

**SME Development Fund/  
Dedicated Fund on Branding, Upgrading and Domestic Sales  
(Organisation Support Programme)**

**Final Report of Approved Project**

Project ref. no. : D11 001 006  
Project title : HK SME General Food Specification Database (Phase 2)  
Period covered : From 10/10/11 to 09/11/13

## 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

D11 001 006

HK SME General Food Specification Database (Phase 2)

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

Based on the deep concerns for food safety and optimization of the purchasing standard of the catering industry, the AHKCSM, with the PEAK as the implementation organization, successfully applied for the SME Development Fund and carried out smoothly the establishment and propagation of the "Hong Kong SME General Food Specification Database." (Database) from July 07 to June 09. The deliverables of the Database were well recognized by the government and industry with positive feedbacks. Phase II of the Database will surpass the Phase I to enrich our food related SME on the material resource, food purchasing and supply management knowledge by adding the 8 following categories: 1) Mushroom & Fungi, 2) Marine Fishes, 3) Dried Seafood, 4) Fresh water Fishes, 5) Roots, Stem & Tubs, 6) Beans & Nuts, 7) Grains & Cereals, and 8) Herbs & Spices. The contents also cover the new government focused areas, including Eatsmart@restaurant, nutrition labeling, food safety bill, pesticide residues control and so on.

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

This project is focusing on issues on purchasing, resources searching and raw material management for local SME catering industry:

1. Due to the successful result and the positive response from the catering industry and strong demand on the database and project deliverables, AHKCSM would like to continue the development of the specification database to satisfy the request from the SME catering organizations.
2. Through opening ceremony, seminar, workshop, site-visit, closing ceremony and so on to introduce this HK SME General Food Specification Database and its project deliverables. Let SME catering organizations share their experience and interactive learning. This would also enrich their knowledge on scientific management hence strengthen their competitive advantages.
3. Introduce new government policy and concept of green living such as food and nutrition labeling, organic certification, eatsmart@restaurant, waste reduction, low carbon diet, support for local fishery and agriculture, food waste management, and sustainable development.
4. Organize consultant team to visit SME catering organizations and find out the actual problems, understand their requirements on Mushroom & Fungi, Marine Fishes, Dried Seafood, Fresh water Fishes, Roots, Stem & Tubs, Beans & Nuts, Grains & Cereals, and Herbs & Spices, so as to develop the right approach on product specification for purchasing, resources searching and raw material management and achieve multi-facet development and interactive sharing.
5. Based on the data collected, the project will develop various project deliverables such as website, mobile applications, posters, pamphlets and handbooks for the practical use of SME and serve as the industrial reference.

### Grantee /Collaborating/Implementation Organisation Agent

Grantee : 香港餐務管理協會  
The Association for Hong Kong Catering Services Management Ltd.  
(AHKCSM)

Collaborating Organisation(s) : N.A.

Implementation Agent(s) : 職業訓練局高峰進修學院  
Vocational Training Council -- Institute of Professional Education And  
Knowledge (PEAK/VTC)

### Key Personnel

<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
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Project Co-ordinator	: Mr. Lau Kwong Choi	AHKCSM	2753-6703 / 3171-1283
Deputy Project Co-ordinator	: Mr. Li Yat Chuen	PEAK/VTC	2836-1832 / 2832-9443

### 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	10/10/2011	09/10/2013	24 Months
Revised (if applicable)	N.A.	09/11/2013	25 Months

### Methodology Employed

The Association for Hong Kong Catering Services Management Limited (AHKCSM) invites the Institute of Professional Education And Knowledge (PEAK) as the implementation organization, which will provide consultancy services and the production of project related activities. With the support of the SME Development fund, joint effort of two professional bodies contribute to the uplift of quality in the SMEs of the food and catering industries.

As the project's implementation manager, PEAK leverages its experience in the coordination, liaison and control of various functional units within the project, which includes data collection, filtering, editing, and verification. Its responsibilities also include the production, promotion and marketing of the project; appropriate allocation and utilization of resources; monitoring progress, inviting and assimilating comments of the project, assurance of output quality and its cost effectiveness. It works according to the following operation plan:

- 1) Formation of consultation committee
- 2) Food database construction
- 3) Working on project deliverables and promotion activities
- 4) Conduction of reporting, reviewing, and further exploring, etc.

