

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

Project Title : To strengthen the Hong Kong's SME Environmental  
(Reference No.) Industry with a series of tailor-designed trainings and  
workshops for the environmental industry focused in  
marketing and business development (D09 001-011)

Period covered : From 1 October 2009 to 31 March 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

D09 001 011 - To strengthen the Hong Kong's SME Environmental Industry with a series of tailor-designed trainings and workshops for the environmental industry focused in marketing and business development

### Project Summary (in not more than 150 words)

To groom and strengthen the Hong Kong Environmental Industry by

- Providing a series of 12 unique 2-Tier training courses with 1) Personalized Coaches – as a consultant to guide each trainee; 2) Expert to lecture/share in each specific subject to provide a better foundation for the development of the industry.
- The personalized coaches will provide coaching and mentoring to the trainees more intensively and efficiently in PERSONALIZED review after each module.
- to evaluate and ensure the progress of the learning of each individual.
- to discuss newly learned skills/knowledge.
- to investigate potential improvements of the real business operations based on the learned skills/knowledge.
- to integrate newly learned skills/knowledge into their business operations.
- The tailor-designed trainings will focus on the weakness of the industry - financial management, business development, marketing and sales technique that fits the Hong Kong Environmental Industry needs.
- The unique tailor-design will provide comprehensive training which includes theory understanding and practical trainings given by experts from the environmental industry, successful entrepreneurs from environmental industry, other industries, marketing experts both from academic sector and the industry.
- The training comprises of a "Practical Session" which provides chances for practically apply, experimenting and demonstrate the techniques.
- The "Practical Session" also provides a platform for the SMEs in the industry to communicate, exchange experiences, knowledge as well as potential collaboration to enhance the growth of the industry by synergy effect.

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

Strengthen the Hong Kong Environmental Industry by training:

- Provide tailor-designed trainings to improve the business development, financial management, marketing and sales skills of the SMEs in the industry
- Provide platform for the SMEs in the industry to communicate, exchange experiences, knowledge as well as potential collaboration to enhance the growth of the industry by synergy effect.

The "Practical Sessions" – exhibition:

- Provide a real platform for the SMEs in the industry to implement what was learned during the training and evaluate the actual benefits of the training.
- Provide a real platform for the promotion of the industry to the local, Mainland China and Overseas potential customers.
- Provide a real platform for the industry to communication, exchange experiences, knowledge as well as potential collaboration with Mainland China and Overseas technology providers to enhance the growth of the industry.

### Recipient/Collaborating/Implementation Organisation

Recipient Organisation : Hong Kong Environmental Industry Association Limited (HKEnvIA)

Collaborating  
Organisation(s) :

Implementation Agent(s) : Federation of Hong Kong Industries (FHKI)

**Key Personnel**

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Coordinator	Ir Daniel M. Cheng	HKEnvIA	2443 8188
Deputy Project Coordinator	Ms Zoe Yau	HKEnvIA	9457 5209

**Project Period**

	<u>Commencement Date (day/month/year)</u>	<u>Completion Date (day/month/year)</u>	<u>Project Duration (No. of months)</u>
As stated in project agreement	1 October 2009	31 March 2011	18 months
Revised (if applicable)	NA	NA	NA

## Methodology Employed

The following methodologies were employed during project implementation:

### 1. Formation of Committee

- A committee will be formed by representatives from the environmental industry as well as the academic sector.
- The committee will be responsible for the design of the training modules.
- Formulate guideline for the selection of SMEs in the industry in participating in the training.
- The selection process will be fair, open and transparent.
- All SMEs in the industry would have the opportunity to participate in the training programme and exhibitions (i.e. the beneficiaries of the project would not be limited to members of the HKEnvIA or FHKI).
- HKEnvIA will endeavour in encouraging the participants to complete the whole process of training and exhibition
- Base on the activeness of the SMEs in developing and promoting Hong Kong environmental industry
- Base on the added value of the SMEs to the development of Hong Kong environmental industry
- Base on the applicability of the technology in the area
- Base on a balance of the area of environmental technology products/services coverage

### 2. Tailor-designed Training

- Reserve lecture theatre for training
- Invite experts from the environmental industry, successful entrepreneurs from environmental industry, other industries, marketing experts from academic sector and the industry to provide training.
- Invite SMEs of Hong Kong environmental technology industry to express interest in the training.
- The committee will select SMEs from the list
- Group discussions, case studies and business analysis will be included in the training. The developed training materials will be made available on the website for downloading.
- Evaluation

