

**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.	:	D16 001 008	
Project title	:	To explore trade opportunities for Hong Kong footwear SMEs in potential markets in The Belt and Road	
Period covered	:	From 15/11/2016 (dd/mm/yy)	to 14/05/2018 (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 footwear SMEs have high research and development ability on footwear raw-materials and machinery manufacturing. However, Hong Kong footwear SMEs are lack of resource to demonstrate its capability to potential footwear markets in order to explore more trade opportunity.

This project aims to establish a high quality image of Hong Kong footwear supply chain as well as strengthen Hong Kong footwear SMEs' position in potential exports markets and explore new exports market in The Belt and Road region with its unique ability and advanced advantage.

In this project, Hong Kong footwear SMEs will demonstrate its capability and enhance market exposure through participating in the international trade show organizing in Vietnam. It will also include an e-marketing platform, a promotional video and a promotional leaflet helping to maximize the exposure of Hong Kong footwear supply chain.

Project Objective(s) (in about 80 words)

- To promote the capability of Hong Kong footwear value chain to overseas footwear market
- To facilitate Hong Kong footwear SMEs to explore business opportunities in international trade shows

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Footwear Association Limited (HKFA)
Federation of Hong Kong Industries (FHKI)
The Hong Kong Synthetic Leather & Metal Material Suppliers' Association Limited

Collaborating Organisation(s) : The Hong Kong Hide & Leather Traders' Association Limited

Implementation Agent(s) : Hong Kong Productivity Council (HKPC)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	<u>Mr. Ben Cheung kim-yu</u>	<u>Hong Kong Footwear Association Limited</u>	<u>Tel: 2381 2297</u> <u>Fax: 2397 6927</u>
Deputy Project Co-ordinator	<u>Mr. Lee kwok-keung</u>	<u>Hong Kong Productivity Council</u>	<u>Tel: 2788 5551</u> <u>Fax: 2788 5522</u>

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>15/11/2016</u>	<u>14/05/2018</u>	<u>18</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

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 footwear pavilion at the International Footwear & Leather Products Exhibition (IFLE) at Ho Chi Minh City, Vietnam	About 300 sqm in floor space. Around 100 pieces of footwear items and 4 – 6 new footwear machineries from 30 footwear SMEs will be demonstrated. Two sessions of business networking, each with approximately 60 participants from Hong Kong footwear SMEs will meet with around 30 potential buyers from Vietnam and another for around 30 potential buyers from ASEAN countries.	30 Hong Kong footwear enterprises involved in the common display. Over 300 pieces of footwear items and 7 units of footwear machinery were displayed. 300 sqm in floor space. 61 representatives of HK footwear SMEs, 30 potential buyers from Vietnam and 30 potential buyers from ASEAN countries participated in two sessions of business networking.	
b)	Dissemination seminar	Approximately 100 participants are expected to attend in seminar	66 participants attended the dissemination seminar organised on 22 September, 2017.	The total number of registered participants was 103. However, some of them did not show up eventually. To minimise the difference between enrolled participants and attendees, reminder will be sent out before the event.
c)	An e-marketing platform	Multi-language (English/ Chinese/ Vietnamese)	The e-marketing platform including desktop and mobile versions was created in multi-language, including English, Chinese, Vietnamese, 227 HK footwear SMEs were included in the supplier directory. (http://hongkongfootwear.org/)	

d)	A promotion video	Approximately 3 minutes with voice-over and subtitle in Vietnamese and English	Video in 3 minutes and 46 seconds with voice-over and subtitle in Vietnamese and English were produced and uploaded to the e-marketing platform and youtube. (i) Vietnamese Version: https://www.youtube.com/watch?v=6MLtb8fg4pc&feature=youtu.be (ii) English Version: https://www.youtube.com/watch?time_continue=3&v=BqUbiPkYeqs	
e)	Leaflet	2,000 copies	2,000 copies of leaflet were distributed at IFLE Vietnam 2017	

