

**SME Development Fund (SDF)/
Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)
(Organisation Support Programme) (OSP)**

Final Report on Approved Project

This report is for (please put "√" in either one box only):

SDF Final Report

BUD Fund (OSP) Final Report

Project ref. no. : D16 001 007
Project title : To promote multi-material in-mould assembly
/decorative technology of Hong Kong plastic
machinery manufacturers to automotive and medical
& healthcare industries
Period covered : From 01/10/2016 to 31/12/2018
(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 plastic machinery manufacturers have rich experience in development of multi-material in-mould assembly/decorative technology. In offering in-mould assembly/decorative technology, European and Japanese plastic machinery manufacturers are the two market leaders in offering top quality machinery while Hong Kong's plastic machinery is positioned in the second level and offer machinery at competitive price with high quality for wide range of applications. In comparing with Europe and Japan, Hong Kong enjoy the benefits of lower labour cost, production cost and running cost so that HK's plastic machinery has definitely price competitive to the top class European and Japanese machinery.

Although Hong Kong plastic machinery industry produced machines, moulds and processing technologies are in good quality and performance, their brands are only recognised by limited customers, who are mainly operating their business in Mainland China and U.S.. Hong Kong plastic machinery manufacturers have limited capital and resources in promoting their brands as well as their new products.

According to the previous experience in organizing the "Hong Kong Pavilion" in several major exhibitions and trade shows in China, Germany and Malaysia, the most effective way to impress the potential customers is setting up the automatic plastic demonstration line, which consists of several machines and components that made by Hong Kong manufacturers, to show capability of Hong Kong plastic machinery manufactures in offering a total solution for the targeted customers. The "Hong Kong Pavilion" also can help Hong Kong plastic machinery manufacturers to seize the golden opportunity to promote their multi-material in-mould assembly/decorative technology to China and U.S. market.

The project will include construction of an automatic plastic demonstration line, which will be demonstrated at 3 major plastic exhibitions in Mainland China and U.S., to showcase the capability of Hong Kong plastic machinery manufacturers in multi-material in-mould assembly/decorative to the automotive medical & healthcare industries.

A series of seminars about application and perspective of multi-material in-mould assembly/decorative technology in Hong Kong plastic machinery industry will also be launched during the project period. In addition, two technology open house activities about technical demonstration of multi-material in-mould assembly/decorative technology will be launched at the Mainland factories of Hong Kong plastic machinery manufacturers in order to provide comprehensive knowledge of the multi-material technology to the plastic product manufacturers of the automotive and medical & healthcare industries.

Promotion programs such as leaflet, advertisements, and project website will be produced and distributed to local and oversea buyers and visitors during the exhibitions in order to enhance the promotion effectiveness.

Project Objective(s) (in about 80 words)

1. To promote the image of Hong Kong plastic machinery industry as a cost-effective and one-stop solution provider for two specific industries – automotive and medical & healthcare.

2. To demonstrate the capability of Hong Kong plastic machinery manufacturers in providing multi-material in-mould assembly/decorative technology for two specific industries - automotive and medical & healthcare.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Plastic Machinery Association Limited

Collaborating Organisation(s) : Hong Kong Auto Parts Industry Association Limited

Society of Plastics Engineers – Hong Kong Section

Hong Kong Medical and Healthcare Device Industries Association Limited

Implementation Agent(s) : Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	Ms Pui Kwan TAI, Grace	Hong Kong Plastic Machinery Association	852-29501923
Deputy Project Co-ordinator :	Ir Kwok Wai SUEN, Samson	Hong Kong Productivity Council	852-27885552

