

**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 003 006**

Project title : **Industry-wide Promotional Program for the Hong Kong Metal Stamping and Machining Industries at the International Arena to explore Valued-Added Products and New Overseas Market**

Period covered : From 15/03/16 to 14/09/18
(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)

Hong Kong metals parts stamping and machining industry considers that the participation in the world's leading industrial trade fairs of the metal stamping and machining sector in Germany and USA is the best place to grow their business and export sales directly. Besides, industry promotion talks and business networking directly targeted for importers and manufacturers from nearby emerging countries (e.g. Mexico, Poland, Czech, Canada, etc.) of traditional western markets making first tier sub-assembly parts (e.g. car doors, medical and healthcare furniture chassis, machine & equipment controllers, etc.) and older generation end-products for famous western brands will be effective functions for local metal stamping and machining components and parts SMEs to explore the targeted value-added product markets.

Thus, an industry-wide promotional campaign at international arenas and exploration of high value added metal parts and components in western and nearby emerging market and business operation models are of utmost importance and top priority to Hong Kong metals parts stamping and machining industry.

Project Objective(s) (in about 80 words)

- To promote the industries' professionalism at the international industrial market and emerging markets for high value-added business exploration and sustainability.
- To assist the Hong Kong Metal Stamping and Machining Components Industry to explore business on high precision, technology and quality demanding components, parts and end products, both in traditional western markets (e.g. USA, Western Europe) as well as nearby emerging markets (e.g. Eastern Europe, Mexico) making first tier sub-assembly part or older generation value-added products for traditional western markets.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Hong Kong Metals Manufacturers Association Limited

Collaborating Organisation(s) : Hong Kong Trade Development Council
Hong Kong Foundry Association Limited
Hong Kong Auto Parts Industry Association Limited
Hong Kong Metal Merchants Association
Hong Kong Critical Components Manufacturers Association Limited
Hong Kong Medical and Healthcare Device Industries Association Limited
Hong Kong Mould and Product Technology Association Limited
Hong Kong Surface Finishing Society Limited
Hong Kong Opto-Mechatronics Industries Association Limited

Implementation Agent(s) : Hong Kong Productivity Council

Key Personnel

	Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator :	Mr. Alex LEUNG	The Hong Kong Metals Manufacturers Association Limited	2191 3381 / 2429 8453
Deputy Project Co-ordinator :	Mr. Jeffery CHAN	The Hong Kong Metals Manufacturers Association Limited	2191 3381 / 2429 8453

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	15/03/16	14/09/18	30
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)	Form a Project Steering Committee	1 time	1 time	
b)	Organise Awareness Seminars	2 times (40 participants each)	2 time (42 participants in first seminar while 41 participants in second seminar)	
c)	Set up “Hong Kong Metal Stamping and Machining Components Industry Pavilion” (around 80-90 sqm) at Hannover Messe in Germany (April,2016 & April,2017) and FABTECH in USA(Nov,2016 & Nov,2017) with the theme of “Hong Kong: your PEARL Partner” Precision, Ethical, Automation, Reliability and Lean	4 times	4 times (The size of HK Pavilion is 100sq.m and over 120 components from 52 HK companies displayed in Hannover Messe 2016 ; The size of HK Pavilion is 84sq.m and over 120 components from 41 HK companies in FABTECH 2016. The size of HK Pavilion is 112 sq.m and over 120 components from 59 HK companies displayed in Hannover Messe 2017 ; The size of HK Pavilion is 86 sq.m and over 120 components from 41 HK companies in FABTECH 2017.)	Base on the floor plan designed by the organiser of Hannover Messe, they could only offer 100 sqm and 120sqm in Yr 2016 and Yr 2017 according to our requested size (i.e 80-90sqm) and spec (i.e Island booth, 4 size open). Due to it is the only offer, we accept the offer but without causes extra resource from SDF fund.

