SME Development Fund
Final Report of Approved Project

Project Title   :   Increasing the Competitive Advantage of HK
(Reference No.)   SMEs in the IT Industry by Harnessing the
                         "Shenzhen Hong Kong Innovation Circle"
                         Programme (Ref No: D08 001 005)

Period covered   :   From _____01/11/2008_____ to _____31/05/2010_____
                              (dd/mm/yy)   (dd/mm/yy)

Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.

Project Reference and Title

Increasing the Competitive Advantage of HK SMEs in the IT Industry by Harnessing the "Shenzhen Hong Kong Innovation Circle" Programme

Project Summary (in not more than 150 words)

Establish 3 expert groups with IT professionals from Shenzhen and Hong Kong, which focus on 3 areas: (1) policy and supporting infrastructures; (2) technology transfer and industrial collaborations; (3) education and professional development. The research of the expert groups focus on addressing common problems faced by HK IT SMEs in that 3 areas via 4 times of SZ/HK expert groups meeting respectively. Suggesting possible solutions and recommendations to the Shenzhen and Hong Kong Governments; and recommending guidelines and best practices to the HK IT SMEs on running business in Shenzhen and to cooperate with the enterprises in Shenzhen. The results, a "SZ/HK Innovation Circle Programme Collaboration Handbook" will be published and distributed for them, and a summit for presenting results will be held finally.

Project Objective(s) (in not more than 80 words)

To facilitate the collaboration of Shenzhen and Hong Kong IT SMEs in "SZ/HK Innovation Circle", both can have growth and benefit each other. To create a win-win situation for Shenzhen and Hong Kong IT SMEs.

Recipient/Collaborating/Implementation Organisation

Recipient Organisation   :   Hong Kong Information Technology Joint Council Limited (HKITJC)

Collaborating Organisation(s) :   PKU-HKUST SHENZHEN HONG KONG INSTITUTION (IER)

Implementation Agent(s)   :   Centre for Innovation and Technology, The Chinese University of Hong Kong

Key Personnel

	Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator :	Prof. Wong Kam Fai	HKITJC	Tel: 2609 8221 Fax: 2603 7327
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Project Period

	Commencement Date (day/month/year)	Completion Date (day/month/year)	Project Duration (No. of months)
As stated in project agreement	01/11/2008	31/01/2010	15 months
Revised (if applicable)	N.A.	31/05/2010	19 months

Methodology Employed

A) To identify the common problems which faced by HK IT SMEs,

1. We established 3 SZ-HK expert groups,24-41 experts for each group.Topic of each group to focus is as follow:

   (a) policy and supporting infrastructures;

   (b) technology transfer and industrial collaborations;

(c) education and professional development.

2. Invited local industrialists and related officials to join the expert groups.

3. Each expert groups organized the following meetings separately:

(a) 2 whole-day expert group meetings with conference were held, one in SZ and one in HK

(b) Two half day expert group meeting were held, one is SZ and one in HK

B) To collect the professional advises from experts and the ICT industries

1. For better preparation to meet with our Shenzhen counterparts, we held 11 extra preparation meetings and experts groups preparation meetings in Hong Kong during the project period.

Total 12 SZ/HK expert groups meetings were held in 4 days, and 3 groups concurrently on each day.

2. Hosted two days conference to collect advises from the ICT Industries.

C) Disseminate the result of the project to ICT and Non-ICT industries

1. Hosted one two-days summit on Dec 15, 2009 in Hong Kong and on Dec 18, 2009 in Shenzhen respectively. They created a platform for both sides' industrialists and officials to exchange their views on how to cooperate and implement of "SZ/HK Innovation Circle Programme".

2. Organized 4 workshops for non-IT SMEs, 15-40 participants for attended workshop. Details of the "SZ/HK Innovation Circle Programme" were delivered during the workshops.

D) Publicity

1. A website was constructed for posting the details of SZ/HK expert group meetings and preliminary results of the "SZ/HK Innovation Circle Programme Collaboration Handbook" in the beginning of project. Regularly update was done afterwards.