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>01/10/2016</u>	<u>31/12/2018</u>	<u>27</u>
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)	Hong Kong pavilion at 3 exhibitions,	around 120 sqm each	126sqm at DMP 2016, 120sqm at CHINAPLAS 2017 and 1200 sq feet (111.5 sqm) at NPE 2018	Exhibition organizers were only able to offer 126 sqm and 1200 sq feet booth size to HKPMA.
		1 automatic plastic demonstration line per exhibition	3 automatic plastic demonstration lines for 3 exhibitions	
		Around 50 products and services information will be displayed in each pavilion	There were 50 products and services information displayed at DMP 2016 and CHINAPLAS 2017 and 52 products and services information displayed at NPE 2018	
		1 project steering committee will be set up	1 project steering committee was set up	
b)	Business matching activities at 3 exhibitions	50 participants each	53 participants at DMP 2016	
			50 participants at CHINAPLAS 2017	
			55 participants at NPE 2018	
c)	Technical Seminars at 2 exhibitions	100 participants each	88 participants at DMP 2016	The location of seminar room is far from the exhibition hall. It's difficult to attract participants and exhibitors at the exhibition to join the seminar.
			102 participants at CHINAPLAS	

			2017	
d)	Technology open house activities	2 open house activities, 100 participants each	1 open house at Elite Precision Machinery Co., Ltd with 100 participants	
			1 open house at LK Machinery International Ltd. with 54 participants	The location of open house activity was in Zhongshan which is far from Hong Kong, Shenzhen and Dongguan. It is difficult to attract participants to join the open house activity due to the long travelling distance.
e)	Leaflet exhibitions for	500 hardcopies for each exhibition	500 hard copies for DMP 2016	
			500 hard copies for CHINAPLAS 2017	
			500 hard copies for NPE 2018	
f)	Advertisement for exhibitions	1 time for each exhibition	An advertisement was published for DMP 2016	
			An advertisement was published for CHINAPLAS 2017	
			An advertisement was published for NPE 2018	
h)	Promotional pamphlet for seminars and open house activities	200 hard copies for each technical seminar and open house activity	200 hardcopies for DMP 2016	
			200 hardcopies for CHINAPLAS 2017	
			200 hardcopies for open house at Elite	
			200 hardcopies for open house at LK	
i)	Project website	1	1 project website was developed and launched at 20/04/2017. Link of project website: http://www.hkpm.com/sdf_d16001007	

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

(Please list out in table format if necessary.)

	Deliverable	Description
a)	A “Hong Kong pavilion” at three major plastic-related exhibitions (Completed: DMP 2016, CHINAPLAS 2017 and NPE 2018)	<ol style="list-style-type: none"> 1. “Hong Kong pavilion” at DMP 2016 <ul style="list-style-type: none"> ■ Location: Dongguan, China ■ Date: 29/11/2016 – 02/12/2016 ■ Space: 126 sqm 2. “Hong Kong pavilion” at CHINAPLAS 2017 <ul style="list-style-type: none"> ■ Location: Guangzhou, China ■ Date: 16/05/2017 – 19/05/2017 ■ Space: 120 sqm 3. “Hong Kong pavilion” at NPE 2018 <ul style="list-style-type: none"> ■ Location: Orlando, Florida US ■ Date: 07/05/2018 – 11/05/2018 ■ Space: 1200 sq feet <ul style="list-style-type: none"> - The “Hong Kong Pavilion” at DMP 2016 in Dongguan, CHINAPLAS 2017 in Guangzhou and NPE 2018 at Orlando were completed. There were around 50 to 52 products and services information from Hong Kong plastic machinery manufacturers were displayed at each exhibition. - An automatic plastic demonstration line that adopted multi-material in-mould assembly/decorative technology was constructed and set up for demonstration at the three Hong Kong Pavilions. 2 sets of plastic processing machinery and 2 sets of mould for tailor-made medical dripper designed for medical and healthcare industry were developed. Around 24,000 pieces of samples were produced and distributed to visitors at each exhibition. - A project committee, consisting of representatives from the Applicant, collaborating organizations and the industry, was set up to provide technical advice for setting up the demonstration line and supervise the selection of machinery, moulds and equipment used in the demonstration line and the products and services to be displayed in the exhibition area in fair manner. - The project committee includes the following members: <ul style="list-style-type: none"> • Ms. Grace Tai (Chairman, Hong Kong Plastic Machinery Association) • Mr. CH Chan (Standing Vice-Chairman, Hong Kong Plastic Machinery Association) • Mr. WC Leung (Vice-Chairman, Hong Kong Plastic Machinery Association) • Mr. Ronald Siu (Vice-Chairman, Hong Kong Plastic Machinery Association) • Mr. Eddie Cheung (Vice-Chairman, Hong Kong Plastic Machinery Association) • Mr. Kenneth Lau (Vice-Chairman, Hong Kong Plastic Machinery Association) • Mr. CL Chan (Honorary Secretary, Hong Kong Plastic Machinery Association) • Ms. Justina Wu (Honorary Treasurer, Hong Kong Plastic Machinery Association) • Ms. Shirley Lok (Chairman of Membership Sub-committee, Hong Kong Plastic Machinery Association) • Mr. YC KO (Senior Consultant, Hong Kong Productivity Council) • Mr. Chester Lau (Associate Consultant, Hong Kong Productivity Council) • Mr. Raymond Chan (Honorary Treasurer, Hong Kong Association for the Advancement of Science and Technology)
b)	Business matching activities	<ol style="list-style-type: none"> 1. Business matching activity at DMP 2016 <ul style="list-style-type: none"> ■ Location: Hong Kong Pavilion ■ Date: 01/12/2016 ■ Time: 14:30 – 15:30 2. Business matching activity at CHINAPLAS 2017

