

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

Final Report of Approved Project

Project ref. no. : BUD 12 4 001

Project title : To Promote Hong Kong Automotive Parts and
Accessory System Domestic Sales - Assisting Hong
Kong Automotive Parts SMEs to Enter the Mainland
Automotive Market

Period covered : From 1 Feb 2013 to 31 Jan 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

To Promote Hong Kong Automotive Parts and Accessory System Domestic Sales - Assisting Hong Kong Automotive Parts SMEs to Enter the Mainland Automotive Market

Project Summary (in not more than 150 words)

Hong Kong Economic and Trade Office in Guangdong (HKETOGD) had organized the "2013 Fujian Hong Kong Week" in Xiamen from 30th April to 5th May 2013. In order to increase the momentum of the development of the automotive industry in Hong Kong. We had established a "Hong Kong Auto Parts Pavilion" in the event to promote Hong Kong automotive industry. We had invited about 20 Hong Kong automotive parts SMEs and relevant organization to join the event. We had assisted them to promote their products and technologies to Fujian. The activities included conducting the exhibition, business matching, seminars, workshops and study mission. It aimed to demonstrate Hong Kong auto SMEs' advanced technology and R&D results, so as to create cooperation chances between them by technology exchange. HK auto parts SMEs would be able to take the opportunity to extend their business in Fujian so as to build a good network for further business expansion in Mainland, and catch the chance brought by "12.5 plan", and then achieved the ultimate goal of upgrading and expanding domestic sales.

In order to further enhance the development of Hong Kong automotive industry, a booklet, named "Fujian-Hong Kong Cooperation Guidelines" (web-based version only) had published after the exhibition by consolidating our experiences from the event, the blueprint of automotive industry development in Fujian, Fujian's government policies on how to support auto parts SMEs, domestic sales guideline, etc. It will be shared through seminars and workshops to benefit more Hong Kong SMEs.

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

This project aims to assist Hong Kong auto parts manufacturing industry enter the Fujian market through setting up a "Hong Kong Auto Parts Pavilion" in the "2013 Fujian Hong Kong Week" and other related activities.

Grantee /Collaborating/Implementation Organisation Agent

Grantee : SAE International (Hong Kong) Limited

Collaborating Organisation(s) : Hong Kong Auto Parts Industry Association (HKAPIA)

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>Dr Eddie Lo Y.H.</u>	<u>SAE International (Hong Kong) Limited</u>	<u>2788 5005/ 2788 5543</u>
Deputy Project Co-ordinator	<u>Dr Lawrence Poon Chi Kin</u>	<u>Hong Kong Productivity Council</u>	<u>2788 5080/ 2788 5680</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 Feb 2013</u>	<u>31 Jan 2014</u>	<u>12 months</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

Methodology Employed

● 階段一: 確定展會方案

- 與駐粵辦及相關的組織商討參展事宜
 - 與汽車業相關的商會或組織向企業及本地相關的科研機構共同策劃參與“2013福建-香港周”之香港汽車工業成果展計劃
 - 經商會組織及生產力局的網絡，邀請約20家企業及科研機構參與“2013福建-香港周”香港汽車工業成果展
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● 階段二: 籌備展會

- 工作小組策劃參展產品及相關的展覽事宜
 - 與福建經貿委，福建汽車工業協會，閩港產業技術移轉中心等商討參展/對接會/座談會/工作坊/及考察團安排及開展，制定相關的行程表
 - 邀請中港二地所有合作單位向香港及福建企業宣傳“廈門香港周”之香港汽車業本地汽車零部件成果展相關活動
 - 按展會的主題及目的設計及建造展館
 - 準備好參展，對接會，座談會/工作坊，及考察團的宣傳用品及單張等
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● 階段三: 展覽開幕

- 展出香港汽車工業各企業代表的高效節能及環保的產品，及所取得的國際/國家認證
 - 與閩港產業技術移轉中心合作按預定的行程安排參展/對接會/座談會/工作坊/及考察活動
 - 參展時邀請福建企業參與汽車業發展的調研活動，收集及分析福建汽車零部件企業的需求
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● 階段四: 經驗分享

- 總結參展經驗及應福建當地政府的政策方針等，推出電子版<<閩港合作機遇指引>>，
 - 舉辦講座分享參展經驗
 - 舉辦工作坊，將汽車業最新標準及管理方法等分享給更多的香港中小企
 - 經相關的商會組織將指引發送給企業，使更多的企業受惠
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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.)

