

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

**Final Report on Approved Project**

Project ref. no. : D12 004 005  
Project title : To Enhance the Competitiveness of Hong Kong's  
Electronics Industry by Improving Product  
Reliability in a Short Product Development Cycle  
Period covered : From 01/07/13 to 31/10/15  
(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 Summary (in about 150 words)

The purpose of this project is to introduce the new accelerated reliability improvement knowhow and methodology to local SMEs, for not only enhancing the competitiveness of local SMEs but also benefit SMEs in the following ways: (i) reducing warranty cost and enhancing brand value and reputation by delivering reliable product; (ii) saving cost by shortening new product development time; and (iii) broadening their market with a new internationally recognised reliability test methodology. The project is involved with helping SMEs to acquire and adopt the new accelerated reliability improvement knowhow through training, consultancy and testing support. The methodology and case studies will be disseminated to the broad SME community through several experience sharing seminars and a web-based guidebook.

### Project Objective(s) (in about 80 words)

1. To introduce a new accelerated reliability improvement knowhow to local SME electronic design firms, ODMs & OEMs in order to help them to save time and cost in testing and verifying of their new developed product.
2. To raise SMEs' awareness and enrich their know-how to improve product reliability with shortened design verification cycle.
3. To broaden the market of SMEs electronics manufacturers and instil confidence in their potential buyers of their products through the use of the new internationally recognised reliability test methodology.
4. To help SMEs adopt the new accelerated reliability improvement knowhow through consultancy, testing, trainings, seminars and web-based guidebook experience sharing.

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Electronics & Technologies Association Limited (HKETA)

The Hong Kong Critical Components Manufacturers Association

Collaborating Organisation(s) : (HKCCMA)

Implementation Agent(s) : Hong Kong Productivity Council (HKPC)

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator :	<u>Lawrence LI</u>	<u>Hong Kong Electronics &amp; Technologies Association</u>	<u>2310 2828 2310 2424</u>
Deputy Project Co-ordinator :	<u>Angel WONG</u>	<u>Hong Kong Productivity Council</u>	<u>2788 5783 2788 5405</u>

### 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>01/07/2013</u>	<u>30/06/2015</u>	<u>24</u>
Revised (if applicable)	<u>01/07/2013</u>	<u>31/10/2015</u>	<u>28</u>

## 2. Summary of Project Results

### Project Deliverables

(Please list out the project deliverables as stated in the project proposal appended to the project agreement and provide details related to the actual result achieved for each of them.)

	Project deliverable	Quantifiable target number (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable (e.g. The total number of registered participants was over 120. However, some of them did not show up eventually. Will strengthen promotion and try to make up for the shortfall in the following two seminars.)
a)	Two free in-depth training workshops	50 participants each	1 <sup>st</sup> workshop: 80 2 <sup>nd</sup> workshop: 40	The number of registered participants was over 50. The actual registered numbers are as follow: 1 <sup>st</sup> workshop: 122 2 <sup>nd</sup> workshop: 64
b)	Three free dissemination seminars	100 participants each	1 <sup>st</sup> seminar: 63 2 <sup>nd</sup> seminar: 43 3 <sup>rd</sup> seminar: 115	The number of registered participants was closed to 100. The actual registered numbers are as follow: 1 <sup>st</sup> seminar: 97 2 <sup>nd</sup> seminar: 95 3 <sup>rd</sup> seminar: 165
c)	Twelve case studies	12 case studies	12 case studies	-
d)	A web-based guidebook	1 web-based guidebook	1 web-based guidebook	-

### Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

(Please list out in table format if necessary.)

	Project deliverable	Date	Duration	Venue	Speaker	Topic
a)	Two free in-depth training workshops	4 March 2014	9:00am - 4:30pm	東莞會展國際大酒店會議廳	<ul style="list-style-type: none"> <li>香港電子科技商會科技委員會主席李日生先生</li> <li>振華科技有限公司副總裁, 莫榮新先生</li> <li>香港電子科技商會常務副主席及優質管理顧問有限公司董事總經理, 唐偉國博士工程師</li> <li>Qualmark Corporation 技術經理, 吳建德先生</li> <li>香港生產力促進局汽車及電子部高級顧問, 黃婉儀小姐</li> </ul>	「提升電子產品可靠性」計劃—高加速壽命測試技術專題培訓班(一)
		3 December 2014	10:00am – 5:00pm	生產力大樓 4/F The Terrace	<ul style="list-style-type: none"> <li>香港電子科技商會科技委員會主席李日生先生</li> <li>振華科技有限公司副總裁, 莫榮新先生</li> <li>Mr. Ken Ryan, Director of Sales - South Asia Pacific Rim, Qualmark Corporation</li> </ul>	「提升電子產品可靠性」計劃—高加速壽命測試技術專題培訓班(二)