2. Participated ICT Expo on April 13-16, 2010 to publicize and distribute the "SZ/HK Innovation Circle Programme Collaboration Handbook" widely.

Project Deliverables

Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.

1. Three expert groups were established. Members were academic experts, technology professionals and industrialists from Shenzhen and Hong Kong which focused on the following areas of the IT industry: policy and supporting infrastructures (41 experts); technology transfer and industrial collaborations (24 experts); education and professional development (24 experts). Moreover, a few Shenzhen Government officials also joined the expert groups.

For better preparation to meet with our Shenzhen counterpart, we held 11 extra preparation meetings and expert groups preparation meetings in Hong Kong during the project period.

Total 12 SZ/HK expert groups meetings were held in 4 days, and 3 groups concurrently on each day.

(i) The first one was a whole day meeting on April 17, 2009 in PKU-HKUST SHENZHEN HONG KONG INSTITUTION (IER), Shenzhen. There was a forum in the morning and 3 parallel expert groups meetings in the afternoon. In addition to the expert groups members, 23 SZ/HK IT industrialists, 75 IT teachers and students from tertiary education institutions attended the forum and the meeting.

(ii) The second one was a half day meeting on June 10, 2009 in the Hong Kong Science and Technology Park.

(iii) The third one was a half day meeting on July 23, 2009 in Glory medical Building, Long Gang district, Shenzhen.

(iv) The forth one was a whole day meeting on Oct 20, 2009 in the Chinese University of Hong Kong. There was a forum in the morning and a final expert group meeting for all three groups' experts in the afternoon. In addition to the expert groups members, 30 SZ/HK IT industrialists and professors attended the forum.

The research of the expert groups focused on addressing the common problems faced by HK IT SMEs in the above areas; to suggest possible solutions and recommendations to the Shenzhen and HK governments; and to recommend guidelines and best practices to the HK IT SMEs on running business in Shenzhen and to cooperate with the enterprises in Shenzhen.

2. Based on the research and discussions of the expert groups, the "SZ/HK Innovation Circle Programme Collaboration Handbook" was compiled. Both hardcopy and electronic versions were available. The Handbook helped IT SMEs to better understand the Programme and know how to take advantage of the systems for effective running of their business.

3000 copies of Handbook were printed. They were distributed to the IT SMEs in Shenzhen and HK to facilitate business development and enterprise cooperation in the region.

The initial Handbook was launched and updated in the web site to cover the initial issues and results which were addressed during the expert groups meetings, so that the HK IT SMEs could capture the corresponding opportunities as soon as possible. (URL: http://appsvr.cintec.cuhk.edu.hk/szhkic/)

3. One two-day Summit was held on Dec 15, 2009 in Hong Kong Cyberport and on Dec 18, 2009 in Shenzhen

respectively to present results of the three expert groups; to introduce the "SZ/HK Innovation Circle Programme Collaboration Handbook"; and to let the industry more understand the latest plans and status of the Central, Shenzhen and HK Governments on "SZ/HK Innovation Circle" development and implementation. There were totally 500 participants in the two-days Summits.

4. Total 4 workshops were held for non-ICT SME. Two on April 10 (25 participants) and 24, 2010 (23 participants) at 5:00-7:00pm in International Academy of Management which located in Wan Chai respectively in Hong Kong; Another two workshops were held on May 25, 2010 at 2:30-4:30pm (40 participants) and 4:30-6:30pm (20 participants) in Harbin Institute of Technology Shenzhen Graduate School. There were totally 108 participants in four workshops.

5. Participated the ICT Expo 2010 during April 13-16, 2010, to promote the project and distribute the "SZ/HK Innovation Circle Programme Collaboration Handbook", 1,000 copies were distributed in the Expo.

Actual Benefits to SMEs

Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs in general or SMEs in specific sectors, in not more than 400 words.

Via this project, we drew the attention of SZ and HK government on "SZ/HK Innovation Circle" development successfully. There were some relevance policies and initiatives launched afterwards, which will benefit the HK IT SMEs to create a platform for developing their cooperation with SZ IT industrials. And the HK IT SMEs learned more about the latest plans and status of the Central, SZ and HK Governments on "SZ/HK Innovation Circle" development and implementation via this project as well.

