

**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 4 010
Project title : Encourage Hong Kong enterprises to obtain quality assurance for their products/services under the “Hong Kong Q-Mark Scheme”; boost public recognition of “Hong Kong Q-Mark” in the Mainland market in order to facilitate the Hong Kong products concerned in domestic sales and serving Mainland customers
Period covered : From 01/08/13 to 31/01/16
(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)

Product quality and safety is an increasing essential factor influencing consumer decisions, not only in Hong Kong but also in the Mainland. Quality assurance is hence an important element in brand building of a company and its products/services.

The Hong Kong Q-Mark Scheme, which is based on objective test assessments and regular quality system surveillances, is one of the most stringent and credible schemes in Hong Kong. Established in July 1978, the Scheme has developed into a widely recognized quality certification scheme in Hong Kong and is representing good quality Hong Kong products and services in local people's mind. Many renowned Hong Kong brands, especially in the food and service industry such as Maxim's Caterers (美心), Lee Kum Kee (李錦記), TW Coffee (捷榮咖啡), Midland (美聯物業), MTR Corporation (港鐵) etc, are the members of the Q-Mark Scheme. Through achieving the requirements of Q-Mark Scheme, these companies can put a Q-Mark logo on their products and/or services which uplifted their brand image and consumers' confidence. Over the past three decades, the Hong Kong Q-Mark Council has certified numerous companies on their excellent quality products and services on the Scheme and assisted them in gaining consumer confidence and high quality brand image through the promotion in TV commercials and advertisements in local media.

However, the promotion of Q-Mark was only focused on the local market previously, the Q-Mark logo and the Scheme is not publicly recognized in the Mainland market. Mainland consumers do not know the high quality standard that has been achieved by the companies carrying the Q-Mark logo and so the positive brand image of Hong Kong brands in quality cannot be conveyed to the domestic market.

This project comprises of 3 main elements: (1) seminars to promote the importance of testing and quality enhancement as part of overall branding; (2) providing financial support to enterprises in undergoing the necessary testing assessment and service standard upgrading when applying for Q-Mark Scheme; (3) implementing a series of marketing activities on Q-Mark to boost recognition of the "Hong Kong Q-Mark Scheme" and the Q-Mark logo amongst Mainland consumers.

Project Objective(s) (in about 80 words)

- To strengthen good quality, reliable and professional image of Hong Kong products and services to Mainland traders and consumers
- To educate multi-disciplinary Hong Kong companies in brand building and quality enhancement through a series of seminars in quality system, testing, compliance as well as product lifecycle management (PLM).
- To boost the public recognition of the "Hong Kong Q-Mark Scheme" that represents the high quality products and services of Hong Kong brands. It can assist the long-term sustainable development of multi-disciplinary Hong Kong industries and help the industry opening up the domestic market.
- To expand the number of products and service of Hong Kong companies with Q-Mark by providing financial support on testing and service standard upgrading.
- To extend the distribution network of Hong Kong product and service brands under the "Hong Kong Q-Mark Scheme" through the participation in Mainland trade fairs.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Federation of Hong Kong Industries

Collaborating Organisation(s) : Hong Kong Q-Mark Council

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	: <u>Wing Kin, Chang</u>	<u>Federation of Hong Kong Industries</u>	<u>Tel 2732 3190 Fax 2721 3494</u>

