

**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 001 008  
Project title : To illustrate technical strengths of Hong Kong fabric suppliers  
to potential overseas buyers  
Period covered : From 01/09/2018 to 30/06/2021  
(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)

In order to demonstrate the capability of Hong Kong textiles industry and explore potential markets, a series of promotional programme will be launched to link up Hong Kong textiles SMEs with the potential buyers and international brand names.

Hong Kong & Kowloon Textile Fabrics Wholesalers Association (HKTFA) will increase the industry publicity by setting up a Hong Kong Pavilion in 3 international trade shows. To cope with the fast changing merchandising environment in textile industry, it is also necessary to establish a new communication method between suppliers and potential buyers to capture business opportunities. Hong Kong textiles SMEs will demonstrate its capability and enhance market exposure through different promotional channels including swatch book, video and leaflet while sharing updated information of potential market by dissemination seminars.

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

- To promote Hong Kong textiles industry by demonstrating its capabilities
- To assist Hong Kong textiles SMEs to access to business opportunities through participation in international trade shows and the launch of mobile application
- To equip Hong Kong textiles SMEs the industry knowledge and market information of international textiles markets

### Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	Hong Kong & Kowloon Textile Fabrics Wholesalers Association Limited (HKTFA)
Collaborating Organisation(s)	:	Hong Kong Apparel Society Limited Clothing Industry Training Authority Textile Council of Hong Kong Ltd.
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>Lee Alan Yee Tuen</u>	<u>Hong Kong &amp; Kowloon Textile Fabrics Wholesalers Association Limited</u>	<u>Tel: 2886 9028 Fax: 2886 9092</u>
Deputy Project Co-ordinator	: <u>Suen Kwok Wai, Samson</u>	<u>Hong Kong Productivity Council</u>	<u>Tel: 2788 5678 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>01/09/2018</u>	<u>31/12/2020</u>	<u>28 months</u>
Revised (if applicable)	<u>01/09/2018</u>	<u>30/06/2021</u>	<u>34 months</u>

## 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>	<b>Quantifiable target number</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)	Hong Kong Textiles Pavilion	One pavilion in Munich Fabric Start (50 Sqm, about 1,000 pieces of fabric samples from around 50 SMEs)	One pavilion in Munich Fabric Start (60 Sqm, over 1,000 pieces of fabric samples from around 50 SMEs)	
		One selection committee (5-8 members)	One selection committee (5 members) was set up on 30 Oct 2018	
		1-hour briefing session before Munich exhibition (50 participants)	An 1-hour briefing session (50 participants, 100% attendance) was held on 21 Sept 2018	
		One pavilion in Texworld Paris (50 Sqm, about 1,000 pieces of fabric sample from around 50 SMEs)	One pavilion in Texworld Paris (48 Sqm, over 1,000 pieces of fabric samples from around 44 SMEs)	<p>Texworld Paris does not have configuration of 50 Sqm (each booth is 12 Sqm), therefore we booked 4 booths at 48 Sqm in total</p> <p>In addition to Texworld Paris (16-19 Sep 2019), another exhibition, Intertextile Shanghai (25-27 Sep 2019) was conducted in about the same period. Due to lackage of manpower resources to manage two shows at the same time, some Hong Kong SME's desperately have to choose to participate in either Texworld or Intertextile Shanghai. As a result, the number of exhibitors of Texworld Paris was not able to meet the target. In the future, we will strengthen the promotion to encourage participation from the industry and try to make up for the shortfall in the forthcoming exhibition.</p>
		1-hour briefing session before the Paris exhibition (50 participants)	An 1-hour briefing session (45 participants, 90% attendance) was held on 10	The total number of registered participants was 50. However, some of them did not show up eventually. To minimise the difference between enrolled

			Aug 2019	participants and attendees, reminder will be sent out before the event.
		Digital platform in Magic USA (about 1,000 pieces of fabric sample from around 50 SMEs)	Digital platform in Magic USA (Over 1,000 pieces of fabric sample from around 50 SMEs)	
		1-hour briefing session in hybrid format (50 participants) before the USA exhibition	An 1-hour briefing session in hybrid format (57 online participants and 3 on-site participants; 60 participants in total, 120% attendance) was held on 23 Feb 2021	The on-site attendance was unexpectedly low due to COVID-19. In the future, in order to attract more on-site participants, more explicit promotion of the physical venues through various channels will be made before the event.
b)	Mobile application	Traditional Chinese and English (about 150 textiles SMEs)	A mobile application (App) in traditional Chinese and English was developed (155 SMEs registered as supplier)	
c)	Search engine marketing	24-month key-word searching on popular browsers	24-month key-word searching on popular browsers was completed	
d)	Swatch book	Two versions (1,600 copies, around 100 swatches from about 20 textiles SMEs)	500 copies (100 swatches from 27 SMEs) for the Munich Fabric Start. 500 copies (100 swatches from 34 SMEs) for the Texworld Paris. 590 copies (100 swatches from 27 SMEs) for Magic USA 10 copies for sharing to institutes and record keeping were also created	
e)	Promotion video	Approximately 3 minutes with voice-over and subtitle in English, French and German	Approximately 3 minutes with voice-over and subtitle in English, French and German were produced (German: 3 minutes 13 seconds; English: 3 minutes 9 seconds; French: 3 minutes 14	

