

老行家

THE MARKET

In a world that expects women to juggle a successful career, be a loving mother, take care of the home and look fabulous, the female population of Hong Kong have their work cut out for them. However, those in the know enlist the help of a secret weapon.

Lo Hong Ka presents Instant Bird's Nest, Instant Aloe Vera and Pearl Anew Pearl Powder. These three entirely organic products embody the elements of convenience, nature, care and trust, making them the obvious choice for women of any age. In fact, the company has developed such a following over the years that it occupies an impressive 70 percent market share when it comes to instant bird's nest without excess water.

But rather than resting on its laurels, Lo Hong Ka recognises that there is still room to grow, and invests constant effort in developing new products and services catering not only to the female market, but for both men and women who are concerned about their health and well being.

ACHIEVEMENTS

Over the years Lo Hong Ka has been rewarded with a long list of accolades, both locally and internationally. In 2002, the company was presented with an Enterprise 50 Award in Malaysia and given The Third Global Golden Rim Award 2002 in the Superior Award category, which it also won in 2001. The year 2002 saw Lo Hong Ka congratulated among the Hong Kong Top Ten Brandnames, an accolade also bestowed on it the previous year.

In 2000, Lo Hong Ka was named the best selling instant bird's nest concentrate in Hong Kong by Next Magazine, and also became a recommended brand name at the 2000 Taiwan Golden Horse Award ceremony.

All Lo Hong Ka products boast the STC Tested Mark and the company has a Quality Tourism Services Award from the Hong Kong Tourism Association in recognition of the quality service it provides.



HISTORY

Lo Hong Ka was born from the mind of Lee Seng Siew, who wanted to create a range of health products that not only enhanced vitality, but also contributed towards the well being of society by developing more natural health food for consumers. In 1998, he established Lo Hong Ka Bird's Nest Conglomerate, opening branches in both Hong Kong and Malaysia. In the five short years since then, the company has grown into one of the most widely recognised bird's nest

manufacturers in the region, with 31 outlets in Hong Kong, two in Macau and over 30 in Malaysia.

Initially only a producer of bird's nest, Lo Hong Ka has introduced Instant Aloe Vera in 2001 and Pearl Anew Pearl Powder in 2003.

THE PRODUCT

Lo Hong Ka has created a range of products that are made from only natural and pure ingredients, which are combined in a unique formula to prevent chronic disease and illness. Designed from the innovative ideas of the professional research team, the company offers only the highest quality products, all of which have been thoroughly checked to ensure that they meet with world health and safety regulations.

The Instant Bird's Nest Concentrate is made of high-valued glycoprotein and is rich with amino acids, carbohydrates, calcium, sodium and potassium to name but a few. It is particularly beneficial to pregnant women who wish to strengthen the immune systems of both mother and child. It can also assist with lung and respiratory disorders. But far from simply

a medical phenomenon, bird's nest can also slow the aging process and return elasticity to the skin, encouraging a more youthful, healthy and beautiful image. Unique in a market of traditional products, Lo Hong Ka was the first company to produce an instant bird's nest in bulk and without excess sugar water.

Lo Hong Ka launched its innovative Instant Aloe Vera to much applause. Differing from standard aloe vera in that it comes in a solid-state gel that is easily assimilated into the body, the product helps those suffering from gastritis, lowers the risks of duodenal ulcer, strengthens the functions of the liver, promotes better gastrointestinal functions, relieves constipation, promotes better blood circulation and reduces cholesterol. It will even cure a hangover.

Lo Hong Ka's Pearl Anew Pearl Powder is considered a medical treasure with valuable



