

**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 2 004
Project title : Promote Hong Kong branding through HKTDC
Design Gallery on the Mainland
Period covered : From 01/12/12 to 30/11/15
(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)

With the goal of promoting Hong Kong brands and developing the mainland as a domestic market for Hong Kong SMEs, HKTDC opened the Design Gallery in Beijing in 2009 which serves as a year-round showcase and incubator for original Hong Kong design and branded products. We wish to build on the momentum to open more shops so that more companies could benefit and gain practical experience in domestic sales. In the next three years, we plan to open 2-3 shops in cities with strong regional base such as Wuhan, Qingdao and Chengdu. We will also set up country-wide shop-in-shop in major department stores. Our primary challenge is on budget constraints in marketing and event promotion and we would like to seek for BUD Fund so that we could expedite the shop expansion process and initiate a more comprehensive marketing campaign for promoting the collective image of Hong Kong and the participating brands.

Project Objective(s) (in about 80 words)

To assist more Hong Kong companies to penetrate further into the mainland domestic sales market.
To increase the visibility of Hong Kong brand names and the trendsetting image of Hong Kong's lifestyle products.
To nurture more Hong Kong brand players and encourage OEM/ODM companies to move up the value chain.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Trade Development Council

Collaborating Organisation(s) : N/A

Implementation Agent(s) : N/A

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	Myra Mak	Hong Kong Trade Development Council	2584 4023 2824 0249
Deputy Project Co-ordinator :	Jessica Chan	Hong Kong Trade Development Council	2584 4307 2824 0249

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	1 Dec 2012	30 Nov 2015	36 months
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)	Increase the number of Hong Kong participating companies by 15 - 20% each year. (Phase 1: 50 companies; Phase 2: 90; Phase 3: 130). Target to reach 270 companies by end of 2015	270 companies	Phase 1: 68 companies (Wuhan and Qingdao Shops) Phase 2: 117 companies (Wuhan Qingdao and Shanghai shops, New World Shop-in-Shop) Phase 3: 174 companies (Wuhan Qingdao Shanghai and Chengdu shops, Guangzhou Hi Department Stores, New World Shop-in-Shop) Total: 359 companies	
b)	Expect annual sales increase by 10-15% for new shop initiatives	10-15% annual sales increase	Phase 2: +205% Phase 3: -10%	The reasons for the substantial increase of sales turnover in Phase 2 due to the opening the Design Gallery in Shanghai and expansion of New World Shop-in-Shop. The drop of sales turnover in Phase 3 was probably due to the economic slowdown in 2015, and the competition from increasing of online shopping trends.
c)	Organise 3 educational seminars/workshops on brand building and experience sharing in three years.	3 educational seminars/workshops, 20-30 companies each	3 education seminars 1 Jun 2013 : 80 companies 22 Nov 2013: 40 companies 18 Jun 2015: 91 companies	
d)	Organise 3 opening ceremonies for new design galleries in Mainland cities	3 opening ceremonies (80-100 participants each)	3 opening ceremonies for new design galleries in the Mainland were organised: Design Gallery in Wuhan: 86 participants	

			Design Gallery in Qingdao: 103 participants Design Gallery in Chengdu: 130 participants	
e)	Organise 5 – 10 media activities and thematic promotions on Hong Kong branding and original designs in three years.	<ul style="list-style-type: none"> ● 3-5 media activities and ● 3-5 thematic promotions/ showcase display 	9 activities (6 roadshows, 3 incoming journalists)	
f)	Generate 150 – 200 press clippings, media interviews and feature articles on Hong Kong lifestyle image and brands	150 – 200 press clippings, media interviews and feature articles	160 press clippings: Design Gallery in Wuhan: 37 Design Gallery in Qingdao : 53 Design Gallery Shop in Shanghai: 18 Design Gallery in Chengdu: 52	
g)	Generate 15 - 20 success stories of Hong Kong companies setting up new retail outlets	15 - 20 success stories	16 success stories	

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

(Please list out in table format if necessary.)

