

**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 13 3 001
Project title	:	Exploring B2B business opportunities in Mainland market through the promotion of industry collective image "Shoe Fountain – HK Fashion Footwear"
Period covered	:	From <u>15/01/2014</u> to <u>14/01/2016</u> (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)

The project aimed to explore B2B business opportunities for Hong Kong footwear SME manufacturers in Mainland market through the promotion of the collective image of Hong Kong Footwear called "Shoe Fountain – HK Fashion Footwear".

In this project, there was a series of promotion activities on the collective image of "Shoe Fountain – HK Fashion Footwear" that represents high quality, trendy and reasonably priced Hong Kong footwear as a whole, the public recognition of the competitive strengths of Hong Kong footwear will be boosted in the Mainland market. The project assisted the long-term sustainable development of local footwear industry in the domestic market and help the whole industry upgrade to high-value adding OBM operation.

The major deliverables of the project include 5 modules of brand building workshop, an experience sharing seminar, participation in a domestic sales fair, establishment of the "Shoe Fountain – HK Fashion Footwear" showroom in Shanghai, 3 business matching events, "Shoe Fountain" Album and Video as well as some promotional activities.

Project Objective(s) (in about 80 words)

- To educate footwear manufacturers on brand building and market positioning via a specific brand building workshop, case illustration and experience sharing seminar.
- To promote the high quality, fashionable design, comfortable and reasonably priced Hong Kong footwear products in domestic market via a series of marketing campaign and the establishment of a "Shoe Fountain – HK Fashion Footwear" showroom.
- To extend the distribution network of Hong Kong footwear through participating in Mainland trade fair and organizing business matching activities.

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	<u>The Federation of Hong Kong Footwear Limited</u>
Collaborating Organisation(s)	:	<u>The Hong Kong Chinese Importers' & Exporters' Association</u>
		<u>Hong Kong Trade Development Council</u>
		<u>Hong Kong Designers Association</u>
		<u>Hong Kong Footwear Professionals Association</u>
		<u>Hong Kong Synthetic Leather & Metal Material Suppliers' Association</u>
		<u>Hong Kong and Kowloon Shoe Trade Workers Union</u>
Implementation Agent(s)	:	<u>Hong Kong Productivity Council</u>

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Frank Leung</u>	<u>The Federation of Hong Kong Footwear Limited</u>	<u>T 2395 5302</u> <u>F 2396 6020</u>
Deputy Project Co-ordinator	: <u>Derek Louie</u>	<u>Hong Kong Productivity Council</u>	<u>T 2788 5549</u> <u>F 2788 6338</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>15/01/2014</u>	<u>14/01/2016</u>	24

Revised (if applicable)

N.A.

N.A.

N.A.

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.)
a)	Organize a Specific Brand Building Workshop for Footwear Industry	5 modules, total 15 hours Total 200 participants (40 x 5)	5 modules and 15 hours in total were organized during Jul – Nov 2015 Total number of participants was 298 with breakdown as follow: Workshop 1: 81 Workshop 2: 86 Workshop 3: 52 Workshop 4: 46 Workshop 5: 33	For workshop 5, 54 participants enrolled before the workshop, however some of them were absent due to urgent business matters.
b)	An Experience Sharing Seminar	Target number of participant is 100	81 practitioners attended	The attendance rate was above 80%. 102 participants registered. Some registered participants did not show up in the seminar.
c)	Produce a 10 Minutes Video for Hong Kong Footwear “Road to Branding”	Produce a 10-minutes video	A 10 minutes (11:09) video demonstrate the high quality, fashionable design and reasonably priced of “Shoe Fountain – HK Fashion Footwear” was produced.	N.A.
d)	Participate in Domestic Sales Fair	Setup “Shoe Fountain – HK Fashion Footwear” Pavilion of around 100 sqm at “China	100 sqm Shoe Fountain Pavilion at CHIC Beijing Fair was setup. 14 showcases were setup and	N.A.

		<p>International Clothing and Accessories Fair (CHIC), Beijing”.</p> <p>Setup at least 10 showcases and display over 300 pairs of footwear</p>	<p>302 pairs of footwear were displayed.</p>	
e)	<p>Establish the “Shoe Fountain – HK Fashion Footwear” Mainland Showroom</p>	<p>Establish a “Shoe Fountain – HK Fashion Footwear” Showroom of 93 sqm on 12-month basis in Shanghai</p> <p>Target to display 300 pairs of footwear.</p>	<p>Shoe Fountain Showroom of 93 sqm was setup at ShanghaiMart for 12 months</p> <p>Totally 302 pairs of footwear products were showcased. The displayed products were changed every month.</p> <p>There were about 75 products displayed and swapped seasonally.</p>	N.A.
f)	<p>Organize 3 Business Matching Activities in Shanghai</p>	<p>Organize 3 business-matching activities in Shanghai</p> <p>Target number of participants in each event was 60.</p>	<p>3 business matching activities were organized in Shanghai with the number of participants of 82, 80 and 60 respectively.</p> <p>1st Matching: 82 participants (12 participants from Hong Kong + 70 Participants from Mainland)</p> <p>2nd Matching: 80 participants (11 participants from Hong Kong + 69 Participants from Mainland)</p> <p>3rd Matching : 60 participants (6 participants from Hong Kong + 54 Participants from Mainland)</p>	N.A.

