

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

Project Title : Enhance Local SMEs' Product Value via the  
(Reference No.) Establishment of a Plastic Materials Resources  
Centre (PMRC) (D10 003 001)

Period covered : From 01/04/2011 to 30/09/2012  
(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

D10 003 001: Enhance Local SMEs' Product Value via the Establishment of a Plastic Materials Resources Centre (PMRC)

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

Nowadays, many manufacturers, especially local SMEs, would need to reduce excessive labor and enhance product varieties and value to sustain business growth. In most cases, industrial designers have good skills on aesthetic design but possess limited knowledge on engineering requirements such as material selection.

In this project, a Plastic Materials Resources Centre (PMRC) has been set up in VTC Kowloon Bay Complex, to provide plastic materials knowledge on design, processing and applications. Also, a knowledge-based plastic materials application system has been developed, which contains over 1,200 plastic materials information including material properties, design parameters and processing guidelines for new product development. Two promotional seminars and one grand opening ceremony have been held to disseminate the project results to 160 people from plastic industry.

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

1. To provide a one-stop avenue where trade people could easily access to most of the plastic materials available in the market and obtain latest information on their properties and applications;
2. To provide a fast and effective material reference for designers to visualize, touch and feel their appearance and surface finish, which could enlighten their creativity;
3. To develop an effective knowledge-based plastic material application system for engineers to retrieve the relevant design and manufacturing data.

### Recipient/Collaborating/Implementation Organisation

Recipient Organisation : Federation of Hong Kong Industries

Collaborating Organisation(s) : Vocational Training Council

Implementation Agent(s) : Hong Kong Productivity Council

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	<u>Mr. Daniel Wong</u>	<u>United Overseas Industries Co. Ltd</u>	<u>Tel 2756 1688 Fax 2750 8347</u>
Deputy Project Co-ordinator	<u>Mr. Stanley Cheung</u>	<u>Sun Legend Technology Limited</u>	<u>Tel 9027 7709 Fax 2517 3320</u>

### Project Period

<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
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As stated in project agreement	01/04/2011	30/06/2012	15
Revised (if applicable)		30/09/2012	18

### **Methodology Employed**

A project team was formed, including experts from the plastic manufacturing industry and members from FHKI, VTC and HKPC. The team was responsible for defining the scope of work in terms of technical aspects and for the project implementation.

The Plastic Materials Resources Centre was set up in VTC. A Project Officer was hired to manage the centre's daily operation.

A list of plastic material suppliers with relevant plastics application product samples have been collected and consolidated by HKPC;

Based on the relevant plastic materials information and data collected, a knowledge-based plastic materials application system was developed by the project team, which was installed in the Centre for public access.

As FHKI, VTC and HKPC have a comprehensive industry network and expertise, their participation will definitely benefit local SMEs with sharing of the best practices. Two promotional seminars were organized on 11 Aug 2012 and 22 September 2012 respectively, to disseminate the project deliverables to local plastic industries. A launching ceremony of the Centre was held on 15 Aug 2012.

The deliverables of this project provide a good platform for SMEs to apply novel plastic materials in their product development.

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## 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. Set up a Plastic Materials Resources Centre
2. Develop a knowledge based plastic materials application system
3. Edit a series of training materials with practical cases
4. Organize promotion seminars to disseminate the project results

### 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 Plastic Materials Resources Center combines a real material library and a knowledge based application system. The real material library stores popular plastic materials and their related application examples, while the knowledge-based system contains various searching criteria and step-by-step guidelines for the selection of most suitable materials to develop household electrical appliances and medical devices.

It is essential for SMEs to improve their efficiency in new product development. The development of knowledge based plastic materials application system facilitates the knowledge transfer in product design and development, among fellow designers and engineers.

Overall, the project deliverables support the sustainable development of Hong Kong industry.

### 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/D/N) #
(a) Form project team and define the details for setting up the Centre	01/04/2011- 30/04/2011		C
(b) Conduct market research and line up industry partners	01/05/2011- 30/06/2011		C
Set up the Plastic Materials Resources Centre			
- Venue fitting out	01/06/2011- 31/06/2012	30/09/2012	C
(c) - Purchase of equipment			
- Source and purchase/collect the reference materials			
- Press conference and Centre opening			

(d)	- Study and consolidate the plastic material information - Develop a common material database	01/06/2011- 31/01/2012		C
(e)	- Collect and prepare real cases from industry - Develop a Knowledge Based Plastic Material Application System	01/09/2011 – 30/04/2012	31/07/2012	C
(f)	Edit a series of training materials with practical case studies	01/04/2012 – 30/06/2012	30/09/2012	C
(g)	Organize promotion seminars for the dissemination of project results	01/06/2011 – 30/06/2012	30/09/2012	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)
11/08/2012	Seminar on Plastic Materials Resources Centre (PMRC)	50
15/08/2012	Grand opening of the Plastic Materials Resources Centre (PMRC)	60
22/09/2012	Plastic technology forum	50
Oct 2012	Industry Focus	1,600
Oct 2012	HKPC News Flash	5,000
Oct 2012	HKPC website	10,000
Oct 2012	Hong Kong Industrialists	2,000
Total no. of beneficiaries - no. of SMEs		: 18,710
no. of companies which are <u>not</u> SMEs		: 50

### Future Plan for Promoting the Project Deliverables

1. Continue to promote the PMRC among industries, trade associations and educational institutes.
2. Keep good relations with plastic materials suppliers.
3. Propose a 2<sup>nd</sup> phase project to further improve the PMRC and put the knowledge based application system online.