SME Development Fund
Final Report of Approved Project

Project Title   :   The establishment of inventory of latest skills for
(Reference No.)   knitwear industry - To develop an interactive
education DVD for knitwear manufacturing process
(D09 002 001)

Period covered   :   From   01/12/2009   to   30/04/2011
                                  (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 002 001 - The establishment of inventory of latest skills for knitwear industry - To develop an interactive education DVD for knitwear manufacturing process

Project Summary (in not more than 150 words)

In knitwear industry, there has been a shortage of experience merchandisers and quality inspectors and lack the fundamental technical knowledge of "Manufacturing Process". It will lead to slow down the producitivity and even cause to increase the re-work rate, undermining Hong Kong knitwear industry's competitiveness. We believe one affordable way to tackle this issue is to maximize the productivity of the available human resources through enhancement of their knowledge.

This project deliverable is an Interactive Education DVD with most up-dated knitwear manufacturing process, which aiming to assist the industry stakeholders to enhance their technical knowledge. It will be different from the existing education CD-ROM in the market, all the advance and innovative "manufacturing" related skills and knowledge would be inventoried in this DVD, and disseminate to the stakeholders. Therefore, not only the new

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

This project is aim to produce an Interactive Education DVD to inventory the most up-dated knitwear manufacturing process, in order to provide a systematic, formal and intensive way to assist the industry stakeholders to enhance their technical knowledge and maximize the productivity.

Recipient/Collaborating/Implementation Organisation

Recipient Organisation   : Knitwear Innovation and Design Society Limited

Collaborating Organisation(s)   :

Implementation Agent(s)   : Clothing Industry Training Authority

Key Personnel

	Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator :	Chong/ Hung Chi	Knitwear Innovation and Design Society Limited	Tel: 22636329 Fax: 23111062
Deputy Project Co-ordinator :	Yeung/ Kwok-wing	Clothing Industry Training Authority	Tel: 27544802 Fax: 27950452

Project Period

As stated in project agreement	Commencement Date (day/month/year)	Completion Date (day/month/year)	Project Duration (No. of months)
	01/12/2009	31/08/2010	9
Revised (if applicable)	01/12/2009	30/04/2011	17

Methodology Employed

This project is aims to produce an Interactive Education DVD to inventory the knitwear manufacturing process, in order to provide a systematic, formal and intensive way to assist the industry stakeholders to enhance their technical knowledge and maximize the productivity. The following methods will be pursued:

- Formation of a steering committee soliciting expertise ideas and advices in establishing the framework of each section.
- Prepare bi-literate script and trilingual voice over.
- Video shooting for all the knitwear manufacturing processes, for any process that cannot take video, will make animation to present.

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. Production of 2,000 pieces Interactive Education DVD for Knitwear Manufacturing Process.
2. Completion of one dissemination seminar
   - Date: 29 November 2010
   - Venue: 2/F, seminar room of CITA Building, 63 Tai Yip Street, Kowloon Bay, Kowloon, Hong Kong
   - Attendees: 71 (all SMEs)
3. Booth at Hong Kong Fashion Week Fall/Winter
   - Date: 17-20 January 2011
   - Venue: Hong Kong Convention and Exhibition Centre
   - Attendees: 10,567

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.

One seminar for promote the project deliverable had been conducted on 29 November 2010, with 71 people participated. The participants feedback that they are satisfied for the seminar and it can enhance their competiveness. Two advertisements, one for Textile & Clothing Magazine, which is the most popular trade magazine in the market ; another for 《香港紡織報》, which is publishing together with 《Tai Kung Pao》, more than 200,000 copies sold per issue. Estimated over 10,000 people can see the advertisements, which estimated over 7,000 people are from SMEs. Also set-up a booth at Hong Kong Fashion Week Fall/Winter on 17-20 January 2011, according to the statistics from TDC, there had 1,735 exhibitors and 31,593 visitors around the world participated the exhibition. And 10,567 visitors came from Hong Kong garment industry, which estimated over 7,400 people are from SME.

Period to 30 April 2011, 20 pieces of DVD were send to TID office and balance 1,980 pieces of DVD were sold to SMEs of industry stakeholders. The project team got a lot of position feedback from the industrialists for the DVD, such as Mr. Willy Lin, the Executive Director of Milo's Knitwear Hong Kong Ltd and the Chairman of Textile Council of Hong Kong, he found that the information in the DVD is very useful, and good for his company to as a training manual.

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)	01/12/09 - 31/12/09 Define the scope of every section	01/12/09 - 31/12/09		C
b)	1/01/10 - 31/08/10 On-site video shooting and animation	1/01/10 - 31/05/10	1/01/10 - 31/08/10	C
c)	1/01/10 - 30/09/10 Perpare the script of each section for voice-over	1/01/10 - 30/06/10	1/01/10 - 30/09/10	C
d)	1/10/10 - 31/10/10 Make Vocie-over	1/07/10 - 31/07/10	1/10/10 - 31/10/10	C
e)	1/11/10 - 30/11/1 DVD production and sales	1/08/10 - 31/08/10	1/11/10 - 30/04/11	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.

Date/ Period	Description	No. of beneficiaries (Please specify whether they are SMEs or not)
29 Nov 2010	One Seminar for promotion this project	71 people were attend the seminar, which all of them are from SME
Nov 2010 – Dec 2010	1 advertisement for Textile & Clothing Magazine 1 advertisements for 香港紡織報 10,000 pcs of pamphlet mail out to the SME, collaborating parties, industry associations and educational institutions.	Estimated over 10,000 people can see the advertisements, which estimated over 7,000 people are from SME.
17-20 Jan 2011	Booth at Hong Kong Fashion Week Fall/Winter	According to the statistics from TDC, there had 1,735 exhibitors and 31,593 visitors around the world participated the exhibition. And 10,567 visitors came from Hong Kong garment industry, which estimated over 7,400 people are from SME.
	Total no. of beneficiaries -	no. of SMEs	: 14,471 people
		no. of companies which are <u>not</u> SMEs	: 6,167 people

Future Plan for Promoting the Project Deliverables

Will collaborate with Clothing Industry Training Authority and other associations to promote the project deliverable through seminars, workshops and exhibitions, such as:
1) Knitwear technology related seminars
2) Knitwear design related training courses
3) Hong Kong Fashion Week
4) Knitwear Design and Technology Fair