	Project deliverable	Details
a)	Increase the number of Hong Kong participating companies by 15 - 20% each year. (Phase 1: 50 companies; Phase 2: 90; Phase 3: 130). Target to reach 270 companies by end of 2015	<p>The number of Hong Kong participating companies has increased by 172% in the 2nd year and 94% in the 3rd year:</p> <p>Phase 1: 68 companies (Wuhan and Qingdao Shops) Phase 2: 117 companies (Wuhan Qingdao and Shanghai shops, New World Shop-in-Shop) Phase 3: 174 companies (Wuhan Qingdao Shanghai and Chengdu shops, Guangzhou Hi Department Stores, New World Shop-in-Shop) A total of 359 companies was reached by 2015.</p> <p>The main reasons for the growth of the number of participating companies due to:</p> <ul style="list-style-type: none"> - More companies joining the Design Gallery Shops as they are interested in the Mainland China markets - Expansion of the Design Gallery outlets in Mainland China to increase the number of participants
b)	Expect annual sales increase by 10-15% for new shop initiatives	<p>The annual sales increased by 205 % in Phase 2 but decreased by 10% in Phase 3 (i.e. 2013: HK\$2,755,511, 2014: HK\$8,394,587 and 2015: HK\$7,525,726)</p> <p>The reasons of the sales growth due to:</p> <ul style="list-style-type: none"> - More participating companies joining the Design Gallery programme - Opened new outlets and increase in overall sales figures - Increase effort in marketing promotion which increase the awareness and the shop sales
c)	Three Education Seminars	<p>1. Name: 開展國內零售業務 - 香港•設計廊」實戰分享 - 內地網上創業的機遇及策略 Date: 1 June 2013 Venue: HKTDC Entrepreneur Day, HKCEC No. of audiences: 80 Name and post title of speaker(s): Anne Chung, Manager, Product Promotion, HKTDC Topic(s) of presentation(s): 開展國內零售業務 「香港·設計廊」實戰分享</p> <p>2. Name: 「品牌進軍中國市場實戰攻略」研討會 Date: 22 November 2013 Venue: SME Centre, HKCEC No. of audiences: 40 Name and post title of speaker(s): Anne Chung, Manager, Product Promotion at HKTDC Topic(s) of presentation(s): 品牌進軍中國市場實戰攻略</p> <p>3. Name: 「品牌進軍中國市場實戰攻略」研討會 Date: 18 June 2015 Venue: SME Training Room, HKCEC No. of audiences: 91 Name and post title of speaker(s): Kevin Chan, Senior Product Promotion Manager, HKTDC Topic(s) of presentation(s): 品牌進軍中國市場實戰攻略</p>
d)	Three Opening Ceremonies	<p>1. Date: 10 May 2013 (Wuhan) Time and duration: 3:30 – 5:00pm Venue: Main entrance, Wuhan Zhongxin Department Store Details: Opening ceremony and roadshow of Design Gallery Shop in Wuhan, promoted and showcased HK brands Guests of Honor: Mr Brian Ng, Director, Chinese Mainland, HKTDC with Mr Eddie Leung, Chairman, HKTDC Watches and Clocks Advisory Committee, 中百百貨董事長程軍先生 and Ms Cecilia Yip, Hong Kong Celebrities</p>

