

**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 2 012
Project title : To Strengthen the Capability of our Local SMEs in
Exploring the Emerging and High Value-Added
Healthcare and Medical Devices Domestic Market
Period covered : From 01/05/13 to 30/04/16
(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)	5 market analysis reports on the medical and healthcare device industries in the Mainland	Target: 5 market analysis reports on 5 regions in the Mainland (southern, eastern, northern, central and northeastern regions)	Actual: 4 market analysis reports on southern, eastern, northern, and northeastern region of the Mainland	<ul style="list-style-type: none"> - After going through the procurement process according to SDF funding and HKPC procurement guidelines, SIS International Research Inc. (“SIS”) was awarded as the vendor, after conducting an interview with the Project Steering Committee on 4 Jun 2015, for providing a consultancy service in 1) conducting Market Analyses on medical and healthcare device industry, 2) local seminars in Hong Kong and Business Matching and 3) collaboration meetings in the Mainland for both the Eastern and Central regions. A Purchase Order dated 22 June 2015 (the “PO”) was issued to SIS. - SIS completed and delivered the Business Matching and Collaboration Meetings, Market Analysis and Local Seminar for the Eastern region on 8-10 Jul 2015, 6 Jan 2016 and 23 Jan 2016, respectively. - The grantee and HKPC realized the delay of the delivery of market analysis report for the central region from SIS starting from Oct 2015. Repeated reminders via emails and phone calls were made to SIS starting then. - Though SIS supported the organization of Business Matching and Collaboration Meetings for the Central region on 10-12 Mar 2016, HKPC received an email (Appendix F) from SIS indicating they could not fulfil the remaining PO items including the Market Analysis Report and delivery of the Local Seminar in Hong Kong for the Central region. In this connection, HKPC, with the consent of the grantee, served SIS notice to terminate the PO with immediate effect on 12 Apr 2016 for its breach of contract. - After considering the limited time remaining up to the project end on 30 Apr 2016, it was not practically feasible to engage another third party

				consultant to complete the outstanding project deliverables at this last stage. Hence, the project deliverables of the Market Analysis and the Local Seminar of the Central region were not completed in this project.
b)	5 seminars in Hong Kong on medical and healthcare device domestic sales	<p>Target Number of Seminars: 5</p> <p>Target Number of Participants: 120 for each seminar</p>	<p>Actual Number of Seminars: 4</p> <p>Actual Number of Participants: 41 for the 1st Seminar (Southern)</p> <p>29 for the 2nd Seminar (Northern)</p> <p>29 for the 3rd Seminar (North Eastern)</p> <p>31 for the 4th Seminar (Eastern)</p>	<ul style="list-style-type: none"> - It was noted that the participation rate was less than expected, hence the grantee and HKPC had proactively contacted and made promotion through the relevant trade associations, societies, HKTDC and HKPC. - In addition, the summary findings of the Market Analyses have been shared through the Local Seminar and to provide opportunities for interactive communication between the participants and speakers. As the full version of the market analysis reports would be uploaded on the project website for public access free-of-charge, the participants might have considered learning from the online materials would be more flexible, hence, affecting their participation rate.
c)	5 Business Matching and Collaboration Meetings in five different regions in the Mainland	<p>Target Number of Business Matching Meetings: 5</p> <p>Target Number of Participants from Hong Kong: 50 for each business matching meeting</p> <p>Target Number of Participants from Mainland: 120 for each business matching meeting</p>	<p>Actual Number of Business Matching Meetings: 5</p> <p>Actual Number of Participants from Hong Kong:</p> <p>51 (Southern)</p> <p>27 (Northern)</p> <p>23 (North Eastern)</p> <p>24 (Eastern)</p> <p>22 (Central)</p> <p>Actual Number of Participants from Mainland:</p> <p>18 (Southern)</p> <p>59 (Northern)</p> <p>257 (North Eastern)</p>	<ul style="list-style-type: none"> - The interest of participants in joining the Business Matching and Collaboration Meetings are subject to various factors, including the understanding to the particular markets, etc. It was suggested to hold the local seminars to introduce market information of different regions before arranging business matching sessions of the corresponding regions to boost the interest of Hong Kong participants. It was proven to be useful to increase the number of Mainland participants to the business matching sessions to have them organized in parallel to the industry specific exhibitions to maximize the opportunity for HK participants to interact with various background of the industry stakeholders at the region.