- (i) A "Hong Kong Auto Parts Pavilion" in the "2013 Fujian Hong Kong Week" to promote and display the latest technologies, products and R&D results of Hong Kong auto parts manufacturing industry
- (ii) A business matching conference for Fujian and Hong Kong companies to exchange information and to build up sales networks
- (iii) Six workshops to introduce new technologies
- (iv) A study mission to three auto parts manufacturers in Fujian and 2 experience sharing sessions
- (v) Publication of "Fujian-Hong Kong Cooperation Guidelines (閩港合作機遇指引)" (Web-based version only)
- (vi) Two awareness seminars in Hong Kong to share the experience of the event

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.)

- i. A 'Hong Kong Auto Parts Pavilion'
40 HK SMEs and organizations joined to set up booths to display their products. 13 R&D results and 10 manufacturing techniques were displayed. All together around 200 advanced products and services were introduced and all were related to HK Automotive Industry. Over 80 thousand people were attracted to the pavilion. We received some of the participants' comment through questionnaires that they were satisfied with the exhibitions and learnt more about the latest technology in automotive industry.
- ii. Business Matching 閩港汽車企業技術及業務對接會
Over 60 enterprises (more than 100 people) from HK and Fujian joined, including representatives of 5 auto OEMs in Fujian. Over 50 questionnaires were received and most of them thought the business matching was useful to build up business networks. More than 90% participants stated that they still had connection with the company they talked to in China during business matching. All the interviewees were satisfied with the business matching because the companies could exchange information and build up sales networks. More than 80% interviewees communicated with one or more units to discuss how to expand the business opportunity. Nearly 90% of the interviewees communicated with the units within last 3 months, including Automotive OEMs and HKPC
- iii. Six Workshops
Participants could learn more about the latest development in automotive industry. There were over 50 people in average for each workshop. Referring to received questionnaires, all of the feedback was positive and satisfied with the workshops conducted and the participants claimed they learnt a lot about Automotive new technology and development trend.

iv. One Study Mission and two Experience Sharing Sessions

There were 35 people from 22 SMEs joined the mission and overall the satisfaction scored 4.5 out of 5 from the participants. 2 experience sharing sessions were held during the study mission.

v. Publication of 'Fujian-Hong Kong Cooperation Guidelines' (web-based version only)

The guidebook was uploaded to the website of the applicant and other related trade association for free download. The guidebook was also promoted by using HKPC marketing database. All questionnaire feedbacks for guidebook were positive (22 questionnaires were received up to 28 Feb 2014). Most of the feedbacks stating the information was useful and would take the advices from the guidebook.

vi. Two awareness seminars in Hong Kong to share the experience of the event

There were around 55 people in average for each seminar. Most of the participants gave 4 out of 5 marks to the seminars.