		<p>Other guests: DG participants, Wuhan media, etc. No. of SMEs promoted: 11 No. of participants: 86</p> <p>2.Date: 21 August 2013 (Qingdao) Time and duration: 3:30 – 5:00pm Venue: Atrium, Level B1, Marina City Details: Opening ceremony and roadshow of Design Gallery Shop in Qingdao, promoted and showcased HK brands Guests of Honour: 香港貿易發展局總裁林天福先生, 香港貿易發展局製造業拓展部周瑞鹿生先生, 香港貿易發展局中國內地總代表吳子衡先生, 香港特區政府駐北京辦事處主任朱曼鈴女士, 青島市人民政府副市長劉明君先生, 青島市人民政府副秘書長張軍先生, 青島市商務局局長馬衛剛先生, 青島泰山房地產開發有限公司董事長劉煜先生, 香港著名影星陳法拉小姐 No. of SMEs promoted: 24No. of participants: 103</p> <p>3. Date: 27 March 2015 (Chengdu) Time and duration: 10:30 – 11:30am Venue: Taikoo Li Details: Opening ceremony of Design Gallery Shop in Chengdu Guests of Honour: 香港貿發局總裁方舜文女士, 香港貿發局中國內地總代表吳子衡先生, 香港特別行政區駐成都經濟貿易辦事處主任劉錦泉先生, 香港著名影星鄭嘉穎先生, 成都市人民政府朱志宏常務副市長, 成都市人民政府港澳事務辦公室盧勝主任, 成都市錦江區區常委, 统战部部長李大江 No. of SMEs promoted: 40 No. of participants: 130</p>																												
e)	Organise 5 – 10 media activities and thematic promotions on Hong Kong branding and original designs in three years.	<ul style="list-style-type: none"> Organised 6 thematic promotions (roadshows) to promote 110 SMEs: Date: May, July, two in Oct, Dec 2013 and Aug 2014 Details: Showcased HK brands No. of SMEs promoted: 110 <p><u>Roadshow 1: Design Gallery in Wuhan</u> Date:11 May 2013 Venue: Wuhan Zhong Bai Department Store</p> <p><u>Roadshow 2: Design Gallery in Wuhan</u> Date: 19-21 July 2013 Venue: Wuhan Zhong Bai Department Store</p> <table border="1" data-bbox="644 1514 1390 2132"> <thead> <tr> <th>Company (16 co.) for two roadshows</th> <th>Product Categories</th> </tr> </thead> <tbody> <tr> <td>2 Can International Ltd</td> <td>Watch</td> </tr> <tr> <td>Able Treasure International Ltd</td> <td>Fashion Accessories</td> </tr> <tr> <td>Amandus Jewellery Limited</td> <td>Fashion Accessories</td> </tr> <tr> <td>Amazing Product Development Ltd.</td> <td>Gifts</td> </tr> <tr> <td>Classic Jewelry Company</td> <td>Jewellery</td> </tr> <tr> <td>Dailywin Watch Products Mfg. Ltd.</td> <td>Watch</td> </tr> <tr> <td>Ens Global Marketing Ltd</td> <td>Gifts</td> </tr> <tr> <td>Free Town Watch Products Ltd</td> <td>Watch</td> </tr> <tr> <td>Goddess International Limited</td> <td>Fashion Accessories</td> </tr> <tr> <td>Mastermind Production International Limited</td> <td>Fashion Accessories</td> </tr> <tr> <td>Momax Technology (HK) Limited</td> <td>Gifts</td> </tr> <tr> <td>Nexus Industrial Design Limited</td> <td>Gifts</td> </tr> <tr> <td>Oregon Scientific Global Distribution Limited</td> <td>Houseware</td> </tr> </tbody> </table>	Company (16 co.) for two roadshows	Product Categories	2 Can International Ltd	Watch	Able Treasure International Ltd	Fashion Accessories	Amandus Jewellery Limited	Fashion Accessories	Amazing Product Development Ltd.	Gifts	Classic Jewelry Company	Jewellery	Dailywin Watch Products Mfg. Ltd.	Watch	Ens Global Marketing Ltd	Gifts	Free Town Watch Products Ltd	Watch	Goddess International Limited	Fashion Accessories	Mastermind Production International Limited	Fashion Accessories	Momax Technology (HK) Limited	Gifts	Nexus Industrial Design Limited	Gifts	Oregon Scientific Global Distribution Limited	Houseware
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Free Town Watch Products Ltd	Watch																													
Goddess International Limited	Fashion Accessories																													
Mastermind Production International Limited	Fashion Accessories																													
Momax Technology (HK) Limited	Gifts																													
Nexus Industrial Design Limited	Gifts																													
Oregon Scientific Global Distribution Limited	Houseware																													