			277 (Eastern) 180 (Central)	
d)	2 Hong Kong Pavilions in 2 exhibitions in the Mainland	Target Number of Hong Kong Pavilion: 2	Actual Number of Hong Kong Pavilion: 2	N.A.
e)	Publication of the medical and healthcare device industry-specific guidance manual	Target Number of Copies: 3000	Actual Number of Copies: 3000	N.A.
f)	Setup of the Help Desk Service and Project Website	Target Number of the Help Desk Service and Project Website: 1	Actual Number of the Help Desk Service and Project Website: 1	N.A.
g)	Design and Printing of Promotional Leaflets and Advertisement	Target Number of Copies of Promotional Leaflets: 5000 copies	Actual Number of Copies of Promotional Leaflets: 6000 copies	N.A.
		Target Number of Advertisement : 5 times	Actual Number of Advertisement : 5 times	

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

(Please list out in table format if necessary.)

i. 4 market analysis reports on the medical and healthcare device industries in the Mainland (the report for Central region was not produced)

Title of report	Date of publication	Information covered	Number of pages	Consultants
中國大陸醫療器械產業調查研究報告 (華南地區)	Aug 2014	Market Analysis for Southern Region	138 pages	VANTAGE Marketing & Research Consultants Ltd
中國大陸醫療器械產業調查研究報告 (華北地區)	March 2015	Market Analysis for Northern Region	226 pages	CAP Strategic Research Ltd
中國大陸醫療器械產業調查研究報告 (東北地區)	December 2015	Market Analysis for North-Eastern Region	91 pages	CAP Strategic Research Ltd
中國大陸醫療器械產業調查研究報告 (華東地區)	March 2016	Market Analysis for Eastern Region	127 pages	SIS International Research INC

ii. 4 seminars in Hong Kong on medical and healthcare device domestic sales (the seminar for Central region was not organised)

Seminar	Date	Duration	Venue	Name of speaker	Topic discussed
Local Seminar on Southern Region	4-Apr-14	10:00 AM - 12:00 PM	Function Room, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong	Ms Crystal Li, Research Director, VANTAGE Marketing & Research Consultants Ltd.	Market Analysis for Southern China
Local Seminar on Northern Region	23-Jan-15	3:00 PM - 5:00 PM	SME One, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong	Dr. Han Sheng, Senior Research Consultant, CAP Strategic Research Ltd	Market Analysis for Northern China
Local Seminar on North-Eastern Region	23-Oct-15	3:00 PM - 5:00 PM	SME One, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong	Dr. Han Sheng, Senior Research Consultant, CAP Strategic Research Ltd	Market Analysis for North-Eastern Region
Local Seminar on Eastern Region	15-Jan-16	3:00 PM - 5:00 PM	Room 126, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong	Mr. Kevin Wang, Vice President of Operations APAC, SIS International Research INC	Market Analysis for Eastern Region

iii. 5 Business Matching and Collaboration Meetings in five different regions in the Mainland

