

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

**(covering from 7 August 2009 to
6 August 2011)**

Project Title : SME Leadership Programme 2009 – 2011
(Reference No.) D09 001 031
Period covered : From 07/08/09 to 06/08/11
(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

SME Leadership Programme 2009 – 2011

Project Summary (in not more than 150 words)

The leadership program consists of two key parts: A mentorship program and a recognition program. The project life-span is 2 years.

For the mentorship program, a group of mentors will be recruited to pair up with, and to provide help and advice to the participating SMEs (mentees). Help and advice shall include business experience, customer service excellence best practices and tips for participating in recognition program.

For the recognition program, 10, out of the 30-40 participating SMEs, will be selected as the Top Ten SMEs of the year. The senior executives of the Top Ten SMEs will be appointed as mentors in year 2 to match with new SMEs applicants.

Towards the end of the 2 year program, best mentorship awards will also be presented to the best mentor and best mentee.

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

The theme of The Hong Kong Association for Customer Service Excellence Ltd. (HKACE), in 2009 is "Cultivate Excellence, Nurture Service Stars". In order to contribute to the development of new rising SMEs in the area of customer service excellence, HKACE would like to run a leadership program, to recognize outstanding SME leaders and engage these leaders to coach the next generation of small and medium enterprises. The aim is to train up outstanding SMEs to pass on the best practices on customer services excellence from one generation to another and identify models of good customer service that contributes to Hong Kong's continued growth and competitiveness.

Recipient/Collaborating/Implementation Organization

Recipient Organization : Hong Kong Association for Customer Service Excellence Ltd.

Collaborating Organization(s) : N.A.

Implementation Agent(s) : N.A.

Key Personnel

	<u>Name</u>	<u>Company/Organization</u>	<u>Tel No. & Fax No.</u>
Project Coordinator	: <u>Avis Lau</u>	<u>Shell Hong Kong Ltd/HKACE</u>	<u>25067185 (Tel) 30046752 (Fax)</u>
Deputy Project Coordinator	: <u>Stella Lam</u>	<u>The Kowloon Motor Bus Co. (1933) Ltd/HKACE</u>	<u>2786 8059 (Tel) 2745 2197 (Fax)</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>7/8/2009</u>	<u>6/8/2011</u>	<u>24 months</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

Methodology Employed

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 was conducted successfully and according to timeline. A total of 46 applications were received for the leadership programme, including mentorship programme and the recognition programme, in which 42 mentees were matched with 42 mentors. Framework of mentorship programme was developed and support was provided to mentors. Training sessions were held on 7 Oct 09, 15 Oct 09, 21 Sep 10 and 28 Sep 10 with over 600 participants. Panel interviews were conducted in Dec 2009 and Nov 2010 and the 10 Top SMEs for 2009 and 2010 respectively were selected and awarded. Award presentation ceremonies were held in the HKACE anniversary dinners on 22 January 2010 and 2 January 2011. Following the award presentation ceremony, sharing sessions were arranged on 25 March with 87 participants, and on 17 May 2011 with 78 participants. 3 Company visits to the 2009 winning companies were arranged on from April to May 2010, with a total of 61 participants in total. Similarly, 3 company visits to the 2010 winning companies were arranged in Mar 2011, with a total of 52 participants.

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 activities organized by HKACE on the SME leadership program has provided a lot of opportunities for SMEs to network and gain best practices and experiences amongst themselves and gain insights from mentors from HKACE member companies via the mentorship program. A survey was conducted on getting feedback from participating SME on the mentorship program. 100% of respondents regarded that the program is useful and all of them agreed that it is helpful to their companies' long-term development.

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.

Milestone (as set out in the project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/D/N) #
(a) Planning	31/Aug/09		C
Start publicity and recruitment of mentors and mentees	31/Oct/09		C
(b) 2 x training sessions	31/Oct/09		C
(c) Close of application	31/Oct/09		C
(d) Mentorship program	31/Oct/09		C
(e) Assessment of recognition program applications	30/Nov/09		C

(g)	Panel Interviews	31/Dec/09	C
(h)	Announcement of Top Ten SMEs	15/Feb/10	C
(i)	Company visits and sharing workshop	30/Jun /10	C
(j)	Assessment of mentorship program	31/Dec/10	C
(k)	Announcement of Best Mentor and Best Mentee award	15/Feb/11	C
(l)	Company visits and sharing workshop by Best Mentor and Best Mentee awardees	17/May/11	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)
Sept – Oct 09	Applications and mentorship programme	22 SMEs
7 / 15 Oct 09	Training sessions	313 (about 250 are SME)
22 Jan 2010	Award presentation ceremony	10 SMEs
25 Mar 2010	Sharing session	87 SMEs
19 Apr – 6 May 2010	Company visits	61 SMEs
Sep – Oct 10	Applications and mentorship programme	24 SMEs
21 & 28/9	Training sessions	289 (about 245 are SME)
20 Jan 2011	Award presentation ceremony	10 SMEs, Best Mentor, Best Mentee
17 May 2011	Sharing session	78 SMEs
30 Mar – 31Mar 2011	Company visits	52 SMEs
Total no. of beneficiaries - no. of SMEs		:
no. of companies which are <u>not</u> SMEs		:

Future Plan for Promoting the Project Deliverables

Nil
