

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

Final Report of Approved Project

Project ref. no. : D12 001 013
Project title : Road to Success – A strategic move to equip and
adopt global printing standardization
Period covered : From 01/10/2012 to 30/09/2013
(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

Project Reference: D12 001 013

Project Title: Road to Success – A strategic move to equip and adopt global printing standardization

Project Summary (in not more than 150 words)

Printing standardization is destined to be the future trend for local printing industry. In 2011, our association successfully organised "Hong Kong Summit – Global Printing Standardization – how does the HK printing industry adopt and benefit from global printing standardization?" and eight classes of "Implementing G7, Fogra PSO & ISO 12647 Workshop", which were subsidized by SME Development Fund. The response was unexpectedly good.

With a view of the demand and importance of printing standardization, our association further promoted to the printing industry, through re-running eight classes of the workshop. All participants had received the translated Printing guide poster 2011 and G7 How-To Guide. In addition, three customer interviews whose companies had obtained G7 or ISO 12647-related certifications were conducted and the articles were published in "Hong Kong Print Media" so as to convey the messages about the benefits of printing standardization. Our association also extended to promote to print buyers as well, via two seminars and three editorials in HK Economic Times about the concept of printing standardization.

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

The project objectives are to enrich the local printers' knowledge about ISO printing standardization so as to enhance their competitiveness; to teach the printers' techniques how to apply printing standardization into their production workflow in order to increase their efficiency; and to promote print-by-number and printing standardization concepts and its benefits to local printing industry and print buyers.

Grantee /Collaborating/Implementation Organisation Agent

Grantee : The Hong Kong Printers Association

Collaborating Organisation(s) : Institute of Print-media Professionals

Federation of Hong Kong Industries

Hong Kong Printing Industry Workers Union

Implementation Agent(s) : Advanced Printing Technology Centre Limited

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: Leung Siu Yin	1) The Hong Kong Printers Association 2) C&C Joint Printing Co., (HK) Ltd.	1) 2527-5050 2) 2666-4888
Deputy Project Co-ordinator	: 1) Pang On Kei Brenda	Advanced Printing Technology Centre Limited	3928-2548

- 2) Fung Man Ching Percy 1) The Hong Kong Printers Association 1) 2527-5050
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 2) Ching Luen Printing Co., Ltd.

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	1/10/2012	30/9/2013	12 months
Revised (if applicable)			

Methodology Employed

Promote 8 classes of workshop to printers

- Advertisement in The Hong Kong Print Media magazine – published in Oct 2012, Mar 2013 and Jul 2013
- Advertisement in Graphic Arts Association Bulletin – published in Nov 2012
- Advertisement in Printing Resources Bulletin – published in Jun 2013
- Advertisement in HK Economic Times – published in Oct 2012 and Jun 2013
- Websites – the course flyer and schedule was uploaded to webpage in the websites of our association and Advanced Printing Technology Centre in Oct 2012
- Email blast – email blast was sent out on-going through our association and Advanced Printing Technology Centre

Promote two seminars to print buyers

- Advertisement in The Hong Kong Economic Times – published in Mar and May 2013

Promote the concepts of printing standardization to public

- Advertorials in The Hong Kong Economic Times – published in Dec 2012, Mar 2013 and Jun 2013
- Two print buyer seminars – organized in Mar and Jun 2013

Promote the benefits of printing standardization to printers

- Customer stories in Hong Kong Print Media – published in Nov 2012, Feb 2013 and Apr 2013
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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.)

Workshops – We have successfully organized 8 classes of workshops. In the proposal, it was planned that the registration should be maximum 200. The actual number of enrolled participants for the eight classes was 197, while 172 participants completed the course, i.e. with 87.3% success rate.

Printing Guide Poster 2011 & G7 How-To Guide – Each participant of workshop obtained one copy of translated Poster and G7 How-To Guide.

Seminar - Two seminars were organized in March and June, 2013, targeted to print buyers, graphic designers and marketing personnels. According to past experience, it was difficult to attract the print buyers if the topics were too technical. Therefore, two seminars named “突破思維·印刷設計潮流座談會” were organized. It was not only seminar, but included a mini-exhibition to showcase different types of printed matters and an area to demo the print-by-number concept with printing standardization. Objective was to introduce how printing technologies and substrates could implement creativity. Printing standardization was one of the topics. Other topics included branding management, how printing technologies and materials delivered creativity, and introduction to digital printing and its application. The seminars were co-organised by Hong Kong Design Institute, Hong Kong Designers Association and Hong Kong Institute of Marketing. Mainly print buyers were invited to attend. For two seminars, we totally received 204 registrations, while the show-up was 125 participants, with 61% show-up rate.

Advertorial (in-house magazine) – Three interviews were conducted, two were G7 Masters and one was PSA-certified company. The contents were focused on the benefits brought by certification. The articles had been published in our association’s magazine, “Hong Kong Print Media”.