Meeting	Date	Duration	Venue	Number of participants	Remark
Business Matching for Southern Region (Shenzhen)	19-Apr-14	2:00 PM – 6:00 PM	V Hotel in Shenzhen	HK participants: 51 Mainland participants: 18	Nil
Business Matching for Northern Region (Beijing)	15 Sep-14	2:00 PM – 6:00 PM	北京皇家大飯店有限公司	HK participants: 27 Mainland participants: 59	Nil
Business Matching for North-Eastern Region (Shenyang)	26-28-Mar-15	10:00 AM - 4:00 PM	瀋陽科學宮會展中心	HK participants: 23 Mainland participants: 257	Held at 2015第35屆(春季)瀋陽國際醫療器械設備展覽會 (not funded by this project)
Business Matching for Eastern Region (Shanghai)	8-10-Jul-15	9:00 AM – 4:30 PM	Shanghai World Expo Exhibition & Convention Center	HK participants: 24 Mainland participants: 277	Held at 2015第十六屆中國(上海)國際醫療器械展覽會(While a pavilion was set up in the exhibition, funded by this project, a separate booth of 45 m ² was rented for business matching purpose.)
Business Matching for	10-12-Mar-16	9:00 AM - 5:00 PM	Chengdu International	HK participants: 22	-Held at 2016第18屆西部成都醫療器械展覽會

Central Region (Chengdu)			Convention & Exhibition Center of New Century City.	Mainland participants: 180	(not funded by this project); and -copy of the booklet could not be provided.
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iv. Two Hong Kong Pavilions in 2 exhibitions in the Mainland

Deliverable	Date	Duration	Venue	Size	Exhibitors	Exhibits
Hong Kong Pavilion at the 15th China (Beijing) International Medical Devices Exhibition 2014	16-18-Sep-14	9:00 AM - 5:00 PM	China International Exhibition Center	Pavilion size: 180 m ²	1) 奧美康電子塑膠(深圳)有限公司 2) Ample Rich Creation Limited 3) 愛奧樂醫療器械(深圳)有限公司 4) 栢威醫藥(亞洲)有限公司 5) 加美敦有限公司 6) DS Marketing ILC 7) Grandway Healthcare Limited 8) 港豐遠東有限公司 9) Nex Medical Limited 10) 網通科技發展有限公司 11) 香港匯進企業有限公司 12) 警報城市 13) 成豐製品有限公司 14) 得利安亞	-牙科一次性工具 -LED系列醫療檢查燈, 專業檢查燈, 可携式LED手術檢查燈. - 血糖儀 -栢威輸液泵注射泵系列 - 成人嬰兒紙尿片, 床墊, 濕紙巾, 衛生巾, 產婦巾 - 水的器材 - 全自動電子血壓計 - 血壓計, 紅外線體溫計, 血糖儀 - NexPort Trocar System - 視網膜眼底儀器, 微切口手術镊 - 醫療和保健器械的OEM/ODM合約制造服務 - 護理呼叫, 防跌, 防游走及防盜警報系統 - 醫療注塑模具 - Blood pressure monitor,

					<p>太有限公司</p> <p>15) 威璐塑件(亞太)有限公司</p> <p>16) 偉華達醫療器材有限公司</p> <p>17) 永勝醫療有限公司</p> <p>18) 東莞永勝醫療制品有限公司</p> <p>19) 永勝宏基集團有限公司</p>	<p>thermometer and activity band.</p> <p>- 供軟管連接的接頭和配件</p> <p>- NeuroTrac 低頻電子脈沖治療儀</p> <p>- 骨科康復護具</p> <p>- Respiratory medical devices</p> <p>- 能治愈香港腳的衛生襪</p>
Hong Kong Pavilion at the 16th China (Shanghai) International Medical Devices Exhibition 2015	8-10-Jul-15	9:00 AM - 5:00 PM	Shanghai World Expo Exhibition & Convention Center	Pavilion size: 135 m ²	<p>1) 愛奧樂醫療器械(深圳)有限公司</p> <p>2) 加美敦有限公司</p> <p>3) 龍海化工有限公司</p> <p>4) eNano Health Limited</p> <p>5) GP Industries Marketing Ltd</p> <p>6) 堅達橡膠科技有限公司</p> <p>7) Guangzhou Kwong Fai Rubber Plastic & Hardware Products Co Ltd.</p> <p>8) Nex Medical Limited</p> <p>9) Nordson Medical</p> <p>10) Oxyvital</p>	<p>- 智能血糖血壓儀</p> <p>- 成人嬰兒紙尿片, 床墊, 濕紙巾, 衛生巾, 產婦巾</p> <p>- 醫用塑料</p> <p>- 血糖儀</p> <p>- Specimen containers</p> <p>- Rubber and molds for medical and baby product</p> <p>- Medical and healthcare use rubber products</p> <p>- NexPort Trocar System</p> <p>- Medical tubing</p> <p>- High-Performanc</p>

