

**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. : BUD 13 2 010
Project title : Bringing Hong Kong Watch and Clock Industry into
the Chinese Domestic Market
Period covered : From 01/12/2013 to 30/11/2015
(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)

This project is to promote domestic sales of Hong Kong's watches and clocks in the Mainland by demonstrating our core values of professionalism in product design, high quality assurance, production capability of high precision parts and brand accreditation.

Project Objective(s) (in about 80 words)

To promote Hong Kong's watches and clocks in the Mainland by demonstrating our core values of professionalism in product design, high quality assurance, production capability of high precision parts and brand accreditation.

To provide assistance to Hong Kong's watch and clock manufacturers in brand building and domestic sales in the Mainland.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Watch Manufacturers Association Limited
1. The Federation of Hong Kong Watch Trades and Industries Ltd.
2. The Federation of Hong Kong Industries (Group 22: Hong Kong Watch and Clock Council)
3. The Hong Kong General Chamber of Small and Medium Business
Collaborating Organisation(s) : 4. The Professional Validation Council of Hong Kong Industries
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>David LAI</u>	<u>Hong Kong Watch Manufacturers Association Ltd.</u>	<u>2522 5238/ 2810 6614</u>
Deputy Project Co-ordinator	: <u>Kwok Keung LEE</u>	<u>Hong Kong Productivity Council</u>	<u>2788 5551/ 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>1 December 2013</u>	<u>30 November 2015</u>	<u>24 months</u>
Revised (if applicable)	_____	_____	_____

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)	Establishment of Hong Kong Watch and Clock Brand Alliance	N/A	Completed	N/A
b)	Establishment of Hong Kong Watch and Clock Pavilion at 中國國際鐘錶珠寶商業大會	1 Pavilion	1 Pavilion	N/A
c)	Establishment of Hong Kong Watch and Clock Pavilion at 中國（深圳）國際鐘錶展覽會	1 Pavilion	1 Pavilion	N/A
d)	Organizations of Roadshow	Around 10 days	10 days	N/A
e)	Organization of 4 seminars	320 participants in total	328 participants in total	N/A
f)	Publish of Hong Kong Branded Watch and Clock Yearbook	20,000 copies	20,000 copies	N/A
g)	Upload of Project Deliverables to Applicant's website	N/A	Completed	N/A

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

(Please list out in table format if necessary.)

During the report period, a group of Hong Kong companies who are interested in establishing their own watch brands in the Mainland market united together, and established the “**Hong Kong Watch and Clock Brand Alliance**”.

The **Hong Kong Watch and Clock Pavilions** were set up at both the China (Hangzhou) International Watch Clock & Jewelry Business Conference (19-22 Feb 2014) and the 25th China Watch and Clock Fair (26-29 Jun 2014 in Shenzhen). Companies with branded watches and clocks, watch component suppliers (such as watch bands and straps, crown, dial and bezel), surface treatment companies, testing laboratories and packaging companies showcased their products and services in the Pavilions.

A **ten-day roadshow**, promoting Hong Kong watch and clock products to the Mainlanders, was organized in Chongqing during National Day holidays (27 Sep to 06 Oct 2014). An **opening ceremony** was arranged with representatives from both Chongqing and Hong Kong. A **survey** was conducted to collect information on Mainlanders’ preference on purchase of watch and clock products. **Business matching** was arranged to facilitate further business cooperation between Hong Kong and the Mainland.

Four one-day seminars were conducted in Hong Kong on 17 Jan 2014, 25 July 2014, 23 Jan 2015 and 24 Jul 2015 to provide key information to local watch and clock manufacturers on 1) the laws and regulations, taxation and customs in the Mainland, 2) the product design and quality requirements for the domestic markets, 3) the sales and marketing strategy in the Mainland, especially potential sale and promotion channels and successful business model, and 4) keys to successful brand building and experience sharing. The number of participants are 82, 83, 70 and 93 respectively.

Two **Hong Kong Branded Watch and Clock Yearbooks** (with 10,000 copies each) were published to introduce local branded watches and clocks to target customers.

Information of the project deliverables were uploaded to the Applicant’s website to further promote the project and disseminate the project outcome to interested parties.

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) Establishment of the Hong Kong Watch and Clock Brand Alliance	31-Dec-2013		C
Preparation and Organization of Hong Kong Watch and Clock Pavilion at Hangzhou Exhibition	31-Mar-2014		C
(b) Compilation and Production of Hong Kong Branded Watch and Clock Yearbook 2014			
(c) Organization of 1 st Seminar	28-Feb-2014		C
(d) Distribution of Yearbook to Target Parties	30-Apr-2014		C
(e) Preparation and Organization of Hong Kong Watch and Clock Pavilion at Shenzhen Exhibition	31-July-2014		C
(f) Preparation and Organization of Hong Kong Watch and Clock Road Show at Chongqing	31-Oct-2014		C

(g)	Production of Hong Kong Branded Watch and Clock Yearbook 2015	28-Feb-2015	C
	Organization of 2 nd Seminar	31-May-2015	C
(h)	Distribution of Yearbook to Target Parties		
(i)	Organization of 3 rd Seminar	31-July-2015	C
(j)	Organization of 4 th Seminar	30-Sept-2015	C
	Compilation of Seminar Proceedings	30-Nov-2015	C
(k)	Upload of Project Deliverables to the Applicant's website		

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

Nil
