

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

**Final Report of Approved Project**

Project ref. no. : D11 001 014  
Project title : Enhancing the “Innovative Hong Kong Designed  
Appliances” image by demonstration of successful  
design cases for penetration of China market  
Period covered : From 01/10/11 to 31/05/13  
(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

Enhancing the "Innovative Hong Kong Designed Appliances" image by demonstration of successful design cases for penetration of China market (Ref. No.: D11001014)

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

Many Hong Kong electrical appliances manufacturers have upgraded their business from OEM to ODM, supplying reputable European and American brands. Some are also trying hard to transform to OBM business. It is an inevitable strategy for moving up to the high value-added brand building business in order to sustain in the global competition.

With enormous demand in household appliances of the 1.3 billion people in Mainland, it will be a great opportunity for local electrical appliances manufacturers to extend their product into the mainland domestic market. Unfortunately, our SMEs have found difficulties to enter Mainland domestic market due to their lack of experience in promoting products of their own design, doing business in China market, and fulfilling 3C requirement. With the help of HKEAIA and HKPC, they could accumulate quickly their experience on doing business in China with an affordable cost.

Therefore, Hong Kong Electrical Appliance Industries Association (HKEAIA) gained the support of SME Development Fund in order to assist the future development of the industry in strengthening their brand images and expanding their market penetration in Mainland domestic market by intensified promotion of "Innovative Hong Kong Designed Appliances". The activities will include the organization of experience sharing conference and participating in the Mainland trade shows to promote Hong Kong designed appliances to Mainland market.

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

To publicize and uplift the image of "Innovative Hong Kong Designed Appliances" in Mainland domestic market;

To promote "Innovative Hong Kong Designed Appliances" as a whole to China market in the trade shows;

To share experiences and strategies on using innovative design as value-adding business tool;

To build up brand image of local household appliances industry;

To assist HK designed appliances in penetrating China market

### Grantee /Collaborating/Implementation Organisation Agent

Grantee : Hong Kong Electrical Appliance Industries Association

Collaborating Organisation(s) : \_\_\_\_\_

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>Dr. William Cheung</u>	<u>Hong Kong Electrical Appliance Industries Association</u>	<u>Tel 2788 6119 Fax 2788 6338</u>
Deputy Project Co-ordinator	: <u>Mr. Ken Fung</u>	<u>Hong Kong Electrical Appliance Industries Association</u>	<u>Tel: 3690 1822 / Fax: 3690 1823</u>

## 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	01/10/2011	31/12/2012	15
Revised (if applicable)		31/05/2013	20

## Methodology Employed

Project management committee was formulated including electrical appliances manufacturers, designers and brand building experts to facilitate the project implementation and carry out the following activities:

1. "Innovative Hong Kong Designed Appliances" Showcases were constructed at Guangdong Foreign-invested Enterprises Commodities Fair 2012 and Hong Kong Consumer Products Expo - Xiamen 2013 to promote the innovative image of Hong Kong electrical appliances in Mainland market and support local manufacturers entering Mainland Market. Award winning products of the Electrical Appliances Design Competition organized by HKEAIA and locally designed electrical appliances of SMEs were displayed in the showcases for demonstration of successful designs and brands.
  2. "Innovative Hong Kong Designed Appliances" Product Directory featuring a number of innovative Hong Kong appliances was edited and published. The products of SMEs were selected on a fair basis for inclusion into the directory. The directory was distributed at the expos and uploaded to the project website, which will be updated regularly by the association.
  3. A full-day Innovative Design Symposium for Household Appliances Industry was organized. 5 Keynotes speakers from overseas and China as well as local experts were invited to share their experience in innovative product design, business strategy and China domestic market. The Symposium was organized on 11 Nov 2011 at the Lecture Theatre of Hong Kong Design Institute.
  4. A half-day experience-sharing workshop was organized on 31 May 2013. For the purpose to benefit more SMEs who have not joined the Expos, an experience sharing seminar was organized. 4 company representatives shared their experience in entering domestic market and 50 SMEs in the electrical appliances industry attended the seminar.
  5. A project website was designed and constructed to promote the Innovative Hong Kong Designed Appliances.
  6. A series of promotional activities was organized, which included:
    - Advertisement on local and mainland newspapers and magazines
    - Circulations to HKEAIA members
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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. Organization of "Innovative Hong Kong Designed Appliances" Pavilions in 2 trade fairs
2. Publication of "Innovative Hong Kong Designed Appliances" Product Directory
3. Organization of a full-day Innovative Design Symposium for Household Appliances Industry
4. Organization of a half-day experience-sharing workshop
5. Construction of a project website - <http://hkeiaia01.wix.com/hkeiaia>
6. Circulation of a series of promotional activities

