

**SME Development Fund (SDF)/
Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)
(Organisation Support Programme) (OSP)**

Final Report on Approved Project

Project ref. no. : D18 001 006
Project title : To enable the local children, babies and maternity
industries in capturing the business opportunity in the
fast-growing emerging markets under the
One-Belt-One-Road initiatives
Period covered : From 15/03/2019 to 14/09/2021
(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)

Under the Belt and Road initiative, it is expected that there will be a lot of potential business opportunities for HK baby, children, and maternity products suppliers to step into emerging markets, namely India, Russia, Turkey and Kazakhstan, where the birth rate and the buying power of the high quality products are relatively high.

In this project, HK Pavilions and business networking meetings will be organised in the four countries respectively, aiming at (1) establishing the image of high quality HK children, baby and maternity products; (2) providing channels for HK SMEs to reach out to business networks in the proposed 4 regions respectively; and (3) upgrading knowledge and capability of HK SMEs in order to assist them to prepare for entering to these emerging markets in the future..

Project Objective(s) (in about 80 words)

- To enable overseas stakeholders to build up the impression of high quality Hong Kong's children, babies and maternity related products and services;
- To open up more business channels between HK SMEs and overseas potential business partners
- To enhance the capability and knowledge of the local SMEs, in order to assist them to enter emerging markets in the future.

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	Hong Kong Children, Babies, Maternity Industries Association Limited (HKCBMIA)
Collaborating Organisation(s)	:	1) The Chinese Manufacturers' Association of Hong Kong 2) Federation of Hong Kong Industries 3) Hong Kong Footwear Association Limited 4) Hong Kong Small and Medium Enterprises Association Limited
Implementation Agent(s)	:	Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: Mr Wilfred LI	Hong Kong Children, Babies, Maternity Industries Association Limited	3547 0621/ 2914 4298
Deputy Project Co-ordinator	: Mr Eddie LAM	Hong Kong Productivity Council	3547 0621/ 2914 4298

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	15/03/2019	14/03/2021	24
Revised (if applicable)	15/03/2019	14/09/2021	30

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 (e.g. First seminar)	Quantifiable target (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.)
1)	Organisation of HK Pavilion and business networking meeting in overseas exhibitions	<u>HK Pavilion</u> 4 times, around 80 sqm each, around 100 products (20 from each product category) from around 30 SMEs for each pavilion	<u>HK Pavilion</u> 1. CBME India (10-12 Apr 2019): 80 sqm, 111 products from 12 companies were displayed, with product category breakdown as follows: Food (22) Clothing (20) Daily products (28) Educational products (20) Toys (21) 2. Mir Detstva (24-27 Sept 2019): 88 sqm, 158 products from 30 companies were displayed, with product category breakdown as follows: Food (30) Clothing (26) Daily products (44) Educational products (20) Toys (38) CBME Turkey (8 -11 January 2020) 80 sqm, 136 products from 7	The no. of participating SMEs in CBME India was less than our target. The reasons for the shortfall were that the period between project commencement (i.e. 15 March 2019) and the exhibition (10-12 April 2019) was too short for effective promotion to appeal for participation and for interesting companies to consider and plan for their travel. On the other hand, some interested participants had their visa applications rejected such that their participation at the exhibition could not be materialised. Despite the shortfall, the number of exhibits still achieved the target. The no. of participating SMEs in CBME Turkey was less than our target. The reasons for the shortfall were that most of SMEs participated "Hong Kong Toys & Games Fair 2020", which was organised by HKTDC on 6 – 9 January 2020.

