SME Development Fund/
Dedicated Fund on Branding, Upgrading and Domestic Sales
(Organisation Support Programme)

<u>Final Report of Approved Project</u>

This report is for (please put "√" in either one box only):

☐ SDF Final Report

☑ BUD Fund (Organisation Support Programme) Final Report

Project ref. no.   :   <u>BUD 12 2 009</u>
Project title   :   **<u>Synergising Hong Kong ICT Hub with Mainland Businesses</u>**
Period covered   :   From   <u>01/03/13</u>   to   <u>28/02/15</u>
                            (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 Reference and Title

Synergising Hong Kong ICT Hub with Mainland Businesses

Project Summary (in not more than 150 words)

Hong Kong is one of the world's leading ICT Hub with well-developed data communications infrastructure, rule of law and skilled professionals. Embracing and supporting the HKSAR Government's Digital 21 Strategy, HKISPA initiated the project, and implemented by PEAK, to promote Hong Kong as an ICT Services Hub to Mainland businesses. The project started on 1 March 2013 for a duration of 2 years. The project consisted of organising 7 Mainland events each with seminars and exhibitions, joining 2 expos in Hong Kong, production of a Business Matching Web portal, plus online and digital promotions through digital magazines, online media, printed media, promotional video, etc. The project focused its resources to tier 2 cities of the Central and Eastern Mainland where data centres and ICT services are anticipated to have a higher demand growth than developed cities. For advice on local market knowledge, such as identifying the most suitable expos and effectively recruiting targeted audiences to seminars and to facilitate implementation of the events, a Mainland service agent was recruited for each region. A short video was also produced for enhancement of Mainland promotional activities and for general online promotion, in which GCIO, LegCo member and industry participants spoke and promoted the ICT services of HK.

Project Objective(s) (in not more than 80 words)

1. To create a unified entity to promote the brand of Hong Kong ICT services hub and help Hong Kong's ICT services providers to gain a first step into the Mainland market without just relying on their limited resources
2. To serve the Mainland second-tier organizations to have equal, if not better, ICT services provided by Hong Kong that is experienced by organizations of first-tier cities, thus boosting the ICT services industry of Hong Kong
3. To facilitate the government in the building of Hong Kong as the regional data center hub in line with the Digital 21 Strategy
4. To help Hong Kong ICT industry to gain a better competitive edge over other countries, such as Singapore
5. To target increasing Hong Kong ICT service export by 1% on 2011(indicated in Report on Hong Kong Trade in Service Statistics Section 6.13 & 6.2)

Grantee /Collaborating/Implementation Organisation Agent

Grantee	:	Hong Kong Internet Service Providers Association (HKISPA)
		Hong Kong Association of Interactive Marketing
		Hong Kong Information Technology Federation
		Online Service Providers Alliance (of Internet Professional Association)
		Internet Society Hong Kong
Collaborating Organisation(s)	:	The International Federation Against Copyright Theft – Greater China
		Vocational Training Council -- Institute of Professional Education And
Implementation Agent(s)	:	Knowledge (PEAK)

Key Personnel

		Name	Company/Organisation	Tel No. & Fax No.
				8201-1109 / 3011-3108
Project Co-ordinator	:	Mr. Lento YIP	HKISPA	

Deputy Project Co-ordinator	:	Mr. LI Yat Chuen	PEAK/VTC	2836-1832 / 2572-7130

2.	**Summary of Project Results**

Project Deliverables
(Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.)

1. **Web Portal**

Central contact point for Mainland businesses and Hong Kong ICT service providers (www.hkitcs.hk, commencing in March 2013)

- Service provider Directory – Enable HK ICT service providers to register and post company profile which can be used for business matching by Mainland businesses

- Mainland business registration - This is an Opt-In function to allow lawful dissemination of publicity material and social network news

- Information center – Technical and experience sharing material for access by all users

- Image building for promoting Hong Kong as the ICT service hub

The project web portal was setup at the outset of the project with Business Matching Directory (BMD) to allow Hong Kong service providers to promote their product and services and to allow Mainland companies to seek services from Hong Kong service providers; in addition to provide ongoing report of promotional information of Mainland and Hong Kong activities to attract visitors and participations.

