園清理垃圾，回復郊野潔淨。

In July, Lee Kum Kee Xinhui Volunteer Team organised a "green walk" in Big Stone Park to collect garbage and clean up the area.



## 禁毒宣傳活動

### Anti-Drug Campaign

7月，李錦記新會義工隊與七堡社區社工組織合力舉辦禁毒宣傳活動，提高大眾對毒品的認識。社工連同義工一起向村民傳播禁毒訊息，派發單張宣傳毒品的禍害，鼓勵公眾正視濫藥問題。

In July, Lee Kum Kee Xinhui Volunteer Team collaborated with Qibao Community Social Work Organisation to organise an anti-drug campaign to raise public awareness on drug abuse. The team worked with social workers to disseminate anti-drug messages to villagers, convey the harmful effects of drugs by distributing leaflets and encourage people to act against drug abuse.



## 探訪穗東街貧困家庭

### Visits Underprivileged Families in Suidong Street

8月，李錦記黃埔義工隊與穗東街社區服務中心的社工探訪了位於廣州夏園、南灣、南石市和廟頭社區的12戶弱勢家庭，了解他們所面對的困難，並送上李錦記醬料以及每戶家庭預先在線上登記的心願物資。活動是早前李錦記贊助穗東街社區服務中心舉辦的線上義賣的延續，除醬料產品外，所有捐贈物資均利用活動所籌得的善款購買。

In August, Lee Kum Kee Huangpu Volunteer Team visited 12 underprivileged families in Guangzhou together with social workers of Suidong Street Community Service Centre to understand the difficulties they faced, delivered sauce products and items on the wish lists that they shared online. The visit was a follow-up activity of the online charity sale organised by Suidong Street Community Service Center and sponsored by Lee Kum Kee. Except for the sauce products, all donated items were purchased with the fund raised in the charity sale.



# 東山湖公園愛心慈善行

## Charity Walk at Dongshan Lake Park



8月，李錦記黃埔義工隊在東山湖公園組織「愛心慈善行」，40多位同事成功完成八公里路程。公司為每位完成挑戰的同事捐出一份醬料禮包，義工隊其後與碧心公益服務中心的社工將醬料禮包送到廣東省人民醫院兒童血液腫瘤科的病患兒童家庭手上，希望讓兒童在治療中仍能嚐到美味且健康的餐點。

In August, a charity walk held at Dongshan Lake Park organised by Lee Kum Kee Huangpu Volunteer Team attracted over 40 colleagues to participate. For each participant who completed the 8km walk, Lee Kum Kee donated one sauce goody bag. The team later joined hands with social workers from Bixin Public Welfare Service Centre to send the goody bags to the families of patients in the Division of Children's Hematology & Oncology, Guangdong Provincial People's Hospital, so that the child patients under care could enjoy delicious and healthy meals.



## 糧食包社區派送行動

### *Distributes Community Food Packs*

7月，印尼的李錦記南亞義工隊準備了包含李錦記醬料、大米、食用油和其他食材的糧食包，送贈予貧困社群。義工們從清晨開始駕車沿著指定區域，將捐贈包分發給30多位有需要人士。

In July, Lee Kum Kee South Asia Volunteer Team in Indonesia prepared donation packs, which contained Lee Kum Kee sauces, rice, cooking oil and other food item. The Team drove along the designated areas from early morning to distribute the donation packs to over 30 beneficiaries.



## 醬料捐贈弱勢社群

### *Sauce Donation to Local Community*

6月，李錦記美洲義工隊捐贈逾330箱醬料產品予當地三個非牟利組織，包括聖公會救主堂、Action Food Pantry和Shepherd's Pantry，支援弱勢社群及當地社區內有需要人士。

In June, Lee Kum Kee Americas Volunteer Team donated over 330 cases of sauces and condiments to three local non-profit organisations, namely, Our Saviour Center, Action Food Pantry and Shepherd's Pantry, to support the less fortunate and those in need in the local community.





林健鋒議員, GBS, JP (右三)  
Hon Jeffrey Lam Kin-fung, GBS, JP (Third from right)



國家市場監督管理總局領導  
Delegates from State Administration for Market Regulation



廣東省稅務局與江門市及新會區稅務局領導  
Delegates from Guangdong State Administration of  
Taxation and Jiangmen City and Xinhui District Taxation Bureau



江門市領導  
Delegates from Jiangmen People's Government



江門市政協聯誼會機關組 (原專職常委組)  
Xinhui, Jiangmen CPPCC Members Association Limited



新會海關  
Xinhui Customs



江門市僑商總會青年會  
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新會區企業工會主席聯誼會  
Xinhui District Trade Union Chairman Association



東莞贛州商會  
Dongguan Ganzhou Chamber of Commerce



順德區飲食協會  
Shunde Catering Association



江門市中心醫院  
Jiangmen Central Hospital



廣東省網絡安全和信息化委員會辦公室「公益采風團」  
Media Tour by the Office of the Guangdong Cyberspace  
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李錦記 | LEE KUM KEE

餐餐陪伴您

