

**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.	:	<u>D17 003 009</u>	
Project title	:	<u>To strengthen the own branding products of Hong Kong electrical appliance industry – promote the collective image of smart design, advanced technology and high quality of Hong Kong electrical appliances target to the emerging markets</u>	
Period covered	:	From <u>20/03/2018</u> (dd/mm/yy)	to <u>19/10/2020</u> (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 electrical appliance manufacturers has long been playing a significant role in OEM and ODM in the worldwide market. We manufacture products for renowned brands of US, Europe and Japan and we are also the ODM partners of some global brands. The exports figures of Hong Kong electrical appliance maintain a top ranking worldwide which proves that the design and the quality of Hong Kong electrical appliance are well recognized. However, the profit margin for OEM or even ODM is very lean when compare to selling own brands products. Pure OEM business or even ODM is not able to sustain the growth and the development of the company in long term. In addition, the price battle in OEM and ODM businesses is affecting the business environment of Hong Kong appliances manufacturers. To resist from businesses diminishment and sustain the business growth, Hong Kong electrical appliance manufacturers have been developing their own branding products in recent years.

For most SME manufacturers of Hong Kong, one of the problem we are facing is the limitation of resources in intensive market promotion and brand building. Most SMEs simply cannot afford the very long-term and sustained expense in branding and image building advertising that only large corporations can truly afford. We would rather position our brands in the middle-end market, i.e. product of middle price, which the market desires products of high price-performance ratio than the brand value. We can leverage our competitive edges in providing smart design, high technology and high quality electrical appliance at a middle price when compare with luxury brands.

However, another problem we are facing is that there are a lot of renowned brands in the middle price sectors of the well-developed or mature markets and it is hard for Hong Kong electrical appliance SME manufacturers to do the brand development or extend the market penetration with limited resources.

To address to the above problems, a number of Hong Kong companies sell their own-brand products to emerging markets like ASEAN, Eastern Europe and Latin America. In emerging markets, consumers generally don't have the same level of experience with brands and product categories as their developed-market counterparts do. And, most of the time, an overseas brand is valued higher than a local one. These behaviours allow Hong Kong SMEs to enter the market with their own brands with smart design, high technology and high quality products.

Promotion via participating in B2B trade fairs is an effective way for Hong Kong companies of electrical appliance to reach out to retailers or channels in the emerging markets and explore new market opportunities. To promote effectively, this project will unite the Hong Kong electrical appliance manufacturers together to promote the collective images of smart design, advanced technology and high quality of Hong Kong electrical appliance to the buyers from the emerging markets. Not only the project will help Hong Kong SMEs to explore new market opportunities and sustain the growth of the electrical appliance industry of Hong Kong, but also push forward the collaborations between Hong Kong and the emerging markets for a mutual beneficial economic system.

In this project, we have identified 3 trade fairs for the promotion of Hong Kong brands of electrical appliance to the buyers of the emerging markets. Besides trade fairs, a symposium will also be organized to bring the updated economic and business information related to the emerging markets to Hong Kong electrical appliance manufacturers to facilitate their new business explorations. Through this project, it is targeted to promote brands of Hong Kong electrical appliance as well as connecting Hong Kong manufacturers to the emerging markets for the development of new market opportunities.

Project Objective(s) (in about 80 words)

1. Promote the brands of Hong Kong electrical appliance by presenting a collective image of smart design, advanced technology and high quality of Hong Kong appliances

2. Seize the own branding products market for Hong Kong electrical appliance manufacturers particularly in the emerging markets

3. Spur the Hong Kong electrical appliance manufacturers entering the emerging markets

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	<u>Hong Kong Electrical Appliance Industries Association Limited</u>
		1. Federation of Hong Kong Industries (Electrical products)
Collaborating Organisation(s)	:	<u>2. Hong Kong Trade Development Council</u>
Implementation Agent(s)	:	<u>Hong Kong Productivity Council</u>

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Mr. Ken Fung	HKEAIA	(T) 2788 6119 (F) 3187 4579
Deputy Project Co-ordinator	Dr. Ge Ming	HKPC	(T) 2788 6007 (F) 2788 5522