## 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) The extension of this Database (Phase 2) includes 8 food categories (Mushroom & Fungi; Marine Fishes; Dried Seafood; Fresh water Fishes; Roots, Stem & Tubs; Beans & Nuts; Grains & Cereals; and Herbs & Spices), around 260 items and over 500 photos. It will serve as a long term and effective platform for catering related SMEs. In summary, the number of items completed for the 8 food categories are as follows:
 

Mushroom & Fungi:	33
Marine Fishes:	34
Dried Seafood:	31
Fresh water Fishes:	29
Roots, Stem & Tubs:	34
Beans & Nuts:	33
Grains & Cereals:	34
<u>Herbs &amp; Spices:</u>	<u>33</u>
TOTAL:	261
- 2) Update and extend "Hong Kong Food Specification Website" [www.fooddb.com.hk](http://www.fooddb.com.hk) and actively introduce the website to 14,000 food-related business SMEs and other related organizations as well as open to the public. The AHKCSM will continue the maintenance of the website after project completion.
- 3) Prepare 8 kinds of posters for 8 food categories, 800 copies for each food category poster with total of 6,400 copies. Prepare 8 kinds of pamphlets for 8 food categories, 800 copies for each food category pamphlet with total of 6,400 copies. Prepare 2 food specification handbooks and each handbook carry 4 food categories. Each handbook will produce 1,000 copies and total 2000 copies will be expected. We believe food related business SMEs could well use these information in simple and convenient way. The posters and handbooks have been distributed via various channels and during the project promotion and marketing events. The distribution activity will continue through supporting/collaborating organisations, PEAK and other means.
- 4) We plan to hold a series of promotional activities with over a hundred people each, including opening ceremony, seminar, workshops, site-visits and closing ceremony for all catering business SME and food related organizations to share the benefits and project deliverables. We believe there would be 100 – 300 participants for each activity and they would understand the development of this food specification database. Also, all participants would have good chances to express their interest on food safety, legislation, public health, purchasing management, tracking back system resource control and other related issues. Details of such promotional activities are provided in paragraph 2.5 below.

### Actual Benefits to SMEs/Enterprises

(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 / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

<u>Target SMEs / enterprises</u>	<u>Estimated number of beneficiaries</u>
Major beneficiaries:	Around 3,000 enterprises
1) Small & medium enterprises in the catering industry	1,000 licensed restaurants participate in the promotion activities
2) Food wholesale, retail, trading and transportation, etc.	500 companies participate in the promotion activities
	2,000 units / persons get our promotion leaflets and food database booklets
	Website: Open to all Hong Kong SMES and the general public
Other beneficiaries:	Around 1,000 persons

3) Medical and social welfare sectors (Nutrition and health care personnel)	500 persons
4) Education sector (health education, food science, home economics, biology, etc.)	500 persons

At completion of the project, basically all of the targeted benefits and contributions to SMEs have been achieved. The establishment of the Food Database Websites helps enhance SMEs' knowledge and increase their competitiveness.

Specifically:

300 SMEs attended the project launching and closing ceremonies.

350 SMEs attended the 2 seminars, 1 seminar+site visit and 1 workshop.

6,000 SMEs get informed about the food database and project deliverables through the 20 promotional issues on Hong Kong Commercial Daily.

200 SMEs get informed about the food database and project deliverables through various popular social media websites.

6,400 copies of posters for 8 food categories have been and will continue to be distributed to SMEs.

6,400 leaflets for 8 food categories have been and will continue to be distributed to SMEs

2,000 copies of food specification handbooks have been and will continue to be distributed to SMEs.

There are 409 fans in Facebook and 305 fans in Sina Weibo established for the project.

### 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 approved 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) 1. Revise, update and amend the database and project deliverables for project phrase 1	2012/01/09		C
2. Formation of Consultation Committee (Refer to Appendix I for the member list)			
3. Design and select contents and details for database			
4. Link-up Cooperation Partners and Technical Support Team			
5. Preparation for the Opening Ceremony			
6. Promote the database and project deliverables through mass media, such as articles, press release and advertising			
7. Interview with related organization and understand the need for SME			

