

**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. : D18 001 005
Project title : A campaign to boost international market of new energy
vehicle devices and critical automotive components with
outstanding technology and quality
Period covered : From 01/10/2018 to 30/11/2020
(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 Auto Parts Industry Association (HKAPIA) and HKPC to promote the capabilities of local SMEs in devices and critical components manufacturing for new energy and traditional vehicles.

Under this project, "Grand Pavilion of the Hong Kong Automotive and New Energy Vehicle Parts Industry" will be set up for in the largest national wide exhibitions in Japan, Germany and USA to create an image of "Regional Hub on Quality and Cost Effective New Energy Vehicle Devices and Critical Automotive Components". Three important national exhibitions are: Tokyo, Japan 11th Automotive World Exhibition (16-18 Jan 2019), Frankfurt, Germany The 68th IAA Cars Exhibition (12 Sept 2019 – 22 Sept 2019) and Las Vegas, USA Automotive Aftermarket Products Expo Exhibition (AAPEX) (5-7 Nov 2019). Apart from full participation of these exposition, a series of marketing and dissemination events has been carried out to promote the HK Auto Parts Industry.

Project Objective(s) (in about 80 words)

1. To promote the capabilities of local SMEs in devices and critical components manufacturing for new energy and traditional vehicles. Explore business outlets in overseas market.
2. To promote HK as a regional hub for supply of new energy and quality traditional vehicle devices and critical components with "Outstanding Quality and Technology", "Intellectual Property Protection & Business Integrity" and "Competitive Price" in the international market.

Grantee/Collaborating Organisation/Implementation Agent

Grantee	: Hong Kong Auto Parts Industry Association Limited
	1. Hong Kong Federation of Innovative Technologies and Manufacturing Industries Limited
	2. Hong Kong Critical Components Manufacturers Association Limited
	3. Hong Kong Electronics & Technologies Association Limited
	4. Hong Kong Foundry Association Limited
	5. The Hong Kong Metals Manufacturers Association Limited
	6. Hong Kong Mould and Product Technology Association Limited
	7. Hong Kong (SME) Economics and Trade Promotional Association Limited
Collaborating Organisation(s)	: 8. SAE International (Hong Kong) Limited
Implementation Agent(s)	: 9. The Automotive Parts and Accessory Systems (APAS) R&D Centre
	: Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Mr. Calvin TAN	Hong Kong Auto Parts Industry Association Limited.	Tel: 2304 1361 Fax: 2344 8405
Deputy Project Co-ordinator	Mr. Norman NG	Hong Kong Auto Parts Industry Association Limited	Tel: 2856 3280 Fax: 2579 1380

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	01/10/2018	31/05/2020	20 months
Revised (if applicable)	01/10/2018	30/11/2020	26 months

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	(60 participants) (3 hours)	An awareness seminar on “A Campaign to Boost International Market of New Energy Vehicle Devices and Critical Automotive Components with Outstanding Technology and Quality” was implemented with particulars as below: Date: 8 Oct 2018 Time: 2:00 pm – 5:00 pm Venue: Theatre 1, 1/F, HKPC Building Number of Participants: 61	N/A
b)	Set up HK Pavilions in important overseas auto parts industry exhibitions	3 times (one time in Germany, USA and Japan respectively) (120 sqm, 100 exhibits from 40 SMEs) Questionnaire survey on 100 local companies in each exhibition	Three Grand Pavilion of the Hong Kong Auto Parts Industry”, with the theme of “Quality and Cost Effective New Energy Vehicle Devices and Critical Automotive Components” was set up with particulars as below: <u>Tokyo, Japan:11th Automotive World Exhibition</u> Date: 16-18 January 2019 Size: 120 square meter 102 exhibits from 41 local companies were displayed in the Pavilion Conducted questionnaire survey on 103 local companies. <u>Germany, Internationale Automobil-Ausstellung (IAA) Cars in Frankfurt</u> Date: 10-22 September 2020 Size: 120 square meter 105 exhibits from 45 local companies were displayed in the Pavilion Conducted questionnaire survey on 102 local companies. <u>USA, Automotive Aftermarket Products Expo, AAPEX Las Vegas</u> Date: 5-7 November 2020 Size: 120 square meter 102 exhibits from 40 local companies were displayed in the Pavilion Conducted questionnaire survey on 103 local companies.	