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	20/03/2018	19/09/2020	30
Revised (if applicable)	20/03/2018	19/10/2020	31

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)	A 1.5 day Symposium	<ul style="list-style-type: none"> -One 1.5-day symposium; -200 target participants; -20 posters; -400 pamphlets -1 promotional advertisement on the seasonal magazine of HKEAIA -1 event video 	<ul style="list-style-type: none"> -One 1.5-day symposium; -250 participants -20 posters and 400 pamphlets were produced -No promotional advertisement on HKEAIA's seasonal magazine was produced -1 event video was produced 	<ul style="list-style-type: none"> -No advertisement on promotion of manufacturer recruitment for the symposium was produced due to project's approval date and tight schedule. Advertisement is not able to issue on Feb 2018 issue to promote symposium. Instead, an additional advertisement on promotion of manufacturer recruitment for the 3 trade fairs on HKEAIA's seasonal magazine in April 2018 issue was produced. And the report of Symposium as a replenishment as well as share the highlights to practitioners on HKEAIA's seasonal magazine in Sept 2018 issue was produced too. -For the symposium promotion, it was promoted via EDM, HKEAIA's website, Wechat and promotion from supporting organisations, instead of seasonal magazine.
b)	Promotional Video	<ul style="list-style-type: none"> -1 video of 3 mins 	<ul style="list-style-type: none"> -1 video of 4'56" was produced for promotion 	N/A
c)	Trade Fair	<ul style="list-style-type: none"> -3 Fairs -3 pavilions (72 sqm each demonstrating 50 products from not less than 15 manufacturers) -1 research on the targeted markets -1 open recruitment for 	<ul style="list-style-type: none"> -China Homelife show (Poland) was held during 29-31 May 2019 (72 sqm, 54 products from 15 manufacturers) -Eletrolar Show & Latin American Electronics International Trade Show 	<ul style="list-style-type: none"> -In original plan, The Indonesia International Consumer Electronics Exhibition Indonesia (Mar 2020) was planned. However, due to in outbreak of COVID-19, the organiser announced to postpone the show to Aug 2020 and further postpone to Mar 2021, which the updated schedule is out of our project period. The participation in Indonesia Show is withdrawn as suggested by TID.

		<p>participants to the 3 trade fairs</p> <p>-Promotion for participant recruitment through eDM</p> <p>-2 advertisement (2 pages) on HKEAIA's seasonal magazine for promotion on participant recruitment</p> <p>-3 promotional advertisements (4 pages in total) for trade fairs</p> <p>-1 project committee and advisory board (11 people)</p> <p>-1 electronic survey targeted from 500 visitors on buyer behaviour</p>	<p>(Brazil) was held during 29 July to 1 Aug (75 sqm, 52 products from 15 manufacturers)</p> <p>-1 research on the targeted markets</p> <p>-1 open recruitment for participants to the 3 trade fairs</p> <p>-Promotion for participant recruitment through eDM</p> <p>-2 advertisements (4 pages) on HKEAIA's seasonal magazine for promotion on participant recruitment</p> <p>-3 promotional advertisements (4 pages in total) for trade fairs</p> <p>-1 project committee and advisory board (11 people) was set up.</p> <p>-1 electronic survey was conducted</p>	
d)	Networking	<p>-1 networking targeted to have 80 buyers and 100 manufacturers during the first day of</p>	<p>-The first networking event was completed on Apr 13 2018 with 200 participants. (110 were</p>	N/A

