

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

Final Report of Approved Project

Project ref. no.	:	<u>D12 004 002</u>	
Project title	:	<u>Knowledge Sharing of Hong Kong Food Supply Chain Best Practices 智「食」相傳 -- 香港中小企食品供應鏈最佳實務</u>	
Period covered	:	From <u>01/07/2013</u> (dd/mm/yy)	to <u>31/10/2014</u> (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

Knowledge Sharing of Hong Kong Food Supply Chain Best Practices

智「食」相傳 -- 香港中小企食品供應鏈最佳實務

Project Summary (in not more than 150 words)

Due to limited land resources, Hong Kong relies heavily on food imports that account for over 95%, it is indispensable for industry stakeholders to uplift their food handling capacity to ensure food safety along entire supply chain.

This project named "Knowledge Sharing of Hong Kong Food Supply Chain Best Practices" aims to provide the industry, SME in general with most up-to-date information on food supply chain best practices in Hong Kong. Through launching a number of seminars, workshops and regional forum facilitated by well-known food experts and with the involvement of local related-associations, these practices will be discussed and recommendations will be made to local companies.

Industry will be benefited by enhancing their responsible and ethical food supply capacity, delivering a visible and traceable supply chain from farm to fork, streamlining the whole supplychain process and driving no disruption or delay in this time-critical food industry.

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

- To provide the industry, SME in general with the most up-to-date information on food supply chain best
- To provide recommendations and plans of food supply chain management to local.

Grantee /Collaborating/Implementation Organisation Agent

Grantee : The Hong Kong Food Council Limited

Collaborating Organisation(s) : Hong Kong Logistics Association

The Chamber of Hong Kong Logistics Industry

The Institute of Purchasing & Supply of Hong Kong

Hong Kong Retail Management Association

Hong Kong Food Professionals Association

Hong Kong Quality Assurance Agency

International Food Safety Association

Hong Kong Food Hygiene Administrators Association

Implementation Agent(s) : GS1 Hong Kong

Key Personnel

(A) Project Co-ordinator

Name in English : Mr Lau Yiu Fai, Ronald
(First Name/Last Name)

Name in Chinese : 劉耀輝

Post Title : Vice President

Company/Organisation : The Hong Kong Food
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(B) Deputy Project Co-ordinator

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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 July 2013	31 Oct 2014	16
Revised (if applicable)			

Methodology Employed

N/A

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.)

Based on the project deliverables, following status achieved:

Total of seminar, workshop, press briefing, editorial and website achieved.

- 12 seminars completed, total participants of 729. (Details please see attached list)
- 6 Workshops completed, total 192 participants involved. (Details please see attached list)
- 390 Survey conducted; over fulfil the minimum sample size of 375.
- Press briefing held successfully, project kick off by Dr. Ko Wing Man and over 80 honorable guest and media attended.
- 7 Editorials published in align with the committed report deliverable to increase program awareness and share the key insights of the program.
- A tailor project website provides the most-up-dated information, program activities and allows SMEs conveniently register.
- One-day regional forum held successfully, 169 participants and featuring industrial experts involved which has been achieves the target numbers. (Please see attached list)
- 4,000 casebooks have been published and distributed by GSI, Hong Kong Food Council and 8 supporting organization. (Please see attached list)

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.)

- According to the 390 survey result to identify the challenge that the SMEs faced and their need in food supply chain.
- 12 Seminars have been completed with total of 36 speakers and 729 participants attended. All the speakers have successfully transferred knowledge and shared valuable experience to participants SMEs.
- 6 Workshops have been conducted to provide physical and effective experience to the participants. More than 90% of participants are appreciated the workshop. (Total number of participants: 192)
- 4,000 casebooks have been published, to support the industry to expose up-to-dated information and good practice real case sharing, a handy tools for SMEs to take away anytime, anywhere reference.

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 approved project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/D/N) #
Deputy Project Co-ordinator on-duty	30/6/2014		C
Develop and conduct survey, release of survey findings report	30/6/2014		C

• Identify and invite best-in-class companies to share in workshops/seminars	30/6/2014		C
• Organize a press briefing to kick-off the program, announce the survey result, arrange media interview and launch of editorials	30/6/2014		C
• Recruit, develop and disseminate corresponding online and offline materials for the 1 st – 13 th seminars, workshops, 1 day forum and website	30/6/2014		C
• Launch the 1 st – 13 th seminars or workshops	30/6/2014	31/10/2014	C
• Launch the one-day regional forum	30/6/2014		C
• Launch the project website	30/6/2014		C
• Continue to recruit, develop and disseminate corresponding online and offline materials for the 14 th – 18 th seminars and workshops	31/10/2014		C
• Consolidate and produce the reference casebook	31/10/2014		C
• Disseminate the casebook to local SMEs.	31/10/2014		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*) * please delete as appropriate</u>
8/2013	On-line industry survey - Through the survey, enterprises were able to identify the challenges they faced and improvement areas in their existing food supply chain.	Stakeholders: 390
25/9/2013	Project Kick off ceremony cum Media conference	Stakeholders: 80
10/2013- 10/2014	Electronic direct marketing (eDMs) - 7 eDMs were sent and each eDMs highlighted the food management areas of the seminars and workshop - This sending list was generated from Hong Kong Food Council, GS1 Hong Kong and 8 supporting organizations with around 10,000 database	Receivers: ~10,000
10/2013- 10/2014	Website - A tailored website for this project, which includes local and global recommendation on food supply chain and updated food news - Also, seminars' presentations and editorials were uploaded regularly for review. (According to Google Analytics - Website Statistic Result estimated figure.)	Page view: ~18,000
10/2013- 10/2014	Social network: Facebook	Page view: ~500
10/2013- 10/2014	Search engine launch: Keyword search - Through searching food supply chain related keywords, the project website link will be listed out and interested viewers can be directed to the website to learn and obtain food supply chain best practices information.	Page view to the tailored website: 9,149
10/2013- 10/2014	6 Editorials (6 Half page in HKET & 1 Full page in AM730) - The editorials summarized the key insights and recommendations shared in the past seminars and workshops - Readers can obtain the link through scanning the QR codes to review the full presentations recorded in the website - am730 and HKET have around 924,000 and 110,000 readership respectively, which 71% is working. - According to Quarterly Report of Employment and Vacancies in 2014 Q3, the no. of persons engaged directly in food product and beverage manufacturing and food services is already account for 10% of total employment, without counting those logistics, retail and trader as no detail classification is defined.. - By using the percentage to estimate the readers in food industry as below: (924,000+110,000) x 71% x 10%	Readers in food industry: >73,000
10/2013- 10/2014	Seminars	Stakeholders: 729
01-10/ 2014	Workshops	Stakeholders: 192
Total no. of beneficiaries:		1391 (390+80+729+192)

Future Plan for Promoting the Project Deliverables

The grantee will continue organize industry sharing events to promote the importance of food supply chain and relevant best practices. The grantee will continue to support the distribution of the casebook upon request and