

**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 004 011  
Project title : To enhance the competitiveness of Hong Kong screw and  
fastener industry through the promotion of their technical  
capability in EU/US market  
Period covered : From 01/07/2018 to 30/09/2019  
(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)

The project will include participation in pavilions, business networking meetings with potential overseas buyers and sharing to industry stakeholder etc. Through these pavilions, Hong Kong screw and fastener SMEs can enhance their visibility and build networks with overseas buyers. By grouping the HK SMEs screw and fastener manufactures under the Hong Kong Pavilion, it can bring out the cluster effect and build up the images of local screw and fastener.

### Project Objective(s) (in about 80 words)

To promote the strong technical capability and professionalism of HK SMEs in the Screw and Fastener industry in EU/US Markets

To assist HK SMEs in the Screw and Fastener Industry to penetrate into EU/US high value-added markets through exhibitions and business networking meetings

To provide an opportunity for HK SMEs in the Screw and Fastener industry to seize new business opportunities in EU/US high value-added markets

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Screw & Fastener Council Limited  
Hong Kong Federation of Innovative Technologies and Manufacturing Industries Limited  
The Hong Kong Metals Manufacturers Association Limited  
Hong Kong Auto Parts Industry Association Ltd.

Collaborating Organisation(s) : Hong Kong Aviation Industry Association Limited

Implementation Agent(s) : Hong Kong Productivity Council

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	: <u>Ms. Wu Wai Yee</u>	<u>Hong Kong Screw &amp; Fastener Council Limited</u>	<u>(Tel) 2389 1993</u> <u>(Fax) 2389 0803</u>
Deputy Project Co-ordinator	: <u>Ir Kwok Wai SUEN, Samson</u>	<u>Hong Kong Productivity Council</u>	<u>(Tel) 2788 5552</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>01/07/2018</u>	<u>30/09/2019</u>	<u>15 months</u>
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.)

	<b>Project deliverable</b> (e.g. First seminar)	<b>Quantifiable target</b> (e.g. 100 participants)	<b>Actual result achieved</b> (e.g. 90 participants)	<b>Reasons for not achieving the target, if applicable</b> (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)	Two awareness seminars	60 participants, 1 backdrop, and 300 copies of leaflets each	First awareness seminar (US Exhibition) : 42 participants, 1 backdrop, and 300 copies of leaflets for the first seminar	The total number of registered participants was 74. However, some of them didn't show up eventually. This has no negative impact to the recruitment of exhibits to the pavilion as the target was achieved at 113%.
			Second awareness seminar (Germany exhibition): 35 participants, 1 backdrop, and 300 copies of leaflets for the second seminar	The total number of registered participants was 76. However, some of them didn't show up eventually. This has no negative impact to the recruitment of exhibits to the pavilion as the target was achieved at 200%.
(b)	Set up "Hong Kong Screw and Fastener Pavilions" (around 130 sqm each) at the International Fastener Expo in US and Fastener Fair in Germany	For US exhibition, 12 sets of sub-assembly modules, 60 screw and fastener products exhibits from 15 SMEs, an advertisement and a banner.	<p><b><u>The International Fastener Expo 2018 (Las Vegas, USA)</u></b></p> <p>130 sqm</p> <p>12 sets of sub-assembly modules from in-kind sponsor plus 105 exhibits from 17 SMEs</p> <p>1-page advertisement in the show directory and 1 banner in the exhibition hall produced</p>	