		<p>symposium</p> <p>-1 networking targeted to have 80 buyers and 15 Hong Kong manufacturers in China Homelife Show in Poland</p>	<p>manufacturers and 90 were buyers)</p> <p>-The second networking event in Poland was completed on 29 May 2019 with 100 participants (15 were manufacturers and 85 were buyers)</p>	
e)	Promotional Booklet	<p>-2500 copies of booklet (1000 in English, 500 in Indonesia, 500 in Brazilian and 500 in Polish) to be distributed in the 2nd networking event and 3 trade fairs</p> <p>-1 electronic version in HTML and PDF formats to be put on project website</p>	<p>-2500 copies of booklet were produced and 1450 were distributed in Poland and Brazil exhibition</p> <p>-1 electronic version in HTML and PDF formats to was put on project website: http://www.hkeaia.org/newmarket/portfolio.html)</p>	In original plan, the booklets should be distributed in The Indonesia International Consumer Electronics Exhibition Indonesia. Since the participation in Indonesia Show is withdrawn, the booklets cannot be distributed in the original event. Thus, we distributed to some participating brands.
f)	Advertisements and Activity Reports on HKEAIA's seasonal magazines and yearbook	<p>5 advertisements and 2 Activity Reports including:</p> <p>-1 magazine advertisement (2 pages) on promotion of manufacturer recruitment for symposium</p> <p>-1 magazine advertisement (2 pages) on promotion of manufacturer recruitment</p>	<p>5 advertisements and 1 Activity Report were completed which include:</p> <p>-2 magazine advertisements (4 pages) on promotion of manufacturer recruitment for 3 trade fairs published on the April 2018 (page 20-21) and Sept 2018 issue (page 34-35) of</p>	<p>-No advertisement on promotion of manufacturer recruitment for the symposium was produced due to project's approval date and tight schedule. Advertisement is not able to issue on Feb 2018 issue to promote symposium. Instead, an additional advertisement on promotion of manufacturer recruitment for the 3 trade fairs on HKEAIA's seasonal magazine in April 2018 issue was produced. And the report of Symposium as a replenishment as well as share the highlights to practitioners on HKEAIA's seasonal magazine in Sept 2018 issue was produced too.</p> <p>-For the symposium promotion, it was promoted via EDM, HKEAIA's website, Wechat and promotion from supporting organisations, instead of seasonal</p>

		<p>for 3 trade fairs</p> <p>-1 magazine advertisement (1 page) on promotion of pavilion and networking of China Homelife Show Poland 2019</p> <p>-1 magazine advertisement (1 page) on promotion of pavilion of Electrolar Show & Latin American Electronics International Trade Show</p> <p>-1 magazine advertisement (2 pages) on promotion of pavilion of the Indonesia International Consumer Electronics Exhibition 2020</p> <p>-2-page yearbook reporting the Symposium and Networking</p> <p>-6-page magazine advertisement reporting overall project dissemination</p>	<p>HKEAIA's seasonal magazines; and</p> <p>-2-page yearbook reporting the Symposium and Networking were published on HKEAIA yearbook (page 152-153)</p> <p>-2 magazine advertisements (2 pages) on promotion of pavilions on Poland and Brazil show were published on the April 2019 (page 34-35)</p> <p>-1 magazine advertisement (2 pages) on promotion of pavilion of the Indonesia International Consumer Electronics Exhibition 2020 was published on the Oct 2019 (page 42-43)</p> <p>-6-page magazine advertisement reporting overall project dissemination were published on HKEAIA magazine Sept 2020 (page 14-19)</p>	<p>magazine.</p>
g)	Advertisement placement on Industrial Magazine	-2 advertisements	-2 advertisements (placed on magazines of	N/A

			FHKI (April 2018) and HKPCA (Spring 2018))	
h)	Project Website	<p>-1 independent microsite including:</p> <p>-A profile of 150 Hong Kong electrical appliance manufacturers and products</p> <p>-1 electronic survey form</p> <p>-Project promotion and reports</p>	<p>-1 website (A project microsite was setup on 1 April 2018: http://www.hkeaia.org/newmarket/mainnewmarket.html)</p> <p>-The profile of 190 manufacturers and products, electronic survey form and project reports were completed and posted in Aug 2019. Profile of manufacturers and products: (p.40-60 in the promotional booklet) http://www.hkeaia.org/newmarket/portfolio.html</p> <p>Electronic survey: http://www.hkeaia.org/newmarket/mainnewmarket.html</p> <p>Project report: http://www.hkeaia.org/newmarket/activityreport.html</p>	N/A
i)	Project Dissemination Seminar	-1 seminar (2 hours) with 3 manufacturers and 1 TDC representative as speakers and 100 participants	<p>-1 online seminar (2 hours) with 3 manufacturers and 1 TDC representative as speakers was held on 7 Oct 2020</p> <p>- Total 77 participants</p>	N/A

