

**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 002 007	
Project title	:	To promote Hong Kong's high quality corporate fashion industry and as a one stop sourcing hub to potential markets worldwide	
Period covered	:	From 01/06/2018 (dd/mm/yy)	to 31/12/2019 (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)

Hong Kong is the world's renowned one stop sourcing hub of garment and fashion industry to overseas buyers for a long history. Hong Kong's corporate fashion companies provide high quality, comprehensive products and one stop solution service to clients. They have successfully brought satisfaction to customers by striking a balance between creativity and quality of products. Hong Kong Corporate Fashion SMEs have been providing one – stop service of corporate clothing for large corporates e.g. Galaxy Macau, City of Dream Macau, Mandarin oriental Macau and Mandarin oriental Hong Kong etc.

With the downturn of the global economic environment, it would be a golden opportunity for Hong Kong traditional textile and clothing industry and those stakeholders, such as designers, manufacturers and marketing talents to get into the corporate fashion industry.

According to the survey conducted by HKAS, 39 out of 40 interviewees of HKAS members, mostly traders and manufacturers, are interested to develop their business in corporate fashion. All interviewees support applying SME Development Fund to promote Hong Kong's high quality corporate fashion and as a one stop sourcing hub to potential markets worldwide and 97% of them are willing to join and support this project.

Project Objective(s) (in about 80 words)

To promote Hong Kong as a one stop sourcing hub of corporate fashion industry

To promote Hong Kong's high quality corporate fashion

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Apparel Society Limited (HKAS)

Office of Felix Chung Legislative Councillor
The Federation of Hong Kong Footwear Ltd
The Hong Kong General Chamber of Small and Medium Business
The Woolmark Company (HK) Limited
Hong Kong Fashion Designers Association

Collaborating Organisation(s) : Hong Kong Trade Development Council

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	Mr. Yu Yuen Mau, Banny	Hong Kong Apparel Society Limited	Tel: 2959 2250 Fax: 2959 2257
Deputy Project Co-ordinator*	Ir Suen Kwok Wai, Samson (since March 2019)	Hong Kong Productivity Council	Tel: 2788 5552 Fax: 2788 6169

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	01/06/2018	30/11/2019	18
Revised (if applicable)	01/06/2018	31/12/2019	19

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 Corporate Fashion Pavilion	100 sqm in Shanghai International Occupational Uniform Exhibition (OUE).	105 sqm in Shanghai International Occupational Uniform Exhibition (OUE).	
		60 sqm in Professional Clothing Show (PCS).	60 sqm in Professional Clothing Show (PCS).	
		Around 100 pieces of corporate fashion items will be displayed per pavilion.	Over 100 pieces of corporate fashion items were displayed per pavilion.	
b)	Briefing sessions (2 sessions)	Approximately 40-50 participants are expected to attend in each briefing session.	For the briefing session of OUE, the total number of enrolments was 47. There were 31 participants attended the briefing session. For the briefing session of PCS, the total number of enrolments was 40. There were 28 participants attended the briefing session.	The total number of enrolments for 2 briefing sessions was 47 and 40 respectively, which met the target in proposal. 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)	Seminar	Approximately 40 participants	41 participants attended the	

		are expected to attend in each seminar.	seminar for OUE exhibition. 49 participants attended the seminar for PCS exhibition.	
d)	Business networking sessions	Approximately 40 participants including 10 Hong Kong representatives and 30 potential buyers will attend in each session.	For OUE exhibition, 51 participants attended the business networking session including 10 Hong Kong representatives and 41 potential buyers. For PCS exhibition, 29 participants attended the business networking including 5 Hong Kong representatives and 24 potential buyers.	Compared with the target of 40 participants, there were only 29 participants attended the seminar at PCS. The business networking session was conducted at the same venue of the seminar. The targeted number of participants was not achieved might due to unclear signage in directing the participants to the seminar venue. In the future, we will well communicate with the organisers to ensure adequate and clear signage was used to indicate the location of the seminar venue.
e)	Leaflet	4,000 hardcopies (including 2,000 copies in English and Simplified Chinese and 2,000 copies in English) will be produced.	4,000 hardcopies (including 2,000 copies in English and Simplified Chinese and 2,000 copies in English) were produced.	
f)	Website of Hong Kong corporate fashion industry	It will be created in a desktop version and mobile version in Traditional Chinese, Simplified Chinese and English.	Website including desktop version and mobile version in Traditional Chinese, Simplified Chinese and English was developed and launched on 01/10/2018.	

