

**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.	:	<u>D15 003 010</u>	
Project title	:	<u>To Enable the Local Critical Components SMEs in Capturing the Business Opportunity in the High Value-added Healthcare and Medical Devices Market</u>	
Period covered	:	From <u>25/11/2016</u> (dd/mm/yy)	to <u>24/11/2019</u> (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)

Many Hong Kong SMEs on critical components are new comers to the medical and healthcare device industries, they are lacking networks and connections with the overseas buyers, therefore, need to take the pro-active steps to outreach the potential buyers in the overseas markets. Unlike other industries, any product recall in the medical device industry might lead to high business impacts and complicated medical legal implications. Medical device critical components buyers are extremely conscious about the trustworthiness and integrity of the critical component suppliers, unlike buyers of other industries who are in general more price conscious. Local SMEs with good integrity are having good advantage in supplying critical components to the medical and healthcare industry, not only at competitive prices but good trustworthiness. This project aims to further promote Hong Kong critical components industry to foreign medical and healthcare device markets and to support and equip Hong Kong SMEs to be prepared and enhance their ability and competitiveness for future business opportunities.

Project Objective(s) (in about 80 words)

- To build up image and promote Hong Kong critical components manufacturers as competitive critical components suppliers for medical and healthcare devices
- To develop a systemic approach for enabling Hong Kong critical components SMEs in expanding their business into the high value-added medical and healthcare devices through exhibitions and meeting with stakeholders

To provide an opportunity for local industry to grasp new business opportunities in the high value-added medical devices worldwide

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	<u>Hong Kong Critical Components Manufacturers Association Limited</u>
		<ul style="list-style-type: none">- Hong Kong Federation of Innovation Technologies and Manufacturing Industries Limited- The Hong Kong Metals Manufacturers Association Limited- Hong Kong Metal Finishing Society- Hong Kong Mould and Product Technology Association Limited- Hong Kong Screw & Fastener Council Limited- Hong Kong Electro-Plating Merchants Association Limited- Hong Kong Foundry Association Limited- Hong Kong Small & Medium Enterprises Development Federation Limited- Hong Kong Plastic Machinery Association Limited- Hong Kong Auto Parts Industry Association Limited- Hong Kong Trade Development Council
Collaborating Organisation(s)	:	<u>- Hong Kong Opto-Mechatronics Industries Association Limited</u>
Implementation Agent(s)	:	<u>Hong Kong Productivity Council</u>

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Mr William YIM</u>	<u>Hong Kong Critical Components Manufacturers Association Limited</u>	<u>3188 0240</u> <u>3586 2765</u>
Deputy Project Co-ordinator	: <u>Mr Rick Mo [Note 1]</u>	<u>Hong Kong Productivity Council</u>	<u>2788 5022</u> <u>2788 5680</u>

[Note 1]: Approval for the change request granted on 23 April 2019

Project Period

<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
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As stated in project agreement

25/11/2016

24/05/2019

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Revised (if applicable)

25/11/2016

24/11/2019

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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 (e.g. First seminar)	Quantifiable target (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 Medical and Healthcare Devices Critical Components Pavilions (HK Pavilion in Germany)	A 80 sqm Pavilion with 40-50 samples of the critical components from 10-15 SMEs.	A 80 sqm Pavilion with 62 samples of critical components from 17 SMEs have been showcased.	Nil
b)	Organization of business networking meetings (in Germany)	15 participants each from Hong Kong and 30 overseas participants in each meeting	8 participants from Hong Kong and 11 participants from foreign countries	<p>Since the time for on-site business networking meeting collided with other large industry events in Hong Kong, therefore, there were not enough HK participants to join the business networking meeting.</p> <p>The project team will strengthen our promotion for the upcoming business networking meetings to encourage more participants for coming business matching meetings.</p>
c)	Hong Kong Medical and Healthcare Devices Critical Components Pavilions (HK Pavilion in France)	A 36 sqm Pavilion with 40-50 samples of the critical components from 10-15 SMEs.	A 36 sqm Pavilion with 75 samples of critical components from 13 SMEs had been showcased.	Nil
d)	Organization of business networking meetings (in France)	15 participants each from Hong Kong and 30 overseas participants in each meeting	4 participants from Hong Kong and 24 participants from foreign countries	<p>The organization of the Pavilion and on-site business networking meeting have collided with other large industry events in Hong Kong, therefore, there were not enough HK participants to join the business networking meeting.</p> <p>The project team will strengthen our promotion for the upcoming business networking meetings to encourage more participants for coming business matching meetings.</p>
e)	Hong Kong Medical and Healthcare Devices Critical Components Pavilions (HK Pavilion in US)	A 36 sqm Pavilion with 40-50 samples of the critical components from 10-15 SMEs.	A 36 sqm Pavilion with 56 samples of critical components from 14 SMEs had been showcased.	

