

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

Final Report of Approved Project

Project ref. no. : D12 001 005
Project title : To promote the application of Web Content
Management System (CMS) to local SMEs
Period covered : From 1/10/2012 to 31/10/2013
(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

D12 001 005 To promote the application of Web Content Management System (CMS) to local SMEs

向香港中小企業推廣網站內容管理系統(CMS)的應用

Project Summary (in not more than 150 words)

As the network technologies develop, company Website becomes an indispensable tool in business operation. It is believed that over 90% of the Small and Medium Enterprises (SMEs) in Hong Kong have already built up their own Websites. However, most of the contents introducing the products and services of the company are still static and hard to update. Many SMEs hire production companies to design a beautiful Website multi-media wise, but it lacks the flexibility in content management. It is time consuming and costly as every change has to depend on the production company.

Today, the demand of customers and business partners on Website has obviously changed. They need a straight forward way to acquire the newest information with interactive communication. In fact, Web Content Management System (CMS) had developed in the last few years into a system which is easy to learn by SME personnel with a wide range of functionalities. As a timely measure, this project focused in promoting the application of CMS to local SMEs.

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

- To promote the use of CMS to SMEs in Hong Kong
- To enable SMEs to create and maintain their own Websites
- To enhance the image of IT applications of Hong Kong businesses

Grantee /Collaborating/Implementation Organisation Agent

Grantee : Hong Kong Internet Service Providers Association (HKISPA)

Hong Kong Association of Interactive Marketing
Hong Kong Information Technology Federation
The International Federation Against Copyright Theft - Greater China
International Federation Of Creativity And Technology

Collaborating Organisation(s) : Internet Society Hong Kong

Implementation Agent(s) : Vocational Training Council -- Institute of Professional Education And Knowledge (PEAK)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	<u>Mr Lento YIP</u>	<u>HKISPA</u>	8201-1109/ 3011-3108
Deputy Project Co-ordinator	<u>Mr. Yat-chuen LI</u>	<u>PEAK</u>	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	<u>1/10/2012</u>	<u>30 /9/2013</u>	12

Revised (if applicable)

1/10/2012

31/10/2013

13

Methodology Employed

1) Formation of Consultation Committee (the Committee)

Members from HKISPA and PEAK have formed a committee to conduct and supervise the project. The committee has hosted meetings to monitor the project closely. The Committee has ensured the project is beneficial to the SMEs in the industry.

2) Publication of Manuals and Website

The content of the manuals and Website is a crucial factor for the success of this project. They are comprehensive and easy to learn, so that SMEs can manage to use CMS to build their own Websites.

3) Project Deliverables and Promotion

The project consultant team has developed Website and manual as project deliverables to share with the industry. The Committee has closely monitored the production of project deliverables and offered guidelines where appropriate. All project deliverables are targeted at the practical use of CMS for SMEs. Seminars, workshops and Web Design Contest were organised so that SMEs can experience the operation and benefits of CMS in a practical way. Besides traditional advertising and printed matters such as leaflets, posters, latest social media such as FaceBook, youtube, etc. were used to promote the project deliverables.

2. Summary of Project Results

2.1 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) Visit to SMEs to understand their situation and difficulties in maintaining their Websites. We have interviewed several SMEs and all of them indicated that their Websites were built by external IT companies. They are interested to use CMS to maintain the Websites by themselves.
- 2) Opening seminar – It was held on 3 Dec 2012 at VTC Tower. Speakers included HKISPA Chairman, the Hon Charles Mok, industry expert and the project team members.. Amongst the 150 attendees (mostly SMEs), more than 50 of them registered for the workshops.
- 3) Closing seminar – It was held on 15 Oct 2013 at Hong Kong Harbour View Hotel. Speakers included HKISPA Chairman, the Hon Charles Mok, industry expert and the project team members. There were more than 80 attendees and each one has received a copy of the manual.
- 4) Workshops – the 10 workshops were held from 29 Jan to 20 April 2013 at VTC Tower. Totally, more than 250 representatives from SMEs have attended the workshops. All of them have successfully completed a basic CMS Website at the end of the workshop. Each of them has received a course handout and a certificate. Details of the workshops are as follows:

