

**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 2 015
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	Basil WAI	The Hong Kong Electronic Industries Association Limited	Tel: 2778 8328; Fax: 2788 2200
Deputy Project Co-ordinator	Angel WONG	Hong Kong Productivity Council	Tel: 2788 5783 Fax: 2788 5405

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	1/12/2012	30/11/2015	36
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 attend 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)	<p>24 – 30 exhibitors (2013 & 2014)</p> <p>(16 booths in each Fair as stated in the proposal.)</p>	<p>2013:</p> <p>10 exhibitors (16 booths as stated in the proposal)</p> <p>10 interviewed SMEs companies (Distributed Promotion Pamphlet)</p> <p>2014:</p> <p>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)	<p>-6 exhibitors</p> <p>-10 interviewed SMEs</p>	

			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.)

2.2 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.

Kick-off Seminar

- Date: 30 Apr 2013
- Duration: 10:15 – 12:45
- Venue: SME One, HKPC Building, 78 Tat Chee Avenue, Kln., H.K.
- Speaker (and Discussion Topic):
 - 衛紹邦先生 香港電子業商會行政總裁 (致歡迎辭)
 - 招炳耀先生 香港生產力促進局汽車及電子部首席顧問 (LED 產業的發展策略及未來)
 - 睦世榮主任 廣東省半導體照明產業聯合創新中心 (內地 LED 產業的最新現況)
 - 衛紹邦先生 香港電子業商會行政總裁 (「香港優質 LED」項目介紹)

- 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.

On-Site Seminars

日期	参与机构及主题	讲者姓名, 职衔
六月九日 (星期日)	投资推广署 Invest Hong Kong 主题: 投资香港 • 香港的优势	曾文龙先生, 创新及科技行业主管
	香港生产力促进局 Hong Kong Productivity Council (Part 1) 主题: 内地LED照明产品供应链考察 (第一部份)	韦亮先生, 顾问
	必维国际检验集团 Bureau Veritas Consumer Products Services 主题: 定向灯泡, LED灯泡及相关灯具的ErP要求(EC1194)	刘影小姐, LED技术专家
	元晖光电有限公司中国区 主题: 以创新LED科技 点亮绿色未来	吕卫东先生, 总经理
六月十日 (星期一)	上海微联实业有限公司 Shanghai Microhesion Ind. Co., Ltd. 主题: 导热塑料 - LED照明领域高性价比的主要部分	胡振华先生, 香港微联公司市场部经理
	德凯品质认证 (华南区) DEKRA Testing and Certification 主题: 欧洲对于LED的性能和能源效率的最新规管	童池兵先生, 主管和项目经理
	香港应用科技研究院有限公司 ASTRI 主题: 利用LED的室内定位系统	梁振佳先生, 经理
	香港生产力促进局 Hong Kong Productivity Council (Part 2) 主题: 内地LED照明产品供应链考察 (第二部份)	韦亮先生, 顾问

六月十一日 (星期二)	时捷照明有限公司 S.A.S. Electronic Company Limited 主题: LED照明产品的应用	彭维先生, 高级市场经理
	香港标准及检定中心 STC 主题: LED及照明产品的国际认证	李长军先生, 电器及电子产品部技术经理
	香港应用科技研究院有限公司 ASTRI 主题: 如何有效运用专利布局来提高香港LED产业的质量	邓冬梅女士, 高级工程师
	香港雪峰环保光电有限公司 Snow Peak (HK) Eco Lighting Technology Limited 主题: 选购LED产品的策略	余家驹先生, 首席营运总监
	香港科技园 Hong Kong Science and Technology Parks Corporation 主题: 固态照明测试服务	关玉霞博士, 技术顾问

The 1st post-event workshop

- Date: 29 Aug 2013
- Duration: 14:15 – 17:30
- Venue: Lecture Theatre, LG1, HKPC Building, 78 Tat Chee Avenue, Kln., H.K.
- Speaker (and Discussion Topic):
 - 盧偉國議員工程師 BBS MH 太平紳士 香港電子業商會司庫 (致歡迎辭)
 - 韋亮先生 香港生產力促進局顧問 (「廣州國際照明展覽會」回顧及分析)
 - 衛紹邦先生 香港電子業商會行政總裁 (如何利用 LED 產品認證計劃推動「香港優質 LED」)
 - 梁俊志先生 天祥公證行有限公司亞太區域照明業務經理 (LED 產品認證計劃: 技術資料介紹)
- 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.

