

**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>D16 001 001</u>		
Project title	:	<u>Establishing a Sample Development Centre for Hong Kong Fashion Designers</u>		
Period covered	:	From	<u>01/11/2016</u> (dd/mm/yy)	to <u>30/04/2019</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)

Having regard AGF comments and views from others, the 2016-2017 Budget also mentioned that the Financial Secretary will set-up a Resource Centre to provide technical training and support for young design SMEs, and this Sample Development Centre will be part of the Resource Centre.

This Centre not only provides prototype sampling service to Hong Kong fashion design SMEs, but also offers studio space, machinery, equipment and facilities, as extension to support the young design SMEs to create their own collection. CITA will work closely with AGF and the Hong Kong Design Centre (Secretariat to AGF) pertinent to overall industry development direction and design promotion, and will foster exchange and better overall advisory, collaboration, communication and co-ordination with relevant stakeholders such as incubation centres, designer and industry associations, education establishments, etc

Project Objective(s) (in about 80 words)

Hong Kong fashion designers who run their own brands as SME have great talents but faced with unsolved problems to develop their creative designs into the first garment sample for commercialization. This centre aims to provide an effective design-to-production communication system and service to transform the fashion designers' ideas into a prototype within the allowed budget of materials, labour and overhead.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Clothing Industry Training Authority

1. Hong Kong Design Centre Limited
2. Hong Kong Fashion Designers Association Limited
3. Knitwear Innovation and Design Society Limited
4. Hong Kong Apparel Society Limited

Collaborating Organisation(s) : 5. Textile Council of Hong Kong Limited

Implementation Agent(s) : NA

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	Prof. Philip Yeung	Clothing Industry Training Authority	Fax: 27950452 Tel: 22636381
Deputy Project Co-ordinator :	Ms. Man Lau	Clothing Industry Training Authority	Fax: 27950452 Tel: 22636392

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	01/11/2016	30/04/2019	30
Revised (if applicable)	NA	NA	NA

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)	A Sample Development Centre	1 (3,000 sq. ft.)	1 (3,000 sq. ft.)	
b)	Membership	50	60	
c)	Sewing workshop	6 (6 hours and 5-10 participants each)	6 (6 hours each, total 50 participants)	
d)	Pattern workshop	6 (6 hours and 5-10 participants each)	6 (6 hours each, total 93 participants)	
e)	Promotion and marketing activities:			
	● Advertisement	3	3	
	● Poster	60	60	
	● Leaflet	3,000	3,000	
	● Website	1	1	

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

(Please list out in table format if necessary.)

	Project deliverable	Result achieved	Finished Date	Venue	Speaker	Topic	Remarks
a)	A Sample Development Centre	1	30 /04/19	CITA	NA	NA	A total of 1,153 pieces of samples have been produced.
b)	Membership	60	30/04/19	NA	NA	NA	Please see the member list as Annex 1
c)	Sewing workshop	1 st Sewing workshop	03/04/17	CITA	Ms Jose Wong, a full time lecturer of CITA (so no lecturer fee needed to charge the project)	時尚袋子製作	We got 15 registrations, and finally 8 industry people attended the workshop (target: 5-10).
		2 nd Sewing workshop	30/10/17	CITA	Ms Jose Wong, a full time lecturer of CITA (so no lecturer fee needed to charge the project)	連身裙製作	We got 19 registrations, and finally 15 industry people attended the workshop (target: 5-10).
		3 rd Sewing workshop	20/11/17	CITA	Ms Jose Wong, a full time lecturer of CITA	連身裙製作	We got 15 registrations, and finally 9 industry