No. of visitors (from October 2013 to end of project): 15,237

No. of members in BMD: 670 (Hong Kong – 51, Mainland – 619)

2. **7 trade shows:**

The project participated in 7 tradeshows in 2 Mainland cities including Wuhan (Central China) and Yiwu (Eastern China). For each tradeshow in the Mainland, a delegation of 3 to 5 Hong Kong data services providers promoted their products and services in the "Hong Kong Data Centre Service" pavilion. A report was produced for each trade show for monitoring purpose and for improvement of coming events. The reports were publicized online at the portal for viewing and experience sharing. The seven trade shows include:

No	Name of tradeshows	Date	City	Booth location	Number of participants
1.	The 14th China International Machinery and Electronic Products Exposition (第十四屆	23-26/9/2013	Wuhan	Wuhan International Expo Center, Hall B1, C28 (Booth size:	Four participants: -One Asia (亞洲脈絡)

	中國國際機電產品博覽會)			49.5 sqm)	-ESUN Technology (Hong Kong) Co., Ltd (易聲科技(香港)有限公司) -Gateway Technology Development Co., Ltd. (佳慧網絡科技發展有限公司) - AMC (香港航空及海事通訊有限公司)
2.	The 30th Hubei (Wuhan) International Advanced Medical Instruments and Equipment Exhibition (第三十屆湖北（武漢）國際先進醫療儀器設備展覽會專區—華中醫療數位資訊技術（產品）大會)	18-20/3/2014	Wuhan	Wuhan International Expo Center, Hall B, Booth no. 10 -14 (Booth size: 45 sqm)	Three participants: -DYXnet Group (第一線集團) -SunnyVision Limited (香港新力訊數據中心) -Lucky Tone Communications Limited (全線通訊有限公司)
3.	The China Wuhan Periodicals Fair (2014 中國（武漢）國際期刊交易博覽會)	18-21/9/2014	Wuhan	Wuhan International Expo Center, Booth No. A42 – 45 (Booth size: 36sqm)	Four participants: -Laps Solution (淩思商業方案有限公司) -Dedicated Server HK - Biz Online (商業在線) -Gateway Technology Development Co. Ltd. (佳慧網路科技發展有限公司)
4.	The 11th Optics Valley of China International Optoelectronic Exposition and Forum (第十一屆『中國光谷』國際光電子博覽會暨	6-8/11/2014	Wuhan	Wuhan International Expo Center Hall A1, Booth no. 1T35- 6 to 10 (Booth size:	Three participants: -Laps Solution (淩思商業方案有限公司) -香港數據中心

	論壇)			45 sqm)	有限公司 -中華數據有限公司
5.	The 2014 China (Yiwu) International e-commerce and 4th China Yiwu Network Commodities Expo (2014 中國（義烏）國際電子商務博覽會暨第四屆中國義烏網路商品博覽會)	10-12/4/2014	Yiwu	Yiwu International Expo Center Hall C1, Booth no. G46 – G50 (Booth size: 45 sqm)	Four participants: -IPTP Networks -Lucky Tone Communications Limited（全線通訊有限公司） -PCCW Solutions (電訊盈科企業方案) - PACNET (亞太環通)
6.	The 8th APEC Small & Medium Enterprises Technology Conference (第八屆 APEC 中小企業技術交流大會)	19-22/6/2014	Yiwu	Yiwu International Expo Center Hall C1, Booth no. A10 – A15 (Booth size: 54 sqm)	Five participants: -SunnyVision (香港新力訊數據中心) -China Virtual Telecom (中國威信香港有限公司) -36 Cloud -DataMax OSI Ltd. -LuckyTone （全線通訊有限公司）
7.	The 20th China Yiwu International Commodities Fair (第 20 屆中國義烏國際小商品博覽會)	21-25/10/2014	Yiwu	Yiwu International Expo Center Hall C2, Booth no. H13 – H17 (Booth size: 54 sqm)	Three participants: -Asia Gateway -全線通訊有限公司 -香港數據中心有限公司

3. **14 seminars**

For each tradeshow held in the Mainland, two seminar sessions on two separate days were held to facilitate business opportunities for the Hong Kong delegation. Thus a total of 14 seminar sessions were held in 7 Mainland tradeshows. Total no. of visits by organisations to Project Booth at Mainland tradeshows is around 4000.

