

**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 3 003
Project title	:	To Advocate “Inno-Tech Leading Industries” as a Branding Tool to Match Hong Kong Enterprises’ Innovation and Technological Edges for Domestic Sales in China
Period covered	:	From <u>1 March 2014</u> to <u>31 January 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)

Innovation and technology advancements are one of the keys to the success of many enterprises and stay in the fierce China domestic markets. Though many Hong Kong enterprises are leading players in developing and manufacturing innovative and technological products for overseas markets, they do not know how to brand their competitive edges over the rivals from Mainland China. It is in need to revamp and sharpen their business operations in order to let them showing such edges to the customers in the Mainland. The Guangdong government has a national compliance standard called 《省級企業技術中心管理辦法》 which is being implemented in aligning the central policy 《關於支援中小企業技術創新的若干政策》. As part of Mainland China, such standard is applicable to Hong Kong enterprises, especially for those who would enter and participate into the Mainland markets. They can be benefitted directly from the standard to apply special government funding and enjoy tax incentives offered by the above policy.

Project Objective(s) (in about 80 words)

To assist Hong Kong's Inno-Tech Enterprises to implement the benchmark standard 《廣東省省級企業技術中心管理辦法》 by expanding it into specific assessment models and implementation methodologies to facilitate the establishment of "Hong Kong's Inno-Tech Leading Industry" branding platform.

To suggest innovation and knowledge implementation methodologies including industry specific appropriate technologies and to sharpen their management informatics so as to derive a practical development roadmap for them.

To promote the above open access platform as a branding and marketing channel for the Hong Kong's enterprises to compete and stand out from the Mainland rivals so as to promote domestic sales.

The developed platform will be open to all Hong Kong's enterprises. We have planned to submit a separate BUD proposal after the success of this project aiming at assisting pre-assessed and certified enterprises for another wave of massive promotion campaign such as on-site TV shooting, participation of technological exhibitions, business matching and study missions would be rolled out.

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	Hong Kong (SME) Economic and Trade Promotional Association Limited
		1. Federation of Hong Kong Industries
		2. The Chinese Manufacturers' Association of Hong Kong
		3. Hong Kong Federation of Innovative Technologies and Manufacturing Industries Ltd.
		4. Hong Kong Watch Manufacturers Association
Collaborating Organisation(s)	:	5. Hong Kong Small and Medium Enterprises Association
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>Simon Cheung</u>	<u>Hong Kong (SME) Economic and Trade Promotional Association Limited</u>	<u>2423 3800/ 24231110</u>
Deputy Project Co-ordinator	:	<u>Shan Ming Yin, Raymond</u>	<u>Hong Kong Productivity Council</u>	<u>2788 5330/ 2788 5543</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 March 2014</u>	<u>31 August 2015</u>	<u>18 months</u>
Revised (if applicable)	<u>1 March 2014</u>	<u>31 January 2016</u>	<u>23 months</u>

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)	Two Inno-Tech Leading Industry assessment models	8 pilot companies	8 pilot companies	
b)	A Guidebook of Inno-Tech Leading Industry Assessment	1000 copies	1000 copies	
c)	Two half day workshops in China	80 participants	81 participants	

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

(Please list out in table format if necessary.)

- a) Two Inno-Tech Leading Industry assessment models were completed on 31 August 2014

Details of assessed areas, chosen industry sector and list of selected pilot companies for each model:

金屬塑膠化工製造業

1. 東莞市文星機電設備工程有限公司 (愛德專業香港有限公司)
注塑機餘熱收集裝置
2. 東莞樂思佳汽車五金制造有限公司 (樂佳實業有限公司)
汽車五金零件製造業
3. 路華科技 (深圳) 有限公司
生產製造和銷售電源類產品，電池類產品
4. Kalen International Ltd. (格林潤滑科技(惠州)有限公司)
特種潤滑劑、清潔劑 及有關服務

創意產品製造業

5. 宏達康(集團)有限公司
個人健康護理產品
6. 東莞晨光印刷有限公司
生產和銷售紙張，塑料，工藝，商標印刷品和絲網印刷品
7. 力嘉國際集團有限公司
包裝印刷產業
8. 津澤印刷有限公司
包裝印刷

b) Guidebook of Inno-Tech Leading Industry Assessment was printed on 25 January 2016

Content of the Guidebook:

- 1 導論
- 2 評審模型
- 3 評審指標
 - 3.1 金屬塑膠化工製造業適用
 - 3.2 創意產品製造業適用
- 4 評分方法
 - 4.1 金屬塑膠化工製造業適用
 - 4.2 創意產品製造業適用
- 5 個案分享
 - 5.1 金屬塑膠化工製造業
 - 5.2 創意產品製造業
- 附錄
 - A1 金屬塑膠化工製造業指標評分表
 - A2 創意產品製造業指標評分表
 - A3 《省級企業技術中心的管理辦法》(節錄)

c) Two half day workshops were conducted on 29 Jan 2016 (Friday) which was

located Room102, 1/F Block D productivity Building Gaoxin 2# Avenue (Middle)

Shenzhen Science Technology Park Nanshan, Shenzhen.

Keynote speakers included enterprise delegates and professional representatives , consultants

from Hong Kong Productivity Council

	Date and time	Venue	Name of Workshop	Topic discussed	Name of speakers	Number of participants
Workshop 1	29 Jan 2016 9:30 – 12:30	Room102, 1/F Block D productivity Building Gaoxin 2# Avenue (Middle) Shenzhen Science Technology Park Nanshan, Shenzhen.	展現香港科技創新優勢促內銷工作坊 (金屬/塑膠/化工產業)	廣東省省級企業技術中心評價指標講解(製造業通用)	- 香港中小企經貿促進會永遠榮譽會長張川煌先生 - 路華科技(深圳)有限公司 總經理陳本駿先生 - 香港生產力促進局 顧問 梁振豪先生	40
Workshop 2	14:30 – 17:30		展現香港科技創新優勢促內銷工作坊 (創意消費品產業)	廣東省省級企業技術中心評價指標講解(創意產品製造業適用)	- 香港中小企經貿促進會永遠榮譽會長張川煌先生 - 中小企國際聯盟 會長屈國良先生 - 香港生產力促進局 顧問 梁振豪先生	41

- d) The Advisory Group, jointly formed on 28 April 2014, comprising the senior executive committee members of Hong Kong (SME) Economic and Trade Promotional Association (here below as HK(SME)TPA), HKPC's deputy co-ordinator and independent professionals, is responsible for identifying and selecting 8 pilot SMEs and two HK's manufacturing industries having leading innovation and technology strengths.
1. Mr. Kenneth SO Kwok Lun (蘇國麟), Hon. Adviser of Hong Kong Electronics and Technologies Association
 2. Mr. Simon CHEUNG (張川煌), Chairman of HK(SME)TPA
 3. Mr. Wilson LAM (林偉生), Executive Vice Chairman of HK(SME)TPA
 4. Mr. Raymond SHAN Ming Yin (單銘賢), Principal Consultant, Materials and Manufacturing Technology Division, Hong Kong Productivity Council.

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) #
Setting up of the "Advisory Group" consisting of experts from respective	30/4/2014		C
(a) industrial sectors			
Establishment of assessment standards for	31/8/2014		C
(b) two chosen industries			
(c) Assessment of 8 pilot companies	31/3/2015	31/1/2016	D
(d) Compilation of the Guidebook	30/4/2015	31/1/2016	D
(e) Two workshops in China	31/8/2015	31/1/2016	D
(f)			

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

Nil