	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	1. Distribution of leaflets (1,000 copies x 3 exhibitions) 2. Distribution of promotion kit including folder (1,000 sets x 3 exhibitions)	3,000 sets materials have been printed for promoting Hong Kong Pavilion. <u>Tokyo, Japan;11th Automotive World Exhibition</u> 1. 1,000 leaflets 2. 1,000 sets of promotion kits including folder and list of exhibits <u>Germany, Internationale Automobil-Ausstellung (IAA) Cars in Frankfurt</u> 1. 1,000 leaflets 2. 1,000 sets of promotion kits including folder and list of exhibits <u>USA, Automotive Aftermarket Products Expo, AAPEX Las Vegas</u> 1. 1,000 leaflets 2. 1,000 sets of promotion kits including folder and list of exhibits	
d)	Half-day technology briefings and business networking sessions (each 20 Hong Kong SMEs and 40 foreign participants from automotive industry)	6 half-day technology briefings and business networking sessions (Two, one and three briefing and networking sessions will be held in USA, Japan and Germany respectively)	<u>Tokyo, Japan;11th Automotive World Exhibition</u> 1. One half day technology briefings and business networking was held with particulars as below: Date: 16 Jan 2019 Time: 2:00 pm – 5:00 pm Venue: Big Sight Exhibition Center, Tokyo, Japan. Number of HK SMEs participated the briefing and networking sessions: 21 Number of foreign participants: 46 2. 35 questionnaires were collected from participants of technology briefing and networking session. The result was satisfactory. <u>Germany, Internationale Automobil-Ausstellung (IAA) Cars in Frankfurt</u> 1. Three half day technology briefings and business networking was held with particulars as below: Date: 12 Sept 2019 Time: 2:00 pm – 5:00 pm Venue: Messe Frankfurt, Frankfurt, Number of HK SMEs participated the briefing and networking sessions: 23 Number of foreign participants: 42 Date: 13 Sept 2019 Time: 2:00 pm – 5:00 pm Venue: Messe Frankfurt, Frankfurt, Number of HK SMEs participated the briefing and networking sessions: 21 Number of foreign participants: 43	

	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>Date: 14 Sept 2019 Time: 2:00 pm – 5:00 pm Venue: Messe Frankfurt, Frankfurt, Number of HKSMs participated the briefing and networking sessions: 22 Number of foreign participants: 41</p> <p>2. Total 126 questionnaires were collected from participants of technology briefing and networking session. The result was satisfactory.</p> <p><u>USA, Automotive Aftermarket Products Expo, AAPEX Las Vegas</u></p> <p>1. Two half day technology briefings and business networking was held with particulars as below: Date: 5 Nov 2019 Time: 2:00 pm – 5:00 pm Venue: Sands Expo Convention Center, Las Vegas Number of HKSMs participated the briefing and networking sessions: 21 Number of foreign participants: 41</p> <p>Date: 6 Nov 2019 Time: 2:00 pm – 5:00 pm Venue: Sands Expo Convention Center, Las Vegas Number of HKSMs participated the briefing and networking sessions: 21 Number of foreign participants: 44</p> <p>2. 85 questionnaires were collected from participants of technology briefing and networking session. The result was satisfactory.</p>	
e)	Half-day dissemination and experience sharing seminars (each 60 local participants)	3 seminars (First, second and third seminar held after completion of corresponding exhibition and business networking sessions)	<p>Three half-day dissemination and experience sharing seminar has been carried out with particulars as below:</p> <p>1. <u>「開拓新能源及關鍵汽車零部件產品--日本市場」經驗分享會 (on-site mode)</u> Date: 20 May 2019 Time: 2:00p.m.-5:00p.m. Venue: Classroom 106 & 119, 1/F., HKPC Building Number of participants:64</p> <p>2. <u>「開拓新能源及關鍵汽車零部件產品--美國市場」經驗分享會 (on-site + webinar mode due to epidemic)</u> Date: 21 Sept 2020 Time: 9:30a.m.-12:30p.m. Venue: Classroom 124, 1/F., HKPC Building Number of participants:63</p>	