工作坊: 如何使用免費內容管理系統，輕易建立及更新網站				
Workshop No.	Date		Time	Number of participants enrolled
1	19 January 2013	Saturday	9:30am - 12:30pm	32
2	25 January 2013	Friday	2:30pm - 5:30pm	32
3	26 January 2013	Saturday	9:30am - 12:30pm	32
4	02 February 2013	Saturday	2:30pm - 5:31pm	30
5	27 February 2013	Wednesday	6:30pm - 9:30pm	32
6	08 March 2013	Friday	2:30pm - 5:30pm	29
7	16 March 2013	Saturday	9:30am - 12:30pm	30
8	23 March 2013	Saturday	9:30am - 12:30pm	30
9	12 April 2013	Friday	2:30pm - 5:30pm	23
10	20 April 2013	Saturday	9:30am - 12:30pm	25

Overall speaking, based on the end-of-workshop survey, over 97% of attendees would apply the knowledge/skills learned in the workshop in their business operation, and overall satisfaction for the workshops is 4 (max. score = 5)

- 5) World SME Expo – This project participated in the Expo held from 6 to 8 Dec 2012 at HKCEC, with an exhibition booth and presentation seminar. Over 100 name cards were received. More than 200 visitors have viewed our on-site demo and related presentation on how CMS can help build and maintain their Websites in an easy-to-master and effective manner. They showed much interest in exploring the use of CMS in building and maintaining their Websites. Also, 24 visitors joined our on-site seminar.
- 6) Manual “How to use Web content management system to build and maintain Website by SMEs”,

posters and leaflets – We have printed 3,000 copies (full version) and 3,000 copies (concise version) manuals, 2,000 posters and 6,000 leaflets for distribution through the channels of supporting/collaborating organisations, PEAK, HKISPA and various project events. The e-version of the manuals were also placed on the project Website www.cms4sme.hk for SMEs' downloading and easy reference.

- 7) Website competition – There were more than 15 contestants for the competition. The process created a good chance for SMEs to exchange ideas on Website building and seeking further advice from project consultant team. The award presentation ceremony was held in sequel with the Closing Seminar on 15 Oct 2013.
- 8) Project website cms4sme.hk – The Website was launched in Nov 2012. All registrations for the seminars and workshops were done in the Website. The estimated total accumulated no. of visitors to this Website should be over one thousand at project end.
- 9) The hotline and consulting services had been established from the start of the project. Over 100 enquiries were received and project consultants had provided advices for around 30 SMEs during the project period.

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.)

The project provided a good chance for SMEs to understand and master the practical use of contemporary CMS for building and maintaining their Websites through the seminars, workshops and various project events. This facilitation in SME Websites in turn helps increase their competitiveness.

Specifically,

250 SMEs attended the workshops (the workshops were well received with over 97% of attendees (based on end-of-workshop surveys) would apply the knowledge/skills learned in the workshop in their business operation

230 SMEs attended the 2 seminars

2,000 posters for SMEs

6,000 promotion leaflet for SMEs

3,000 copies of manual "How to use Web content management system to build and maintain Website by SMEs" for SMEs

3,000 copies of manual (concise version) "How to use Web content management system to build and maintain Website by SMEs" for SMEs

1,000 visitors received the leaflets in the World SME Expo

Website – open to all local SMEs in on-going manner as the Website would be continuously supported by HKISPA after project completion

15+ companies joined the Website competition

100+ hotline enquiries were received and project consultants provided advices for around 30 SMEs

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>	<u>Original completion date</u>	<u>target</u>	<u>Revised completion date</u> (if applicable)	<u>target</u>	<u>Status</u> (C/D/N) #
(as set out in the approved project proposal appended to the project agreement)					

(a)	1.	Formation of Consultant Team	15/11/2012		C
	2.	Identify the contents and specifications			
	3.	Liaise with relevant organisations and experts			
	4.	To promote the project through media			
	5.	Visit several SMEs to understand their needs			
(b)	1.	Specify the content list for the manual	31/12/2012		C
	2.	Define the specification for the Website			
	3.	Prepare for the seminar and workshop promotion			
(c)	1.	Organise the seminar and workshops	30/4/2013		C
	2.	Participate in the SME Expo			
	3.	Prepare the specification for the Website competition			
	4.	Edit the manual content			
	5.	Edit the website content			
(d)	1.	Print the manual	31/5/2013	10/10/2013	C
	2.	Launch the Website			C
(e)	1.	Organise workshops	31/8/2013		C
	2.	Announce the result for the website competition		15/10/2013	C
	3.	Edit the project deliverables leaflet			C
(f)		Organise the closing seminar and award presentation ceremony	31/10/2013		C

Reasons for Deferring or Not Achieving certain Milestones, if any.