		<ul style="list-style-type: none"> ■ Location: Hong Kong Pavilion ■ Date: 16/05/2017 ■ Time: 10:30 – 11:30 <p>3. Business matching activity at NPE 2018</p> <ul style="list-style-type: none"> ■ Location: Hong Kong Pavilion ■ Date: 07/05/2018 ■ Time: 11:00 – 12:00 <p>- The business matching activity at DMP 2016, CHINAPLAS 2017 and NPE 2018 were arranged and completed. The duration of each business matching activity was 1 hour. There were 53 participants, including 20 participants from Hong Kong and 33 participants from Mainland China and foreign country attended the business matching activity at DMP 2016. There were 50 participants, including 30 participants from Hong Kong and 20 participants from Mainland China and foreign country attended the business matching activity at CHINAPLAS 2017. There were 55 participants, including 23 participants from Hong Kong and 32 participants from US and nearby countries attended the business matching activity at NPE 2018. The participants were recruited through various channels and networks such as on-site recruitment, EDMs promotion, advertisement in DMP Exhibition Directory, CHINAPLAS Show Catalogue, NPE Show Directory, business networks of HKPMA's member, collaborating organization and industry association in Hong Kong and Mainland China, etc.</p>
c)	Technical Seminar	<p>1. The first technical seminar at DMP 2016</p> <ul style="list-style-type: none"> ■ Location: Room G, GD Modern International Exhibition Centre ■ Date: 01/12/2016 ■ Time: 15:30 - 17:30 ■ Topic 1. “醫療耗材行業如何用模內組裝提升質量與產量” Speaker: 戴培軍 – 億利達精密機器廠有限公司 ■ Topic 2. “注塑工業4.0 做一年回本的自動化” Speaker: 阮明聰 – 廣東拓斯達科技股份有限公司 ■ Topic 3. “優化注塑參數來節能” Speaker: 唐永堅 - 達明科技有限公司 <p>- The first technical seminar was held on 1st December 2016 at Room G, GD Modern International Exhibition Centre. The Duration of the technical seminar was 2 hours. 88 participants attended the technical seminar. The topics of the seminar were focus on the development of multi-material in-mould assembly/decorative including manufacturing technology, automation and energy saving technology of injection moulding machine for medical & healthcare industry.</p> <p>2. The second technical seminar at CHINAPLAS 2017</p> <ul style="list-style-type: none"> ■ Location: Meeting Room 2, Zone B, Level C, China Import And Export Fair Complex ■ Date: 16/05/2017 ■ Time: 14:00 – 16:00 ■ Topic 1. “液壓系統油污控制及清潔度標準” Speaker: 張鑑雄 – 液動力控制有限公司 ■ Topic 2. “利用雙鎖模來提高生產力” Speaker: 唐永堅 – 達明科技有限公司 <p>- The second technical seminar was held on 16th May 2017 at Meeting Room 2, Zone B, Level C, China Import And Export Fair Complex. The Duration of the technical seminar was 2 hours. 102 participants attended the technical seminar. The topics of the seminar were focus on the development of multi-material in-mould assembly/decorative including control of oil contamination in hydraulic system and innovative design of injection moulding machine to increase the productivity for medical & healthcare industry.</p>
d)	Technology open house activities	<p>1. Open house activity at Elite Precision Machinery Co., Ltd.</p> <ul style="list-style-type: none"> ■ Location: Dongguan, China ■ Date: 29-30/03/2018

