

**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 003 004	
Project title	:	To explore potential markets in the Belt and Road, focusing in the Mainland and Vietnam for Hong Kong footwear SMEs along the supply chain	
Period covered	:	From 01/02/2018 (dd/mm/yy)	to 30/09/2019 (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)

The Hong Kong footwear industry has been playing a significant role in the high end footwear market for a long time. With unique ability and advantages in research and development of high-quality innovative footwear raw-materials, accessories and advanced machines, Hong Kong footwear SMEs are able to provide products with high quality and advantage technologies. However, Hong Kong footwear SMEs do not have sufficient resources to demonstrate its strength globally and increase exposure in potential markets.

In order to sustain the momentum on building up a high quality image of the Hong Kong Footwear components and machineries in variety of footwear products, Hong Kong Footwear Association will organize exhibitions in the Mainland and Vietnam, along the route in "The Belt and Road". Furthermore, Hong Kong footwear SMEs will demonstrate its capability and enhance market exposure through a series of promotional programme including video and leaflet while sharing updated information about entering into the domestic market by dissemination seminars in this project.

Project Objective(s) (in about 80 words)

- To enhance the competitiveness of Hong Kong SMEs by promoting the capability of Hong Kong footwear value chain specifically for the ladies' & children's footwear B to B market to China and Vietnam footwear market
- To assist Hong Kong footwear SMEs to link up with potential buyers in international trade shows
- To facilitate Hong Kong footwear SMEs better understand the potential markets

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. Samson Suen</u>	<u>Hong Kong Productivity Council</u>	<u>Tel: 2788 5678</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>01/02/2018</u>	<u>30/09/2019</u>	<u>20</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 in international trade shows	One pavilion in The 20th International Shoes and Leather Exhibition – Vietnam (300 Sqm, 6 main sections, 300-400 pieces of footwear items and 5-8 machines from 30-40 SMEs)	One pavilion in The 20th International Shoes and Leather Exhibition – Vietnam (300 Sqm, 6 main sections, over 300 pieces of footwear items and 5 units of footwear machinery from 48 SMEs)	
		One selection committee (5-8 members)	One selection committee (6 members) was set up on 24 May 2018	
		1-hour briefing session before Vietnam exhibition (30 participants)	1-hour briefing sessions before Vietnam exhibition (25 participants, 83%) was held on 18 May 2018	The total number of registered participants was 30. 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.
		One pavilion at GILE2019 (150 Sqm, 5 main sections, 300-400 pieces of footwear items from 30-40 SMEs)	One pavilion at GILE2019 (150 Sqm, 5 main sections, over 300 pieces of footwear items from 34 SMEs)	
		One pavilion at GITTME2019 (150 Sqm, 5-8 footwear machines)	One pavilion at GITTME2019 (150 Sqm, 12 units of footwear machines)	
		1-hour briefing session (30 participants) before the Guangzhou exhibitions	1-hour briefing session before Guangzhou exhibition (44 participants, 147%) was held on 14 January 2019	
b)	Business networking sessions	Two sessions at Vietnam exhibition (60 HK participants with 30 Vietnam	Two sessions were held at Vietnam exhibition (68 HK participants with 30 Vietnam	

