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 002 001
Project title   : To promote and educate the application of
                    omnichannel sales, systems and softwares to local
                    Hong Kong SMEs
Period covered   : From   01/02/2019   to   31/01/2020
                            (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)

(a) Industry and market background

The Asia e-commerce market is a US$1.1T business and e-commerce retail takes up 13% of the entire retail market, while the Hong Kong e-commerce market is lagging and is only a US$1.8B business and e-commerce retail takes up only 3.1% of the retail market. Offline retailers in Hong Kong need to catch up and be educated more on e-commerce. Moreover, a lot of the online retailers are beginning to focus their efforts in expanding offline or enhancing their offline presence in order to stay competitive online and offline.

Therefore, in order for Hong Kong retailers to be competitive both online and offline, retailers need to adopt an omnichannel strategy to have sales channels online and offline with the help of enhanced technologies. The purpose of this project is to fulfil this need and provide education, up to date insight and implementation strategies for Hong Kong SME retailers.

(b) Problems/Opportunities identified
- To help Hong Kong SMEs in developing a better omnichannel (online and offline) strategy.
- To educate Hong Kong SMEs with the most cutting edge omnichannel (online and offline) development insights for their implementation.
- To encourage and increase the adoption of omnichannel (online and offline) technologies available in the market.

(c) Justifications for the project
Through this project, our association intends to do the following:
1. Provide seminars and workshops to educate SMEs understanding of marketplaces (Amazon, eBay, Tmall, Lazada), transaction site development (Opencart, Shopify and Magento), computer vision technology and machine learning/AI technologies.
2. Develop a website, social media page (Facebook page), brochures and summary guidebook for our participants.
3. Provide experience sharing through the invitation of industry experts, such as Silicon Valley experts like ourselves - our association has experts from Silicon Valley funded startups.

Here are the seminars that were executed:

1. Introduction to Omnichannel Sales & Commerce (Introduction seminar)

2. Applications of Platform and Enterprise Data Analytics (Amazon seminar)

3. Boosting your brands in China (Tmall seminar)

4. Accelerating Your E-Commerce Business (Shopify seminar)

5. Growing crossborder e-commerce for brands in South East Asia (Lazada seminar)

6. General Managers' view on crossborder e-commerce from Hong Kong (eBay seminar)

7. Data & Privacy in a Digital Age (Offline retail big data collection and analysis)

8. The Development of Checkout Technologies (Facial recognition/Check-out free technologies)

9. How VR and AR works with commerce (Augmented reality/Virtual reality seminar)

10. How enterprise brands grow sales through e-commerce during turbulent times (Opencart seminar)

11. How do brands build a strong e-commerce website with Magento? (Magento seminar)

12. The development of hands free/chatbot technologies (Hands free technologies)

Project Objective(s) (in about 80 words)

1. To help SMEs in Hong Kong to enhance their knowledge of omnichannel sales channels.

2. To provide SMEs with practical knowledge on identifying the best online and offline omnichannel sales.

3. To enhance the overall understanding of existing and new technology omnichannel systems and softwares.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong E-Commerce Business Association Limited

Collaborating Organisation(s) :
1. Hong Kong Wireless Technology Industry Association Limited (HKWTIA)
2. Hong Kong Internet & e-Commerce Association Limited (HKIECA)
3. Hong Kong Retail Technology Industry Association Limited (HKRTIA)
4. Innovative Entrepreneur Association Company Limited (IEA)
5. Hong Kong SME Development Federation Limited (HKSMEDF)
6. The Hong Kong Exporters' Association (HKEA)

Implementation Agent(s) : N/A

Key Personnel

		Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator	:	Ngai Tung Elton, Chan	HKEBA Chairman	+852 3487 6549
Deputy Project Co-ordinator	:	Li, Chun Shing (Matt)	HKEBA Vice-Chairman	+852 3487 6549

Project Period

	Commencement Date (day/month/year)	Completion Date (day/month/year)	Project Duration (No. of months)
As stated in project agreement	01/02/2019	31/01/2020	12
Revised (if applicable)	N/A	N/A	N/A

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.)
Seminars	1. 12 seminars 2. Each seminar will last for 2 hours and it is expected to hold at least 60 participants 3. 1 Expert will be invited per seminar. The experts have one of the requirements: 5-10 years of their experience, 2. Currently work for/worked with orworking/worked closely with the topics, for example a former or current eBay employee.	1. 12 seminars 2. Each seminar lasted for 2 hours and there were at least 60 participants 3. At least 1 expert was invited per seminar. The experts have one of the requirements: 5-10 years of their experience, 2. Currently work for/worked with or working/worked closely with the topics, for example a former or current eBay employee.	N/A
Summary Guidebooks	1,000 hard copies and a soft copy (15-30 pages)	1,000 hard copies and 1 soft copy (24 pages)	N/A
Project website	1	1	N/A
Brochure	1,000 brochures	1,000 brochures	N/A
Social Media Platform Facebook page	1 Facebook page with at least 100 follower and likes	1 Facebook page with 167 followers and 153 likes	N/A
Video Recordings	12	12	N/A

