

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

Project Title : Food Safety Management Promotion – for improving the
(Reference No.) food safety & hygiene standard and competitiveness of
HK SME food industry (Ref No. : D08 002 006)

Period covered : From 01 Nov 2008 to 31 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

PROJECT REFERENCE : D08 002 006

PROJECT TITLE : FOOD SAFETY MANAGEMENT PROMOTION – for improving the Food Safety & Hygiene Standard & Competitiveness of HK SME Food Industry.

Project Summary (in not more than 150 words)

- a) Develop Food Safety Management (FSM) teaching materials in Chinese suitable to the restaurant and food production industry in the HKSAR.
- (b) Train up 2,000 people in the SME Food Industry as FSM Internal Auditors.
- (c) Organize 10 "FSM Benchmarking Visits".
- (d) Document selected successful cases from 10 SMEs from (c) and compile a "SME FSM Casebook", print 5,000 copies and disseminate freely to the SME Food Industry in the HKSAR.

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

O-1) : Develop Food Safety Management (FSM) teaching materials in Chinese suitable to the restaurant and food production industry in the HKSAR.

O-2) : Train up 2,000 people in the SME Food Industry as FSM Internal Auditors.

O-3) : Organize 10 "FSM Benchmarking Visits"

O-4) : Documents selected successful cases from 10SMEs from(O-3) and complied a "SME FSM Casebook". 5,000 copies have been printed and disseminated freely to the SME Food Industry in HKSAR.

Recipient/Collaborating/Implementation Organisation

Recipient Organisation : Hong Kong 5-S Association Ltd
1. Association of Restaurants Managers(ARM)
2. HK Federation of Restaurants and Related Trades(HKFORT)
3. The Association For HK Catering Services

Collaborating Organisation(s) : Management(HKCSM)

Implementation Agent(s) :

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Prof. Samuel Kwong-Ming : HO	<u>Hong Kong 5-S Association Ltd</u>	Tel: 2144-4522 Fax: 3005-4820
Deputy Project Co-ordinator	Ms Cheung, Angela : Ding-wai	<u>Hong Kong 5-S Association Ltd</u>	Tel: 2144-4522 Fax: 3005-4820

Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	<u>01 Nov 2008</u>	<u>30 Apr 2010</u>	<u>18 months</u>
Revised (if applicable)	<u>01 Nov 2008</u>	<u>31 July 2010</u>	<u>21 months</u>

Methodology Employed

A1: Develop FSM teaching materials
Develop the materials based on FSM requirements and use case studies from some of the most successful FSM Food Safety Management organizations in the world. Also, the developed FSM

teaching materials will be available on the website for free download.
A2: Train up 2,000 people as FSM Trainer and Internal Auditors.

A one-day FSM Food Safety Management Green-belt Course will be launched. There will be around 50 such courses. The class size will be around 40 participants from SMEs. Course members will be charged around \$100. There will be an FSM Test at the end. The pass mark will be set at 60%.

Moreover, the top 20% of each class will be awarded distinction.

Like the previous experience of Prof. Sam Ho with the 5-S Project above-mentioned, the class will be split into 2 x 3.5 hours sessions separated by 2 weeks duration. This is necessary to give chance for the delegates to do own FSM auditing and revise the teaching materials to be better prepared for the Test at the end.

The purpose of the Test is to ensure that the delegates will be learning the key elements of the course. As the test content will follow the content of teaching, its recognition will be equivalent to the international food safety management requirement. The structure of this test is similar to the 5-S courses the Prof. Ho conducted under the ISF in 1998-2000 sponsored by the Industry Dept.

A3: Organize monthly "FSM Benchmarking Visit".

In about 6-months after the launch of the project, a monthly "FSM Benchmarking Visit" will be organized to enable members to share their experience. The selection criteria for these 10 companies are:

(a) 5-S Certified

(b) No hygiene audit marks deducted by the FEHD during the last year of routine inspection.

Moreover, it is more desirable that they have already achieved ISO 22000 certification, though this is not a pre-requisite condition.

The visit will be free-of-charge for all FSM Internal Auditors, and enrolled on a first-come-first-serve basis, dependent on the quota allowed by the Benchmarking organization.