		buyers in each session)	buyers in each session)	
		Four sessions at Guangzhou exhibitions (30 HK participants with 15 Mainland buyers in each session)	Four sessions were held at Guangzhou exhibition (over 30 HK participants with more than 18 Mainland buyers in each session)	
c)	Promotion for Pavilions in International Shoes and Leather Exhibition – Vietnam and The International Exhibition on Shoes & Leather Industry - Guangzhou	Advertisements on show directory, website and on-site advertisement	1 full page of back cover in show directory, 1 full page of back cover in pre-show bulletin, 1 website banner on exhibition's website, 4 flag banners, 2 sign boards and 10 standees were produced for the Vietnam Exhibition	
d)	Promotional seminars in Guangzhou and Vietnam	One seminar at Vietnam exhibition (2-hour, 80 participants)	One seminar at Vietnam exhibition (2-hour, 70 participants, 87.5%) was held on 11 July 2018	In order to attract more participants to attend the seminar, promotion through various channels will be sent out before the event.
		One seminar at Guangzhou exhibition (2-hour, 80 participants)	One seminar at Guangzhou exhibition (2-hour, 100 participants, 100%) was held on 29 May 2019	
e)	Dissemination seminars	One seminar after Vietnam Exhibition (2-hour, 100 participants)	One seminar after Vietnam Exhibition (2-hour, 68 participants, 68%) was held on 22 October 2018	The total number of registered participants was 119. 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.
		One seminar after Guangzhou Exhibitions (2-hour, 100 participants)	One seminar after Vietnam Exhibition (2-hour, 54 participants, 54%) was held on 2 September 2019	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.
f)	A promotion video	Approximately 3 minutes with Putonghua voice-over and Simplified Chinese subtitle	Approximately 3 minutes with Putonghua voice-over and Simplified Chinese subtitle (https://youtu.be/LjdfZX9floo)	
g)	Leaflet	4,000 copies (2,000 copies for each trade show)	2,000 copies of leaflet were distributed at IFLE Vietnam 2018 and SLG Guangzhou 2019 respectively	

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 in international trade shows	<ul style="list-style-type: none"> - Selection committee A selection committee of 6 representatives was set up on 24 May 2018 to select the appropriate samples from local SMEs to be displayed in each international trade show - Hong Kong footwear pavilion in Vietnam 25 representatives attended the briefing session on 18 May, 2018 (18:00 – 19:00) A Hong Kong Footwear Pavilion of 300 sqm with 6 sections was set up at International Footwear & Leather Products Exhibition (IFLE) at Ho Chi Minh City, Vietnam from 11-13 July 2018 48 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 5 units of footwear machinery were also shown - Hong Kong footwear pavilion in Guangzhou 44 representatives attended the briefing session on 14 January 2019 (18:00 – 19:00) Two Hong Kong Footwear Pavilions of 150 sqm each were set up at GILE2019 and GITTME2019 in Guangzhou from 28-31 May 2019 34 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 12 units of footwear machinery were also shown
b)	Business networking sessions	<ul style="list-style-type: none"> - Business networking in Vietnam 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 68 representatives of HK footwear enterprises participated to link up with 30 potential buyers in each of the business networking session respectively - Business networking in Guangzhou Four business matching sessions were arranged to bridge up potential partners from the Mainland 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 over 30 representatives of HK footwear enterprises participated to link up with more than 18 potential buyers in each of the business networking session respectively
c)	Promotion for Pavilions in International Shoes and Leather Exhibition – Vietnam and The International Exhibition on Shoes & Leather Industry - Guangzhou	<ul style="list-style-type: none"> - Promotion in Vietnam The pavilion information were placed in the show directory and website to introduce the strength of Hong Kong footwear industry Different advertisement tools including flag banners, sign boards and standees were set up at prominent locations of the fairground to grasp visitors' attention - Promotion in Guangzhou The pavilion information were placed in the visitor guide, e-version of show directory and website to introduce the strength of Hong Kong footwear industry Different advertisement tools including streamer and sign boards were set up at prominent locations of the fairground to grasp visitors' attention
d)	Promotional seminars in Guangzhou and Vietnam	<ul style="list-style-type: none"> - Promotion seminar in Vietnam A promotional seminar named "How does Hong Kong footwear supply chain support the Vietnam footwear industry?" was organised on 11 July, 2018 (14:00 - 16:00) at Saigon Exhibition & Convention Centre (SECC).

