



ACI is honored to be Awarded the
“Hong Kong’s 100 Most Influential Brands” For the Fourth Year

The Hong Kong's 100 Most Influential Brands, 2013 was released by the World Brand Lab lately this year 2013. Accredited Certification International Limited (ACI) was named as one of "the Hong Kong's 100 Most Influential Brands". It is the 4th year that ACI has been granted this award, which indicates that ACI is a leading Certification, Professional Training, Market Research and Survey company within the industry.

It is noted that this section, **“The Hong Kong’s 100 Most Influential Brands”**, is launched by World Brand Lab. World Brand Lab is a professional global-leading research institute for evaluating the value of brand. The chairman of World Brand Lab is Prof. Robert Mundell, a professor of economics at Columbia University and the recipient of the Nobel Memorial Prize in Economics in 1999. He is also well known as the “Father of Euro Dollar”.

The standard of **“The Hong Kong’s 100 Most Influential Brands”** is based on the influence from Hong Kong area and its criterion comes from market share, brand loyalty degree and leadership power, etc. The selected companies for the award include Cheung Kong (Holdings) Limited, Hutchison Whampoa Limited, The Hong Kong and Shanghai Banking Corporation Limited (HSBC), Bank of China (Hong Kong) Limited. ACI Limited is the only listed company providing international certification services. ACI has experienced many years accumulation that has a high degree of recognition and loyalty. In the future, we will continue to bring professional and high value added services to our costumers.





国际认可认证有限公司第四次荣获香港100最具影响力品牌

「2013 香港100最具影响力品牌」于2013年年底由世界品牌实验室发布。国际认可认证有限公司（ACI）被选为香港100最具影响力品牌之一，这是ACI第四年获得这个荣誉，说明ACI一直都是行业内领先的认证，专业培训和市场研究调查公司。

值得注意的是，「香港100最具影响力品牌」排行榜是由世界品牌实验室组织编制的，世界品牌实验室是专业的全球领先品牌价值评估机构，由哥伦比亚大学的经济学教授、1999年诺贝尔经济学奖得主蒙代尔（Robert Mundell）教授担任主席，并以“欧元之父”之称聞名。

「香港100最具影响力品牌」的评审标准基于品牌在香港地区的影响力。决定品牌影响力的因素包括市场占有率，品牌忠诚度和领导力等。上榜的公司还包括有长江实业（集团）有限公司，和记黄埔企业有限公司，香港上海汇丰银行有限公司（HSBC）中國銀行(香港)有限公司等知名品牌。作为唯一一家上榜的提供国际认证服务的公司，ACI经历了多年的积累，拥有高度的认可度和信誉。接下来，ACI会继续为客户提供专业和高价值的认证服务。