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																																												
3 Dec 2012	Opening seminar	150+																																												
6-8 Dec 2012	World SME Expo (leaflets)	1,000+																																												
29 Jan to 20 April 2013	Workshops	250+																																												
	<table><tr><th>Workshop No.</th><th>Date</th><th>Time</th><th>Number of participants enrolled</th></tr><tr><td>1</td><td>19 Jan 2013</td><td>9:30am - 12:30pm</td><td>32</td></tr><tr><td>2</td><td>25 Jan 2013</td><td>2:30pm - 5:30pm</td><td>32</td></tr><tr><td>3</td><td>26 Jan 2013</td><td>9:30am - 12:30pm</td><td>32</td></tr><tr><td>4</td><td>02 Feb 2013</td><td>2:30pm - 5:31pm</td><td>30</td></tr><tr><td>5</td><td>27 Feb 2013</td><td>6:30pm - 9:30pm</td><td>32</td></tr><tr><td>6</td><td>08 Mar 2013</td><td>2:30pm - 5:30pm</td><td>29</td></tr><tr><td>7</td><td>16 Mar 2013</td><td>9:30am - 12:30pm</td><td>30</td></tr><tr><td>8</td><td>23 Mar 2013</td><td>9:30am - 12:30pm</td><td>30</td></tr><tr><td>9</td><td>12 Apr 2013</td><td>2:30pm - 5:30pm</td><td>23</td></tr><tr><td>10</td><td>20 Apr 2013</td><td>9:30am - 12:30pm</td><td>25</td></tr></table>	Workshop No.	Date	Time	Number of participants enrolled	1	19 Jan 2013	9:30am - 12:30pm	32	2	25 Jan 2013	2:30pm - 5:30pm	32	3	26 Jan 2013	9:30am - 12:30pm	32	4	02 Feb 2013	2:30pm - 5:31pm	30	5	27 Feb 2013	6:30pm - 9:30pm	32	6	08 Mar 2013	2:30pm - 5:30pm	29	7	16 Mar 2013	9:30am - 12:30pm	30	8	23 Mar 2013	9:30am - 12:30pm	30	9	12 Apr 2013	2:30pm - 5:30pm	23	10	20 Apr 2013	9:30am - 12:30pm	25	
Workshop No.	Date	Time	Number of participants enrolled																																											
1	19 Jan 2013	9:30am - 12:30pm	32																																											
2	25 Jan 2013	2:30pm - 5:30pm	32																																											
3	26 Jan 2013	9:30am - 12:30pm	32																																											
4	02 Feb 2013	2:30pm - 5:31pm	30																																											
5	27 Feb 2013	6:30pm - 9:30pm	32																																											
6	08 Mar 2013	2:30pm - 5:30pm	29																																											
7	16 Mar 2013	9:30am - 12:30pm	30																																											
8	23 Mar 2013	9:30am - 12:30pm	30																																											
9	12 Apr 2013	2:30pm - 5:30pm	23																																											
10	20 Apr 2013	9:30am - 12:30pm	25																																											
Aug-Oct 2013	Website competition	15+																																												
15 Oct 2013	Closing seminar/award presentation ceremony	80+																																												
1 Oct 2012 – 31 Oct 2013	Promotion leaflet for SMEs	6,000																																												
Oct 2013	Manual – “How to use Web content management system to build and maintain Website by SMEs”	3,000																																												
Oct 2013	Manual (Concise version) - “How to use Web content management system to build and maintain Website by SMEs”	3,000																																												
Oct 2012 – Oct 2013	Project Website	1,000+																																												
Total no. of beneficiaries :		14,495+																																												

Future Plan for Promoting the Project Deliverables

The project Website cms4sme.hk will continue to be maintained by HKISPA to provide information for all SMEs.

The distribution of the manuals will be continued at the SME Centre (HKTDC), PEAK/VTC and supporting/collaborating organisations.
