



香港通訊業聯會

Communications Association of Hong Kong

2025 CAHK



CAHK STAR Award
通訊業聯會非凡年獎

PROGRAMME BOOKLET

Updated on 24 March 2025

INTRODUCTION

Superior + Teamwork + Advance + Recognition = STAR

CAHK STAR AWARDS bestow industry recognition on companies that have shown their excellence and innovation throughout the year in different streams.

WINNERS BENEFITS INCLUDE BUT NOT LIMITED TO

✧ Exposure Opportunities –

- Shortlisted companies will be invited to present to the judging panel with the mix of key industry stakeholders. Winning companies will have presentation sharing opportunity to the public with CAHK key industry events/seminars.

✧ Industry Recognition –

- Award winners will be invited to attend the Awards Presentation Ceremony – a great opportunity for their remarkable achievements to be recognised by the industry
- Winners will receive award trophies on stage from government officials/ judges/ CAHK EXCO members, as a permanent memento of their success
- Gold Winners will share a **30-second company video** at the CAHK Anniversary Gala Dinner

✧ Promotion Opportunities –

- **TV exposure** All award winners will receive a discounted Awardee Interview Video package, including TV airtime and on-site interview shooting (in ViuTV & nowTV)
- Winners' Company name will be published on the CAHK Anniversary Gala Dinner Programme Booklet, CAHK website and social media
- Winners are encouraged to display the official award logo on their publicity materials to signify their outstanding performance
- CAHK would present all non-member participating companies a one-year **Associate Company Membership** for free as a token of our appreciation of their great support. All CAHK Members are entitled for free advertising space on CAHK e-newsletter and social media channels

2025 CAHK STAR Awards Important Dates



AWARD CATEGORIES & DESCRIPTIONS






STAR Organization		
1.	Best Data Centre	最佳數據中心
2.	Best International Carrier	最佳國際網絡營運商
3.	Best Startup & Future Enterprise	最佳初創及未來企業大獎
STAR Project		
4.	Best Marketing Campaign - 5G Mobile Network Operator	最佳市場策劃 - 5G 流動網絡營運商
5.	Best Marketing Campaign - Fixed Network Operator	最佳市場策劃 - 固網營運商
STAR Application / Solution		
6.	Best AI Transformation Solution	最佳人工智能轉型方案獎
7.	Best Cybersecurity Solution	最佳網絡安全方案獎
8.	Best eCommerce Solution	最佳電子商務方案獎
9.	Best Enterprise Solution	最佳企業方案獎
10.	Best ESG-driven ICT Solution	最佳 ESG 驅動 ICT 方案獎
11.	Best FinTech Solution	最佳金融科技獎

Select winners for each of the above awards: Gold Award, Silver Award, Bronze Award

