

**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. : D17 004 010
Project title : A promotional campaign to promote Hong Kong
apparel machinery in the "Belt and Road" Countries
Period covered : From 15/07/2018 to 14/03/2020
(dd/mm/yy) (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)

This project is engaged in launching an industry-wide promotional campaign to be hosted jointly by the Hong Kong Apparel Machinery Association (HKAMA) and HKPC to promote the industries' professionalism in "Belt and Road" Countries for high value-added business exploration and sustainability. Platforms to promote the intelligent machineries, automation systems and new capabilities of the whole HK apparel machinery industry will be established.

Under this project, "Grand Pavilion of the Hong Kong Apparel Manufacturing Machinery Industry" will be set up for in the largest national wide exhibitions in **Vietnam, Myanmar and Bangladesh** with the theme of **"Outstanding Quality, Functionality, Flexibility and Competitive Price"** among overseas buyers. Three important national exhibitions are: Bangladesh International Sewing Machinery & Accessories Fair (9 – 12 January 2019), SaigonTex - 31th Vietnam Saigon Textile & Garment Industry Expo 2019 (11-14 April 2019) and 2019 Myanmar Int'l Textile & Garment Industry Exhibition (Dec 2019 (4 days)).

Apart from full participation of this expo, a series of marketing and dissemination events will be carried out to promote the Hong Kong Apparel Machinery Industry. Not only it helps polish its professional image in countries along One Belt and One Road, but also establish HK apparel machinery manufacturers as a professional outstanding providers of high functionality, quality and efficiency apparel machinery hub.

Project Objective(s) (in about 80 words)

1. To introduce, market and promote machineries and automation systems of the Hong Kong apparel machinery industry to local manufacturers in three "Belt and Road" countries namely Bangladesh, Vietnam, and Myanmar which have fast growing apparel industry.
2. To promote HK apparel machinery industries' "Outstanding Quality, Functionality, Flexibility and Competitive Price" among local buyers of three "Belt and Road" countries namely Bangladesh, Vietnam, and Myanmar.

Grantee/Collaborating Organisation/Implementation Agent

Grantee	: Hong Kong Apparel Machinery Association Limited
	Hong Kong Apparel Society Limited
	Hong Kong Institution of Textile and Apparel Limited
	Hong Kong Knitwear Exporters & Manufacturers Association Limited
	Knitwear Innovation and Design Society Limited
	Textile Institute Association (Hong Kong) Limited
	The Hong Kong Association of Textile Bleachers, Dyers, Printers and Finishers Limited
	Hong Kong Federation Of Innovation Technologies and Manufacturing Industries Ltd.
Collaborating Organisation(s)	: Hong Kong (SME) Economic and Trade Promotional Association Limited
Implementation Agent(s)	: Hong Kong Trade Development Council
	: Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Ms. Amy KONG	Hong Kong Apparel Machinery Association Limited	Tel: 8108 8198 Fax: 3585 0939
Deputy Project Co-ordinator	Mr. Peter KAM	Hong Kong Apparel Machinery Association Limited	Tel: 8108 8198 Fax: 3585 0939

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	15/07/2018	14/03/2020	20
Revised (if applicable)			

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)	Awareness seminar	1 awareness seminar (60 local participants x 3 hours)	1 awareness seminar was implemented. 《在「一帶一路」國家推廣香港製衣機械的宣傳計劃》- 項目簡介會 Date: 28 Sept 2018 (Fri) Time: 3:00 pm – 6:00 pm No. of Participants: 63	N/A
b)	Set up HK Pavilions in important Apparel Machinery exhibitions in the “Belt and Road” countries	3 exhibitions (in Bangladesh, Vietnam and Myanmar respectively) - 270 sqm - Around 20 machines and systems from at least 15 SMEs - Around 100 – 200 of apparel product samples from at least 70 SMEs - Questionnaire survey on local visitors (100 local companies)	3 Hong Kong Pavilions were setup. 1. <u>Bangladesh</u> Bangladesh International Sewing Machinery & Accessories Fair 9 – 12 January 2019 - Size: 270sqm - 22 machines and systems from 16 SMEs - 120 of apparel product samples from 93 SMEs - Questionnaire survey from 100 local visitors 2. <u>Vietnam</u> SaigonTex - 31th Vietnam Saigon Textile & Garment Industry Expo 2019 10 – 13 April 2019 - Size: 270sqm - 22 machines and systems from 16 SMEs - 150 of apparel product samples from 93 SMEs - Questionnaire survey from 100 local visitors 3. <u>Myanmar</u> 2019 Myanmar Int'l Textile & Garment Industry Exhibition 1 – 4 November 2019 - Size: 270sqm - 23 machines and systems from 16 SMEs - 132 of apparel product samples from 94 SMEs - Questionnaire survey from 103 local visitors	N/A

