

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

Final Report of Approved Project

Project ref. no. : BUD 12 2 017
Project title : Assisting Hong Kong Brands to Explore Southern
Fujian Market through Organizing “Xiamen Hong
Kong Brand Festival” Serial Activities
Period covered : From 1 November 2012 to 30 September 2013
(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

Assisting Hong Kong Brands to Explore Southern Fujian Market through Organizing "Xiamen Hong Kong Brand Festival" Serial Activities (BUD 12 2 017)

Project Summary (in not more than 150 words)

As the ancestral hometown of many Hong Kong people and a pioneer in adopting the open-door policy, the nick-named "Southern Fujian Golden Delta", basically comprising Xiamen, Quanzhou and Zhangzhou, has long-standing and close socio-economic ties with Hong Kong. In tandem with the rapid economic growth, the liberalization of "Three Links" across the Taiwan Strait as well as the availability of high-speed rail network, the recent years have seen the rise of Southern Fujian as an emerging market with phenomenal potential and increasing influences. It is not only a strategic foothold for Hong Kong brands to "go beyond" Pearl River Delta and expand the frontier of domestic sales in the South China, but also a gateway to the vast East China and Central China markets.

In line with Hong Kong industries' recent developments in the Mainland market, this Project stages a promotional campaign under the banner of "Xiamen Hong Kong Brand Festival" (the Festival), aiming to promote the collective image of Hong Kong brands and help Hong Kong enterprises to better understand the domestic market and explore business opportunities in the Mainland particularly Southern Fujian. It features a series of diversified activities that tie in with the current needs of Hong Kong enterprises, including setting up a large-scale gallery at the "2013 Hong Kong Trendy Products Expo, Xiamen" (the Expo) to showcase the latest development of Hong Kong brands, accompanied by a variety of road shows, stage performances and thematic programmes aiming to promote Hong Kong brands and representative products and services; conducting a questionnaire survey on local consumers notably Xiamen citizens with an eye to understanding their brand preferences and consumption behaviours; organizing a networking meeting to facilitate the business matching between Hong Kong brand operators and Mainland distributors as well as other potential business partners; and lining up publicity activities in Hong Kong including a experience sharing seminar with emphasis on the strategies and practices of Hong Kong brands in exploring Mainland market.

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

1. To promote the collective image and competitive advantages of Hong Kong brands;
2. To assist Hong Kong brands to further develop domestic sales by capitalizing on the strategic position of Southern Fujian and the market opportunities arising from the region;
3. To advance Hong Kong enterprises' understanding of the current business environment and consumers' preferences of Mainland market especially the Southern Fujian;
4. To help Hong Kong brands to develop cooperation opportunities with potential business partners in the Mainland.

Grantee /Collaborating/Implementation Organisation Agent

Grantee : Hong Kong Brand Development Council Company Limited
Collaborating Organisation(s) : The Chinese Manufacturers' Association of Hong Kong
Implementation Agent(s) : CMA Exhibition Services Limited

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No.& Fax No.</u>
Project Co-ordinator :	Hilson Yan	Hong Kong Brand Development Council	2542 8631
Deputy Project Co-ordinator :	Carol Pang	CMA Exhibition Services Limited	2542 8683

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 November 2012	30 September 2013	11 months
Revised (if applicable)			

Methodology Employed

- Showcase Gallery
 - Consumer Survey
 - Business Networking Meeting
 - Promotional Roadshow
 - Thematic Performance Programmes
 - Experience Sharing Seminar
 - Publicity Campaign and Promotion
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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. Showcase Gallery

100 Hong Kong product and service brands joined the showcase gallery at the "2013 Hong Kong Trendy Products Expo, Xiamen" from 27 April to 2 May 2013 including 84 product brands (with 190 exhibit items) and 16 service brands (introduced on information panels). Among product participants, 6 brands were from fashion and accessories, 9 from jewellery and watches, 24 from household products and fine accessories, 7 from electronic appliances, 21 from food products and 17 from Chinese medicine, healthcare products and cosmetic products. For service sector, 3 brands were from retail and wholesale, 5 from hotel and catering, 2 from travel and leisure and 6 from professional services.

The gallery successfully attracted nearly 300,000 visitors during the 6-day exhibition.

2. Consumer Survey

A consumer survey was conducted to collect the views of Southern Fujian citizens in regard to Hong Kong brands, and to understand their consumption behaviour. 1,017 Southern Fujian consumers were interviewed face-to-face and a comprehensive analytic report was compiled, which provides up-to-date and in-depth information about Southern Fujian market for Hong Kong enterprises' reference. The "Survey Report on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior" was released in mid-June and uploaded onto Project's webpage, a dedicated subsection at the official website of the Hong Kong Brand Development Council.