	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.)
			3. 「開拓新能源及關鍵汽車零部件產品--歐洲市場」經驗分享會 (on-site + webinar mode due to epidemic) Date: 30 Nov 2020 Time: 4:00p.m.-7:00p.m. Venue: Theatre 1, 1/F., HKPC Building Number of participants:68	
f)	Directory of HK auto parts industry	1 industry directory (1,600 copies) (in English and Japanese)	1. 1,600 copies of Directory of HK auto parts industry in both English and Japanese were printed 2. 1,500 copies were distributed in HK Pavilion and business networking session in Japan, Germany and USA to potential overseas buyers. 52 copies were further distributed within the project period to potential foreign buyers after completion of 3 HK Pavilions. 48 copies retained by project applicant for further distribution after project completion under own resources. 3. Softcopy of the directory was uploaded to the industry website produced under this project at http://hkapia.com.hk/en/media/directories/ 4. Softcopy of the directory was uploaded to the project applicant website at http://hkapia.com/2019/01/16/industry-directory-hong-kong-automotive-and-new-energy-vehicle-parts-industry/	
g)	Set up industry website of HK auto parts industry	1 website (in English and Japanese)	1. An industry website of HK auto parts industry in English and Japanese with search functions for different types of new energy vehicle devices, critical automotive components and other auto parts was set up and maintained upon project completion. 2. This website contained softcopy of the industry directory and industry video produced under this project. The public accessors can download the industry video via the website below of the project applicant. http://hkapia.com.hk/en/	
h)	An industry video	1 industry video (3 mins) Voice-over in 5 languages (English, German, Russian, Mexican Spanish and Japanese)	1. An industry video in promoting Hong Kong as a regional hub in auto parts manufacturing, especially on recent new capabilities on new energy vehicle devices and critical automotive components manufacturing has been produced. The duration is 4 minutes and 39 seconds. 2. This industry video was broadcasted in HK Pavilion, technology briefing and business networking session in Japan, Germany and USA. 3. Voice over in 5 languages (including English,	

	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.)
			Japanese, German, Russian and Mexican Spanish) has been handled. 4. Updated to industry website. QR code printed on promotional materials (Proof). http://hkapia.com.hk/en/media/videos/	
i)	Project summary report	1 book (300 copies)	300 hardcopies of comprehensive project summary report which consolidates the result of questionnaire survey and project findings has been compiled and printed. Hardcopy of the report has been distributed to members of the project applicant, collaborating organisations, and other industrial trade associations. A small amount has been kept by the project applicant for further distribution and reading by the industry practitioners.	

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

Task 1: Setup project steering committee

A project steering committee with 7 members has been formed by project co-ordinator, deputy project co-ordinator, 2 project advisors of project applicant, 1 third party expert from University, 1 representative of the most related collaborating organisation of this project by industry nature and project leader of implementation agent. Their main duties are to provide industrial advice on program development and have promoted various deliverables of the project via different channels to members of the project applicant, collaborating organisations and the public. The steering committee members include:

- 1) Mr. Calvin TAN, President of Hong Kong Auto Parts Industry Association and Project Co-ordinator
- 2) Mr. Norman NG, Vice president of Hong Kong Auto Parts Industry Association and Deputy Project Co-ordinator
- 3) Ms. Lily CHOW, Vice president of Hong Kong Auto Parts Industry Association and Project Advisor
- 4) Ms. Wendy CHAN, Secretary General of Hong Kong Auto Parts Industry Association
- 5) Dr. Sun-Wing LUI, Former Vice President, Hong Kong Polytechnic University
- 6) Mr. Simon LEUNG, Former Chair, SAE International Hong Kong
- 7) Mr. Francis LAI, Senior Consultant and Head of Metals Technology and Industry Development Unit, Smart Manufacturing and Mainland Business Division, Hong Kong Productivity Council

