

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

**Final Report on Approved Project**

Project ref. no. : BUD 13 3 016

Project title : To facilitate HK footwear manufacturing supply chain especially in upstream sectors (materials and accessories) to showcase their competitive edges so as to attract domestic and overseas footwear buyers with domestic sales in China.

Period covered : From 15/03/14 to 14/01/17  
(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)

This project aims to promote the Hong Kong footwear manufacture supply chain in supplying high end footwear raw-materials, machineries, innovative research and development on materials and manufacturing technology, advanced equipments, etc. to domestic and overseas footwear brands with retail business in the domestic market.

In this project, a long-term Hong Kong Footwear Materials, Machines and Product Gallery will be established at a comprehensive footwear wholesale center in Guangzhou. The promotional strategies include organization of a "Hong Kong Footwear Pavilion" in a prominent exhibition focusing on footwear raw materials, machines and accessories in Guangzhou; organization of 2 seminars; development of a promotional leaflet for the Hong Kong footwear industry to introduce our strengths in supplying high-end raw materials with a full scale supply chain along footwear manufacturing to domestic buyers/ brands.

### Project Objective(s) (in about 80 words)

1. To promote the HK footwear manufacture supply chain in supplying high end footwear materials, machineries, and manufacturing technology for the domestic market
2. To develop a platform to help Hong Kong suppliers along the footwear supply chain explore business opportunities in domestic market
3. To facilitate Hong Kong footwear and upstream suppliers grasping crucial elements in entering the high-end domestic footwear market

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Footwear Association Limited (HKFA)  
Federation of Hong Kong Industries (FHKI)  
The Hong Kong Synthetic Leather & Metal Material Suppliers' Association

Collaborating Organisation(s) : The Hong Kong Hide & Leather Traders' Association Limited

Implementation Agent(s) : Hong Kong Productivity Council (HKPC)

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	Mr. Kim Yu CHEUNG, Ben	Hong Kong Footwear Association Limited	Tel: 2381 2297 Fax: 2397 6927
Deputy Project Co-ordinator	Mr. Kwok Keung LEE	Hong Kong Productivity Council	Tel: 2788 5551 Fax: 2788 5543

### 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	15/03/14	14/09/16	30
Revised (if applicable)	15/03/14	14/01/17	34

## 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.)

	<b>Project deliverable</b>	<b>Quantifiable target number</b> (e.g. 100 participants)	<b>Actual result achieved</b> (e.g. 90 participants)	<b>Reasons for not achieving the target, if applicable</b> (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)	Hong Kong Footwear Material, Product, Machinery Gallery	-	55 Hong Kong footwear enterprises were involved in the common display area. They provided 1,146 samples including footwear machines, materials and metal parts displayed in the gallery	
b)	Hong Kong Footwear Material, Product, Machinery Gallery	About 1,000 sqm in floor area	About 1,000 sqm in floor area	
c)	Hong Kong Footwear Material, Product, Machinery Gallery	2 Promoters	2 Promoters	
d)	Hong Kong Footwear Pavilion at the International Footwear & Leather Products Exhibition (IFLE) at Guangzhou		48 Hong Kong footwear enterprises involved in the common display. There were about 50 representatives of HK footwear enterprises participated in the business matching session. 323 products were displayed.	
e)	Hong Kong Footwear Pavilion at the International Footwear & Leather Products Exhibition (IFLE) at Guangzhou	About 100 sqm in floor space	About 100 sqm in floor space	
f)	A leaflet	5,000 copies	5,000 copies	
g)	Pocket folder	5,000 copies	5,000 copies	

h)	2 seminars, including 1 in Guangzhou and 1 in Hong Kong	100 participants each	82 participants in Guangzhou; 101 participants in Hong Kong	
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**Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)**

(Please list out in table format if necessary.)