		For Germany exhibition, 12 sets of sub-assembly modules, 60 screw and fastener products exhibits from 15 SMEs, an e-promotion on organiser's website	<p><b><u>Fastener Fair – Stuttgart 2019 (Stuttgart, Germany)</u></b></p> <p>135 sqm</p> <p>12 sets of sub-assembly modules from in-kind sponsor, plus 180 exhibits from 30 SMEs, which is 200% more of proposed number of exhibits</p> <p>e-promotion launched on the organiser's website</p>	
(c)	Two business networking sessions in USA and Germany exhibitions	15 HK participants and 30 overseas participants each	<p>US exhibition: 16 HK participants and 37 overseas participants</p> <p>Germany exhibition: 20 HK participants and 40 overseas participants</p>	
(d)	Two half-day experience sharing seminars	60 participants, 1 backdrop, and 300 copies of leaflets each)	<p>First experience sharing seminar (US Exhibition): 23 participants, 1 backdrop, and 300 copies of leaflets produced and distributed</p>	<p>First experience sharing seminar: The total number of registered participants was 58. However, some of them didn't show up eventually. The promotion material was sent to collaborating organisations earlier and more telephone calls were made for inviting participants for the second experience sharing seminar.</p>
			<p>Second experience sharing seminar (Germany Exhibition): 56 participants, 1 backdrop, and 300 copies of leaflets produced and distributed</p>	<p>Second experience sharing seminar: The total number of registered participants was 70. Some of them didn't show up eventually, but the actual number of participants was only 7% below the target.</p>
(e)	Promotion Video with voice-over in English and German	Around 2 minutes	<p>2:50 mins with voice-over in English and German</p> <p>Uploaded to project website:  <a href="http://www.hksfcsdf.com/en/promotion-video-2/">http://www.hksfcsdf.com/en/promotion-video-2/</a></p>	
(f)	Promotion Leaflets of Hong Kong screw and fasteners SMEs	3,000 copies (1,500 in English and 1,500 in German) and e-version	<p>1,500 copies (in English) printed for US exhibition and e-version uploaded</p> <p>Uploaded to project website:  <a href="http://sdf.hksfcsdf.com/en/download/">http://sdf.hksfcsdf.com/en/download/</a></p>	

			1,500 copies (in German) printed for Germany exhibition and e-version uploaded  Uploaded to project website: <a href="http://sdf.hksfcsdf.com/en/download/">http://sdf.hksfcsdf.com/en/download/</a>	
(g)	Industry directory of Hong Kong screw and fasteners SMEs	3,000 copies (1,500 in English and 1,500 in German) and e-version	1,500 copies (in English) printed for US exhibition and e-version uploaded  Uploaded to project website: <a href="http://sdf.hksfcsdf.com/en/industry-directory-of-hong-kong-screw-and-fasteners-smes/">http://sdf.hksfcsdf.com/en/industry-directory-of-hong-kong-screw-and-fasteners-smes/</a>  1,500 copies (in German) printed for Germany exhibition and e-version uploaded  Uploaded to project website: <a href="http://sdf.hksfcsdf.com/en/industry-directory-of-hong-kong-screw-and-fasteners-smes/">http://sdf.hksfcsdf.com/en/industry-directory-of-hong-kong-screw-and-fasteners-smes/</a>	
(h)	Project Website (desktop & mobile versions)	1 website  A QR code for the project website (to be printed on leaflets of seminars, backdrop and advertisements of pavilions, promotional leaflets and industry directory)	1 website was launched on 31/07/2018. (desktop & mobile versions in Chinese, English and German) <a href="http://sdf.hksfcsdf.com/">http://sdf.hksfcsdf.com/</a>  A QR code for the project website was printed on the leaflets of the first experience sharing seminar, the second awareness seminar and the second experience sharing seminar, backdrop, promotion leaflet and industry directory of Germany exhibition.	The QR code was not printed on the first awareness seminar's leaflet as the website was not constructed at the time of leaflet production. For the US exhibition, promotional leaflet and industry directory, the supplier did not include the code in the design and was overlooked. QR code was included in all subsequent promotional materials and the industry directory.

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

(Please list out in table format if necessary.)

