

**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>D14 001 007</u>
Project title	:	<u>To enhance IT security practice in SME e-business operations and safe use of cloud services</u>
Period covered	:	<u>From 1/1/2015 to 31/1/2016</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)

Based on the genuine need of Hong Kong SME in trustworthy and reliable cloud-based and e-commerce services in their daily operations, HKGCSMB, with PEAK as the implementation agent, successfully applied for the SME Development Fund and carried out smoothly the establishment and propagation of "To enhance IT security practice in SME e-business operations and safe use of cloud services" from 1 Jan 2015 to 31 Jan 2016. The project introduces cloud-based and e-commerce solutions and services to SMEs through a series of information seminars, industrial visits, project website, hotline support, easy-to-understand handbook (full version, concise version and e-version) and sharing from industry experts and practitioners. The project was successfully completed in Jan 2016.

Project Objective(s) (in about 80 words)

1. To promote the safe use of cloud services, various e-commerce online services to all local SMEs
2. To enable SMEs stay competitive in industries while leveraging the use of cloud and internet technologies safely to increase efficiency, reduce cost and explore new business opportunities.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Hong Kong General Chamber of Small & Medium Business Limited (HKGCSMB)

Collaborating Organisation(s) : Hong Kong Software Industry Association (HKSIA)

Implementation Agent(s) : Vocational Training Council -- Institute of Professional Education And Knowledge (PEAK)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	<u>Mr. Eric YEUNG</u>	<u>The Hong Kong General Chamber of Small & Medium Business Limited (HKGCSMB)</u>	<u>Tel: 2325-9189 Fax: 2329-3749</u>
Deputy Project Co-ordinator	<u>Mr. Cliff CHU</u>	<u>Vocational Training Council -- Institute of Professional Education And Knowledge (PEAK)</u>	<u>Tel: 2836-1898 Fax: 2832-9443</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>1/1/2015</u>	<u>31/12/2015</u>	<u>12</u>
Revised (if applicable)	<u>1/1/2015</u>	<u>31/1/2016</u>	<u>13</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 deliverables	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.)
		Enrolled	Attended	
Opening Seminar	100 participants	70	50	The average attendance rate in seminars has just reached about 50% of the target number 100. The theme of this project is to promote the safe use of cloud applications to Hong Kong SME. It is observed that the use of cloud applications in SME is just at a start stage. Many SME are not aware of the benefits of cloud applications, if not totally unaware of the existence of such applications. The project has helped promote IT security practice in SME e-business operations and safe use of cloud services, as reflected by the questionnaire feedback after the seminar that 100% respondents indicated they will adopt the suggestions in the seminar in their daily work.
Closing Seminar	100 participants	62	43	
Seminar #1	100 participants	74	55	
Seminar #2	100 participants	80	61	
Seminar #3	100 participants	94	58	
Seminar #4	100 participants	103	60	
Seminar #5	100 participants	90	50	
Seminar #6	100 participants	118	47	
Seminar #7	100 participants	95	54	
Seminar #8	100 participants	118	60	
Seminar #9	100 participants	109	48	
Seminar #10	100 participants	100	38	
Visit #1	25 participants	33	24	
Visit #2	25 participants	26	18	
Visit #3	25 participants	26	23	
Publishing handbook	6,000 copies	3,000 full version 中小企使用雲端服務實用保安指南 3,000 concise version		
Participate in World SME Expo 2015	1,000 visitors	1,000 visitors		
Operate a hotline 3975-8325 and a website www.cloud4smb.hk	20,000 viewers	Website has 20,000 viewers		
Promote the project and the importance of IT security practice through posters and leaflets	1,000 copies of posters and 5300 copies of leaflets	Poster: 1,000 copies; Leaflet: 5,300 copies		

Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)
(Please list out in table format if necessary.)