A4: Document selected successful cases from 10 SMEs and compile a "SME FSM Casebook", print 5,000 copies and disseminate.

Towards the end of the Project period, a book called "SME FSM Casebook" will be published to consolidate the experience of the FSM Benchmarking enterprises. The book will be distributed free-of-charge to all FSM Internal Auditors and the Benchmarking enterprises. Extra copies will be distributed free-of-charge to future courses run by the HKFSMA until they are exhausted.

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.

A1: FSM Teaching Materials – 2,000 copies x 5 of handouts were developed and printed in Feb 2009. Each participant has 5 handouts :- colored printed FSM notes w/ 36 pages; homework for audit hazard analysis (1 side blank form while the other with example provided); FSM test and example of HACCP.

A2: Train up 2,000 people as FSM Trainer & Auditors – at latest record, 54 classes, total 1,427 (71%) participants have attended this 2 x half day FSM Green-belt course. With a FSM test at the end to ensure they are have learnt the key element of the course, which will be equivalent to the international food safety management requirement.

A3: Organize monthly “FSM Benchmarking Visit” – please see following table for visits location and attendants.

Date	Place	No. of Participants
23 Jan 2009	太興燒味集團	30
3 Aug 2009	海皇粥店集團	35
29 Sep 2009	金滿都飲食集團	20
15 Oct 2009	加州紅K歌站	15
11 Nov 2009	翠華餐廳集團	15
25 Nov 2009	淘大食品	27
13 Jan 2010	李錦記食品	33
24 Feb 2010	彩福皇宴	28
3 Mar 2010	味千拉麵	34
29 Mar 2010	美味王餐飲管理	29

A4: At Jul 2010, an “SME FSM Casebook” has been published at **5,000 copies** to consolidate the experience of the FSM Benchmarking organizations. These copies have been distributed freely to all course attendants and also some went to the collaborating/ supporting organizations for member circulation.

Enrolment status

- (a) 54 Classes have been conducted. Total participants number was **1427**, with the average number of participants of each Class was **26.42**.

Class Schedule & Participant Number

Class Code	Date	Time	No. of delegates
F01-P	2009-2-17 (Tue.) & 2009-3-3 (Tue.)	1:15pm-4:45pm	40
F01-N	2009-2-17 (Tue.) & 2009-3-3 (Tue.)	6:15pm-9:45pm	23
F02-P	2009-2-24 (Tue.) & 2009-3-10 (Tue.)	1:15pm-4:45pm	33
F02-N	2009-2-24 (Tue.) & 2009-3-10 (Tue.)	6:15pm-9:45pm	23
F03-P	2009-3-17 (Tue.) & 2009-3-31 (Tue.)	1:15pm-4:45pm	46
F03-N	2009-3-17 (Tue.) & 2009-3-31 (Tue.)	6:15pm-9:45pm	42
F04-P	2009-3-24 (Tue.) & 2009-4-7 (Tue.)	1:15pm-4:45pm	Postponed #
F04-N	2009-3-24 (Tue.) & 2009-4-7 (Tue.)	6:15pm-9:45pm	Postponed #
F05-P	2009-4-14 (Tue.) & 2009-4-28 (Tue.)	1:15pm-4:45pm	21
F05-N	2009-4-14 (Tue.) & 2009-4-28 (Tue.)	6:15pm-9:45pm	11
F06-P	2009-4-22 (Tue.) & 2009-5-6 (Wed.)	1:15pm-4:45pm	35
F06-N	2009-4-22 (Tue.) & 2009-5-6 (Wed.)	6:15pm-9:45pm	16
F07-P	2009-5-13 (Tue.) & 2009-5-27 (Wed.)	1:15pm-4:45pm	38
F07-N	2009-5-13 (Tue.) & 2009-5-27 (Wed.)	6:15pm-9:45pm	25
F08-P	2009-5-19 (Tue.) & 2009-6-2 (Tue.)	1:15pm-4:45pm	12
F08-N	2009-5-19 (Tue.) & 2009-6-2 (Tue.)	6:15pm-9:45pm	Postponed #

