SME Development Fund (SDF)/
Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)
(Organisation Support Programme) (OSP)

<u>Final Report on Approved Project</u>

Project ref. no.   :   D15 001 012

Project title   :   SpectrumASIA 2015 – Integrate and engage media
production professionals across the value chain

Period covered   :   From _____1/9/2015_____ to _____30/11/2016_____
(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)

In the cross-media environment, it is important for media professionals in the supply chain to integrate and manage the media and workflow strategy. The stakeholders in the supply chain include publishers, designers, print providers and brand owners.

With a view of this workflow and technology trend, our Association had organised the one-day international conference, named "SpectrumASIA" on Dec 8, 2015, to introduce and share the integration of workflow strategy, based on the cross media environment.

On Dec 11, 2015, a one-day workshop named "Integrated Media Workflow & Print Quality Reporting Workshop" was conducted and the instructor was the Vice President of Idealliance. It demonstrated two new initiatives and how US printer was changing their businesses.

To cope with the changing world, print providers, publishers and designers are important to provide value-added services to their customers so as to increase their competitiveness. Therefore, 12 workshops were organised by Advanced Printing Technology Centre.

Project Objective(s) (in about 80 words)

- To discuss how to establish media production and workflow strategy in multi-channel world
- To introduce how to manage content for effective cross-channel distribution and monetization
- To introduce how to maintain integrity of brand-color across platforms
- To introduce how to create interactive publishing so as to increase the value-added purpose

Grantee/Collaborating Organisation/Implementation Agent

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

Key Personnel

	Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator :	Tak Chung Alex, YAN	The Hong Kong Printers Association	2527-5050 (Tel) 2861-0463 (Fax)
Deputy Project Co-ordinator :	On Kei Brenda, PANG	Advanced Printing Technology Centre Limited	3589-5021 (Tel) 3188-9424 (Fax)

Project Period

	Commencement Date (day/month/year)	Completion Date (day/month/year)	Project Duration (No. of months)
As stated in project agreement	1/9/2015	30/11/2016	15
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	Actual result achieved	Reasons for not achieving the target, if applicable
a)	SpectrumASIA 2015	350 participants	377 registered participants, 335 attendees	The total number of registered participants was over 350. 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)	SpectrumASIA Report	600 copies	600 copies	
c)	Post-event Supplement	7,000 copies	7,000 copies	
d)	Workshops	12 classes were conducted with max 20 participants per class	239 registered participated.	
e)	Integrated Media Workflow & Print Quality Reporting Workshop	80 participants	89 registered participants, 78 attendees	The total number of registered participants was over 80. Although some of them did not show up eventually, they could receive the speakers' presentation by downloading the presentation files from APTEC's website.

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

a)	SpectrumASIA 2015	- A full-day of the conference had been successfully organised on Dec 8, 2015, at Hong Kong Design Institute 8 topics were presented, including: - Print in the Media Mix? - New Efforts in Spot Color Calibration & Control - Best Success Stories: How G7 Makes a Difference – 2 Case Studies that demonstrate how G7 workflows can change your business - Integrated Media Workflow - Multi-Channel Publishing Standards and Technologies - Print, Customers and Mobile (Digital) - Hyper Customization – Engaging Consumers with Personalised Brand Experiences - The best kept secrets of the perfect Holistic Brand Creation - Two forums were hosted in the morning and in the afternoon respectively, moderated by CEO & Chairman of Idealliance - Speakers came from different expertise, including print professionals, publisher, branding professional, print management and print analysis
b)	Spectrum Report	600 copies of Spectrum Report were produced to distribute to all participants of the Spectrum. - Report includes all speakers' bilingual presentation
c)	Post-event Supplement	After the SpectrumASIA, 7,000 copies of supplement that covered the speakers' speech were produced. 5,000 copies were inserted to "HK Print Media" magazine which was published by our Association. Other copies were distributed to local printing industry via different supporting organisations. It was also transferred to PDF and uploaded to both our Association's and APTEC's website.

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d)	Workshops	• 12 classes targeted printers, publishers and designers were conducted, 12 hours per class
		    ○ 5 classes: ebook production
		    ○ 4 classes: AR & APP production
		    ○ 3 classes: color management
		    ○ Covered the practical step-by-step techniques how to create ebook, AR & APP, and applying color management in different substrates.

e)	Integrated Media Workflow & Print Quality Reporting Workshop	• One-day workshop was conducted by the Vice President in Digital & Emerging Technologies of Idealliance on Dec 11, 2015
		• Two topics were presented:
		    ○ New Workflow = New Revenue Opportunities
		    ○ Automate the Reporting of Print Quality with PQX
		• These topics were the latest trends in US printing industry
		• This workshop targeted to print providers

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.)

Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised completion date (if applicable)	Status (C/D/N) #
(a) Invite speakers	1/9 – 30/9/2015		C
(b) Collect all presentation files from speakers	18/10/2015		C
(c) Advertising & promotion Produce SpectrumASIA report	15/9 – 5/12/2015		C
(d) Advertising & promotion on workshop On-going implementation of workshop	1/9/2015 – 11/2016		C
(e) SpectrumASIA date	8/12/2015		C
(f) Integrated Media Workflow & Print Quality Reporting Workshop date	10/12 – 12/12/2015		C
(g) Publish press release and upload all presentation to websites	30/12/2015		C
(h) Produce Post-Event Supplement	31/3/2016		C

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

N/A