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

Deliverables	Date	Duration	Venue	Speaker	Topic discussed
Seminar 1	2019-04-17	7:00-9:00pm	Victoria Dockside (21/F, K11 ATELIER)	1.Mr. Alan Poon, Agency Account Manager, Google 2.Mr. Key Ng, Digital Marketing Manager, New World Development Company Limited 3.Mr. ATung Lee, Group IT General Manger, Asiaray Media Group	Introduction to Omnichannel Sales & Commerce
Seminar 2	2019-06-05	3:45-5:45pm	The Lane Crawford Joyce Group (30/F, One Island South, 2 Heung Yip Road, Wong Chuk Hang, Hong Kong)	1.Mr. Kenneth Shek, Co-Head, Beta Labs (Data Science Department), The Lane Crawford Joyce Group 2.Ms. Fabiola Ng, Senior Sales Manager, Amazon	**Amazon** Applications of Platform & Enterprise Data Analytics
Seminar 3	2019-06-28	3:45-5:45pm	Explorium Hong Kong (1/F, Li Fung Tower, 868 Cheung Sha Wan Road)	1.Mr. Rex Cheuk, Business Development Director, HK, Macau & SE Asia, Tmall Global (Alibaba Group) 2.Ms. Michelle Leung, Senior Vice President, Head of Fung Omni Services (HK) Limited 3.Ms. Doris Chung, Manager, Hong Kong Retail Management Association (HKRMA)	**Tmall** Boosting your brands in China
Seminar 4	2019-07-12	7:00-9:00pm	Google Hong Kong Office Suite 2501, Tower 2, Times Square ,1 Matheson Street, Causeway Bay	1.Mr. Alan Poon, Agency Account Manager, Google 2.Mr. Frankie Ng, Hong Kong Lead, Shopify 3.Ms. Doris Chung, Manager, Hong Kong Retail Management Association (HKRMA)	**Shopify** Accelerating your e-commerce business
Seminar 5	2019-08-02	4:00-6:00pm	Explorium Hong Kong 1/F, Li Fung Tower, 868 Cheung Sha Wan Road	1.Mr. Joseph Chan, CEO, AsiaPay Group 2.Mr. Terry Chan, Former General Manager (CEO of ec-Post), Lazada Group / Alibaba 3.Mr. Nelson Mak, BUD Manager, Hong Kong Productivity Council	**Lazada** Growing crossborder e-commerce for brands in South East Asia
Seminar 6	2019-09-03	4:00-6:00pm	Victoria Dockside 21/F, K11 ATELIER	1.Ms. Jenny Hui, General Manager, Hong Kong, Southeast Asia and Taiwan, eBay 2.Mr. Quentin Wong, General Manager, eBusiness & Investment, Chow Tai Fook 3.Ms. Alison Chan, Former Senior Director of Sam's Club Ecommerce, Walmart eCommerce (HSBC Digital Performance Lead)	**eBay** General Managers' view on crossborder e-commerce from Hong Kong
Seminar 7	2019-09-27	5:45-7:45pm	Explorium Hong Kong 1/F, Li Fung Tower, 868 Cheung Sha Wan Road	1.Mr. Sam Wong, Digital Advisory, SAP Customer Experience, SAP 2.Mr. Jacen Loke, Regional Lead, Cyber Security Consulting, HSBC 3.Dr. Fred Yip, Executive Director, Goldjoy Travel	**Offline retail big data collection and analysis** Data & Privacy in a Digital Age
Seminar 8	2019-11-07	3:30-5:30pm	Diamond Room, CUHK Business	1.Ms. Isabel Tsui, Senior Manager, Business	**Facial recognition/Check-**