Total 850 times of people participated the meetings, conferences and workshops of this project. 2,200 handbooks were distributed. over 900,000 times of people were reached via our promotional and dissemination activities.

Milestones (in chronological order)

\# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.

Milestone (as set out in the project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/D/N) #
(a) 成立兩地專家研究小組、製定各小組工作目標。 Establish 3 expert groups and plan the objectives	31/12/08	N.A.	C
(b) 按三個專題領域分別進行三至四次會議，其中在深港各一次會議為整天會議並邀請兩地業界人士及有關政府官員參加。 3-4 times of SZ/HK expert groups meeting for each group, at least 1 whole day meeting in Shenzhen and Hong Kong respectively	30/10/09	N.A.	C

(c)	編制及發佈網上版初步指引，以及發佈專家小組會議初步成果。 Construct website for posting details of expert groups meetings and preliminary results	30/04/09	N.A.	C
(d)	持續更新網上版指引、專家小組會議成果及發佈高峰會資料。 Keep updating the website and expert groups meetings results.	31/01/10	N.A.	C
(e)	編寫及印製指引。 Draft, edit and publish the Handbook	31/12/09	N.A.	C
(f)	籌辦高峰會及廣泛宣傳指引。 Organize Summit and promote Handbook	31/01/10	N.A.	C
(g)	高峰會。 Summit	15/01/10	N.A.	C
(h)	籌辦四個工作坊於不同類型的中小企業參與。 Organize four workshops for different kinds of SMEs.	31/05/10	N.A.	C
(i)	參與國際資訊科技博覽，廣泛宣傳及派發《「深港創新圈」合作指引》。 Participate the ICT Expo 2010 to widely publicize and distribute the "SZ/HK Innovation Circle Programme Collaboration Handbook".	13-16/04/10	N.A.	C

Marketing/Dissemination Activities (in chronological order)

Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.

Date/ Period	Description	No. of beneficiaries (Please specify whether they are SMEs or not.)
17/04/09	1st SZ/HK expert groups meeting and forum in Shenzhen (whole day)	Participant: 98
13-16/04/09	Promotion of the SDF project, especially the 1st SZ/HK expert groups meeting and forum (April 17,2009) in the ICT Expo, HKCEC	Estimate local SME visitor: 10,000
18/04/09	News of 1st SZ/HK expert groups meeting and forum by Shenzhen Special Zone Daily (A02)	Estimate SZ SME reader: 200,000 Estimate SZ non-SME reader: 400,000
20-26/06/09	Article of 2nd SZ/HK expert groups meeting and press conference by Economic Digest (#1442)	Estimate HK SME reader: 30,000 Estimate HK non-SME reader: 40,000
20/10/09	4 th SZ/HK expert groups meeting and forum in Hong Kong (whole day)	Participant: 30
14/11/2010 (ED) 5/12/2010 (ED) 10/12/2010 (EJ) 11/12/2010(EJ)	Promotion of two-day Summit by Economic Journal and Economic Digest	Estimate HK SME reader: 80,000 Estimate HK non-SME reader: 100,000
15 & 18/12/09	One two-day Summit held in Hong Kong and Shenzhen respectively	Participant: 500
10/4/2010- 25/5/2010	Promotion of workshops for non-ICT SME (eDM)	Estimate HK SME recipient:3,000
10, 24/04/10 25/05/10	Four workshops for non-ICT SME	Participant: 108
13-16/04/10	Promotion of the SDF project, widely publicize and distribute the "SZ/HK Innovation Circle Programme Collaboration Handbook" in the ICT Expo, HKCEC.	Estimate local SME visitor: 12,648

Total no. of beneficiaries - no. of SMEs : 336,376

no. of companies which are <u>not</u> SMEs : 540,000

Future Plan for Promoting the Project Deliverables

Continue to distribute the "SZ/HK Innovation Circle Programme Collaboration Handbook" and promote the

result of this project in different IT conference and summit etc.

Continue to maintain the "SZ/HK Innovation Circle Programme Collaboration Handbook" website at CUHK

For public access.