Deputy Project Co-ordinator	: <u>Kam Ying, Lam</u>	<u>Federation of Hong Kong Industries</u>	<u>Tel 2732 3193 Fax 2721 3494</u>
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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>01/08/2013</u>	<u>31/07/2015</u>	<u>24</u>
Revised (if applicable)	<u>01/08/2013</u>	<u>31/01/2016</u>	<u>30</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 (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)	Participate in two major consumer product and food trade fairs	<p>Participate in two major Mainland consumer product and food fairs</p> <p>Set up “Hong Kong Q-Mark” pavilion of size 115sqm</p> <p>The common exhibiting area will take up half the pavilion and the demonstration area will take up the other half (around 60sqm each).</p> <p>Target no. of participants: 15 – 20 SMEs per fair</p>	<p>Participated in The 14th China International Food Exhibition and Guangzhou Import Food Exhibition (27-29 May 2014) of 138sqm. 6 SMEs showcased their products.</p> <p>Participated in The 23rd China (Shenzhen) International Gifts, Handicrafts, Watches & Houseware Fair (25-28 Apr 2015) of 120sqm. 8 SMEs showcased their products.</p>	<p>Pavilion size of 115sqm was not available, the size of 138sqm was the next substitute.</p> <p>The shortfall of the target is due to the following reasons:</p> <ul style="list-style-type: none"> - The timeline of the fair clashed with company production schedule; - The fair is not well recognised by mainland market, which does not fit for HK brands.
b)	Organize 3 half-day “Branding and Quality enhancement” seminars for multi-disciplinary Hong Kong companies	<p>Launch 3 half-day seminars</p> <p>Invite local experts in testing & certification, quality enhancement and PLM as well as branding to be the speakers in the seminars</p>	<p>3 half-day “Branding and Quality enhancement” seminars were held.</p> <p>More than 150 company representatives from multi-disciplinary attended the seminar.</p>	

			Local experts in testing & certification, quality enhancement and PLM as well as branding were invited as the speakers of the seminars.	
c)	Launch a support scheme to local brands in product testing and service standard assessment	Provide a one-off subsidy of HK\$20,000 to applicant of Q-Mark scheme for product testing laboratories and quality consultancy service Benefit about 50 local companies.	Total of 26 applications were received. 24 applicants provided the required information and received the supporting fund.	The process for certification of the Q-Mark scheme took time and had to meet a required set of quality standards before certification could be given. For companies which had submitted the request-for-quotation log sheets, they were briefed on the cost of certification (after deduction of the fund from the support scheme), work and quality standards required. In the end 63 companies were interested in the support scheme through submission of the request-for-quotation log sheets. Eventually 24 companies successfully received the fund. The shortfall of the target is due to the following reasons: (a) they were unable to provide sufficient quality documents for further application processing; (b) they were concerned about the cost to maintain the certification in the future.
d)	Organize 2 roadshows in Mainland shopping malls	Organize two 3-day roadshows in popular shopping malls in Guangzhou with exhibiting area of about 200sqm each. Arrange Q-Mark introductory press conference with interactive games and free	Two roadshows were organized in Guangzhou on 10-12 Jan 2014 and 20-22 Nov 2015 respectively with exhibiting area of 200sqm each. Press interview and opening ceremony were arranged during the roadshows.	

		souvenirs during the roadshows.		
e)	“Hong Kong Q-Mark” interactive information web-based e-Centre	Launch a web-based e-Centre with background information about “Hong Kong Q-Mark” and a list of certified Hong Kong brands with hyperlinks to their company websites	<p>A “Hong Kong Q-Mark” interactive information <i>web-based e-Centre</i> was launched in Nov 2013.</p> <p>Interactive games were launched on the e-Centre</p> <p>Achieved approximately 50,000 visitors</p>	
f)	Promotion and advertisements in various social media channels in Mainland	Publish “Hong Kong Q-Mark”, advertisement in various social media channels	<p>A banner advertisement was publicized on Baidu and Top News advertisement posted on Weibo</p> <p>An advertisement for promoting the Guangzhou Roadshow was posted to Letv, Youku, 愛奇藝 and 搜狐 . See session 2.2 below for detail.</p> <p>Advertisement of the fair published on Let’s Go magazine.</p>	

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

(Please list out in table format if necessary.)