			Link of website: https://www.corporatefashion.com.hk/	
g)	Flashing performance and promotional video	Total 10 sets of garment samples will be produced for flashing performance. 2 times flashing performance will be performed. The duration of each flashing performance will be around 10 – 15 minutes. The tailor made samples will be displayed in Hong Kong fashion institutes for educational purpose after the flashing performance.	Total 10 sets of garment samples were produced for flashing performance. 2 times of flashing performance were performed on 29 August 2018 at 11:00am and 12:30pm in Tsim Sha Tsui and Central respectively. The duration of each flashing performance was around 10 minutes. The tailor made garment samples were displayed at Caritas Bianchi College of Careers from 28 June 2019 to 8 August 2019 for educational purpose.	
		The length of the video is approximately 3 minutes with voice-over in English, Mandarin and Cantonese and subtitle in English, Simplified Chinese and Traditional Chinese.	A promotional video lasts for 3'03" with voice-over in English, Mandarin and Cantonese and subtitle in English, Simplified Chinese and Traditional Chinese was produced.	
h)	Key-word searching and e-DM	The key-word searching outsourced to	The key-word searching on Google started	

		marketing company will be covered for 15 months (5 quarters).	at October 2018 and ended at December 2019, which was covered for 15 months (5 quarters).	
		e-DM will be directly sent out to the potential groups via HKTDC electronic database.	e-DM was sent out to potential buyers groups via HKTDC electronic database in April 2019.	
i)	Dissemination seminar	Approximately 40 participants are expected to attend in the seminar.	The total number of enrolments was 46. There were 34 participants attended the dissemination seminar.	The total number of enrolments was 46, which met the target in proposal. 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.

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 Corporate Fashion Pavilion	<ul style="list-style-type: none"> - A Hong Kong Corporate Fashion Pavilion of 105 sqm was set up at Shanghai International Occupational Uniform Exhibition (OUE) at Shanghai, China from 19 April to 21 April 2019. - A Hong Kong Corporate Fashion Pavilion of 60 sqm was set up at Professional Clothing Show (PCS) at London from 18 June to 20 June 2019. - Over 100 pieces of corporate fashion items were displayed per pavilion. - A selection committee of 5 members from HKAS, HKPC, academic institute and industry expert was set up. It includes: <ol style="list-style-type: none"> 1) Banny Yu, Chairman of Hong Kong Apparel Society, 2) Betty Au, Director of Hong Kong Apparel Society, 3) Samson Suen, Principal Consultant of Hong Kong Productivity Council, 4) Elita Lam, Head of Department of Fashion and Image Design of Hong Kong Design Institute, 5) Hon. Felix Chung, Legislative Councillor of the HKSAR (Textiles and Garment Sector). - Advertisements in exhibition directories were used to promote the pavilions in OUE and PCS. - For OUE exhibition, on-site advertisements including 2 hanging banners and a sign board advertisement were placed to grasp visitors' attention. For PCS exhibition, a digital on-site screen advertisement was arranged.
b)	Briefing sessions	<ul style="list-style-type: none"> - Two briefing sessions were organized to recruit enterprises including corporate fashion manufacturers and fashion designer houses participating in the Hong Kong Corporate Fashion pavilion prior to each exhibition. - The duration of each briefing session was approximately 2 hours. - The briefing session of OUE was organized on 26 November 2018 in WESPACE CoWorking Space. The total number of enrolments was 47. There were 31 participants attended the briefing session. - Mr Banny Yu, Chairman of Hong Kong Apparel Society, Ms Betty Au, Vice Chairman of Hong Kong Apparel Society and Ms Carol Chan, Consultant of Hong Kong Productivity Council were the speakers of the briefing session for OUE. - The discussed topics were detailed information of the exhibition in OUE, including background, objectives, rights and responsibilities of the participants, qualifications of participants in the Pavilion and to recruit SMEs joining the Hong Kong pavilion and exhibitions prior the exhibition. - The briefing session of PCS was organized on 13 March 2019 in WESPACE CoWorking Space. The total number of enrolments was 40. There were 28 participants attended the briefing session. - Mr Banny Yu, Chairman of Hong Kong Apparel Society, Ms Carol Chan, Consultant of Hong Kong Productivity Council and Mr Naresh Tsang, Sales Manager of Antonhill Co Ltd were the speakers of the briefing session for PCS. - The briefing session covered detailed information of the exhibition in PCS, including background, objectives, rights and responsibilities of the participants, qualifications of participants in the Pavilion and aimed to recruit SMEs joining the Hong Kong pavilion and exhibitions prior the exhibition.
c)	Seminar	<ul style="list-style-type: none"> - For OUE exhibition, a seminar was arranged on 20 April 2019 at Sheraton Grand Shanghai Pudong Hotel & Residences.