		<p>companies were displayed, with product category breakdown as follows: Food (28) Clothing (26) Daily products (42) Educational products (20) Toys (20)</p> <p>Kazakhstan Childhood (19 - 21 August 2021)</p> <p>80 sqm, 144 products from 13 companies were displayed, with product category breakdown as follows: Food (24) Clothing (41) Daily products (36) Educational products (20) Toys (23)</p>		<p>Despite the shortfall, the number of exhibits still achieved the target.</p> <p>Due to the spread of COVID-19 in Kazakhstan being so severe, there was no HK exhibitors and project team members to participate in the exhibition. Also, approved to delegate onsite personnel to help set up and monitor the pavilion during the exhibition in Kazakhstan. The approval letter issued on 16 July 2021 (SME 35/1/56/D18 001 006).</p>
	<p><u>Business networking meeting</u> 4 times, around 3 hours each, Target: 15 Hong Kong participants and 30 overseas participants.</p>	<p><u>Business networking meeting</u> 1. CBME India 2019: 3 hours, 9 HK participants and 34 overseas participants 2. Mir Detstva 2019: 3 hours, 21 HK participants and 31 overseas participants. 3. CBME Turkey 3 hours, 3 HK participants and 42 overseas participants</p>		<p>The no. of HK participants at the business networking meeting in CBME India was less than our target because there were less exhibitors from HK (see above for the reason).</p> <p>The no. of HK participants at the business networking in CBME Turkey was less than our target because there were less exhibitors from HK (see above for the reason).</p>

			<p>4. Kazakhstan Childhood - no business networking event required</p>	Please refer to the above reason.
		<p><u>Promotional Materials at Exhibition</u> 1. 2,000 copies of leaflet for each exhibition</p> <p>2. 1,000 copies of exhibition booklet (in English and corresponding local language) for each exhibition</p>	<p><u>Promotional Materials at Exhibition</u> 1. CBME India: 2,000 copies of leaflet and 1,000 copies of exhibition booklet were produced and distributed.</p> <p>2. Mir Detstva: 2,000 copies of leaflet and 1,000 copies of exhibition booklet were produced and distributed.</p> <p>3. CBME Turkey 2020 3 hours, 3 2,000 copies of leaflet and 1,000 copies of exhibition booklet were produced and distributed.</p> <p>4. Kazakhstan Childhood 2021 2,000 copies of leaflet and 1,000 copies of exhibition booklet were produced and distributed.</p>	<p>QR codes to the industry website were printed on the leaflet and booklet for CBME India exhibition as stated in project proposal.</p> <p>QR codes to the grantee's website were printed on the leaflet and booklet for Mir Detstva exhibition instead as the industry website was not active at that time due to suspension of hosting service.</p> <p>QR codes to the industry website were printed on the leaflet and booklet for CBME Turkey exhibition as stated in project proposal.</p> <p>QR codes to the industry website were printed on the leaflet and booklet for Kazakhstan Childhood exhibition as stated in project proposal.</p>
		<p><u>Market situation report</u> One-page summary for each market for uploading onto the industry website</p>	<p><u>Market situation report</u> Market summary for India, Russia, Turkey and Kazakhstan uploaded</p>	The market summaries for India, Russia, Turkey and Kazakhstan were uploaded onto the industry website in August and September 2021 respectively.

2)	Organisation of local seminars	4 times, 3 hours with 50 industry stakeholders	<p>1. Seminar for India market (hybrid mode) 4 August 2021, 09:30 – 12:30 (3 hours), 73 participants</p> <p>2. Seminar for Russia market (hybrid mode) 7 September 2021, 14:30 – 17:30 (3 hours), 63 participants</p> <p>3. Seminar for Turkey market (hybrid mode) 25 August 2021, 09:30 – 12:30 (3 hours), 78 participants</p> <p>4. Seminar for Kazakhstan market (hybrid mode), 25 August 2021, 14:30 – 17:30 (3 hours), 54 participants</p>	Approved to change the seminar format from physical to hybrid mode on 16 July 2021 (SME 35/1/56/D18 001 006).
3)	Organisation of experience sharing seminar	1 seminar, 3 hours with 70 participants	Experience sharing seminar (hybrid mode), 10 September 2021, 14:30 – 17:30 (3 hours), 72 participants	Approved to change the seminar format from physical to hybrid mode on 16 July 2021 (SME 35/1/56/D18 001 006).
4)	Production of an Industry Promotional Video (1 Video in 5 Languages)	1 video, around 2.5 mins in 5 languages (with voice over and subtitles in English, Kazakh, Hindi, Russian, and Turkish)	<p>1 video. Around 2.5 mins in 5 languages (with voice over and subtitles in English, Kazakh, Hindi, Russian and Turkish)</p> <p>Video uploaded to the industry website and Youtube</p>	<p>Due to suspension of hosting service, the industry website was only re-activated in late July 2021. Different language versions of the promotional video were uploaded between July and September 2021.</p> <p>The QR code for the video were printed on the pavilion booklets and leaflets for the India, Turkey and Kazakhstan.</p> <p>The QR code for the video were printed on the booklets and leaflets for the Russia, however, the QR code linked to the grantee's website were printed on the leaflet and booklet for Mir Detstva exhibition instead as the industry website was not active at that time due to suspension of hosting service.</p>

