

**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 003 005

Project title : An Enhanced Program to Enhance the Capabilities of
Hong Kong's SMEs in Handling High Value
Logistics Services

Period covered : From 01/03/15 to 30/06/16
(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)

This project is to design and launch an enhanced program to share knowledge and provide operational practices of handling high value goods logistics services to Hong Kong SMEs in order to enhance their knowledge level and logistics capabilities. A series of seminars and workshops were designed and organized to provide an integration of emerging topics of high value goods logistics in different industries as well as interactive and hands-on activities. Booklets including project information and proposed topics in Chinese and videos of highlights of seminars and workshops were developed and posted on the project website. It is expected that SMEs in Hong Kong can benefit from this enhanced program so as to strengthen their capabilities in handling high value goods logistics services.

Project Objective(s) (in about 80 words)

1. To enhance the knowledge level and logistics capabilities of Hong Kong SMEs in handling high value goods logistics services in order to increase their competitiveness.
2. To design and organize seminars and workshops, which have an integration of emerging topics of high value goods logistics in different industries and include more interactive and hands-on activities, so as to let local SMEs share their current problems and experience of logistics practices and have a deeper understanding on the topics of high value goods logistics services.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Hong Kong Polytechnic University
Hong Kong Logistics Association Limited;
Hong Kong Association of Freight Forwarding & Logistics Limited;
Collaborating Organisation(s) : The Institute of Purchasing & Supply of Hong Kong Limited
Implementation Agent(s) : N.A.

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	King Lun CHOY	The Hong Kong Polytechnic University	Tel: 2766 6597 Fax: 2362 5267
Deputy Project Co-ordinator :	Stephen King Che CHAN	Hong Kong Logistics Association Limited	Tel: 2777 9656 Fax: 3421 2477

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 2015	30 June 2016	16 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)	Booklets	2 (4,000 copies in total)	2 booklets were developed. (4,000 copies in total)	N.A.
b)	Seminars	2 (160-200 participants per seminar)	2 seminars were held. (160-200 participants per seminar)	N.A.
c)	Workshops	12 (50-75 participants per workshop)	12 workshops were held. (50-75 participants per workshop)	N.A.
d)	Videos of the highlights of seminars and workshops	N.A.	Videos of the highlights of seminars and workshops were developed and uploaded to the project website.	N.A.

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

(Please list out in table format if necessary.)

(a) Booklets

Two booklets in Chinese (4,000 copies in total) on the project information and the four topics, including (i) High-end Apparel & Fashion Accessories Industry, (ii) Prestige Branded Jewellery & Watches Industry, (iii) High Value Food Industry, and (iv) E-Commerce Logistics for High Value Products, were developed.

(b) Seminars

Two seminars on the four topics of high value goods logistics services were launched as follows:

Seminar 1

- Date: May 20, 2016
- Time: 14:30-17:00
- Location: Room ST111, The Hong Kong Polytechnic University, Hung Hom
- Topic: Prestige Branded Jewellery & Watches Industry, High Value Food Industry, and E-Commerce Logistics for High Value Products
- Number of participants: 222

Seminar 2

- Date: June 29, 2016
- Time: 10:00-12:30
- Location: Conference Hall, 4/f, HKPC Building, Kowloon Tong, Kowloon
- Topic: High-end Apparel & Fashion Accessories Industry, and E-Commerce Logistics for High Value Products
- Number of participants: 208

Logistics experts from selected companies were invited to share their experience and case studies to SMEs in general. A total of 430 management staff of SMEs in general has attended the two seminars.