Speedmax Enterprises Limited	Watch
Timer Shine (Hong Kong) Industry co.	Watch
Vincelle Limited	Fashion Accessories

Roadshow 3: Design Gallery in Qingdao

Date: 1-5 Oct 2013

Venue: Marina City

Company (26 Co)	Product Categories
2 Can International Ltd	Watch
Able Treasure International Ltd	Fashion Accessories
Affinity Design Co. Ltd	Watch
A-One Fur & Leather Factory Ltd	Fashion Accessories
Capital Faith Trading Limited	Fashion Accessories
CDN International Group Limited	Gifts
Chocolate Rain Jewellery & Design Company Ltd	Gifts
Classic Jewelry Company	Jewellery
Dailywin Watch Products Mfg. Ltd.	Watch
Ens Global Marketing Ltd	Gifts
German Pool Group Company Limited	Houseware
Goddess International Limited	Fashion Accessories
Great Symbol Limited	Fashion Accessories
Konstar Industries Limited	Houseware
Momax Technology (HK) Limited	Gifts
Nexus Industrial Design Limited	Gifts
Oregon Scientific Global Distribution Limited	Houseware
PO: Selected Company Ltd	Houseware
Potter Industireis Limited	Fashion Accessories
R And S International Ltd	Watch
Regent International (HK) Ltd	Watch
Soohap Company Limited	Gifts
Speedmax Enterprises Limited	Watch
Supreme Plastic (HK) Co. Ltd	Fashion Accessories
Timer Shine(Hong Kong)Industry co.	Watch
Z Laboratory Ltd.	Watch

Roadshow 4: Design Gallery at New World Department Store

Date: 23 October 2013

Venue: New World Department Store Shanghai

Company (18 co)	Product Categories
Affinity Design Co. Ltd	Watch
Amazing Product Development Ltd.	Gifts
Ens Global Marketing Ltd	Gifts
Fortune Industrial Products Limited	Gifts
G.M.P. Industrial Co Ltd.	Houseware
Goddess International Limited	Fashion Accessories

King Faculty Entp Ltd	Gifts
Momax Technology (HK) Limited	Gifts
Nexus Industrial Design Limited	Houseware
Oiko Limited	Houseware
Oregon Scientific Global Distribution Limited	Houseware
Potter Industireis Limited	Houseware
SURA	Gifts
T Plus Limited	Houseware
Technical Development (HK) Limited	Houseware
Teleway Industrial Limited	Gifts
United Art Metals Factory Limited	Gifts
Z Laboratory Ltd.	Watch

Roadshow 5: Design Gallery in Qingdao
Date:14 December 2013 – 1 January 2014
Venue: Marina City

Company (27 co)	Product Categories
2 Can International Ltd	Watch
Able Treasure International Ltd	Fashion Accessories
Affinity Design Co. Ltd	Watch
Arte Moda International Enterprises O/B Global Group Holding Limited	Fashion Accessories
Capital Faith Trading Limited	Fashion Accessories
CDN International Group Limited	Fashion Accessories
Chocolate Rain Jewelery & Design Company Ltd	Gifts
Classic Jewelry Company	Jewellery
Dailywin Watch Products Mfg. Ltd.	Watch
Dreamventions Ltd	Gifts
Ens Global Marketing Ltd	Gifts
Free Town Watch Products Ltd	Watch
German Pool Group Company Limited	Houseware
Great Symbol Limited	Fashion Accessories
Konstar Industries Limited	Houseware
Momax Technology (HK) Limited	Gifts
Nexus Industrial Design Limited	Houseware
Oregon Scientific Global Distribution Limited	Houseware
PAK LEE LOY GIFTS INDUSTRIES LTD	Gifts
Potter Industries Limited	Houseware
R And S International Ltd	Watch
Soohap Company Limited	Gifts
Supreme Plastic (HK) Co. Ltd	Fashion Accessories
Timer Shine(Hong Kong)Industry co.	Watch
Wise Luck International Ltd	Fashion Accessories
Wondrous Group Limited	Jewellery
Z Laboratory Ltd.	Watch

