

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

Final Report of Approved Project

Project ref. no.	:	<u>D12 004 011</u>	
Project title	:	<u>ICC Color Symposium and Workshops – Guide and assist HK SME to implement effective color management</u>	
Period covered	:	From <u>01/07/2013</u> (dd/mm/yy)	to <u>31/12/2014</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

Project reference: D12 004 011

Project title: ICC Color Symposium and Workshops – Guide and assist HK SME to implement effective color management

Project Summary (in not more than 150 words)

In the graphic arts supply chain, color plays a particular key role from designers to printers. However, the local printers and designers always face color problems and ineffective color communication with their customers.

As the largest and most representative printing association in Hong Kong, The Hong Kong Printers Association organised an one-day "ICC Color Symposium" to cover the latest technology trend of color management, tips and tricks to adopt color management in various aspects. With the most authoritative body in the world, ICC was invited as co-organiser and recommended overseas experts as speakers. Participants from printing and design industries were invited to attend the Symposium. It is the **FIRST large-scale ICC Color Symposium** in Hong Kong.

Apart from organizing Symposium, sixteen classes of "Implementing Color Management Workshop" are conducted, to teach the step-by-step and hands-on practice on applying color management.

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

- To enrich the local printers' and print buyers' knowledge about the applications on color management
- To teach the printers, production staff and designers how to effectively apply color management in their production workflow in order to increase their efficiency
- To promote the color management working with printing standardization and its benefits to local printing industry and print buyers

Grantee /Collaborating/Implementation Organisation Agent

Grantee : The Hong Kong Printers Association

International Color Consortium
HK Design Institute
Institute of Print-media Professionals
Federation of Hong Kong Industries

Collaborating Organisation(s) : Hong Kong Printing Industry Workers Union

Implementation Agent(s) : Advanced Printing Technology Centre Limited (APTEC)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Mr. Man Ching Percy, FUNG	The Hong Kong Printers Association	Tel: 2527-5050 Fax: 2861-0463
Deputy Project Co-ordinator	Ms. On Kei Brenda, PANG	Advanced Printing Technology Centre Limited	Tel: 3928-2548 Fax: 3928-2546

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	01/07/2013	31/12/2014	18
Revised (if applicable)			

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.)

All planned deliverables had been completed. Details are shown below.

ICC Color Symposium – One-day ICC Color Symposium was successfully completed on Nov 13, 2013, at Hong Kong Design Institute. It attracted 456 participants attended. They came from various industries, including printing, graphic design, photographer and print buyer. Even some were from Taiwan, Korea and Mainland China. The response was very good. According to our received 118 questionnaires, 97.5% indicated very satisfied / satisfied for the overall performance; 96.6% indicated very satisfied / satisfied for the speakers' performance; 90% indicated very satisfied / satisfied for the contents. And 98% indicated that the Symposium was very useful. At the Symposium day, the Symposium report was distributed to all participants.

Symposium Report – 600 copies of Symposium report had been produced to cover all speakers' presentations with bilingual and each participant had received one copy. Also, all presentation files were uploaded to both our Association's website (<http://www.hkprinters.org>) and APTEC website (<http://www.aptec.hkprinters.org>).

Post-event Supplement – After the Symposium, 7,000 copies of Supplement had been produced. 5000 copies had been inserted to "HK Print Media" magazine. The remaining copies were distributed to the workshop participants and APTEC's students. Also, as planned, the Supplement's softcopy in PDF format was uploaded to both our Association and APTEC websites.

Facebook page – The Facebook page was created before the Symposium. It generated 138 persons reached and generated 34 responses.

Workshops – All 16 workshops were completed. The actual number of enrolled participants was 309, while 245 participants completed, i.e. with 79% success rate.

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 118 questionnaires received from Symposium's participants, the summary of the questionnaire was below:

- 90% felt that the contents were very satisfied / satisfied
- 98% felt that the contents were useful
- 96% felt that the information provided were practical
- 90% felt that the Symposium could enhance the competitiveness of the company/industry

For the Workshops, the response was also good. Even we organised 16 workshops, there was still over-subscribed, with about 60 in waiting list. Below was the summary based on the 215 received questionnaires:

- 100% felt that the workshops were very useful
- 87% felt that the contents were practical
- 79.5% felt that the workshops could enhance the competitiveness of the company/industry

Since we designed the workshop to attract different segments of participants in the print-media supply chain, it could help the industry practitioners to understand how to apply color management. Apart from the printers, it was unexpectedly that the designers and print buyers were very interested in as they indicated that color always was a painful subject for them. So they were eager to stay after the class for asking questions.

The Symposium was promoted on Facebook and linked to event mini-site on 20 September 2013 that reached 138 persons and generated 34 responses.

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) #
(a)	Invite speakers	01/08/2013		C
(b)	Collect all speakers files from speakers	15/09/2013	11/11/2013	D See note 2.4 (a)
	Advertising in printing magazines, HK Economic Times & HK Print Media magazine			
(c)	Email blast, Facebook page ready, upload to websites, and other promotional channels Product Symposium report	31/10/2013		C
(d)	Symposium setup date	12/11/2013		C
(e)	Symposium date	13/11/2013		C
(f)	Publish press release, upload all presentations to websites, produce Post-Event Supplement	31/12/2013	15/01/2014	D See note 2.4 (b)
	Conduct Workshops			
(g)	On-going promotion, e.g. advertisement, email blast, advertorial, etc.	31/12/2014		C
(h)	Conduct workshops	Week of 1/8/2013 – 31/12/2014		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)</u>
1/7/2013 – 31/3/2014	Email blast to our association's members and APTEC database	14,000 SMEs (23,000 emails were blast in total)
13/11/2013	ICC Color Symposium	240 SMEs (456 participants in total)
1/7/2013 – 31/12/2014	ICC Color Management Workshop (16 classes)	225 SMEs (245 participants in total)
July, 2013, Aug, 2013 & Apr, 2014	Advertisement in "HK Print Media" magazine (for Symposium & for Workshop)	1,500 SMEs (5,000 readers in total)
Aug, 2013 & Jun 2014	Advertisement in DC Photo (for Workshop)	Unknown no. of SMEs (50,000 readers in total)
Sept, 2013	Advertisement in Graphic Arts Association Bulletin (for Symposium)	3,000 SMEs (9,000 readers in total)
Oct, 2013 & Jun 2014	Advertisement in "HK Economic Times" newspaper (for Symposium & for Workshop)	Unknown no. of SMEs (93,000 readers in total)
Dec, 2013 & June 2014	Advertisement in "Metro Daily" (for Workshop)	Unknown no. of SMEs (Over 400,000 readers in total)
Jul, 2014	Advertisement in "Printing Resources Bulletin" (for Workshop)	2,000 SMEs (5,000 readers in total)
Total no. of beneficiaries :		20,965 SMEs (Promoted to 585,701 persons in total)

Future Plan for Promoting the Project Deliverables

Since there are about 40 registrations for the workshops in waiting list, APTEC should organise the training course with the same contents to them.