	Deliverable	Description
a)	Hong Kong Footwear Material, Product, Machinery Gallery	<ul style="list-style-type: none"> <li>- The gallery aims to introduce the value added competitive edge of HK footwear manufacturing by displaying footwear materials, machines and metal parts from Hong Kong suppliers and demonstrating their R&amp;D capability on footwear manufacturing.</li> <li>- The gallery is located in Fortune-world in GuangZhou.</li> <li>- The gallery was set up in Dec 2014. The opening date was 1 January 2015.</li> <li>- Samples of footwear machines, materials and metal parts from Hong Kong suppliers are displayed in the gallery with detailed description and company information.</li> <li>- Invitation was sent to potential domestic brand/ retailers to visit the gallery by direct mailing.</li> <li>- Two promoters actively promote the Hong Kong footwear industry by introducing the capability, advanced machineries and outstanding footwear materials quality made by Hong Kong footwear manufacturers.</li> <li>- The display items are updated in a 3-month basis.</li> </ul>
b)	Hong Kong Footwear Pavilion at the International Footwear & Leather Products Exhibition (IFLE) at Guangzhou	<ul style="list-style-type: none"> <li>- A Hong Kong Footwear Pavilion about 100 sqm was set up at International Footwear &amp; Leather Products Exhibition (IFLE) at Guangzhou from 2014/05/28 to 2014/05/30.</li> <li>- Over 100 footwear material items, such as raw-materials, machines and accessories were displayed along the supply chain and 48 Hong Kong footwear enterprises were involved in the common display.</li> <li>- Business matching sessions were arranged to bridge up potential partners with Hong Kong enterprises during the exhibition period. There were about 50 representatives of HK footwear enterprises participated in the business matching session.</li> <li>- The pavilion information were placed in the show directory/ business journal and website to introduce the strength of Hong Kong footwear industry.</li> <li>- Different advertisement tools including hanging banners/ pull-up banners/ posters/ sign-stands/ light boxes were set up at prominent locations of the fairground to grasp visitors' attention. .</li> <li>- Direct mailing on exhibition preview and invitation were sent to targeted brand owners and traders.</li> <li>- Media coverage on advertisement and press-release were released in mainland China business publications</li> <li>- Targeted brand owners and traders were invited to visit the Hong Kong Pavilion</li> </ul>
c)	A leaflet	<ul style="list-style-type: none"> <li>- It demonstrates the competitive advantages of Hong Kong's footwear suppliers.</li> <li>- It emphasizes that Hong Kong footwear suppliers provide good quality, high variety, and advanced functional properties materials, accessories and machines.</li> <li>- 5000 copies were printed out and disseminated to potential domestic buyers through trade associations, sponsors and footwear companies.</li> </ul>

d)	1 <sup>st</sup> seminar about domestic footwear market	<ul style="list-style-type: none"> <li>- It aimed to assist the Hong Kong footwear raw-material suppliers learning updated information to enter the domestic market</li> <li>- It was held in Guangzhou on 12 May 2016. There were 82 enrolments, who were from the Hong Kong footwear industry</li> <li>- 3 speakers from experienced footwear industrialists and experts from Hong Kong and China were invited to share their analysis on domestic high end footwear products. They also shared their successful stories in the seminar Hong Kong footwear enterprises will be invited to participate in the seminar.</li> </ul>
e)	2 <sup>nd</sup> seminar about domestic footwear market	<ul style="list-style-type: none"> <li>- It aimed to assist the Hong Kong footwear raw-material suppliers learning updated information to enter the domestic market</li> <li>- It was held on 26 September 2016 in Hong Kong</li> <li>- 2 speakers from experienced footwear/apparel industrialists from Hong Kong and China were invited to share their analysis on different seminar topics regarding domestic high end footwear/apparel products.</li> <li>- A successful Hong Kong footwear manufacturer/brand owner shared his successful stories.</li> <li>- Hong Kong footwear enterprises will be invited to participate in the seminar. There were 101 enrolments</li> </ul>

### 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) #
<ul style="list-style-type: none"> <li>- To line up with various Hong Kong footwear suppliers such as leather, fabric, lining fabric, upper, sole, embellishment, formal footwear, high heels, casual footwear, etc. in forming a “Hong Kong Footwear Pavilion” participating as a single entity in the exhibitions in the Mainland</li> <li>- To line up with various Hong Kong footwear suppliers in participating in the Hong Kong Footwear Design Gallery</li> <li>- To draft the content and work on the design layout of the leaflet</li> <li>- To work out the theme, decoration and promotion details for Hong Kong Footwear Pavilion at Guangzhou IFLE exhibition</li> <li>- To disseminate leaflet in the Guangzhou IFLE exhibition</li> </ul>	14/06/2014		C
(a) <ul style="list-style-type: none"> <li>- To confirm and print the leaflet</li> <li>- To work out the theme, decoration and promotion details for Hong Kong Footwear Design Gallery</li> <li>- To set up the “Hong Kong Footwear Pavilion” in Guangzhou IFLE exhibition</li> </ul>	14/09/2014		C
(b)			

	- To set up the Hong Kong Footwear Design Gallery	14/07/2015	12/05/2016	C
	- To prepare for and promote the 1 <sup>st</sup> seminar about domestic footwear market			
(c)	- To organize the 1 <sup>st</sup> seminar about domestic footwear market			
	- To update the display products in the Footwear Design Gallery	14/01/2016	26/09/2016	C
	- To prepare for and promote the 2 <sup>nd</sup> seminar about domestic footwear market			
(d)	- To organize the 2 <sup>nd</sup> seminar about domestic footwear market			
(e)	- To update the display products in the Footwear Design Gallery	14/07/2016		C
(f)	- To update the display products in the Footwear Design Gallery	14/01/2017		C

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

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