	Date of Seminar	Venue	Time	Targeted number of participants	Actual Number of participants	Name of Seminar	Name of speakers and topics
1	22/9/2013	WH1.1 武漢兆瑞國際大酒店會議廳	9:30 am – 12:30 pm	20-30	50	香港數據中心及通信服務推介會	1. 如何利用香港的資料中心設施提升競爭力 主講香港公司: 亞洲脈絡 2. 可靠的夥伴引領你進入國際市場 主講香港公司: 易聲科技(香港)有限公司 3. 佳慧一站式系統集成服務簡介包括中國及國際互聯網服務, 香港數據中心租用服務, 中港及國際專線服務 主講香港公司:佳慧網路科技發展有限公司 4. 海洋及內陸地帶寬頻接入方案 主講香港公司: 香港航空及海事通訊有限公司
2	25/9/2013	WH1.2 武漢國際會展中心B1廳	2:30 – 4:30 pm	20-30	25	同上	同上
3	18/3/2014	WH2.1 武漢國際會展中心四樓會議室	2:00 – 4:30 pm	20-30	54	"合作共贏·香港數據中心服務, 造就內地企業商機"研討會	1. 如何說明國內企業開展跨地區經營 主講: 第一線集團集團總監楊國光先生, 2. 新力訊嶄新網路影像廣播系統

							主講: 香港新力訊數據中心業務發展顧問游海波先生
							3. 醫療資料與未來 主講: 全線通訊有限公司市場總監陳華耀先生
							4. 電子病歷系統與數據中心的關係 主講: 湖北省衛生計生委資訊中心主任肖樹發先生
4	19/3/2014	WH2.2 武漢新華諾富特大飯店	10:00 am – 12:30 pm	20 - 30	31	同上	同上
5	18/9/2014	WH3.1 武漢國際會展中心四樓琴台廳	2:30 – 4:00 pm	20-30	60	"香港優質雲端及數據服務, 助媒體業界盡攬商機"研討會	1. 利用香港貿發局平台，邁步拓展國際市場 主講: 香港貿發展局貿易諮詢主任李雪雅小姐 2. 媒體資料庫雲端發展與應用 主講: 香港印刷業商會理事, 中天文化發展有限公司董事長宗第先生 3. 信息科技在出版業之應用 主講: 訊通出版公司鄭俊豪先生 4. 中小企雲端網頁設計最新手段 主講: 凌思商業方案有限公司經理李松英先生 5. 期刊之電子商貿市場 主講: 商業在線董事麥耀華先生
6	19/9/2014	WH3.2 武漢國際會展中心四樓琴台廳	2:30 – 4:00 pm	20-30	50	同上	同上

7	6/11/2014	WH4.1 武漢國際博覽中心會議室 2A-1	2:30 – 4:30 pm	20-30	40	香港信息及通信科技樞紐與內地業務之共同協作講座	1. 企業大趨勢 -- 大數據，電子商務與品牌發展 主講: 香港中小企業發展促進會會長宗第先生 2. 中小企雲端網頁設計最新手段 主講: 凌思商業方案有限公司經理李松英先生 3. 通訊新世代 主講: 中華數據有限公司專案經理樂璐先生 4. 創建資料中心 主講: 香港數據中心有限公司專案工程師張海球先生
8	7/11/2014	WH4.2 武漢國際博覽中心會議室 2A-1	2:30pm – 4:30 pm	20-30	50	同上	同上
9	10/4/2014	YW1.1 義烏博覽皇冠假日酒店 5樓會議室	1:00pm – 5:00 pm	20-30	55	"如何以雲計算促進電子商貿"研討會	(1) 互聯網金融與雲計算 主講: 國京（香港）證券與期貨有限公司董事長, 行政總裁李泉先生 (2) 世界之大門, 在香港打開 主講: 全線通訊有限公司總經理黃澤森先生 (3) 如何利用香港數據中心平台及信息科技優勢開拓國外電子商務市場 主講: 電訊盈科企業方案副總裁 Mr Ringo Lau (4) 接軌國際, 開拓新市