(a) Participate in two major consumer product and food trade fairs in Guangzhou

- Participated in The 14th China International Food Exhibition and Guangzhou Import Food Exhibition (27-29 May 2014) with booth size of 138sqm
- Participated in The 23rd China (Shenzhen) International Gifts, Handicrafts, Watches & Houseware Fair (25-28 Apr 2015) with booth size of 120sqm
- There were 15 different brands from Hong Kong showcased their products in Q-Mark's booths in each fairs including Maxim's Caterers Limited, Tai Pan Bread & Cakes Co. Limited, King Bakery Holdings Limited, Lam Soon Oils & Fats Ltd., Tsit Wing Coffee Co., Ltd., Lee Kum Kee International Holdings Ltd., Tung Chun Soy Sauce & Canned Food Company Limited, Hong Kong Ham Holdings Ltd., Qualidux Industrial Company Limited, Konstar Industries Ltd., Kin Hip Metal & Plastic Fty Ltd., German Pool (Hong Kong) Ltd., Imperial Bird's Nest International Co. Ltd., Hong Kong Wing Wah and Pak Fah Yeow International Limited etc..

(b) Organize 3 half-day "Branding and Quality enhancement" seminars for multi-disciplinary Hong Kong companies

Date	Speakers	Topic Discussed	Venue	No. of Participants
4 Nov 2013 (1500-1700)	<ul style="list-style-type: none"> - 運年錶業集團董事總經理劉展灝先生 - 金至尊珠寶集團副總裁林國興太平紳士 - 香港生產力促進局資訊科技及企業管理部葉建新顧問 	<ul style="list-style-type: none"> (1) 企業分享：藉香港「Q嘜」提升品牌認受性及成功打進國內市場 (2) 國家產品註冊及認證需知 	FHKI Office	50
27 Feb 2014 (1600-1730)	<ul style="list-style-type: none"> - 香港優質標誌局高級經理鄭永健先生 - 通用製造廠有限公司董事總經理葉中賢博士 - 「新世界互動媒體」的營業部助理總經理楊秋蓉小姐 	<ul style="list-style-type: none"> (1) 介紹香港Q嘜資助計劃 (2) 企業分享：國內市場營銷 (3) 國家產品註冊及認證需知：國內網上推廣商機 	FHKI Office	52
17 Jun 2014 (1600-1730)	<ul style="list-style-type: none"> - 香港優質標誌局高級經理鄭永健先生 - POSH科譽(香港)有限公司創辦人兼行政總裁嚴志明先生 - 騰訊控股有限公司產品總監洪桃李先生 	<ul style="list-style-type: none"> (1) 介紹香港Q嘜資助計劃 (2) 企業分享：國內特許經營 (3) 國內網上/手機平台推廣商機 	FHKI Office	77

(c) Launch a support scheme to local brands in product testing and service standard assessment

- There were 63 request-for-quotation log sheets received from companies with intention to apply for the support scheme and the Q-Mark scheme.
- Out of 63 requests, 26 applicants had submitted application forms to apply for the Support Scheme and the Q-Mark Schemes.
- Among the 26 applicants, 24 applicants had successfully received the Support scheme Funding.
- The 2 applicants that did not receive the funding were BUD no.36 and BUD No.45 as mentioned below.
- See below table for the applicant list,

BUD No.	Company Name	BUD No.	Company Name
001	Chuan Chiong Co Ltd	035	Chinese Pharmaceuticals (HK) Co Ltd
006	Make Rich Ltd.	036	Tin Lee Medicine International Ltd.
012	Karibu Baby Ltd.	039	HK Kids Food Factory Ltd.
015	Hokkaido Mart Trading Co Ltd	040	Winnie Sanitary Product Limited
016	Sincere Top Int'l Ltd.	042	Mind Body (Asia) Limited
017	Chef's Workshop Limited	045	Global Champion Food Company Limited
020	Tanson Development Ltd-Grand Hotel	046	Hong Kong Storage
024	Cypress Worldwide Limited	050	Total Enterprise Limited
026	Ice-Master Limited	052	Da Ming International Imited
027	Casablanca Hong Kong Limited	053	Shing Hing Plastic Mfg Ltd
029	Ming Tat Hong Group Hardware Suppliers Co Ltd	058	Viet Huong Trading Co Ltd
030	Union Group International Company Limited	062	Lee Kee Group Ltd.
032	Kings Food Limited	063	New Standards Ltd