F09-P	2009-6-9 (Tue.) & 2009-6-23 (Tue.)	1:15pm-4:45pm	27
F09-N	2009-6-9 (Tue.) & 2009-6-23 (Tue.)	6:15pm-9:45pm	19
F10-P	2009-6-16 (Tue.) & 2009-6-30 (Tue.)	1:15pm-4:45pm	21
F10-N	2009-6-16 (Tue.) & 2009-6-30 (Tue.)	6:15pm-9:45pm	22
F11-P	2009-7-7 (Tue.) & 2009-7-21 (Tue.)	1:15pm-4:45pm	30
F11-N	2009-7-7 (Tue.) & 2009-7-21 (Tue.)	6:15pm-9:45pm	30
F12-P	2009-7-14 (Tue.) & 2009-7-28 (Tue.)	1:15pm-4:45pm	25
F12-N	2009-7-14 (Tue.) & 2009-7-28 (Tue.)	6:15pm-9:45pm	22
F13-P	2009-8-4 (Tue.) & 2009-8-18 (Tue.)	1:15pm-4:45pm	13
F13-N	2009-8-4 (Tue.) & 2009-8-18 (Tue.)	6:15pm-9:45pm	14
F14-P	2009-8-11 (Tue.) & 2009-8-25 (Tue.)	1:15pm-4:45pm	42
F14-N	2009-8-11 (Tue.) & 2009-8-25 (Tue.)	6:15pm-9:45pm	25
F15-P	2009-9-1 (Tue.) & 2009-9-15 (Tue.)	1:15pm-4:45pm	36
F15-N	2009-9-1 (Tue.) & 2009-9-15 (Tue.)	6:15pm-9:45pm	35
F16-P	2009-9-8 (Tue.) & 2009-9-22 (Tue.)	1:15pm-4:45pm	39
F16-N	2009-9-8 (Tue.) & 2009-9-22 (Tue.)	6:15pm-9:45pm	31
F17-P	2009-9-30 (Wed.) & 2009-10-13 (Tue.)	1:15pm-4:45pm	37
F17-N	2009-9-30 (Wed.) & 2009-10-13 (Tue.)	6:15pm-9:45pm	24
F18-P	2009-10-6 (Tue.) & 2009-10-20 (Tue.)	1:15pm-4:45pm	28
F18-N	2009-10-6 (Tue.) & 2009-10-20 (Tue.)	6:15pm-9:45pm	23
F19-P	2009-10-27 (Tue.) & 2009-11-10 (Tue.)	1:15pm-4:45pm	22
F19-N	2009-10-27 (Tue.) & 2009-11-10 (Tue.)	6:15pm-9:45pm	14
F20-P	2009-11-3 (Tue.) & 2009-11-17 (Tue.)	1:15pm-4:45pm	22
F20-N	2009-11-3 (Tue.) & 2009-11-17 (Tue.)	6:15pm-9:45pm	18
F21-P	2009-11-24 (Tue.) & 2009-12-8 (Tue.)	1:15pm-4:45pm	44
F21-N	2009-11-24 (Tue.) & 2009-12-8 (Tue.)	6:15pm-9:45pm	19
F22-P	2009-12-1 (Tue.) & 2009-12-15 (Tue.)	1:15pm-4:45pm	25
F22-N	2009-12-1 (Tue.) & 2009-12-15 (Tue.)	6:15pm-9:45pm	18
F23-P	2009-12-8 (Tue.) & 2009-12-22 (Tue.)	1:15pm-4:45pm	24
F23-N	2009-12-8 (Tue.) & 2009-12-22 (Tue.)	6:15pm-9:45pm	6
F24-P	2009-12-29 (Tue.) & 2010-1-5 (Tue.)	1:15pm-4:45pm	13
F24-N	2009-12-29 (Tue.) & 2010-1-5 (Tue.)	6:15pm-9:45pm	7
F25-P	2010-1-12 (Tue.) & 2010-1-26 (Tue.)	1:15pm-4:45pm	38
F25-N	2010-1-12 (Tue.) & 2010-1-26 (Tue.)	6:15pm-9:45pm	24
F26-P	2010-2-23 (Tue.) & 2010-3-9(Tue.)	1:15pm-4:45pm	18
F26-N	2010-2-23 (Tue.) & 2010-3-9(Tue.)	6:15pm-9:45pm	5
F27-P	2010-3-2 (Tue.) & 2010-3-16(Tue.)	1:15pm-4:45pm	33
F27-N	2010-3-2 (Tue.) & 2010-3-16(Tue.)	6:15pm-9:45pm	24
F28-P	2010-3-23(Tue.) & 2010-4-13(Tue.)	1:15pm-4:45pm	44
F28-N	2010-3-23(Tue.) & 2010-4-13(Tue.)	6:15pm-9:45pm	49
F29-P	2010-3-30(Tue.) & 2010-4-20(Tue.)	1:15pm-4:45pm	52

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.

