

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

Project Title (Reference No.) : To benchmark and comply with the international vehicle service operation standard VDA 6.2:2004 for uplifting the service quality and professional image of the vehicle repairing and beauty service industry (D08 003 007)

Period covered : From 01/06/2009 to 31/01/2011
(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

To benchmark and comply with the international vehicle service operation standard VDA 6.2:2004 for uplifting the service quality and professional image of the vehicle repairing and beauty service industry (D08 003 007)

Project Summary (in not more than 150 words)

A unique industry-specific operation model in compliance with the international vehicle service operation standard VDA 6.2:2004 was successfully established to uplift the service quality of Hong Kong vehicle repairing and beauty service industry. An implementation manual consisting of Part 1 – Operation Best Practices and Part 2 – Implementation Guidance was developed to provide Hong Kong vehicle repairing and beauty service practitioners a systematic way to implement the developed system.

Six HK vehicle repairing and beauty service SMEs were invited to participate in the development and trial implement the industry-specific operation model in order to test its applicability, feasibility and practicality. Two of them, namely HKS Auto Holdings Company Limited and VDA Automotive Aftermarket Service Limited, have successfully gone through the VDA 6.2:2004 certification processes and were granted the VDA 6.2:2004 certificate by third party certification body in September and November 2010 respectively. It proved the practicality of the developed system. In addition, the know-how and techniques on implementation of the vehicle service operation standard were disseminated to the industry through technical papers, newsletters, and a series of promotional seminars and technical workshops.

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

To uplift the service quality and professional image of vehicle repairing and beauty service industry by adopting the international vehicle service operation standard VDA 6.2:2004.

Recipient/Collaborating/Implementation Organisation

Recipient Organisation : Hong Kong Vehicle Repair Merchants Association Limited
Collaborating Organisation(s) : N/A
Implementation Agent(s) : Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Mr. Ringo LEE</u>	<u>Hong Kong Vehicle Repair Merchants Association Limited</u>	<u>2357 6208</u> <u>2357 8428</u>
Deputy Project Co-ordinator	: <u>Mr. Kwok-Keung LEE</u>	<u>Hong Kong Productivity Council</u>	<u>2788 5551</u> <u>2788 5543</u>

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>01/06/2009</u>	<u>31/01/2011</u>	<u>20</u>
Revised (if applicable)	_____	_____	_____

Methodology Employed

- The project was promoted to the Hong Kong vehicle repairing and beauty service industry through the organized conference, awareness seminars, press activities and briefings at the executive committee meetings of the relevant local associations, etc.
 - The techniques and know-how in implementing the VDA 6.2:2004 were compiled into an implementation manual and disseminated through the organized technical conference, technical workshops, on-site coaching, technical papers, etc. Furthermore, an electronic version of the implementation manual has been uploaded to the official home page of the HKVRMA (<http://www.hkvrma.com.hk/vda62/110428.html>) for public access and a CD ROM was produced to cope with the increased industry application potential.
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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. An implementation manual (with CD-ROM) was compiled to assist HK vehicle repairing and beauty service industry to implement the system. The manual consists of: Part 1 – Operation Best Practices and Part 2 – Implementation Guidance. The implementation manual has been uploaded to the official homepage of the HKVRMA.
2. Six HK vehicle repairing and beauty service workshops were invited to trial implement the developed operation model in compliance with VDA 6.2:2004.
3. A series of dissemination activities including technical visit, conference and technical workshops were conducted to disseminate the know-how and techniques to the industry.
4. Two technical papers, two newsletters, one industry update were issued and two briefing sessions to related associations were conducted in order to increase the awareness of the entire service industry.

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.