							場 主講: 亞太環通數據中心營運總監(中國) Mr Tony Tso (5) 香港數據中心和網路保安（DDoS 攻擊） 主講: IPTP Networks 執行董事陳昱先生
10	11/4/2014	YW1.2 義烏博覽皇冠假日酒店5 樓會議室	9:00 am – 12:00 nn	20-30	45	同上	同上
11	19/6/2014	YW2.1 義烏國際博覽中心會場 (2 樓會議室)	1:30 – 4:30 pm	20-30	70	"電子商務及優質數據服務, 助中小企業突圍而出" 研討會	(1) 利用香港大數據庫優勢，為中小企拓品牌掘商機 主講: 燕京行（深圳）董事總經理宗第先生 (2) 一塊雲 - 新力訊雲端跨境實務應用 主講: 香港新力訊數據中心業務發展顧問 Mr Water Yue (3) 中小企業通訊雲端化趨勢 – 商務總機你的通信管家 主講: 中國威信香港有限公司副總經理陰翔宇先生
12	20/6/2014	YW2.2 義烏國際博覽中心會場 (2 樓會議室)	1:30 – 4:30 pm	20-30	45	同上	同上
13	21/10/2014	YW3.1 義烏國際博覽中心會場 (2 樓會議室)	2:00 – 4:30 pm	20-30	50	電子商務及優質數據服務助中小企業突圍而出	(1) 成功之本，通訊之道 主講: Asia Gateway Sales Director China Mr Kam Ho (2) 餐飲移動營銷新世界 主講: 全線通訊有限公司副總經理謝俊偉先生 (3) 創建數據中心 主講: 香港數據中心

							有限公司 Project Engineer Mr Vincent Cheung (4) 中小企業大數據電貿營銷與品牌發展 主講: 燕京行（深圳）董事總經理宗第先生
14	22/10/2014	YW3.2 義烏國際博覽中心會場 (2 樓會議室)	2:00 – 4:30 pm	20-30	60	同上	同上

4. **Magazine promotions**

Traditional and eMagazine were circulated in Mainland cities to reach as wide audience as possible but targeted at ICT organizations. Advertisements were placed on:

- 4 issues of 商界 in May, July, October and November 2014,

- 4 issues of 現代物流 in Feb, Oct, Nov and Dec 2014,

- e-banners on e-Magazines of <<機機與零件>> 第 112 期 and <<華南橡塑膠>>第 83 期

to promote the project and events on Mainland. Targeted audiences were mainly Mainland corporate readers. Although it's not possible to determine how many readers have read the magazines but there were over 200 readers who have read the magazines and then visited the Web portal.

5. **Video (5 minutes)**

A short video of 7 minutes on HK ICT services was completed in December 2013. Video was played at the pavilions, promotional activities and uploaded to web portal. An interim version of video was completed just in time for the first Mainland Wuhan event in August 2013 where it was shown at the seminars and pavilion during the expo period. After enhancements, a 7 minutes video was completed in December 2013 and shown in all subsequent events. The video was also posted at the project Web portal (www.hkitcs.hk), in Youtube and in YouKu for public viewing.

6. **International ICT Expos in Hong Kong** (2 occasions, 1 per year)

The project participated in two ICT expos in Hong Kong. These events coincided with the Hong Kong Electronic Fair where large Mainland organizations exhibited their products. The objective of exhibiting at the 2 events was to promote the project to Hong Kong and to generate greater interest in the Data Centre services in Hong Kong. A report was produced for each ICT expo for monitoring purpose and for improvement of coming events. The reports were publicized online at the portal for viewing and experience sharing.