d)	Conduct on-site survey at HK Pavilion	4 times	4 times	
e)	Organise sector -specific industry promotion briefings (4 sectors x 2 exhibitions x 2 years)	16 times (20 potential oversea buyers each)	16 time (354 potential overseas for 16 briefings (22 potential buyers in average)	
f)	Compile annual directories of Hong Kong Metal Stamping and Machining Components Industry (1,000 copies x 2 versions for 2016 & 2017) for distribution at Hannover Messe & FABTECH 2016 & 2017	2,000 hardcopies + e-version	2,000 hardcopies + e-version	Link: http://hkpavilion.hkmma.org.hk
g)	Produce a video with voice-over in 4 different languages ; English, German, , Spanish (for Mexico), and Russian (for Poland, Czech, Russia and other Eastern European countries)	1 video (3 minutes)	1 video (3 minutes)	Quick link from HKMMA website (http://www.hkmma.org.hk/main-tc.php) https://www.youtube.com/watch?v=jVB9qsgN0HQ
h)	Set up a HK Metals Stamping & Machining Components Industries Website and maintain during project period.	1 website	1 website	Has set up and under maintenance and updating continuously. Website: http://hkpavilion.hkmma.org.hk
i)	Organise industry talk and business networking targeted for nearby emerging national markets (e.g. Mexico, Canada near to USA and Poland, Czech near to Germany) at the same ground as Hannover Messe and FABTECH	4 times (50 potential buyers each)	4 times (53 potential buyers in Hannover Messe 2016; 51 potential buyers in FABTECH 2016; 51 potential buyers in Hannover Messe 2017; 42 potential buyers in FABTECH 2017)	
j)	Organise half-day experience sharing conferences in Hong Kong after Hannover Messe and FABTECH as well as industry talks & business networking with nearby emerging national markets that two exhibitions held in Yr 2016 & 2017.	4 times	4 times	.(link: http://www.hkmma.org.hk/imgs/mag/metal2018-01.pdf) The second annual project report will be compiled on Mar 2018.(link: http://www.hkmma.org.hk/imgs/mag/metal2018-02.pdf)
k)	Compile annual project summary (500 copies x 2 versions for 2016 & 2017)	1,000 hardcopies + e-version	1,000 hardcopies + e-version	

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

(Please list out in table format if necessary.)

- (a) A Project Steering Committee was formed to plan and oversee the project. It comprised of:
- Mr. Alex Leung (Vice-Chairman of Hong Kong Metals Manufacturers Association)
 - Mr. Jeffrey Chan (Director, Market Development Division of Hong Kong Metals Manufacturers Association)
 - Mr. Frankie Lai (Vice-Director, Market Development Division of Hong Kong Metals Manufacturers Association)
 - Dr. Keung Wing Ching (Permanent Honorary Chairman of Hong Kong Foundry Association)
 - Mr. Fung Chi Ming (Executive Vice President of Hong Kong Foundry Association)
 - Mr. Jimi Kwok (Chairman of Industry Group 7, Federation of Hong Kong Industries)
 - Mr. Francis Lai (Senior Consultant of Hong Kong Productivity Council)
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- (b) First awareness seminar was organised on 8 Apr 2016 in SME one under HKPC premises to explain project details to the industry and recruit SMEs for participating in the “Hong Kong Metal Stamping and Machining Components Industry Pavilion” at Hannover Messe and FABTECH in Year 2016 and 2017, as well as recruit SMEs for providing metals stamping and machining components, parts and end products for group display at those exhibitions. 42 participants attended the first seminar. Second awareness seminar was organised on 6 Sep 2017 in classroom 107 to explain project details to the industry and recruit SMEs for participating in the “Hong Kong Metal Stamping and Machining Components Industry Pavilion” at FABTECH 2017, as well as recruit SMEs for providing metals stamping and machining components, parts and end products for group display at FABTECH 2017. 41 participants attended the second seminar.
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- (c) **Hannover Messe 2016** - Hong Kong Pavilion was established on Hannover Messe 2016 (25-29 Apr, 2016). Location is Hall5, F36. The capabilities of Hong Kong Metal Stamping and Machining Components Industry in product design, components precision and tolerance, outstanding part stability, quality assurance standard, production capabilities, R&D, automation capacities, cost effectiveness, rapid response, ethics & integrity etc were demonstrated.
- Hannover Messe 2017** - Hong Kong Pavilion was established on Hannover Messe 2017 (24-28 Apr, 2017). Location is Hall4, G64. The capabilities of Hong Kong Metal Stamping and Machining Components Industry in product design, components precision and tolerance, outstanding part stability, quality assurance standard, production capabilities, R&D, automation capacities, cost effectiveness, rapid response, ethics & integrity etc were demonstrated.
- FABTECH 2016** – Hong Kong Pavilion was established on FABTECH 2016 (16-18 Nov, 2016). Location is Central Hall, C12123. The capabilities of Hong Kong Metal Stamping and Machining Components Industry in product design, components precision and tolerance, outstanding part stability, quality assurance standard, production capabilities, R&D, automation capacities, cost effectiveness, rapid response, ethics & integrity etc were demonstrated.
- FABTECH 2017** - Hong Kong Pavilion was established on FABTECH 2017 (6-9 Nov, 2017). Location is Central Hall, A5780. The capabilities of Hong Kong Metal Stamping and Machining Components Industry in product design, components precision and tolerance, outstanding part stability, quality assurance standard, production capabilities, R&D, automation capacities, cost effectiveness, rapid response, ethics & integrity etc were demonstrated.
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- (d) Two helpers were recruited during Hannover Messe 2016 & 2017 while 1 helper was recruited during FABTECH 2016 & 2017 for supporting on-site survey as well as logistics at the Pavilion during the exhibition and move in/out period. A number of committee members from Hong Kong Metals Manufacturers Association also shown up in HK Pavilion to promote the overall capability of the industry and conduct on-site survey. For Yr 2016, 213 replied questionnaires were collected from Hannover Messe visitors while 116 replied questionnaires were collected from FABTECH visitors. For Yr 2017, 235 replied questionnaires were collected from Hannover Messe visitors while 133 replied questionnaires were collected from FABTECH visitors.
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- (e) **Hannover Messe 2016** - Four sector -specific industry promotion briefings were organised on 26 & 27 Apr, 2016 in Hong Kong Pavilion, including automobile & aviation parts, medical & healthcare devices components, computer, high end electronics and electrical appliances parts as well as equipment & machinery components. Total 92 potential overseas buyers (Automotive and Aviation sector: 26 potential overseas buyers; Medical and Healthcare devices sector: 22 potential overseas buyers; Computer, High End electronics and electrical appliance parts sector: 24 potential overseas buyers; Machinery and Equipment sector: 20 potential overseas buyers) attended four briefings.

