

**SME Development Fund
Final Report of Approved Project**

Project Title : Hong Kong International Toys Festival 2009
(Reference No.) (D08 002 003)
Period covered : From 17 Nov 2008 to 16 July 2010
(dd/mm/yy) (dd/mm/yy)

1. Project Details

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

Hong Kong International Toys Festival 2009

Project Summary (in not more than 150 words)

Following the recall of over 20 millions of Chinese-made toys in 2007 due to safety concerns, many toy-importing countries (such as US and EU) as well as leading toy distributors put forward new strict rules on chemical substances used and labelling for toys. In addition to the measures already laid down for manufacturers and exporters from countries, like China or other emerging regions, some new directives are expected to be implemented as early as the end of 2008. Under this circumstance, a large number of Hong Kong-based toy factories are facing unprecedented hardships, amid the threat of product recalls and continuous tightening of global safety requirements on toys.

Capitalising on the successful launch of Hong Kong International Toys Festival in 2008, The Toys Manufacturers' Association of Hong Kong Ltd. (TMHK) plans to take advantage of the momentum that has been built up and continued with this toy promotion in 2009. As before, TMHK will partner with another major toy industry association, Hong Kong Toys Council (HKTC), for the second time to organize **Hong Kong International Toys Festival 2009** (The Festival 2009) which will coincide with Hong Kong Trade Development Council (HKTDC)'s Hong Kong Toys and Games Fair in January 2009, the largest toy fair in Asia and a signature event in the calendar of the international toy industry.

In addition to promoting Hong Kong as "The World's Toy Centre", the Festival 2009 aims to raise awareness amongst Hong Kong SMEs on safety standards and environment issues that will impact their business and operations. It will be a useful opportunity for the Hong Kong toy industry to project its positive image worldwide that as a responsible producer of safe toys with management excellence in quality control, risk management, marketing, design innovation and production planning. It will also provide a platform to showcase the industry's strengths, capabilities and competitive advantages to the international business community.

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

- 1) To promote the image and competitive advantage of Hong Kong toy industry in a major local marketing event - Hong Kong International Toys Festival 2009 ;
- 2) To strengthen awareness of Hong Kong SMEs on industry-related safety standards and environment issues; and
- 3) To assist Hong Kong SMEs in elevating their product safety standard in compliance with international requirements.

Recipient/Collaborating/Implementation Organisation

Recipient Organisation : The Toys Manufacturers' Association of Hong Kong Limited

Collaborating Organisation(s) : Hong Kong Toys Council

Implementation Agent(s) : Federation of Hong Kong Industries

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Mr. Samson Chan</u>	<u>The Toys Manufacturers' Association of Hong Kong Limited</u>	<u>2422 1209 3188 0982</u>
Deputy Project Co-ordinator	: <u>Ms Winnie Yip</u>	<u>Federation of Hong Kong Industries</u>	<u>2732 3111 2721 3494</u>

Project Period

<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
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As stated in project agreement

17/11/2008

16/7/2010

20 months

Revised (if applicable)

Methodology Employed

(1) Leveraging on the strong presence of overseas visitors attending the Fair, a kick off ceremony was staged on 5 January 2009 at a venue in the Tsimshatsui (TST) East, "Hong Kong's Toy District" with a concentration of toy showrooms and buying offices. Guests included government officials from Hong Kong, Mainland China, the US and EU as well as leading figures of international toy associations, overseas buyers and local trade entities;

(2) A series of 6 technical workshops will be held, targeting local industry players, particularly SMEs. The workshops covered topics ranging from international safety standards, directives and industry related issues etc;

(3) A set of buntings on lamp-posts were produced and displayed in the Centenary Garden in TST East, promoting the "Hong Kong Toy District"; billboards were put up at TST and/or Wanchai; and lightbox display along the arrival concourses were put up at Hong Kong International Airport;

(4) A publicity campaign featuring advertising and interviews with business leaders of Hong Kong toy industry were rolled out in specializing toy journals and trade media in America and Europe.

2. Summary of Project Results

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) Leveraging on the strong presence of overseas visitors attending the Fair, a kick off ceremony will be staged on 5 January 2009 at a venue in the Tsimshatsui (TST) East, "Hong Kong's Toy District" with a concentration of toy showrooms and buying offices. Guests will include government officials from Hong Kong, Mainland China, the US and EU as well as leading figures of international toy associations, overseas buyers and local trade entities;
- (2) A series of 5 – 7 technical workshops will be held, targeting local industry players, particularly SMEs. The workshops will cover topics ranging from international safety standards, directives, environmental protection and cleaner production, etc. Content of these 5 – 7 technical workshops will not duplicate the seminars organised under the Hong Kong International Toys Festival (Project Reference: D07 003 007).
- (3) A set of buntings on lamp-posts will be produced and displayed in the Centenary Garden in TST East, promoting the "Hong Kong Toy District"; billboards will be put up at TST and/or Wanchai; and lightbox display along the arrival concourses will be put up at Hong Kong International Airport.
- (4) A publicity campaign featuring advertising and interviews with business leaders of Hong Kong toy industry will be rolled out in specializing toy journals and trade media in America and Europe.

