



## Sa Sa Named “Hong Kong Star Brands (Enterprise)” for the First Time

(20 January 2015 – HONG KONG) **Sa Sa International Holdings Limited** (‘Sa Sa’ or the ‘Group’, stock code: 0178) is pleased to announce that the Group was named as one of the Hong Kong Star Brands (Enterprise) in the “Hong Kong Star Brands Awards 2014”, organised by the Hong Kong Small and Medium Enterprises Association and co-organised by Hong Kong Trade Development Council and the Hong Kong Productivity Council. This demonstrated the strength of the Group in corporate governance and culture, products and services, brand image and sustainable development.

Assessment criteria of the Award included these areas: solid business platform, quality products and services, satisfactory social reputation and brand image, as well as sustainable development. It aims to recognise local enterprises which have become star brands in Hong Kong during its development. Through the event, the organisers also aim to strengthen the interaction between enterprises in Hong Kong and other regions, thereby promoting the economic development of various regions.



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