	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.)
c)	Materials for promoting HK Pavilions	3,000 sets for 3 exhibitions - 3,000 folders in English - 1,000 leaflets and brochures for each exhibition in English and language of the exhibiting country (3,000 leaflets and brochures in total)	3,000 sets materials have been printed for promoting Hong Kong Pavilion. 1. <u>Bangladesh International Sewing Machinery & Accessories Fair (9 – 12 January 2019)</u> - 1,000 folders in English - 1,000 leaflet and brochure in in English and Bengali 2. <u>SaigonTex - 31th Vietnam Saigon Textile & Garment Industry Expo 2019 (10 – 13 April 2019)</u> - 1,000 folders in English - 1,000 leaflet and brochure in in English and Vietnamese 3. <u>Myanmar - 2019 Myanmar Int'l Textile & Garment Industry Exhibition (1 – 4 November 2019)</u> - 1,000 folders in English - 1,000 leaflet and brochure in in English and Burmese	
d)	Half-day dissemination and experience sharing seminars	3 dissemination seminars x 60 local participants	4 half-day dissemination and experience sharing seminar has been implemented. 1. 《在「一帶一路」國家推廣香港製衣機械的宣傳計劃》— 孟加拉市場拓展及設展經驗分享會 Date: 25 Jan 2019 (Fri) Time: 12:00 nn – 3:00 pm No. of participants: 63 2. 《在「一帶一路」國家推廣香港製衣機械的宣傳計劃》— 越南市場拓展及設展經驗分享會 Date: 6 Jun 2019 (Thu) Time: 12:00 nn – 3:00 pm No. of participants: 63 3. 《在「一帶一路」國家推廣香港製衣機械的宣傳計劃》— 緬甸市場拓展及設展經驗分享會 Date: 15 Nov 2019 (Fri) Time: 12:00 nn – 3:00 pm No. of participants: 61 4. 《在「一帶一路」國家推廣香港	Invited HKTDC to hold the

	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.)
			<p>製衣機械的宣傳計劃》—「一帶一路」國家市場拓展經驗分享會 - 緬甸、孟加拉和越南的市場與工業拓展商機</p> <p>Date: 10 Mar 2020 (Tue) Time: 12:00 nn – 3:00 pm No. of participants: 6 participated on-site ; 66 viewed through internet (http://u.hkpc.org/HKTDC-Seminar)</p> <p>Remarks: Presentation by TDC is recommended by vetting committee and not included in the approved original proposal.</p>	<p>seminar on 10 March 2020. However, The on-site participate rate could not comply with the target participants rate (60) due to the COVID-19 situation. Thus, the video has uploaded to the online platform for participants to join and view through the internet. (http://u.hkpc.org/HKTDC-Seminar)</p>
e)	Video	1 set	A 5 minute 2 second video with voice over in 4 languages including English, Bengali, Vietnamese and Burmese has been uploaded to the industry website.	
f)	Set up industry website of HK apparel machinery industry	1 website	An industry website of HK apparel machinery industry in English, Bengali, Vietnamese and Burmese with search functions for different types of apparel machinery and systems for carrying out different process in manufacturing of apparel products from the design stage till shipping has set up and maintained throughout the project period.	
g)	Project report	1 book (150 copies)	<p>150 hardcopies of comprehensive project report which consolidates the result of questionnaire survey and project findings has been compiled.</p> <p>Hardcopy of the report has been distributed to members of the project applicant, collaborating organisations, other industry players and university and public libraries. A small amount has been kept by the project applicant for further distribution and reading by the industry practitioners.</p> <p>E-version has been uploaded to project applicant website for public access.</p>	

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

(Please list out in table format if necessary.)