(d) Organize 2 roadshows in Mainland shopping malls

- Organized the 1st roadshow “Q-mark Quality Life Carnival” in Guangzhou on 10-12 Jan 2014
- Organized the 2nd roadshow “Q-mark Quality Life Carnival” in Guangzhou on 20-22 Nov 2015
- There were 16 brands participated in the first roadshow and 18 brands participated in the second roadshow.
- Participated brands include Karibu, Imperial Bird's Nest, Lam Soon, GEW, Kinnox, Chuan Chiong, Hop Hing Oils, Konstar, Tsit Wing Coffee, Tung Chun Soy Sauce, Wah Ming Eyewear, Po Sum On, LKK, A.Fontane, Qualidux, German Pool, Temporis, Free Time.

(e) “Hong Kong Q-Mark” interactive information web-based e-Centre

- The Hong Kong Q-Mark e-Centre was launched in Nov 2013, which contains the background information about “Hong Kong Q-Mark” and a list of certified Hong Kong brands with hyperlinks to their company websites to enhance their brand image.
 - Information of the project promotion activities was disseminated on the website. Approximately 50,000 visitors have visited to the e-Centre.
 - Link: www.qmark.org.hk
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(f) Promotion and advertisements in various online social media channels in Mainland also to include offline regional channels

- The advertisement banner of the 1st roadshow was posted to Baidu, Sina Weibo, 鳳凰網 and 新華網 all on 08/01/2014, while the press release of the roadshow was publicized on 搜狐焦點, 廣州日報(21/01/2014), 南方都市報(23/01/2014), 信息時報 (15/01/2014), 羊城地鐵報 (15/01/2014), 光明網, 新浪新聞網, 21cn新聞網, 華龍網, 羊城晚報(23/01/2014), 評校網, 鳳凰網 and 財經網.
- An advertisement of the 2nd roadshow was posted on Letv, Youku, 愛奇藝 and 搜狐 all on 19/11/2015 – 22/11/2015 with 48,000 clicks and 2,600,000 pages of impressions were achieved. While the press release of the roadshow was publicized on 南方都市報 (26/11/2015), 羊城晚報(26/11/2015), 羊城地鐵報 (03/12/2015), 新快報網 (20/11/2015), 南方周刊 (07/12/2015), 網易163 (26/11/2015) and 鳳凰網(26/11/2015).
- Advertisement on Let's Go Magazine (2014 Issue No.5/6) for the promotion of the Guangzhou Fair

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) Form project committee	30/09/2013		C
(b) Formulate detail implementation plan and marketing schedule	30/09/2013		C
(c) Identify the experts to be the speakers for the Seminars	30/09/2014		C
(d) Organize 3 half-day “Branding and quality enhancement” seminars	30/09/2014		C
(e) Design the support scheme for local brands in product testing and service upgrading for quality certification	31/01/2016		C
(f) Short-list the qualified product testing and consultancy service providers under the Scheme	31/01/2016		C
(g) Prepare legal documentations, including application forms, reimbursement forms, guide of application procedures and rules, of the Scheme	31/01/2016		C
(h) Launch the Support Scheme to public with promotion activities	31/01/2016		C
(i) Prepare for participation in two trade fairs	31/05/2015		C
(j) Invite members of the Scheme and Mainland traders to join the fair	31/05/2015		C
(k) Design and produce the “Hong Kong Q-Mark” interactive information web-based e-Centre	01/05/2014		C
(l) Promote project activities through social media marketing	01/05/2014		C
(m) Identify the suitable shopping malls for roadshow and the content for the performance	31/03/2015		C
(n) Organize the 2 roadshows to boost public awareness	31/03/2015		C

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

Nil