Advertorial (HK Economic Times) – Three issues of advertorials were completed and published in HK Economic Times. The topics were:

- 「做個好色之徒 – 色彩管理人人識」：color management is the foundation concept of printing standardization. So this theme aimed at educating the public how it is important and how it relates to printing standardization.
- 「香港印刷標準化的進程」：aimed at creating awareness for printing standardization.
- 「香港中小企推行印刷標準化經驗分享」：aimed at sharing the benefits of printing standardization.

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 eight classes of workshops which targeted to printers were the core part of the project. Due to the over-registrations of the workshop in last application (D10 002 004), it induced this re-run of the courses. The response was very good with 172 completed the courses. Below was the summary of the questionnaire:

- 88% of the participants felt satisfied and very satisfied, and it was helpful to increase competitiveness of the company
- 99% felt that the workshop was useful
- 95% felt that the workshop was practical
- 91% felt that the contents taught could be applied in the daily operation

The workshops mainly aimed at enhancing the knowledge of the printers how to implement printing standardization in their production workflow. In addition, they could make use of the translated G7 How-To Guide and Printing Guide Poster for other staff's reference.

The two seminars targeted to print buyers, which attracted 125 participants, with 61% show-up rate. The objective of the seminars was to convey the message how printing technologies and printing standardization delivered creativity. There were over 70% from print buying companies. According to the received 76 questionnaire, 91% of the attendees felt satisfied for the overall performance and 97% felt that it was helpful to the companies.

The most tangible benefit was the increase in the number of certified companies obtaining ISO 12647 related certifications. During the period, there were nine HK SMEs successfully obtained G7 certified company qualifications and two obtained PSA certified companies which were US certification systems.

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) -	Print G7 How-To Guide	8/10 – 31/10/2012		C
-	Print Printing Guide Poster 2011			
(b) -	Publish 1 st workshop adv in The HK Print Media	1/10 – 31/12/2012		C
-	Publish workshop adv in Graphic Arts Association Bulletin			
-	Publish 1 st customer interview in The HK Print Media			
-	Publish 1 st workshop adv in HK Economic Times			
-	Publish 1 st advertorial in HK Economic Times			

(c)	<ul style="list-style-type: none"> - Publish 2nd workshop adv in The HK Print Media - Publish 2nd workshop adv in HK Economic Times - Publish 1st seminar adv in HK Economic Times - Publish 2nd advertorial in HK Economic Times - Organise 1st seminar - Publish 2nd customer interview in The HK Print Media 	1/1 – 31/3/2013	For 2 nd workshop adv in HK Economic Times, it was postponed to be published in Jun, 2013	C
(d)	<ul style="list-style-type: none"> - Publish 2nd seminar adv in HK Economic Times - Organise 2nd seminar - Publish 3rd advertorial in HK Economic Times - Publish 3rd workshop adv in The HK Print Media - Publish workshop adv in Printing Resources Bulletin - Publish 3rd customer interview in The HK Print Media 	1/4 – 30/8/2013		C
(e)	<ul style="list-style-type: none"> - Email blast to APTEC and our Association database - Promotion through the supporting organizations - Upload the workshop / seminar information to websites of both our association and APTEC 	1/10/2012 - 30/9/2013		C
(f)	<ul style="list-style-type: none"> - Organised 8 workshops 	1/10/2012 - 30/9/2013		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 (SMEs/Enterprises*)</u> *please delete as appropriate
1/10/2012 – 30/9/2013	Email blast to our association's members and APTEC database	23000 (estimated working in HK SMEs: 14000)
1/10/2012 – 30/9/2013	Implementing G7, Fogra PSO & ISO 12647 Workshop	172 (estimated working in HK SMEs: 149)
10/2012, 3/2013, 7/2013	Advertisement in "HK Print Media" magazine	5000 (estimated working in HK SMEs: 1500)
11/2012	Advertisement in Graphic Arts Association Bulletin	9000 (estimated working in HK SMEs: 3000)
6/2013	Advertisement in Printing Resources Bulletin	13000 (estimated working in HK SMEs: 2000)
11/2012, 2/2013, 4/2013	Customer stories in "HK Print Media" magazine	5000 (estimated working in HK SMEs: 1500)
3/2013, 6/2013	Seminars	125 (estimated working in HK SMEs: 80)
10/2012, 6/2013	Advertisement in "HK Economic Times" newspaper (about workshop)	93000 (working in HK SMEs: unknown)
3/2013, 5/2013	Advertisement in "HK Economic Times" newspaper (about seminars)	93000 (working in HK SMEs: unknown)
12/2012, 3/2013, 6/2013	Advertorials in "HK Economic Times" newspaper	93000 (working in HK SMEs: unknown)
Total no. of beneficiaries :		334,297 (estimated)

Future Plan for Promoting the Project Deliverables

For the workshop, there were still 40 registrations in waiting list. APTEC should organize the training course with the same contents to them.

For the customer stories and advertorial, we plan to put onto the websites of our association and APTEC for free download.