

**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 003 014  
Project title : To enhance Hong Kong Footwear SMEs' export  
competitiveness and market exposure through  
participating in a Vietnam footwear trade show  
Period covered : From 01/04/2015 to 31/03/2016  
(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 purposes of this project are to promote the capability of Hong Kong footwear value chain to Vietnam market, and to facilitate Hong Kong footwear enterprises explore business opportunities in Vietnam.

Vietnam has become the second leading footwear producers and exporters in the world. It is a premier sourcing hub for footwear in ASEAN. Nowadays, many prominent footwear buyers visit Vietnam to source reliable footwear suppliers.

In this project, a Hong Kong Pavilion will be established at a prominent footwear exhibition in Vietnam to help Hong Kong Footwear enterprises meet with potential footwear manufacturers and brands which used to nominate accessory suppliers. The capability of Hong Kong footwear industry in providing high end footwear raw-materials, accessories, machineries, advanced equipments and innovative research and development services on materials and manufacturing technology will be promoted to targeted clients at the Vietnam footwear trade show. Business networking will be arranged at the Hong Kong Pavilion; a study mission to visit footwear manufacturing factories in Vietnam will also be organized to help Hong Kong footwear suppliers better understand the Vietnam footwear market.

A leaflet will be compiled to promote the capability and international experience of Hong Kong footwear value chain; a Hong Kong Footwear Supplier Brochure will also be compiled to illustrate a list of information about Hong Kong footwear enterprises. The leaflet and Hong Kong Footwear Supplier Brochure will be disseminated in the Vietnam footwear exhibition.

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

1. To promote the capability of Hong Kong footwear value chain to Vietnam footwear market
2. To facilitate Hong Kong footwear SMEs meet potential buyers at trade show in Vietnam and explore business opportunities
3. To assist Hong Kong footwear SMEs better understand the Vietnam footwear market

### Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	<u>Hong Kong Footwear Association Limited (HKFA)</u> <u>Federation of Hong Kong Industries (FHKI)</u> <u>The Hong Kong Synthetic Leather &amp; Metal Material Suppliers' Association</u>
Collaborating Organisation(s)	:	<u>The Hong Kong Hide &amp; Leather Traders' 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. Kim Yu CHEUNG, Ben	Hong Kong Footwear Association Ltd.	Tel: 2381 2297 Fax: 2397 6927
Deputy Project Co-ordinator	Mr. Kwok Keung LEE	Hong Kong Productivity Council	Tel: 2788 5551 Fax: 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	<u>01/04/15</u>	<u>31/03/16</u>	<u>12</u>
Revised (if applicable)	<u></u>	<u></u>	<u></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)	Hong Kong Pavilion at the International Footwear & Leather Products Exhibition (IFLE) at Vietnam	Around 50 – 80 pieces of footwear items from 20 – 30 footwear SMEs involved in the common display	Over 80 pieces of footwear samples from 21 Hong Kong footwear SMEs involved in the common display	
b)	Business networking session at the International Footwear & Leather Products Exhibition (IFLE) at Vietnam	No quantifiable target	Over 45 overseas participants	
c)	Study mission	20 participants	38 participants	
d)	Promotional Leaflet	3,000 sets	3,000 sets	
e)	Supplier Brochure	3,000 sets	3,000 sets	
f)	Dissemination seminar	100	82	

### 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 set up a Hong Kong Footwear Pavilion at a Vietnam Footwear Exhibition	<ul style="list-style-type: none"> <li>- A Hong Kong Footwear Pavilion was set up at International Footwear &amp; Leather Products Exhibition (IFLE) at Vietnam during 15-17 Jul 2015.</li> <li>- Hong Kong footwear suppliers in manufacturing and upstream sectors were invited to showcase their iconic products at the pavilion.</li> <li>- Over 80 footwear material items, such as raw-materials, machines and accessories were displayed along the supply chain.</li> <li>- 21 Hong Kong footwear SMEs involved in the common display.</li> <li>- 7 individual Hong Kong footwear SMEs exhibitors located along the edges of Hong Kong Footwear Pavilion to form a unity of Hong Kong footwear manufacturing.</li> <li>- Advertisement of Hong Kong Footwear Pavilion on Shoes &amp; Leather Vietnam 2014 show Directory (3,000 circulations) during IELF exhibition.</li> <li>- Advertisement of Hong Kong Footwear Pavilion on daily newspaper of Sài Gòn Giải Phóng (40,000 circulations) and thanh nien daily news (1,000,000 circulations/month).</li> </ul>
b)	To organize a business networking session at the International Footwear & Leather Products Exhibition (IFLE) at Vietnam	<ul style="list-style-type: none"> <li>- A session of business networking was arranged at the Hong Kong Pavilion.</li> <li>- Representatives from 13 member countries of the International Footwear Conference (IFC) were invited to join the business networking session.</li> <li>- Hong Kong footwear suppliers introduced the capability and strength of Hong Kong supply chain during the business networking session.</li> <li>- Over 45 overseas participants attended in the business networking session.</li> </ul>
c)	To organize a study mission in Vietnam	<ul style="list-style-type: none"> <li>- It aims to assist Hong Kong footwear suppliers better understand the needs, footwear trend and business environment of the targeted footwear manufacturers in Vietnam.</li> <li>- HKFA lead a group of Hong Kong footwear suppliers to visit footwear manufacturers, trade associations and footwear related bodies in Vietnam</li> <li>- 38 participants from Hong Kong footwear SMEs joined the study mission.</li> </ul>
d)	Promotional Leaflet	<ul style="list-style-type: none"> <li>- The leaflet aims to demonstrate the capability and international experience of Hong Kong footwear material, accessories, machines manufacturing.</li> <li>- 3,000 sets including promotional leaflet and pocket folder were printed out and disseminated in IELF Vietnam.</li> </ul>
e)	Hong Kong Footwear Suppliers' brochure	<ul style="list-style-type: none"> <li>- The supplier brochure includes a list of suppliers engaged in the supply chain of Hong Kong footwear industry for buyers' reference.</li> <li>- 3,000 sets were printed out and disseminated in IELF Vietnam.</li> </ul>
f)	To organize a dissemination seminar	<ul style="list-style-type: none"> <li>- A dissemination seminar was arranged after the Vietnam exhibition.</li> <li>- 82 participants attended in the dissemination seminar.</li> </ul>

### 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)	- To develop the leaflet	30/06/2015		C
	- To compile the Hong Kong Footwear Industry Suppliers' brochure			C
(b)	- To set up the "Hong Kong Footwear Pavilion" in Vietnam IFLE exhibition	17/07/2015		C
	- To organize business networking session			C
(c)	- To organize an exhibition dissemination seminar	31/03/2016		C

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

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