g)	Publish the “Shoe Fountain” Album (20,000 copies)	20,000 copies	<p>20,000 copies of the “Shoe Fountain” Album were published and distributed to the Mainland buyers in the trade fairs and “Shoe Fountain” showroom.</p> <p>19 local brands of fashion footwear brands were introduced</p>	N.A.
h)	Promote “Shoe Fountain – HK Fashion Footwear” via B2B Media	<p>Promote “Shoe Fountain – HK Fashion Footwear” on popular B2B media channels such as Alibaba and B2B magazine</p> <p>Advertisements on CHIC Beijing Fair Catalogue and directory of China Commerce Association for General Merchandise</p>	<p>Advertisements on B2B channels including one advertising banner on Alibaba, Sina, Tencent, Taobao, MSN, and yoka for 6 months (Aug 2015 to Jan 2016).</p> <p>Advertisement on product directory including CHIC Beijing Fair Catalogue and China Commerce Association for General Merchandise.</p>	N.A.
i)	Participating in 2 fairs - “Shanghai Textile & Apparel Trade Fair (Autumn) 2014” & “STA 2015 Shanghai Apparel and Trendy Lifestyle Promotion Week”	<p>Setup a 36 sqm booth at 2 fashion fairs organizing at the ShanghaiMart Trade Mart, including the “Shanghai Textile & Apparel Trade Fair (Autumn) 2014” (www.apparelchina.org) organizing on 15-17 October 2014 and the “STA 2015 Shanghai Apparel and Trendy Lifestyle Promotion Week” organizing on 7 - 11 December 2015.</p>	A 36 sqm “Shoe Fountain” Booth was setup at “Shanghai Textile & Apparel Trade Fair (Autumn) 2014” and “STA 2015 Shanghai Apparel and Trendy Lifestyle Promotion Week”	N.A.

Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

(Please list out in table format if necessary.)

a) Organize a Specific Brand Building Workshop for Footwear Industry

- A branding specialist, Mr Charles Ng 吳秋泉 was appointed to conduct a 5-module brand-building workshop.
- A series of brand-building workshops including 5 modules and 15 hours in total were organized.

Module	Date and time	Venue	Topic	Speaker
1	06/07/2015 1000-1300	Meeting Room, Hall 3E, HKCEC	商標設計如何反映產品形象	MCL 品牌顧問有限公司 創辦人兼執行總裁 吳秋泉先生
2	08/07/2015 1000-1300	Meeting Room, Hall 3E, HKCEC	設計思考及市場定位	香港理工大學中英企業傳訊碩士課程客席講師 鄭國均博士 MCL 品牌顧問有限公司 創辦人兼執行總裁 吳秋泉先生
3	17/10/2015 1430-1730	香港服裝業總工會	建立內地品牌必殺技	MCL 品牌顧問有限公司 創辦人兼執行總裁 吳秋泉先生
4	26/10/2015 1600-1930	SME One, HKPC Building	推廣・營銷新技巧	MCL 品牌顧問有限公司 創辦人兼執行總裁 吳秋泉先生
5	12/11/2015 1600-1930	3D Printing One, HKPC Building	香港鞋業的內銷策略	香港理工大學中英企業傳訊碩士課程客席講師 鄭國均博士 MCL 品牌顧問有限公司 創辦人兼執行總裁 吳秋泉先生

- Total number of participants was 298
- Training materials were uploaded onto the project website (www.shoefountain.cn) for sharing with other footwear manufacturers.

b) Experience Sharing Seminar

- A half day seminar “創新品牌策略成功開拓市場分享會” was held at Inno Centre on 13/03/2015 (1500-1700).
- Speakers include: Dr. Daniel Yip – Managing Director of Welhome、Mr. Raymond Tang – General Manager of TITIKAKA & Vice-President of FFHK、Mr. Frank Leung – Managing Director of ShuTalk & President of FFHK、Mr. Raymond Ng – Vice President of Dr. Kong、Ms. Justine Tang – Senior Sales Manager of Le Saunda
- Topics discussed: (1) 電子商務的未來發展, (2) 國內網上／手機平台推廣商機 (騰訊), (3) 品牌的市場推廣策略, (4) 論壇討論
- 81 participants joined the seminar.

c) Produce a 10 Minutes Video for Hong Kong Footwear “Road to Branding”

- A 10 minutes video about Hong Kong Footwear was produced.
- The video further reinforce the high quality, fashionable design and reasonable priced image of “Shoe Fountain – HK Fashion Footwear”
- The video was broadcasted in the showroom and the exhibitions.
- The video was published on an online video channel in the Mainland, QIY.

