

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

Final Report of Approved Project

Project ref. no.	:	<u>D13 002 001</u>
Project title	:	<u>"Hong Kong Jewellery Glittering in Italy"</u>
Period covered	:	From <u>01 March 2014</u> to <u>30 November 2014</u> (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

"Hong Kong Jewellery Glittering in Italy"

Project Summary (in not more than 150 words)

In a bid to enhance the image and consolidate the position of Hong Kong jewellery industry in Europe, the Hong Kong Jewellery & Jade Manufacturers Association (HKJJA) will be giving a facelift to the standalone "Hong Kong Pavilion" at Vicenza Fair, Italy. Introducing our jewellery, delicacy and culture to Europe, the Hong Kong Pavilion is set to explore new business opportunities for Hong Kong Jewellery SMEs. Entering its 20th year of exhibiting at the Vicenza fairs, Hong Kong Pavilion is proud to be the only independent national/regional pavilion. A series of diversified promotional activities will be launched to remind buyers of the presence of the Hong Kong Pavilion at Vicenza Fair. Apart from viewing and placing orders of the latest jewellery collections, during the "Hong Kong Jewellery Glittering in Italy" event, buyers would be impressed by our warm hospitality and would love to spend more time visiting the Hong Kong Pavilion.

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

To enhance the image of Hong Kong's jewellery industry in the European market through conducting a series of promotional activities at the "Vicenza Fair" in Italy.

Grantee /Collaborating/Implementation Organisation Agent

Grantee : Hong Kong Jewellery & Jade Manufacturers Association

Collaborating Organisation(s) : Nil

Implementation Agent(s) : Nil

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	Chan Sin Hung, Catherine	Hong Kong Jewellery & Jade Manufacturers Association	2543 0543/ 2815 0164
Deputy Project Co-ordinator :	Li Nga, Miki	Hong Kong Jewellery & Jade Manufacturers Association	2543 0543/ 2815 0164

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 March 2014	30 November 2014	9 months
Revised (if applicable)			

Methodology Employed

NA

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.)

- Recruited 59 Hong Kong jewellery SMEs to exhibit their products in the Hong Kong Pavilion at the Vicenzaoro Fair. (Note: The participating SMEs will pay for their own booth rental.)
- Arranged advertisements at 13 local newspaper, international jewellery magazines and placed ad at 3 different websites. (a total of 19 printed ads and 3 web banners)
Local/international jewellery magazine/newspaper ad (chronological order)
 - (1) CIJ International Trend & Color (publication date: Summer 2014)
 - (2) VO+ USA (publication date: May 2014)
 - (3) Hong Kong Jewellery Magazine (publication date: June & September 2014 – 2 issues)
 - (4) HKTDC Jewellery Magazine (published in June & September 2014 – 2 issues)
 - (5) JNA (publication date: July, August 2014)
 - (6) Russia Jewellery Review (publication date: August 2014)
 - (7) The Jeweller (publication date: August – September 2014)
 - (8) Baltic Jewellery News (publication date: September 2014)
 - (9) GZ Goldschmiede Zeitung (publication date: September 2014)
 - (10) Jewellery Review (publication date: September 2014)
 - (11) Show Guide Fall 2014 (publication date: 6 September 2014)
 - (12) VO+ Magazine (publication date: September 2014)
 - (13) VO+ Daily Fall 2014 (publication date: on 6 – 10 Sep 2014)

Website Ad

- (1) GZ Shop (publication date: August – September 2014)
- (2) CIJ International Trend & Color (publication date: August – October 2014)
- (3) Le Bijoutier (publication date: August – November 2014)

- Sent out 10,510 copies of invitation card to potential buyers and journalists of international jewellery magazines; distributed 4,490 copies for exhibitors' posts to their selected buyers. Distributed 1,000 copies of promotional leaflets, PP folders & CD Roms during the fair.
- To place banners and lighted billboards at the Vicenzaoro Fair to show buyers/visitors the location of the Hong Kong Pavilion.
- Distributed buyers guide (total:10,000 copies) of all exhibitors to target buyers; 6,411 copies were sent to target buyers by post and 3,589 copies were distributed during the fair.
- Each exhibitor will be entitled to a one-page coverage to show their products and provide contact information. The Applicant will also put the contact information of those Hong Kong jewellery SMEs that are not going to exhibit their products at the Fair in the buyers guide. The buyers guide will be uploaded to the Applicant's website and Facebook with QR codes.
- To organise a launching ceremony with performance such as lion dance, etc. to attract visitors and media coverage.
- To attract buyers/visitors through entertainment programs and gifts such as Chinese embroidered bag, Chinese calligraphy & painting, and games at the Hong Kong Pavilion.
- To assign a common area inside the Hong Kong Pavilion to showcase products made by Hong Kong SMEs.

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.)

- Facilitated jewellers to open up new markets. Several jewellers who were not exhibitors in the show took part in the program and advertise their products in the buyers' guide. Through the mailing of the buyers' guide to selected buyers, their products and designs are promoted to the buyers in different regions. 2 of them have chosen to participate the Vicenzaoro Show in January to further establish their market in the region.
- A significant rise in buyers' amount. According to our head-count record, the number of visitors had greatly increased by 9.4%, compared to the show in September 2013.
- As per exhibitors' feedback, they are more satisfied with their sales performance in this show than in the one in September 2013. 59.62% of the exhibitors found their sales performance satisfying compared to only 47.37% of them thought so in Sep 2013.

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) Design and confirm the promotional items	31-May-2014		C
(b) Hiring of Overseas helpers	30-June-2014		C
(c) Printing of all promotional items	31-Aug-2014		C
(d) Mailing of all printed matters	31-Aug-2014		C
(e) Exhibition Participation	30-Sep-2014		C
(f) Reports Submission	30-Nov-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*)</u> *please delete as appropriate
Early May 2014	Issued fax to jewellery SMEs to invite their participation to this project (including non-members of our association)	1,159
Early May 2014	Issued fax (reminder) to jewellery SMEs to invite their participation to this project (including non-members of our association)	1,159
Total no. of beneficiaries :		1,159

Future Plan for Promoting the Project Deliverables

N/A