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

(a) A 1.5 day Symposium

- A one and a half day “New Markets for Hong Kong Electrical Appliance Industries” symposium was organised at Hong Kong Convention and Exhibition Center in Electrical Appliance Week during Hong Kong Electronic Fair 2018 (Spring Edition) on April 13 & 14 2018
- There were 15 speakers, from US, Europe, ASEAN, Mainland China and Hong Kong, invited in the symposium to share the topics related to the trend of electrical appliance in emerging markets and the potentials for Hong Kong electrical appliance manufacturers in the emerging countries.

Speaker	Topics
Mr. Louis Chan, Assistant Principal Economist (Global Research) of HKTDC	New emerging markets in Europe
Mr. Raymon Krishnan, Director & Corporate Advisory of Asian Trade Centre	Hong Kong Manufacturers meets ASEAN
Ms. Long Jing, Deputy Director of the Center for European Studies of Shanghai Institutes for International Studies	Emerging Markets : Resilience in a New World
Ms. Jacquelin Chan, Trade Officer of Trade And Industry Department, HKSAR	Engaging with New Emerging Markets
Lawrence Wong, Business Development Manager of eBay Hong Kong	Extend the B2C opportunity with Cross-border eCommerce platform
Dr. Arnold Schuh, Director of the Competence Center for Emerging Markets & Central and Eastern Europe	OBOR as a door-opener to the markets of Central and Eastern Europe
Mr. Thomas Man, Business & Operations Manager of Alibaba.com Hong Kong (Representative of Alibaba changed from Rick Ng to Thomas Man after we printed the pamphlet)	Case study of extending emerging market
Mr. Philip Ng, Founder and CEO of EBZ HOLDINGS LIMITED	
Mr. Murat Kolbasi, Chairman of Arzum Asia Pacific Limited	Do you like to have Turkish Coffee or Tea
Ms. ZHANG Mingqing, Chief Minister of External Liaison Department of Meorient International Exhibition Group (from Beijing)	New trading model for expanding into Belt and Road countries
Mr. Samson Leong, Business Development Manager, Electrical and Network Assurance, Intertek Testing Services Hong Kong Ltd.	Inspections and Regulations of Home Appliance in Emerging Markets
Mr. Ronald Fung, Vice-President of Hong Kong Electrical Appliance Industries Association	Discussion Forum : Trend of Hong Kong Electrical Appliance Industries in Emerging Markets
Mr Dickson Ho, Principal	

<p>Economist (Asian and Emerging Markets) of HKTDC</p> <p>Mr Sam Chan Kwong Sang, Managing Director of Express Luck Industrial Limited</p> <p>Mr. Benny Tse, Vice President, Chief Financial Officer and Company Secretary of Ten Pao Group Holdings Limited (Representative of Ten Pao changed from Mr Hung Kwong Yee to Mr. Benny Tse after we printed the pamphlet)</p>	
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- The 1.5 day forum was attended by 250 participants, they are mainly from home appliance and electronics industries.
- 20 posters and 400 pamphlets with event rundown were produced for promotion. 20 posters were distributed via supporting organisations and used in event venue. 370 pamphlets were distributed during event days. The symposium was also promoted via EDM, HKEAIA's website and promotion from supporting organisations
- With consent from speakers, video of the presentation has been posted on the project website: <http://www.hkeaia.org/newmarket/activityreport.html>
- A networking event was held on 13 April 2018, please see details reported in paragraph (d) below.
- The symposium was reported on the HKEAIA yearbook on pages 152-153.