AWARD CATEGORIES & DESCRIPTIONS

1.	Best Data Centre	STAR Organization
	The award recognizes the data centre that has demonstrated exceptional performance in providing reliable, secure, and efficient data storage and management solutions, demonstrating exceptional customer service and company contributions to the sector.	
2.	Best International Carrier	STAR Organization
	The award recognizes the carrier that has demonstrated outstanding performance in providing reliable and high-quality international telecommunications services to its customers. This award acknowledges the carrier's dedication to enhancing global connectivity and fostering international cooperation through its innovative and technologically advanced solutions.	
3.	Best Startup & Future Enterprise	STAR Organization
	The award recognizes outstanding local ICT startups and emerging enterprises that have demonstrated exceptional performance in growth, innovation, creativity, functionality, market potential, and overall performance. This award acknowledges the enterprise's commitment to pushing the boundaries of technology and business to create new and better solutions for the future, while also demonstrating the impact for significant growth and expansion in their respective markets.	
4.	Best Marketing Campaign - 5G Mobile Network Operator	STAR Project
	The award recognizes the leading marketing campaign that successfully drove 5G adoption and enhanced engagement among both enterprises and consumers. The campaign should effectively highlight 5G's transformative potential, including its speed and reliability. Through the operator's focus on brand differentiation, customer acquisition, and network leadership, the campaign demonstrated measurable ROI, educated audiences, and seamlessly integrated 5G's unique capabilities – including enterprise solutions within a competitive landscape.	
5.	Best Marketing Campaign – Fixed Network Operator	STAR Project
	The award recognizes the leading marketing campaign that successfully elevated the adoption of its services and enhanced engagement among both enterprises and consumers. The campaign should effectively showcase the transformative benefits of fixed network solutions, including reliability, speed, and scalability. Through the operator's emphasis on brand differentiation, customer acquisition, and network leadership, the campaign demonstrated measurable ROI, educated audiences, and integrated unique fixed network capabilities – including enterprise solutions to accelerate digital transformation into a competitive market landscape.	
6.	Best AI Transformation Solution	STAR Application / Solution
	The award honors the leading solution that has harnessed artificial intelligence to revolutionize operations, products, or services. By utilizing AI technologies to achieve measurable improvements in efficiency, innovation, customer experience, or sustainability, the award highlights the solution's transformative impact within its industry. This recognition celebrates pioneers who are shaping the future through intelligent, responsible, and impactful AI-driven transformation.	
7.	Best Cybersecurity Solution	STAR Application / Solution
	This award recognizes the top cybersecurity solution for its innovation, impact, and exceptional performance. With cutting-edge technologies and advanced defense mechanisms, this solution sets a new standard in safeguarding digital assets. It provides comprehensive protection against cyber threats, ensuring data integrity and peace of mind for consumers and enterprises alike.	
8.	Best eCommerce Solution	STAR Application / Solution
	This award recognizes the top eCommerce solution for its innovation, impact, and exceptional performance. With personalization, omnichannel integration and predictive analytics, and by streamlining operations and enhancing customer engagement, it drives measurable revenue growth and operational efficiency for businesses of all sizes. Its infrastructure ensures secure transactions, adaptive scalability, and intuitive user interfaces, fostering consumer trust and long-term loyalty. This solution sets a benchmark for digital retail excellence with practical business outcomes to empower enterprises.	
9.	Best Enterprise Solution	STAR Application / Solution
	This award recognizes the leading enterprise solution for its innovation, impact, and transformative role in optimizing large-scale operations. Integrating AI, cloud, or blockchain technologies, it streamlines workflows through intelligent automation, real-time analytics, and seamless legacy interoperability. The solution ensures compliance, security, and cost efficiency while adapting to market demands.	
10.	Best ESG-driven ICT Solution	STAR Application / Solution
	The award recognizes ESG-driven initiatives in the operations of companies in the ICT industry that have made significant contributions to sustainability and responsible business practices across the industry as a whole.	
11.	Best FinTech Solution	STAR Application / Solution
	The award recognizes the development and deployment of innovative and impactful FinTech solutions and applications that have demonstrated exceptional performance, user experience, and market potential, including FinTech innovation applications or solutions for enhancing operations and/or fostering new modes of business for the financial sector (such as banking, insurance, or fund management), while also prioritising FinTech security. This award acknowledges the solution's ability to leverage the power of technology to provide new and better solutions for financial institutions and customers alike.	

JUDGING PROCESS AND AWARD SCHEDULE

 <p>Submission of ENTRY FORM (Deadline: 16 June 2025)</p>	<p>All interested participating companies have to submit an Entry Form.</p>
 <p>Submission of EXECUTIVE SUMMARY (Deadline: 23 June 2025)</p>	<p>All entries have to submit, in English or Chinese:</p> <ul style="list-style-type: none"> ▪ A one A4 page executive summary to highlight the achievements of your products, services, projects, solutions, or marketing campaigns, etc. which MUST have been launched to the market for at least 3 months. ▪ The written submissions should cover all Judging Criteria.
 <p>ASSESSMENT (25 June – 8 July 2025)</p>	<p>Participants with outstanding performance will be shortlisted for Final Judging by academic & professional panel of Judges.</p>
 <p>Final JUDGING (7 & 8 August 2025) Thursday & Friday</p>	<p>All finalists will be invited in person to deliver a maximum of 8-minute presentation, followed by a Question & Answer session, in front of the Panel of Judges. The Judges will then decide on the winners of the Gold, Silver, Bronze Awards, and/or Merit Awards.</p>
 <p>RESULTS ANNOUNCEMENT (Friday, 17 October 2025)</p>	<p>All the results of the Awards will be announced at the Award Presentation Ceremony.</p>
<p>AWARD PRESENTATION CEREMONY at CAHK Anniversary Gala Dinner (Friday, 17 October 2025)</p>	<p>All the winners will be notified separately and will be invited to join the Award Presentation Ceremony. Gold winners will have the privilege to share a company teaser video at the Gala Dinner. Purchase of dining seat is optional.</p>

