

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

Project Title : Riding the Financial Tsunami Challenge to Prosperity
(Reference No.) **(D08 004 018)**
Period covered : From 15 May 2009 to 14 May 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

Riding the Financial Tsunami Challenge to Prosperity (D08 004 018)

Project Summary (in not more than 150 words)

With previous experience of producing TV series approved by TID funding in 2003 and 2005, the Professional Validation Council of Hong Kong Industries Ltd (PVCHK) launched this project with the support of 33 trade associations. The PVCHK aims to help Hong Kong's SMEs face the financial tsunami and prepare well for future crisis management through a documentary series.

The films will be packaged as a DVD plus booklet for promotional and educational purposes and distributed to related trade associations, nine universities and the VTC to increase awareness. Highlights of the films and booklet will be uploaded to free website, e.g. YouTube.

A series of seminars and workshops will also be held to focus on financial management, crisis management and corporate governance.

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

- Sharing a positive message on how Hong Kong SMEs survived the financial crisis in 1997 and SARS in 2003.
 - Show how SMEs managed to survive by reacting flexibly and having new vision for the future.
 - Examining how SMEs increase their competitiveness via systemization, improving workflow and re-engineering and enhancing their risk managements.
 - Focusing on how SMEs have strengthened their financial management and crisis management skills and responded proactively by exploring new business opportunities and markets.
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Recipient/Collaborating/Implementation Organization

Recipient Organization : The Professional Validation Council of Hong Kong Industries Limited

Collaborating Organization(s) : N.A.

Implementation Agent(s) : 1) Institute for Enterprise, The Hong Kong Polytechnic University
2) PolyU Technology & Consultancy Company Limited

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.

	Targeted project deliverables	Actual result achieved
1.	TV programme with eight episodes	<p>A TV programme called 「再創驕陽」 with eight 30-minute episodes was broadcasted on every Sundays in the period from 27 September to 15 November, 2009 at 7:30pm ATV Home channel.</p> <p>The detailed outline of each episode is attached in Annex 1.</p>
2.	Press conference	<p>A press conference was held at HKCEE on 25/9/2009 before kick-off of the programme. Miss Yvonne Choi (Permanent Secretary for CEDB), Mr. Wang Hui (中聯辦經濟部副部長), Dr. S W Lui (Vice President of PolyU) and Mr. H. Y Kwong (Senior Vice Director of ATV) and respective parties were invited to perform ceremonial function of the press conference. About 100 representatives of PVCHK, TID and trade associations attended the press conference.</p>
3.	Seminars	<p>PVCHK organized 3 seminars at PolyU on the following dates with positive feedback received. (see Annex 2).</p> <ul style="list-style-type: none">■ 16/10/09 – 119 participants■ 8/11/09 – 144 participants■ 28/11/09 – 134 participants <p>Please refer to Annex 3 for details of the seminars.</p>
4.	Websites	<p>Full version of the programme (8 episodes x 30 minutes) was uploaded to YouTube and Youku.</p> <p>The hit rate are over 16,00 and 400 in Youtube and Youku respectively. (See Annex 4)</p>
5.	Booklet & DVDs	<p>4,500pcs of programme DVD & 1,500pcs of booklet were produced and distributed to related trade associations, nine universities, VTC and open to public for collection.</p>

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.

The TV programme was broadcasted in ATV Home channel between 27 September to 15 November 2009. The programme was well-received by the general public that nearly 2 millions of audience watched the programme. The ratings and market share who watched the programme are as follows:

Episode	Audience	
	TVRs	Shr%
Episode 1 – 經驗創未來	4.4	19
Episode 2 – 出口出錢途	2.5	10
Episode 3 – 轉型抗逆境	4.1	15
Episode 4 – 順勢借東風	4.3	17
Episode 5 – 開拓神州路	3.8	20
Episode 6 – 品牌無界限	3.7	15
Episode 7 – 調節展優化	3.0	12
Episode 8 – 科學領航員	4.6	18
Average:	3.8	16

Note : 1 x TVR represents 63,600 audience.

The series of TV programme revealed the current situation of SMEs under the financial tsunami. There were 20 CEOs of SMEs and over 15 representatives from government, banking and education industries shared their opinions and experiences. Through their experiences sharing, enhanced the ability of Hong Kong SMEs to face the financial tsunami, equipped to manage similar crisis in the future and strengthen their competence to explore the new business opportunities and expand the market.

To enlarge the implication of the TV programme, three seminars were organized. The interviewees and specialists were shared their experiences on financial management, crisis management and corporate governance. There were more than 100 participants from SMEs attended in each seminar. The evaluation questionnaires were distributed at the end of each seminar and positive feedbacks were received. More than 98% respondents were agreed that the seminars are useful to their companies.

