

**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 2 003  
Project title : Building Hong Kong IT Solution Provider's Brand in  
Mainland China Through a Digital Interactive IT  
Solution Directory  
Period covered : From 01/02/2013 to 31/01/2016  
(dd/mm/yy) (dd/mm/yy)



## 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)	1 <sup>st</sup> Online Survey for investigating current situation of HK IT industry Survey Period: June 2013 – Oct 2013	200 responses	183 responses	In order to have a more detailed picture on HK IT industry especially for area about developing business in Mainland, the questionnaire was a bit longer than participants expected, so it discouraged participants to complete the online survey. HKITF had promoted the survey through sending invitation to HK ICT Awards winners via the award organiser, seeking IT related supporting organisations support and promoted through eDM and facebook.
b)	1st Promotion Seminar -新媒體科技的應用及策略 Date: 29 Aug 2013	200 participants	275 participants	
c)	1 <sup>st</sup> Exhibition - Smart Hong Kong Expo, Guangzhou Date: 28-29 Aug 2013	20 exhibitors	20 exhibitors	
d)	Hong Kong Interactive IT Solution Directory	300 IT solution providers	467 IT solution providers	
e)	2 <sup>nd</sup> Promotion Seminar -《商務新世代——智能手機內外攻略》研討會 Date: 11 Mar 2014	200 participants	252 participants	
f)	3 <sup>rd</sup> Promotion Seminar -中山 – 香港資訊科技技術交流研討會 Date: 11 Apr 2014	200 participant	168 participants	Because there was another important event held in Zhongshan simultaneously, therefore the attendance was lower than expected. In order to encourage more participants to attend the seminar, we had cooperated with Zhongshan government trade support unit and some other Zhongshan trade associations for inviting potential audience.
g)	4 <sup>th</sup> Promotion Seminar -「融入資訊科技, 連向商機無界限」中小企座談會 Date: 19 Sept 2014	200 participants	132 participants	Due to short lead time for seminar promotion, we could not recruit proposed number of seminar participants.
h)	5 <sup>th</sup> Promotion Seminar -「內地與香港中小企新媒體應用與策略」座談會 Date: 11 Oct 2014	200 participants	133 participants	The venue was provided by the organizer of The 11 <sup>th</sup> China International SME Fair, due to venue constraint, the maximum capacity of the venue couldn't accommodate 200 participants. But the seminar was nearly full housed.
i)	2 <sup>nd</sup> Exhibition - The 11 <sup>th</sup>	20 exhibitors	20 exhibitors	



	China International SME Fair, Guangzhou Date: 11-14 Oct 2014			
j)	6 <sup>th</sup> Promotion Seminar - 移動手機APP 及物聯網應用研討會 Date: 25 Nov 2014	200 participants	154 participants	This seminar was initiated and coordinated by the main co-organizer (also the venue provider) in Shenzhen. They advised the best capacity should be limited to around 150.
k)	7 <sup>th</sup> Promotion Seminar - 「營商新模式 - O2O的新機遇與挑戰」研討會 Date: 21 Apr 2015	200 participants	265 participants	
l)	2 <sup>nd</sup> Online Survey for investigating current situation of HK IT industry Survey Period: Feb 2015 – Aug 2015	200 responses	182 responses	It was not easy to collect responses from our target. With the experience from the first survey, we had trimmed the length of survey by deleting some unimportant questions and extended the responses collection time. Promotion was made through supporting organizations, facebook, eDM to target participants, and we also did phone call follow up for inviting IT vendors to fill in the online survey.
m)	3 <sup>rd</sup> Exhibition - 2015 The 7 <sup>th</sup> Shenzhen International Internet of Things Expo, Shenzhen Date: 20-22 Aug 2015	20 exhibitors	20 exhibitors	
n)	8 <sup>th</sup> Promotion Seminar - 物聯網的新機遇與挑戰研討會 Date: 21 Aug 2015	200 participants	187 participants	The total number of registered participants was over 200, though we had already did email and phone reminder before the seminar held, some registrants didn't show up finally, the final number of participants could not reach 200 people. Besides promotion did by the expo organization, in order to attract more participants, we also did seminar promotion through WeChat and cooperated with related mainland industry association by inviting their members to attend the seminar. Although some registrants didn't show up, the seminar was nearly full-housed.
o)	9 <sup>th</sup> Promotion Seminar - 雲計算, 大數據及物聯網應用研討會 Date: 2 Nov 2015	200	79	HK IT Solution Directory project was invited by the expo organizer to organize the seminar con-current with the 4 <sup>th</sup> China (Huizhou) Internet of Things and Cloud Computing Expo. The project invited HK experts from cloud, big data and IOT aspect to make presentation at the seminar. As we do not have database around Huizhou cities, the project had arranged Weibo and WeChart promotion for seminar recruitment. And also invited some industry association from Shenzhen to support the seminar. However the outcome was much lower than expected. To conclude, since the visitors to the

				expo was less, consequently participants to the seminar was less too.
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**Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)**

(Please list out in table format if necessary.)