JUDGING PANEL (In alphabetical order)

Prof. Viveca CHAN

Founder & Chairman, WE Marketing Group

Mr. Tony HAU

Chairman & CEO, Multibyte Info Technology Ltd.

Dr. Bankee KWAN, JP

Chairman & CEO,

Celestial Asia Securities Holdings Ltd.

Ir. Sunny LEE, BBS, JP

Adjunct Professor

Senior Director, Office of the President, City University of HK

Mr. Edmund MAK

Partner, Funder Capital Group

Ms. Titania WOO

Executive Director, The Hong Kong Management

Association

Mr. Eric YEUNG, JP

Founding President, Esports Association of Hong Kong

Mr. S. K. CHEONG

Vice Chairman, HK Television Entertainment Co. Ltd.

Mr. Stephen HO

Co-Founder & CEO, n-hop Technologies Ltd.

Mr. Frank Lee

President, Tom Lee Music Co. Ltd

Dr. Michael LEUNG, MH

Senior Advisor, BOA Financial Group LTD

Mr. Gary NG

Partner, Risk Assurance, PwC Hong Kong

Prof. XU Yan

Professor, The HKUST School of Business & Management

JUDGING CRITERIA

The Judges will, in total independence, base their selection upon various criteria:

Judging Criteria	Ratings
Innovation & Creativity Innovation in product, service, business model or process, Cost-effective deployment and integration of resources or technologies and positioning of breakthroughs in market disruption and transformation	25%
Functionality Understanding and effectively addressing user requirements, empowering users to accomplish their functions efficiently, enhancement planning for foreseeable market sector/ community needs and ease of implementation	15%
Market Potential / Performance Market positioning and competitiveness of products or services in the market; current market share/user base and rolling take-up rate. Realistic/justifiable market growth projections for local, regional, global & etc.	20%
Benefits and Impact Financial viability, sustainability and scalability of the business; Creating impact: industry-impact, sectoral-impact, social-impact, on accessibility and reach, quality and satisfaction for customers	25%
Quality Reliability and stability. Quality standards as reflected by external quality marks/certs; relevant awards	15%
Total	100%

Award Policies

Number 1: Award Eligibility Requirements

- 1.1 Projects launched in mid-2024 to 2025 can enter competition under the above Award categories.
- 1.2 The application must be submitted by locally (Hong Kong) registered entities (please enclose Company/Business Registration proof) in Hong Kong at the time of closing for entry enrolment.
- 1.3 There is no limit on the number of submissions per company, but the same project can only be eligible for ONE category. However, a company can participate in both the company's award category and project's award category.
- 1.4 It is allowed that two or more companies teamed up to submit one project. Same project for only one category applies too. In case the project wins either gold or silver or bronze award, only one award trophy will be presented to the team.
- 1.5 The submitted product/service must have been available in the market for at least 3 months or in live operation for at least 3 months at the time of closing for entry enrolment. ^
- 1.6 Winning entries of the Gold/Silver/Bronze award in previous years of the STAR Awards can enter the Awards again only if there is significant change or enhancement in the product/service, or for a new award category.
- 1.7 Participating organizations shall ensure that all information provided for the purpose of the Award is true and correct. Any misrepresentation or omission (of required information) may disqualify the entry.
- 1.8 Participating organizations shall provide assistance to the Award Secretariat in support of its entry throughout the competition, as requested.
- 1.9 The applicant(s) must own the intellectual property right over the Innovation / Project / Initiative / Solution / Model / Collaboration etc. as mentioned in the application. Any information or documents provided to the Secretariat should not infringe any third-party intellectual property rights.
- 1.10 All information, forms and documents supplied by participating organizations for the purpose of the Award will be treated in strict confidence and will be used only for the purpose of the Award.
- 1.11 The Secretariat may request verification of any data submitted by participating organizations, or site visit of the organization, as deemed necessary.
- 1.12 In case of any dispute, the decision of the Secretariat will be final and binding on all parties concerned.

