

**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 004 010  
Project title : Action plan for the Natural Fei Cui plus other Jade  
industry in compliance with the Trade Descriptions  
(Unfair Trade Practices) (Amendment) Ordinance  
Period covered : From 1/7/2015 to 30/6/2016  
(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 sales techniques being practised in the natural fei cui and jade industry are drastically different from those used to sell traditional commodities. Presently, one of the biggest problem in the industry is the challenge created by the newly amended ordinance towards the traditional sales techniques. Disputes between the customers and the salesman due to different understanding to the newly amended ordinance have been happened several times lately. Consequently, the front line sales personnel is very frustrated, though no one has been prosecuted yet. Therefore, proper guidelines and trainings must be provided to avoid any unnecessary violations of the ordinance.

Hong Kong & Kowloon Jade Merchants & Workers Union Association Limited (HKJMW), with PEAK as the implementation agent, successfully applied for the SME Development Fund and carried out smoothly the project "Action plan for the Natural Fei Cui plus other Jade industry in compliance with the Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance" from 1 July 2015 to 30 June 2016. The project has organised a series of workshops, seminars, symposium as well as website and guide book to achieve the objectives of the project.

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

The objectives of the project are :

- to clearly define the specification of the newly amended ordinance.
- to set a guide line for the sales personnel (e.g. which commonly used sales talks are prohibited under the newly amended ordinance).
- to advise a better book keeping system to meet the newly amended ordinance's requirements (e.g. how to keep all the invoices and receipts efficiently for at least 3 years).

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong & Kowloon Jade Merchants & Workers Union Association Limited

Collaborating Organisation(s) : H.K. Gold & Silver Ornament Workers & Merchants General Union Limited  
Hong Kong Pearl Association  
Hong Kong & Kowloon Gold Ornament & Jewellery Trade Workers Union

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. &amp; Fax No.</u>
Project Co-ordinator	Mr. Wing Chung CHUI	Hong Kong & Kowloon Jade Merchants & Workers Union Association	Tel: 2780-7792
Deputy Project Co-ordinator	Mr. Yat-chuen LI	Vocational Training Council -- Institute of Professional Education And Knowledge (PEAK)	Tel: 2836-1832 Fax: 2572-7130

**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>1/7/2015</u>	<u>30/6/2016</u>	<u>12</u>
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 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	
Workshop	#1	50 participants	37	22	The average attendance rate in workshops has just reached about 45% of the target number 50. For all the 4 workshops, the elderly group (consists of 15 members all aged 70+) who has verbally enrolled suddenly refrained from coming to the workshop as promised. They claimed that the weather was unexpectedly too hot, they were not fitted to attend the events.
	#2	50 participants	37	22	
	#3	50 participants	39	23	
	#4	50 participants	38	22	
Seminar	#1	50 participants	31	30	The average attendance rate in seminars has just reached about 72% of the target number 50.
	#2	50 participants	43	42	
Symposium		100 participants	22	21	Most of those who have attended the seminar#1 (2 weeks before the symposium) are not interested to attend the symposium since they have already received very clear information from the officers from Customs and Excise Department.
Publishing guide book		1,000 copies	Distribution of 1,000 copies through various channels		
website www.hkjmwa.org		Host all project materials for free download	Achieved		

**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
Workshop#1	16/4/2016	2 hours	VTC Tower, Wan Chai	PEAK-Consultant Mr Paul Choi	how to issue invoices and manage the receipt
Workshop#2	16/4/2016	2 hours	VTC Tower, Wan Chai	Gemmologist- Mr Sunny Lo HKJMW-Chairman n Mr. Wing Chung CHUI Industry practitioner - Ms Lily SIU	how to sell natural fei cui and jade commodities under the newly amended ordinance
Workshop#3	30/4/2016	2 hours	VTC Tower, Wan Chai	PEAK-Consultant Mr Paul Choi	how to issue invoices and manage the receipt
Workshop#4	30/4/2016	2 hours	VTC Tower, Wan Chai	Gemmologist- Mr Sunny Lo HKJMW-Chairman n Mr. Wing Chung CHUI Industry practitioner -Ms Lily SIU Industry practitioner -Mr WONG Wai Kwong	how to sell natural fei cui and jade commodities under the newly amended ordinance
Seminar#1	7/5/2016	2 hours	VTC Tower, Wan Chai	Hong Kong Customs and Excise Department Mr S W Lau-Senior Trade Controls Officer	The amended Trade Descriptions Ordinance
Seminar#2	18/6/2016	2 hours	佐敦薈龍庭華 宴	HK Int'l Jade & Jewellery Laboratory Ltd and Hong Kong Kowloon Jade & Jewellery Laboratory Ltd	Basic classification of natural fei cui and jade
Symposium	21/5/2016	2 hours	VTC Tower, Wan Chai	HKJMW-Chairman n Mr. Wing Chung CHUI Industry practitioner -Ms Lily SIU PEAK-Consultant Mr Alfred Li	discuss on the events encountered, as well as to suggest solutions on the cases.

Project Website	In the project period	24 x 7	www.hkjmwa.org	Free maintenance by HKJMW A after project	Provide project information and free download of the handbook
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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) #
(a) 1. Formulation of project team and Consultation Committee	31/7/2015		C
2. Discussion of the framework, contents and specifications			C
3. Link-up cooperation partners and task force team			C
4. Promotion through various channels, such as articles, press release and advertising			C
(b) 1. Define the content for the 2 workshop themes	31/8/2015		C
2. Define the content for the seminar			C
3. Define the content for the symposium			C
(c) 1. Define the content for the Guide Book	31/10/2015		C
2. Define the structure for the website			C
(d) 1. Organise the seminars, workshops and symposium	30/4/2016		D
2. Write the website contents			C
3. Official launch the website			C
(e) 1. Write the Guide book	30/6/2016		C

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

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