5)	Enhancement on industry website of BUD 16 4 007	1 time	Enhancement has been completed only in September 2021. Link: http://www.hkcbmdirectory.com/	Due to suspension of hosting service, the enhancement on industry website was only activated in July 2021. QR codes to the industry website were printed on the leaflet and booklet for Mir Detstva exhibition as the industry website was not active at that time due to suspension of hosting service.
6)	Project Promotion	<p>1. eDM service of applicant, implementation agent and collaborating organisations for the 4 local seminars, one experience sharing seminar and four HK pavilions;</p> <p>2. Leaflets for recruiting HK companies to join HK pavilions (A4, size, 1,000 copies for each exhibition)</p> <p>3. Promotional leaflets for 4 local seminars and 1 experience sharing seminar (A4, size, 1,000 copies for each seminar)</p>	<p>1. eDM were issued for 4 local seminars, one experience sharing seminar and four HK pavilions.</p> <p>2a) Recruitment leaflets for India, Russia and Turkey</p> <p>2b) Recruitment leaflets for Kazakhstan, A4 size, 1,000 copies</p> <p>3a) Promotional leaflets for seminar of India market, 4 August 2021, A4 size, 1,000 copies</p> <p>3b) Promotional leaflets for seminar of Russia market, 7 September 2021, A4 size, 1,000 copies</p> <p>3c) Promotional leaflets for seminar of Turkey market 25 August 2021, A4 size,</p>	<p>Record of sending out the eDM for the participation of HK pavilions for India, Russia and Turkey markets are not available.</p> <p>Used eDM for recruitment of HK companies to join the HK pavilions in the India, Russia and Turkey exhibitions and it appeared to be equally effective even without dedicated leaflets.</p>

			1,000 copies 3d) Promotional leaflets for seminar of Kazakhstan market, 25 August 2021, A4 size, 1,000 copies	
7)	Enquiry Hotline and Email	1 time	1 time	N/A
8)	Formation of Project Steering Committee	1	1	N/A

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

<p>1. Organisation of HK Pavilion and business networking meeting in overseas exhibitions</p>	<p>i. CBME India 2019 <u>HK pavilion</u></p> <ul style="list-style-type: none"> A HK pavilion of 80 sqm was setup in CBME India 2019 during 10-12 April 2019. 12 SMEs showcased 111 products from product category of food (22), clothing (20), daily products (28), educational products (20) and toys (21). During the exhibition, 2,000 sets of promotional leaflets and 1,000 sets of exhibition booklets (with English and the Hindi language) were produced and distributed on-site. <p><u>Business networking meeting</u></p> <ul style="list-style-type: none"> Due to tight schedule and the visa issue, there were 9 representatives of HK companies and 34 overseas participants joined the networking meetings and events. Date: 10 April 2019 Time: 14:00 – 17:00 (3 hours). <p><u>Market summary</u></p> <ul style="list-style-type: none"> Uploaded onto the industry website: http://www.hkcbmdirectory.com/sdf-project/%e8%a8%88%e5%8a%83%e4%ba%a4%e4%bb%98%e5%b0%88%e6%a1%88/local-seminar/%e5%8d%b0%e5%ba%a6%e5%ad%95%e5%ac%b0%e7%ab%a5%e7%94%a2%e6%a5%ad%e8%b6%a8%e5%8b%a2%e7%a0%94%e8%a8%8e%e6%9c%83/?lang=en <p>ii. Mir Detstva 2019 <u>HK pavilion</u></p> <ul style="list-style-type: none"> A HK pavilion of 88 sqm was setup in Mir Detstva 2019 during 24 - 27 Sept 2019. (The raw space for the HK Pavilion in Mir Detstva, Russia is 8 sqm more than the approved (88 sqm vs 80 sqm). While 80 sqm has been applied for to the organiser, the organiser could only provide us with a plot of size nearest to our requirement.) 30 SMEs displayed 158 products from product category of food (30), clothing (26), daily products (44), educational products (20) and toys (38). During the exhibition, 2,000 sets of promotional leaflets and 1,000 sets of exhibition booklets (with English and the Russian language) were produced and distributed on-site.
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Business networking meeting