### 3. Practical Sessions

- Reserve 25 – 30 booths from HKTDC at Eco Expo 2009 & 2010.
- The booths will be used to setup "Hong Kong SME Pavilion" with specially decorated booths and meeting areas.
- Invite participants in the training to participate the exhibitions.
- A maximum of two booths (9 sqm. Each) will be provided for each participant in the training to exhibit at the event.
- Advertisement will be placed on exhibition directory and trade magazines to promote the event and attract visitors.
- Help desk will be setup at the Pavilion with booth attendants at help desk to assist and direct visitors to the participants.
- A directory with list and information of participants will be distributed at the help desk.
- Meeting area will be setup at the Pavilion to promote communication, exchange experiences, knowledge as well as potential collaboration with local, Mainland China and Overseas entrepreneurs in environmental industry.

## 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.

The project provided both information and technical support to strengthen the Hong Kong Environmental Industry assisting them in achieving the project objective.

Our project deliverables included:

1. Formation of Committee
2. 14 Tailor-design Training Workshops
3. Two Practical Sessions in Eco Expo 2009 & 2010

## 1. Formation of Committee

A committee with 5 members from environmental industries, academia and FHKI were formed in 2009 to provide advice and insights on the Project and to design training modules during the project period.

## 2. Tailor-designed Training Workshop

During the project period, a total of 14 training workshops with 1346 participants were conducted. Details of each session are listed as below.

### 1. Seminar on Branding and Presentation 如何在展銷會中強化環保工具、產品形象及品牌演示技巧

- 8 & 15 Oct, 2009
- 6:30pm to 9:30pm at United Conference Centre, 10/F United Centre, Admiralty
- 160 participants (28 from participating companies of Hong Kong Pavilion)

#### 1a. Coaching Session – Eco Expo 2009

- 29 Oct, 2009
- 3:00pm to 6:00pm
- AsiaWorld-Expo, Hong Kong International Airport, Lantau
- all participating companies of Hong Kong Pavilion

#### 1b. Review Session 國際環保博覽參展檢討分享

- 14 Nov, 2009
- 9:30am to 1:00pm
- HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
- 23 participants (19 from participating companies of Hong Kong Pavilion)