Task 2: A half-day awareness seminar was organised

The half-day awareness seminar was held to explain the project details to the industry and encourage the SMEs engaging in new energy vehicle devices and critical automotive components in HK to send exhibits for display in HK Pavilions, participate the technology briefing and business networking sessions in Japan, Germany and USA, dissemination and experience sharing seminars as well as other deliverables of the project. There were 61 participants joined the awareness seminar with particulars as below:

Title: Awareness seminar on “A Campaign to Boost International Market of New Energy Vehicle Devices and Critical Automotive Components with Outstanding Technology and Quality”

《在國際舞台上宣傳香港新能源及關鍵汽車零部件製造科技及品質能力》- 項目簡介會

Date: 8 Oct 2018

Time: 2:00 pm – 5:00 pm

Venue: Theatre 1, 1/F., HKPC Building, 78 Tat Chee Avenue, Kowloon

Speakers:

1. Mr. Calvin Tan, Managing Director, Quantum EVM Ltd. presented on “Experience Sharing on Exploration of Energy Vehicle Components International Market”
 2. Ms. Lily Chow, Director and General Manager, Metro Bearing and Automotive Ltd. presented on “Experience Sharing on Exhibiting in Europe and USA Automotive and Components Exhibition”
 3. Mr. Francis Lai, Senior Consultant, HKPC presented on “Project Deliverables and Participation”
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Task 3: HK Pavilions in overseas auto parts industry exhibitions in Japan was set up.

1. Automotive World 2019

Exhibition: Automotive World 2019

Venue: Tokyo Big Sight, Japan

Booth number: E67- 107, East Halls 7-8,

Date: 16-18 Jan, 2019

Size: 120 sqm

2. Internationale Automobil-Ausstellung (IAA) Cars in Frankfurt

Exhibition: Internationale Automobil-Ausstellung (IAA) Cars in Frankfurt

Venue: Messe Frankfurt, Frankfurt,

Booth number: C01, Halls 9

Date: 10-22 September 2019

Size: 120 sqm

3. Automotive Aftermarket Products Expo, AAPEX Las Vegas

Exhibition: Automotive Aftermarket Products Expo, AAPEX Las Vegas

Venue: Sands Expo Convention Center, Las Vegas

Booth number: 11253 and 11157

Date: 5-7 November 2019

Size: 120 sqm

A “Grand Pavilion of the Hong Kong Auto Parts Industry”, with the theme of “Quality and Cost Effective New Energy Vehicle Devices and Critical Automotive Components” was built on 120 square meter area to showcase latest products, devices, critical parts and components of HK auto parts industry for new energy and traditional vehicles in this international exhibition. This pavilion was constructed with platforms, showcases, display wall, light boxes and other exhibition materials.

Hong Kong Pavilion was divided into 4 zones:

- structural systems
- power generation & transmission systems
- electric & electronic control systems
- critical accessories

For Japan, Automotive World 2019,

- There were more than 102 exhibits coming from 41 Hong Kong SMEs shown their products on the Hong Kong Pavilion.
- There were 3 temporary helpers and promoters who can speak English, Japanese and Putonghua who helped to assist in driving potential buyers to visit the HK Pavilion, and introduce made by HK automotive components and HK SMEs representatives to visitors.
- A floor map advertisement and a poster advertisement at VIP lounge of the exhibition were posted for publicity from 10-13 Jan 2019.

For Germany, IAA 2019,

- There were more than 105 exhibits coming from 45 Hong Kong SMEs shown their products on the Hong Kong Pavilion.
- There were 3 temporary helpers and promoters who can speak English, German and Spanish who helped to assist in driving potential buyers to visit the HK Pavilion, and introduce made by HK automotive components and HK SMEs representatives to visitors.
- There were two triangle tower – three-sided advertising tower to promote Hong Kong Pavilion from 10-22 September 2020.

For USA, AAPEX 2019,

- There were more than 102 exhibits coming from 40 Hong Kong SMEs shown their products on the Hong Kong Pavilion.
 - Officers of HKPC and volunteer demonstrators from members companies of the project applicant has assisted in driving potential buyers to visit the HK Pavilion, and introduce made by HK automotive components and HK SMEs representatives to visitors. No temporary helpers and promoters were recruited as such helpers are not available during the exhibition period according to returned quotes and almost all the visitors of this exhibition targeted for North American market can speak English well in which the volunteer demonstrators are able to handle and communicate with them.
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- There were two aisle signs to promote Hong Kong Pavilion 5-7 November 2020.

