

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

**Final Report of Approved Project**

Project ref. no. : BUD 13 3 006

Project title : Setting up "Hong Kong Pavilion" in main Cultural and Creative Industries' Exhibitions in the Mainland to assist the Comics and Character Licensing Industry of Hong Kong to enter the Southern and Southwest China markets

Period covered : From 10/03/14 to 09/09/15  
(dd/mm/yy) (dd/mm/yy)



## Methodology Employed

Phases	Steps	Deliverables	Implementation Plan
Phase I: Getting into the creative industry	Step 1	Interview related associations and organizations	<ol style="list-style-type: none"> <li>1) Project team approached the government departments of Chongqing, Guiyang, Shenzhen and Dougguan to understand the business environment and related policy.</li> <li>2) Interview 10 companies, in both Hong Kong and China, to capture their business strategies and other key success factors.</li> <li>3) All the information gathered from the interview will include in the project guidebook and workshops.</li> </ol>
		Arrange interview meeting with Companies in the industry	
Phase II: Brand Building	Step 2	Lead the industry players to cultural and creative exhibitions in mainland	<ol style="list-style-type: none"> <li>1) Exhibitions were selected in Chongching, Guiyang, Shenzhen and Dougguan.</li> <li>2) Set up the “Hong Kong Pavilion” in the 4 exhibitions</li> <li>3) Arrange roadshow before each exhibitions to promote the “Hong Kong Pavilion” to the local citizen</li> </ol>
	Step 3	Organize two half day workshops in Hong Kong introducing basic knowledge for industry players	<ol style="list-style-type: none"> <li>1) Two workshops were arranged before the exhibition in Shenzhen and Dougguan aims to introduce the market situation, basic knowledge and tactic for both cities.</li> </ol>
Phase III: Operation Upgrade	Step 4	Establish e-guidebook and project website	<ol style="list-style-type: none"> <li>1) The information from the interview (including government and companies’ interview), workshops and exhibitions were included in a e-guidebook for public access</li> <li>2) A project website was developed to disseminate the project information including workshop and event summary. Visitors can also download the e-guidebook from the website.</li> </ol>
	Step 5	Organize five half day workshops in Hong Kong to educate industry players different knowledge	<ol style="list-style-type: none"> <li>1) Five workshops were organized. The topics included <ul style="list-style-type: none"> <li>• Intellectual Property Protection</li> <li>• Branding</li> <li>• Business Negotiation</li> <li>• Marketing and advertising</li> <li>• Business situation</li> </ul> </li> </ol>
	Step 6	Organize a half day book launching and experience sharing seminar	<ol style="list-style-type: none"> <li>1) A half day book launching and experience sharing seminars was arranged. The seminar introduced the e-guidebook and invited experience industry players to share their successful factors.</li> </ol>

## 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.)

Since the commencement of this “Setting up “Hong Kong Pavilion” in main Cultural and Creative Industries’ Exhibitions in the Mainland to assist the Comics and Character Licensing Industry of Hong Kong to enter the Southern and Southwest China markets” in March 2014, the project has been progressing smoothly.

**Two half-day workshops (Workshop I & II stated in the proposal, target to have 30 participants for each workshop) were held on 12 June and 25 July 2014 to help the enterprises of the industry understand the business situation and market outlook of Shenzhen and Dongguan before participating the small scale exhibition in both cities. 21 companies enrolled (Total 23 participants joined, 23% less than target no. of participants) workshops I and 20 companies enrolled (Total 16 participants joined, 46.7% less than target no. of participants) workshop II.**

Beneficiaries including creators, illustrators, owners, and agents of characters of Hong Kong were led to join the “**Hong Kong Pavilion**” in the exhibitions of cultural and creative industries in **Shenzhen, Dongguan Chongqing & Guiyang**. The exhibitions’ details are as follow:

1. 第六屆中國深圳國際品牌特許加盟展 (27-29 June 2014)  
– Hong Kong Pavilion area (120 m<sup>2</sup>)  
– **20 participants** from the industry of Hong Kong
2. 第六屆中國國際影視動漫版權保護和貿易博覽會 (21-25 Aug 2014)  
– Hong Kong Pavilion area (120 m<sup>2</sup>)  
– **20 participants** from the industry of Hong Kong

**\*This exhibition is the same as the one written in our proposal. The name in our proposal is 漫博會 that is the short form of 中國國際影視動漫版權保護和貿易博覽會. We participated in the 6<sup>th</sup> exhibition instead of the 7<sup>th</sup> as stated in the proposal.**

3. 第六屆中國西部動漫文化節 (30 Sept 2014 – 4 Oct 2014)  
– Hong Kong Pavilion area (300 m<sup>2</sup>)  
– **30 participants** from the industry of Hong Kong
4. 第八屆亞洲青年動漫與數字藝術大賽暨貴陽國際動漫博覽會 (5 Dec 2014 – 7 Dec 2014)  
– Hong Kong Pavilion area (225m<sup>2</sup>)  
– **26 participants** from the industry of Hong Kong

In order to promote “Hong Kong Pavilion” to the China Domestic markets, **Road Show** (road shows are located in the shopping mall / MTR station exit and **approximately 500 citizens** visited each road show) was arranged in above cities before the exhibition. Besides, **Business matching sessions** (around **30 companies** from Hong Kong & China for each section) were arranged during each exhibition. It gave the opportunities for exhibitors to network with local companies and explores cooperation opportunities.