(c) Workshops

Twelve workshops on the four topics of high value goods logistics services were launched as follows:

Workshop 1

- Date: Feb 29, 2016
- Time: 14:30-16:45
- Location: Room V312, The Hong Kong Polytechnic University, Hung Hom
- Topic: Prestige Branded Jewellery & Watches Industry
- Number of participants: 65

Workshop 2

- Date: Mar 31, 2016
- Time: 14:30-16:45
- Location: Room AG710, The Hong Kong Polytechnic University, Hung Hom
- Topic: High Value Food Industry
- Number of participants: 74

Workshop 3

- Date: Apr 12, 2016
- Time: 10:30-12:45
- Location: Room Y512, The Hong Kong Polytechnic University, Hung Hom
- Topic: High Value Food Industry
- Number of participants: 58

Workshop 4

- Date: Apr 12, 2016
- Time: 14:30-16:45
- Location: Room Y512, The Hong Kong Polytechnic University, Hung Hom
- Topic: High Value Food Industry
- Number of participants: 80

Workshop 5

- Date: May 10, 2016
- Time: 14:30-16:45
- Location: Room Y303, The Hong Kong Polytechnic University, Hung Hom
- Topic: Prestige Branded Jewellery & Watches Industry
- Number of participants: 64

Workshop 6

- Date: May 31, 2016
- Time: 10:30-12:45
- Location: Room V312, The Hong Kong Polytechnic University, Hung Hom
- Topic: High-end Apparel & Fashion Accessories Industry
- Number of participants: 53

Workshop 7

- Date: May 31, 2016
- Time: 14:30-16:45
- Location: Room V312, The Hong Kong Polytechnic University, Hung Hom
- Topic: High-end Apparel & Fashion Accessories Industry
- Number of participants: 64

Workshop 8

- Date: Jun 13, 2016
- Time: 10:30-12:45
- Location: Room AG710, The Hong Kong Polytechnic University, Hung Hom
- Topic: Prestige Branded Jewellery & Watches Industry
- Number of participants: 54

Workshop 9

- Date: Jun 13, 2016
 - Time: 14:30-16:45
 - Location: Room AG710, The Hong Kong Polytechnic University, Hung Hom
 - Topic: High-end Apparel & Fashion Accessories Industry
 - Number of participants: 59
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Workshop 10

- Date: Jun 17, 2016
- Time: 14:30-16:45
- Location: Room Y303, The Hong Kong Polytechnic University, Hung Hom
- Topic: E-Commerce Logistics for High Value Products
- Number of participants: 78

Workshop 11

- Date: Jun 21, 2016
- Time: 10:30-12:45
- Location: Classroom 108, 1/f, HKPC Building, Kowloon Tong
- Topic: E-Commerce Logistics for High Value Products
- Number of participants: 53

Workshop 12

- Date: Jun 21, 2016
- Time: 14:30-16:45
- Location: Classroom 108, 1/f, HKPC Building, Kowloon Tong
- Topic: E-Commerce Logistics for High Value Products
- Number of participants: 66

Logistics experts from selected companies were invited to share their experience to SMEs in general. Case studies of different industries involving high-end apparel and fashion accessories, high value food, prestige branded jewellery & watches, e-commerce and cross-border logistics were introduced in workshops in order to help SMEs in general enhance their operational practices in handling high value goods logistics services. A total of 768 management staff of SMEs in general has participated in the twelve workshops.

(d) Videos of the highlights of seminars and workshops

Videos were recorded in the seminars, workshops and several interviews with logistics professionals. Videos of the highlights of seminars and workshops for the four topics of high value goods logistics services were developed and posted on the website of this project. The project website's link is: <http://www.Logistics.org.hk>.

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) <u>Formation of Project Team</u>	15 Apr 15		C
<u>Determination of Scope and Topics for</u>	31 May 15		C
(b) <u>Project Deliverables</u>			
<u>Data Collection e.g. Selection of Logistics</u>	30 Jun 16		C
<u>Companies for Illustration, Site Visits, Case</u>			
(c) <u>Studies etc.</u>			
(d) <u>Content and Booklet Development</u>	31 May 16		C
(e) <u>Seminars and Workshops for Participants</u>	30 Jun 16		C
(f) <u>Video Shooting, Editing and Production</u>	30 Jun 16		C

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

Booklets will be disseminated to more Hong Kong's SMEs in future events organized by the Department of Industrial and Systems Engineering of The Hong Kong Polytechnic University, Hong Kong Logistics Association Limited, Hong Kong Association of Freight Forwarding & Logistics Limited and the Institute of Purchasing & Supply of Hong Kong Limited.
