

**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. : BUD 12 2 010
Project title : Setting up a "Hong Kong Pavilion" in the Die &
Mould Zone at CHINAPLAS to promote the mould
and die industry in Hong Kong so as to help the
industry players to tap business opportunities in the
China domestic market
Period covered : From 01/11/12 to 31/10/15
(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)

Hong Kong mould and die industry has long enjoyed a good reputation for its superior quality, high production efficiency and competitive price. In 2011, the production output of mould and die industry reached 10 billion U.S. dollars, accounting for 20% of global industry output.

Amidst a sharp decline in new orders from European buyers and escalating operating cost in the PRD, Hong Kong mould and die makers need to reshape their business strategy and explore new markets.

The Mainland economy has seen rapid expansion over the past years and become a major market for overseas corporations. In order to reduce cost, some overseas corporations have set up operations in the Mainland in partnership with indigenous enterprises. They source high quality components and products directly from mould manufacturer operating in the Mainland, thus providing promising business opportunities for Hong Kong mould shops, especially those in automotive industry.

To help industry players to showcase their capabilities and tap into domestic sales opportunities, Hong Kong Mould & Die Council plans to participate in CHINAPLAS in three years (2013-2015), and will feature the following in the items below:

1. Hong Kong Pavilion

A "Hong Kong Pavilion" will be set in the Die & Mould Zone at CHINAPLAS to showcase Hong Kong mould makers' latest technologies and products to potential buyers, and promote the status of Hong Kong mould and die industry;

2. Display Gallery

A Display Gallery, showcasing tooling products, mould components and moulds made by Hong Kong, will be set up at the Pavilion to highlight the quality and technological capabilities of Hong Kong mould makers;

3. Booklet introducing Hong Kong mould and die industry

A booklet introducing the development of Hong Kong mould and die industry will be published and distributed in the show to visitors to enable them to better understand the excellence of the industry;

4. Advertisement Campaign

Advertisements will be posted on local newspaper and magazines appeal to SMEs for their support and participation in the Hong Kong Pavilion; and

5. A set of promotional collaterals to promote the Hong Kong Pavilion

A set of promotional collateral including pavilion booklet, invitation cards as well as flyers will be published and distributed to visitors before and during the show.

Project Objective(s) (in about 80 words)

By setting up a “Hong Kong Pavilion” at CHINAPLAS in the upcoming three years, ie. 2013, 2014 and 2015, Hong Kong Mould & Die Council aims at:

- Providing opportunities for industry players to showcase their capabilities to help Hong Kong mould makers tap into domestic sales
- Brand Building the industry for Hong Kong – To promote the high-quality and professional image of the Hong Kong mould and die industry.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Federation of Hong Kong Industries (the “FHKI”)

Collaborating Organisation(s) : Hong Kong Mould and Die Council (“HKMDC”)

Implementation Agent(s) : Nil

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Alexandra Poon</u>	<u>Federation of Hong Kong Industries</u>	<u>2732 3173/ 2721 3494</u>
Deputy Project Co-ordinator	: <u>Summer Cheung</u>	<u>Federation of Hong Kong Industries</u>	<u>2732 3150/ 2721 3494</u>

Project Period

	<u>Commencement Date (day/month/year)</u>	<u>Completion Date (day/month/year)</u>	<u>Project Duration (No. of months)</u>
As stated in project agreement	<u>1 November 2012</u>	<u>31 October 2015</u>	<u>36 months</u>
Revised (if applicable)	<u></u>	<u></u>	<u></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.)

	Project deliverable	Quantifiable target number (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable
a)	Hong Kong Pavilion	3 times	3 times	N/A
b)	Display Gallery	3 times to showcase tooling products, components, mould stacks, moulding machines and all sort of mould-related products. 3 seminars jointly organised by HKMDC and Adsale were held on the first day of exhibition to show the technique of choosing good moulds to visitors	3 galleries and 3 seminars were held at CHINAPLAS 2013-2015	N/A
c)	Booklet introducing Hong Kong mould and die industry	6,000 copies (2,000 copies/ show)	6,000 copies (2,000 copies/ show)	N/A
d)	Advertisement campaign			N/A
	- Newspapers (quarter page)	3 times	3 times	
	- Industrialists (ROP)	5 issues	5 issues	
	- FHKI website banner	3 months before each show, total 9 months	3 months before each show, total 9 months	
	- HKMDC Annual Publication (ROP)	3 ROP	3 ROP	
	- HKMDC website banner	3 years	3 years	
e)	A set of promotional collateral to promote the Hong Kong Pavilion			N/A
	- Promotional flyers	2,500 copies/ year	15,000 copies/ year	
	- eDM & invitation card	1 set/ year	1 set/ year	
	- recycling bags	N/A	2,000 pcs/year	

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

(Please list out in table format if necessary.)

The project has commenced since November 2012, the first Hong Kong Pavilion was set in Guangzhou on 20-23 May 2013, the second Pavilion was held in Shanghai on 23-26 April 2014 while the last Pavilion was set in Guangzhou again on 20-23 May 2015.