3. Business Networking Meeting

A 2-hour business networking meeting was organised at Xiamen International Conference and Exhibition Center on 27 April 2013. About 100 Hong Kong brands operators and 160 distributors and buyers from Xiamen, Quanzhou and Zhangzhou enrolled in the meeting and about 200 of them showed up.

4. Promotional Roadshow

A promotional roadshow was organised at Robinsons Shopping Mall in Xiamen during 13 - 15 April 2013. Stage performances and activities including catwalk shows demonstrating exhibits of "Brand Hong Kong-Stylish Gallery", games, lucky draw and dance performances were conducted, with information panels set up to display the information of the Festival.

5. Thematic Performance Programmes

7 topical performances with entertaining values were organised at the Showcase Gallery during the 6-day exhibition to promote selected industries and product or service categories that are representatives of Hong Kong's brand development, and to enhance the attractiveness of the Gallery through interaction with the visitors. Each of the 7 topical performances were organised repeatedly for 2-6 times, and a total of 21 sessions were put up.

6. Experience Sharing Seminar

A 3-hour experience sharing seminar was organised on 18 June 2013, and over 80 (out of 113 enrolments) local brand operators attended the seminar.

7. Publicity Campaign in Hong Kong

A media briefing on "Xiamen Hong Kong Brand Festival" was organised, and about 7 media representatives and 40 local brand operators attended the briefing.

A phased advertising campaign was rolled out on trade-related local newspapers and magazine, including "Hong Kong Entrepreneur", "Hong Kong Economic Times", "Apple Daily", "Ming Pao", "Sing Tao Daily" and "am730".

8. Promotion in the Mainland

Advertisements were placed on Mainland's newspapers, magazine and radio including "廈門日報", "海峽導報", "廈門晚報", "福州晚報", "泉州晚報", "店事街報", "廈門經濟交通廣播台"; buses and bus stops, LED at bridges, huge poster at shopping centre, SMS, lampposts; billboards and buntings at the venue of the Expo; and media interviews by "廈門日報", "廈門廣播電視報", "東南快報", "海峽導報", "海峽生活報" and "海西晨報".

9. Promotional Materials

A set of promotional materials, including 60,000 leaflets and 1,500 brochures of the gallery exhibitors as well as 10,000 recycle bags and 10,000 banner pens, were produced and distributed to promote the showcase gallery and Xiamen Hong Kong Brand Festival.

10. On-line Promotion

A webpage section entitled "Xiamen Hong Kong Brand Festival" was created within the website of the Hong Kong Brand Development Council. Information and activities of the project had been updated on the section and the "Survey Report on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior" were duly uploaded for Hong Kong enterprises' easy and free download for reference.

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.)

This project has provided a all-rounded of support to Hong Kong enterprises, helping them to acquire practical skills, up-to-date market intelligence and business opportunity for tapping into the Southern Fujian market. Meanwhile, the project has also enhanced the collective image of Hong Kong brands, while helping to raise Mainland consumer's awareness in regard to Hong Kong brands.

The Project featured a series of diversified activities that tied in well with the current needs of Hong Kong enterprises. In particular, the "Brand Hong Kong, Stylish Gallery" showcase, promotional roadshow and thematic performance programmes attracted the eyeball of a huge number of Xiamen citizens, providing an effective fast-track for Hong Kong enterprises to access Southern Fujian market. Besides, the dissemination of promotional materials including leaflet, brochure and souvenirs, together with the rolling out of an intensive advertising campaign via Mainland's media, also helped to promote Hong Kong brands to wider audience.

The business networking meeting successfully assembled over 200 Hong Kong brand operators and local distributors and buyers, notably from Xiamen, Quanzhou and Zhangzhou. Many Hong Kong enterprises obtained precious opportunities for meeting potential buyers especially the large-scale retailing chain operators, and the business connections they established on that occasion are beneficial to their future development in the Southern Fujian market.

The finding of consumer survey embodies first-hand intelligence and in-depth insights regarding Southern Fujian consumers' behavior as well as their perception on Hong Kong brands. In particular, although the mainstay of the Survey was conducted in Xiamen, some 30% of the interviews took place at Quanzhou and Zhangzhou, another two epicenters of the "Golden Triangle". Such extended and comprehensive coverage has enabled the findings to develop a high relevance to the entire region of Southern Fujian. Moreover, the Survey also drew an in-depth comparison between Hong Kong brands, Taiwan brands and Mainland brand, which helped to shed light on the comparative advantages of Hong Kong brands vis-à-vis our major competitors, while outlining the market environment of Southern Fujian in perspective.

