

**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. : D15 002 006

Project title : “Assist HK printing industries in implementing a specialized quick response management methodology of production process for enhancing SME’s capability in response to the current market needs of “high-variety low-volume production”

Period covered : From 15/03/2016 to 14/03/2017
(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 facing of the current market needs of "high-variety low-volume production", the traditional production model of the printing industry is inappropriate. Quick Response Management ("QRM") methodology will be much appropriate for production process strategy for meeting the market-driven environment. Due to the complexity and uniqueness of the production process in the printing industry, a specialized quick response management methodology is developed for the industry in order to enhance SME's capability on production strategy in response to the current market needs. Through conducting training and experience sharing seminar, dissemination of QRM Guidebook and online news demonstration of QRM knowledge and information, this project leads Hong Kong printing companies to master QRM principles and implementation skills for enhancing their market competitiveness. Since QRM implementation is cost-effectiveness with no additional facilities and resources to be made, SMEs can adopt QRM easily in their companies.

Project Objective(s) (in about 80 words)

The project aims at assisting Hong Kong printing industries in implementing a specialized quick response management methodology with accordance to the characteristics of its production process for enhancing SME's capability in response to the current market needs of "high-variety low-volume production". Through conducting a series of the comprehensive activities (including training and experience sharing seminar, guidebook and online news), it assists printing companies in mastering QRM knowledge and its application skills for implementation.

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	The Hong Kong Printers Association
		Advanced Printing Technology Centre Limited
		Federation of Hong Kong Industries
		Institute of Print-media Professionals Limited
		Hong Kong Printing Industry Workers Union
		Hong Kong Publishing, Printing and Record Association
Collaborating Organisation(s)	:	Hong Kong Productivity Council
Implementation Agent(s)	:	

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Mr Alex Yan	The Hong Kong Printers Association	(852) 2527 5050 (852) 2861 0463
Deputy Project Co-ordinator	Mr Aman Chan	Hong Kong Productivity Council	(852) 2788 5832 (852) 2788 5599

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>15/03/2016</u>	<u>14/03/2017</u>	<u>12 months</u>
Revised (if applicable)	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</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)	Investigation and Research	6 companies	6 companies	N.A.
b)	QRM Training	around 120 persons	123 persons	N.A.
c)	QRM Experience Sharing Seminar cum Launching of QRM Guidebook	around 150 persons	111 persons	The total number of registered participants was 159 persons. However, some of them did not attend eventually upon our several email reminders.
d)	QRM Guidebook	2,000 copies	2,000 copies	N.A.
e)	QRM Online News	around 1,000 persons	around 1,000 persons	N.A.

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

(Please list out in table format if necessary.)

	Project deliverables	Date/ Duration	Place	Speaker/Company	Main Contents
a)	Investigation and Research	15/03/2016-05/05/2016	Shenzhen Dongguan HK HK Dongguan HK	- Wing King Tong Printing Ltd - Shek Wah Tong Printing Press Ltd - Anpak Printing Ltd - New Island Printing Co Ltd - China Translation & Printing Services Ltd - E-print Group	Understand the current situation and define problem of production process in the printing industry for making training preparation.
b)	QRM Training	22/04/2016-05/08/2016	HK	- Consultants of Hong Kong Productivity Council	Enable participants on understanding basic principles, application tools and implementation skills of QRM.

	Project deliverables	Date/ Duration	Place	- Speaker/Company	Main Contents
c)	QRM Experience Sharing Seminar cum Launching of QRM Guidebook	20/02/2017	HK	<ul style="list-style-type: none"> - Consultants of Hong Kong Productivity Council - Advance Label Limited - Sun Keung Printing Factory Ltd - Golden Cup Printing Co Ltd 	Sharing of QRM Guidebook contents; and experience sharing on QRM implementation.
d)	QRM Guidebook	20/02/2017	HK	N.A.	Include basic principles, application tools, implementation skills and case sharing of QRM.
e)	QRM Online News	10/05/2016-14/03/2017	HK	N.A.	Include electronic QRM guidebook; Online news of QRM activities; 3 key articles of QRM implementation.

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) #
1.	Conduct Investigation and Research	15/03/2016 - 14/04/2016	15/03/2016 - 05/05/2017	C
2.	Deliver QRM Training	15/04/2016 - 14/12/2016	22/04/2016 - 05/08/2016	C
3.	i) Design QRM Guidebook	15/06/2016 -		
	ii) Develop QRM Online News	14/01/2017		C
	i) Deliver QRM Experience Sharing Seminar cum Launching of QRM Guidebook			
	ii) Launch QRM Guidebook	15/12/2016 -		
4.	iii) Demonstrate QRM Online News	14/03/2017		C

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

1. The QRM Guidebook will be distributed by The Hong Kong Printers Association through promotional activities (seminar, training, and exhibition) or direct distribution.
2. Electronic QRM Guidebook and Online News of QRM information will be continually posted on the website of The Hong Kong Printers Association for public access.