- There were 21 representatives of HK companies and 31 overseas participants joined the networking event.
- Date: 24 Sept 2019
Time: 14:00 – 17:00 (3 hours).

Market summary

- Uploaded onto the industry website:
<http://www.hkcbmdirectory.com/sdf-project/%e8%a8%88%e5%8a%83%e4%ba%a4%e4%bb%98%e5%b0%88%e6%a1%88/local-seminar/%e4%bf%84%e7%be%85%e6%96%af%e5%ad%95%e5%ac%b0%e7%ab%a5%e7%94%a2%e6%a5%ad%e5%b8%82%e5%a0%b4%e8%b5%b0%e5%8b%a2%e7%a0%94%e8%a8%8e%e6%9c%83/?lang=en>

iii. CBME Turkey 2020

HK pavilion

- A HK pavilion of 80 sqm was setup in CBME Turkey 2020 during 8 – 11 January 2020.
- 7 SMEs showcased 136 products from product category of food (28), clothing (26), daily products (42), educational products (20) and toys (20).
- During the exhibition, 2,000 sets of promotional leaflets and 1,000 sets of exhibition booklets (with English and the Turkish language) were produced and distributed on-site.

Business networking meeting

- As most of SMEs participated “Hong Kong Toys & Games Fair 2020” organised by HKTDC on 6 – 9 January 2020, 3 representatives of HK companies and
- Due to tight schedule and the visa issue, there were 9 representatives of HK companies and 42 overseas participants joined the business networking.
- Date: 8 January 2020
Time: 14:00 – 17:00 (3 hours).

Market summary

- Uploaded onto the industry website:
<http://www.hkcbmdirectory.com/sdf-project/%e8%a8%88%e5%8a%83%e4%ba%a4%e4%bb%98%e5%b0%88%e6%a1%88/local-seminar/%e5%9c%9f%e8%80%b3%e5%85%b6%e5%ad%95%e5%ac%b0%e7%ab%a5%e6%a5%ad%e7%99%bc%e5%b1%95%e6%a9%9f%e9%81%87%e7%a0%94%e8%a8%8e%e6%9c%83/?lang=en>

iv. Kazakhstan Childhood 2021

HK pavilion

- A HK pavilion of 80 sqm was setup in Kazakhstan Childhood during 19 – 21 August 2021.
- 13 SMEs showcased 144 products from product category of food (24), clothing (41), daily products (36), educational products (20) and toys (23).
- During the exhibition, 2,000 sets of promotional leaflets and 1,000 sets of exhibition booklets (with English and the Kazakh language) were produced and distributed on-site.

Business networking meeting

- Due to the spread of COVID-19 in Kazakhstan being so severe, there was no HK exhibitors and project team members to participate in the exhibition. Also, approved to delegate onsite personnel to help set up and monitor the pavilion during the exhibition in Kazakhstan. The approval letter issued on 16 July 2021 (SME 35/1/56/D18 001 006).