d) Participate in Domestic Sales Fair

- A 100 sqm Shoe Fountain Pavilion was setup at China International Clothing and Accessories Fair (CHIC) on 26-29 March 2014.
- 14 showcases were setup and 302 pairs of footwear were displayed.
- A catwalk show was performed in the Pavilion.
- Number of visitors around 5,000

- e) Establish the “Shoe Fountain – HK Fashion Footwear” Mainland Showroom
- A 93 sqm showroom was setup at ShanghaiMart for 12 months (1 May 2014 – 30 April 2015).
 - Footwear products showcased were changed every month. Totally 302 pairs of shoes were displayed at the showroom.
 - Promoters were hired at the showroom to manage the showroom and to introduce the Hong Kong brands of footwear to customers, i.e. the B2B clients
 - Shoe Fountain albums, which demonstrate the trendy and fashionable Hong Kong footwear, were distributed at the showroom
 - An opening ceremony with Catwalk show was organized on May 21, 2014 to officially launch the showroom.
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- f) Organize 3 Business Matching Activities in Shanghai
- 3 Business Matching activities were organized at 3/F, ShanghaiMart on May 21, 2014 (1400-1700), Oct 15, 2014 (1400-1700) and Dec 7, 2015 (1400-1700).
 - The number of participants in the 3 events were 82, 80 and 60 respectively.
 - Traders and buyers were invited to visit the showroom for exploring the business opportunities.
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- g) Publish the “Shoe Fountain” Album (20,000 copies) (Published on 14 Dec 2014)
- 20,000 copies of albums were produced and distributed.
 - Products of 19 Hong Kong footwear brands were featured in the album.
 - The album illustrated the high quality, innovative and trendy design of Hong Kong footwear
 - The albums were distributed to buyers in Mainland in the Shoe Fountain Showroom in ShanghaiMart as well as in the STA fairs.
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- h) Promote “Shoe Fountain – HK Fashion Footwear” via B2B Media
- Advertisements about the “Shoe Fountain – HK Fashion Footwear” and the Shoe Fountain showroom published on B2B channels including Alibaba, Sina, Tencent, Taobao, MSN, and Yoka.during the promotion period (Aug 2015 – Jan 2016)
 - Advertisement of the “Shoe Fountain Pavilion” and the Shoe Fountain showroom were published on product directory including the show catalogue of CHIC Beijing Fair and China Commerce Association for General Merchandise (Nov 2015 Issue 494, Dec 2015 Issue 495 and Jan 2016 Issue 496).
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- i) Participating in 2 fairs - “Shanghai Textile & Apparel Trade Fair (Autumn) 2014” & “STA 2015 Shanghai Apparel and Trendy Lifestyle Promotion Week”
- The first fair was completed on 15-17 Oct 2014 at 2/F, ShanghaiMart. 100 pairs of footwear were displayed at the booth.
 - The second fair was completed on 7- 11 Dec 2015 (1000-1800) at 2/F, ShanghaiMart. 100 pairs of footwear were displayed at the booth.
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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) #
(a) Form working team committee	<u>31/03/2014</u>	N.A.	C
Formulate detail implementation programme	<u>31/03/2014</u>	N.A.	C
(b) Invite and recruit Hong Kong footwear brands to participate in the programme	<u>31/03/2014</u>	N.A.	C
(c) Participate in the China International Clothing and Accessories Fair (CHIC) Beijing	<u>30/04/2014</u>	N.A.	C
(d) Identify brand specialist for the brand building workshop	<u>31/12/2014</u>	N.A.	C
(e) Recruit HK footwear manufacturers and practitioners to join the workshop	<u>31/12/2014</u>	N.A.	C
(f)			

(g)	Organize the experience sharing seminar	<u>31/12/2014</u>	13/3/2015	D
	Edit and publish “Shoe Fountain – HK	<u>31/12/2014</u>	N.A.	C
(h)	Fashion Footwear” album (20,000 copies)			
	Identify the possible location for the	<u>14/01/2016</u>	N.A.	C
(i)	“Show Fountain – HK Fashion Footwear”			
	showroom			
(j)	Design the interior of the showroom	<u>14/01/2016</u>	N.A.	C
	Launch the showroom with organization of	<u>14/01/2016</u>	N.A.	C
(k)	grand launching ceremony and model			
	demonstrations			
	Organize 3 business matching activities (60	<u>14/01/2016</u>	N.A.	C
(l)	participants/event)			
	Publish advertisement and promote on	<u>14/01/2016</u>	N.A.	C
(m)	B2B media platforms			
	Participate in 2 fairs - “Shanghai Textile &	<u>14/01/2016</u>	N.A.	C
	Apparel Trade Fair (Autumn) 2014” &			
(n)	“STA 2015 Shanghai Apparel and Trendy			
	Lifestyle Promotion Week”			

Future Plan for Promoting the Project Deliverables (Nil if not applicable)

Nil