		<ul style="list-style-type: none"> ■ Time: 9:00-12:30 (29-30/03/2018) <p>2. Open house activity at LK Machinery International Ltd.</p> <ul style="list-style-type: none"> ■ Location: Zhongshan, China ■ Date: 20/09/2018 ■ Time: 11:00 – 15:30 <p>The open house activities at Elite and LK were arranged and completed. The duration of open house activities at Elite is 7 hours with 100 participants. The duration of open house activities at LK is 4.5 hours with 54 participants. The location of 2nd open house activity was in Zhongshan which is far from Hong Kong and need long travelling time. If the event starts earlier and finish later in order to keep 6 hours duration, the participants need to depart from HK in very early morning and return to HK in late night. Therefore, the event commencement time is set at 11:00 at Zhongshan for the intention to attract more participant to join.</p>
e)	Leaflet for exhibitions	<ol style="list-style-type: none"> 1. 500 copies of leaflet were printed out and disseminated to potential buyers through Hong Kong Pavilion at DMP 2016, plastic trade associations and collaborating organizations. 2. 500 copies of leaflet were printed out and disseminated to potential buyers through Hong Kong Pavilion at CHINAPLAS 2017, plastic trade associations and collaborating organizations. 3. 500 copies of leaflet were printed out and disseminated to potential buyers through Hong Kong Pavilion at NPE 2018, plastic trade associations and collaborating organizations.
f)	Advertisement for exhibitions	<ol style="list-style-type: none"> 1. A full page advertisement was published in “Exhibition Directory” of DMP 2016. 2. A full page advertisement was published in “Show Catalogue” of CHINAPLAS 2017. 3. A full page advertisement was published in “Show Directory of Exhibits” of NPE 2018.
g)	Promotional pamphlet for seminars and open house activities	<ol style="list-style-type: none"> 1. 200 copies of promotional pamphlets were printed out and disseminated to potential buyers through Hong Kong Pavilion at DMP 2016, plastic trade associations and collaborating organizations. 2. 200 copies of promotional pamphlets were printed out and disseminated to potential buyers through Hong Kong Pavilion at CHINAPLAS 2017, plastic trade associations and collaborating organizations. 3. 200 copies of promotional pamphlets were printed out and disseminated to potential visitors to join the open house activity at Elite through network of the plastic trade associations and collaborating organizations. 4. 200 copies of promotional pamphlets were printed out and disseminated to potential visitors to join the open house activity at LK through network of the plastic trade associations and collaborating organizations.
h)	Project website	<p>Project website was developed and launched at 20/04/2017. The technology sharing library was developed. The promotion leaflet and advertisement of Hong Kong pavilion at DMP 2016, CHINAPLAS 2017 and NPE 2018, and the promotion leaflet and presentation handouts of two technical seminars and two open house activities were uploaded. The directory of Hong Kong plastic machinery companies was developed. The information of over 150 Hong Kong plastic machinery companies were uploaded.</p> <p>Link of project website: http://www.hkpma.com/sdf_d16001007</p>