Promotion Seminar

- Date: 30 Oct 2013
- Duration: 10:15 – 12:30
- Venue: 香港會議展覽中心, 香港貿發局中小企培訓室 C (香港國際秋季燈飾展)
- Speaker (and Discussion Topic):
 - 盧偉國議員工程師 BBS MH 太平紳士 香港電子業商會司庫 (致歡迎辭)
 - 韋亮先生 香港生產力促進局顧問 (何謂優質 LED)
 - 衛紹邦先生 香港電子業商會行政總裁 (綠色智能家居・綠色照明)
 - 梁俊志先生 天祥公證行有限公司亞太區域照明業務經理 + 余一泓先生 香港認證中心有限公司認證經理 (如何利用 LED 產品認證計劃推動「香港優質 LED」: 技術資料介紹)
- 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.

On-Site Seminars

日期	参与机构及主题	讲者姓名, 职衔
六月九日 (星期一) (09:30 - 18:00)	DAY 1: LED照明 - 根本性需求的重要性 LED lighting - the importance of the fundamental requirements	
	香港电子业商会 Hong Kong Electronic Industries Association 主题: 「香港优质LED」- 推广质量认证与验证 以提升香港LED产业知名度 “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	卫绍邦先生, 总裁 Mr. Basil Wai, CEO
	天祥公证行有限公司 Intertek Testing Services HK Ltd. 主题: 基本照明参数的实际意义及用途 The meaning and purpose of essential lighting parameters in practice	虞胜麟先生, 灯具及照明设备高级主任 Mr. Gary Yu, Senior Supervisor, Luminaires
	英特美光电有限公司 Intematix Corporation 主题: 荧光粉对LED产品的影响 The importance of Phosphor selection in LED light source packaging	区志威先生, 中国高级业务经理 Mr. Herry Au, Senior Sales Manager, China
六月十日 (星期二) (09:30 - 18:00)	DAY 2: 如何制定适用的产品及项目规范从而获得预期的质量 How to define suitable product specification to achieve desired quality	
	群耀科技股份有限公司 UPRtek - United Power Research Technology Corporation 主题: 便携式LED量测方法 Portable LED Measurement solution	游圣佩小姐, 产品经理 Ms. Nicole Yu, Product Manager
	香港生产力促进局 Hong Kong Productivity Council 主题: 优质环保LED照明系统的光学开发 Optics Development of Quality Eco LED Lighting System	李宏先生, 助理顾问 Mr. Andy Li, Associate Consultant
	时保晶电有限公司 RSL Microelectronics Co. Ltd. 主题: LED光学透镜的设计 How good optical lens design help improve the overall LED lighting performance and cost	彭维先生, 高级营业经理 Mr. Michael Peng, Senior Sales Manager
	Olympic Electronics Ltd 傲贸电子有限公司 主题: 金卤灯替换方案: 挥别金卤灯, 拥抱朗明纳斯 亮采系列 Evolving Solid State Lighting Solutions for High Intensity Discharge Lamps	Mr. Ram Shalvi, CEO
	台积电照明股份有限公司 TSMC Solid State Lighting Ltd. 主题: 固态照明芯片级封装技术 & 新产品应用 SSL PoD/Flip Chip Technology and New Products	陈家湘先生, 总经理 Mr. C.H. Chen, President
六月十一日 (星期三) (09:30 - 18:00)	DAY 3: LED照明产品的质量认证 LED lighting product qualification and certification	
	香港应用科技研究院有限公司 Hong Kong Applied Science and Technology Research Institute (ASTRI) 主题: 香港应科院LED专利策略组合 LED Patent Portfolio Strategy in Hong Kong Applied Science and Technology Research Institute	钟沛璟先生, 应科院感测与集成群组 总监 (业务开发) Mr. Ryan Chung, Director, Business Development Sensing & Integration Group
	香港标准及检定中心 Hong Kong Standards and Testing Centre 主题: LED照明产品日本市场的准入要求 Regulatory requirements of Japan: LED lighting products	李长军先生, 电器及电子产品部技术经理 Mr. Ricky Li, Technical Manager
	德凯认证(香港)有限公司 DEKRA Certification Hong Kong Limited 主题: LED 照明之全球市场准入与认证 Global Market Access and Approbation for LED lighting	黎小红小姐, ESS 部门主管 Ms. Pinky Li, ESS supervisor
	香港科技园公司 Hong Kong Science and Technology Parks Corporation 主题: 测试服务可怎样帮助企业提高 LED产品品质 Improve the quality of LED product by testing services	关玉霞博士, 技术顾问 Dr. Y.H. Canny Kwan, Technical Consultant

The 2nd post-event workshop

- Date: 18 Jul 2014
- Duration: 14:15 – 17:30
- Venue: Lecture Theatre, LG1, HKPC Building, 78 Tat Chee Avenue, Kln., H.K.
- Speaker (and Discussion Topic):
 - 韋亮先生 香港生產力促進局顧問 (「廣州國際照明展覽會」2014: 回顧及分析)
 - 衛紹邦先生 香港電子業商會行政總裁 (「上海國際智能建築展覽會」之香港展區介紹)
 - 彭維先生 時保晶電有限公司高級營業經理 (LED 光學透鏡的設計及可攜式 LED 量測方案)
 - 虞勝麟先生 天祥公證行有限公司燈具及照明設備高級主任 (基本照明參數的實際意義及用途)
- 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.

