

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

Final Report of Approved Project

Project ref. no. : BUD 13 2 003
Project title : Assisting Hong Kong Brands to Explore Western
China Market through Organizing "Chongqing Hong
Kong Brand Festival" Serial Activities
Period covered : From 01/11/13 to 30/09/14
(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 Western China Market through Organizing "Chongqing Hong Kong Brand Festival" Serial Activities

Project Summary (in not more than 150 words)

Hong Kong brands have quickened their pace in developing Mainland's domestic market, and the majority of them tend to target at middle-range segments with focus on the second- and third-tier cities. As the largest (by areas) Municipality directly under the Central Government, the foremost economic centre of upstream Yangtze Basin, as well as a renowned commercial and transportation hub of Western China, Chongqing has drawn increasing attention from Hong Kong companies by dint of its phenomenal population stature, remarkable economic potential and strong "radiation effects" over the neighboring regions. It is beyond doubt a strategic foothold for Hong Kong brands to expand domestic sales and the best stepping-stone for tapping into the vast Western China market.

In line with Hong Kong industries' recent developments in the Mainland market, this Project stages a promotional campaign under the banner of "Chongqing 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 market environment and to explore business opportunities in the Western China particularly Chongqing.

The Project features a series of diversified activities that tie in with the current needs of Hong Kong enterprises, including setting up a large-scale product gallery at the "2014 Hong Kong Trendy Products Expo, Chongqing" (the Expo) to showcase the latest development of Hong Kong brands, centring on a specially-designed thematic zone that highlights the heritage and evolution of Hong Kong's brand culture; lining up a host of publicity activities in Hong Kong, and rolling out stage performances and programmes in Chongqing with an eye to promoting Hong Kong brands and representative products and services; organizing a training workshop and an experience sharing seminar with emphasis on the strategies and practices of brand-building in the domestic market, supplemented by interactive consumer panel discussions and a study tour to investigate the retail market and distribution channels in Chongqing, in an attempt to look into the characteristics and consumption behaviours of Western China consumers and help Hong Kong companies to explore the effective strategies for market entry and brand promotion.

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

- To promote the collective image and cultural heritages of Hong Kong brands;
- To assist Hong Kong brands to further develop domestic sales by capitalizing on the strategic position of Chongqing;
- To advance Hong Kong enterprises' understanding of the business environment and consumers' behaviours of Mainland market especially the Western China;
- To enhance Hong Kong companies' skills in formulating effective marketing and branding strategies for domestic sales.

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 2013	30 September 2014	11 months
Revised (if applicable)			

Methodology Employed

- Showcase Gallery
 - Thematic Zone
 - Training Workshop
 - Interactive Consumer Panel Discussions
 - Business Study Tour
 - 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

71 Hong Kong product brands joined the showcase gallery, namely “Lovely · Loving Hong Kong’ Brand Frontline” at the “2014 Hong Kong Trendy Products Expo, Chongqing” from 30th April to 5th May 2014. The “Brand Frontline” featured over 182 product items under 71 brands from eight consumer product categories. Among participants, 6 brands from fashion, accessories and jewellery, 5 from watches, 6 from fine living, 9 from home appliances and electronic products, 16 from food industry, 5 from beauty products, 13 from household products and 11 from Chinese medicine & healthcare products.

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

2. Thematic Zone

18 Hong Kong brands of wedding-related industries were invited to showcase their products/information in the thematic zone namely “Love · Loving Hong Kong’ Wedding Brand Ring” during 6-day exhibition.

Featuring a brief introduction of Hong Kong’s wedding culture and 18 representative brands engaged in wedding-related products or services, it employed a story-telling approach to illustrate how Hong Kong brands keep moving with time and revolute their products and services in tandem with the evolution of socio-cultural trends, striking a dynamic balance between heritage and innovation.

3. Training Workshop

A 3-hour training workshop under the banner of “Strategies and Practices in Exploring Western China Market” was organised on 18th March 2014 and 53 (out of 73 enrolments) Hong Kong enterprises attended the workshop.

4. Interactive Consumer Panel Discussions

Three interactive consumer panel discussions were conducted in Hong Kong and Chongqing on 15th March, 29th March and 1st May 2014 respectively; with the presence of a total of 46 (out of 75 enrolments) Hong Kong brand operators and 34 Chongqing and Western China citizens.