Market summary

Uploaded onto the industry website:

<https://www.hkcbmdirectory.com/sdf-project/%e8%a8%88%e5%8a%83%e4%ba%a4%e4%bb%98%e5%b0%88%e6%a1%88/local-seminar/%e5%93%88%e8%96%a9%e5%85%8b%e6%96%af%e5%9d%a6%e5%ad%95%e5%ac%b0%e7%ab%a5%e7%94%a2%e6%a5%ad%e5%89%8d%e7%9e%bb%e7%a0%94%e8%a8%8e%e6%9c%83/?lang=en>

2. Organisation of local seminars

1st seminar (hybrid mode)
 Event name: Seminar on India's Children, Babies and Maternity Market Development
 Date: 4 August 2021
 Time: 09:30 – 12:30 (3 hours)
 Location: Theatre 1, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, HK

Topics:

Time	Content	Speaker
09:30 – 09:40	Welcome Speech	Mr Eddie Lam President of Hong Kong Children, Babies, Maternity Industries Association
09:40 – 10:15	Experience sharing – CBME India	Mr Wilfred Li CEO of Carmelton Enterprise Limited
10:15 – 10:50	Develop trend of India Children, Babies and Maternity Market	Mr Gary Yeung Director of Karibu Baby Limited
10:50 – 11:25	Toys – Quality Orders and Regulations in India	Dr M V S Rao Vice President of MTS South Asia
11:25 – 12:00	India Toy Market Opportunities and Potentials	Ms Nidhi Agarwal Vice President of East Zone for the All India Toy Manufacturing Association
12:00 – 12:30	Q&A	

2nd seminar (hybrid mode)
 Event name: Development Opportunity Seminar of Turkey's Children, Babies, Maternity Industries
 Date: 25 August 2021
 Time: 09:30 – 12:30 (3 hours)
 Location: Theatre 2, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, HK

Topics:

Time	Content	Speaker
09:30 – 09:50	Welcome Speech	Mr Eddie Lam President of Hong Kong Children, Babies, Maternity Industries Association
09:50 – 10:30	Development of Children, Babies, Maternity Industries in Turkey	Ms Keli Li Consultant of Hong Kong Productivity Council
10:30 – 11:00	Market Development Experience Sharing in Turkey	Mr Leo Chan Assistant Project Manager of Hong Kong Productivity Council
11:00 – 11:30	Safety Requirements for the Toys and Juvenile Products – Turkey	Mr Wan Leong Hang Deputy Manager of Toys and Material Division of CMA Testing
11:30 – 12:10	Experience Sharing of STEM Education	Mr Marco Wan Chairman of Hong Kong Educational Equipment Industry Association
12:10 – 12:30	Q&A	

3rd seminar (hybrid mode)

Event name: Foresight Seminar of Kazakhstan's Children, Babies, Maternity Industries

Date: 25 August 2021

Time: 14:30 – 17:30 (3 hours)

Location: Theatre 2, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, HK

Topics:

Time	Content	Speaker
14:30 – 14:50	Welcome Speech	Mr Eddie Lam President of Hong Kong Children, Babies, Maternity Industries Association
14:50 – 15:00	Introduction to Kazakhstan	Mr Kamil Bekenov 3 rd secretary, vice-consul Consulate General of the Republic of Kazakhstan in Hong Kong SAR and Macao SAR, PRC
15:00 – 15:50	Introduction of Children, Babies, Maternity Industries in Kazakhstan	Ms Keli Li Consultant of Hong Kong Productivity Council
15:50 – 16:20	Safety Requirements for the Toys and Juvenile Products – Kazakhstan	Mr Wan Leong Hang Deputy Manager of Toys and Material Division of CMA Testing
16:20 – 17:00	International Opportunity of STEM Education	Mr Kelvin Shek International Director of Yondar Limited
17:00 – 17:30	Q&A	

4th seminar (hybrid mode)

Event name: Seminar on Russia's Children, Babies and Maternity Market Development

Date: 7 September 2021

Time: 14:30 – 17:30 (3 hours)

Location: Theatre 1, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, HK

Topics:

Time	Content	Speaker
14:30 – 14:50	Welcome Speech	Mr Eddie Lam President of Hong Kong Children, Babies, Maternity Industries Association
14:50 – 15:30	Experience Sharing in Business Development in Russia and Neighbouring Countries	Mr Wilfred Li CEO of Carmelton Enterprises Limited
15:30 – 15:50	Business Development in Russia	Ms Rimma Filippovskikh Director of Jewrim Limited and Oriental Hong Kong Investment Limited
15:50 – 16:00	Exhibition Experience Sharing in Russia	Mr Gary Yeung Director of Karibu Baby Limited
16:00 – 16:30	Business Strategies for Entering the Market in Russia	Mr Darman Hoi Director of C&D Holdings Limited
16:30 – 17:30	Unveil the Enormous Business Opportunities in Russia Toy Markets – Mastering Local Regulations & Certification Schemes	Ms Irina Markova Technical Specialist of Bureau Veritas Consumer Products Service Russia Ms Regina Sagdatdinova Junior Technical Specialist of Bureau

		Veritas Consumer Products Service Russia																					
3. Organisation of experience sharing seminar	<p>Experience sharing seminar (hybrid mode) Event name: Seminar on prospecting strategies of Children, Babies and Maternity Industries Date: 10 September 2021 Time: 14:30 – 17:30 (3 hours) Location: Theatre 1, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, HK Topics:</p> <table border="1"> <thead> <tr> <th>Time</th> <th>Content</th> <th>Speaker</th> </tr> </thead> <tbody> <tr> <td>14:30 – 14:50</td> <td>致歡迎辭</td> <td>林廣德先生 香港孕嬰童協會會長</td> </tr> <tr> <td>14:50 – 15:30</td> <td>進入一帶一路孕嬰童市場經驗分享</td> <td>李國明先生 加美敦實業有限公司董事長</td> </tr> <tr> <td>15:30 – 16:10</td> <td>香港孕嬰童市場現狀與展望</td> <td>林廣德先生 豐泰鞋業有限公司行政總裁</td> </tr> <tr> <td>16:10 – 16:40</td> <td>進入東盟發展的策略</td> <td>范靜女士 長江商學院高層管理教育課程設計老師</td> </tr> <tr> <td>16:40 – 17:20</td> <td>項目回顧</td> <td>李崑霞女士 香港生產力促進局智慧城市部顧問</td> </tr> <tr> <td>17:20 – 17:30</td> <td>問簽環節</td> <td></td> </tr> </tbody> </table>		Time	Content	Speaker	14:30 – 14:50	致歡迎辭	林廣德先生 香港孕嬰童協會會長	14:50 – 15:30	進入一帶一路孕嬰童市場經驗分享	李國明先生 加美敦實業有限公司董事長	15:30 – 16:10	香港孕嬰童市場現狀與展望	林廣德先生 豐泰鞋業有限公司行政總裁	16:10 – 16:40	進入東盟發展的策略	范靜女士 長江商學院高層管理教育課程設計老師	16:40 – 17:20	項目回顧	李崑霞女士 香港生產力促進局智慧城市部顧問	17:20 – 17:30	問簽環節	
Time	Content	Speaker																					
14:30 – 14:50	致歡迎辭	林廣德先生 香港孕嬰童協會會長																					
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16:10 – 16:40	進入東盟發展的策略	范靜女士 長江商學院高層管理教育課程設計老師																					
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17:20 – 17:30	問簽環節																						
4. Production of an Industry Promotional Video (1 Video in 5 Languages)	<p>The promotional video in 5 languages has been produced. The video has been uploaded onto the industry website and youtube. Website: http://www.hkcbmdirectory.com/sdf-project/%e8%a8%88%e5%8a%83%e4%ba%a4%e4%bb%98%e5%b0%88%e6%a1%88/?lang=en Youtube: https://www.youtube.com/channel/UCkn2w72NIKsoJPTgYmfSNtw</p>																						
5. Enhancement on industry website of BUD 16 4 007	<p>The enhanced website was only activated in late July 2021. Link: http://www.hkcbmdirectory.com/</p>																						
6. Project Promotion	<p>2 eDM have been issued to members of the Grantee and email subscribers of the implementation agents and the collaborating organisations. 1. Date: March 2019 Title: CBME India 2. Date: June 2019 Title: Mir Detstva Hong Kong Pavilion 3. Date: September 2019 Title: CBME Turkey 2020 - Hong Kong Pavilion 4. Date: 15 June 2021 Title: Kazakhstan Childhood 2021 – Hong Kong Pavilion</p> <p>However, record of sending out the eDM for India, Russia and Turkey are not available.</p>																						
7. Enquiry Hotline and Email	<p>Felix Cheung 2788 5804, felixcheung@hkpc.org Winnie Feng 2788 5470, winniefeng@hkpc.org</p>																						
8. Formation of Project Steering Committee	<p>The Steering committee has been formed to give steer to the project and select products to be displayed in the exhibitions.</p> <p>The composition is as follows: 1. Mr. Wilfred Li, President of HKCBMIA 2. Mr. Eddie Lam, Vice President of HKCBMIA 3. Mr. Gary Yeung Yiu-fai, Director of HKCBMIA 4. Mr. Rick Mo, Senior R&D Manager of HKPC 5. Mr Macro Wan, Founding Chairman of Hong Kong Educational Equipment Industry Association (HKEEIA)</p>																						