Roadshow 6: Design Gallery in Qingdao

Date: 15-24 August 2014

Venue: Marina City

Company (23 co)	Product Categories
Capital Faith Trading Limited	Fashion Accessories
CDN International Group Limited	Fashion Accessories
Chocolate Rain Jewellery & Design Company Ltd	Gifts
Classic Jewelry Company	Jewellery
Creative Art (Int'l) Ltd	Gifts
Dailywin Watch Products Mfg. Ltd.	Watch
Ens Global Marketing Ltd	Gifts
Faze 2 Design Ltd	Fashion Accessories
Free Town Watch Products Ltd	Watch
Homanz International Company Limited	Fashion Accessories
Momax Technology (HK) Limited	Gifts
Nexus Industrial Design Limited	Houseware
Oregon Scientific Global Distribution Limited	Houseware
PAK LEE LOY GIFTS INDUSTRIES LTD	Gifts
PO: Selected Company Ltd	Houseware
S.A.N.D. Limited	Gifts
Sam Mei Enterprises (HK) Co.	Gifts
Soohap Company Limited	Gifts
Supreme Plastic (HK) Co. Ltd	Fashion Accessories
Timer Shine(Hong Kong)Industry co.	Watch
Wise Luck International Ltd	Fashion Accessories
Wondrous Group Limited	Jewellery
Z Laboratory Ltd.	Watch

18,000 copies of marketing collaterals (3 versions of leaflets and 1 version of brochure) were produced to promote Design Gallery in Wuhan, Design Gallery in Qingdao, Design Gallery at New World Department Store. and distributed during the roadshows.

e)

- Organised 3 groups of major lifestyle media and journalists from Wuhan, Shanghai and Dalian to visit Hong Kong and conducted interviews with a total of 66 Hong Kong brands. Details of the interviews are:

1. Date: 9-12 July 2013

Details: Invited 4 journalists (長江日報經濟部主任鄭良中, 武漢晚報經濟部主任唐志平, 武漢晨報副刊部主任汪鵬, 楚天金報經濟部副主任鄭志方) from Wuhan major media to interview HK brands and designers:

No. of SMEs promoted: 18

Company (18 co.)	Product Categories
2 Can International Ltd	Watch
Able Treasure International Ltd	Fashion Accessories
Amandus Jewellery Limited	Fashion Accessories
Amazing Product Development Ltd.	Gifts
A-One Fur & Leather Factory Ltd	Fashion Accessories

Capital Faith Trading Limited	Fashion Accessories
Chocolate Rain Jewellery & Design Company Ltd	Gifts
Classic Jewelry Company	Jewellery
Continental Jewellery (Mfg) Ltd.	Jewellery
Dailywin Watch Products Mfg. Ltd.	Watch
Ens Global Marketing Ltd	Gifts
Free Town Watch Products Ltd	Watch
Goddess International Limited	Fashion Accessories
Great Symbol Limited	Fashion Accessories
Konstar Industries Limited	Houseware
Mastermind Production International Limited	Fashion Accessories
Momax Technology (HK) Limited	Gifts
Nexus Industrial Design Limited	Gifts
Oregon Scientific Global Distribution Limited	Houseware
Potter Industireis Limited	Fashion Accessories
Speedmax Enterprises Limited	Watch
Supreme Plastic (HK) Co. Ltd	Fashion Accessories
Timer Shine (Hong Kong) Industry co.	Watch
Vincelle Limited	Fashion Accessories

Media report:

- 楚天金报 (22 Jul 2013)
- 武汉晨报 (12 Jul 2013)
- 武汉晚报 (12 Jul 2013)
- 楚天都市报(14 Jul 2013)

2. Date: 7-10 July 2014

Details: Invited 4 journalists (东方早报记者陈诗悦, i时代报记者黄文涵, 外滩画报记者郑爱华, 优家画报记者涂一慧) from Shanghai major media to interview HK brands and designers.