### 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.)

Through the organization of "Innovative Hong Kong Designed Appliances" Pavilions in 2 trade fairs and the distribution of the "Innovative Hong Kong Designed Appliances" Product Directory, Hong Kong designed electrical appliances and brands were introduced in Mainland and the image of "Innovative Hong Kong appliances" is initially recognized by Mainland consumers.

The organization of Innovative Design Symposium for Household Appliances Industry and experience sharing workshops enriched the Mainland domestic sales market knowledge of local SMEs in the electrical appliances industry. The speakers shared their insights into the development strategy in Mainland and their past experience of entering the Mainland market, which assisted local SMEs in the electrical appliances in planning their development in the Mainland market.

Overall, the project deliverables support the sustainable development of Hong Kong electrical appliances 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 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) To formulate the management committee and recruit members from the industry	31/10/2011		C
To edit and publish the "Innovative Hong Kong Designed Appliances" Product Directory.	31/1/2012	01/9/2012	D
(b) To set up the project website.			
(c) To identify and invite speakers for the full-day Innovative Design Symposium	31/12/2011		C
To organize full-day Innovative Design Symposium for Household Appliances Industry.	31/12/2011		C

	30/09/2012	C
(e) To participate in the "Guangdong Foreign-invested Enterprises Commodities Fair 2012" on 16 -19 Sep	30/04/2013	C
To arrange fair preparation including collect products and product information, company profiles, product photo taking, poster and leaflet production, showcase area rental and booth design	31/05/2013	C
(f) To participate in the "Hong Kong Consumer Products Expo - Xiamen 2013" on 30 April - 5 May 2013		
To follow up the feedback from the members and organize experience sharing workshop on entering China domestic market		
(g) To organize half-day experience sharing workshop		

### 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
13/10/2011	A 1/2 page B/W advertisement was published on newspaper am730 to promote the full-day symposium (Appendix 2a)	Over 2,000 practitioners in electrical appliances industry
10/2011	Symposium brochure (Appendix 4) and newsletter were distributed to the electrical appliances industry	Over 2,000 practitioners in electrical appliances industry
10/2011	Publication of symposium website - <a href="http://hkeaia01.wix.com/hkeaia">http://hkeaia01.wix.com/hkeaia</a>	Over 2,000 practitioners in electrical appliances industry
07/11/2011	2 full-page colored supplement was published on newspaper, Mingpao which included the symposium promotion and designer interviews of innovative appliances (Appendix 2b)	Over 2,000 practitioners in electrical appliances industry
01/09/2012 – 31/05/2013	2000 pcs of Innovative Hong Kong Designed Appliances Product Directory was published and distributed in the 2 trade fairs, experience sharing workshop and members of HKEAIA	Over 2,000 practitioners in electrical appliances industry
04/2013	Experience sharing workshop brochure and newsletter were distributed to the electrical appliances industry	Over 2,000 practitioners in electrical appliances industry
Total no. of beneficiaries :		Over 12,000

### Future Plan for Promoting the Project Deliverables

1. Continue to promote the Hong Kong designed appliances in Mainland market through the participation of trade fairs
2. Propose a 2<sup>nd</sup> phase project to further upgrade the image of Hong Kong designed appliances through a online appliances information and safety knowledge sharing platform