Hannover Messe 2017 - Four sector -specific industry promotion briefings were organised on 25 & 26 Apr, 2017 in Hong Kong Pavilion, including automobile & aviation parts, medical & healthcare devices components, computer, high end electronics and electrical appliances parts as well as equipment & machinery components. Total 94 potential overseas buyers (Automotive and Aviation sector: 27 potential overseas buyers; Medical and Healthcare devices sector: 23 potential overseas buyers; Computer, High End electronics and electrical appliance parts sector: 23 potential overseas buyers; Machinery and Equipment sector: 21 potential overseas buyers) attended four briefings.

FABTECH 2016 - Four sector -specific industry promotion briefings were organised on 17 & 18 Nov, 2016 in Hong Kong Pavilion, including automobile & aviation parts, medical & healthcare devices components, computer, high end electronics and electrical appliances parts as well as equipment & machinery components. Total 83 potential overseas buyers (Automotive and Aviation sector: 22 potential overseas buyers; Medical and Healthcare devices sector: 20 potential overseas buyers; Computer, High End electronics and electrical appliance parts sector: 21 potential overseas buyers; Machinery and Equipment sector: 20 potential overseas buyers) attended four briefings.

FABTECH 2017 - Four sector -specific industry promotion briefings were organised on 7 & 8 Nov, 2017 in Hong Kong Pavilion, including automobile & aviation parts, medical & healthcare devices components, computer, high end electronics and electrical appliances parts as well as equipment & machinery components. Total 85 potential overseas buyers (Automotive and Aviation sector: 21 potential overseas buyers; Medical and Healthcare devices sector: 22 potential overseas buyers; Computer, High End electronics and electrical appliance parts sector: 21 potential overseas buyers; Machinery and Equipment sector: 21 potential overseas buyers) attended four briefings.

The content of the promotion briefings as below:

- Representative of project applicant briefed the overview on capabilities, product scope, outstanding performance and highlights of Hong Kong metal stamping and machining industry; especially for the targeted sector (e.g. automobile & aviation, medical & healthcare devices, etc.);
- Representative of HKPC briefed the support on technology enhancement, manufacturing system upgrading, quality assurance, product innovation, export accreditation, human resources development for Hong Kong manufacturers provided by HKSAR government and other industry supporting NGOs
- For Hannover Messe 2016, 8 companies introduced their products by themselves in each briefing. HKPC representatives introduced another 44 companies which have products under one of four specific sectors or categories in HK Pavilion.
- For Hannover Messe 2017, 8 companies introduced their products by themselves in each briefing. HKPC representatives introduced another 48 companies which have products under one of four specific sectors or categories in HK Pavilion.
- For FABTECH 2016, 8 companies introduced their products by themselves in each briefing while HKPC representatives introduced another 33 companies which have products under one of four specific sectors or categories in HK Pavilion.
- For FABTECH 2017, 8 companies introduced their products by themselves in each briefing while HKPC representatives introduced another 34 companies which have products under one of four specific sectors or categories in HK Pavilion.