^ Examples are applications and products already in the market, application systems deployed internally in a company, and mobile solutions available at App Stores. For startup & future enterprises competing for Startup & future enterprise Award, prototypes appear only on kickstarter or similar platforms are NOT considered as available in the market.

Number 2: Entry Form and Executive Summary

- 2.1 Participating organisations wishing to enter the competition must complete and submit the Entry Form. More than one entry can use the same Entry Form. CAHK will send a confirmation email upon receipt.

Deadline of Entry Form submission: 16 June, 2025

- 2.2 All participating organisations must submit an executive summary per project to explain what the project is about and why it should be awarded. A one-A4 page only summary is required, but no special preference on format (could be Word or PPT) or font size or language (could be English or Chinese).

Submissions are sent to the designated email address info@cahk.hk

Deadline of Executive Summary submission: 23 June 2025

Number 3: Participation fees

- 3.1 Participation Fee: **FREE** (applicable to both CAHK, HKSTP tenants, Cyberport tenants, other Associations-member companies and CAHK-referred companies) Otherwise, HK\$1,988 for one entry.

Number 4: The Judge Panel and Assessment Process

- 4.1 All Judges are required to declare in advance to the Secretariat any context which may create any apparent or potential conflict of interest. The Judge or Examiner in question will be excused from reviewing the entry concerned or handling in any manner any related materials.
- 4.2 All submitted Executive Summaries will be sent to “2025 CAHK STAR Award Judge Panel”, an independent panel of judges of business and academic professionals selected by CAHK.
- 4.3 The panel will assess and review all the submissions and shortlist the highest-scoring entries in each category for the Final Judging sessions scheduled in August 2025.
- 4.4 Entrants (not shortlisted) will be informed of the results by email, shortly after the Panel’s assessment.
- 4.5 Finalists will receive email invitations to the Final Judging Sessions. Finalists are required to deliver a maximum of 8-minute presentation, followed by a Question & Answer session, in front of the Panel of Judges who will decide the Gold, Silver and Bronze Awards winners accordingly.
- 4.6 The decision of Panel of Judges is final.

Number 5: Results Announcement and Award Presentation Ceremony

- 5.1 Results will be announced at the Award Presentation Ceremony. Purchase of a dining seat is optional.
- 5.2 All winners will be individually notified and invited to the Award Presentation Ceremony. They will also come on stage to receive their awards, regardless of whether they have purchased a dining seat.


Number 6: Competition Prizes


- 6.1 The prizes include Gold, Silver and Bronze trophy per category as well as Certificate of Merit (if any).
- 6.2 Gold Award Winners will have the privilege to share a 30-second company video at the Award Presentation Ceremony at CAHK Anniversary Gala Dinner.
- 6.3 Winners of the Award may use the Award logo on company stationery, in advertising and other promotional literature. In using the logo, winners must adhere to the guidelines by CAHK. Should any dispute arise from the right to use the logo, the decision of CAHK shall be final and binding.

2025 CAHK STAR Award ENTRY FORM (1 of 2)

To: CAHK Secretariat - 2025 CAHK STAR Award

Contact:  info@cahk.hk

 2504 2732

 2504 2752

Please complete the Entry Form, email to the Association **on or before 16 June 2025**. Kindly please be reminded that each company can participate in multiple awards, but the same project is eligible for only ONE award category as appropriate.

