

## PRESS RELEASE

### Bay Area Vitality Lifestyle Brand Outstanding Award 2026 (VLBOA)

The Chartered Institute of Marketing Hong Kong (CIM Hong Kong), the world's leading professional marketing body, announces the successful Bay Area Vitality Lifestyle Brand Outstanding Award 2026 (VLBOA) Presentation Ceremony held on January 23, 2026, at the Hong Kong Convention and Exhibition Centre. As the Chartered Institute of Marketing sets global standards for competent, responsible marketing via its Global Professional Marketing Framework, CIM Hong Kong supports regional marketers with qualifications, networks and events to drive innovation and impact. Organized by CIM Hong Kong together with Vegetarian Food Asia and Vitality Living Asia 2026, the VLBOA celebrates excellence in smart technology, healthy dietary and sustainable living across the Greater Bay Area.



### Award guidelines and categories

The Bay Area Vitality Lifestyle Brand Outstanding Award 2026 adopts a professional review mechanism, focusing on three core categories: Smart Technology, Healthy Dietary (Non-vegetarian/vegetarian) and Sustainable Living. Products and services must demonstrate clear application in the market, innovation within their sector, solid sales or adoption performance, sustainable development considerations and relevance to the Greater Bay Area development strategy.

Each category evaluated against criteria such as team profile, business concept and execution, sales and certification, brand narrative and design, as well as long-term vision and societal or environmental contribution. The 2026 cycle attracted entries from across the region, including functional foods, elderly nutrition solutions, health solutions, eco-friendly products and other vitality lifestyle innovations.

### Judging panel

The 2026 judging panel gathered distinguished experts from marketing, food and health sciences, sustainability, finance, food safety and technology.

- Mr. Johnson Lo, Chairman, Chartered Institute of Marketing Hong Kong (Judging Panel Chairman)
- Dr. Emily Choi, Assistant Professor, Department of Food and Health Sciences, Technological and Higher Education Institute of Hong Kong; Chairperson, International Food Safety Association
- Mr. Danny Chau, Chairman, Macau Marketing Institute; President, China-Portugal Promotion Association; President, Sino-Luso Industry and Culture Exchange Promotion Association (Macao)
- Dr. Aris Lam, Associate Division Head, Division of Business and Hospitality Management, School of Professional and Continuing Education, The Hong Kong Polytechnic University
- Mr. Vin Ip, Registered Dietitian (USA); Honorary Advisor, Senior Care Association;
- Dr. Joseph Leung, Chairman, AI Ethics Committee, AI Labs, Chairman, eBRAM's Online Mediation Task Force, eBRAM International Online Dispute Resolution Centre
- Ms. Culsin Li, Managing Director, Baobab Tree Event Management Co., Ltd.,

These experts conducted a rigorous two-stage process of shortlist selection and professional evaluation, ensuring fairness, transparency and industry relevance.

## 2026 Awardees

The Bay Area Vitality Lifestyle Brand Outstanding Award 2026 honors the following brands and products:

### Smart Technology

- Guizhou Shanwangguo Health Industry Co., Ltd. – SUPERVC (Gold)
- PharmCare Technology Limited – PharmCare (Silver)
- Vellora International Limited – Be Earth Wellness (Bronze)
- Hiang Kie Coffee Group Limited – xBloom (Merit)

### Healthy Dietary (Vegetarian)

- Herbaferm Pte Ltd – Herbaferm (Gold)
- Heartwarming Works Limited – 暖心芝作 - 養生五黑芝麻丸 (Silver)
- Heartwarming Works Limited – 暖心芝作 - 黑芝麻醬 (Silver)
- SpiceBox Organics Limited – FERM – Mini Sausages; (Bronze)
- SpiceBox Organics Limited – FERM – Tempeh Gnocchi (Bronze)
- Original Taste Health Limited – Original Taste Health (Merit)

### Healthy Dietary (Non-vegetarian)

- Silver Age Best Buy (Zhuhai) Food Company Limited – Silver Age Best Buy (Gold)
- Leader Management International Limited – Mother Kangaroo Australia (Silver)
- Healthcare International Group Limited – LAREM (Bronze)

### Sustainable Living

- Suxi Vegan Biotechnology Hangzhou Co. Ltd – Suxi 素僖 (Gold)
- Healthy Life Development Co. Ltd – Plantex (Silver)
- COOKCELL INTERNATIONAL TRADING COMPANY LIMITED – WBK Kitchenware Store (Bronze)

### Award Presentation Ceremony details are as follows:

- Date: Friday, 23 January 2026
- Time: 5:45 pm – 6:45 pm
- Venue: Hall 1ABC, Main Stage, Hong Kong Convention and Exhibition Centre, Hong Kong

### List of supporting organizations:

Asian Artificial Intelligence Alliance  
Association for Project Management, Greater Bay Area Network  
Centre for Civil Society and Governance - The University of Hong Kong  
FinTech Marketing Community  
Guangdong Provincial Enterprise Competitiveness Promotion Association  
Global Chinese Commission  
Guangzhou Food Safety Association  
Guangzhou Food Safety Association Baking Committee  
Guangdong Enterprise Integrity Promotion Association

International Food Safety Association  
International Association of Microsoft Channel Partners, Greater China Region  
LinkedIn Local™ - Asia Academy  
Macau Marketing Institute  
Pulses Health and Sport Development Association  
The Association of International Accountants (AIA) - Hong Kong Branch  
The Association of International Certified Professional Accountants  
The Asian General Chamber of New Retail  
The Global Harmonization Initiative (GHI)  
The Guangdong-Hong Kong-Macau Baking Experts Association  
Society of Food & Environmental Health (Macao)  
Sino-Luso Industry and Culture Exchange Promotion Association (Macao)

## 2026 Awardees Smart Technology





## Healthy Dietary (Vegetarian)







## Sustainable Living



**Further enquires, award presentation ceremony registration and interview arrangement, kindly contact VLBOA Administration Office directly.**

<https://www.vlivingasia.com/> [vlboa2026@baobab-tree-event.com](mailto:vlboa2026@baobab-tree-event.com)

*This press release is issued on behalf of the Bay Area Vitality Living Asia 2026 Award Organizing Committee*

Main: +852 2818-3770 | Fax: +852 3017-8928  
WhatsApp: +852 5933-4314 (HK)