During the exhibition, we have printed and distributed 3,000 copies leaflets and distributed 3,000 sets of promotion kit including folder, exhibits list of HK Pavilion and catalogues of exhibitors' products (1,000 copies of leaflets and promotion kits for each pavilion) to visitors of HK Pavilion and foreign attendees of technology briefing and business networking session in Japan, Germany and USA. The QR code of the industry video produced under the project has been printed on the folder to facilitate receivers to download the HK automotive industry video for further review.

A soft opening ceremony of the HK Pavilion was scheduled in the morning of the first day of Japan exhibition (i.e. 16 Jan 2019), Germany exhibition (i.e. 10 Sept 2020) and USA exhibition (i.e. 5 Nov 2020). We also conducted questionnaire survey with 102, 103 and 102 visitors respectively of in Japan, Germany and USA exhibitions for collecting their comments made by HK automotive parts and the HK Pavilion. Besides, 17 interviews in Japan, 20 interviews in Germany and 18 interviews in USA were conducted with volunteers of companies sending their staff to man the Pavilion for collecting their comments on customers' feedback during the exhibition.

Task 4: To organise six half-day technology briefings and businesses networking sessions

A technology briefing and business networking were specially targeted for potential buyers (i.e. automotive companies and 1st tier auto parts manufacturers) from Japan and nearby countries. Particulars of this briefing and business networking session are as below:

Tokyo, Japan; 11th Automotive World Exhibition

- One half day technology briefings and business networking was held with particulars as below:

Date: 16 Jan 2019

Time: 2:00p.m. to 5:00p.m.

Venue: HK Pavilion, Automotive World 2019 Exhibition, Tokyo Big Sight, Japan

Number of Local SMEs participating the briefing and the networking sessions: 21

Number of foreign attendees: 46

35 questionnaires were collected from participants of technology briefing and networking session in Japan. The result was satisfactory.

Germany, Internationale Automobil-Ausstellung (IAA) Cars in Frankfurt

- Three half day technology briefings and business networking were held with particulars as below:

Date: 12 Sept 2019

Time: 2:00p.m. - 5:00p.m.

Venue: HK Pavilion, IAA 2019, Messe Frankfurt, Frankfurt

Number of Local SMEs participating the briefing and the networking sessions: 23

Number of foreign attendees: 42

Date: 13 Sept 2019

Time: 2:00p.m. - 5:00p.m.

Venue: HK Pavilion, IAA 2019, Messe Frankfurt, Frankfurt

Number of Local SMEs participating the briefing and the networking sessions: 21

Number of foreign attendees: 43

Date: 14 Sept 2019

Time: 2:00p.m. - 5:00p.m.

Venue: HK Pavilion, IAA 2019, Messe Frankfurt, Frankfurt

Number of Local SMEs participating the briefing and the networking sessions: 22

Number of foreign attendees: 41

A total of 126 questionnaires were collected from participants of technology briefing and networking session. The result was satisfactory.

USA, Automotive Aftermarket Products Expo, AAPEX Las Vegas

- Two half day technology briefings and business networking was held with particulars as below:

Date: 5 Nov 2019

Time: 2:00 pm – 5:00 pm

Venue: HK Pavilion, Sands Expo Convention Center, Las Vegas

Number of Local SMEs participating the briefing and the networking sessions: 21

Number of foreign attendees: 41

Date: 6 Nov 2019

Time: 2:00 pm – 5:00 pm

Venue: HK Pavilion, Sands Expo Convention Center, Las Vegas

Number of Local SMEs participating the briefing and the networking sessions: 21

Number of foreign attendees: 44

A total of 85 questionnaires were collected from participants of technology briefing and networking session. The result was satisfactory.