					International Ltd	e Air Purification and Oxygenation for Indoor Air Quality Control
					11) Rondish Company Limited	- DoorWatcher, BedWatcher
					12) Sanwa BioTech Limited	- Portable and highly integrated microfluidic Point-of-care Testing platform for infectious disease diagnostics and fast-track triage at the medical front-line
					13) 東莞永勝醫療製品有限公司	- Respiratory care and anesthesia products, orthopaedics and rehabilitation products.

5) Publication of the medical and healthcare device industry-specific guidance manual

Title	Date of Publication	Information covered	No of pages	Uploaded at:	Remark
中國大陸醫療器械產業行業專用指引	29 Apr 2016	1) 中國醫療器械產業發展概況 2) 中國醫療器械產業相關法規分析 3) 中國醫療器械產業市場銷售模式 4) 香港醫療器械進入內地市場策略建議 5) 香港醫療器械企業進入國內市場SWOT分析 6) 企業案例 7) 醫療器械相關法規條例	265 pages (3000 copies)	https://hkmhdia.wixsite.com/bud-hkmhdia/blank-2	The grantee distributed the guidance manual to the local industry during their industry events. In HKPC, the local industry can collect the guidance manual at HKPC academy counter.

6) Setup of the help desk service and project website

Setup of the help desk service	Helpdesk service period: from 1 May 2013 to 30 April 2016	Free help desk service: Telephone numbers: 2788 5799 / 2788 6354 / 2788 55 44 Fax numbers: 2788 6338 Email addresses: info@medicaldevice.org henryfong@hkpc.org bryanso@hkpc.org
Project Website:	Launching date: 1 May 2013	https://hkmhdia.wixsite.com/bud-hkmhdia

7) Promotional Leaflets (5,000 copies) and advertisements (5 times)

- i) - 2500 copies of Hong Kong Pavilion promotional booklets were produced and distributed at the 15th China (Beijing) International Medical Devices Exhibition 2014.
 - 2500 copies of Hong Kong Pavilion promotional leaflets were produced and distributed at the 16th China (Shanghai) International Medical Devices Exhibition 2015.
 - As there were high demand for the 2 exhibition booklets/leaflets and considering that there were sufficient budget after printing 5,000 copies of booklets/leaflets, an additional 1000 booklets were printed for disseminating in the pavilion in Shanghai.

ii) 5 times advertisements were produced:

Newspaper	Date
Hong Kong Economic Journal	14 March 2014
Hong Kong Economic Journal	1 August 2014
Hong Kong Economic Journal	25 Feb 2015
Hong Kong Economic Journal	15 Jun 2015
Hong Kong Economic Journal	28 Apr 2016

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) 5 market analysis reports on the medical and healthcare device industries in the Mainland	30/04/2015		N
(b) 5 seminars in Hong Kong on medical and healthcare device domestic sales	31/10/2015		N
(c) 5 Business Matching and Collaboration Meetings in five different regions in the Mainland	31/10/2015	12/3/2016	D
(d) Two Hong Kong Pavilions in 2 exhibitions in the Mainland	31/12/2015		C
(e) Publication of the medical and healthcare device industry-specific guidance manual	30/04/2016		C
(f) Setup of the help desk service and project website:	30/04/2016		C

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

Nil