請填妥報名表，並在 2025 年 6 月 16 日（星期一）或之前通過電子郵件提交至協會。請注意，每家公司可以參加多個獎項，但同一項目僅可參加一個獎項類別。

	Award Category 獎項類別	Click 1 box only for 1 project 每個項目僅可選擇一個	State the Project name if applicable 請填寫項目名稱，如適用
1.	Best Data Centre 最佳數據中心	<input type="checkbox"/>	
2.	Best International Carrier 最佳國際網絡營運商	<input type="checkbox"/>	
3.	Best Startup & Future Enterprise 最佳初創及未來企業大獎	<input type="checkbox"/>	
4.	Best Marketing Campaign - 5G Mobile Network Operator 最佳市場策劃 - 5G 流動網絡營運商	<input type="checkbox"/>	
5.	Best Marketing Campaign - Fixed Network Operator 最佳市場策劃 - 固網營運商	<input type="checkbox"/>	
6.	Best AI Transformation Solution 最佳人工智能轉型方案獎	<input type="checkbox"/>	
7.	Best Cybersecurity Solution 最佳網絡安全方案獎	<input type="checkbox"/>	
8.	Best eCommerce Solution 最佳電子商務方案獎	<input type="checkbox"/>	
9.	Best Enterprise Solution 最佳企業方案獎	<input type="checkbox"/>	
10.	Best ESG-driven ICT Solution 最佳 ESG 驅動 ICT 方案獎	<input type="checkbox"/>	
11.	Best FinTech Solution 最佳金融科技獎	<input type="checkbox"/>	


CONTACT INFORMATION 聯絡資訊


Company Name 公司名稱	
Contact Person 聯絡人	
Title 職位	
Email 電郵	
Contact number 聯絡電話	

2025 CAHK STAR Award ENTRY FORM (2 of 2)

To: CAHK Secretariat - 2025 CAHK STAR Award

Contact:  info@cahk.hk

 2504 2732

 2504 2752

Participation Fee: FREE (applicable to all CAHK members and any referred non-member companies e.g. any CAHK invited companies, HKSTP tenants, Cyberport tenants, other Association-referred companies.) Otherwise, HK\$1,988 for one entry.

(If applicable) As a non-CAHK member, I was referred by ____ (Company /Association name/CAHK) ____.

參加費用：免費（適用於所有 CAHK 會員及任何被推薦的非會員公司，例如任何 CAHK 邀請的公司、HKSTP 租戶、數碼港租戶及其他協會推薦的公司）。否則，報名費用為港幣 1,988 元。

（如適用）作為非 CAHK 會員，我是由 ____（公司/協會名稱/CAHK）____ 推薦的。

Personal Data Collection Statement 個人資料收集聲明

The Association may use the information above for incorporation into any of its databases for the purpose of dispatching membership information, including but not limited to events and seminars, awards and competitions, newsletters, direct marketing, special offers, promotional activities, and other services and activities that it may arrange. I confirm that the Association has my consent to release my personal data for the stated purposes and that I abide by the Privacy Policy Statement set forth on the Association's website.

協會可能會將上述信息納入其數據庫，以便發送會員資訊，包括但不限於活動和研討會、獎項和比賽、電子報、直接市場推廣、特別優惠、促銷活動及其可能安排的其他服務和活動。我確認協會已獲得我的同意，釋放我的個人資料以用於上述目的，並且我遵守協會網站上列出的私隱政策聲明。

Please tick the box to indicate your consent. 請勾選方框以表示您的同意。

Please tick the box to indicate your objection. 請勾選方框以表示您的反對。

Notes 備註

1. I have understood all the "Award Policies".我已了解列出的所有「獎項政策」。
2. I have noted, understood and agreed to the contents of the Personal Data Collection Statement. 我已注意、理解並同意個人資料收集聲明的內容。

Declaration 聲明

I declare that the information provided in this entry form and the subsequent executive summary is true, correct and complete to the best of my knowledge. I understand that the Award Secretariat may request verification of data and information submitted and in the case of submitting false information, the Communications Association of Hong Kong reserves all rights to disqualify my entry and awards being granted in 2025 CAHK STAR Awards. 我聲明，根據我所知，本報名表及提供的信息是真實、正確和完整的。我明白秘書處可能會要求核實所提交的數據和信息，若提交虛假信息，香港通訊業聯會保留在 2025 年 CAHK STAR Awards 中取消我參賽資格和已授予獎項的所有權利。