Event	Date	Duration	Venue	Speakers	Topic Discussed
Opening Seminar	27/3/2015	3 hours	VTC Tower, Wan Chai	楊全盛, 李松英, 名氣通電訊代表, 思科系統代表, IBM代表 李日全	啟動禮致辭 中小企雲端保安你要知 如何挑選專業雲端服務平台 雲端保安需知 IBM雲端服務 培訓課程及活動
Media Advertisement	23/4/2015		Headline		
Seminar #1	25/4/2015	3 hours	VTC Tower, Wan Chai	李松英	雲計算和資訊保安全你要知
Seminar #2	9/5/2015	3 hours	VTC Tower, Wan Chai	李松英, eBay 代表, 捷力亞洲代表	中小企電子商務信息安全技術與實踐
Seminar #3	23/5/2015	3 hours	VTC Tower, Wan Chai	李松英 PayPal 代表	認識網上及流動支付
Seminar #4	6/6/2015	3 hours	VTC Tower, Wan Chai	李松英, F-Secure 代表, Ahsay Systems 代表	中小企要知的移動應用程式及相關安全問題
Seminar #5	4/7/2015	3 hours	VTC Tower, Wan Chai	李松英	中小企使用雲端服務的保安策略
Seminar #6	16/7/2015	3 hours	VTC Tower, Wan Chai	李松英, 名氣通電訊代表, Ahsay Systems 代表	雲計算和資訊保安全你要知
Seminar #7	30/7/2015	3 hours	VTC Tower, Wan Chai	李松英, 捷力亞洲代表	中小企電子商務信息安全技術與實踐
Seminar #8	13/8/2015	3 hours	VTC Tower, Wan Chai	李松英, 聯通商務網代表, PayPal 代表	認識網上及流動支付
Seminar #9	27/8/2015	3 hours	VTC Tower, Wan Chai	李松英, Intuit QuickBooks Online 代表	中小企要知的移動應用程式及相關安全問題

Seminar #10	10/9/2015	3 hours	VTC Tower, Wan Chai	李松英 F-Secure代表, ReadySpace 代表	中小企使用雲端服務的保安策略
Visit #1	5/9/2015	2 hours	Data Centre, CITIC Telecom Tower, Kwai Chung	CITIC代表	Datacenter & Cloud facilities and security
Visit #2	19/9/2015	2 hours	Data Centre, CITIC Telecom Tower, Kwai Chung	CITIC代表	Datacenter & Cloud facilities and security
國際中小企博覽2015	5/12/2015	3 days	Booth No. 1E-C11, HKCEC	HKGCSMB代表, PEAK代表	Free consultative service to participants
Closing Seminar	5/12/2015	2 hours	香港貿易發展局中小企服務中心, HKCEC	楊全盛, 李日全, F-Secure代表, 捷力亞洲代表	致歡迎辭，竣工儀式 計劃成果匯報 手機保安 SME 電子商務信息安全實踐
Visit #3	19/1/2016	2 hours	Data Centre, China Telecom Chai Wan Centre	China Telecom代表	Datacenter & Cloud facilities and security
Project Website	In the project period	24 x 7	www.cloud4smb.hk	Free maintenance by HKGCSMB after project	Provide project information and free download of the handbook

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) -	Form working group and consulting team	31/1/2015		C
	Promote the project to public media e.g. press release and promotion advertising		23/4/2015	D
(b) -	Develop seminars content framework and requirement	31/3/2015		C
	Design and develop project website			C
	Design and develop leaflets and posters			C
(c) -	SME support service via website, email message and hotline support	30/4/2015		C
(d) -	Develop awareness seminars content and training materials	30/6/2015		C
	Collect, study and consolidate information and materials via interview and meetings with service providers and organizations			C
(e) -	Conduct awareness seminars	31/12/2015	31/1/2016	C
	Site visits (e.g. cloud facilities)			D
	Print and publish handbook			C
	Prepare to participate in SME exhibition (tentatively the World SME Expo in December 2015)			C
(f) -	Participate in SME exhibition	31/12/2015	31/1/2016	C
	Prepare Final Report and Audited Accounts			D

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

Nil