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) #
(a) • To line up with Hong Kong plastic machinery manufacturers for setting up the 1 st demonstration line and identify an appropriate plastic product suitable for demonstration for multi-material in-mould assembly/decorative technology to the medical & healthcare industry and form the “Hong Kong pavilion” participating group. • To invite speakers for the 1 st technical seminar. • To design and produce leaflet for “Hong Kong pavilion” and promotional pamphlet for the 1 st technical seminar at DMP 2016. • To design and press advertisement for “Hong Kong pavilion” at DMP 2016.	31/10/2016		C
(b) • To coordinate trade associations to invite delegation for business matching activity at DMP 2016. • To coordinate business matching activity at DMP 2016.	30/11/2016		C
(c) • To design “Hong Kong pavilion” at DMP 2016. • To setup and manage “Hong Kong pavilion” at DMP 2016. • To conduct business matching activity at DMP2016. • To organize the 1 st technical seminar.	30/11/2016		C
(d) • To line up with Hong Kong plastic machinery manufacturers for setting up the 2 nd demonstration line and form the “Hong Kong pavilion” participating group. • To develop a project website.	28/02/2017	20/04/2017	C
(e) • To coordinate trade associations to invite delegation for business matching activity at CHINAPLAS 2017. • To coordinate business matching activity at CHINAPLAS 2017. • To invite speakers for the 2 nd technical seminar. • To design and produce leaflet for “Hong Kong pavilion” and promotional pamphlet for the 2 nd seminar at CHINAPLAS 2017. • To design and press advertisement for “Hong Kong pavilion” at CHINAPLAS 2017.	31/05/2017		C

(f)	• To design “Hong Kong pavilion” at CHINAPLAS 2017.	31/05/2017		C	
	• To setup and manage “Hong Kong pavilion” at CHINAPLAS 2017.			C	
	• To conduct business matching activity at CHINAPLAS 2017.			C	
	• To organize the 2 nd technical seminar.			C	
(g)	• To identify Hong Kong plastic processing machinery manufacturers to provide venue for the 1 st technology open house activity.	31/01/2018		C	
	• To line up and coordinate with Hong Kong machinery manufacturers to participate in the demonstration in the 1 st technology open house activity.			C	
	• To invite speakers for the experience sharing sessions during the 1 st technology open house.			C	
	• To design and produce the promotion pamphlet for the 1 st technology open house activity.			C	
	• To promote the 1 st technology open house activity to plastic industry				
	• To organize the 1 st technology open house activity at manufacturing plant in Pearl River Delta			30/03/2018	D
	(h)			• To line up with Hong Kong plastic machinery manufacturers for setting up the 3 rd demonstration line and identify an appropriate plastic part suitable for demonstration for multi-material in-mould assembly/decorative technology to the automotive industry and form the “Hong Kong pavilion” participating group.	28/02/2018
(i)	• To coordinate trade associations to invite delegation for business matching activity at NPE2018.	31/05/2018		C	
	• To coordinate business matching activity at NPE 2018.			C	
	• To design and produce leaflet for “Hong Kong pavilion” at NPE2018.			C	
	• To design and press advertisement for “Hong Kong pavilion” at NPE 2018.			C	
(j)	• To design “Hong Kong pavilion” at NPE 2018.	31/05/2018		C	
	• To setup and manage “Hong Kong pavilion” at NPE 2018.			C	
	• To conduct business matching activity at NPE2018.			C	

(k)	<ul style="list-style-type: none"> • To identify plastic processing machinery manufacturers to provide venue for the 2nd technology open house activities. • To line up and coordinate with Hong Kong machinery manufacturers to participate in the demonstration in the 2nd technology open house activities. • To invite speakers for the experience sharing sessions during the 2nd technology open house. • To design and produce the promotion leaflet for the 2nd technology open house activity. • To promote the technology open house activities to plastic industry • To organize the 2nd technology open house activities at manufacturing plant in Pearl River Delta. 	31/12/2018	C
			C
			C
			C
			C
			C

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

Nil