Project deliverable (e.g. First seminar)	Date and time	Duration	Venue	Remarks
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(a)	Two awareness seminars	First awareness seminar: 06/08/2018 15:00 – 18:00	3 hours each	First awareness seminar: Theatre 1, HKPC Building, 78 Tat Chee Avenue	First awareness seminar: Speakers: Chuck Fung (Senior Consultant of Hong Kong Productivity Council), Kyle Ng (Chairman of Hip Hing Screw Industrial Co., Limited), Karen Hau (Sales Director of Kui Yuen Screw & Metal Company)  Topics: 1. SDF project details 2. Exhibition details and exhibitor’s recruitment 3. Current technology & requirement in US/EU
		Second awareness seminar: 14/12/2018 14:30 – 17:30		Second awareness seminar: Theatre 1, HKPC Building, 78 Tat Chee Avenue	Second awareness seminar: Speakers: Shirley Wu (General Manager of Kwok Tai Screws Manufactory Limited), Lin Zhiming (General Manager of Le Da Metal Co.), Karen Hau (Sales Director of Kui Yuen Screw & Metal Company), Eric Ng (General Manager of Hip Hing Screw Industrial Co., Limited)  Topics: 1. SDF project details 2. Exhibition details and exhibitor’s recruitment 3. Current technology & requirement in US/EU
(b)	Set up “Hong Kong Screw and Fastener Pavilions” (around 130 sqm each) at the International Fastener Expo in USA and Fastener Fair in Germany	First exhibition: 30/10/2018 to 1/11/2018	First exhibition: 3 days	First exhibition: Mandalay Bay Convention Centre, Las Vegas, USA	Project selection committee: Ms. Shirley Wu (Chairman), Mr. Chuck Fung (Implementation Agent), Mr. Samson Suen (Implementation Agent), Mr. Cheung Kin Ming (Industry Member), Mr. Li Wai Yu (Industry Member), Mr. Lai Hin Fai (Collaborating Organisation), Mr. Suen Fai Chuen (Collaborating Organisation)
		Second exhibition: 19/03/2019 to 21/03/2019	Second exhibition: 3 days	Second exhibition: Stuttgart Exhibition Grounds, Stuttgart, Germany	
(c)	Two business networking sessions in USA and Germany exhibitions	First session at the US exhibition: 1/11/2018 14:00 – 16:00	First session at the US exhibition: 2 hours	First session at the US exhibition: Mandalay Bay Convention Centre, Las Vegas, USA	

		Second session at the Germany exhibition: 20/03/2019 14:00 – 16:00	Second session at the Germany exhibition: 2 hours	Second session at the Germany exhibition: Hall 5 2924 booth, Stuttgart, Exhibition Grounds, Stuttgart	We setup the business matching in HK pavilion as the function room is far away from the booth for the Germany exhibition.
(d)	Two half-day experience sharing seminars	First sharing seminar: 14/01/2019 14:00 – 18:00	First sharing seminar: 4 hours	First sharing seminar: Theatre 1, HKPC Building, 78 Tat Chee Avenue	<p>First sharing seminar: Speakers: Lin Zhiming (General Manager of Le Da Metal Co.), Shirley Wu (General Manager of Kwok Tai Screws Manufactory Limited), Kyle Ng (Chairman of Hip Hing Screw Industrial Co. Limited), Chuck Fung (Senior Consultant of Hong Kong Productivity Council), Susu She (General Manager of Susu Co., Ltd.)</p> <p>Topics: 1. Regulatory and latest manufacturing technology requirements for high value-added products. 2. Screw and Fastener market information of overseas markets such as import forecast and technology development update 3. Suppliers' and customers' requirement of the screw and fastener across different high value-added industries e.g. Medical &amp; Healthcare, Aviation and Automotive.</p>
		Second sharing seminar: 03/06/2019 14:00 – 18:00	Second sharing seminar: 4 hours	Second sharing seminar: Theatre 1, HKPC Building, 78 Tat Chee Avenue	<p>Second sharing seminar: Speakers: Cyrus Cheung (Manager of Lee Fung Metal Products Factory Limited), Chu Wai Mei (Quality Manager of Spintec Precision Manufactory Limited), Andrew Chan (Director of Marvel Metal Technology Company Limited), Dr AFMANN (CEO of CPM GbmH), Chang Chau An (General Manager (China) of SolidCAM Limited)</p> <p>Topics: 1. Regulatory requirements in manufacturing and updated</p>