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.

This project is a continuity of Hong Kong International Toys Festival (D07 003 07), with the aim to promoting Hong Kong as "The World's Toy Centre". An effective platform is created for local industry players, international buyers, media etc. to meet for experience-sharing and networking. Various events including kick off ceremony, press conference and workshops were held. Through these events, industry-related and concerned issues were shared. Positive image of the industry was built while confidence of buyers was strengthened, especially during the financial tsunami in year 2009. Hong Kong toy makers sustained their competitive advantage while business orders were secured.

The 6 workshops attracted over 1,500 local industry players to attend. Participants found the sharing comprehensive and useful to their business and daily operations. This project was promoted through various channels including websites, fairs, buntings' decoration at TST East, billboards and light box displayed at TST and Hong Kong International Airport, to showcase the commitment of Hong Kong toy manufacturers in producing safe and high quality toys.

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.

<u>Milestone</u> (as set out in the project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N)#
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1.	Preparation for kick-off ceremony (e.g. venue reservation, set up and souvenirs)	31/12/2008	C
	Preparation for the bunting decoration, billboards and publicity campaigns		
	Application of licenses needed for bunting		
	Completion the production of parts of publicity materials		
	Buntings, billboards and light box display to be produced and displayed		
	Invitation of the kick-off ceremony to be sent		
2.	Launch of kick off ceremony on 5 Jan 2009	31/3/2009	C
	Advertising promotion and interviews to be arranged		
	Buntings, billboards and light box display to be produced and displayed		
	1 workshop to be held		
3.	2 workshops to be held	31/10/2009	C
4.	The rest of 2-4 workshops to be held	16/7/2010	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.

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries</u> (Please specify whether they are SMEs or not)
5 Jan 09	Kick Off Ceremony at Hotel Nikko Hongkong, TST East	Over 200 overseas buyers and over 150 SMEs
7 Jan 09	Conference-cum-Workshop on "Latest Product Safety Directives of the Toy Industry" at HKCEC, Wanchai	Around 100 overseas buyers and 500 SMEs
7 Jan 09	Press Conference at HKCEC, Wanchai	2,000 SMEs
30 Dec 2008 – 20 Jan 2009	Buntings were situated at Centenary Garden in TST East to promote the Festival 2009	Around 200 overseas buyers and 2,000 SMEs
15 Dec 2008 – 14 Jan 2009	A Billboard was situated at Star House in Tsim Sha Tsui to promote the Festival 2009	2,000 SMEs
20 Dec 2008 – 9 Jan 2009	Light boxes were situated at Hong Kong International Airport to promote the Festival 2009	5,000 overseas buyers and 2,000 SMEs
Dec 2008 – Jan 2009	Information of the Festival 2009 was posted at HKTDC's website	20,000 overseas buyers and 800 SMEs
Dec 2008 – Jan 2009	Invitation cards for Kick Off Ceremony were disseminated through various channels including TMHK, HKTC, FHKI, HKTDC etc.	500 SMEs
5 – 8 Jan 2009	Posters and leaflets were disseminated at Hong Kong Toys and Games Fair 2009 via channels of HKTC and HKTDC	1,000 overseas buyers and 1,000 SMEs
Dec 2008 – Jan 2009	Various interviews of leadership of TMHK, HKTC, etc. with newspapers, magazines were recorded and broadcasted via different media	2,000 SMEs
Dec 2008 – Jul 2010	Information of the Festival 2009 were posted at websites of TMHK, HKTC and FHKI	7,000 SMEs
Jan 2009 – Jul 2010	Leaflets were disseminated at various events of the Festival 2009	18,000 SMEs
Jan – Jun 2009	Leaflets were disseminated at overseas fair via HKTDC	1,500 SMEs
9 Oct 2009	Face to Face with ICTI CARE Workshop at Langham Hotel, TST	260 SMEs
22 Oct 2009	"U.S. Toy Safety Certification Program (TSCP)" Technical Workshop at Hotel Nikko Hongkong, TST East	201 SMEs
13 Jan 2010	Hong Kong Toy Industry Conference-cum-Workshop 2010 - Latest Product Safety Directives of the Toy Industry" at HKCEC, Wanchai	Around 100 overseas buyers and 260 SMEs
26 Mar 2010	"Optimize Management for Toy Industry" Technical Workshop at HKCEC, Wanchai	102 SMEs

9 Jul 2010

Technical Workshop on Factory Audit: Factory's Right, Limitation
of Auditors and Integrity at Langham Hotel, TST

210 SMEs

Total no. of beneficiaries - no. of SMEs

: Over 40,483

no. of companies which are not SMEs

: Around 26,600

Future Plan for Promoting the Project Deliverables