(b) Promotional Video

- A video was produced to promote the collective image of smart design, high technology and high quality of Hong Kong electrical appliances.
- Interview and shooting with 5 Hong Kong electrical appliance SME manufacturers were done including: 3 for video shooting interview (Mr. Ken Fung, German Pool (Hong Kong) Limited; Mr. Ronald Fung, Manlion Industrial Company Limited; Mr. Thomas Yip, GEW International Corporation Limited) and 2 for text interview (Mr. Patrick Chan, Lee Kee Group; Mr. Albert Lam, Kenford Group Holdings Limited).
- The 4 minutes video was composed and produced.
- The video was broadcasted during Poland and Brazil fair
- Video was uploaded on HKEAIA Youtube channel: <https://youtu.be/fjp3VuIN7Is>



(c) Trade Fair

- The project will participate in 3 fairs in different emerging countries, including (1) China Homelife Show in Poland, (2) Eletrolar Show & Latin American Electronics International Trade Show in Brazil, and (3) The Indonesia International Consumer Electronics Exhibition in Indonesia.
- Advertisements for the recruitment of Hong Kong electrical appliance manufacturers were publicized on the seasonal magazines of HKEAIA (Apr 2018 Issue – page 20-21) (Sept 2018 Issue – Page 34-35), the magazine of HKPCA (Spring 2018 Issue no.67 – Page 33) and the magazine of FHKI (Industrialist Apr 2018 Issue – Page49).
- Research on the targeted markets was completed on 30 Oct 2018. Some Basic and business environment information of Poland, Brazil and Indonesia were analysed. Also, interview with the speakers from targeted market: Ms. ZHANG Mingqing, Chief Minister of External Liaison Department of Meorient International Exhibition Group (Poland Market); Mr. Raymon Krishnan, Director & Corporate Advisory of Asian Trade Centre (ASEAN Market). Research reflected the potential purchase power of the emerging markets. Apart from the customers' need of high quality products from Hong Kong, new retails model were suggested to provide the experience shopping to the buyers, thus demonstration of products will be adopted in the booth showcase.
- The project committee and advisory board (11 people) was form in 28 March 2018 (For details please see Section 4).

China Homelife show in Poland

- China Homelife show was held on May 29 – 31, 2019.
- A 72 sqm Hong Kong Electrical Appliance Booth was set up with the theme of “Supreme Home Appliances . Hong Kong”
- The booth was decorated as home environment with displaying products of kitchen appliances, hair styling, health care and lighting products etc.
- There were 54 products from 15 manufacturers



Eletrolar Show & Latin American Electronics International Trade Show in Brazil

- Eletrolar Show & Latin American Electronics International Trade Show was held in Brazil during Jul 29 – Aug 1, 2019
- A 75 sqm Hong Kong Electrical Appliance Booth was set up with the theme of “Supreme Home Appliances . Hong Kong”
- The booth was decorated as home environment with displaying products of kitchen appliances, hair styling, health care and lighting products etc.
- There were 52 products from 15 manufacturers



The Indonesia International Consumer Electronics Exhibition Indonesia

In original plan, The Indonesia International Consumer Electronics Exhibition Indonesia (Mar 2020) was planned. However, due to in influence of COVID-19, the organiser announced to postpone the show to Aug 2020 and further postpone to Mar 2021, which the updated schedule is out of our project period, we now have to withdraw the participation as suggested by TID.

(d) Networking

- Two networking events were organised in this project.
- The first networking event was held at HKCEC Meeting Room 221 on April 13 2018 (12:00 -14:00) during the first day of the symposium in Hong Kong Electronic Fair 2018 (Spring Edition). It was participated by 200 participants with about 110 were manufacturers and 90 were buyers.
- An introduction of this project was introduced by Mr. Patrick Chan, Standing Vice-President of HKEAIA during the networking event. Some of the products from Hong Kong electrical appliance manufacturers such as kitchen appliance products, hair styling products were showcased to demonstrate the collective image of Hong Kong electrical appliance and our competitive edges.
- Speaker of Symposium were invited to join the networking event: Mr. Louis Chan, Assistant Principal Economist (Global Research) of HKTDC; Mr. Raymon Krishnan, Director & Corporate Advisory of Asian Trade Centre; Ms. Long Jing, Deputy Director of the Center for European Studies of Shanghai Institutes for International Studies; Dr. Arnold Schuh, Director of the Competence Center for Emerging Markets & Central and Eastern Europe; Mr. Philip Ng, Founder and CEO of EBZ HOLDINGS LIMITED.
- Networking event was promoted via HKEAIA's and HKTDC's EDM and website.