No. of SMEs promoted: 38

Suppliers (38 co)	Product Categories
2 Can International Ltd	Watch
Able Treasure International Ltd	Fashion Accessories
Affinity Design Co. Ltd	Watch
A-One Fur & Leather Factory Ltd	Fashion Accessories
ART'S KING COMPANY LIMITED	Fashion Accessories
Arte Moda International Enterprises O/B Global Group Holding Limited	Fashion Accessories
Capital Faith Trading Limited	Fashion Accessories
CDN International Group Limited	Fashion Accessories
Channel Enterprises (HK) Ltd	Gifts
Chocolate Rain Jewellery & Design Company Ltd	Gifts
Chronosport Ltd	Watch
Classic Jewelry Company	Jewellery
Creative Art (Int'l) Ltd	Gifts
Dailywin Watch Products Mfg. Ltd.	Watch
Dreamventions Ltd	Gifts

Ens Global Marketing Ltd	Gifts
Faze 2 Design Ltd	Fashion Accessories
Free Town Watch Products Ltd	Watch
German Pool Group Company Limited	Houseware
Great Symbol Limited	Fashion Accessories
Homanz International Company Limited	Fashion Accessories
Konstar Industries Limited	Houseware
Modern Industrial Company Limited	Fashion Accessories
Momax Technology (HK) Limited	Gifts
Nexus Industrial Design Limited	Houseware
Oregon Scientific Global Distribution Limited	Houseware
PAK LEE LOY GIFTS INDUSTRIES LTD	Gifts
PO: Selected Company Ltd	Houseware
Potter Industireis Limited	Houseware
R And S International Ltd	Watch
S.A.N.D. Limited	Gifts
Sam Mei Enterprises (HK) Co.	Gifts
Soohap Company Limited	Gifts
Supreme Plastic (HK) Co. Ltd	Fashion Accessories
Timer Shine(Hong Kong)Industry co.	Watch
Wise Luck International Ltd	Fashion Accessories
Wondrous Group Limited	Jewellery
Z Laboratory Ltd.	Watch

Media Report:

- 時代畫報(1 Aug 2014, 8 Aug 2014)
- 优家画报Modern Lady (Jul 2014 and Aug 2014)

3. Date: 8-11 September 2015

Details: Invited 4 journalists (大連半島晨報記者陸瑤, 大連晚報採訪中心主任張曉帆, 大連廣播電視台99.1《都市廣播》記者楊悅, 大連半島晨報新媒體事業部主任劉曉琦) from Dalian major media to interview HK brands and designers

No. of SMEs promoted: 10

Company (10 co)	Product Categories
Capital Faith Trading Limited	Fashion Accessories
Dailywin Watch Products Mfg. Ltd.	Watch
Ens Global Marketing Ltd	Gifts
HONG KONG TIME100 CO., LIMITED	Watch
Modern Industrial Company Limited	Fashion Accessories
Momax Technology (HK) Limited	Gifts
Nexus Industrial Design Limited	Houseware
Supreme Plastic (HK) Co. Ltd	Fashion Accessories
Timer Shine(Hong Kong)Industry co.	Watch
Z Laboratory Ltd.	Watch

Media report:

大連晚報 (24 Nov 2015, 25 Nov 2015, 26 Nov 2015, 27 Nov 2015)

f)	<p>Advertisement (Generate 150 – 200 press clippings, media interviews and feature articles on Hong Kong lifestyle image and brands)</p>	<p>Generated 160 press clippings (Design Gallery in Wuhan: 37, Design Gallery in Qingdao: 53, Design Gallery Shop in Shanghai: 18, Design Gallery in Chengdu: 52 through advertisement placement including:</p> <p>1. <u>Printed advertisements in the Mainland newspapers or advertorials in lifestyle magazines</u></p> <p>Date: August 2013 Details: Placed advertorials twice on the BUND (外灘畫報) to promote the brands of Design Gallery Shop-in-shop in New World Department Stores No. of SMEs promoted: 18</p> <p>Date: Oct 2013 Details: Placed print ad on 優家畫報 (New World special booklet) to promote the brands of Design Gallery Shop-in-shop in New World Department Stores No. of SMEs promoted: 18</p> <p>Date: March 2015 Details: Placed four advertorials on成都商報and social media posts on official Weibo and WeChat account of成都商報to promote the brands of Design Gallery in Chengdu No. of SME promoted: 40</p> <p>Date: March 2015 Details: Placed five advertorials on成都日報 to promote the brands of Design Gallery in Chengdu No. of SME promoted: 40</p> <p>Date: September - October 2015 Details: Placed advertorial on羊城晚報 - 愛購週刊 and three social media posts on金羊網生活頻道, 羊城晚報微生活 and 享時尚 hi-fashion 微信 to promote the brands of Design Gallery Shop-in-Shop in Hi Department Store, Guangzhou No. of SME promoted: 18</p> <p>Date: October 2015 Details: Placed two advertorials on新快報 to promote the brands of Design Gallery Shop-in-Shop in Hi Department Store, Guangzhou No. of SME promoted: 16</p> <p>Date: October 2015 Details: Placed advertorial on優家畫報 to promote the brands of Design Gallery in Shanghai No. of SME promoted: 15</p> <p>Date: November 2015 Details: Placed two advertorials on羊城地鐵報and six social media posts on official Weibo and WeChat account of 羊城地鐵報to promote the brands of Design Gallery Shop-in-Shop in Hi Department Store, Guangzhou No. of SME promoted: 18</p> <p>Date: November 2015 Details: Placed five advertorials on大連晚報to promote the brands of Design Gallery in Dalian No. of SME promoted: 14</p> <p>Date: November 2015 Details: Placed four advertorials on半島晨報 and eight social media posts on official Weibo and WeChat account of 半島晨報 to promote the brands of Design Gallery in Dalian No. of SME promoted: 14</p>
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		<p>2. <u>Outdoor and indoor advertisements:</u> Date: July 2014 Details: Placed indoor and outdoor ad at Grand Gateway 66 to promote the brands of Design Gallery in Shanghai No. of SMEs promoted: 38</p> <p>Date: July and August 2014 Details: Placed outdoor ad at Marina City to promote the brands of Design Gallery in Qingdao No. of SMEs promoted: 19 Date: September 2014</p> <p>Details: Placed indoor ad (video ad) at New World Department Stores (Beijing, Shanghai, Wuhan, Chongqing, Chengdu) to promote the brands of Design Gallery Shop-in-Shop in New World Department Stores No. of SME promoted: 8</p> <p>3. <u>Social media activities</u> Date: June - October 2015 Details: Social media promotion on QQ大成網 to promote the brands of Design Gallery in Chengdu No. of SME promoted: 29</p> <p>Date: September - October 2015 Details: Placed advertorial on 羊城晚報 - 愛購週刊 and three social media posts on 金羊網生活頻道, 羊城晚報微生活 and 享時尚 hi-fashion 微信 to promote the brands of Design Gallery Shop-in-Shop in Hi Department Store, Guangzhou No. of SME promoted: 18</p> <p>Date: November 2015 Details: Placed two advertorials on 羊城地鐵報 and six social media posts on official Weibo and WeChat account of 羊城地鐵報 to promote the brands of Design Gallery Shop-in-Shop in Hi Department Store, Guangzhou No. of SME promoted: 18</p> <p>Date: November 2015 Details: Placed four advertorials on 半島晨報 and eight social media posts on official Weibo and WeChat account of 半島晨報 to promote the brands of Design Gallery in Dalian No. of SME promoted: 14</p> <p>Date: September, October and November 2015 Details: Invited 10 key opinion leaders of the social media to go to the DG shops for promoting the brands of Design Gallery in Chengdu, Shanghai and Dalian. No. of SME promoted: 45</p>															