An operation model in compliance with VDA 6.2:2004 has been successfully developed and trial implementation in all pilot companies has been arranged. Its applicability, feasibility and practicality have been proved as two of the pilot companies were successfully awarded the VDA 6.2:2004 certificates within the project period. In addition, an implementation manual was compiled for HK vehicle repairing and beauty service industry. It was distributed to 2,200 local vehicle repairing and beauty service workshops for easy reference. By referring to the implementation manual, HK vehicle repairing and beauty service workshops may develop their own operation model in compliance with VDA 6.2:2004 with necessary modifications to suit their specific requirements and needs. Therefore, HK vehicle repairing and beauty service workshops can be benefited by enhancing their operation practices to comply with VDA 6.2:2004 step by step.

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) Literature Search	30/06/2009		C
(b) Industry Evaluation and Mapping	30/09/2009		C

	Operation Model and System	31/01/2010	C
(c)	Development		
(d)	On-site Trial Implementation	31/10/2010	C
(e)	System Fine Tuning	31/12/2010	C
(f)	Dissemination	31/01/2011	C
(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)
11/09	Advertisement and Technical article in the Directory of Federation of Automobile Services Industry Hong Kong	around 4,000 readers
26/01/10 & 05/02/10	Awareness Seminar of Related Rule and Regulation of HKSAR (This seminar consisted of 2 evening sessions)	32 participants from 21 SMEs
26/02/10	Business and Technical Conference: VDA 6.2:2004 – New Era of Vehicle Repairing and Beauty Service Industry	98 participants from 52 SMEs
27/02/10 & 28/02/10	Technical Workshop on Global Vehicle Service Standard VDA 6.2:2004	28 participants from 14 SMEs
01/03/10 & 02/03/10	Technical Visit to Local Vehicle Repairing and Beauty Service Provider	20 participants from 8 SMEs
11/03/10 & 18/03/10	Technical Workshop on Best and Green Operational Practices for Vehicle Repairing and Beauty Service Workshop (This seminar consisted of 2 evening sessions)	21 participants from 15 SMEs
20/09/10	Briefing Session to Federation of Automobiles Services Industry Hong Kong (FASHK)	30 participants from 30 SMEs
09/10	Newsletter to Federation of Automobiles Services Industry Hong Kong (FASHK)	around 10,000 readers
23/11/10	Briefing Session to The Institute of The Motor Industry Hong Kong (IMIHK)	300 participants
11/10	Advertisement and Technical article in the Directory of SAE International – Hong Kong (SAE-HK) and Hong Kong Auto Parts Industry Association (HKAPIA)	around 4,000 readers
22/11/10, 25/11/10, 06/12/10 & 08/12/10	Technical Workshop on Auditing Skills and Techniques of Vehicle Repairing and Beauty Service Standard VDA 6.2:2004 (This seminar consisted of 4 evening sessions)	20 participants from 15 SMEs
17/12/10, 21/12/10, 30/12/10, 04/01/11, 07/01/11 &	State-of-the-art Technology Awareness Workshop for Vehicle Repairing and Beauty Service Industry (This seminar consisted of 6 evening sessions)	38 participants from 32 SMEs

14/01/11		
12/10	Industry Update in Electronic and Automotive Magazine (6 th edition, 2010)	around 2,000 readers
21/12/10	Newsletter on HKPC News Flash Issue 136	around 3,000 readers
17/01/11	Experienced Sharing Workshop on VDA 6.2:2004 Certification	20 participants from 16 SMEs
24/01/11	Dissemination Seminar for Project Deliverables	41 participants from 34 SMEs
24/01/11	Press Supplement in HK Economics Times and Ta Kung Pao	around 5,000 readers
	Total no. of beneficiaries - no. of SMEs	: 648 participants, 237 SMEs, 28,000 readers
	no. of companies which are <u>not</u> SMEs	: Nil

Future Plan for Promoting the Project Deliverables

As the implementation manual is very valuable and useful for HK vehicle repairing and beauty service industry, it will be further promoted in related associations of local vehicle repairing and beauty service industry and disseminate to public through promotional seminars and associations' websites.