In order to enable more people can benefited by this TV programme, the TV programme was packaged as a DVD and booklet for promotional and educational purposes. Both of them were distributed to related trade associations, nine universities and the VTC to increase awareness. The DVD & booklet also open for the general public's collection. The TV programme also uploaded on youtube, youku and ATV website, the general public both in Hong Kong and China can review the programme anytime.

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/P/D) #	<u>Reason for deviation from its original target completion date</u>
(a)	<ul style="list-style-type: none"> ■ Establish the working team ■ Formulate details working schedule of the project ■ Confirm the theme and outline of the program ■ Select the media subcontractor for the program ■ Collect the information 	<u>15/5/2009</u> <u>-30/6/2009</u>		C	
(b)	<ul style="list-style-type: none"> ■ Confirm the content of 8 episodes ■ Program shooting ■ Post-production editing ■ Project marketing 	<u>1/7/2009</u> <u>-30/9/2009</u>		C	
(c)	<ul style="list-style-type: none"> ■ Project marketing ■ Program broadcasting ■ Seminars/workshops 	<u>1/9/2009-</u> <u>31/12/2009</u>		C	
(d)	<ul style="list-style-type: none"> ■ Project marketing ■ Booklet/ DVD making 	<u>1/1/2010-</u> <u>14/5/2010</u>		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.)
30/9/09- 15/11/09	<p>(i) TV Promo</p> <p><u>1) Programme Promos (30-second)</u> There were 8 versions of promos (one version per episode, each of duration of 30-seconds) to promote the programme:</p> <p><u>Home channel</u></p> <ul style="list-style-type: none"> ■ Prior launch : 40 promos (14 prime time & 26 fringe time) ■ Sustaining : 40 promos (14 prime time & 26 fringe time) per week <p><u>Digital channel (HD aTV)</u></p> <ul style="list-style-type: none"> ■ Prior launch : 40 promos (14 prime time & 26 fringe time) ■ Sustaining : 40 promos (14 prime time & 26 fringe time) per week <p><u>2) Seminar Promos (30-seconds)</u> ATV produced and televised the promos (one version of a duration of 30-seconds) prior to the seminar launch:</p> <ul style="list-style-type: none"> ■ Home channel : 40 promos (14 prime time & 26 fringe time) ■ HD atv: 40 promos (14 prime time & 26 fringe time) <p><u>3) Mini Segment</u> A mini segment was scheduled inside "Main News" (1800 – 1840 hrs) on the launch date of 1st episode.</p>	About 1.9 million employers and employees of SMEs

<p>1/9/09- 15/5/10</p>	<p>(ii) Websites</p> <p><u>1) HKATV.com</u></p> <ul style="list-style-type: none"> ■ e-Newsletter was sent to HKATV.com members (200,000 databases) prior to the programme kick-off. ■ Banner ad (size: 578 x 76 pixel) for the programme promotion was placed in HKATV.com between 27 Sep – 15 November 2009. The banner ad was connected to the website of PVCHK. ■ On-line seminar recruitment announcement in the form of banner ad (size: 578 x 76 pixel) format and the transmission of banner ads (programme & seminar promotion) was in rotation basis. ■ Full version of programme (eight 30-minute documentaries) was uploaded to HKATV.com and lasts until 14 May 2010. <p><u>2) YouTube and Youku.</u></p> <p>Full version of the programme (8 episodes x 30 minutes) was uploaded.</p> <p><u>3) TID website</u></p> <p>Project information was posted on TID website and e-Newsletter was sent to over 30,000 SMEs.</p> <p><u>4) PVCHK website</u></p> <p>Latest updates and highlights were uploaded to PVCHK homepage.</p>	<p>Over 40,000 employers and employees of SMEs</p>
<p>22/9/09</p>	<p>(iii) Press Conference</p> <p>A press conference was held at HKCEE on 25/9/2009 before kick-off of the programme. Miss Yvonne Choi (Permanent Secretary for CEDB), Mr. Wang Hui (中聯辦經濟部副部長), Dr. S W Lui (Vice President of PolyU) and Mr. H. Y Kwong (Senior Vice Director of ATV) and respective parties were invited to perform ceremonial function of the press conference. About 100 representatives of PVCHK, TID and trade associations attended the press conference.</p>	
<p>5/9/09- 28/11/09</p>	<p>(iv) Posters and Banners</p> <p>Promotional posters and banners were posted and hanged on the eye-catching area in the campus of The Hong Kong Polytechnic University.</p> <p>Please refer to Annex 5 for details of schedule of promotional activities for the project deliverables.</p>	<p>Over 20,000 PolyU staff and students</p>

Future Plan for Promoting the Project Deliverables

N/A