**Local government department interviews** were arranged during business trip to above counties.

**10 Company interviews** (for both Hong Kong and China Companies) were arranged during the project period. All interview result were consolidated into the e-guidebook

**Five workshops (Workshop III – VII stated in the proposal, target to have 30 participates for each workshops)** were arranged during the project period. Details of the workshop are as follow:

Workshop III – Intellectual Property Protection related issues in Shenzhen, Dongguan, Chongqing & Guiyang

**No. of Enrollment: 42**

**No. of Participants: 20 (33.3% less than target no. of participants)**

Workshop IV – Branding related issues in Shenzhen, Dongguan, Chongqing & Guiyang

**No. of Enrollment: 41**

**No. of Participants: 27 (10% less than target no. of participants)**

Workshop V – Business Negotiation related issues in Shenzhen, Dongguan, Chongqing & Guiyang  
**No. of Enrollment: 36**  
**No. of Participants: 28 (6.67% less than target no. of participants)**

Workshop VI – Marketing and advertising related issues in Shenzhen, Dongguan, Chongqing & Guiyang  
**No. of Enrollment: 39**  
**No. of Participants: 35 (16.6% more than target no. of participants)**

Workshop VII- Market updates in Shenzhen, Dongguan, Chongqing & Guiyang  
**No. of Enrollment: 34**  
**No. of Participants: 33 (10% more than target no. of participants)**

A **project website** (Project website: <http://www.hkcccl.org/>) was developed and disseminates the project information including the summary of all 4 exhibitions and 7 training workshops. Also, with reference to the information collected from the governments, companies and exhibitions, project team compiled a **practical e-guidebook** and for industry players' reference. The e-guidebook can be downloaded from the project website (Link for download the e-guidebook: <http://www.hkcccl.org/ebooks>)

A **half day seminar** was arranged to announce the launch of e-guidebook on **26 June 2015**. The seminar also invited experienced industry players to share their view and success factors against the China market. We have received **113 enrollments** but unfortunately, only **38 participants** attended the seminar, which is **62% less than out target no. of participants**.

#### **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:**

Around 3,500 Industry players who attended the project activities

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##### **Indirect beneficiaries:**

Around 10,000 HK SMEs benefited from reading the newspaper supplement and the e-guidebook of the project

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##### **Achieving Sustainability:**

The Guidebook allows SMEs to understand the current market situation of 4 mainland cities. With reference to 10 successful company cases, SMEs will be inspired and learn how to adopt comics and character into their business, in both Hong Kong and China market. Apart from business application, the comics and character element can also be applied to company's internal training to enhance the training outcome of their staffs.

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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 target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a)	成立項目小組，對相關的商會/協會/機構進行訪問	09/09/15		C
(b)	安排及訪問的業界企業	28/02/15		C
(c)	帶領業界港商以路演和參展形式，推廣業界及進軍內地城市，在展覽會中並安排交流會	28/02/15		C
(d)	兩個內地小型的推廣展覽前，提供2場工作坊給初階業界港商	30/11/14		C
(e)	編製一本《香港創意業動漫角色專利授權品牌內銷秘笈》	09/08/15		C
(f)	舉辦5場針對業界的工作坊	09/08/15		C

(g)	編製電子書及網頁，便利業界參考與學習	09/09/15	C
(h)	舉辦一場電子書《香港創意業動漫角色專利授權品牌內銷秘笈》發佈會 暨業界內銷經驗分享會	09/09/15	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
June 2014 – September 2015	Online and Print Advertisement	1,000 SMEs
June 2014	Workshops I: Business situation and market outlook of Shenzhen	23 SMEs
July 2014	Workshops II: Business situation and market outlook of Dongguan	16 SMEs
June – December 2014	“Hong Kong Pavilion” in the main exhibitions of cultural and creative industries in Shenzhen, Dongguan, Chongqing & Guiyang	105 SMEs
June – December 2014	Roadshows in Shenzhen, Dongguan, Chongqing & Guiyang	105 SMEs
June – December 2014	Matching Sessions during exhibitions in Shenzhen, Dongguan , Chongqing & Guiyang	105 SMEs
December 2015	Workshop III – Intellectual Property Protection related issues in Shenzhen, Dongguan, Chongqing & Guiyang	20 SMEs
December 2015	Workshop IV – Branding related issues in Shenzhen, Dongguan, Chongqing & Guiyang	27 SMEs
January 2015	Workshop V – Business Negotiation related issues in Shenzhen, Dongguan, Chongqing & Guiyang	28 SMEs
February 2015	Workshop VI – Marketing and advertising related issues in Shenzhen, Dongguan, Chongqing & Guiyang	35 SMEs
February 2015	Workshop VII- Market updates in Shenzhen, Dongguan, Chongqing & Guiyang	33 SMEs
May 2015 - October 2016	Project Website	1,000 SMEs
June 2015 - October 2016	e-Guidebook	1,000 SMEs
June 2015	e-Guidebook launching and experience sharing half day seminar	38 SMEs
Total no. of beneficiaries :		<u>3,535 SMEs</u>

**Future Plan for Promoting the Project Deliverables**

NA