		<ul style="list-style-type: none"> - For PCS exhibition, a seminar was arranged on 18 June 2019 in a seminar room of the PCS exhibition. - The duration of seminar was approximately 1 hour. - 41 participants attended the seminar for OUE exhibition. 49 participants attended the seminar for PCS exhibition. - Mr Banny Yu, Chairman of Hong Kong Apparel Society, and Professor Raymond Au, Professor of Practice, Institute of Textiles & Clothing, the Hong Kong Polytechnic University, were the speakers of the seminar for OUE. - Professor Matthew Yuen, Professor Emeritus of Mechanical and Aerospace Engineering at the Hong Kong University of Science and Technology, and Mr Naresh Tsang, Sales Manager of Antonhill Co Ltd, were the speakers of the seminar for PCS. - The discussed topics were the capability and strength of Hong Kong corporate fashion.
d)	Business networking sessions	<ul style="list-style-type: none"> - For OUE exhibition, a business networking session was arranged after the seminar, on 20 April 2019 at Sheraton Grand Shanghai Pudong Hotel & Residences. For PCS exhibition, a business networking session was arranged after the seminar, on 18 June 2019 in a seminar room of the PCS exhibition. - The duration of business networking sessions was approximately 1 hour. - 51 participants attended the business networking session for OUE exhibition. 29 participants attended the business networking session for PCS exhibition.
e)	Leaflet	<ul style="list-style-type: none"> - It aims to demonstrate the capability of providing one stop sourcing service of corporate fashion. - The strength of Hong Kong Corporate fashion industry was introduced. - 2,000 copies in English and Simplified Chinese and 2,000 copies in English were printed and distributed to potential buyers in OUE and PCS respectively. - E-version of leaflet was uploaded to the project website.
f)	Website of Hong Kong corporate fashion industry	<ul style="list-style-type: none"> - It aims to promote the capability of Hong Kong as a one stop sourcing hub in corporate fashion industry and providing high quality corporate fashion. - Website including desktop version and mobile version in Traditional Chinese, Simplified Chinese and English was developed and launched on 01/10/2018. - Total 35 SMEs were included in the directory. - QR code of website was generated and promoted through leaflet. - Link of website: https://www.corporatefashion.com.hk/
g)	Flashing performance and promotional video	<ul style="list-style-type: none"> - The flashing performance aims to get people attention and show off the Corporate Fashion Industry. - Several industries' corporate fashion e.g. bank & finance, hotel, theme park, real estate/ property management, F&B, Airline and transport, engineering and retail were shown in the flashing performance. - Total 10 sets of garment samples were produced for flashing performance. - 2 times of flashing performance were performed on 29 August 2018 at 11:00am and 12:30pm in Tsim Sha Tsui and Central respectively. - The duration of each flashing performance was around 10 minutes. - The tailor made garment samples were displayed at Caritas Bianchi College of Careers from 28 June 2019 to 8 August 2019 for educational purpose. - The promotional video aims to promote the capability of Hong Kong corporate fashion enterprises and show off corporate fashion collections to corporate fashion industry. - A promotional video lasts for 3'03" was produced, with voice-over in English, Mandarin and Cantonese and subtitle in English, Simplified