- a) Awareness from public and SME restaurants have been drawn towards the importance of food safety via > 10 editorial exposure in media like Headline Daily News, Oriental Daily News, Ming Pao Daily News, OpenRice.com & HKFORT.com, HKFORT & HKCSM Annual Publication.
- b) Close to 1,500 (actually 1,427) participants has been trained up to a course equivalent to the Food & Safety 5-S Green Belt and get certified, can spread and radiate the knowledge and concept within their organization and the industry about their practice & responsibility during food preparation and service to public. Also this will be a starting point to guide the SME restaurants towards into the routing of international HACCP, and become not only a preparation, but also an encouragement towards the next achievement of ISO22000:2005
- c) 10 organizations from the attended participants have been selected to become sites for "FSM Benchmark visit". Those 10 x visits started 6 months after the launch of project and will be free-of-charge for all FSM internal auditors for experience sharing. Hence the SME restaurants are able to learn from others for their "Area For Improvement" to better up and enhance their FSM knowledge for use in their organizations.
- d) FSM teaching materials (5 handouts :- colored printed FSM notes w/ 36 pages) have been developed for the class and listed in HK5SA websites and disseminated to the public for free download. As a result the concept of FSM has been increasing aware by public as well the support from HKSAR Government.
- e) At Jul 2010, an "SME FSM Casebook" has been published at 5,000 copies to consolidate the experience of the FSM Benchmarking organizations. These copies have been distributed freely to all course attendants and also some went to the collaborating/ supporting organizations for member circulation.

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) #
(a)	A1: Develop FSM teaching materials based on FSM requirement	01 Nov 2008 to 31 Dec 2008		C
(b)	A2: Train up 2,000 people in SEM Food Industry as FSM Internal Auditors	01 Jan 2009 to 28 Feb 2010	01 Jan 2009 to 31 July 2010	C
(c)	A3: Organize 10 x "FSM Benchmarking Visit"	01 Apr 2009 to 28 Feb 2010		C
(d)	A4: Document selected successful cases from 10 x SME & compile a "SME FSM Casebook", print 5,000 copies and disseminate freely to the SME food industry in the HKSAR	01 Jan 2010 to 31 July 2010	01 Jan 2010 to 31 July 2010	C
(e)				
(f)				
(g)				

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)
27 Feb 2009	Advertisement on HKFORT Website	30
24 Mar 2009	Advertisement on Oriental Daily News (free adv.)	20
06 May 2009	Advertisement on OpenRice Website	5
24 Jun 2009	Advertisement on Ming Pao Daily News	10
17 Aug 2009	Advertisement on HKCSM Annual Publication	10
2 Sep 2009	Advertisement on HKFORT Annual Publication	10
21 Jan 2010	Advertisement on HKFORT Website	10
25 Mar 2010	Advertisement on Oriental Daily News	50
25 Mar 2010	Advertisement on HK Headline Daily News	60
7 Apr 2010	Advertisement on HK Headline Daily News	60
1 July 2010 and beyond	Mass Direct email and > 300 Phone Contact for participants to collect the "SME FSM Casebook"	All participants individuals & organizations
Total no. of beneficiaries - no. of SMEs		: 265
no. of companies which are <u>not</u> SMEs		: 120

Future Plan for Promoting the Project Deliverables

- 1) Work close with other education institutes and target to integrate this FSM course material & Casebook to be part of their academic courses related food preparing and service industries, or any related biological area..
- 2) To continue the effort in promoting FSM as a base together with all collaborated organizations for new members.
- 3) The latest, but most important, to start an intermediate course equivalent to Food Industry 5-S Blue Belt as well as full readiness for ISO22000.