### 2. Seminar on Branding & Presentation 建立強勢公司品牌形象及品牌演示技巧

- 17 Apr, 2010
- 2pm to 5pm
- FHKI conference room
- 90 participants

### 3. Seminar on Sales & Promotion Techniques 高效宣傳推廣及促銷攻略

- 15 May, 2010
- 10am to 1pm
- FHKI conference room
- 134 participants

### 4. Seminar on Branding and Corporate Reputation 建立企業信譽及加強品牌效應

- 5 Jun, 2010
- 10am-1pm
- FHKI conference room
- 73 participants

### 5. Seminar on Entrepreneurship and China Business & Trade 創業與發展：創業者、創新意念與創新過程的互動及中國經濟發展與宏觀調控

- 7 Aug, 2010
- 10am-5pm
- FHKI conference room
- 87 participants

### 6. Seminar on China Taxation 中國企業所得稅法最新發展

- 21 Aug, 2010
- 10am-1pm
- FHKI conference room
- 118 participants

### 7. Seminar on Corporate Environmental Management and Case Sharing by Industrialist in PRD 珠三角企業的綠色低碳轉型及環境法制、執法與案例分析

- 11 Sep, 2010
- 10am-5pm
- FHKI conference room
- 69 participants

8. Seminar on Legal Updates on Factory & Real Estate 廣東最新立法對港資企業廠房產權證、廠房用途等問題的重要影響

- 9 Oct, 2010

- 10am to 1pm

- FHKI conference room

-112 participants

8a. Eco Expo Asia Coaching Session in 2010

- 5 Nov, 2010

- 2pm to 5pm

- AsiaWorld-Expo, Hong Kong International Airport, Lantau

9. Seminar on IT in Green Management and Green Marketing & Consumerism 資訊科技與節能減碳及「綠色」消費 - 策略及消費者特性的剖析

- 20 Nov, 2010

- 10am to 5pm

- FHKI conference room

-44 participants

9a. Eco Expo Asia Review Session 環保企業如何在博覽/展覽中強化形象與促進產品和服務推廣

- 11 Dec, 2010

- 10am to 1pm

- FHKI conference room

-37 participants

10. Seminar on Project Management 優質項目管理

- 8 Jan, 2011

-10am to 5pm

-FHKI conference room

-133 participants

11. Seminar on Negotiation Skill 高效談判技巧提升

- 29 Jan, 2011

-2pm to 5pm

-FHKI conference room

- 119 participants

12. Seminar on Effective Event Management 高效活動統籌及項目策劃

- Mar.5, 2011

-10am to 5pm

-FHKI conference room

- 84 participants

13. Seminar on IP Management 知識產權管理

- 12 Mar, 2011

-10am to 5pm

-FHKI conference room

- 34 participants

14. Seminar on Business Sustainability and Corporate Social Responsibility 超越企業環境管理：低碳經濟下步向企業社會責任

- 19 Mar, 2011

- 10am to 5pm
- FHKI conference room
- 36 participants

#### 4. Practical Session in Eco Expo Asia 2009 & 2010

A Hong Kong Pavilion was set up at the Eco Expo Asia 2009 from 28-31 October 2009 and from 3-6 November 2010 respectively. In 2009, there were a total of 40 booths from 32 local organizations and enterprises; while 48 booths from 35 local companies were recorded in 2010. The participating companies showcased their latest breakthroughs in environmental technologies and related products, presented the maximum networking opportunity to make business contacts among environmental industries via this platform.

In the Pavilion, a common area comprised of meeting areas and help desk were designed and established to provide assistance to the participating companies and visitors to the Pavilion. Moreover, a total of 5,000 pcs of exhibition promotional booklet with participating companies' information were designed and distributed during the fair in these two years.

To attract more participations of the Pavilion, print advertisement of the Pavilion was issued in 3 printed newspaper and trade magazine, including Ming Pao Daily, Hong Kong Economic Times and FHKI's newsletter between September and October 2009. As for the promotion in 2010, the promotional advertisement of the Eco Expo was published in Hong Kong Economic Times, the SUN and Oriental Daily.



## 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 project provided both information and technical support to strengthen the Hong Kong Environmental Industry assisting them in achieving the project objective.

Specific benefits were:

- (a) **14 training workshops** – 14 training workshops a total of 1346 participants were successfully held during the project period. The contents of the workshops were carefully designed with different themes to be in line with the project objective. According to the returned survey questionnaires of the workshops, on average 90% respondents of the survey questionnaires found that the workshops were helpful. In addition, on average 80% respondents of the survey questionnaires indicated that they would apply the knowledge collected from the workshops to their operations.

(b) **Practical Session in Eco Expo 2009 & 2010 –**

A Hong Kong Pavilion was set up at the Eco Expo Asia 2009 from 28-31 October 2009 and from 3-6 November 2010 respectively. In 2009, there were a total of 40 booths from 32 local organizations and enterprises; while 48 booths from 35 local companies were recorded in 2010. The participating companies showcased their latest breakthroughs in environmental technologies and related products, presented the maximum networking opportunity to make business contacts among environmental industries via this platform. Near 80% of exhibitors regarded the Expo useful and provided a good platform for their networking and meeting with potential clients. Near 70% exhibitors would consider to join the Practical Session in Hong Kong Pavilion next year.

In the Pavilion, a common area comprised of meeting areas and help desk were designed and established to provide assistance to the participating companies and visitors to the Pavilion. Moreover, a total of 5,000 pcs of exhibition promotional booklet with participating companies' information were designed and distributed during the fair in these two years.

## 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)	Original target completion	Revised target completion date	Status
		date	(if applicable)	(C/D/N) #
(a)	Formation of Committee and design training modules	1/10/2009 – 30/10/2009		C
(b)	Request quotation for training and select service providers	1/10/2009 – 01/12/2009		C
(c)	Invitation to express interest in participating	1/10/2009 – 14/10/2009		C
(d)	Selection of SMEs participants	1/10/2009 – 15/10/2009		C
(e)	Training workshops (first part)	01/10/2009 – 30/6/2010		C