		<p>Chinese and Traditional Chinese respectively.</p> <ul style="list-style-type: none"> - The video was disseminated in the Hong Kong Corporate Fashion Pavilions and the e-version was distributed to potential buyers by email. - The video was uploaded to YouTube, Facebook, Youku and project website. <p>YouTube: (1) English: https://youtu.be/52lNc1P6cgY (2) Traditional Chinese :https://youtu.be/Jn2MuYQIws4 (3) Simplified Chinese: https://youtu.be/Hu6ed3sRl5M</p> <p>Facebook: https://www.facebook.com/likehkcorporatefashion/</p> <p>Youku: http://player.youku.com/player.php/sid/XMzkzODc2MTM3Mg==/v.swf</p> <p>Project website: https://www.corporatefashion.com.hk/corporation-fashion-showcase</p>
h)	Key-word searching and e-DM	<ul style="list-style-type: none"> - The key-word searching aims to promote the Hong Kong Corporate Fashion Industry effectively to the target groups who are interested in corporate clothing. - The key-word searching on Google started at October 2018 and ended at December 2019, which was covered for 15 months (5 quarters). - e-DM was sent out to potential buyers groups via HKTDC electronic database in April 2019.
i)	Dissemination seminar	<ul style="list-style-type: none"> - A dissemination seminar was arranged on 9 July 2019 in Hong Kong Convention and Exhibition Centre to share experience and knowledge with Hong Kong Corporate Fashion SMEs. - The total number of enrolments was 46. There were 34 participants attended the dissemination seminar. - The duration of dissemination seminar was approximately 2 hours. - Mr Banny Yu, Chairman of Hong Kong Apparel Society, Hon. Felix Chung, Legislative Councillor of the HKSAR (Textiles and Garment Sector), Ms Carol Chan, Consultant of Hong Kong Productivity Council, Mr Naresh Tsang, Sales Manager of Antonhill Co Ltd, Mr Edmond Tang, Project Manager of Angie International Limited, and Mr Rafique Ip, Sales Director of Lever Style, were the speakers of the dissemination seminar.

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 develop a leaflet	31/08/2018	01/10/2018	D
(a) To create a website			
To organize a flashing performance	31/12/2018		C
(b) To develop a promotional video			
To promote Hong Kong Corporate Fashion	30/11/2019	31/12/2019	D
(c) via key-word searching and e-DM			
To prepare and set up a Hong Kong Corporate Fashion Pavilion in the OUE in Apr 2019	30/04/2019		C
To organize a seminar and business networking session			
To upload the leaflet and promotional			
(d) video to the website			
(e) To organize a briefing session for OUE	15/03/2019		C

(f)	To organize a briefing session for the Professional Clothing Show – London	15/05/2019		C
	To upload the PowerPoint of the seminar of OUE to the website			
(g)	To prepare and set up a Hong Kong corporate fashion Pavilion in the Professional Clothing Show – London in June 2019	30/06/2019		C
	To organize a seminar and business networking session			
(h)	To upload the leaflet and promotional video to the website			
	To organise a dissemination seminar	30/11/2019		C
(h)	To share the buyers information to Hong Kong corporate fashion SMEs			
	To upload the PowerPoint of the seminar of the Professional Clothing Show – London to the website			

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

Nil