- (f) 1,000 copies of annual directories of Hong Kong Metal Stamping and Machining Components Industry for Yr 2016 were compiled. 500 copies were distributed during Hannover Messe 2016. Another 500 copies was distributed in FABTECH 2016. 1,000 copies updated annual directories of Hong Kong Metal Stamping and Machining Components Industry for Yr 2017 were compiled. 500 copies were distributed during Hannover Messe 2017. Another 500 copies was distributed in FABTECH 2017.

- (g) A website was setup on 15 Apr 2016 to promote to visitors of HK Pavilion at Hannover Messe 2016 & 2017 and FABTECH 2016 & 2017, participants of business networking with emerging markets and to other potential buyers of worldwide markets.

- (h) A 3-minute video with voice-over in 4 different languages; English, German, Spanish, and Russian was produced to promote the Hong Kong Metal Stamping and Machining Components Industry to overseas buyers.

- (i) **Hannover Messe 2016** - An industry talk and business networking with Poland enterprises was organised. It was held in HK Pavilion (Hall5, F36) on 27 Apr 2016, duration is 3 hour. We invited City Hall Radom Department of Radom Economic Zone Service in Poland to line up end product and first tier sub-assembly manufacturers/importers, as well as enterprises of Polish Pavilion in Hannover Messe to have a business matching with HK manufacturing enterprise. 53 potential buyers from Poland joined the industry talk and business networking. We arranged a guided tour for the potential buyers in HK Pavilion in order to let them have a more comprehensive and concrete overview on the Hong Kong metals parts stamping and to let them have a more comprehensive and concrete overview on the Hong Kong metals parts stamping and machining industry. Furthermore, Mr. Janusz Tunkiewicz from InterGest Poland has delivered a briefing to HKMMA representatives regarding to the law & regulation, market demand, purchasing requirement..etc in Poland.

Hannover Messe 2017 - An industry talk and business networking with Poland enterprises was organised. It was held in HK Pavilion (Hall4, G64) on 27 Apr 2017, duration is 3 hour. We invited CzechTrade, Ministry of Industry and Trade to line up end product and first tier sub-assembly manufacturers/importers, as well as enterprises of Czech Pavilion in Hannover Messe to have a business matching with HK manufacturing enterprise. 51 potential buyers from Czech joined the industry talk and business networking. We arranged a guided tour for the potential buyers in HK Pavilion in order to let them have a more comprehensive and concrete overview on the Hong Kong metals parts stamping and to let them have a more comprehensive and concrete overview on the Hong Kong metals parts stamping and machining industry. Furthermore, Mr. Adam Jares from CzechTrade has delivered a briefing to HKMMA representatives regarding to the law & regulation, market demand, purchasing requirement..etc in Czech.

FABTECH 2016 - An industry talk and business networking with Mexico enterprises was organised. It was held in HK Pavilion (Central Hall, C12123) on 16 Nov 2016, duration is 3 hour. We invited EZ LANDING in Mexico to line up end product and first tier sub-assembly manufacturers/importers to have a business matching with HK manufacturing enterprise. 51 potential buyers from Mexican joined the industry talk and business networking. We arranged a guided tour for the potential buyers in HK Pavilion in order to let them have a more comprehensive and concrete overview on the Hong Kong metals parts stamping and machining industry. Furthermore, Mr. Eduardo Gonzalez Diaz De Leon from Pro Mexico has delivered a briefing to HKMMA representatives regarding to the law & regulation, market demand, purchasing requirement and other particulars of business operations in Mexico.

FABTECH 2017 - An industry talk and business networking with Canada enterprises was organised. It was held in HK Pavilion (Central Hall, A5780) on 6 Nov 2017, duration is 3 hour. We invited Canadian Manufacturers & Exporters to line up end product and first tier sub-assembly manufacturers/importers to have a business matching with HK manufacturing enterprise. 42 potential buyers from Canada joined the industry talk and business networking. We arranged a guided tour for the potential buyers in HK Pavilion in order to let them have a more comprehensive and concrete overview on the Hong Kong metals parts stamping and to let them have a more comprehensive and concrete overview on the Hong Kong metals parts stamping and machining industry.