**1) 1<sup>st</sup> Online Survey**

Survey Period: June 2013 – Oct 2013

Sampling Size: Total 183 valid data received

The online survey for investigating current situation of HK IT industry including the aspects of

- 1) Major IT solutions and service offered
- 2) Major target industry
- 3) Technologies adopted for development, and methodologies adopted for software quality assurance and project management
- 4) HK IT industry practitioners' professional qualifications and competitive advantages
- 5) Operation location in the Mainland
- 6) Concerns about doing business in the Mainland

Total 183 valid data were analysed. The Survey reveals HK IT industry's major competitive advantages, facilitating the Industry to formulate the promotion strategy for IT users in the Mainland and other countries. Besides, the survey also reveals that the Industry has faced certain challenges when entering the mainland market, we hope that by developing an interactive IT solution directory, which can provide an effective promotion channel in the Mainland for the HK IT industry.

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**2) 1<sup>st</sup> Promotion Seminar**

Date: 29 Aug 2013

Venue & Location: Smart Hong Kong Expo, Guangzhou

Co-organiser: HK Trade Development Council

Participants: 275

The seminar named 新媒體科技的應用及策略 was held in Guangzhou under Smart Hong Kong Expo, four HK renowned IT solution speakers from mobile technology, databank marketing, retail technology and new digital media were invited to share their experience and insight on the future IT technology development with over 250 mainland enterprise audience.

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**3) 1<sup>st</sup> Exhibition**

Date: 28-29 Aug 2013

Venue & Location: Smart Hong Kong Expo, Guangzhou

Organiser: HK Trade Development Council

HKITF's Delegate Exhibitors: 20

On 28-29 Aug, the project team led with 20 delegates (IT solutions directory member) formed an IT Pavilion to participate in the SmartHK Exhibition in Gunagzhou. The project team introduced the project objectives and project progress to Financial Secretary Mr. John Tsang Chung Wah GBM, JP during the VIP tour at the exhibition. Where participated delegates demonstrated their solutions and showcased their successful case to mainland visitors at the expo. Most of them received positive responses from the exhibition.

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#### 4) HK Digital Interactive IT Solution Directory

HK Digital Interactive IT Solution Directory ([www.itsolution.hk](http://www.itsolution.hk)) was launched since January 2014. Up till now, directory recorded 467 IT Solution vendors and 644 general user registrations.

The directory is designed with the theme of user-friendliness and functionality-rigorous.

The directory covers complete set of HK IT solutions and its provider's information. Solutions including ERP, POS, handheld application, cloud computing, embedded software as well as mobile application and IOT solutions etc. Users can search for solutions and providers from the platform via software name or targeted industry easily.

The directory website provides with **three languages** (English, Traditional Chinese & Simplified Chinese), users can easily search for their IT solutions and solution providers required **through multiple criteria** such as industry and solution type. It **supports multimedia and interactive content** such as company video and link to solution provider's social media.

Additional sections such as **company track record and features of the IT solutions addressing the mainland market needs** are also included and emphasized to completely reflect the advantages of HK IT solution providers. The directory also provides linkage of **IT solution providers' social media site**, where users can get the most updated information of IT solution providers.

For IT solution providers, the website **supported with content management system**, registered IT solution providers can easily update their company information via login name and password.

In order to ensure the directory quality and information correctness, the directory website supported with **administrator information validation and approval**, where administrator has right to reject unrelated or not eligible registrations.

All features mentioned in the proposal are accomplished.

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#### 5) 2<sup>nd</sup> Promotion Seminar

Date: 11 Mar 2014

Venue & Location: Langham Hotel, Shenzhen

Co-organisers: 深圳工業總會, 深圳市品質協會, 深圳市卓越績效管理促進會, 中商國際管理研究院, 深圳深港生產力基地培訓中心

Participants: 252

The seminar named 《商務新世代——智能手機內外攻略》研討會 was held in Shenzhen Langham Hotel. Four HK mobile app developers/solutions provider from the IT Solution Directory were invited to share their success case and solutions to Shenzhen enterprises.

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#### 6) 3<sup>rd</sup> Promotion Seminar

Date: 11 Apr 2014

Venue & Location: Golden Diamond Hotel, Zhongshan

Co-organisers: 中山市外事僑務局 (中山市港澳事務局), 中山市經濟和信息化局, 中山市科學技術局, 中山讀書郎電子有限公司

Participants: 168

The seminar named 中山 – 香港資訊科技技術交流研討會 was held in Zhongshan Golden Diamond Hotel. The seminar objective was to provide exchange platform for Zhongshan and Hong Kong IT players. Three speakers from Zhongshan and two speakers from Hong Kong were invited to have presentation on cloud computing and e-learning related topics.