5. Business Study Tour

A half-day business study tour was organised in Chongqing on 30th April 2014, and 25 (out of 35 enrolments) Hong Kong brand operators joined the tour. The delegation visited a Chongqing enterprise namely “重慶有友實業有限公司” and a representative shopping mall “重慶新世紀百貨”.

6. Thematic Performance Programmes

6 topical performances with entertaining values were organised at the Showcase Gallery during 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 6 topical performances were organised repeatedly for 2 to 6 times and a total of 16 sessions were put up.

7. Experience Sharing Seminar

A 3-hour experience sharing seminar was organised under the banner of “Tapping into Western China Market” on 17th June 2014 and a total of 65 (out of 116 enrolments) Hong Kong brand operators took part in the seminar.

8. Publicity Campaign in Hong Kong

The media briefing on “Chongqing Hong Kong Brand Festival” was held on 19th November 2013 with the presence of 5 participants from the press as well as 23 representatives of HK companies that were interested in the Project.

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

9. Publicity in Chongqing

Advertisements were placed on Mainland's newspapers, magazines and radio including "重慶晨報", "重慶時報", "重慶晚報", "都市熱報", "渝報", "新女報", "重慶交通廣播". Channels of promotion also include LED advertisement at shopping centres, SMS, web banner in 騰訊大渝網-新聞頻道, lampposts, billboards and buntings at the venue of the Chongqing Expo, and media interviews by "重慶時報", "重慶晚報", "都市熱報", "新女報", "渝報", "騰訊大渝網" and "華龍網".

An opening ceremony was held at the Gallery on 30th April 2014 to announce the kick-off of the series of activities held in Chongqing.

10. Promotional Materials

A set of promotional materials, including 40,000 leaflets of Showcase Gallery, 40,000 leaflets of Thematic Zone 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 the Chongqing's media through press conferences on Chongqing Hong Kong Week and the Expo held on 22nd April and 23rd April 2014; citizens at some selected commercial buildings and high-end residential buildings in Chongqing; visitors, buyers and participants of Showcase Gallery, Thematic Zone, 3rd Interactive Consumer Panel Discussion, Business Study Tour and "2014 Hong Kong Trendy Products Expo, Chongqing" to promote the showcase gallery and Harbin Hong Kong Brand Festival.

11. On-line Promotion

The project web pages were designed under the existing websites of the HKBDC and a web banner was published in the website of HKBPE. Information and activities of the project had been updated on the web pages and "Survey Report on Chongqing and Western China Market Consumers' Perception of Hong Kong Brands" was duly uploaded for Hong Kong enterprise's 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 multi-functional platform to Hong Kong enterprises, helping them to understand, test, evaluate and access the Western China 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 thematic zone namely "'Love · Loving Hong Kong' Wedding Brand Ring", "'Lovely · Loving Hong Kong' Brand Frontline" Product Showcase and thematic performance programmes attracted the eyeball of a huge number of Chongqing and Western China citizens, providing an effective fast-track for Hong Kong enterprises to access Western China market. Besides, the dissemination of promotional materials including leaflets, 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.

Three interactive consumer panel discussions were the effective platforms for Hong Kong enterprises to exchange views with Chongqing and Western China local consumers, and have a better understanding of their preferences, buying behaviors and perception of Hong Kong brands, helping to gather first-hand and in-depth market intelligence.

A half-day business study tour in Chongqing, during which Hong Kong brand operators visited a representative shopping mall and a local enterprise that had successfully built up a renowned product brand. The tour gained fruitful results, and it in particular shed light on the strategies for Hong Kong enterprises to choose commercial zones and platforms when starting domestic sales in Chongqing.

The training workshop and experience sharing seminar were effective platforms for Hong Kong enterprises to acquire practical knowledge and skills of brand-building, access up-to-date information, exchange views and share real-life experience in relation to Mainland's domestic market. As questionnaire surveys conducted on the participating audience affirmed, 89% and 77% participants agreed that the training workshop and experience sharing seminar were useful respectively. Furthermore, 91% and 77% audience indicated that they were satisfied with the training workshop and experience sharing seminar respectively.