			School Town Centre Unit B, 1/F, Bank of America Tower, 12 Harcourt Road, Central	Development, GS1 Hong Kong 2.Mr. Teddy Chiu, Senior Vice President, Regional Sales, Global Liquidity & Cash Management, HSBC 3.Mr. Teddy Chiu, Senior Vice President, Regional Sales, Global Liquidity & Cash Management, HSBC	**out free technologies** The development of checkout technologies
Seminar 9	2019-11-28	5:30-7:30pm	WorkTech 4/F, Asia Standard Tower 59-65 Queen's Road Central, Central	1.Mr. Warren Wong, Cloud Solution Architect & Mixed Reality Specialist, Microsoft 2.Mr. Will Sweeney, Head of Business Development, Shadow Factory	**Augmented reality/Virtual reality** How VR and AR works with commerce?
Seminar 10	2019-12-19	5:30-7:30pm	WorkTech 4/F, Asia Standard Tower 59-65 Queen's Road Central, Central	1.Mr. Andy Tsang, Director, Head of Marketing & Partnership, OpenCart 2.Mr. Kailash Madan, Account Executive & Payment Specialist, Stripe 3.Mr. Jacky Cheung, President, Qupital	**OpenCart** How enterprise brands grow sales through e-commerce during turbulent times?
Seminar 11	2020-01-10	6:30-8:30pm	Emerald Room, CUHK Business School Town Centre Unit B, 1/F, Bank of America Tower, 12 Harcourt Road, Central	1.Mr. Eddy Chan, Partner Sales Manager, Magento 2.Ms. Belinda Lee, Business Development Manager, PayPal	**Magento** How do brands build a strong e-commerce website with Magento?
Seminar 12	2020-01-21	6:30-8:30pm	Explorium Hong Kong 1/F, Li Fung Tower, 868 Cheung Sha Wan Road	1.Ms. Virginia Fung, Head of Developer Partnerships, Greater China, Facebook 2.Mr. Stephen Lam , Business Development Manager, WhatsApp Business / Emma Global (Hong Kong) Limited 3.Mr. Jovian Ling, Co-Founder, Chatbot.com.hk 4.Mr. Alan Chan, Co-Founder & CEO, Omnichat	**Hands free technologies** The development of hands free/chatbot technologies
Summary Guidebook	2020-01-22	N/A	1 soft copy & 1000 hard copies were sent to Collaborating Organisations	N/A	N/A
Brochure	2020-01-22	N/A	1 soft copy & 1000 hard copies were sent to Collaborating Organisations	N/A	N/A
Project website	2019-02-01 to present	Website: https://info284127.wixsite.com/website			
Social Media Platform	2019-02-01 to present	Website: https://m.facebook.com/pages/category/E-commerce-Website/HKEBA-215026649444961/			
Video recording 1	2019-04-17 to present	Website: https://youtu.be/nKXGCAeibbY			
Video recording 2	2019-06-05 to present	Website: https://youtu.be/u4487Alkbo4			
Video recording 3	2019-06-28 to present	Website: https://youtu.be/fqZMznFxawo			
Video recording 4	2019-07-12 to present	Website: https://youtu.be/e0zBdNx82IM			
Video	2019-08-02	Website: https://youtu.be/9aDMCyW8uCw			

recording 5	to present	
Video recording 6	2019-09-03 to present	Website: https://youtu.be/13_0Kci55ng
Video recording 7	2019-09-27 to present	Website: https://youtu.be/pG2o4vHJmgM
Video recording 8	2019-11-07 to present	Website: https://youtu.be/NNWJ3Z-TcXQ
Video recording 9	2019-11-28 to present	Website: https://youtu.be/2_jVhaBptog
Video recording 10	2019-12-19 to present	Website: https://youtu.be/OBAiDRLvU2Q
Video recording 11	2020-01-10 to present	Website: https://youtu.be/7HOMrKWjE4g
Video recording 12	2020-01-21 to present	Website: https://youtu.be/NT2_mbn4UMI

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.)

Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised completion date (if applicable)	Status (C/D/N) #
(a) To formulate a project management committee. 4 meetings will be set up for detailed discussion of timeline, milestones and execution plan.	01/03/2019	N/A	C
(b) To set up the project website and setup Facebook page.	01/04/2019	N/A	C
(c) To confirm details of the seminar topics and invite relevant subject matter experts.	01/06/2019	N/A	C
(d) Design, edit and print brochures to be distributed to the supporting associations.	01/06/2019	N/A	C
(e) To design, edit, and print the "Omnichannel sales, system, and software implementation" guidebook.	01/01/2020	N/A	C
(f) To organize and schedule the seminars in the following order:- (June 2019) Seminar 1: Introduction to omnichannel sales (July 2019) Seminar 2: Amazon (August 2019) Seminar 3: eBay (September 2019) Seminar 4: Tmall (October 2019) Seminar 5: Lazada (November 2019) Seminar 6: Opencart (November 2019) Seminar 7: Shopify (December 2019) Seminar 8: Magento (December 2019) Seminar 9: Facial recognition/Check-out free technologies (January 2020) Seminar 10: Augmented reality/Virtual reality (January 2020) Seminar 11: Offline retail big data collection and analysis (January 2020) Seminar 12: Hands free technologies	31/01/2020	N/A	C
(g) To advertise and promote the seminars through association networks, collaborating organizations, project website and social media platforms	31/01/2020	N/A	C

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

1. Although each seminar we have exceeded the attendance numbers, we believe we can recruit even more people with more social media promotions through applications such as LinkedIn, Meetups, Whub, etc.

2. Furthermore, we may engage collaborating organisations to help promote within their networks