

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

Project Title : Program on Automation Capability Enhancement for  
(Reference No.) SMEs of Plastic and Metal Industries by Advanced  
Technology Transfer, Operation Benchmarking and  
Exchange Platform Building (D10 004 002)

Period covered : From 1 June 2011 to 31 May 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

Program on Automation Capability Enhancement for SMEs of Plastic and Metal Industries by Advanced Technology Transfer, Operation Benchmarking and Exchange Platform Building  
D10 004 002

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

There is a strong need for SME manufacturers of the local foundation industries to adopt automation solutions for reducing the reliance of labour on operations, and enhancing reliability, stability and hence quality in production. Nowadays, automation has become one of the hottest issues among SMEs engaged in plastics, metals products manufacturing. It is a matter of future development, competitiveness or even just survival. However, there are some barriers hindering local manufacturers from adopting automation solutions especially for those SMEs without much engineering capabilities. Hence, this project aims to assist SMEs in the plastic and metal industries to adopt automation solutions through a series of seminars, matching collaboration exhibition, guidebook and case study DVDs.

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

- 1) Setting up an effective exchange platform among local plastics and metals products manufacturers requiring automation solutions and small sized automation consultancy service providers;
- 2) benchmarking and studying the operations of local pioneers and foreign companies adopting automation solutions in their factories; and
- 3) transferring advanced automation technologies and integrated system design techniques from overseas to Hong Kong.

### Recipient/Collaborating/Implementation Organisation

Recipient Organisation : Hong Kong Mould and Product Technology Association Limited (HKMPTA)

Collaborating Organisation(s) : Hong Kong Electrical Appliances Manufacturers Association  
Hong Kong Critical Components Manufacturers Association  
Hong Kong Plastics Manufacturers Association  
The Hong Kong Metals Manufacturers Association  
Hong Kong Watch Manufacturers Association Limited  
The Hong Kong General Chamber of Small and Medium Business Limited

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 :	Sunny CHAI	HK Mould and Product Technology Association Limited	2788 5058
Deputy Project Co-ordinator :	Alex LAU	HK Mould and Product Technology Association Limited	2788 5058

**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>1 June 2011</u>	<u>31 May 2012</u>	<u>12</u>
Revised (if applicable)	_____	_____	_____

**Methodology Employed**

- 1) A 3-day mini-exhibition targeted especially on automation systems design and manufacturing engineering services in Hong Kong was organized as a platform for small automation engineering companies to meet with manufacturers requesting for automation system integration solutions. These small engineering companies can participate in matching collaboration exhibition with little resources.
  
  - 2) Four one-day seminars were launched to share the successful cases of local pioneers and foreign companies who adopting automation solutions in their factories. A guidebook and set of DVDs were also produced to summarise the presentations of all seminars.
  
  - 3) Several overseas speakers were invited to introduce integrated automation system design techniques and advanced automation technologies.
-

## 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) A 3-day mini-exhibition for small and medium-sized automation consultancy companies to exhibit and demonstrate their automation systems to SMEs in the plastics and metal product manufacturing sectors.
- 2) Four one-day seminars in which overseas speakers, local pioneering companies and HKPC experts will introduce the latest automation technologies and share experience.
- 3) A practical guidebook comprising summaries of contents and practical cases of automation introduced on seminars, findings of the mini-exhibition as well as contacts and services provided by all exhibitors of the mini-exhibition will be compiled. A DVD comprising video clippings of exhibits of the mini-exhibition and practical cases of automation will be produced.

### 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.

There were 1,066 visitors from small and medium-sized manufacturing companies in Hong Kong participated in the 3-day mini-exhibition. There were 41 exhibitors for the mini-exhibition. The participants of four one-day seminars were 118, 228, 125 and 61. There were 532 participants in total. They were all came from small and medium-sized manufacturing companies. After completion of all seminars, total 2,000 sets of guidebook and DVDs were distributed to targeted SMEs.

Upon completion of this program, HKMPTA evaluate the feedback from exhibitors and visitors of the mini-exhibition. We believe this first mini-exhibition will drive co-operation and bring benefits to both the SMEs engaged in plastics, metals, mould & die and related products making and the automation engineering service companies. Upon the automation engineering service providers realize the advantages of this new platform and enlarge their business volume, they may be willing to join similar mini-exhibition at full cost in the future. HKMPTA is considering to organise similar automation engineering mini-exhibition on self-finance basis with private exhibition service companies annually or every two years.

The lifespan of advanced automation technologies introduced under this program will be around 5 years. Currently, HKPC is organizing some basic automation technology integrated courses for local manufacturers. After gaining knowledge of advanced automation technologies in the seminars under this program to be delivered by overseas experts, HKPC may offer individual courses on advanced automation technology or enrich the contents of the existing automation training and offer advanced level integrated automation technology courses on cost recovery basis. HKMPTA and HKPC will also hold self-finance symposiums or seminars to continue introducing the latest automation technologies to local manufacturers.

### 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) To organize and hold a 3-day mini-exhibition on automation systems design and manufacturing services.	30 Nov 2011	3 Mar 2012	C

---

(b) To organize 4 one-day seminars on advanced automation technologies and system adoption experience.	30 Apr 2012	C
(c) Editing, production and dissemination of whole program practical guidebook and automation cases DVD.	31 May 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)
Jul – Aug 11	Advertisement on the bio-monthly magazine of The Hong Kong Metals Manufacturers Association	Around 600 HKMMA members
Nov11, Dec 11, Mar12 & Apr 12	Promotion in Centrepoint e-Newsletter	3,000
Nov11 & Feb12	Advertisement on “Machinery & Materials” 11/2011 and 02/2012 edition	2,000
16 Dec 11	Symposium on Automation System Design and Overview on Automation in Pearl River Delta	118
7 Feb 12	Advertisement on HKMPTA Magazine	700
7 Feb 12	Advertisement on HKMPTA Journal	700
12 Feb 12	Visitor recruitment pamphlet	4,500
13 Feb 12	Visitor recruitment poster	200
27 Feb 12	Advertisement on Sing Tao Daily ( <i>wholly funded by HKMPTA and not charging to this SDF project. The purpose is to further promote the mini-exhibition, symposium and other deliverables.</i> )	150,000
1&2 Mar 12	Symposium on Assembly Automation and Applications of Robots and Advanced Devices in Automation	228
3 Mar 12	Symposium on Plastics and Metals Processing Automation and Management Automation	125
1-3 Mar 12	Effective Automation Systems Exhibition & Matching Collaboration	1,066
27 Apr 12	Symposium on Automation in Inspection, Testing and Quality Assurance	61
28 May 12	Automation Practical Guide for Plastics and Metals Industries	2,000
28 May 12	Automation Case Studies DVDs for Plastics and Metals Industries	2,000
Total no. of beneficiaries - no. of SMEs		: More than 2,000
no. of companies which are <u>not</u> SMEs		: 20

### Future Plan for Promoting the Project Deliverables

- 1) HKMPTA will further promote the guidebook and DVDs in the coming newsletter. Additional copies of DVDs may be duplicated and distributed at cost to SMEs.
- 2) A one-day symposium and a mini-exhibition on automation will be held by HKMPTA in Dongguan in November 2012 with HKPC and a private exhibition company