Task 5: To organize three half-day dissemination and experience sharing seminars

A half-day dissemination and experience sharing seminar to transfer knowledge on procurement requirement of new energy vehicle devices, critical and precision automotive parts and components for different automotive manufacturers by foreign buyers or experts as well as dissemination of findings on HK Pavilion in the Japan Automotive World 2019 exhibition as well as technology briefing and business networking session in Japan has been held with particulars as below:

「開拓新能源及關鍵汽車零部件產品及日本市場」經驗分享會 (on-site face to face mode)

Date: 20 May 2019

Time: 2:00 pm – 5:00 pm

Venue: Classroom 106 & 119, 1/F., HKPC Building, 78 Tat Chee Avenue, Kowloon

Number of participants: 64

Speakers and contents:

1. Mr. HORIKIRI TOSHIO, Director, Toyota Engineering Corporation, Japan presented on “Procurement requirement of new energy vehicle devices as well as critical and precision automotive parts and components for Toyota automotive and its 1st tier companies, general concerns of other Japan automotive companies and 1st tier in procurement of auto parts, quality requirement, etc.”
2. Mr. Raymond Lam, Director, Rayben Technologies(HK) Limited, presented on “Experience in exploration of Japan automotive electronic components market and setting up sales office in Japan”
3. Ms. Jessica Chua, CEO, Advanced Materials Enterprises Company Limited, presented on “Experience in exploration of Japan car seat market”
4. Mr. Francis Lai, Senior Consultant, HKPC presented on “Findings of HK Pavilion and business networking sessions in Japan according to questionnaire analysis, on-site observation and latest technology trend of automotive and components in Japan collected in some technology seminar sessions hold concurrently with Automotive World 2019”

「開拓新能源及關鍵汽車零部件產品--美國市場」經驗分享會 (on-site face to face + webinar mode due to epidemic)

Date: 21 Sept 2020

Time: 9:30a.m.-12:30p.m.

Venue: Classroom 124, 1/F., HKPC Building

Number of participants: 63

Speakers and contents:

1. Mr David C Collins, Jr, CEO, CMC-Consultants, presented on “Automotive parts marketing and supply chain”
 2. Ms Maggie Choi, Kenta Enterprise Co., Ltd., presented on “COVID-19 Impact on Automotive Parts Industry and how to cop with the new normal”
 3. Ms Lily Chow, Metro Bearing & Automotive Limited, presented on “Business Challenges and Opportunities under COVID-19”
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4. Mr. Francis Lai, Senior Consultant, HKPC presented on “Findings of HK Pavilion and business networking sessions in USA according to questionnaire analysis, on-site observation and latest technology trend of automotive and components in Germany collected in some technology seminar sessions hold concurrently with AAPEX 2019”

「開拓新能源及關鍵汽車零部件產品--歐洲市場」經驗分享會 (on site face to face + webinar due to epidemic)

Date: 30 Nov 2020

Time: 4:00p.m.-7:00p.m.

Venue: Theatre 1, 1/F., HKPC Building

Speakers and contents:

1. Fabian Falk, Manager | Supply Chain and Networks Operations, Sebastian Breithaupt, Manager | Supply Chain and Network Operations & Christoph Welter, Partner | Automotive Business Lead Tax , Deloitte GmbH, presented on “Automotive Industry Outlook with Deep Dive into the development of the German E-Mobility market”
2. Ms Maggie Choi, Kenta Enterprise Co., Ltd., presented on “COVID-19 Impact on Automotive Parts Industry and how to cop with the new normal”
3. Mr Homan Tang, Rayben Technologies(HK) Limited, presented on “Experience in exploration of European automotive electronic components market and setting up sales office in Europe”
4. Mr. Francis Lai, Senior Consultant, HKPC presented on “Findings of HK Pavilion and business networking sessions in Germany according to questionnaire analysis, on-site observation and latest technology trend of automotive and components in Germany collected in some technology seminar sessions hold concurrently with IAA 2019”

Number of participants:68

Task 6: To edit and print a Directory of HK auto parts industry

We have completed the edited directory of HK auto parts industry and printed with 1600 copies.

1,500 copies were shipped to Tokyo, Germany and USA ,and distributed to potential overseas buyers and visitors. 52 copies of Directory was retained by the project applicant and further distributed within the project period and after 3 exhibitions under this project. 48 copies are retained by project applicant and HKPC for further distribution to potential overseas buyers and other appropriate parties after project completion under own resources.