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)	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>
Formation of Project Steering Committee	14/04/2019		C	
Provision of Enquiry Hotline and Email Service	14/03/2021	14/09/2021	C	
Promotion of Project to the industry	14/03/2021	14/09/2021	C	
Enhancement on industry website of BUD 16 4 007	14/08/2019	14/09/2021	C	The enhanced website was only activated since late July 2021 because the hosting service was suspended.
Production of Video	14/04/2019		C	
Promotion and organisation of the 1st Local Half-day Seminar	14/06/2019	04/08/2021	C	More time was spent on seeking the appropriate speakers for seminar
Promotion and recruitment of products for HK Pavilion and business networking meeting in India Exhibition	31/03/2019		C	
Production of Pavilion booklets and leaflets for India Exhibition	31/03/2019		C	
Organisation of HK Pavilion and Business networking meeting in India Exhibition	30/04/2019		C	
Promotion and organisation of the 2nd Local Half-day Seminar	15/08/2019	07/09/2021	C	More time was spent on seeking the appropriate speakers for seminar
Promotion and recruitment of products for HK Pavilion and business networking meeting in Russia Exhibition	31/08/2019		C	
Production of Pavilion booklets and leaflets for Russia Exhibition	31/08/2019		C	
Organisation of HK Pavilion and Business networking meeting in Russia Exhibition	30/09/2019		C	
Promotion and organisation of the 3rd Local Half-day Seminar	15/10/2019	25/08/2021	C	More time was spent on seeking the appropriate speakers for seminar
Promotion and recruitment of products for HK Pavilion and business networking meeting in Turkey Exhibition	31/12/2019		C	

Production of Pavilion booklets and leaflets for Turkey Exhibition	31/12/2019		C	
Organisation of HK Pavilion and Business networking meeting in Turkey Exhibition	31/01/2020		C	
Promotion and organisation of the 4 th Local Half-day Seminar	30/06/2020	25/08/2021	C	More time was spent on seeking the appropriate speakers for seminar
Promotion and recruitment of products for HK Pavilion and business networking meeting in Kazakhstan Exhibition	31/07/2020	31/07/2021	C	Due to the spread of COVID-19 in Kazakhstan being so severe, there was no HK exhibitors and project team members to participate in the exhibition. Also, approved to delegate onsite personnel to help set up and monitor the pavilion during the exhibition in Kazakhstan. The approval letter issued on 16 July 2021 (SME 35/1/56/D18 001 006).
Production of Pavilion booklets and leaflets for Kazakhstan Exhibition	31/07/2020	31/07/2021	C	
Organisation of HK Pavilion and Business networking meeting in Kazakhstan Exhibition	31/08/2020	31/08/2021	C	Due to the spread of COVID-19 in Kazakhstan being so severe, there was no HK exhibitors and project team members to participate in the exhibition. Also, approved to delegate onsite personnel to help set up and monitor the pavilion during the exhibition in Kazakhstan. The approval letter issued on 16 July 2021 (SME 35/1/56/D18 001 006).
Promotion and organisation of the Experience Sharing Seminar	30/11/2020	14/09/2021	C	

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

Nil
