

**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 001 004</u>	
Project title	:	<u>Enhance competitiveness of SMEs in printing and graphic industries in providing value-added services and in adopting best practices in printing quality control</u>	
Period covered	:	From <u>01/11/2016</u> (dd/mm/yy)	to <u>31/1/2018</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)

Both printing and graphic industries are facing two big challenges. First, with a view of the trend of US printers, they offer value-added services to customers in order to provide one-stop solution, such as ebook, AR (Augment Reality), APP and responsive web design (RWD), etc. It enlightens the industries to make change on its business model to expand the income source.

The second challenge is the fierce competition that forces the adoption of printing standardization. It is not only from the requirement of print buyers, but also the benefits brought from printing standardization. The new ISO standard ISO 17972 about CxF and ISO specification ISO/PAS 15339 are also important for printers to effectively adopt in order to enhance the color consistency and accuracy in printing.

In short, the industry must change the business model, by expanding the cross-media service which offers not only print-media, but also the above value-added cross-media services; and adopt new printing standards to keep the print quality.

### Project Objective(s) (in about 80 words)

- To teach the new technologies in cross-media step-by-step through workshop
- To provide the best practices in printing quality control and color consistency
- To provide the guideline in adopting printing standards

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Hong Kong Printers Association  
Advanced Printing Technology Centre Limited;  
Institute of Print-media Professionals Limited;  
Collaborating Organisation(s) : Federation of Hong Kong Industries  
Implementation Agent(s) : N/A

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	Mr. Yum Chak Ming	The Hong Kong Printers Association Hung Hing Printing Group Ltd.	Tel.: 2527-5050 Fax.: 2861-0463
Deputy Project Co-ordinator	Ms. Pang On Kei Brenda	Advanced Printing Technology Centre	Tel: 3589-5021 Fax: 3188-9424

### 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	31/01/2018	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)	Workshops	12 classes with 30 participants per class	360 registered and participated.	N.A.
b)	Seminars	100 participants per seminar	2 seminars were conducted. - 1 <sup>st</sup> Seminar: 152 registered participants, 115 attendees - 2 <sup>nd</sup> Seminar: 161 registered participants, 121 attendees	N.A.

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

(Please list out in table format if necessary.)

	Project deliverable	Details
a)	Workshops	<ul style="list-style-type: none"> <li>12 classes were conducted, 12 hours per class WS1: 2 Dec - 23 Dec 2016 WS3: 7 Feb - 28 Feb 2017 WS5: 23 Mar - 13 Apr 2017 WS7: 22 May - 19 June 2017 WS9: 6 July - 27 July 2017 WS11: 16 Oct - 6 Nov 2017 WS2: 9 Jan - 6 Feb 2017 WS4: 17 Feb - 10 Mar 2017 WS6: 27 Mar - 24 Apr 2017 WS8: 23 June - 21 July 2017 WS10: 6 Oct - 27 Oct 2017 WS12: 23 Nov - 21 Dec 2017</li> <li>All workshops were conducted in APTEC Address: Rm 130A, 1F, IVE (Morrison Hill), 6 Oi Kwan Road, Wan Chai</li> <li>Topic discussed <ul style="list-style-type: none"> <li>2 class for interactive design for mobile app, taught by Mr. Yiu Kin Kwok</li> <li>4 class for AR (Augment Reality), taught by Mr. Ng Sai Kit</li> <li>2 class for responsive web design (RWD), taught by Mr. Yiu Kin Kwok</li> <li>2 classes for color data exchange format (CxF), taught by Mr. Lam Tung Nam from APTEC</li> <li>2 classes for ISO 15339, taught by Mr. Lam Tung Nam from APTEC</li> </ul> </li> <li>Targeted to graphic designers &amp; printers for interactive design, AR and RWD workshops. Target to printers and print buyers for CxF and 15339 workshops.</li> </ul>
b)	First Seminar	<ul style="list-style-type: none"> <li>The first seminar was conducted on Jan 6, 2017 from 1:30pm to 4:30pm at 25/F of The Hong Kong Federation of Youth Groups Building Address: 21 Pak Fuk Road, North Point, Hong Kong.</li> <li>It was about the introduction of CxF, the findings of CxF testing, how to adopt CxF effectively, the benefits and demonstration of implementing CxF.</li> <li>Ms. Pang On Kei Brenda (Executive Director of APTEC), Mr. Lam Tung Nam (Technical Specialist of APTEC) and Mr. Yau Wing Cheung (Senior Instructor of Pro-Act Training and Development Centre (Printing)) were the speakers of the seminar.</li> <li>Targeted to printers and print buyers</li> </ul>

c)	Second Seminar	<ul style="list-style-type: none"> <li>● The second seminar was conducted on Aug 25, 2017 from 2:00pm to 5:00pm at 25/F of The Hong Kong Federation of Youth Groups Building Address: 21 Pak Fuk Road, North Point, Hong Kong.</li> <li>● It was about the introduction and application of ISO 15339 and XCMYK.</li> <li>● Mr. Lam Tung Nam (Technical Specialist of APTEC) was the speaker of the seminar. In addition, Mr. Lam Tsz Kin from C &amp; C Joint Printing Co. (Guangdong) Limited, Mr. Keith Tang from Starlite Holdings Limited, and Mr. Ray Choi from BannerSHOP Hong Kong Limited were invited as guest speakers in the seminar.</li> <li>● Targeted to printers and print buyers</li> </ul>
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### 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 <u>completion</u> date (if applicable)	Status (C/D/N) #
(a)	On-going advertising & promotion on workshop	31/1/2018		C
(b)	On-going implementation of workshop	31/1/2018		C
(c)	Translation, production and printing of "Guide to Print Production"	30/6/2017		C
(d)	Organise 1st session of seminar	28/2/2017		C
(e)	Organise 2nd session of seminar	31/8/2017		C

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

Nil