

**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 12 2 015

Project title : “HK Quality LED” – a campaign to leverage on
“Hong Kong Qualified and Tested” branding to
broaden the exposure of Hong Kong LED Industry’s
SME in the Mainland through exhibitions and
business matching.

Period covered : From 01/12/2012 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)

Hong Kong LED Industry, particularly the SMEs, currently do not have a platform and coordinated effort in the Mainland. They lack the opportunities to demonstrate and show off their product or solution, individually and as a group.

This project will carry out a "HK Quality LED" campaign in the Mainland through organizing business delegation visits, business matching sessions and "Hong Kong Pavilion" in key exhibitions in focused LED Industry hubs in Mainland, namely Guangzhou, Shanghai and Beijing.

Project Objective(s) (in about 80 words)

- Carry out promotion of the quality brand image of Hong Kong LED Industry
- Enable Hong Kong LED industry to broaden and increase its exposure to the Mainland domestic industry players and consumers alike by leveraging not on cost but on the strength of HK Brand of quality.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Hong Kong Electronic Industries Association Limited (HKEIA)

Collaborating Organisation(s) : _____

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>Basil WAI</u>	<u>The Hong Kong Electronic Industries Association Limited</u>	<u>2778 8328</u>
Deputy Project Co-ordinator	: <u>Angel WONG</u>	<u>Hong Kong Productivity Council</u>	<u>2788 5783</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>1/12/2012</u>	<u>30/11/2015</u>	<u>36</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.)
1.	Kick-off Seminar	150 participants	55 participants	<p>a) Originally, there was no target number defined in the final project proposal. However, the team eventually set out the target number of participants in response to the questions from TID in 2012.</p> <p>b) For the kick-off seminar, the total number of registered participants was 88. There were 55 audiences participated.</p> <p>c) The kick-off seminar was held on 30 April 2013. That might not be an appropriate date for the SMEs to attend the seminar as their managerial staff, and even the technical staff, would probably be busy for new business appointments after Hong Kong International Lighting Fair (Spring Edition), which was also held during between 6 April and 9 April. That would be the main reason why some of the HK SMEs were not have time to join the event in person.</p> <p>d) Because of the long weekend of Labour Holidays, so some of the audiences were out of Hong Kong for their Holidays.</p>
2.	Promotion Pamphlet for HK LED Industry	5000 copies	-5000 copies (printed) -5000 copies (distributed)	

3.	Promotion Seminar for HK LED Industry for releasing the Promotion Pamphlet	150 participants	43 participants	<p>a) Originally, there was no target number defined in the final application form. However, the team eventually set out the target number of participants in response to the questions from TID in 2012.</p> <p>For the promotion seminar, the total number of registered participants was 86. There were 43 audiences participated.</p> <p>b) After the kick-off seminar and 1st Post-event Workshop, the team started to realise that the end users have more channels to get the updated information of LED lighting as compared before. So, for this kind of seminar, it would be possible if there were fewer participants attended.</p> <p>c) And due to many audiences attended our on-site GZ Lighting Fair Seminar and the Workshop first, so they would not attended again in Hong Kong in October.</p> <p>d) Some were busy in the show of the HK Lighting Fair.</p>
4.	“Hong Kong Pavilion” Exhibition in Guangzhou Lighting Fair (2013 & 2014)	24 – 30 exhibitors (2013 & 2014) (16 booths in each Fair as stated in the proposal.)	<p>2013: 10 exhibitors (16 booths as stated in the proposal)</p> <p>10 interviewed SMEs companies (Distributed Promotion Pamphlet)</p> <p>2014: 9 exhibitors (16 booths as stated in the proposal)</p> <p>10 interviewed SMEs companies (Distributed Promotion Pamphlet)</p>	<p>a) Originally, there was no target number defined in the final application form. However, the team eventually set out the target number of exhibitors in response to the questions from TID in 2012.</p> <p>b) As some exhibitors requested more than one booth out of the selected paid areas.</p> <p>c) Some potential companies had their own booths in other halls.</p> <p>d) As all 16 booths had been sold out in an early stage.</p>
5.	“Hong Kong Pavilion” Exhibition in Shanghai Building Fair 2014	5 – 7 exhibitors (8 booths as stated in the proposal)	-6 exhibitors -10 interviewed SMEs	