- The second networking event was held on 29 May 2019 during the China Homelife Show in Poland.
- There were 100 participants with about 15 out of them were HK manufacturers.
- An introduction of this project was introduced during the networking event to the local buyers. They also visited our booth which showcased to demonstrate the collective image of Hong Kong electrical appliance and our competitive edges.



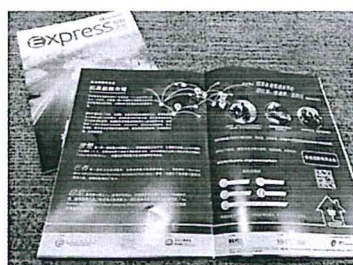
(e) Promotional Booklet

- A booklet was built to introduce Hong Kong Electrical Appliance manufacturers to the buyers.
- The content of booklet included introduction of HKEAIA and directory of Hong Kong manufacturers of electrical appliance and related products etc.
- The booklet was composed into English, Indonesia, Brazilian and Polish for 2,500 copies, in total, will be printed and will be distributed in the 3 fairs. 1450 copies were distributed in Poland and Brazil exhibition. For the Indonesia version, 800 copies was printed. There is 15 participating brands and 190 manufacturers' information are included in the booklet.
- Softcopy was uploaded to the project website (link: <http://www.hkeaia.org/newmarket/portfolio.html>)



(f) Advertisements and Activity Reports on HKEAIA's seasonal magazines and yearbook

- There will be 5 advertisements for the manufacturer recruitment and 2 project activity reports to be delivered in this project.
- Two advertisements (4 pages) for the trade fairs recruitment for Hong Kong electrical appliance manufacturers were published on the April 2018 issue (page 20-21) and Sept 2018 issue (page 34-35) of HKEAIA's seasonal magazines.
- A report for the symposium and 1st networking was published in the yearbook of HKEAIA 2018 on page 152-153.
- Two advertisements (2 pages) for the promotion of booth/ networking of Poland show and booth of Brazil were published on the April 2019 issue (page 34-35) of HKEAIA's seasonal magazines.
- One advertisements (2 pages) for the promotion of booth of Indonesia show was published on the Oct 2019 issue (page 42-43) of HKEAIA's seasonal magazines. (The advertisement was published before we confirmed to withdraw the participation of Indonesia show)
- A report for the overall project dissemination was published on the Sept 2020 issue (page 14-19) of HKEAIA's seasonal magazines.



▲ Advertisements for the recruitment for Hong Kong electrical appliance manufacturers on April 2018 issue of HKEAIA's seasonal magazine



▲ Advertisements for the recruitment for Hong Kong electrical appliance manufacturers on September 2018 issue of HKEAIA's seasonal magazine

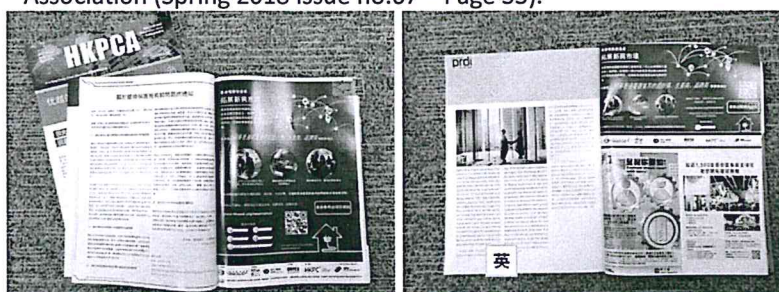


▲ Report for the symposium and networking on yearbook of HKEAIA 2018



(g) Advertisement placement on Industrial Magazine

- There were another two advertisements for the participation recruitment for Hong Kong electrical appliance manufacturers to join the trade fairs published on the magazine of Federation of Hong Kong Industries (Industrialist Apr 2018 Issue – Page 49) and the magazine of Hong Kong Printed Circuit Association (Spring 2018 Issue no.67 – Page 33).