		<p>70 participants attended the seminar. 49 sets of questionnaire were collected.</p> <ul style="list-style-type: none"> - Promotion seminar in Guangzhou A promotional seminar named "How does Hong Kong footwear supply chain support the Mainland footwear industry?" was organised on 29 May, 2019 (14:00 - 16:00) at China Import and Export Fair Complex. 100 participants attended the seminar. 45 sets of questionnaire were collected.
e)	Dissemination seminars	<ul style="list-style-type: none"> - Dissemination seminar for Vietnam A dissemination seminar named 「越南鞋業商機」研討會 was organised on 22 October, 2018 (14:30 - 16:30) at Hong Kong Productivity Council. 68 participants attended the seminar. 23 sets of questionnaire were collected. - Dissemination seminar for Guangzhou A dissemination seminar named 「國內鞋業商機」研討會 was organised on 2 September, 2019 (14:30 - 16:30) at Hong Kong Productivity Council. 54 participants attended the seminar. 46 sets of questionnaire were collected.
f)	A promotion video	<ul style="list-style-type: none"> - It aims to demonstration of capabilities of Hong Kong footwear supply chain including raw-material, accessories and machines. - A video in 3 minutes 47 seconds with Putonghua voice-over and Simplified Chinese subtitle (https://youtu.be/LjdfZX9floo) was created
g)	Leaflet	<ul style="list-style-type: none"> - It demonstrates the capability of Hong Kong's footwear supply chain. - 2,000 copies of bilingual leaflets in English and Vietnamese 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 2018 and 2,000 copies of bilingual leaflets in English and Chinese were distributed in SLG 2019 respectively.

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 promote the briefing session for Vietnam exhibition in various channels and recruit participants	31/05/2018		C
(a)	- To organize the briefing session for Vietnam exhibition			
(b)	- To compile a leaflet for Vietnam exhibition	01/07/2018		C
(c)	- To line up various products and services from different sectors in the Hong Kong footwear industry for forming the pavilion set up at The 20th International Shoes and Leather Exhibition – Vietnam	31/07/2018		C
	- To design the advertisement in show directory for Vietnam exhibition	31/07/2018		C
(d)	- To liaise with the vendor for the design and production of on-site advertisements (e.g. banner, signboards, etc.)			
	- To identify and invite speakers to deliver the promotional seminar for Vietnam exhibition	31/07/2018		C
(e)	- To promote and invite participants to the promotional seminar for Vietnam exhibition			
	- To design, set up and manage Hong Kong pavilion and organise business matching sessions at The 20th International Shoes and Leather Exhibition - Vietnam (July 2018)	31/07/2018		C
(f)	- To organize the promotional seminar in Vietnam			

	- To identify and invite speakers to deliver the dissemination seminar for Vietnam exhibition	31/10/2018		C
	- To promote and invite participants to the dissemination seminar for Vietnam exhibition			
	- To organize the dissemination seminar for Vietnam exhibition			
(g)				
	- To promote the briefing session for Guangzhou exhibitions in various channels and recruit participants	28/02/2019		C
	- To organize the briefing session for Guangzhou exhibitions			
(h)				
	- To line up various products and services from different sectors in the Hong Kong footwear industry for forming the pavilion set up at The 29th International Exhibition on Shoes & Leather Industry in Guangzhou	30/06/2019		C
(i)				
	- To design the advertisement in show directory and web banner for Guangzhou exhibitions	30/06/2019		C
	- To liaise with the vendor for the design and production of on-site advertisements (e.g. banner, signboards, blimp, etc.)			
(j)				
	- To identify and invite speakers to deliver the promotional seminar for Guangzhou exhibitions	30/06/2019		C
	- To promote and invite participants to the promotional seminar for Guangzhou exhibitions			
(k)				
	- To design, set up and manage Hong Kong pavilions and organise business matching sessions at The 29th International Exhibition on Shoes & Leather Industry in Guangzhou (May/June 2019)	30/06/2019		C
	- To organize the promotional seminar in Guangzhou			
(l)				
	- To compile a leaflet for Guangzhou exhibitions	30/06/2019		C
	- To finalize the Simplified Chinese version of promotion video			
(m)				
	- To identify and invite speakers to deliver the dissemination seminar for Guangzhou exhibitions	30/09/2019		C
	- To promote and invite participants to the dissemination seminar for Guangzhou exhibitions			
	- To organize the dissemination seminar for Guangzhou exhibitions			
(n)				

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

N/A