Softcopy of the directory was uploaded to the industry website (<http://hkapia.com.hk/en/>) produced under this project and website of the Hong Kong automotive and new energy vehicle parts Industries.

Total 110 companies are included in the directory. QR code was printed on the cover of directory which facilitate user to access website for downloading the softcopy of the directory.

Task 7: To set up an industry website of HK auto parts industry

This industry website of HK auto parts industry in English version and Japanese version with search functions for different types of auto parts was set up and will be maintained throughout the project period. Soft copy of industry directory under Task 6 and industry video under Task 8 were uploaded to website. The website address is <http://hkapia.com.hk/en/>

Task 8: To compile and produce a video of HK auto parts industry

An industry video with duration of 4 min and 39 seconds has been produced. This industry video comprised information on awards of HK automotive parts industry, outstanding features of HK auto parts as well as wide range of new energy vehicle devices and critical automotive components provided and advanced technologies adopted and HK automotive parts manufacturers.

This industry video had been broadcasted in HK Pavilion as well as technology briefing and business networking session in Japan targeted for foreign visitors and attendees. It was also uploaded to the industry website mentioned under Task 7 for public access. Link to this video is <http://hkapia.com.hk/en/media/videos/>

This video has been voiced over in 5 languages, English, Japanese, German, Russian and Mexican Spanish.

Task 9: To compile a comprehensive project report

300 hardcopies of comprehensive project summary 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, and other industrial trade associations. A small amount has been kept by the project applicant for further distribution and reading by the industry practitioners.

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> target completion <u>date</u>	<u>Revised</u> target completion <u>date</u> (if applicable)	<u>Status</u> (C/P/D) #	<u>Reason for deviation</u> from its original target <u>completion date</u>
	To form a project steering committee.	30/11/2018		C	
(a)	To organise a half-day awareness seminar.				
	To promote the project deliverables towards HK automotive parts companies with HKPC and collaborating organisations via advertisements on websites and other media.	31/05/2020		C	
(b)	To prepare an industry directory and an industry website in English and Japanese.	14/01/2019		C	
(c)	To compile an industry video in 5 languages including English, German, Russian, Mexican Spanish and Japanese	09/10/2019		C	
(d)	To set up 1 st HK Pavilion in Automotive World Exhibition in Japan	28/02/2019		C	
(e)	To promote and hold 1 half-day technology briefing and business networking session targeted for Japan market				
(f)	To promote and hold 1 st half-day dissemination and experience sharing seminar	20/05/2019		C	
	To set up 2 nd HK Pavilion in Frankfurt exhibition in Germany.	31/10/2019		C	
(g)	To promote and hold 3 half-day technology briefing and business networking sessions targeted for Germany, West European and East European market				
(h)	To promote and hold 2nd half-day dissemination and experience sharing seminar	31/10/2020		C	
	To set up 3 rd HK Pavilion in APPEX Show in USA.	31/12/2019		C	
(i)	To promote and hold 2 half-day technology briefing and business networking sessions targeted for USA and Mexican market.				

	<u>Milestone</u> (as set out in the approved project proposal appended to the project agreement)	<u>Original</u> target completion <u>date</u>	<u>Revised</u> target completion <u>date</u> (if applicable)	<u>Status</u> (C/P/D) #	<u>Reason for deviation</u> from its original target <u>completion date</u>
	To promote and hold 3 rd half-day dissemination and experience sharing seminar	30/11/2020	31/10/2020	C	Expert Speakers from Germany and Europe with required procurement knowledge of auto parts industry was difficult to solicit due to epidemic. Suitable foreign speakers can only be identified and able to make presentations by 30 Nov 2020.
(j)	To compile a comprehensive project summary and disseminate hardcopies and softcopy on applicant's website to targeted HK	30/11/2020		C	
(k)	companies and the public				

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

The project applicant and HKPC will continue to promote the industry video, industry directory and industry website developed under this project after project completion under own resources. Remaining 48 copies of industry directory will be send to potential foreign buyers of HK auto parts and other appropriate parties on request under own resources of the project applicant.