The dedicated project web pages were designed under the existing websites of the HKBDC to host the updated information of "Chongqing Hong Kong Brand Festival". The 45-page "Survey Report on Chongqing & Western China Market Consumers' Perception of Hong Kong Brands" 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 web page, 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/D/N) #
(a) Formulation of selection guidelines and selection committee; media briefing; website set-up and update	28/02/2014		C
(b) Conceptual design for the thematic zone; recruitment of participating companies of the showcase gallery and thematic zone	31/03/2014		C
(c) Formulation and the launch of the publicity campaign phase by phase	31/08/2014		C
(d) Preparation of the first and second consumer panel discussions; recruitment of panellists and participating companies of the consumer panel discussions and training workshop	29/04/2014		C
(e) Preparation for the design and decoration of the showcase gallery, thematic zone and performance stage	29/04/2014		C
(f) Screening of participants and collection of products/information for showcase gallery	15/04/2014		C
(g) Design and production of promotional material and souvenirs	29/04/2014		C
(h) Preparation for the stage performance programmes	29/04/2014		C
(i) Preparation for business study tour and the third consumer panel discussion	29/04/2014		C
(j) Delivery of training workshop	29/04/2014		C
(k) Delivery of the first and second consumer panel discussions	30/04/2014		C
(l) Recruitment of participants of business study tour and the third consumer panel discussion	05/05/2014		C
(m) Construction of the showcase gallery, thematic zone and performance stage	29/04/2014		C
(n) 6-day exhibition period; kick-off ceremony for the Gallery; conduction of business study tour and the third consumer panel discussion; delivery of performance programmes	05/05/2014		C
(o) Recruitment and delivery of experience sharing seminar	30/09/2014		C

(p) Uploading of the post-event activities recapture onto website	30/09/2014	C
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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
19/11/2013	Media Briefing to announce the launch of the Project	
11/2013 - 5/2014	<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; iii) HKBPE and iv) Chongqing Expo 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) am730; iii) Ming Pao; iv) Sing Tao Daily; v) Oriental Daily; vi) Hong Kong Entrepreneurs; vii) Fair Directory of the 48th HKBPE and Chongqing Expo; viii) Shopping Guide of Chongqing Expo; ix) 重慶交通廣播; x) 重慶晨報; xi) 重慶時報; xii) 重慶晚報; xiii) 渝報; xiv) 新女報; xv) 都市熱報 4. Other advertising channels in Chongqing: i) Billboards and buntings were set-up at the venue of the Chongqing Expo; ii) LED advertisement at shopping centres; iii) Lamppost advertisements; iv) SMS; v) Web banner in 騰訊大渝網—新聞頻道; vi) Leaflet distribution at commercial buildings and high-end residential buildings in Chongqing; vii) Media interviews by 重慶時報, 重慶晚報, 都市熱報, 新女報, 渝報, 華龍網 and 騰訊大渝網 <p>(b) Set-up of showcase gallery: i) A showcase gallery had been designed to accommodate 182 exhibits from 71 product brands; ii) Entrance arch, information counter, backdrop, information panels and stage were set up; iii) Publication of promotional materials including leaflets and brochure; iv) Distribution of souvenirs including recycle bag and stylus pen (手寫筆觸控圓珠筆); v) Billboards and buntings were</p>	71 participating product brands