No	Name of ICT Expo	Date	City	Booth location and size	Seminar	Remarks
1.	The International ICT Expo 2013	13-16 Apr 2013	Hong Kong	Hong Kong Convention and Exhibition Centre (Booth size: 12 sqm)	A seminar was held with following details: Date and time: 11:30am – 12:00nn, 13 April 2013 No of participants: 19 Topics: 1. Data Center from the industry's point of view Speaker: Mr. Lentle Yip (HKISPA) 2. Data Center from Hong Kong society point of view Speaker: the Hon Charles Mok (Legislative Councilor, IT Constituency) 3. Introduction of the Project Speaker: Mr. YC Li (PEAK)	- The booth displayed 8 display boards to show 3 fields of information including general knowledge, why choosing Hong Kong and data center services. - 4,000 promotional leaflets were distributed to visitors during the event. - 10 Mainland exhibitors and 1 westerner visitor visited the booth. - Approximately 60 visitors enquired and 24 business cards were collected.
2.	The International ICT Expo 2014	13-16 Apr 2014	Hong Kong	Hong Kong Convention and Exhibition Centre (Booth size: 18 sqm)	The project cooperated with the Expo's organizer, HKTDC to organize a seminar named "Gearing up for the Next Internet Era – Advancing Your Data Management by Going Data Centre & Cloud" (10:30am – 12:30 pm,15 April 2014, Seminar Room, Hall 3G, Hong Kong Convention and Exhibition Center).	- The booth displayed photos about the project's exhibitions and seminars in China; advertisement artwork in printed magazines and captured screens of online report in China media; and main screen of the business matching online directory (hkitcs.hk). Project's video was also played in 1 47inch

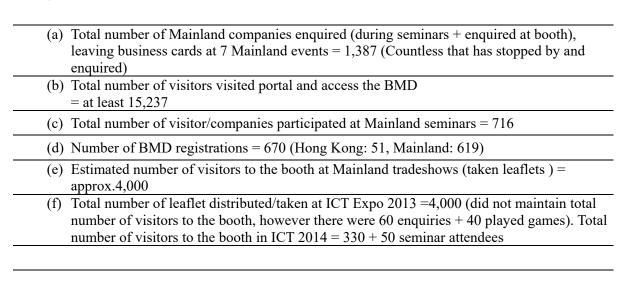|					The Project Coordinator, Mr Lento Yip, chaired the discussion panel with 4 speakers in the discussion panel: 1. Mr Gery Messer, Managing Director, Asia Pacific, CenturyLink Technology Solutions; 2. Mr Peter Adcock, VP of Design, Asia Pacific, Digital Realty 3. Mr Alex Chan, Director – Corporate Sales, New World Telecommunications Limited 4. Mr Adam McCarthy, Director & General Manager, Rackspace Hosting Asia Limited Around 50 participants attended the seminar and the discussion panel.	TV at the booth. - 300 promotional leaflets were distributed to visitors during the expo. - Project staff has introduced the coming exhibitions in China. - Approximately 30 visitors enquired and around 24 visitors left their business contact at the booth.

7. **Internet Marketing and Social Media**

Promotion had been made through social media channel(s) in both China and Hong Kong. Baidu keyword search and banner display promotions have attracted over 5000 visits to our project website. Viewers came from different cities all over China.

- Search Engine promotion:

    1. Baidu (May 2014 – Feb 2015) – with 11,143 impressions

    2. Sogou (Sep 2014 – Feb 2015) - with 244 impressions

- Social Media:

1. Facebook (event articles)

2. Youku and YouTube (Video promotion)

Actual Benefits to SMEs/Enterprises
(Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

(a)	Total number of Mainland companies enquired (during seminars + enquired at booth), leaving business cards at 7 Mainland events = 1,387 (Countless that has stopped by and enquired)
(b)	Total number of visitors visited portal and access the BMD = at least 15,237
(c)	Total number of visitor/companies participated at Mainland seminars = 716
(d)	Number of BMD registrations = 670 (Hong Kong: 51, Mainland: 619)
(e)	Estimated number of visitors to the booth at Mainland tradeshows (taken leaflets) = approx.4,000
(f)	Total number of leaflet distributed/taken at ICT Expo 2013 =4,000 (did not maintain total number of visitors to the booth, however there were 60 enquiries + 40 played games). Total number of visitors to the booth in ICT 2014 = 330 + 50 seminar attendees

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.)

		Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/D/N) #
(a)	1.	Formulation of project team and consultation committee	31/5/2013 (for whole section (a))		C[1]
	2.	Register on Mainland Social networks			C
	3.	Launch web portal			C
	4.	Select and commission Mainland marketing company		31/10/2013	D (please see 2.4a)
	5.	Select and commission Magazine publishers		31/01/2014	D (please see 2.4b)
	6.	Complete Video production script			C
	7.	Book for HK ICT Expo			C
	8.	Participate in HK ICT Expo and			C

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[1] The project team was formed according to the proposed composition in the approved project proposal.   For consultation committee, the function was fulfilled by the Advisory Committee as defined in the Project Team composition of the approved project proposal, plus on-going consultation with the collaborating organisations of the project.

	host seminars			C
	9. Review on participation in HKICT Expo			C
(b)	1. Select 2 target cities and their satellite cities. Target cities could include Nanjing, Qingdao, Wuhan and Yiwu	31/8/2013 (for whole session (b))	28/02/ 2014	D Pls. see (2.4c)
	2. Complete promotion plan in Mainland cities			C
	3. Complete video production and place on web portal		31/12/2013	D Pls. see (2.4d)
	4. Complete leaflet and poster design			C
	5. Place advertisements in 2 magazines circulated in Mainland		31/01/ 2014	D Pls. see (2.4b)
	6. Plan and prepare pre and post trade show seminars with invitation list of targeted organizations of that city and satellite cities			C
	7. Invite HK ICT providers to participate and identify seminar speakers			C
	8. Host pre trade show seminars		30/09/2013	D Pls. see (2.4e)
	9. Participate in trade show		30/09/2013	D Pls. see (2.4e)
	10. Host post trade show seminars		30/09/2013	D Pls. see (2.4e)
	11. Complete post event review and report to the working group.		30/09/2013	D Pls. see (2.4e)
	12. Post report onto portal		30/09/2013	D Pls. see (2.4e)
	13. Post business leads on web portal for distribution to HK ICT services providers		30/09/2013	D Pls. see (2.4e)
(c)	1. Plan and prepare pre and post trade show seminars with invitation list of targeted organizations of that city and satellite cities	28/2/2014 (for whole section (c))	30/4/2014 (for whole section (c))	D Pls. see (2.4f)
	2. Invite HK ICT providers to participate and identify seminar speakers			
	3. Host pre trade show seminars			
	4. Participate in trade show			
	5. Host post trade show seminars			
	6. Complete post event review and report to the working group.			
	7. Post report onto portal			
	8. Post business leads on web portal for distribution to HK ICT services providers			
	9. Prepare and audit the yearly report *** (item 1 – 8 is repeated for 2 tradeshows)			

(d)	1. Book for HK ICT Expo 2. Participate in HK ICT Expo and host seminars 3. Review on participation in HKICT Expo 4. Plan and prepare pre and post trade show seminars with invitation list of targeted organizations of that city and satellite cities 5. Invite HK ICT providers to participate and identify seminar speakers 6. Host pre trade show seminars 7. Participate in trade show 8. Host post trade show seminars 9. Complete post event review and report to the working group 10. Assess the generation of business opportunities through previous promotion and marketing activities 11. Post report onto portal 12. Post business leads on web portal for HK distribute to HK ICT providers *** (item 4 – 12 is repeated for 2 tradeshows)	31/8/2014 (for whole section (d))	30/9/2014 (for whole section (d))	D Pls. see (2.4f)
(e)	1. Plan and prepare pre and post trade show seminars with invitation list of targeted organizations of that city and satellite cities 2. Invite HK ICT providers to participate and identify seminar speakers 3. Host pre trade show seminar 4. Participate in trade show 5. Host post trade show seminar 6. Complete post event review and report to the working group 7. Assess the generation of business opportunities through previous promotion and marketing activities 8. Post report onto portal 9. Post business leads on web portal for distribution to HK ICT services providers 10. Prepare project completion review to share experiences 11. Prepare overall project report and publish on web portal *** (item 1 – 9 is repeated for 2 tradeshows)	28/2/2015 (for whole section (e))		C

Marketing/Dissemination Activities (in chronological order)

(Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables.   Such activities may include advertisements, seminars, workshops, etc.)