1: Setup project steering committee

A project steering committee with 7 members has been formed by project co-ordinator, deputy project co-ordinator, committee members of project applicant, representative of collaborating organisation, HKPC and 3rd party experts. The committee has promoted various deliverables of the project via different media and channels to members of the project applicant, collaborating organisations and the public. The steering committee members include

1. Ms. Amy KONG, Chairlady of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
2. Mr. Peter KAM, Vice Chairman of HKAMA, Director of 香港針車商會 and project deputy co-ordinator
3. Ms. Heidi PONG, Secretary, HKAMA
4. Mr. Wai-Shing TONG, Director, HKAMA
5. Mr. Francis Lai, Senior Consultant, HKPC, Project Implementation Leader
6. Mr. Raymond Chau, Paper Communication Exhibition Services
7. Mr. Yuen-Wah LUK, Fellow Journalist of HK apparel industry

2: To organise a half-day awareness seminar

The half-day awareness seminar to explain the project details to the industry and driving participation on various deliverables of this project has been held with particulars as below:

《在「一帶一路」國家推廣香港製衣機械的宣傳計劃》- 項目簡介會

Date: 28 Sept 2018 (Fri)

Time: 3:00 pm – 6:00 pm

Venue: Classroom 119, HKPC Building, 78 Tat Chee Avenue

No. of Participants: 63

Topic and speakers:

1. Background of apparel industries in three “Belt and Road” countries Bangladesh, Vietnam, and Myanmar, and the detailed project deliverables and way of participation (by Mr. Francis Lai, Senior Consultant, HKPC)
 2. Experience sharing in exploration of business on apparel machinery in Bangladesh, Vietnam, and Myanmar (by Ms Amy Kong, Chairlady of HKAMA, Mr. Henry Cheng, Member of HKAMA, Mr. Alan Suen, Member of HKAMA)
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3: To Set up HK Pavilions in important Apparel Machinery exhibitions in the “Belt and Road” countries

Three Hong Kong Pavilions were set up in “Belt and Road” countries, Details as following shown:

1) Bangladesh

Name of Exhibition: Bangladesh International Sewing Machinery & Accessories Fair (BISMA)
Period: 9 – 12 January 2019
Venue: International Convention City Bashundhara – ICCB

2) Vietnam

Name of Exhibition: SaigonTex - 31th Vietnam Saigon Textile & Garment Industry Expo 2019
(SaigonTex Expo 2019)
Period: 10 – 13 April 2019
Venue: Saigon Exhibition and Convention Center – SECC

3) Myanmar

Name of Exhibition: 2019 Myanmar Int'l Textile & Garment Industry Exhibition (MTG 2019)
Period: 1 – 4 November 2019
Venue: Yangon Convention Center, Myanmar

A Hong Kong Pavilion of 270 sqm space in size was set up in each exhibition as above. For 3 exhibitions in Bangladesh, Vietnam and Myanmar, there were 16 companies engaged in, and an area was set up in HK Pavilion to showcase the advanced facilities, technology, management systems, quality product development process and after-sales services adopted by HK Apparel machinery manufacturer for projecting a professional image on manufacturing of quality and precision machinery produced.

For BISMA, there were 22 machines from 16 SMEs and 120 pieces of apparel product samples from 93 SMEs were displayed in HK Pavilion.

For SaigonTex Expo 2019, there were 22 machines from 16 SMEs and 150 pieces of apparel product samples from 93 SMEs were displayed in HK Pavilion.

For MTG 2019, there were 23 machines from 16 SMEs and 132 pieces of apparel product samples from 94 SMEs were displayed in HK Pavilion.

4 helpers and promoters, who can speak English and dialects of exhibiting country (Bengali, Vietnamese and Burmese), to assist in driving potential buyers to visit the HK Pavilion, conduct questionnaire survey, distribute promotional materials and introduce different machines and automation systems of HK SMEs to visitors. 4 temporary apparel machinery operators, who can speak English and dialects of exhibiting country (Bengali, Vietnamese and Burmese), prepared knitwear samples with a series of apparel machinery and systems at the Pavilion for distribution to visitors.

For advertisement, 1 inside front cover page for promoting the Pavilion and 1 inside full page for promoting full range of products of HK apparel machinery industry have been printed on the BISMA directory to promote the Hong Kong Pavilion in Bangladesh.

