SME Development Fund
Final Report of Approved Project

Project Title   : HK Summit – Global Printing Standardization
(Reference No.)   How does the HK printing industry adopt and
benefit from global printing standardization
(D10 002 004)

Period covered   : From 01/02/2011   to 31/01/2012

                                   (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

Project Reference: D10 002 004

Project Title: HK Summit – Global Printing Standardization
How does the HK printing industry adopt and benefit from global printing standardization

Project Summary (in not more than 150 words)

Printing industry is one of the largest manufacturing industries in Hong Kong. In view of the wave of printing standardization, The Hong Kong Printers Association organised an one-day Summit to promote printing standardization by inviting renowned overseas Experts to share the current development and future trends of ISO standards. At the same time, the Summit also introduced different certification systems from different countries. The renowned speakers came from different countries and most of them were ISO TC130 experts. Over 500 participants attended the Summit. It is treated as the largest-scale conference in worldwide to promote printing standardization. Mr. So Kam Leung, the Secretary for Commerce & Economic Development Bureau, and Ms. Kwan Sik Ning, Director-General of Trade & Industry, were invited to attend the Summit.

In order to strengthen the knowledge of Hong Kong SMEs, eight classes of workshops were also organised to teach the step-by-step guideline and techniques how to implement G7, Fogra PSO and ISO 12647.Almost all workshops were fully registered.

Apart from the Summit report, post-event supplement was produced. All presentation files were uploaded to the websites of our association and Advanced Printing Technology Centre for free download. Different printing magazines also reported this great event.

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

The project objectives are to enrich the printing industry's knowledge about ISO printing standards and different certificate systems so as to enhance the SMEs' competitiveness; to create a platform for the HK industry participants for knowledge sharing with overseas experts; to convey the message to SMEs about how adoption of printing standardization can increase their productivity.

Recipient/Collaborating/Implementation Organisation

Recipient Organisation	:	The Hong Kong Printers Association
Collaborating Organisation(s)	:	Institute of Print-media Professionals
		HK Design Institute
		Federation of Hong Kong Industries
		Hong Kong Printing Industry Workers Union
Implementation Agent(s)	:	Advanced Printing Technology Centre Limited

Key Personnel

	Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator :	Tse Po Tak Peter	The Hong Kong Printers Association	(T) 2527-5050 (F) 2861-0463
Deputy Project Co-ordinator :	Brenda Pang	Advanced Printing Technology Centre Limited	(T) 2243-7370 (F) 2243-7477

Project Period

	Commencement Date (day/month/year)	Completion Date (day/month/year)	Project Duration (No. of months)
As stated in project agreement	1/2/2011	31/1/2012	12 months
Revised (if applicable)			

Methodology Employed

Formulate the Project Team:

Project team members include Project Co-ordinator, Deputy Project Co-ordinators, Executive Committee members of The Hong Kong Printers Association, Executive Committee Member of Institute of Print-media Professionals, Production Director of Time Magazine, Executive Director of Starlite Printers Limited, the speaker from Rochester of Institute Technology.

Advertising & Promotion:

➤ Advertisement in The Hong Kong Print Media – Announcement in Feb issue; each speaker's bio was reported in the issues of Mar to May; advertisement in the issues of Apr & May.

➤ Advertisement in Printed Matter magazine – advertisement in the issue of May

➤ Advertisement in Graphic Arts Association Bulletin – advertisement in the issue of May

➤ Advertisement in HK Economic Times – advertisement in early of June

➤ Websites – all speakers' bio, program and application form were uploaded to dedicated webpage in the websites of our association and Advanced Printing Technology Centre in April.

➤ Email blast – the email blast was sent out starting from May. Our association and Advanced Printing Technology Centre had sent out three times. Other collaborating organizations had sent out to their members in May.

➤ Promotion through other collaborating organisations – The promotion leaflet for the Summit was ready in March. The leaflet was distributed in the events organized by collaborating organizations.

➤ Direct mailings – The invitation card was sent out to all our members in May.

➤ Promote to equipment suppliers – We specially introduced to varies equipment suppliers so that they could promote to their customers.

Summit Follow-up:

➤ Press release – press release was published to several printing magazines.

➤ Supplement – the supplement was produced to cover the speakers' speech and contents. It was inserted to Hong Kong Print Media magazine. In addition, it was distributed to local printing industry via different organizations and equipment suppliers. The soft copy of the Supplement was also produced and uploaded to the websites of our association and APTEC.

➤ Website – all presentation files had been transferred to PDF and uploaded to both our association and APTEC websites after the Summit for free download.

➤ ISO Workshop – Eight classes of workshops were organized, which were mainly targeted to SMEs. And those attended The Hong Kong Summit had first priority to join the workshop.

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.

Summit – In the proposal, we planned to have 300 audience, with 270 seats reserved to SMEs. The actual number of paid participants was 532, with 294 from SMEs, which exceeded the target. The questionnaire showed about 85% of the interviewees indicated overall performance was satisfied. Although the majority of the participants were HK industry practitioners, it also attracted the participants from China, Malaysia, Korea, Taiwan, Singapore and Macau. This Summit was treated as the largest-scale in the world promoting printing standardization.

Summit Report – We distributed the Summit Report to all participants. The Report contains all speakers' presentation with bilingual. Also, all presentation files were uploaded to both our Association's website (http://www.hkprinters.org) and APTEC website (http://www.aptec.vtc.edu.hk).