b)	Three free dissemination seminars	16 August 2013	2:00pm – 5:30pm	IF Function Room, HKPC Building, Kowloon Tong, HK.	<ul style="list-style-type: none"> <li>● Mr. Lawrence Li (Co-Chairman, Technologies Subcommittee of HKETA ),</li> <li>● Ms. Angel Wong (Senior Consultant, HKPC),</li> <li>● Mr. Sunny Mok (Vice-President, Concord Technology Limited),</li> <li>● Ir. Dr. Aaron Tong (Deputy Chairman of HKETA &amp; Managing Director of TQM)</li> <li>● Mr. Walter Wu (Technical Manager, Qualmark Corporation)</li> </ul>	"Electronics Product Reliability Improvement" Project Launch & Technical Seminar
		7 August 2014	2:00 pm – 5:30pm	東莞宏遠酒店	<ul style="list-style-type: none"> <li>● 香港電子科技商會科技委員會主席李日生先生</li> <li>● 香港生產力促進局汽車及電子部高級顧問, 黃婉儀小姐</li> <li>● 振華科技有限公司副總裁, 莫榮新先生</li> <li>● Qualmark Corporation 技術經理, 吳建德先生</li> <li>● 香港生產力促進局汽車及電子部工程師, 李君泰先生</li> </ul>	如何利用測試技術提升電子產品可靠性—計劃簡介及經驗分享研討會
		25 September 2015	2:30pm – 5:15pm	生產力大樓1樓多功能會議廳	<ul style="list-style-type: none"> <li>● 香港電子科技商會科技委員會主席李日生先生</li> <li>● Qualmark Corporation 技術經理, 吳建德先生</li> <li>● Representative of Altai Technologies Limited</li> <li>● Representative of GP Batteries International Limited</li> <li>● Representative of Concord Technology Limited</li> <li>● Representative of Actfair Limited</li> <li>● Representative of Qualiman Industrial Company Limited</li> <li>● 香港生產力促進局汽車及電子部助理顧問, 李君泰先生</li> </ul>	「提升電子產品可靠性」計劃—成果及經驗分享會

c)	Twelve case studies	First Round Application	
		Company	Product
		Actfair Limited	LED Light Bulb and Transformer
		Joilmark Holdings Limited	Control Board and Power Board of Printer
		Altai Technologies Limited	Wi-Fi Base Station
		Vantage Engineering Limited	LED Driver
		Qualiman Industrial Company Limited	7" Tablet Computer
		Edwin McAuley Electronics Limited	Outdoor Sprinkler Timer
		Second Round Application	
		Company	Product
		GP Batteries International Limited	Control Board of Portable Power Bank
		Creaxon Limited	Industrial Wireless Sensor
		AdvanPro Limited	Smart Pressure Measuring Shoe Pad
		Concord Technology Limited	Portable In-Circuit Tester
Sierra Wireless Hong Kong Limited	Wireless Embedded Module		
Opulent Electronics Company Limited	LED Driver		

### 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 completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a)	Organization of the first dissemination seminar	30/09/2013	-	C
(b)	Selection of cases for study by panel	31/10/2013	-	C
(c)	Work on twelve case studies	30/04/2015	31/08/2015	C
(d)	Organization of the first training workshop in mainland China	31/03/2014	-	C
(e)	Organization of the second dissemination seminar in mainland China	31/08/2014	-	C
(f)	Selection of cases for study by panel	30/09/2014	-	C
(g)	Organization of the second training workshop in HK	31/12/2014	-	C
(h)	Work on web-based guidebook	30/06/2015	31/10/2015	C
(i)	Organization of the third dissemination seminars	31/05/2015	30/09/2015	C

**Future Plan for Promoting the Project Deliverables (Nil if not applicable)**

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