

**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. : D14 001 003

Project title : Summit 2014 & Workshops – Global Printing
Standardization and Integrated Media
How does the HK printing industry go further to
printing standardization & migrate to integrated
media?

Period covered : From 01/08/2014 to 31/10/2015
(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)

With a view of the rapidly growth in demand for printing standardization, the Hong Kong Printers Association organised a one-day non-profit making event, "Summit 2014 – Global Printing Standardization & Integrated Media" to cover the new and revised ISO standards for printing and related industries.

On the other hand, in order to adapt to the changing marketing environment, it is foreseen that diversification of business to cross-media is next trend of printing industry. The Summit 2014 also covered how printers diversify of printing business to cross-media. ISO TC130 experts from different countries were invited to share the latest technology development. Target audience was industry participants from printing and publishing.

Apart from one-day Summit, twelve classes of "Implementing Printing Standardization Workshop" had been conducted, to teach the techniques and tricks on how to implement process control in printing in a practical way.

Project Objective(s) (in about 80 words)

- To introduce the important standards published by ISO TC130
- To discuss how those new standards affect the printing and related industries
- To introduce the framework and considerations how to embrace an integrated media workflow for printers
- To educate the tools and techniques how to implement quality control for pressroom

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Hong Kong Printers Association
Advanced Printing Technology Centre Limited
Vocational Training Council – Hong Kong Design Institute
Federation of Hong Kong Industries
Hong Kong Printing Industry Workers Union
Collaborating Organisation(s) : Institute of Print-media Professionals Limited
Implementation Agent(s) :

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	Kwok Keung Patrick, YEUNG	The Hong Kong Printers Association	2527-5050 (Tel) 2861-0463 (Fax)
Deputy Project Co-ordinator :	On Kei Brenda, PANG	Advanced Printing Technology Centre Limited	3928-2548 (Tel) 3928-2546 (Fax)

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	01/08/2014	31/10/2015	15 months
Revised (if applicable)			

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)	Summit 2014 – Global Printing Standardization and Integrated Media	400 participants	415 registered participants, 352 attendees	The total number of registered participants was over 400. Although some of them did not show up eventually, they could receive the speakers' presentation by downloading the presentation files from APTEC's website.
b)	Summit Report	600 copies	600 copies	
c)	Post-event Supplement	7,000 copies	7,000 copies	
d)	Workshops of "Implementing Printing Standardization"	12 classes with max 240 participants	239 enrolled participants	There were 12 workshops in total. There were 239 people enrolled and participated the workshops. While 207 participants has over 70% attendance in the workshops.
e)	Guide to Print Production	240 copies	Distributed 239 copies	There are 239 participants for workshops and each of them was distributed a "Guide to Print Production" booklet. So, 239 copies of booklet were distributed.

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

(Please list out in table format if necessary.)

a)	Summit 2014 – Global Printing Standardization and Integrated Media	<ul style="list-style-type: none"> A full-day of the Summit had been successfully organised on Dec 19, 2015, at Hong Kong Design Institute 7 topics were presented, including: <ul style="list-style-type: none"> Development of Printing Standardization in China 12647 vs 15339 print workflow How to tackle Proof-to-Print Match with OBA issue in practical way Making Print Environmentally Accountable Latest developments on PDF/X The new role of print in the media mix Print, Publishing & Transmedia Storytelling: Powerful New Techniques A forum was hosted after all presentation Speakers were from China, Germany, UK and US. Most of them were ISO TC130 experts.
b)	Summit Report	<ul style="list-style-type: none"> 600 copies of Summit Report were produced to distribute to all participants of the Summit. Report includes all speakers' bilingual presentation
c)	Post-event Supplement	<ul style="list-style-type: none"> 7,000 copies of Post-event Supplement were produced to distribute to all participants, our members, equipment vendors, print-buyers, and the supporting organisations. The Supplement had been inserted to our association's magazine, "HK

		Print Media". • PDF format of the Supplement had been uploaded to our Association's and APTEC's websites for free download.
d)	Workshops of "Implementing Printing Standardization"	• 12 classes were completed, 12 hours per class • Covered the practical step-by-step techniques how to implement quality control for printing • Targeted to printers and print buyers
e)	Guide to Print Production	• Each participant of Workshop had obtained the free copy of "Guide of Print Production".

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) Invite speakers	1/8 – 30/8/2014		C
(b) Collect all presentation files from speakers Advertising & promotion	18/10/2014		C
(c) Produce Summit report On-going advertising & promotion on workshop	15/9 – 12/12/2014		C
(d) On-going implementation of workshop	1/8/2014 – 10/2015		C
(e) Summit setup date	18/12/2014		C
(f) Summit date Publish press release and upload all	19/12/2014		C
(g) presentation to websites	Before 31/1/2015		C
(h) Produce Post-Event Supplement	Before 31/3/2015		C

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

nil