			seconds)	
f)	Promotion leaflet	6,000 copies (3,000 for each physical show)	3,000 copies for Munich Fabric Start. 3,000 copies for Texworld Paris.	
g)	Dissemination seminar	One seminar after exhibitions in hybrid format (2-hour, 80 participants)	A 2-hour seminar in hybrid format (78 online participants and 4 on-site participants; 82 participants in total, 102.5% attendance) was held on 24 Jun 2021	The on-site attendance was unexpectedly low due to COVID-19. In the future, in order to attract more on-site participants, more explicit promotion of the physical venues through various channels will be made before the event.

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

(Please list out in table format if necessary.)

	Deliverable	Description
a)	Hong Kong Textiles Pavilion	<ul style="list-style-type: none"> <li>- A selection committee composing of 5 representatives was set up on 30 Oct 2018 to select the appropriate samples from local SMEs to be displayed in each international trade show. List of committee as below: Mr. Ko Yiu Cho (Senior Consultant of Hong Kong Productivity Council) Mr. Lee Alan Yee Tuen (President of HK &amp; Kowloon Textile Fabrics Wholesalers Association) Ms. Cherry Kwok (Sales Director of Chun Wing Hing Trading Co. Ltd.) Mr. Choi Ka Wai, Jack (Director of Kai Cheong Lining Co. Ltd.) Mr. Li Wang Hei, Travis (Lecturer of Hong Kong Design Institute)</li> <li>- Munich Fabric Start 50 representatives attended the briefing session on 21 Sept 2018 (12:00 – 13:00) A Hong Kong Textile Pavilion of 60 sqm was set up at Munich Fabric Start at Munich, Germany from 29-31 Jan 2019 Over 1,000 pieces of fabric samples from 50 Hong Kong fabric suppliers were involved in the common display The pavilion information was placed in the show directory, magazine, e-catalogue and onsite digital screen to introduce the strength of Hong Kong textile industry</li> <li>- Texworld Paris 45 representatives attended the briefing session on 10 Aug 2019 (12:00 – 13:00) A Hong Kong Textile Pavilion of 48 sqm was set up at Texworld Paris, France from 16-19 Sep 2019 Over 1,000 pieces of fabric samples from 44 Hong Kong fabric suppliers were involved in the common display The pavilion information was placed in the organiser’s website, visitor guide and onsite rotating digital screen at three locations to introduce the strength of Hong Kong textile industry</li> <li>- MAGIC USA, Las Vegas 60 representatives attended the briefing session in hybrid mode on 23 Feb 2021 (11:00 – 12:00) A digital platform of Hong Kong Textile Pavilion was set up at Sourcing at MAGIC Online from 1 Mar to 1 Jun 2021 Over 1,000 pieces of fabric samples from 50 Hong Kong fabric suppliers were uploaded to the platform</li> </ul>
b)	Mobile application	<ul style="list-style-type: none"> <li>- A mobile application (App) in traditional Chinese and English was developed</li> <li>- 155 textile SMEs registered as supplier</li> </ul>
c)	Search engine marketing	<ul style="list-style-type: none"> <li>- 24-month key-word searching on popular browsers (i.e. google) started on 1 Jan 2019 and completed on 31 Dec 2020</li> </ul>
d)	Swatch book	<ul style="list-style-type: none"> <li>- 500 copies (100 swatches from 27 SMEs) of swatch book were distributed in Munich Fabric Start</li> </ul>

