

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

Final Report of Approved Project

Project ref. no. : BUD 12 3 003
Project title : "To lead HK printing companies in upgrading to
"Hong Kong Printing Modeling Enterprises"
Period covered : From 01/05/2013 to 30/04/2014
(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

BUD 12 3 003

To lead HK printing companies in upgrading to "Hong Kong Printing Modeling Enterprises"

Project Summary (in not more than 150 words)

In addition to the "Twelve-Five Year Program" which has placed a huge business development on culture (including printing industry), the recent announcement of the General Administration of Press and Publication (GAPP) of the People's Republic of China clearly indicated the establishment of "National Printing Modeling Enterprises" is adopted and will be finished by the end of the "Twelve-Five Year Program". In this connection, it will be good opportunity for Hong Kong printing companies to enhance their competitive advantage in the domestic sales market for mastering the national policy. This project aims to benchmark outstanding Hong Kong printing modeling companies and make reference to the current national regulation "國家印刷複製示範企業管理辦法" on analyzing the core development areas of upgrading management strategy, and finally producing "Upgrading Guidebook" and "Promotional Film". Through experience sharing and seminars, it leads Hong Kong companies to understand successful development roadmap of Hong Kong printing modeling companies, and to make comprehensive preparation for entering the domestic sales market.

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

Through producing "Upgrading Guidebook" and "Promotional Film" and organizing seminars, it leads Hong Kong printing companies to understand successful development roadmap of Hong Kong printing modeling companies, and to make comprehensive preparation for entering the domestic sales market. At the same time, it enhances the professional and excellent service image and prestige in the domestic market.

Grantee /Collaborating/Implementation Organisation Agent

Grantee : The Hong Kong Printers Association

Collaborating Organisation(s) : N.A.

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	: Mr K K Yeung	The Hong Kong Printers Association	(852) 2527 5050 (852) 2861 0463
Deputy Project Co-ordinator	: Mr K S Leung, Ricky	Hong Kong Productivity Council	(852) 2788 6372 (852) 2788 5599

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	01/05/2013	30/04/2014	12 months
Revised (if applicable)			

Methodology Employed

Stage	Objectives	Implementation Methodology
I	Information Collection	Arranged to visit of around 10 outstanding Hong Kong printing companies (including 6 awarded companies of "National Printing Modeling Enterprises" for information collection through on-site observation, discussion and information searching, in which focused on the core development areas of the upgrading management strategy including printing standardization, green printing, innovative printing, international management system and technology/human talent.
II	Information Analysis	Through conducting SWAP analysis of each visiting company and making reference to the national regulation of "國家印刷複製示範企業管理辦法", it was consolidated and concluded a successful development roadmap for benchmarking, in which it produced "Upgrading Guidebook" and "Promotional Film/DVD".
III	Information Demonstration	Organized a forum in Hong Kong for launching "Upgrading Guidebook" and "Promotional Film/DVD" and experience sharing from a couple of the outstanding HK printing companies, and thus followed up with 5 seminars in Hong Kong and mainland China for providing further information of upgrading management strategy and also promoting and enhancing professional service brandname of Hong Kong printing industry.
IV	Report Consolidation	Prepared and consolidated report of the project, and posted the project result on the website of the Hong Kong Printers Association.

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.)

- a) Produce 3,000 copies of "Upgrading Guideline of Hong Kong Printing Modeling Enterprises" and conduct a Sharing Forum in Hong Kong.
- b) Conduct 5 seminars in Hong Kong and the Pearl River Delta for sharing upgrading management strategy of "Hong Kong Printing Modeling Enterprises" from experts and representatives of outstanding Hong Kong printing enterprises.
- c) Produce promotional film and 3,000 pieces of DVD on demonstrating "Hong Kong Printing Modeling Enterprises".

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.)

Direct beneficiaries:

- a) A total of 784 persons from 476 companies attended the seminar/forum as listed below:
 - Hong Kong Forum (03/03/2014) : 294 participants from 130 companies
 - Dongguan Seminar (20/03/2014) : 121 participants from 113 companies
 - Hong Kong Seminar (21/03/2014) : 81 participants from 43 companies
 - Guangzhou Seminar (27/03/2014) : 107 participants from 83 companies
 - Shenzhen Seminar (03/04/2014) : 79 participants from 54 companies
 - Hong Kong Seminar (04/04/2014) : 102 participants from 53 companies
- b) A total of 1,720 persons from 1,383 companies received the guidebook and DVD through the platform of seminar and forum, and the mailing distribution (including 936 persons from 907 companies).