			companies (Distributed Promotion Pamphlet)	
6.	“Hong Kong Pavilion” Exhibition in Beijing China Intelligent and Smart Home Expo 2015	5 – 7 exhibitors (8 booths as stated in the proposal)	-9 exhibitors -10 interviewed SMEs companies (Distributed Promotion Pamphlet)	
7.	Preparation of Promotion Pamphlet add-on for participating SME in four “Hong Kong Pavilion” events.	6,000 pamphlets	- Total of 6,000 copies (printed) - Total of 6,000 copies (distributed)	
8.	Conducting four (4) Post-Event Workshops for experience sharing	- Not defined participants for each Post-Event Workshop -including a printed report (600 copies) for each Post-Event Workshop	- For four Workshops, total 344 audiences participated. - For report, 2400 copies printed and 2400 copies distributed	
9.	Preparation of Final Report summarizing experience for HK LED Industry	The Final Report (1000 copies)	- 1000 copies (printed) - ~600 copies (distributed)	- The remaining printed copies (~400) of Final Report has also been dispatching to SMEs.
10.	Web posting of project result (including the 4 post event workshops and the Final Report) at HKEIA web-sites	Not defined	The softcopies of the project result has been posted at the HKEIA website	

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

(Please list out in table format if necessary.)

- The Kick-off Seminar was held at Hong Kong Productivity Council on 30/04/2013 for introducing this promotion campaign and relevant Exhibitions related to LED Industry. Total of 88 audiences registered and 55 audiences' participated in this Seminar, which mainly highlighted the future development of LED lighting industry, the updated situations and business opportunities in Mainland as well as the introduction of this Project on how to support the industries.
- Preparation of the Promotion Pamphlet for HK LED Industry, which involved the interviews with 10 SME, was completed by 07/06/2013. This Promotion Pamphlet was printed in 5000 copies. In addition, the Promotion Pamphlet add-on for the exhibitors in "Hong Kong Pavilion" was also prepared. This Promotion Pamphlet add-on was printed in 2000 copies and all were distributed in Exhibition #1.
- Organization of "Hong Kong Pavilion" at the Exhibition #1 (i.e. Guangzhou International Lighting Exhibition 2013 a.k.a. Guangzhou Lighting Fair 2013) was completed. This Exhibition #1 was held between 09/06/2013 and 12/06/2013. Total of 10 exhibitors participated in this fair (involved 16 booths). One HKEIA's staff and four HKPC's staff were involved for event planning and on-site support for the exhibition and seminars in "Hong Kong Pavilion" of the Exhibition #1. On-Site 2.5 days Seminars attracted about 300 audiences to attend in and mainly highlighted the advantages of Hong Kong, the importance of fulfilling the testing requirements of LED lighting and also introduced the applications by using advanced lighting technologies. The corresponding 1st post-event workshop was held at Hong Kong Productivity Council on 29/08/2013 for providing HK SME a review of the exhibition. Total of 61 audiences registered and 46 audiences' participated in this Workshop.
- A booklet was prepared for the review of the Exhibition #1 and was printed in 600 copies. All 600 copies booklets were distributed to 1st Post Event Workshop, exhibition #2 Guangzhou Lighting Fair 2014 and other LED relative seminar at HKPC.
- A Promotion Seminar for HK LED Industry, named as 「香港優質LED研討會 - 推廣品質認受與驗證以提升香港LED產業知名度」 was held on 30/10/2013 at Hong Kong Exhibition and Convention Centre. Total 86 audiences register and 43 audiences attended this seminar.
- Organization of "Hong Kong Pavilion" at the Exhibition #2 (i.e. Guangzhou International Lighting Exhibition 2014 a.k.a. Guangzhou Lighting Fair 2014) was completed. This Exhibition #2 was held between 09/06/2014 and 12/06/2014. Total of 9 exhibitors participated in this fair (involved 16 booths). One HKEIA's staff and four HKPC's staff were involved for event planning and on-site support for the exhibition and seminars in "Hong Kong Pavilion" of the Exhibition #2. The Pamphlet add-on was printed in 2000 copies and all were distributed in this fair. On-Site 3 days Seminars attracted about 400 audiences to join. The corresponding post-event workshop was held at Hong Kong Productivity Council on 18/07/2014 for providing HK SME a review of the exhibition. There were 72 audiences registered and 43 audiences' participated in this Workshop.
- A booklet was prepared for the review of the Exhibition #2 and was printed in 600 copies. All 600 copies booklets were distributed to 2nd Post Event Workshop, exhibition #3 Shanghai Building Fair 2014 and other LED relative seminar at HKPC.
- Organization of "Hong Kong Pavilion" at the Exhibition #3 (i.e. Shanghai Intelligent Building Technology Fair 2014 a.k.a. Shanghai Building Fair) was completed. This Exhibition #3 was held between 03/09/2014 and 05/09/2014. Total of 6 exhibitors participated in this fair (involved 8 booths). One HKEIA's staff and three HKPC's staff were involved for event planning and on-site support for the exhibition and seminars in "Hong Kong Pavilion" of the Exhibition #3. A talk introducing HK LED Industry and related support services and related Standards in Hong Kong was given on 04/09/2014. The Pamphlet add-on was printed in 1000 copies and all were distributed in this fair. The corresponding 3rd post-event workshop was held at Hong Kong Exhibition and Convention Centre on 29/10/2014 for providing HK SME a review of the exhibition. There were 69 audiences registered and 41 audiences' participated in this Workshop.
- A booklet was prepared for the review of the Exhibition #3 and was printed in 600 copies. All 600 copies booklets were distributed to 3rd Post Event Workshop, exhibition #4 Beijing Fair 2015 and other LED relative seminar at HKPC.
- Organization of "Hong Kong Pavilion" at the Exhibition #4 (Beijing China Intelligent and Smart Home Expo 2015) was completed. This Exhibition #4 was held between 22/04/2015 and 24/04/2015. Total of 9