f)	Organization of business networking meetings (in US)	15 participants each from Hong Kong and 30 overseas participants in each meeting	3 participants from Hong Kong and 30 participants from foreign countries.	Only 3 participants from Hong Kong came to the exhibition. The main reason was the concern of the trade disputes between China and the United States. Moreover, the organization of the Pavilion and on-site business networking meeting had collided with other large industry events in Hong Kong, therefore, there were not enough HK participants to join the business networking meeting. 3 participants were nominated to promote all products from Hong Kong. Finally, we promote the products in the Pavilion for more than 30 oversea visitors.
g)	Video production for the introduction of local critical components industry for online access	A video around 2 minutes with voice over in English, German and French and broadcast in the pavilion	A video around 2 minutes with voice over in English, German and French and broadcasted in the pavilion	Nil
h)	Design and production of showcase booklet for HK Pavilion in Germany, France and US	3000 copies for the 3 Pavilions (1,000 copies for each Pavilion)	1,000 copies each for HK Pavilion in Germany, France and US. Softcopy uploaded to project webpages	Nil
i)	Project webpages	Dedicated webpages under the Applicant's website would be created	Webpages have been establishment (link: https://hkccma.sdf1619.wixsite.com/hkccma-sdf1619)	Nil
j)	Three experience sharing seminars	60 participants for each seminar	60 participants for the 1 st seminar; 72 participants for the 2 nd seminar; 60 participants for the 3 rd seminar.	Nil
k)	Project promotion via industrial bulletins / directories / trade magazines	7 issues	7 issues	Nil

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

Project Deliverables	Date	Exhibition	Venue
Hong Kong Medical and Healthcare Devices Critical Components Pavilions (HK Pavilion in Germany)	16-18 May 2017 (Tue-Thu)	BIOTECHNICA 2017	Hannover, Germany
Organization of business networking meetings (in Germany)	17 May 2017 (Wed)	BIOTECHNICA 2017	Hannover, Germany
Hong Kong Medical and Healthcare Devices Critical Components Pavilions (HK Pavilion in France)	29-31 May 2018 (Tue-Thu)	Paris Healthcare Week 2018	Paris, France
Organization of business networking meetings (in France)	29-31 May 2018 (Tue-Thu)	Paris Healthcare Week 2018	Paris, France
Hong Kong Medical and Healthcare Devices Critical Components Pavilions (HK Pavilion in US)	11-13 Jun 2019 (Tue – Thu)	MD&M East, New York	New York, US
Organization of business networking meetings (in US)	11-13 Jun 2019 (Tue – Thu)	MD&M East, New York	New York, US

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) Formation of project steering committee and promotion of project to the public	24/02/2017		C
(b) Production of video	24/04/2017		C
(c) Production of showcase booklets for HK Pavilion in Germany	24/04/2017		C
(d) Production of showcase booklets for HK Pavilion in France	24/04/2017		C
(e) Production of showcase booklets for HK Pavilion in USA	24/04/2017	24/11/2019	C
(f) Organize and conduct the pavilions and business networking meeting in Germany	24/11/2017		C
(g) Design and construction of project webpages	10/5/2017		C
(h) Organize and conduct the pavilions and business networking meeting in France	24/05/2019	24/01/2019	C
(i) Organize and conduct the pavilions and business networking meeting in US	24/08/2018	13/06/2019	C
(j) Three experience sharing seminars	24/11/2017	26/04/2019	C
	24/08/2018	25/09/2019	
	24/05/2019	28/10/2019	
	24/11/2019	24/11/2019	
(k) Project Promotion via industrial bulletins / directories / trade magazines			

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

Nil