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

	Deliverable	Description
a)	Hong Kong footwear pavilion at the International Footwear & Leather Products Exhibition (IFLE) at Ho Chi Minh City, Vietnam	<ul style="list-style-type: none"> - A Hong Kong Footwear Pavilion of 300 sqm was set up at International Footwear & Leather Products Exhibition (IFLE) at Ho Chi Minh City, Vietnam from 2017/07/12 to 2017/07/14 - Selection committee for selecting exhibitors to participate in the pavilion consisted of the following members: Mr Ben Cheung, Chairman of HKFA Mr Lo Chung Pak, Managing Director of Luen Hing Metal Manufacturing Co. Ltd. Mr Robert Ko, President of Wealth Leader Enterprise Ltd. Mr Jordan Fong, Director of Peninsula Shoes Co. Ltd. Mr Samson Suen, Principal Consultant of HKPC - 30 Hong Kong footwear enterprises were involved in the common display - Over 300 pieces of footwear items, including soles, chemicals, adhesive, plastic and leather materials, shoes accessories and embellishments were displayed - 7 units of footwear machinery were also shown - Two business matching sessions were arranged to bridge up potential partners from Vietnam and ASEAN countries with Hong Kong enterprises during the exhibition period in order to grasp the chance to exchange market information as well as explore business opportunities. There were about 60 representatives of HK footwear enterprises participated to link up with 30 potential buyers from Vietnam and 30 potential buyers from ASEAN countries in each of the business matching session respectively - The pavilion information were placed in the show directory and website to introduce the strength of Hong Kong footwear industry - Different advertisement tools including hanging banners, pull-up banners, posters and sign-stands were set up at prominent locations of the fairground to grasp visitors' attention
b)	Dissemination seminar	<ul style="list-style-type: none"> - A dissemination seminar named 「越南鞋業商機探討」研討會 was organised on 22 September, 2017 at Hong Kong Productivity Council. - Speakers include (i) Mr Tommy Fong, Director of Peninsula Shoes Co. Ltd.; (ii) Mr Wong Ting Kau, Non-executive Director of Nameson Holdings Limited; (iii) Mr Mark Sim, Vice President of Sembcorp Development Vietnam Co. Ltd. The topics were: (i) 參與越南鞋展的見聞，越南鞋業市場的發展商機及行商心得

		(ii) 在越南當地設廠的經驗分享及商家建議 (iii) 越南鞋業的發展與製造業投資環境簡介 - 66 participants attended the seminar. - 36 sets of questionnaire were collected.
c)	An e-marketing platform	- An e-marketing platform including desktop and mobile versions was built up - A database of 227 suppliers was consolidated and updated in platform - E-marketing platform was promoted in IFLE Vietnam 2017 by the means of leaflet and on-site advertisements - (http://hongkongfootwear.org/)
d)	A promotion video	- It shows the capability of Hong Kong as a sourcing hub in terms of a well-established supply chain - The video was played in a TV wall during exhibition period of IFLE Vietnam 2017 and uploaded to the e-marketing platform for interested parties' access - Hyperlink of the uploaded video was disseminated to potential buyers through on-site dissemination and local trade associations (i) Vietnamese Version: https://www.youtube.com/watch?v=6MLtb8fg4pc&feature=youtu.be (ii) English Version: https://www.youtube.com/watch?time_continue=3&v=BqUbiPkYeqs
e)	Leaflet	- It demonstrates the capability of Hong Kong's footwear supply chain. - It is bilingual in English and Vietnamese. - 2,000 copies of leaflets in A5 size which includes a QR code of the e-marketing platform and a QR code of the promotional video were printed and distributed at IFLE Vietnam 2017

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 conduct the 1 st draft version of layout in e-marketing platform	31/01/2017		C
To line up with various Hong Kong footwear companies for the video shooting and conduct the 1 st draft version of video programme	31/01/2017		C
To finalize the version of e-marketing platform	31/07/2017		C
To finalize the version of promotion video	31/07/2017		C
To conduct a leaflet	31/07/2017		C
To set up a Hong Kong footwear pavilion at exhibition in Vietnam	30/11/2017		C
To organize a dissemination seminar for the Vietnam exhibition	30/11/2017		C
To take care of the maintenance in the e-marketing platform	14/05/2018		C

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

N/A