The experience sharing seminar was an effective platform for Hong Kong enterprises to acquire practical knowledge and skills, access up-to-date information, exchange views and share real-life experience in relation to Mainland's domestic market. As questionnaire survey conducted on the participating audience affirmed, all participants agreed that the seminar was useful. Furthermore, 94% audience indicated that they were satisfied with the experience sharing seminar.

A dedicated webpage section was created within the official website of Hong Kong Brand Development Council to host the updated information of "Xiamen Hong Kong Brand Festival". The 31-page "Survey Report on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior" is available on the webpage for free download by Hong Kong enterprises and interested parties. Moreover, detailed information of the participating brands of the showcase gallery was uploaded on the webpage, providing an additional e-channel for these Hong Kong enterprises to promote their brands and products.

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/P/D) #	Reason for deviation from its original target completion date
(a) Formulation of selection guidelines and selection committee; Media briefing; Website set-up and update	28/02/2013		C	
(b) Recruitment of participating companies of the showcase gallery	29/03/2013		C	
(c) Formulation and launch of the publicity campaign phase by phase	30/09/2013		C	
(d) Screening of participants and collection of products/information for showcase gallery, promotional roadshow and thematic performance (catwalk show)	15/04/2013		C	
(e) Preparation for the design and decoration of the showcase gallery, performance stage, and roadshow	26/04/2013		C	
(f) Preparation for the thematic performance programmes	26/04/2013		C	
(g) Design and production of survey questionnaire, promotional material and souvenirs	26/04/2013		C	
(h) Recruitment of participants of the business networking meeting	26/04/2013		C	
(i) Delivery of promotional roadshow	05/05/2013		C	
(j) Construction of the showcase gallery and performance stage	29/04/2013		C	
(k) 6-day exhibition period; conduction of business networking meeting; collection of questionnaires from visitors; delivery of the thematic performance programmes	05/05/2013		C	
(l) Data input and analysis of the consumer survey; preparation of survey report; delivery of experience sharing seminar	30/09/2013		C	
(m) Uploading of the post-event activities recapture and survey report onto website	30/09/2013		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.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> * please delete as appropriate
19/11/2012	Media Briefing to announce the launch of the Project	
11/2012 - 5/2013	<p>Showcase Gallery</p> <p>(a) Promotion to HK companies and Recruitment of participating companies:</p> <ol style="list-style-type: none"> 1 Websites: i) HKBDC; ii) CMA and iii) HKBPE 2 E-mailing of the circulars: i) Over 400 HKBDC corporate members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors 3 Media Advertising: i) Hong Kong Economic Times; ii) Apple Daily; iii) Ming Pao; iv) Sing Tao Daily; v) am730; vi) Hong Kong Entrepreneur; vii) Fair Directory of the 47th HKBPE and Xiamen Expo; viii) Shopping Guide of Xiamen Expo; ix) 廈門經濟交通廣播台; x) 廈門日報; xi) 海峽導報; xii) 廈門晚報; xiii) 福州晚報; xiv) 泉州晚報; xv) 店事街報 4 Other advertising channels in the Mainland: i) Promotional Roadshow; ii) Media interviews by 廈門日報, 廈門廣播電視報, 海峽導報, 海峽生活報, 東南快報 and 海西晨報; iii) Buses and bus stops advertisement; iv) LED advertisement at bridges; v) SMS; vi) large-scale poster at shopping centre; vii) Lamppost advertisements; viii) Leaflet distribution at 5 hotspots in Xiamen <p>(b) Set-up of showcase gallery: i) A showcase gallery had been designed to accommodate over 190 exhibits from 84 product brands and information panels to display the details of 100 product and service brands; ii) Entrance arch, information counter, backdrop, information panels and stage were set up at the venue; iii) Publication of promotional materials including leaflet and brochure; iv) Distribution of banner pen; v) Billboards and buntings were set-up at the venue of the Xiamen Expo</p>	100 participating product and service brands

