

**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.	:	<u>D13 004 007</u>
Project title	:	<u>To establish a Leather Resources Centre to enhance Hong Kong leather SMEs competitiveness by enhancing the industrial knowledge and market information</u>
Period covered	:	<u>From 15/07/2014 to 14/04/2016</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 Summary (in about 150 words)

Hong Kong SMEs in the leather industry, especially leather traders, leather product manufacturers, leather hand crafters and leather product designers have been encountering severe challenges in recent years. The major challenge is that they encounter difficulties in acquiring systematic and comprehensive leather knowledge and market information effectively.

To support Hong Kong SMEs in the leather industry to face the challenges ahead, a Leather Resources Centre will be established to enhance the leather industry. The centre will assist SMEs of the Hong Kong leather industry to expose to up-to-date market news, acquire industrial knowledge, and understand the need of the market.

Establishment of a Leather Resources Centre will be able to provide all useful resources about the leather industry; development of a leather online knowledge database; publication of eight leather collection directories, preparation of promotional leaflets; organization of four Open Days for the Leather Resources Centre and publication of four leather industry newsletters to provide leather industrialists market news updates.

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

- To enhance the competitiveness of Hong Kong leather product designers and leather hand crafter SMEs by providing comprehensive leather information and market news
- To support Hong Kong leather traders and product manufacturers to grasp the latest leather market trend, sourcing and price information, rules and regulations, etc.

### Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	<u>The Hong Kong Hide &amp; Leather Traders' Association Limited (HKHLTA)</u> <u>Hong Kong Footwear Association Limited (HKFA)</u> <u>The Hong Kong General Chamber of Textiles Limited</u> <u>VTC Design Alumni Association</u> <u>The Association of Hong Kong Gloves Traders Limited</u>
Collaborating Organisation(s)	:	<u>Hong Kong Leather Goods Employees Association Limited</u>
Implementation Agent(s)	:	<u>Hong Kong Productivity Council (HKPC)</u>

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	Mr. King Hang WONG	The Hong Kong Hide & Leather Traders' Association Limited	(852) 2388 7644/ (852) 2783 0804
Deputy Project Co-ordinator	Mr. Kwok Keung LEE	Hong Kong Productivity Council	(852) 2788 5551/ (852) 2788 5543

### 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	15/07/2014	14/01/2016	18 months
Revised (if applicable)	15/07/2014	14/04/2016	21 months

## 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)	Leather Resources Centre	1	1	
	- Leather Samples Display Corner	1	1	
	- Leather Product Display Gallery	1	1	
	- Book Corner	1	1	
	- Leather Collection Directories	8 series of directories	8 series of directories	
	- Operation Guide Book	1	1	
b)	- Online Knowledge Database	1	1	
c)	Promotional Kit	3,000 leaflets and 10 posters	3,000 leaflets and 10 posters	
d)	Open Day	4 times	4 times	
		40 – 50 participants for each open day	Total of 187 participants in the 4 open days	
	- 1st open day	40 – 50 participants	49 participants	
	- 2nd open day	40 – 50 participants	51 participants	
	- 3rd open day	40 – 50 participants	41 participants	
	- 4th open day	40 – 50 participants	46 participants	
e)	- Advertisement in local newspapers	4 times	4 times	
f)	Leather Industry Newsletter x 4	1000 copies x 4 newsletters	1000 copies x 4 newsletters	

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

(Please list out in table format if necessary.)

	Deliverable	Description
a)	To establish a Leather Resources Centre	- To establish a systematic Leather Resources Centre (about 50 sqm) to consolidate and share leather knowledge and display valuable resources in the



		<p>industry</p> <ul style="list-style-type: none"> <li>- The Leather resources Centre consists a Leather Samples Display Corner, a Leather Product Display Gallery, a Book Corner and an Operation Guide Book</li> <li>- More than 900 display items including different types of leather, leather specimens, leather products, tools, tannery chemicals are displayed in the Samples Display Corner and the Leather Product Display Gallery.</li> <li>- 118 reference books about leather classification, leather making process and applications and leather industry magazines are displayed in the Book Corner.</li> <li>- One Operation Guide Book was developed. Information about online knowledge database maintenance, full list of the leather samples, leather products, tannery chemicals, leather reference books, Leather Resource Centre service code and event guidance are provided in the guide book.</li> </ul>
b)	To develop an Online Knowledge Database which contains a wide range of information about the leather industry	<ul style="list-style-type: none"> <li>- An Online Knowledge Database was established, visitors can assess the information via the internet. The public can also access the knowledge database through the internet.</li> <li>- The link of the Online Knowledge Database is <a href="http://www.leatherresourcescentre.com/">http://www.leatherresourcescentre.com/</a></li> <li>- The Online Knowledge Database consists 4 main aspects including "To Know Leather", "Integration in Leather", "Leather Application" and "Leather Connection", "News".</li> </ul>
c)	To compile eight series Leather Collection Directories	<ul style="list-style-type: none"> <li>- In each directory, all possible types of leather suitable for the specific leather product are recommended in the directory.</li> <li>- Leather specimens are attached in the directories for readers' easy reference.</li> <li>- Leather images and product images are also shown to help readers understand the information. Besides, detailed explanation on the leather properties and applications are listed thoroughly so that readers can have a full picture of the leathers that he/she can consider during product development.</li> </ul>
d)	To compile a Promotional Kit to introduce the Leather Resources centre	<ul style="list-style-type: none"> <li>- A promotional leaflet was developed and 3,000 copies were printed and distributed in the Leather Resources Centre.</li> <li>- 10 promotional posters in different designs were developed and printed and displayed in the Leather Resources Centre.</li> </ul>
e)	To organize 4 times of Leather Resources Centre Open Days with company visit	<ul style="list-style-type: none"> <li>- To promote and attract more targeted visitors visiting the resource centre, 4 open days for the Leather Resources Centre were organized</li> <li>- Traders, product manufacturers, designers and leather hand crafters, etc. were invited to visit the Leather Resources centre. On the same day, visit tour was arranged to for the visitors to visit a leather tannery, ShuiHing Tannery Factory Ltd., in Hong Kong</li> <li>- The news of the open days was advertised on local newspapers, namely, Singtao Daily, Metro Daily, Headline Daily and AM730.</li> </ul>
f)	To publish a Leather Industry Newsletter	<ul style="list-style-type: none"> <li>- 4 newsletters in the leather industry were developed and 1,000 copies for each newsletter were printed and distributed in the Leather Resources Centre.</li> </ul>

		- The topics of the 4 newsletters were “環保製革新概念”, “製革業的新思維”, “方興未艾的革手工藝”, “新文化原生態皮革”.
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### 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) #
	- To line up with various manufacturers and traders for the materials and information collection for resources centre and database	14/10/2014		C
(a)	- To acquire the necessary information for the online knowledge database			
	- To design and develop the leather samples display corner, gallery and resource book corner	14/01/2015	30/11/2015	C
	- To setup the resources centre including hardware display and samples collection, etc.			
	- To prepare leaflets			
	- To prepare Leather Collection Directories			
(b)	- To design and develop the online knowledge database			
	- To arrange 2 Open Days	14/07/2015	31/01/2016	C
(c)	- To publish 2 Leather Industry Newsletters			
	- To arrange 2 Open Days	14/01/2016	14/04/2016	C
(d)	- To publish 2 Leather Industry Newsletters			

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

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