Post-event Supplement – The Supplement were produced to cover all speakers' speeches. Total printed quantity was 12000, same as the planned quantity. 7000 copies had been inserted to "HK Print Media" magazine. About 4000 copies had been sent out through different channels and supporting organizations. The remaining copies were distributed to the workshop participants and APTEC's students. Also, as planned, the Supplement's softcopy in PDF format was uploaded to both our association and APTEC websites.

Enquiry email – Our association created a dedicated email (hksummit@hkprinters.org) so that the industry could send any enquiries regarding the Summit and printing standardization.

Workshops – In the proposal, it was planned that the registration should be maximum 200. The actual number of enrolled participants for the eight classes of workshops was 192, while 173 participants completed the course, i.e. with 90% success rate. The response was satisfactory. There were still around 40 participants on waiting list. In addition, APTEC continuously received the enquiries about the workshop. As planned, each workshop lasted for 12 hours, with 4 evening sessions or 2 full-day sessions per workshop.

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 Hong Kong Summit was the largest-scale printing standardization conference in the world in terms of number of participants, even more than the ones organized in Beijing and in Korea. It brought a big impact to the local printing industries. The number of participants was unexpectedly higher than the planned number, with 532 attended. In the questionnaire, it reflected that 87.3% of the interviewees believed the Summit could enhance their competitiveness while 88.9% thought that it was practical and helpful. 42% of the interviewees indicated that they would implement printing standardization within one year. Even some industry practitioners suggested that the Summit could be organized again in future. It could meet the objectives of strengthening the printers' knowledge about ISO printing standardization and ISO 12647-2 related certifications.

For the Workshops, the participants could learn the techniques about implementing printing standardization. With the eight classes, almost all participants of the first two classes attended The Hong Kong Summit, with 48 participants, while the remaining 125 participants did not attend the Summit. The questionnaire showed that 97% of the participants thought the workshops helpful.

The participants can learn the skillsets from the Summit and Workshop and apply to their production workflow. It can help to increase the productivity, efficiency and help to obtain certifications. In return, it will directly enhance their competitiveness.

The most immediate and significant effect for the Summit is the increase in the number of certified companies obtaining ISO 12647-related certifications. In only six-month after the Summit, three more SMEs applied and successfully obtained the G7 certified company qualification. G7 was one of the ISO 12674-related certification system introduced by US IDEAlliance. Owner, senior management staff and production staff from these three companies had attended HK Summit. Another SME also obtained Fogra PSO certified company after the Summit. The management team members had attended the Summit. Fogra PSO was introduced by Germany.

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)	Invite speakers	1/3/2011	11/2/2011	C
(b)	Collect all presentation files from speakers	30/4/2011	26/5/2011	D
(c)	Design & production of Summit Report	31/5/2011	11/6/2011	D
(d)	Promotion – advertising in printing magazines & websites, receive registration	17/6/2011	10/6/2011	C
(e)	Backdrop & trophy production	10/6/2011	10/6/2011	C
(f)	Newspaper advertisement	10/6/2011	3/6/2011	C
(g)	Summit date	18/6/2011	17/6/2011	C
(h)	Upload speakers powerpoint to websites, publish press release to print-related publications	30/6/2011	30/6/2011	C
(i)	Publish in "HK Print Media" magazine	31/7/2011	31/7/2011	C
(j)	Post-event Supplement	31/7/2011	31/8/2011	D
(k)	Workshops	31/1/2012	31/12/2011	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.

Date/ Period	Description	No. of beneficiaries (Please specify whether they are SMEs or not)
May, 2011	Direct mailing to our association's members	350 (estimated working in HK SMEs: 245)
May, 2011	Email blast & direct mailing to APTEC's database	7000 (estimated working in HK SMEs: 5000)
April & May, 2011	Advertisement in "HK Print Media" magazine	5000 (estimated working in HK SMEs: 1500)
Mar to May, 2011	Summit overview with each speaker's bio in "HK Print Media" magazine	
Jun 3, 2011	Advertisement in "HK Economic Times" newspaper	93000 (working in HK SMEs: unknown)
May, 2011	Advertisement in "Graphic Arts Association Bulletin" magazine	9000 (estimated working in HK SMEs: 3000)
May, 2011	Advertisement in "Printed Matter" magazine	13000 (estimated working in HK SMEs: 2000)
17/6/2011	The Hong Kong Summit	532 (estimated working in HK SMEs: 294)
July – Dec, 2011	Implementing G7, Fogra PSO & ISO 12647 Workshop	173 (estimated working in HK SMEs: 165)
	Total no. of beneficiaries - no. of SMEs :	12204 (estimated)
	no. of companies which are not SMEs :	22851 (estimated) (did not count 93000 from HK Economic Times)

Future Plan for Promoting the Project Deliverables

In view of good response of the workshops, in future, we will encourage APTEC to continue to organise workshops about printing standardization.

An eye-catching icon was created and founded on the websites of our association and APTEC. When clicking in, the people can download the Hong Kong Summit's photos, the speakers' presentation files and post-event supplement. We will continuously remind the industries practitioners to download the presentation files and Summit Supplement from our websites via email and our magazine.

In order to further strengthen the industry's awareness of printing standardization, we will interview some printers which had implemented printing standardization to share their experiences and publish in our magazine as customer story.