Date/ Period	Description	No. of beneficiaries
13-16 Apr 2013	Booth in the International ICT Expo 2013	75 participants (Hong Kong)
13-16 Apr 2014	Booth in the International ICT Expo 2014	75 participants (Hong Kong)
23-26 Sep 2013	Booth in the 14th China International Machinery and Electronic Products Exposition	4 enterprises with booths (Hong Kong)
22 Sep 2013	1st seminar in the 14th China International Machinery and Electronic Products Exposition	50 participants (Mainland)
25 Sep 2013	2nd seminar in the 14th China International Machinery and Electronic Products Exposition	25 participants (target 30) (Mainland)
18-20 Mar 2014	Booth in the 30th Hubei (Wuhan) International Advanced Medical Instruments and Equipment Exhibition	3 enterprises with booths (Hong Kong)
18 Mar 2014	1st seminar in the 30th Hubei (Wuhan) International Advanced Medical Instruments and Equipment Exhibition	54 participants (Mainland)
19 Mar 2014	2nd seminar in in the 30th Hubei (Wuhan) International Advanced Medical Instruments and Equipment Exhibition	31 participants (Mainland)
10-12 Apr 2014	Booth in the 2014 China (Yiwu) International e-commerce and 4th China Yiwu Network Commodities Expo	4 enterprises with booths (Hong Kong)
10 Apr 2014	1st seminar in the 2014 China (Yiwu) International e-commerce and 4th China Yiwu Network Commodities Expo	55 participants (Mainland)
11 Apr 2014	2nd seminar in the 2014 China (Yiwu) International e-commerce and 4th China Yiwu Network Commodities Expo	45 participants (Mainland)
19-22 Jun 2014	Booth in the 8th APEC Small & Medium Enterprises Technology Conference	5 enterprises with booths (Hong Kong)
19 Jun 2014	1st seminar in the 8th APEC Small & Medium Enterprises Technology Conference	70 participants

		(Mainland)
20 Jun 2014	2nd seminar in the 8th APEC Small & Medium Enterprises Technology Conference	45 participants (Mainland)
18-21 Sep 2014	Booth in the China Wuhan Periodicals Fair	4 enterprises with booths (Hong Kong)
18 Sep 2014	1st seminar in the China Wuhan Periodicals Fair	60 participants (Mainland)
19 Sep 2014	2nd seminar in the China Wuhan Periodicals Fair	50 participants (Mainland)
21-25 Oct 2014	Booth in the 20th China Yiwu International Commodities Fair	3 enterprises with booths (Hong Kong)
21 Oct 2014	1st seminar in the 20th China Yiwu International Commodities Fair	50 participants (Mainland)
22 Oct 2014	2nd seminar in the 20th China Yiwu International Commodities Fair	60 participants (Mainland)
6- 8 Nov 2014	Booth in the 11th Optics Valley of China International Optoelectronic Exposition and Forum	3 enterprises with booths (Hong Kong)
6 Nov 2014	1st seminar in the 11th Optics Valley of China International Optoelectronic Exposition and Forum	40 participants (Mainland)
7 Nov 2014	2nd seminar in the 11th Optics Valley of China International Optoelectronic Exposition and Forum	50 participants (Mainland)
Sep 2013 – Mar 2015	Promotional Video	6,000 hit rate
Jun 2014 – Mar 2015	Advertisement on online magazines	222 hit rate
Jun 2014 – Mar 2015	E-Banner advertising	1388 hit rate
Jun 2014 – Mar 2015	Internet marketing – Search engine promotion and social media	11,453 hit rate
	Total no. of beneficiaries :	176 participants (explicitly identified) (Hong Kong)

Future Plan for Promoting the Project Deliverables

The project website will be continuously maintained by HKISPA after completion of the project