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**7) 4<sup>th</sup> Promotion Seminar**

Date: 19 Sept 2014

Venue & Location: 深圳市中小企業服務平台 (SME Mall), Shenzhen

Co-organisers: 深圳市中小企業公共服務平台, 深圳工業總會, 深圳市品質強市促進會, 深圳市零售商業行業協會, 深圳市卓越績效管理促進會

Participants: 132

The seminar named 「融入資訊科技, 連向商機無界限」中小企座談會 was held in Shenzhen SME Mall. Five software developers/solutions provider from the IT Solution Directory were invited to speak at the seminar, introducing their latest solution for SMEs, seminar covered broad aspect, from cloud computing to mobile app, from document management system to logistics solution.

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**8) 5<sup>th</sup> Promotion Seminar**

Date: 11 Oct 2014

Venue & Location: Poly World Trade Centre, Guangzhou (con-current with the 11<sup>th</sup> China International SME Fair)

Co-organisers: 廣東省中小企業局, 香港貿發局, 香港中小企業大聯盟

Participants: 133

The seminar named 「內地與香港中小企新媒體應用與策略」座談會 was held in Guangzhou under the 11<sup>th</sup> China International SME Fair. Two Hong Kong new media marketers were invited to share the latest marketing and promotion strategies and solutions to mainland participants.

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**9) 2<sup>nd</sup> Exhibition**

Date: 11-14 Oct 2014

Fair: The 11<sup>th</sup> China International SME Fair

Venue & Location: Poly World Trade Centre, Guangzhou

Organisers: Ministry of Industry and Information technology, National Development and Reform Commission, Ministry of Finance, State Administration for Industry and Commerce, General Administration of Quality Supervision, Inspection and Quarantine, China Banking Regulatory Commission, People's Government of Guangdong Province, The Secretariat of Economy, Mexico

HKITF's Delegate Exhibitors: 20

Fair Website: [www.cismef.com.cn](http://www.cismef.com.cn)

The BUD project team led with 20 delegates (IT solutions directory member) formed a HK IT Solution Pavilion to participate in the 11<sup>th</sup> China International SME Fair in Guangzhou. Where delegates demonstrated their solutions and showcased their successful case to mainland visitors during the expo period.

Exhibitors also joined the networking lunch arranged and sponsored by the Hong Kong Zone coordinator, a platform for extend networks and exchange (Non BUD(OSP) funded event).

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**10) 6<sup>th</sup> Promotion Seminar**

Date: 25 Nov 2014

Venue & Location: 深圳市中小企業服務平台 (SME MALL), Shenzhen

Co-organisers: 深圳市中小企業公共服務平台, 深圳市品質協會, 深圳工業總會, 中外企業促進聯會, 深圳市信息行業協會

Participants: 154

The seminar named 移動手機APP 及物聯網應用研討會 was held in Shenzhen SME Mall. Six software developers/solutions provider from the IT Solution Directory were invited to speak at the seminar, introducing their latest solution for SMEs, seminar covered broad aspect of mobile app and IOT related solutions that fits for various enterprises' need.

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### 11) 7<sup>th</sup> Promotion Seminar

Date: 21 Apr 2015

Venue & Location: Langham Hotel, Shenzhen

Joint organisers/ Co-organisers: 香港特別行政區政府駐粵經濟貿易辦事處, 深圳工業總會, 深圳品質技術創新聯盟, 深圳市卓越績效管理促進會, 深圳市品質強市促進會, 深圳市信息行業協會, 深圳市電子商務協會, 深圳市零售商業行業協會, 深圳市騰訊科技有限公司

Participants: 265

The seminar named 「營商新模式 - O2O的新機遇與挑戰」研討會 was jointly organized by Hong Kong Economic and Trade Office in Guangdong, HKSAR Government at Langham Hotel, Shenzhen. Four industry leaders with O2O related profession were invited to speak at the seminar, share their experience and insight on O2O aspect and followed by panel discussion.

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### 12) 2<sup>nd</sup> Online Survey

Survey Period: Feb 2015 – Aug 2015

Sampling Size: Total 182 valid data received

The online survey for investigating current situation of HK IT industry including the aspects of

1. Understand current difficulties and advantages of HK IT solution providers in the China market
2. Understand the effectiveness of the IT Solution Directory Programme

Total 182 valid data were analysed

- The Survey reveals HK IT industry's major competitive advantages, facilitating the Industry to formulate the promotion strategy for IT users in the Mainland and other countries. HK IT solution providers should make use of the greatest values - Reliability, Reputation and High quality services when serving mainland IT users. The interactive IT solution Directory is found to be effective and appreciated by the Industry.