The introduction talk in 上海國際智能建築展覽會

- Date: 4 Sep 2014
- Duration: 13:30 – 14:15
- Venue: 上海新國際博覽中心
- Speaker (and Discussion Topic):
 - 韋亮先生 香港生產力促進局顧問 (何謂優質 LED)

The 3rd post-event workshop

- Date: 29 Oct 2014
- Duration: 14:30 -16:00
- Venue: 香港會議展覽中心, 香港貿發局中小企培訓室 C (香港國際秋季燈飾展)
- Speaker (and Discussion Topic):
 - 衛紹邦先生 香港電子業商會行政總裁 (探討照明及 LED 企業如何應對電子商務的發展)
 - 韋亮先生 香港生產力促進局顧問 (華東 LED 及智能建築市場回顧及分析)
 - 楊嘉強先生 城通科技有限公司技術總監 (智能能源管理平台為照明及建築行業帶來的新機遇)
- 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.

The 4th post-event workshop

Date: 23 Sep 2015

研討會程序

上午時段:

時間	程序/題目	參與機構及講者
09:45am—10:15am	登記	
10:15am—10:35am	歡迎辭及「香港優質LED」項目成果及北京智慧建築市場分享	香港電子業商會總裁衛紹邦先生
未來發展：智能LED—建築及家居		
10:35am—10:55am	點亮智能新世代	香港電訊有限公司(HKT) 高級業務拓展經理 (智能家居及商業方案)葉宛庭女士
10:55am—11:15am	室外LED照明系統前瞻	亞洲智能建築學會(AIIB) 副會長蘇廷弼博士工程師
小休及參觀展示區		
11:40am—12:00noon	探討LED照明行業的發展形勢	香港公開大學科技學院 檢測及認證學系講師韋亮先生
12:00noon—12:20pm	智能生活：燈控系統的最新技術—無線及手機程式控制	歐司朗佑昌有限公司 (OSRAM) 助理總經理徐顯軍先生
12:20pm—12:35pm	問答環節	
午休		

下午時段:

時間	程序/題目	參與機構及講者
2:00pm—2:15pm	登記	
新技術：LED照明產品之核心技術與應用		
2:15pm—2:35pm	Taking Light beyond illumination	飛利浦照明電子香港有限公司 高級市場經理周家俊先生
2:35pm—2:55pm	明日普及照明：現今LED與操控系統的融合運作	工部光藝視像有限公司 燈光方案經理甄鑑綱先生
2:55pm—3:15pm	LED新封裝技術之照明產品技術和應用	香港微晶先進光電科技有限公司 營銷中心副總監李正豪先生
小休及參觀展示區		
品質：LED照明產品之能源標籤與法規認證要求		
3:40pm—4:00pm	認識基本照明參數的實際意義及用途	天祥公證行有限公司 燈具及照明設備助理經理 虞勝麟先生
4:00pm—4:20pm	發光器件及顯示屏幕的效能測試	香港科技園公司 技術顧問關玉霞博士
4:20pm—4:35pm	問答環節	

如有任何更改不作另行通知

- 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.

The project results, including 4 Event Booklets and 1 Final Report, had been posted during the project period.

<https://www.hkeia.org/BUD/index.html>

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	31/3/2013	30/4/2013	D
(a) "Hong Kong Pavilion"			
Prepare the Promotion Pamphlet for	30/4/2013	7/6/2013	D
(b) HK LED Industry			
Organize Promotion Seminar for HK LED	30/11/2013		C
(c) Industry			
Organize "Hong Kong Pavilion"- exhibition	30/11/2013		C
(d) #1 and one post-event workshop			
Organize "Hong Kong Pavilion"- exhibition	30/11/2014		C
(e) #2 & #3 and two post-event workshops			
Organize "Hong Kong Pavilion"- exhibition	30/11/2015		C
(f) #4 and one post-event workshop			
Prepare the final project report	30/11/2015		C
(g)			

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.
