

FUJIFILM
I&I - Imaging & Information



Fujifilm.
Taking The Shots
That Count.

FUJIFILM - Official Imaging Sponsor of
2002 FIFA World Cup Korea/Japan

High-profile sponsorships have proved to be an effective way to align Fujifilm's brand with popular activities in Hong Kong and China

贊助備受觸目的盛事，已證明能有效將富士品牌與香港及國內的熱門活動聯繫起來

2002
1998
1994
1990
1986
1982



2001
中国·广东
九运会



Fujicolor Superia X-TRA
The world's largest imaging magazine, "Popular Photography", says Fujicolor Superia X-TRA is the best for outdoor portraits among different brands.

全球最大型攝影雜誌
Popular Photography，稱許
富士 Superia X-TRA 為戶外攝影
的最佳菲林品牌。



Fujicolor Press 400/800
These two films incorporate Fujifilm's sophisticated emulsion technologies for high speed film to offer stunning sharpness, fine grain, brilliant color reproduction, exceptional tonality, and wide exposure latitude.

這兩種菲林採用富士先進的
高速拍攝感光技術，畫面異常
清晰、影像細緻，而且打印的
色彩效果鮮明，色調異常均勻，
曝光層面寬闊。

Events, Seminars and Exhibitions

Throughout the year, we have continued to build on our relationships with customers in China via tradeshows and expos. We participated in the World Photo Expo and the Asian IT Expo 2001 in Hong Kong and the China P&D Exhibition in Beijing during the year. These events have proved particularly effective in promoting Fujifilm's digital products, including the Frontier minilab and cameras, with the all-important intermediaries group.

In addition, a number of events, trade shows, trade dinners, FDI seminars, photographic seminars and exhibitions were held in China, targeted at the professional market and investors to promote the distinctive qualities of Fujifilm products.

In order to fully capitalize on the celebrity spokespeople for the Fujifilm brand, the Group undertook a number of events, which utilized the talents of popular Hong Kong celebrities Miriam Yeung and Kelly Chan.

推廣活動、研討會及展覽會

為加強與內地客戶的業務關係，年內集團繼續參加貿易展銷會及博覽會，包括在香港的世界相機博覽會、第十二屆亞太區資訊科技展，以及在北京舉行的中國國際攝影器材及數碼影像科技展覽會。這些活動對於向重要的中介公司推廣富士的數碼產品，尤其是富士數碼激光沖印設備 (Frontier) 及相機，發揮了特別強大的功效。

此外，集團在內地舉辦多項特別為投資者及業內人士而設的活動，如大型產品推廣會及晚宴、富士數碼激光沖印投資講座、專業攝影交流研討會及名家作品展覽會等，以推廣富士產品的超卓質素。

為全面發揮富士品牌代言人的影響力，集團邀請香港紅星楊千嬅及陳慧琳參與多項宣傳活動，以加深大眾對品牌的印象。

Corporate Citizenship

China-Hongkong Photo has a deep commitment to the community in which it operates, with a focus on charity, youth development and the environment. In 2001/2002 the Group sponsored HK Squash's "Fujifilm Mini-Squash Promotional Campaign" to promote the sport to children and young people in Hong Kong. The campaign received an award of merit from the Sports Development Board's Excellence in Sports Marketing Awards for its success in attracting participation from students and parents. The Group also continued with its long-term commitment to the Community Chest of Hong Kong as a full patron of the Greening for the Chest, and by providing its films and photo-services to the organization.

熱心公益

中港照相致力為業務所在地的社區作出貢獻，專注慈善活動、青少年發展及環境保護。在二〇〇一至二〇〇二年度，集團贊助香港壁球總會主辦的「富士菲林小型壁球推廣活動」，向香港青少年及兒童推廣壁球運動。這項活動吸引學生及家長踴躍參與，集團因而榮獲香港康體發展局頒發傑出體育活動推廣選舉的優異獎。此外，集團亦貫徹支持公益金的長遠承諾，全力贊助「環保為公益」活動，並為公益金提供菲林及沖印服務。