1 billboard has been placed at the Saigon Exhibition and Convention Center, and 1 inside page advertisement has been printed on SaigonTex Expo 2019 directory to promote the Hong Kong Pavilion in Vietnam.

1 outdoor billboard and 1 tripod has been placed at the Yangon Convention Center, Myanmar, and 1 logo advertisement has been printed on MTG 2019 guide map. 1 inside page advertisement on exhibition directory to promote the Hong Kong Pavilion in Myanmar.

A soft opening of the HK Pavilion was scheduled in the morning of the first day of each exhibition. We also conducted survey with over 100 visitors in each exhibition for collecting their comments and feedback on the Hong Kong Apparel Machinery on each exhibition. Besides, 16 interviews were conducted with staff of companies sending staff to man the Pavilion for collecting their comments on customers' feedback during the exhibition.

4: To prepare materials for promoting the HK Pavilion

3,000 sets materials, included leaflets, folders and brochures, have been printed for promoting Hong Kong Pavilion.

- 1,000 sets for Bangladesh International Sewing Machinery & Accessories Fair (BISMA)
- 1,000 sets for SaigonTex - 31th Vietnam Saigon Textile & Garment Industry Expo 2019 (Saigon Expo 2019)
- 1,000 sets for 2019 Myanmar Int'l Textile & Garment Industry Exhibition (MTG 2019)

Leaflet, in English and language of the exhibiting country, was printed to promote the Hong Kong Pavilion in BISMA 2018, Saigon Expo 2019 and MTG 2019.

Folders with QR code and website for downloading the video of Hong Kong apparel machinery industry were printed for inserting all brochure of machineries.

Brochures of machineries displayed in corresponding HK Pavilion of the exhibiting country have been printed in English and language of the exhibiting country.

5: To organise 3 half-day dissemination and experience sharing seminars

《在「一帶一路」國家推廣香港製衣機械的宣傳計劃》— 孟加拉市場拓展及設展經驗分享會

Date: 25 Jan 2019 (Fri)

Time: 12:00 nn – 3:00 pm

No. of participants: 63

Speakers:

1. Ms. Amy KONG, Chairlady of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
2. Ms. Heidi PONG, Secretary, HKAMA
3. Mr. Penny Chan, Consultant, Hong Kong Productivity Council (HKPC)

《在「一帶一路」國家推廣香港製衣機械的宣傳計劃》— 越南市場拓展及設展經驗分享會

Date: 6 Jun 2019 (Thu)

Time: 12:00 nn – 3:00 pm

No. of participants: 63

Speakers:

1. Mr. Peter KAM, Vice Chairman of HKAMA, Director of 香港針車商會 and project deputy co-ordinator
2. Ms. Heidi PONG, Secretary, HKAMA
3. Mr. Penny Chan, Consultant, HKPC

《在「一帶一路」國家推廣香港製衣機械的宣傳計劃》— 緬甸市場拓展及設展經驗分享會

Date: 15 Nov 2019 (Fri)

Time: 12:00 nn – 3:00 pm

No. of participants: 61

Speakers:

1. Ms. Amy KONG, Chairlady of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
2. Ms. Heidi PONG, Secretary, HKAMA
3. Mr. Francis LAI, Senior Consultant, HKPC
4. Mr. Penny Chan, Consultant, HKPC

《在「一帶一路」國家推廣香港製衣機械的宣傳計劃》— 「一帶一路」國家市場拓展經驗分享會 - 緬甸、孟加拉和越南的市場與工業拓展商機

Date: 10 Mar 2020 (Tue)

Time: 12:00 nn – 3:00 pm

No. of participants: 6 participated on-site ; 66 viewed through internet (<http://u.hkpc.org/HKTDC-Seminar>)

The on-site participation rate was 6 due to the COVID-19 situation.

Speaker:

1. Ms Jacqueline Yuen, Economist, Hong Kong Trade Development Council
 2. Mr Penny Chan, Consultant, HKPC
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6: To compile and produce a video of HK apparel machinery industry in 4 foreign languages by modification of current industry video in *Putonghua* developed under previous BUD project of project applicant in 2017.

Modification of current industry video in Putonghua developed under previous BUD project of project applicant in 2017 has been completed to suit for Bangladesh, Vietnam and Myanmar market has been completed.

Multi-language in English, Bengali, Vietnamese and Burmese have been applied for the video to suit the corresponding exhibition market.