(f)	Preparation and implementation of Practical Session I	1/10/2009 – 01/11/2009	C
(g)	Request quotation for Practical Session I and select service providers	01/10/2009 – 01/11/2009	C
(h)	Request quotation on auditing	01/02/2010 – 28/02/2010	C
(i)	Select auditor	01/03/2010 – 31/03/2010	C
(j)	Prepare and submit report	01/03/2010 – 30/04/2010	C
(k)	Training (second part)	01/7/2010 – 31/03/2011	C
(l)	Preparation and implementation of Practical Session II	01/09/2011 – 06/11/2011	C
(m)	Request quotation for Practical Session II and select service providers	01/09/2011 – 01/10/2011	C
(n)	Request quotation on auditing of Final Report	28/03/2011 – 31/03/2011	C
(o)	Select auditor	28/03/2011 – 31/03/2011	C
(p)	Prepare and submit the final report to TID	01/04/2011 – 30/06/2011	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)
6 Aug 09	Sending eDirect Mailing of the Pavilion circular to members and affiliate trade associations by email	3,500
28 Aug 09	Print ad of the Pavilion at Eco Expo Asia 2009 on Hong Kong Economic Times	5,000
2 Sep 09	Sending eDirect Mailing of the Pavilion circular to members and affiliate trade associations by email	3,500
28-31 Oct 09	<b>Practical Session I : Eco Expo Asia 2009</b>	32 SMEs (40 booths)
11 Nov 09	Sending eDirect Mailing of the circular of Review Session to participating companies by email	117
15 Sep 09	Print ad of the Pavilion at Eco Expo Asia 2009 on Hong Kong Industrialist (Sep 2009 Issue)	3,000
16 Sep 09	Sending eDirect Mailing of the circular of Branding and Presentation Seminar to members and affiliate trade associations by email	3,500
5 Oct 09	Print ad of the Pavilion at Eco Expo Asia 2009 on Ming Pao	5,000
8 & 15 Oct 09	Seminar on Branding and Presentation 如何在展銷會中強化環保工具、產品形象及品牌演示技巧	160
29 Oct 09	Coaching Session	32 All participating companies of Hong Kong Pavilion
14 Nov 09	Review Session 國際環保博覽參展檢討分享	23 participants (19 from participating companies of Hong Kong Pavilion)
17 Apr 10	Seminar on Branding & Presentation 建立強勢公司品牌形象及品牌演示技巧	90
5 May 10	Seminar on Sales & Promotion Techniques 高效宣傳推廣及促銷攻略	134
5 Jun 10	Seminar on Branding and Corporate Reputation 建立企業信譽及加強品牌效應	73
12 Jul 10	Print ad about Eco Expo 2010 on HKET	10,000
21 Jul 10	Print ad about Eco Expo 2010 on the SUN	10,000
7 Aug 10	Seminar on Entrepreneurship and China Business & Trade 創業與發展：創業者、創新意念與創新過程的互動及中國經濟發展與宏觀調控	87
21 Aug 10	Seminar on China Taxation 中國企業所得稅法最新發展	118

11 Sep 10	Seminar on Corporate Environmental Management and Case Sharing by Industrialist in PRD 珠三角企業的綠色低碳轉型及環境法制、執法與案例分析	69
9 Oct 10	Seminar on Legal Updates on Factory & Real Estate 廣東最新立法對港資企業廠房產權證、廠房用途等問題的重要影響	112
20 Oct 10	Print ad about Eco Expo 2010 on the Oriental	10,000
3-6 Nov 10	<b>Practical Session II: Eco Expo Asia 2010</b>	35 SMEs (48 booths)
5 Nov 10	Eco Expo Asia 2010 Coaching Session	
20 Nov 10	Seminar on IT in Green Management and Green Marketing & Consumerism 資訊科技與節能減碳及「綠色」消費 - 策略及消費者特性的剖析	44
11 Dec 10	Eco Expo Asia Review Session 環保企業如何在博覽/展覽中強化形象與促進產品和服務推廣	37
8 Jan 11	Seminar on Project Management 優質項目管理	133
29 Jan 11	Seminar on Negotiation Skill 高效談判技巧提升	119
5 Mar 11	Seminar on Effective Event Management 高效活動統籌及項目策劃	84
12 Mar 11	Seminar on IP Management 知識產權管理	34
19 Mar 11	Seminar on Business Sustainability and Corporate Social Responsibility 超越企業環境管理：低碳經濟下步向企業社會責任	36
	<b>Total No. of SMEs:</b>	<b>55,069</b>
	No. of companies which are <u>not</u> SMEs	5507

### Future Plan for Promoting the Project Deliverables