		<ul style="list-style-type: none"> <li>- 500 copies (100 swatches from 34 SMEs) of swatch book were distributed in Paris exhibition</li> <li>- 590 copies (100 swatches from 27 SMEs) of swatch book were created for USA exhibition and distributed to potential buyers upon request</li> <li>- 10 copies for sharing to institutes and record keeping were also created</li> </ul>
e)	Promotion video	<ul style="list-style-type: none"> <li>- It shows the capability of Hong Kong textiles industry, including flexibility in quantities, quick response, logistics support and communication system, professional knowledge on fabric and worldwide reputation.</li> <li>- Approximately 3 minutes with voice-over and subtitle in English, French and German were produced (German: 3 minutes 13 seconds;</li> <li>- English: 3 minutes 9 seconds; French: 3 minutes 14 seconds)The video was uploaded to Youtube, details listed as below: English version: <a href="https://youtu.be/a6B6VF4h-Zw">https://youtu.be/a6B6VF4h-Zw</a> German version: <a href="https://youtu.be/SYLlpJpa-CY">https://youtu.be/SYLlpJpa-CY</a> French version: <a href="https://youtu.be/27HCfS451HQ">https://youtu.be/27HCfS451HQ</a></li> </ul>
f)	Promotion leaflet	<ul style="list-style-type: none"> <li>- It demonstrates the capability of Hong Kong textile industry.</li> <li>- It is bilingual in English and German; English and French.</li> <li>- 3,000 copies of leaflets in A5 size which includes a QR codes of the App and the promotional video were printed and distributed at Munich Fabric Start.</li> <li>- 3,000 copies of leaflets in A5 size which includes a QR codes of the App and the promotional video were printed and distributed at Texworld Paris.</li> </ul>
g)	Dissemination seminar	<ul style="list-style-type: none"> <li>- A dissemination seminar named 「紡織業 - 歐美市場商機研討會」 in hybrid format was organised on 24 Jun 2021 (15:00 - 17:00) at Hong Kong Productivity Council and Zoom.</li> <li>- 78 participants attended online and 4 participants attended on-site (82 participants in total)</li> </ul>

### 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 completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a)	- To produce the mobile application	31/12/2018		C
	- To carry out search engine marketing on popular browser for the App	31/12/2020		C
(b)	- To design the basic layout of swatch book (1 <sup>st</sup> version)	31/01/2019		C
	- To collect fabric swatches and consolidate fabric information for swatch book production			
	- To finalize the first version of swatch book for the Munich exhibition			
(c)	- To line up with various Hong Kong fabric suppliers for video shooting	31/01/2019		C
	- To conduct the 1st draft version of video programme			
	- To finalize the version of promotion video			
(d)	- To compile a leaflet for Munich exhibition	31/01/2019		C
(e)				

(f)	<ul style="list-style-type: none"> <li>- To conduct and promote the briefing session for Munich exhibition in various channels and recruit participants</li> <li>- To coordinate with various textiles SMEs for forming the pavilion in Munich</li> <li>- To design the advertisement in show directory for Munich exhibition</li> <li>- To liaise with the vendor for the design and production of on-site advertisements (e.g. show directories, banners, signboards, digital screens etc.)</li> <li>- To set up and manage a Hong Kong textiles pavilion at exhibition in Munich</li> </ul>	31/01/2019		C
(g)	<ul style="list-style-type: none"> <li>- To design the basic layout of swatch book (2<sup>nd</sup> version)</li> <li>- To collect fabric swatches and consolidate fabric information for swatch book production</li> <li>- To finalize the second version of swatch book for the Paris exhibition</li> </ul>	30/09/2019		C
(h)	<ul style="list-style-type: none"> <li>- To compile a leaflet for Paris exhibition</li> </ul>	30/09/2019		C
(i)	<ul style="list-style-type: none"> <li>- To conduct and promote the briefing session for Paris exhibition in various channels and recruit participants</li> <li>- To coordinate with various textiles SMEs for forming the pavilion in Paris</li> <li>- To design the advertisement in show directory for Paris exhibition</li> <li>- To liaise with the vendor for the design and production of on-site advertisements (e.g. show directories, banners, signboards, digital screens etc.)</li> <li>- To set up and manage a Hong Kong textiles pavilion at exhibition in Paris</li> </ul>	30/09/2019		C
(j)	<ul style="list-style-type: none"> <li>- To compile a leaflet for USA exhibition</li> </ul>	31/08/2020		N
(k)	<ul style="list-style-type: none"> <li>- To conduct and promote the briefing session for USA exhibition in various channels and recruit participants</li> <li>- To coordinate with various textiles SMEs for forming the pavilion in USA</li> <li>- To set up and manage a digital platform for Hong Kong textiles industry at USA exhibition</li> </ul>	31/08/2020	31/05/2021	D
(l)	<ul style="list-style-type: none"> <li>- To design the advertisement in show directory for USA exhibition</li> <li>- To liaise with the vendor for the design and production of on-site advertisements (e.g. show directories, banners, signboards, digital screens etc.)</li> </ul>	31/08/2020		N
(m)	<ul style="list-style-type: none"> <li>- To identify and invite speakers to deliver the dissemination seminar for the exhibitions</li> <li>- To organize a dissemination seminar for the exhibitions</li> </ul>	31/08/2020	30/06/2021	D

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

N/A

---

---

---