- (j) **First half-day experience sharing conference** – It was held in Lecture Theatre 1 under HKPC premise on 04/09/2017, duration is 3 hr plus 1 hr setup. Total 62 participants attended the conference. HKPC staff – Francis Lai, representatives of local SMEs – Alex Leung (Hip Yick Industrial Company Limited), and foreign buyers - André Leutenegger from ALS Solutions Ltd shared import market development, supplier & procurement requirements, customer specific requirements, international/national rules and regulations of procured products and business operation culture in European countries.

Second half-day experience sharing conference – It was held in Classroom 107 under HKPC premise on 13/11/2017, duration is 3 hr plus 1 hr setup. Total 61 participants attended the conference. HKPC staff – Francis Lai, representatives of local SMEs – Frankie Lai (Ngai Fung Metalware Company Limited)), and foreign buyers - David C. Collins, Jr from CMC Limited shared import market development, supplier & procurement requirements, customer specific requirements, international/national rules and regulations of procured products and business operation culture in North American countries.

Third half-day experience sharing conference – It was held in Classroom 126 under HKPC premise on 05/01/2018, duration is 3 hr plus 1 hr setup. Total 65 participants attended the conference. HKPC staff – Penny Chan, representatives of local SMEs – Jeffrey Chan from Poly-best (H.K.) Limited, and foreign buyers - Jeff Watson from Sourcing Allies North America shared import market development, supplier & procurement requirements, customer specific requirements, international/national rules and regulations of procured products and business operation culture in North American countries..

Fourth half-day experience sharing conference – It was held in Lecture Theatre under HKPC premise on 19/03/2018, duration is 3 hr plus 1 hr setup. Total 62 participants attended the conference. HKPC staff – Francis Lai, representatives of local SMEs – Alex Leung (Hip Yick Industrial Company Limited), and foreign buyers - David C. Collins, Jr from CMC Limited shared import market development, supplier & procurement requirements, customer specific requirements, international/national rules and regulations of procured products and business operation culture in European countries.

- (k) 2 comprehensive project summaries were compiled and printed (Total 1,000 copies for 2 annual project reports).

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) #
To form a project steering committee, organize awareness seminars and promote the project deliverables to the industry via various media.	14/09/18		C
(a) To design and set up an exhibition kit for the HK Pavilion in Hannover Messe 2016 and FABTECH 2016 with the theme of "Hong Kong: Your PEARL Partner"	14/12/16		C
- To edit, update, print and distribute directory of HK metal stamping and machining components industry.	14/12/16		C
- To edit, produce a video with voice over in languages of different traditional western and emerging market countries.			
- To set up a website of HK Metals Stamping and Machining Components Industry in English with links to the video and targeted HK SMEs producing value-added components..			
(c) To exhibit in HK Pavilion in Hannover Messe 2016 and FABTECH 2016, organize 4 industry promotion briefings in each exhibition and conduct survey with visitors.	14/02/17		C
- To organise two industry talks and business networking for nearby emerging national markets of the exhibiting countries such as Mexico and Poland in the same ground as Hannover Messe 2016 and FABTECH 2016			
- A study report comprises the findings and outcomes from Hannover Messe 2016 *First exhibition of the project) will be compiled within 1 month after Hannover Messe			
(d) To organize 2 half-day experience sharing conference for Hannover Messe 2016 and FABTECH 2016. One Conference after each exhibition and congress	14/04/17	13/11/17	D
(e) To design and set up an exhibition kit for the HK Pavilion in Hannover Messe 2017 and FABTECH 2017 with the theme of "Hong Kong: Your PEARL Partner"	14/12/17		C
(f)			

	- To update, print and distribute directory of HK metal stamping and machining components industry.	15/12/17		C
	- To update a video with voice over in languages of different traditional western and emerging market countries.			
To update and maintain the HK Metal Stamping and Machining Components Industry website, then introduce to visitors and potential buyers.				
(g)	- To exhibit in HK Pavilion in Hannover Messe 2017 and FABTECH 2017, organize 4 industry promotion briefings in each exhibition and conduct survey with visitors.	15/02/18		C
(h)	- To organise two industry talks and business networking for nearby emerging national markets of the exhibiting countries such as Canada and Czech in the same ground as Hannover Messe 2017 and FABTECH 2017			
	To organize 2 half-day experience sharing conference for Hannover Messe 2017 and FABTECH 2017. One Conference after each exhibition and congress	14/04/18		C
(i)	To consolidate all information collected, then compile and distribute 2 annual project summaries and their electronic versions to local SMEs annually.	14/09/18		C
(j)				

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

Nil
