

**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.	:	D17 001 003	
Project title	:	香港美髮及造型設計節 2018 Hong Kong Hair and Styling Festival 2018	
Period covered	:	From 1/10/2017 (dd/mm/yy)	to 31/5/2019 (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)

Organized and executed by Asia Hair Masters Association (AHMA), 2018 Hong Kong Hair & Styling Arts Festival was successfully held at Hong Kong Convention and Exhibition Centre on November 14-15, 2018, funded by SME Development Fund of Trade and Industry Department. The 2-day event comprises hair contest, awards ceremony and industrial summit. Hundreds of top young hairdressers gathered at HKCEC, there are 6 categories within the awards and this is a good platform for them to show their Imagination and creativity. And more than 2,000 audience at the award ceremony and hair show as well as in the international forum.

Project Objective(s) (in about 80 words)

This expected hair event attracts the tens of thousands elites from hairdressing industry in Asia Pacific region. We have the top international and local hair mentors and stylists, they brings the latest fashion trends, unique creativity and superb technology to our audiences, and it definitely a wonderful art experience.

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	<u>AHMA Limited</u> <u>The Cosmetic & Perfumery Association of Hong Kong Ltd</u> <u>The Hong Kong Association of Hair Design Limited</u>
Collaborating Organisation(s)	:	<u></u>
Implementation Agent(s)	:	<u></u>

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Yip Wai Mun, Linda</u>	<u>AHMA</u>	<u>25572449</u>
Deputy Project Co-ordinator	: <u>LEUNG CHEUK YIN</u>	<u>AHMA</u>	<u>25572449</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>1/10/2017</u>	<u>31/3/2019</u>	<u>18</u>
Revised (if applicable)	<u>1/10/2017</u>	<u>31/5/2019</u>	<u>20</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)	Festival mini-website	1	1	
b)	Festival poster and flyer	2000	2000	
c)	Pre event press conference	1	1	
d)	Asia Summit Asia Salon Trends Forecast	2	3	
e)	Demonstration by the Hair Master (Whole day with a.m. and p.m. session)	2-3	2	
f)	Competition Individual contest	200	130	
g)	Competition 110 shortlisted teams	10	11	
h)	Roadshows in Hong Kong,	3	3	

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

(Please list out in table format if necessary.)

See attached table

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

Original target
completion date

Revised completion
date

(as set out in the approved project proposal appended
to the project agreement)

(if applicable)

(C/D/N) #

<u>a) Nov 2017-Dec 2017</u>	Preparation stage Implementation stages of the website, design for the poster and flyers (C)	C
<u>b) Jan 2018- Sept 2018</u>	Announcement of the event and Calls for entries Distributing of the Poster	C
<u>c) Feb 2018-Nov 2018</u>	Promotion starts Distributing of the flyer and promotion	C
<u>d) Aug 2018-Sept 2018</u>	Deadline for application	C
<u>e) Nov 2018</u>	Day 1 Asia Conference about Asia Hair Salon Business Forecast Demonstration by Hair Master Day 2 Final Hair competition cum Hair Show	C
<u>f) Jan 2019 – March 2019→May2019</u>	Post event activities	C Completion on May 2019

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

Nil