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/D/N) #
確定“2013 廈門香港周”之香港汽車業	10/02/2013		C
(a) 科技成果展計劃			
(b) 收集及確定所有參展商名單及展品	15/02/2013		C
(c) 制定及確認展覽場館的設計方案	08/03/2013		C
(d) 制定用於對接會/座談會/工作坊/考察團 宣傳用品	15/02/2013		C
(e) 確認場館裝修事項	31/03/2013		C
(f) 場館傢俱製作、搭建及裝修	26/04/2013		C
(g) 收集展覽用品等運送至場館準備	26/04/2013		C
(h) 安裝及佈置展覽用品	29/04/2013		C
(i) 舉辦汽車工業成果展覽、對接會、工作 坊、考察團	05/05/2013		C
(j) 收集資料、編輯及確認電子版<<閩港合 作機遇指引>>	30/09/2013		C
(k) 製作電子版<<閩港合作機遇指引>>	31/10/2013	10/01/2014	C
(l) 舉辦講座	31/01/2014		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
27 April - 2 May 2013	Established "Hong Kong Auto Parts Pavilion" in the "2013 Fujian Hong Kong Week" to promote and display the latest technologies, products and R&D results of Hong Kong auto parts manufacturing industry	Hong Kong SMEs: 40 No. of visitors: 80,000
27 April 2013 14:00-17:30	Business matching conference for Fujian and Hong Kong companies to exchange information and to build up sales network	No. of SMEs (Hong Kong & Fujian): 60 No. of participants: 100
28 April 2013 10:00-12:00	Workshop 1: 新能源公交車發展及關鍵部件技術要求 環保動力電動汽車有限公司市場總監馬南錦先生、環保動力集團研發總監(董事)謝丹先生及測試中心董事李德發先生與與會人士分享新能源公車發展、各地地方的政策、關鍵部件技術要求及有關部件的測試方法及標準	No. of participants: 60
28 April 2013 14:00-16:00	Workshop 2: 先進的生產材料技術及製造科技趨勢 生產力局顧問彭泓博士分享近期開發之多種先進的材料及製造科技，包括最先進的輕合金與微製造技術，鎂合金壓鑄、半固態成型複雜形狀及截面的金屬管件液壓成型、水輔成型及物理發泡注塑技術、類鑽碳膜 (DLC Coating) 及微型傳感器等	No. of participants: 55
29 April 2013 10:00-12:00	Workshop 3: 電動汽車供電和充電系統設備安全標準及發展方向 UL 高級項目工程師徐玉霞小姐分享 UL 2202 充電系統設備標準和 UL 2594 電動汽車供電設備標準的關鍵結構及測試要求。 生產力局高級顧問鍾偉聰先生介紹由香港生產力促進局獲中華電力有限公司的委託而開發的多制式高功率充電系統，比家用等級充電的時間可快 1 至 8 倍不等，更能切合市場對充電的需求。	No. of participants: 50
29 April 2013 14:00-16:00	Workshop 4: 最新汽車工業行業標準及管理方法 生產力局顧問梁振豪先生在講座介紹最新汽車工業行業標準及管理方法，如 ISO/TS 16949:2009、VDA 6.4:2005 汽車維修及美容服務優質管理系統 VDA 6.2、汽車環保製造及管理指引 ELV 等等。	No. of participants: 53
30 April 2013 10:00-12:00	Workshop 5: 全球和中國電動汽車和智慧電網發展前景 “亞洲電動車之父”陳清泉教授通過此講座分析了中國和全球電動汽車產業發展前景，今後十年市場預測，目前遇到的困難和問題，主要關鍵技術，包括動力電池技術、電機電控技術、系統集成技術、基礎實施、智慧充電技術和智慧電網特性。	No. of participants: 63
30 April 2013 14:00-16:00	Workshop 6: 汽車發展的最新趨勢剖析 底特律電動汽車控股有限公司亞太區董事總經理方亦寧先	

	生從整車廠角度剖析汽車業發展的經濟及技術週期，以及從新能源及技術等方面來剖析汽車在未來會有怎樣的發展趨勢。	No. of participants: 78
25 - 28 April 2013	Organized a study mission to visit total 4 auto OEMs in Fujian, included Soueast Motor, Fujian Benz, Xiamen King Long Bus and Xiamen Golden Dragon Bus; and held two Experience Sharing Sessions	No. of SMEs: 22 No. of Participants: 35
29 November 2013	Seminar 1: 建立香港電動車充電設施研討會	No. of participants: 61
20 December 2013	Seminar 2: 香港汽配業拓展內銷攻略之新能源汽車發展趨勢及技術研討會	No. of participants: 50
10 January 2014	“Fujian-Hong Kong Cooperation Guidelines (閩港合作機遇指引)”	No. of participants: ~10000
Total no. of beneficiaries :		<u>No. of participants: 90,605</u>

Future Plan for Promoting the Project Deliverables

NA