Video in English and Bengali: <http://hkama.org.hk/bd/>

Video in English and Vietnamese: <http://hkama.org.hk/vi/>

Video in English and Burmese: <http://hkama.org.hk/my/>

7: To set up an industry website of HK apparel machinery industry in 4 foreign languages by modification of current industry website in Chinese developed under previous BUD project of project applicant in 2017.

An industry website of Hong Kong apparel machinery industry in 4 foreign languages (English, Banglali, Vietnam and Burmese) by modification of current industry website in Chinese developed under previous BUD project of project applicant in 2017 has been set up and continuously updated during the project period.

The website provided the database that can facilitate us to search different types of apparel machineries for all stages of manufacturing, from design to packaging.

Industry website link: <http://hkama.org.hk/en/>

8: To compile a comprehensive project report

150 hardcopies of comprehensive project report which consolidates the result of questionnaire survey and project findings has been compiled.

Hardcopy of the report has been distributed to members of the project applicant, collaborating organisations, other industry players and university and public libraries. A small amount has been kept by the project applicant for further distribution and reading by the industry practitioners.

E-version has been uploaded to project applicant website for public access.

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</u> <u>target</u> <u>completion</u> <u>date</u>	<u>Revised target</u> <u>completion</u> <u>date</u> (if applicable)	<u>Status</u> (C/P/D) #	<u>Reason for deviation from its</u> <u>original target completion date</u>
(a) To form a project steering committee.	15/07/2018 – 14/08/2018		C	
To promote the project deliverables towards HK apparel machinery companies with HKPC and (b) collaborating organisations via advertisements on websites and other media.	15/07/2018 – 14/03/2020		C	
(c) To organise a half-day awareness seminar.	01/08/2018 – 30/09/2018		C	
To edit the project video and modify industry website for accommodating 4 (d) languages including English, Bengali, Vietnamese and Burmese.	01/08/2018 – 31/12/2018	31/08/2019	C	Due to certain difficulties for the appointed video producer to find quality people for voice over in Burmese which is not common in HK, voice over in Burmese can only be completed by August 2019. The time in advance was still enough as the last exhibition in Myanmar under the project was held in November 2019.
				Indeed shooting and script of video as well as voice over in English, Bengali and Vietnamese was completed on time before December 2018. Just the voice over in Burmese was delayed.
(e) To set up 1 st HK Pavilion in a Bangladesh apparel machinery exhibition.	01/09/2018 – 31/01/2019		C	
To prepare materials including leaflet and promotion kit for promoting 1st HK Pavilion in Bangladesh.				
(f) To promote and hold 1 st half-day dissemination and experience sharing seminar.	15/12/2018 – 15/03/2019		C	
To set up 2 nd HK Pavilion in a Vietnam apparel machinery exhibition				
(g) To prepare materials including leaflet and promotion kit for promoting 1st HK Pavilion in Vietnam.	01/01/2019 – 30/04/2019		C	
To promote and hold 2 nd half-day (h) dissemination and experience sharing seminar.	01/04/2019 – 30/06/2019		C	
To set up 3 rd HK Pavilion in a Myanmar apparel machinery exhibition.				
(i) To prepare materials including leaflet and promotion kit for promoting 1st HK Pavilion in Myanmar.	01/04/2019 – 31/12/2019		C	

<u>Milestone</u> (as set out in the approved project proposal appended to the project agreement)	Original target completion <u>date</u>	Revised target completion <u>date</u> (if applicable)	<u>Status</u> (C/P/D) #	Reason for deviation from its original target <u>completion date</u>
(j) To promote and hold 3 rd half-day dissemination and experience sharing seminar	01/12/2019 – 15/02/2020		C	
(k) To compile a comprehensive project report and disseminate hardcopies and softcopy on applicant's website to targeted Hong Kong SMEs	01/07/2019 – 14/03/2020		C	

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

80 copies of the report has been kept by the project applicant for further distribution and reading by the industry practitioners upon completion of project. The report has been uploaded to the industry website for public access.

In 2020, the report was continuously promoted to the industry via the project applicant. Besides, the industry website and industry video was also continue to shown under website on the project applicant as well as in several self-financed diminished size booth/Pavilions and business networking sessions organised by the project applicant on its own.