Hong Kong Pavilion	CHINAPLAS 2013	CHINAPLAS 2014	CHINAPLAS 2015
Exhibition Date	20-23 May 2013	23-26 April 2014	20-23 May 2015
Location	Guangzhou	Shanghai	Guangzhou
Theme	Productivity	Innovation • Design • Added-value	D4EMP (Design for Effective Mass Production)
Size of HK Pavilion	567sqm	372sqm	689sqm
No. of Exhibitors (25 booths/ year)	14 exhibitors (14 booths)	24 exhibitors (11 booths + 13 showcases)	21 exhibitors (12 booths + 9 showcases)
Size of Display Gallery	189 sqm	86 sqm	321.5 sqm
Displayed items	4 machines, 1 mould & 38 mould components/ products	1 machine, 1 mould & 30 mould components/ products	3 machines, 2 moulds & 14 mould components/ products
No. of Questionnaires collected from visitors	32	40	286

An introductory video and slideshow of Hong Kong mould & die industry development were played at the display gallery. Different kinds of mould machinery were displayed at 3 shows to demonstrate the advanced technologies and solutions provided by Hong Kong mould makers. A time tunnel was set up at CHINAPLAS 2013 to show the history of the industry since 1950s. History of Hong Kong mould and die industry was presented via slideshow and timeline bill board at CHINAPLAS 2014 & 2015 respectively. Three versions of booklets (2,000pcs/ version, total 6,000 copies) were produced and distributed at the Pavilion to introduce the excellence of the industry, displayed exhibits and exhibitors. Around 15,000 flyers per show were produced and distributed at several customer service counters at CHINAPLAS.

During the project period, a series of promotions were carried out to arouse industry players' attention to the Hong Kong Pavilions including:

1. Advertisements in newspaper- HKET (2013 & 2014), 羊城地鐵報(2015) were made;
2. Advertisements and advertorials at FHKI monthly magazine "Hong Kong Industrialist" and HKMDC annual publications;
3. Circulars and eDM were distributed to members of HKMDC & FHKI;
4. Online advertisement was placed on websites of the FHKI and HKMDC to encourage participations of Hong Kong SMEs;
5. Invitation cards were disseminated to potential exhibitors and participants;
6. A series of seminars jointly organised by HKMDC and Adsale were arranged before the fair to introduce the latest technology in the industry to potential buyers from different industrial sectors so as to invite them to Hong Kong Pavilion at CHINAPLAS.

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) #
Phase 1			
Reserve the raw space from Adsale Exhibition			
(a) Services Ltd	9-Nov-2012		C
(b) Formation of Advisory Committee	9-Nov-2012		C
(c) Decide the theme of Hong Kong Pavilion	9-Nov-2012		C
Recruitment of exhibitors at Hong Kong			
(d) Pavilion	31-Dec-2012		C
Promotions to HK Pavilion via advertising			
(e) campaign	23-May-2013		C
(f) Calling for display items at Hong Kong Gallery	1-Jan-2013		C
Production of pamphlets, invitation cards,			
(g) flyers and eDM	31 Jan 2013		C
Confirm the contents of the Booklet			
(h) introducing the industry	31 Jan 2013		C
Selection of participants in Hong Kong			
(i) Pavilion	31 Jan 2013		C
Production of the booklet introducing the			
(j) industry	28 Feb 2013		C
Design and Decoration of the Hong Kong			
(k) Pavilion	30 Apr 2013		C
(l) Design and Decoration of Hong Kong Gallery	30 Apr 2013		C
(m) Transportation Quotation and Arrangement	15 May 2013		C
Set-up prior to the show at Hong Kong			
(n) Pavilion	19 May 2013		C
(o) The show period of CHINAPLAS 2013	23 May 2013		C
After-show report of the Hong Kong Pavilion			
(p) at CHINAPLAS	31 May 2013		C
Phase 2			
Reserve the raw space from Adsale Exhibition			
(q) Services Ltd	22 Apr 2013		C
Revision to the formation of Advisory			
(r) Committee	22 Apr 2013		C
Recruitment of exhibitors at Hong Kong			
(s) Pavilion	22 Apr 2013		C
(t) Decide the theme of Hong Kong Pavilion	22 Jul 2013		C
Promotions to HK Pavilion via advertising			
(u) campaign	22 Jul 2013		C
(v) Calling for display items at Hong Kong Gallery	22 Jul 2013		C
Production of pamphlets, invitation cards,			
(w) flyers and eDM	22 Jul 2013		C
Selection of participants in Hong Kong			
(x) Pavilion	22 Dec 2013		C
Design and Decoration of the Hong Kong			
(y) Pavilion	22 Jan 2014		C
(z) Design and Decoration of Hong Kong Gallery	22 Jan 2014		C

(aa)	Transportation Quotation and Arrangement	22 Mar 2014	C
	Set-up prior to the show at Hong Kong		
(bb)	Pavilion	21 Apr 2014	C
(cc)	The show period of CHINAPLAS 2014	23-26 Apr 2014	C
	After-show report of the Hong Kong Pavilion		
(dd)	at CHINAPLAS	2 May 2014	C
Phase 3			
	Reserve the raw space from Adsale Exhibition		C
(ee)	Services Ltd	19 May 2014	
	Revision to the formation of Advisory		C
(ff)	Committee	19 May 2014	
	Recruitment of exhibitors at Hong Kong		C
(gg)	Pavilion	19 May 2014	
			C
(hh)	Decide the theme of Hong Kong Pavilion	19 Aug 2014	
	Promotions to HK Pavilion via advertising		C
(ii)	campaign	19 Aug 2014	
			C
(jj)	Calling for display items at Hong Kong Gallery	19 Aug 2014	
	Production of pamphlets, invitation cards,		C
(kk)	flyers and eDM	19 Aug 2014	
	Selection of participants in Hong Kong		C
(ll)	Pavilion	19 Jan 2015	
	Design and Decoration of the Hong Kong		C
(mn)	Pavilion	19 Feb 2015	
			C
(nn)	Design and Decoration of Hong Kong Gallery	19 Feb 2015	
			C
(oo)	Transportation Quotation and Arrangement	19 Apr 2015	
	Set-up prior to the show at Hong Kong		C
(pp)	Pavilion	18 May 2015	
			C
(qq)	The show period of CHINAPLAS 2015	20 – 23 May 2015	
	After-show report of the Hong Kong Pavilion		C
(rr)	at CHINAPLAS	31 May 2015	

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

N/A