g)	Generate 15 - 20 success stories of Hong Kong companies setting up new retail outlets	<table border="1"> <thead> <tr> <th></th> <th>Companies</th> <th>Remarks</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Able Treasure International Ltd.</td> <td>Expand the outlets through joining more DG Shops in other cities.</td> </tr> <tr> <td>2</td> <td>Capital Faith Trading Limited</td> <td>Met new distributors and set up new retail outlets on the mainland. Expand the outlets through joining more DG Shops in other cities.</td> </tr> <tr> <td>3</td> <td>Chocolate Rain Jewelry & Design Company Ltd</td> <td>Expand the outlets through joining more DG Shops in other cities.</td> </tr> <tr> <td>4</td> <td>Classic Jewelry Company</td> <td>Expand the outlets through</td> </tr> </tbody> </table>		Companies	Remarks	1	Able Treasure International Ltd.	Expand the outlets through joining more DG Shops in other cities.	2	Capital Faith Trading Limited	Met new distributors and set up new retail outlets on the mainland. Expand the outlets through joining more DG Shops in other cities.	3	Chocolate Rain Jewelry & Design Company Ltd	Expand the outlets through joining more DG Shops in other cities.	4	Classic Jewelry Company	Expand the outlets through
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6	ENS Global Marketing Ltd	Expand the outlets through joining more DG Shops in other cities.
7	Faze 2 Design Ltd	Expand the outlets through joining more DG Shops in other cities.
8	Free Town Watch Products Ltd	Expand the outlets through joining more DG Shops in other cities.
9	Great Symbol Limited	Expand the outlets through joining more DG Shops in other cities.
10	Momax Technology (HK) Limited	Met new distributors and set up new retail outlets on the mainland. Expand the outlets through joining more DG Shops in other cities.
11	Nexus Industrial Design Limited	Expand the outlets through joining more DG Shops in other cities.
12	Speedmax Enterprises Limited	Expand the outlets through joining more DG Shops in other cities.
13	Supreme Plastic (HK) Co. Ltd	Expand the outlets through joining more DG Shops in other cities.
14	Timer Shine (Hong Kong) Industry Co.	Expand the outlets through joining more DG Shops in other cities.
15	Wonderous Group Limited	Open a new retail outlet at Guangzhou. Expand the outlets through joining more DG Shops in other cities.
16	Z Laboratory	Met new distributors and set up new retail outlets on the mainland. Expand the outlets through joining more DG Shops in other cities.

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>	<u>Original target completion date</u>	<u>Revised completion date</u>	<u>Status</u>
	(as set out in the approved project proposal appended to the project agreement)		(if applicable)	(C/D/N) #
Design Gallery (shop in shop) in New World Department stores				
(a)	Educational Seminar	30 Nov 2013		C
(b)	Opening ceremony	30 Nov 2013		C
(c)	Media / thematic activities	30 Nov 2013		C
(d)	Advertisement	30 Nov 2013		C
Design Gallery opens in Wuhan/Dalian/Chengdu and other mainland cities				
(f)	Educational Seminar	30 Nov 2014		C
(g)	Opening ceremony	30 Nov 2014		C
(h)	Media / thematic activities	30 Nov 2014		C
(i)	Advertisement	30 Nov 2014		C
Design Gallery opens in Wuhan/Dalian/Chengdu and other mainland cities				
(j)	Educational Seminar	30 Nov 2015		C
(k)	Opening ceremony	30 Nov 2015		C
(l)	Media / thematic activities	30 Nov 2015		C
(m)	Advertisement	30 Nov 2015		C

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

N/A