(b)	<ol style="list-style-type: none"> <li>1. Prepare data collection and establish photos database</li> <li>2. Adding, update and amend website information</li> <li>3. Prepare project deliverables such as websites, posters, pamphlets, handbooks and etc.</li> <li>4. Prepare conferences, seminars and workshop to share project deliverables</li> <li>5. Promote the database and project deliverables through mass media, such as articles, press release and advertising</li> </ol>	2012/10/09	C	
(c)	<ol style="list-style-type: none"> <li>1. Prepare data collection and establish photos database</li> <li>2. Adding, update and amend website information</li> <li>3. Prepare project deliverables such as websites, posters, pamphlets, handbooks and etc.</li> <li>4. Prepare conferences, seminars and workshop to share project deliverables</li> <li>5. Promote the database and project deliverables through mass media, such as articles, press release and advertising</li> <li>6. Promote database and project deliverables among food and catering industry</li> </ol>	2013/07/09	C	
(d)	<ol style="list-style-type: none"> <li>1. Prepare data collection and establish photos database</li> <li>2. Adding, update and amend website information</li> <li>3. Prepare the phrase 2 project completion ceremony</li> <li>4. Promote the database and project deliverables through mass media, such as articles, press release and advertising</li> <li>5. Study and explore potential continuous development</li> <li>6. Prepare post project report, final project report and final financial report</li> <li>7. Project activities survey and statistical report</li> <li>8. Answering questions from project report and financial report</li> </ol>	2013/11/09	C	
(e)				
(f)				
(g)				

### 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 (SMEs/Enterprises*)</u> *please delete as appropriate
<b>Through Hong Kong Commercial Daily</b>		
3 Jan 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.237)	>300, mostly SMEs
7 Feb 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.238)	>300, mostly SMEs
6 March 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.239)	>300, mostly SMEs
3 April 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.240)	>300, mostly SMEs
8 May 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.241)	>300, mostly SMEs
5 June 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.242)	>300, mostly SMEs
3 July 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.243)	>300, mostly SMEs
7 Aug 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.244)	>300, mostly SMEs
4 Sep 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.245)	>300, mostly SMEs
9 Oct 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.246)	>300, mostly SMEs
6 Nov 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.247)	>300, mostly SMEs
4 Dec 12	Promote the database and project deliverables through Hong Kong Commercial Daily (no.248)	>300, mostly SMEs
8 Jan 13	Promote the database and project deliverables through Hong Kong Commercial Daily (no.249)	>300, mostly SMEs
5 Feb 13	Promote the database and project deliverables through Hong Kong Commercial Daily (no.250)	>300, mostly SMEs
5 Mar 13	Promote the database and project deliverables through Hong Kong Commercial Daily (no.251)	>300, mostly SMEs
2 Apr 13	Promote the database and project deliverables through Hong Kong Commercial Daily (no.252)	>300, mostly SMEs
7 May 13	Promote the database and project deliverables through Hong Kong Commercial Daily (no.253)	>300, mostly SMEs
4 Jun 13	Promote the database and project deliverables through Hong Kong Commercial Daily (no.254)	>300, mostly SMEs
2 Jul 13	Promote the database and project deliverables through Hong Kong Commercial Daily (no.255)	>300, mostly SMEs
6 Aug 13	Promote the database and project deliverables through Hong Kong Commercial Daily (no.256)	>300, mostly SMEs
<b>Through other activities</b>		

19 Oct 11	Launching Ceremony	>100, mostly SMEs
17 Apr 12	Seminar on Fresh Water Fish and Site Visit to Marine Fish Farm	>50, mostly SMEs
30 Nov 12	乾貨海味工作坊	>100, mostly SMEs
7 Mar 13	Site visit to HK Fisheries Education Centre and Wholesale market at Aberdeen (Note (a))	>50 SMEs
11 Mar 13	Seminar on the "Progress Report" of the project	>100, mostly SMEs
27 Jun 13	Seminar on "夏日養生"	>100 SMEs
7 Nov 13	Project completion ceremony + Food knowledge competition	>200 SMEs
Nov 11 to Nov 13	Promotion through various popular social media websites such as Facebook, Sina Weibo, Twitter and Tenent Weibo, etc. Up to Nov 2013, there are 409 fans in Facebook and 305 fans in Sina Weibo.	>200 SMEs
Total no. of beneficiaries :		>6,900 SMEs

Note (a): This is anon-project funded activity provided by the Applicant in response to the demand from the industry.

#### **Future Plan for Promoting the Project Deliverables**

The Food Database website will be continuously maintained by AHKCSM after completion of the project.

The booklets, leaflets and other publications of the project will be continued to distribute via various channels.