set-up at the venue of the Chongqing Expo

11/2013 - 5/2014	Thematic Zone	<p>a) Promotional activities:</p> <ol style="list-style-type: none"> 1. Websites: i) HKBDC; ii) CMA; iii) HKBPE and iv) Chongqing Expo 2. Media Advertising: i) Hong Kong Entrepreneurs; ii) Fair Directory of Chongqing Expo; iii) Shopping Guide of Chongqing Expo; iv) 重慶交通廣播; v) 重慶晨報; vi) 重慶時報; vii) 重慶晚報; viii) 渝報; ix) 新女報; x) 都市熱報 3. Other advertising channels in Chongqing: i) Billboards and buntings were set-up at the venue of the Chongqing Expo; ii) LED advertisement at shopping centres; iii) Lamppost advertisements; iv) SMS; v) Web banner in 騰訊大渝網—新聞頻道; vi) Leaflet distribution at commercial buildings and high-end residential buildings in Chongqing; vii) Media interviews by 重慶時報, 重慶晚報, 都市熱報, 新女報, 渝報, 華龍網 and 騰訊大渝網; viii) Distribution of recycle bag and stylus pen 	18 participating product and service brands
11/2013- 3/2014	Training Workshop	<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) am730; iii) Ming Pao; iv) Sing Tao Daily; v) Oriental Daily; vi) Hong Kong Entrepreneurs; vii) Fair Directory of the 48th HKBPE 	73 enrolments with over 73% turn-up rate
11/2013- 5/2014	Interactive Consumer Panel Discussions	<p>a) Promotional activities:</p> <ol style="list-style-type: none"> 1. Websites: i) HKBDC; ii) CMA; iii) HKBPE and iv) Chongqing Expo 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) am730; iii) Ming Pao; iv) Sing Tao Daily; v) Oriental Daily; vi) Hong Kong Entrepreneurs; vii) Fair Directory of the 48th HKBPE and Chongqing Expo 4. Other advertising channels in Chongqing: i) Billboards were set-up at the venue of the Chongqing Expo; ii) Advertisement in 騰訊大渝網—新聞頻道; iii) Leaflet distribution at commercial buildings and high-end residential buildings in Chongqing; iv) Distribution of recycle bag and stylus pen at 3rd Interactive Consumer Panel Discussion held in Chongqing 	75 enrolments with about 61% turn-up rate

11/2013-5/2014	Business Study Tour	<p>a) Promotional activities:</p> <ol style="list-style-type: none"> 1. Websites: i) HKBDC; ii) CMA; iii) HKBPE and iv) Chongqing Expo 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) am730; iii) Ming Pao; iv) Sing Tao Daily; v) Oriental Daily; vi) Hong Kong Entrepreneurs; vii) Fair Directory of the 48th HKBPE and Chongqing Expo 4. Other advertising channels in Chongqing: i) Billboards were set-up at the venue of the Chongqing Expo; ii) Leaflet distribution at commercial buildings and high-end residential buildings in Chongqing; iii) Distribution of recycle bag and stylus pen 	35 enrolments with about 71% turn-up rate
11/2013-5/2014	Thematic Performance Programmes	<p>a) Promotional activities:</p> <ol style="list-style-type: none"> 1. Websites: i) HKBDC; ii) CMA; iii) HKBPE and iv) Chongqing Expo 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) am730; iii) Ming Pao; iv) Sing Tao Daily; v) Oriental Daily; vi) Hong Kong Entrepreneurs; vii) Fair Directory of the 48th HKBPE and Chongqing Expo; viii) 重慶交通廣播; ix) 重慶晨報; x) 重慶時報; xi) 重慶晚報; xii) 渝報; xiii) 新女報; xiv) 都市熱報 4. Other advertising channels in Chongqing: i) Billboards and buntings were set-up at the venue of the Chongqing Expo; ii) LED advertisement at shopping centres; iii) Lamppost advertisements; iv) SMS; v) Web banner in 騰訊大渝網—新聞頻道; vi) Leaflet distribution at commercial buildings and high-end residential buildings in Chongqing; vii) Media interviews by 重慶時報, 重慶晚報, 都市熱報, 新女報, 渝報, 華龍網 and 騰訊大渝網; viii) Distribution of recycle bag and stylus pen 	89 participating product and service brands

11/2013- 9/2014	Experience Sharing Seminar	a) Promotional activities: <ol style="list-style-type: none"> 1. Websites: i) HKBDC; ii) CMA; iii) HKBPE and iv) Chongqing Expo 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) am730; iii) Ming Pao; iv) Sing Tao Daily; v) Oriental Daily; vi) Hong Kong Entrepreneurs; vii) Fair Directory of the 48th HKBPE and Chongqing Expo 4. Distribution of recycle bag and stylus pen b) Report distribution: <ol style="list-style-type: none"> 1. Printed copies of survey report had been distributed to all participants of experience sharing seminar 2. Survey report had been uploaded onto HKBDC website for free public download 	116 enrolments with about 56% turn-up rate
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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 Chongqing and Western China Market Consumers' Perception of Hong Kong Brands" are keeping beyond the project period and provide a convenient and effective avenue to disseminating knowledge, experience and updated market information of Western China, freely accessible to Hong Kong enterprises as well.