Indirect beneficiaries:

- a) Promotional film of "Upgrading Strategy for HK Printing Industry" was uploaded on the website of the Hong Kong Printers Association for public access.
- b) The article information of the upgrading strategy for HK printing industry (from Forum and Seminars) has been published on the HK Print Media Magazine (Issue 93 and Issue 94) with distribution circulation of around 7,000 copies. At the same time, this kind of information has been uploaded in the website of the Hong Kong Printers Association for public access.
- c) The article information of the upgrading strategy for HK printing industry (from Forum) has been published on the Industry Focus issued by HKPC (April 2014) with distribution circulation of around 1,200 copies.
- c) A total of 150 booklets of the "Upgrading Guidebook" were placed at the Hong Kong Printers Association and its subsidiary for public access for the printing industry.

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 target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
i) Interview and video shooting for HK outstanding printing enterprises	01/05/2013 – 30/06/2013	01/05/2013 – 30/09/2013	C
(a) ii) Information collection			
i) Information analysis, consolidation and integration	01/07/2013 – 30/11/2013	01/07/2013 – 31/12/2013	C
ii) Preparation and production for video and guidebook			
(b)			
i) Launch of a Forum, in Hong Kong			
ii) Launch of 5 seminars in Hong Kong and mainland China	01/12/2013 – 31/03/2014	01/01/2014 – 15/04/2014	C
(c)			
Report consolidation and project result posted on the website	01/04/2014 – 30/04/2014	15/04/2014 – 30/04/2014	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
03/03/2014	HK Forum for guidebook launching and experience sharing	294 participants from 130 companies
20/03/2014	Dongguan Seminar for guidebook & DVD distribution and experience sharing	121 participants from 113 companies
21/03/2014	Hong Kong Seminar for guidebook & DVD distribution and experience sharing	81 participants from 43 companies
27/03/2014	Guangzhou Seminar for guidebook & DVD distribution and experience sharing	107 participants from 83 companies
03/04/2014	Shenzhen Seminar for guidebook & DVD distribution and experience sharing	79 participants from 54 companies
04/04/2014	Hong Kong Seminar for guidebook & DVD distribution and experience sharing	102 participants from 53 companies
30/04/2014	Mailing and distribution of guidebook and DVD	936 participants from 907 enterprises

Total no. of beneficiaries : 1,720 participants from
1,383 companies

Remarks : The no. of participants of the forum and seminars and the no. of guidebook & DVD distributed in the forum and seminars are the same.

02/2014	Advertisement on Forum published on HK Print Media Monthly Magazine (Issue 92)
18/02/2014	Advertisement on Forum published on Hong Kong Economic Times
17/03/2014	Supplement on Forum published on HK Economic Times
04/2014	Supplement on Forum published on HK Print Media Monthly Magazine (Issue 93)
12/2013	Advertisement on Seminar published on HK Print Media Monthly Magazine (Issue 91)
02/2014	Advertisement on Seminar published on HK Print Media Monthly Magazine (Issue 92)
27/02/2014	Advertisement on Seminar on Headline Daily
15-28/02/2014	Advertisement on Seminar on 科印網
24/02-02/03/2014	Advertisement on Seminar on 必勝網
10-14/03/2014	Advertisement on Seminar on 必勝網
04/2014	Advertisement on Seminar on HK Print Media Monthly Magazine (Issue 93)
06/2014	Supplement on Seminar on HK Print Media Monthly Magazine (Issue 94)

Future Plan for Promoting the Project Deliverables

a) The Upgrading guidebook and DVD will be distributed by the Hong Kong Printers Association for the Hong Kong Printing companies through promotional activities (seminar, training, and exhibition) or direct distribution.

b) The promotional film and the article information of "Upgrading Strategy for HK Printing Industry (Issue 93 and Issue 94 of HK Print Media Monthly Magazine) will be continually posted on the website of the Hong Kong Printers Association for public access.