					<p>market information on technology development of European high value-added products.</p> <p>2. European customers' requirements of fasteners in different high value-added industries.</p> <p>3. German fastener manufacturing process standard &amp; German advanced cold forging technology and die design solutions</p> <p>4. High-efficiency metal cutting application technology for fasteners from the EU and the US.</p>
(e)	Promotion Video with voice-over in English and German	10/10/2018 (production date)	2 minutes 50 seconds	<p>Uploaded to project website:</p> <p><a href="http://sdf.hksfcsdf.com/promotion-video/">http://sdf.hksfcsdf.com/promotion-video/</a></p>	
(f)	Promotion Leaflets of Hong Kong screw and fasteners SMEs	19/10/2018 (production date)	N.A.	N.A.	<p>US exhibition: 1,500 leaflets produced. 1,490 leaflets distributed 10 copies of leaflet kept in HKPC / HKSFC for administrative record</p> <p>Germany exhibition: 1,500 leaflets produced. 1,490 leaflets distributed 10 copies of leaflet kept in HKPC / HKSFC for administrative record</p>
(g)	Industry directory of Hong Kong screw and fasteners SMEs	19/10/2018 (production date)	N.A.	N.A.	<p>US exhibition: 1,500 directories produced. 1,490 directories distributed 10 copies of leaflet kept in HKPC / HKSFC for administrative record</p> <p>Germany exhibition: 1,500 directories produced. 1,490 directories distributed 10 copies of leaflet kept in HKPC / HKSFC for administrative record</p>
(h)	Project Website (desktop & mobile versions)	31/07/2018 (launch date)	N.A.	<a href="http://sdf.hksfcsdf.com/">http://sdf.hksfcsdf.com/</a>	



## 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 target completion date</u> (if applicable)	<u>Status</u> (C/P/D) #	<u>Reason for deviation from its original target completion date</u>
(a)	Formation of project selection committee	31/07/18		C	
(b)	Set up the project website	31/07/18		C	
(c)	Production of leaflet for the 1 <sup>st</sup> awareness seminar (US exhibition)	31/07/18		C	
(d)	Organise and implement the 1 <sup>st</sup> awareness seminar and backdrop (US exhibition)	31/08/18		C	
(e)	Production of video	30/09/18	10/10/18	D	See note (1)
(f)	Production of industry directory	30/09/18	19/10/18	D	See note (2)
(g)	Production of promotional leaflet of Hong Kong screw and fastener SMEs (US exhibition)	30/09/18	19/10/18	D	See note (2)
(h)	Production of leaflet for the 2 <sup>nd</sup> awareness seminar (Germany exhibition)	30/09/18	30/10/18	D	See note (3)
(i)	Organise and implement the Hong Kong Pavilion and business networking meeting in US	30/11/18		C	
(j)	Organise and implement the 2 <sup>nd</sup> awareness seminar and backdrop (Germany exhibition)	30/11/18	14/12/18	D	See note (4)
(k)	Production of leaflet for the 1 <sup>st</sup> half-day experience sharing seminar (US exhibition)	30/11/18		C	
(l)	Organise and implement the 1 <sup>st</sup> half-day experience sharing seminar and backdrop (US exhibition)	31/12/18	14/1/19	D	See note (5)
(m)	Production of promotional leaflet of Hong Kong screw and fastener SMEs (Germany exhibition)	28/02/19		C	
(n)	Organise and implement the Hong Kong Pavilion and business networking meeting in Germany	31/03/19		C	
(o)	Production of leaflet for 2 <sup>nd</sup> half-day experience sharing seminar (Germany exhibition)	30/09/19		C	
(p)	Organise and implement the 2 <sup>nd</sup> half-day experience sharing seminar and backdrop (Germany exhibition)	30/09/19		C	

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

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