The survey report is published on the HK Digital Interactive IT Solution Directory website for industry players' reference.

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### 13) 3<sup>rd</sup> Exhibition

Date: 20-22 Aug 2015

Fair: 2015 The 7<sup>th</sup> Shenzhen International Internet of Things Expo

Venue & Location: Shenzhen Convention & Exhibition Center, Shenzhen

Organisers: 國際物聯網貿易與應用促進會

HKITF's Delegate Exhibitors: 20

Fair Website: <http://www.iotexpo.com.cn/>

The BUD project team led with 20 delegates (IT solutions directory member) formed a HK IT Solution Pavilion to participate in the 7<sup>th</sup> Shenzhen International Internet of Things Expo in Shenzhen. Where delegates providing IOT related products/solutions exhibited there to demonstrate their solutions and showcased their successful case to mainland visitors during the expo period.

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### 14) 8<sup>th</sup> Promotion Seminar

Date: 21 Aug 2015

Venue & Location: 2015 The 7<sup>th</sup> Shenzhen International Internet of Things Expo (Shenzhen Convention & Exhibition Center, Shenzhen)

Co-organisers: 香港特別行政區政府駐深圳聯絡處, 深圳工業總會, 深圳市物聯網智慧技術應用協會, 深圳市中小企業公共服務平台

Participants: 187

The seminar named 物聯網的新機遇與挑戰研討會 was organized con-current with the 3<sup>rd</sup> Exhibition at the 7<sup>th</sup> Shenzhen International Internet of Things Expo on the second day of the expo period. Four IOT experts were invited to make presentation at the seminar to introduce their latest IOT solutions and share their insight on IOT.

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**15) 9<sup>th</sup> Promotion Seminar**

Date: 2 Nov 2015

Venue & Location: The 4<sup>th</sup> China (Huizhou) Internet of Things and Cloud Computing Expo, Huizhou Convention and Exhibition Centre

Co-organisers: 深圳市寶安區大數據產業技術促進中心, 廣州交易會廣告有限公司

Participants: 79

The seminar named 雲計算·大數據及物聯網應用研討會 was organized con-current with the 4<sup>th</sup> China (Huizhou) Internet of Things and Cloud Computing Expo. Five experts from Cloud Computing, Big Data and IOT were invited to make presentation at the seminar to share their latest solutions and technologies with expo participants.

**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) #
Project Steering Committee formation and other project preparation (e.g. supporting organizations confirmation)	28/2/2013	N.A	C
(a)			
(b) 1st Online Survey design, setup and promotion	30/4/2013	4/6/2013	D
(c) Data checking and analysis	30/4/2013	24/10/2013	D
(d) Result report compiling	30/4/2013	31/10/2013	D
(e) System design for the Directory	30/4/2013	N.A	C
(f) Vendor selection for system development of Directory	31/7/2013	N.A	C
(g) Directory development	31/7/2013	N.A	C
(h) Directory testing and quality assurance	31/7/2013	N.A	C
(i) Compilation of database on HK IT solutions and providers for the Directory	31/10/2013	N.A	C
(j) Official Launch of the Digital Interactive Directory	31/1/2014	N.A	C
(k) 1 <sup>st</sup> -3 <sup>rd</sup> Promotion seminars in Pan Guangdong Area (1 <sup>st</sup> round)	31/1/2014	11/4/2014	D
(l) 1 <sup>st</sup> Exhibition in Pan Guangdong Area	31/1/2014	N.A	C
(m) 4 <sup>th</sup> – 6 <sup>th</sup> Promotion seminars in Pan Guangdong Area (2 <sup>nd</sup> round)	31/1/2015	N.A	C
(n) 2 <sup>nd</sup> Exhibition in Pan Guangdong Area	31/1/2015	N.A	C
(o) Updating and compilation of database on HK IT solutions and providers for the Directory	31/1/2015	N.A	C
(p) 2 <sup>nd</sup> Online survey design, setup and promotion	31/3/2015	23/7/2015	D*
(q) Data checking and analysis	31/3/2015	24/7/2015	D
(r) Result report compiling	31/3/2015	31/8/2015	D
(s) 7 <sup>th</sup> – 9 <sup>th</sup> Promotion seminars in Pan Guangdong Area (3 <sup>rd</sup> round)	31/12/2015	N.A	C
(t) 3 <sup>rd</sup> Exhibition in Pan Guangdong Area	31/12/2015	N.A	C

(u)	Updating and compilation of database on HK IT solutions and providers for the Directory	31/12/2015	N.A	C
(v)	Project closure and follow up	31/1/2016	N.A	C

*\* The online survey design and setup was completed within schedule by 31 Mar 2015, just the promotion period was extended for recruiting more responses.*

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

Nil

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