exhibitors participated in this fair. One HKEIA's staff and three HKPC's staff were involved for event planning and on-site support for the exhibition and seminars in "Hong Kong Pavilion" of the Exhibition #4. The Pamphlet add-on was printed in 1000 copies and all were distributed in this fair. The corresponding 4th post-event workshop was held at Hong Kong Productivity Council on 23/09/2015 for providing HK SME a review of the exhibition. There were 196 audiences registered and 92 audiences' participated in the morning section and 122 audiences' participated in the afternoon section.

- A booklet was prepared for the review of the Exhibition#4 and was printed in 600 copies. All 600 copies booklets were distributed to 4th Post Event Workshop and other LED relative seminar at HKPC.
- A Final Report was also prepared for summarizing the project and was printed in 1000 copies. All 1000 copies final reports were distributed to 4th Post Event Workshop, other LED relative seminar at HKPC and has also been dispatching to SMEs.

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) #
Organize the Kickoff Seminar on (a) "Hong Kong Pavilion"	31/3/2013		C
Prepare the Promotion Pamphlet for (b) HK LED Industry	30/4/2013		C
Organize Promotion Seminar for HK LED (c) Industry	30/11/2013		C
Organize "Hong Kong Pavilion"- exhibition (d) #1 and one post-event workshop	30/11/2013		C
Organize "Hong Kong Pavilion"- exhibition (e) #2 & #3 and two post-event workshops	30/11/2014		C
Organize "Hong Kong Pavilion"- exhibition (f) #4 and one post-event workshop	30/11/2015		C
Prepare the final project report (g)	30/11/2015		C

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

The remaining printed copies (~400) of Final Report has also been dispatching to SMEs.