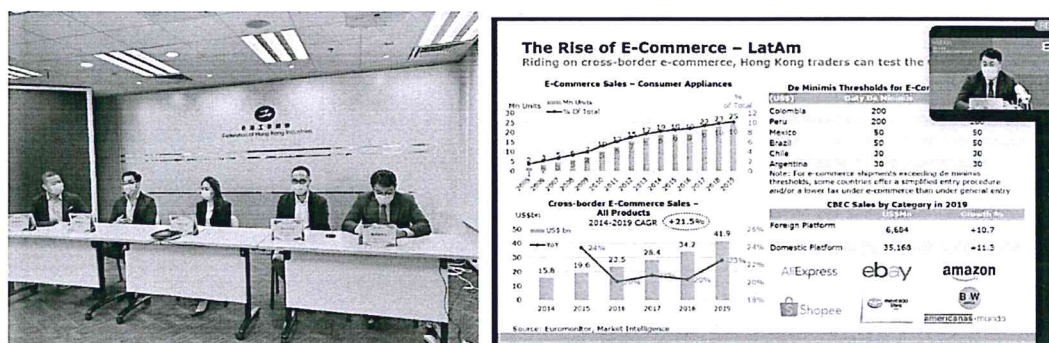
(h) Project Website

- A microsite for the project has been built and launched on 1 April 2018.
- The microsite includes the introduction of the project, promotion of coming activity, post activity report, portfolio of manufacturers etc..
- <http://www.hkeaia.org/newmarket/activityreport.html>

(i) Project Dissemination Seminar

- One Project Dissemination Seminar was held at conference room at Federation of Hong Kong Industries on 7 Oct 2020 (15:00-17:00)
- Webinar format was adopted, participants joined the seminar via ZOOM online.
- It was participated by 77 participants

Speaker	Topics
Ms. Samantha Chan, Senior Consultant from HKPC	SDF Project Report and Result Sharing
Mr. Louis Chan, Assistant Principal Economist (Global Research) of HKTDC	Emerging Markets: Potentials and Challenges
Ms. April Lam, Founder and Principal Consultant of Aello Consulting Company	The 5 tips for ASEAN market-entry
(1) Mr. Herbert Lun, Standing Vice-President of HKEAIA (2) Mr. Ronald Fung, Manlion Industrial Company Limited (3) Mr. Danny Chan, Deputy General Manager, Top Link Industrial Company Limited (4) Mr. Louis Chan, Assistant Principal Economist(Global Research Team) of Hong Kong Trade Development Council (5) Ms. April Lam, Founder and Principal Consultant of Aello Consulting Company	Panel Discussion: Sharing on Promoting HK electrical appliances in the emerging market



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) #

(a) - Formation of project committee and advisory board - Work out the detailed project plan - Start the speaker invitation for the symposium Carry out research of the target markets	15/04/2018	N/A	C
(b) - Organize the Symposium - Organize the 1st Networking Event	30/04/2018	N/A	C
(c) - Recruit Hong Kong electrical appliances manufacturers to showcase their products in the trade fairs as well as display on the booklet and website - Construct project website - Collect products from participated brands and compose the booklet - Making the promotional video	31/12/2018	N/A	C
(d) - Preparing the Exhibition for China Homelife Poland - Organize the 2nd Networking Event in China Homelife Poland - Preparing the Eletrolar Show & Latin American Electronics International Trade Show Brazil - Conduct buyers' survey in the fairs	31/08/2019	N/A	C
(e) - Participate in The Indonesia International Consumer Electronics Exhibition - Conduct buyers' survey in the fair	30/06/2020	30/08/2020	N Participation of Indonesia exhibition was withdraw
(f) - Project dissemination seminar	19/10/2020	N/A	C

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