					(so no lecturer fee needed to charge the project)		people attended the workshop (target: 5-10).
		4 th Sewing workshop	09/07/18	CITA	Ms Jose Wong, a full time lecturer of CITA (so no lecturer fee needed to charge the project)	連身裙製作	We got 11 registrations, and finally 8 industry people attended the workshop (target: 5-10).
		5 th Sewing workshop	19/10/18	CITA	Ms Jose Wong, a full time lecturer of CITA (so no lecturer fee needed to charge the project)	連身裙製作	We got 6 registrations, and finally 4 industry people attended the workshop (target: 5-10).
		6 th Sewing workshop	23/11/18	CITA	Ms Jose Wong, a full time lecturer of CITA (so no lecturer fee needed to charge the project)	連身裙製作	We got 11 registrations, and finally 6 industry people attended the workshop (target: 5-10).
d)	Pattern workshop	1 st Pattern workshop	06/03/17	CITA	Ms Anna Lau, a full time lecturer of CITA (so no lecturer fee needed to charge the project)	立體領線紙樣技術	We got 17 registrations, and finally 5 industry people attended the workshop (target: 5-10).
		2 nd Pattern workshop	03/07/17	CITA	Ms Julie Leung, had over 20 years working experience which related to garment fitting and pattern areas. She got her Master degree at Leicester University at 2002.	評估服裝稱身的技巧	We got 25 registrations, and finally 20 industry people attended the workshop (target: 5-10).
		3 rd Pattern workshop	07/08/17	CITA	Ms Julie Leung, had over 20 years working experience which related to garment fitting and pattern areas. She got her Master degree at Leicester University at 2002.	服裝稱身問題及其改善方法	We got 21 registrations, and finally 17 industry people attended the workshop (target: 5-10).
		4 th Pattern workshop	05/03/18	CITA	Ms Julie Leung, had over 20 years working experience which related to garment fitting and pattern	評估服裝稱身的技巧	We got 25 registrations, and finally 22 industry people attended the workshop (target: 5-10).

					areas. She got her Master degree at Leicester University at 2002.		
		5 th Pattern workshop	27/04/18	CITA	Ms Julie Leung, had over 20 years working experience which related to garment fitting and pattern areas. She got her Master degree at Leicester University at 2002.	服裝稱身問題及其改善方法	We got 23 registrations, and finally 18 industry people attended the workshop (target: 5-10).
		6 th Pattern workshop	29/09/18	CITA	Ms Anna Lau, a full time lecturer of CITA (so no lecturer fee needed to charge the project)	立體領線紙樣技術	We got 12 registrations, and finally 11 industry people attended the workshop (target: 5-10).
e)	Promotion and marketing activities:						
	<ul style="list-style-type: none"> Poster 	3 design versions with 20 pieces each of print out. (total printed quantity was 60 pieces)	30/04/19	NA	NA	NA	<ul style="list-style-type: none"> - 15 pcs of posters were posted at different area of CITA building, like the G/F lobby, 5/F training room, 9/F Sample Development Centre, and 2 lifts; - 6 pcs send to the Hong Kong Design Centre; - 3 pc send to Hong Kong Fashion Designer Association; - 6 pcs send to PMQ; - 6 pcs send to Knitwear Innovation and Design Society; - 6 pcs send to Hong Kong Apparel Society; - 6 pcs send to Textile Council; - 6 pcs send to The office of Hon. Felix Chung; - 6 pcs send to Sustainable Fashion Business Consortium

● Advertisment	3	30/04/19	NA	NA	NA	<ul style="list-style-type: none"> - 1st advertisement was published on 10 September 2018香港紡織報; - 2nd advertisement was published on “Hong Kong Entrepreneurs” on February 2019 issue; - 3rd advertisement was published on 11 March 2019香港紡織報.
● Leaflet	3 design versions with 1,000 pieces each of print out. (total printed quantity was 3,000 pieces)	30/04/19	NA	NA	NA	<ul style="list-style-type: none"> - 2,000 pcs at CITA for distribution during CITA seminars; - 400 pcs send to Trade and Development Council for distribution during Fashion Week; - 600 pcs send to The office of Hon. Felix Chung for distribution via their industry database.
● Website	1	09/01/17 – 30/04/19	NA	NA	NA	http://samplecentre.cita.org.hk/index.php/en/about-us/introduction-of-sample-development-centre

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) #
To form a project steering committee to oversee the implantation of the project	30/11/16		C
(a) To promote and recruit members for the Sampling Development Centre through the network of the applicant and collaborating organisations	30/04/19		C
(b) To provide prototype sample making up services and studio space for production of design collections	30/04/19		C
(c) To organise the 1st and 2nd sewing workshops and pattern workshops	31/10/17		C
(d) To organise the 3rd – 5th sewing workshops and pattern workshops	31/10/18		C
(e) To organise the 6th sewing workshops and pattern workshops	30/04/19		C
(f)			

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

CITA will keep on promoting the project deliverables by our own resources, such as web-site, facebook.