2/2013-5/2013	Business Networking Meeting	<p>(a) Recruitment of participating companies:</p> <ol style="list-style-type: none"> 1 Websites: i) HKBDC; ii) CMA and iii) HKBPE 2 E-mailing of the circulars: i) Over 400 HKBDC corporate members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors 3 Media Advertising: i) Hong Kong Economic Times; ii) Apple Daily; iii) Ming Pao; iv) Sing Tao Daily; v) am730; vi) Hong Kong Entrepreneur; vii) Fair Directory of the 47th HKBPE and Xiamen Expo; viii) 廈門日報; ix) 海峽導報; x) 廈門晚報; xi) 福州晚報; xii) 泉州晚報 4 Other Advertising channels in the Mainland: i) Promotional Roadshow; ii) Media interviews by 廈門日報, 廈門廣播電視報, 海峽導報, 海峽生活報, and 海西晨報 during roadshow and Xiamen Expo; iii) Distribution of banner pen; iv) Billboards and buntings were set-up at the venue of the Xiamen Expo <p>(b) Recruitment of potential buyers from Mainland China: Invitation letters and emails sent through collaborating organisations, including 廈門貿促會, 泉州總商會 and 廈門總商會</p>	100 Hong Kong brand operators and 160 distributors and buyers from Xiamen, Quanzhou and Zhangzhou enrolled with about 80% turn-up rate.
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11/2012-5/2013	Thematic Performance Programmes	<p>(a) Promotional activities:</p> <ol style="list-style-type: none"> 1 Websites: i) HKBDC; ii) CMA and iii) HKBPE 5 E-mailing of the circulars: i) Over 400 HKBDC corporate members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors 3. Media Advertising: i) Hong Kong Economic Times; ii) Apple Daily; iii) Ming Pao; iv) Sing Tao Daily; v) am730; vi) Hong Kong Entrepreneur; vii) Fair Directory of the 47th HKBPE and Xiamen Expo; viii) Shopping Guide of Xiamen Expo; ix) 廈門經濟交通廣播台; x) 廈門日報; xi) 海峽導報; xii) 廈門晚報; xiii) 福州晚報; xiv) 泉州晚報; xv) 店事街報 4. Other Advertising channels in the Mainland: i) Promotional Roadshow; ii) Media interviews by 廈門日報, 廈門廣播電視報, 海峽導報, 海峽生活報, 海西晨報 and 東南快報 during roadshow and Xiamen Expo; iii) Bus and bus stop advertisements; iv) LED advertisements at bridges; v) Huge poster at shopping centre; vi) Lamppost advertisements; vii) Leaflet distribution at 5 hotspots in Xiamen; viii) Distribution of banner pen 	100 participating product and service brands
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2/2013- 4/2013	Promotional Roadshow	<p>(a) Promotional activities:</p> <ol style="list-style-type: none"> 1 Websites: i) HKBDC; ii) CMA and iii) HKBPE 2 E-mailing of the circulars: i) Over 400 HKBDC corporate members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors 3 Media Advertising: i) Hong Kong Economic Times; ii) Apple Daily; iii) Ming Pao; iv) Sing Tao Daily; v) am730 vi) Hong Kong Entrepreneur 4 Other Advertising channels in Xiamen: i) Media interviews by 廈門日報, 海峽導報, 海峽生活報 and 海西晨報 during roadshow ; ii) Distribution of banner pen 	100 participating product and service brands
2/2013- 5/2013	Consumer Survey	<p>(a) Promotional activities:</p> <ol style="list-style-type: none"> 1 Websites: i) HKBDC; ii) CMA and iii) HKBPE 2 Media Advertising: i) Hong Kong Economic Times; ii) Apple Daily; iii) Ming Pao; iv) Sing Tao Daily; v) am730; vi) Hong Kong Entrepreneur; vii) Fair Directory of the 47th HKBPE and Xiamen Expo; viii) 廈門日報; ix) 海峽導報; x) 廈門晚報; xi) 福州晚報; xii) 泉州晚報 3 Other Advertising channels: i) Promotional Roadshow; ii) Media interviews by 廈門日報, 海峽導報 and 海峽生活報 during roadshow; iii) Distribution of banner pen 	1,017 Southern Fujian residents were interviewed
2/2013- 6/2013	Experience Sharing Seminar	<p>(a) Promotional activities:</p> <ol style="list-style-type: none"> 1 Websites: i) HKBDC; ii) CMA; and iii) HKBPE 2 E-mailing of the circulars: i) Over 400 HKBDC corporate members; ii) Over 8,000 CMA member companies and affiliated companies; iii) Over 1,000 HKBPE exhibitors 3 Media Advertising: i) Hong Kong Economic Times; ii) Apple Daily; iii) Ming Pao; ix) Sing Tao Daily; v) am730; vi) Hong Kong Entrepreneur 4 Other Advertising channels: i) Media interviews by 廈門廣播電視報, 海峽生活報 and 海西晨報 during roadshow; ii) Distribution of banner pen <p>(b) Report distribution</p>	113 enrollments with about 70% turn-up rate
Survey Report had been uploaded onto HKBDC website for free public download			

Total no. of beneficiaries : About 280 direct beneficiaries: about 30,000 Hong Kong enterprises by estimation

Future Plan for Promoting the Project Deliverables

The information of the project and electronic version of "Survey Report on Southern Fujian Consumers' Perception of Hong Kong Brands and Purchasing Behavior" are keeping beyond the project period until the end of 2013 and provide a convenient and effective avenue to disseminating knowledge, experience and updated market information of Southern Fujian, freely accessible to Hong Kong enterprises as well.
