

**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 3 017  
Project title : Promoting the "Made in Hong Kong" Smartphone Application  
Gallery: to facilitate the launch of Hong Kong mobile apps in  
Mainland China  
Period covered : From 01/04/2014 to 31/03/2016  
(dd/mm/yy) (dd/mm/yy)

## 1. Project Details

### Project summary (in about 150 words)

Smartphone apps development is a fast-growing industry amid all the other Cultural and Creative Industries in Hong Kong. The industry is well-developed and has already earned the reputation and recognition as a regional leader in information and communication technologies. Many in the Industry are well poised for the Mainland China market.

Addressing the needs of the industry for entering the Mainland Market, this project will establish and promote a unique "Made in Hong Kong" Smartphone Application Gallery, as a **FOCAL POINT** to showcase outstanding smartphone apps produced by local app developers; hold seminars and set up "Hong Kong Pavilions" at ICT Expo of major China cities to promote the platform in both Hong Kong and China; organize business networking sessions to help Hong Kong app developers meet with clients, investor and other potential partners in mainland China; conduct training courses for better equipping the app developers with knowledge and skills of the Mainland market; and produce guidelines for the whole industry to blossom in Mainland China.

### Project objectives (in about 50 words)

#### Branding

To promote "Made in Hong Kong" Application Gallery in Mainland China by various marketing means and Seminars

#### Upgrading

To equip smartphone app companies of Hong Kong with the skills and techniques to launch their apps in Mainland China. To help them understand the rules & regulations, ecosystem, market trends, user behaviour, investment environment etc. of mobile industry in Mainland China.

#### Domestic Sales

To facilitate business networking opportunities between smartphone app companies of Hong Kong and potential clients or partners in Mainland China.

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Wireless Technology Industry Association Limited (HKWTIA)

Collaborating Organisation(s) : Hong Kong Cyberport Management Company Limited, and Hong Kong Science and Technology Parks Corporation

Implementation Agent(s) : N/A

### Key personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Coordinator	<u>Mr. To CHEUNG</u>	<u>HKWTIA</u>	<u>2370 3130/ 8208 8782</u>
Deputy Project Coordinator	<u>Ms Nga Lai WONG</u>	<u>HKWTIA</u>	<u>2370 3130/ 8208 8782</u>

### Project Period

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	<u>01/04/14</u>	<u>31/03/16</u>	<u>24 Months</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

## 2. Summary of Project Results

### Project deliverables

Please list out the project deliverables carried out during the project duration in accordance with the approved project proposal and provide details on the actual result achieved for each deliverable.

	Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
a)	Establishment of the “Made in Hong Kong” Smartphone App Gallery	At least 500 smartphone apps (or 100 smartphone app companies)	No. of Apps on the Gallery:537 No. of Company Registered:160	N/A
b)	“Made in Hong Kong” Smartphone Apps Gallery Kick-off Seminar	150-200 participants	170 participants	N/A
	“Made in Hong Kong” Smartphone Apps Gallery Seminar(Beijing Chapter)	150-200 participants	93 participants	Some of the registered participants did not show up eventually.
	“Made in Hong Kong” Smartphone Apps Gallery Seminar (Shenzhen Chapter)	150-200 participants	289 participants	N/A
	“Made in Hong Kong” Smartphone Apps Gallery Closing Seminar	150-200 participants	50 participants	Some of the registered participants did not show up eventually.
c)	ICT Expo (4 Pavilions in 4 ICT Expo)	4 Pavilions	4 Pavilions	N/A
d)	Training Courses	10 training courses, 200 participants in total	10 training courses, 287 participants in total.	N/A
	<ul style="list-style-type: none"> <li>• Training Session 1</li> <li>• Training Session 2</li> </ul>	20 participants 20 participants	29 participants 19 participants	N/A Some of the registered participants did not show up eventually.
	<ul style="list-style-type: none"> <li>• Training Session 3</li> </ul>	20 participants	18 participants	Some of the registered participants did not show up eventually.

	Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
	<ul style="list-style-type: none"> <li>• Training Session 4</li> <li>• Training Session 5</li> <li>• Training Session 6</li> <li>• Training Session 7</li> <li>• Training Session 8</li> <li>• Training Session 9</li> <li>• Training Session 10</li> </ul>	20 participants 20 participants 20 participants 20 participants 20 participants 20 participants 20 participants	32 participants 36 participants 36 participants 32 participants 30 participants 32 participants 23 participants	N/A N/A N/A N/A N/A N/A N/A
e)	Business Matching	6 business matching	6 business matching	N/A
f)	Guideline	1 online guideline	1 online guideline	N/A
g)	Advertisements	<ul style="list-style-type: none"> <li>• eDM</li> <li>• Online advertisements (e.g. Google or Yahoo)</li> <li>• Social media (e.g. Facebook)</li> <li>• Leaflets</li> <li>• Posters</li> </ul>	<ul style="list-style-type: none"> <li>• 7 eDMs</li> <li>• Online advertisements (6 online banners, 28 online advertorial, and 1 printed advertisement on magazine)</li> <li>• Social media (1 advertisement on Facebook)</li> <li>• Leaflets (1 version)</li> <li>• Posters (2 versions)</li> </ul>	N/A

### Details of the deliverables

- a) **Establishment of the "Made in Hong Kong" Smartphone App Gallery:** Announcing the establishment of the Smartphone App Gallery was made at the Kick-off Seminar on 25 June 2014.

Regarding the Smartphone App Gallery, by 31 March 2016, below are the data report:

No. of Website Page Views: 2,012,521 (Data collection since 29 October 2014)

No. of Apps on the Gallery: 537

No. of Company Registered: 160

The apps on the gallery are developed by Hong Kong app developers. All apps in the gallery are free apps and free for downloading. The gallery is continued via online format, for example, it continues through the "Make in Hong Kong" Smartphone Apps Gallery official website, <http://www.madein.com.hk/index>. Visitors of the gallery are not required to register their personal contact information.

- b) **Seminars:**

During the period 1 April 2014 to 31 March 2016, four (4) seminars were successfully held. First one in Hong Kong aimed at kicking off the whole project and announcing the establishment of the Smartphone App Gallery; Second and Third one aimed at familiarizing the mainlanders with Hong-Kong-made apps and the mobile technology industry and introducing the Smartphone App Gallery to them, where one in Beijing, another one in Shenzhen, and Forth one was experience sharing and case study in Hong Kong.

#### Seminar 1

"Made in Hong Kong" Smartphone Apps Gallery Kick-off Seminar

Topic: 「香港製造 Apps 展示廊」啟動禮暨研討會

Date: 25 June 2014

Time: 15:00- 17:00

Venue: Function Room 1-3, Cyberport Core E, 100 Cyberport Road

Speakers:

1. Peter Cai, Founding Partner of Golden Pond Inv.  
(Presenting Topic: “Opportunities in developing mobile networks in China”)
2. Kin Ko, Co-Founder of Lakoo  
(Presenting Topic: “We know one thing about China: We know nothing”)
3. Terence Chow, Director (Business and Corporate Development) of NetDragon Websoft Inc.  
(Presenting Topic: “China’s App Market Top 10: The challenges you will face”)

No. of Participants: 170

### **Seminar 2**

“Made in Hong Kong” Smartphone Apps Gallery Seminar (Beijing Chapter)

Topic: 中港無線互聯，共創無限未來

Date: 25 September 2014

Time: 9:30 - 13:00

Venue: Function Room, Novotel Sanyuan Beijing

Speakers:

1. Jacqueline Chong, Chief Marketing Officer of Green Tomato  
(Presenting Topic: “不妥協的創新故事”)
2. Roy Law, CEO of Apptask Limited  
(Presenting Topic: “企業級 APP 的崛起”)
3. Jacky Ko, Founder of BeyondZ Company Limited  
(Presenting Topic: “室內小應用，市場大應用”)
4. Kenny Chien, CEO of Cherrypick(China)  
(Presenting Topic: “在中國實現線上線下融合的挑戰”)

No. of Participants: 93

### **Seminar 3**

“Made in Hong Kong” Smartphone Apps Gallery Seminar (Shenzhen Chapter)

Topic: 「跨境創新科技論壇」研討會

Date: 17 November 2015

Time: 14:30 - 17:00

Venue: 21/F, Asta Hotel Shenzhen

Speakers:

1. Witman Hung, JP, Principal Liaison Officer for Hong Kong, Shenzhen Qianhai Authority  
(Presenting Topic: “創新創業@前海”)
2. Geng Chunya, General Manager of East Spider Limited  
(Presenting Topic: “深港創業體會”)
3. Terence Chow, Vice President of CSOFT(HK)  
(Presenting Topic: “電子支付機會與挑戰”)

No. of Participants: 289

### **Seminar 4**

“Made in Hong Kong” Smartphone Apps Gallery Closing Seminar

Topic: 北上創業講座 – 內地機遇與經驗分享

Date: 8 December 2015

Time: 14:30 - 17:30

Venue: Function Room, Cyberport Core F, 100 Cyberport Road

Speakers:

1. Roy Law, CEO of Apptask Limited  
(Presenting Topic: “北上創業，你需要了解的 5 件事”)
2. Peter Choi, Board of Director of Palapple (Hong Kong) Limited  
(Presenting Topic: “前海機遇及跨境電商實戰”)
3. Sandy Lau, Vice President (Product and Strategy) of iClick Interactive Asia Limited  
(Presenting Topic: “程序化營銷：探尋中國市場機遇”)

No. of Participants: 50

### **c) ICT Expo**

Targeting to promote the Smartphone App Gallery to mainlanders, we joined 4 ICT Expo in Beijing, Shanghai and Shenzhen as well as to build an image for Hong Kong Apps and creating opportunities for Hong Kong app developers to meet with potential clients in mainland.

**PT/EXPO COMM China 2014 (2014 中國國際信息通訊展)**

Date: 23 - 27 September 2014

Venue: China International Exhibition Centre, Beijing

Area for each Hong Kong Pavilion: 18 square metres

Content of the pavilions:

1. Showcasing "Made in Hong Kong" Smartphone Apps Gallery with iPads
2. 1000 pieces of Platinum Member Company Leaflet for promotion
3. QR code for promoting the "Made in Hong Kong" Smartphone Apps Gallery official website

#### **GSMA Mobile World Congress Shanghai 2015 (世界移動大會. 上海)**

Date: 15 - 17 July 2015

Venue: Shanghai New International Expo Centre (SNIEC)

Area for each Hong Kong Pavilion: 18 square metres

Content of the pavilions:

1. Showcasing "Made in Hong Kong" Smartphone Apps Gallery
2. Promoting materials such as companies' leaflet
3. QR code for promoting the "Made in Hong Kong" Smartphone Apps Gallery official website

#### **PT/EXPO COMM China 2015 (2015 中國國際信息通訊展)**

Date: 22 – 25 September 2015

Venue: China International Exhibition Centre, Beijing

Area for each Hong Kong Pavilion: 18 square metres

Content of the pavilions:

1. Showcasing "Made in Hong Kong" Smartphone Apps Gallery
2. Promoting materials such as companies' leaflet
3. QR code for promoting the "Made in Hong Kong" Smartphone Apps Gallery official website

#### **China Hi-Tech Fair 2015 (第十七屆中國國際高新技術成果交易會)**

Date: 16 – 21 November 2015

Venue: Shenzhen Convention & Exhibition Center

Content of the pavilions:

Area for each Hong Kong Pavilion: 18 square metres

1. Showcasing "Made in Hong Kong" Smartphone Apps Gallery
2. Promoting materials such as companies' leaflet
3. QR code for promoting the "Made in Hong Kong" Smartphone Apps Gallery official website

#### **d) Business networking sessions**

Six business networking sessions were held for interested parties to learn more about the Hong Kong mobile app companies and the Smartphone App Gallery.

##### **Business networking session 1**

Date: 25 September 2014

Time: 15:50- 17:00

Venue: Novotel Beijing Sanyuan

Format:

Face-to-Face free interaction between participating companies and guest along with PowerPoint presentation prepared by each participating unit.

Total Number of Hong Kong Participating Companies:10

Total Number of Mainland Participating Companies:39

##### **Business networking session 2**

Date: 25 September 2014

Time: 17:30 - 18:30

Venue: Pacific Coffee, World Trade Center, Beijing

Format:

Face-to-Face free interaction between participating companies and guest along with PowerPoint presentation prepared by each participating unit.

Total Number of Hong Kong Participating Companies:10

Total Number of Mainland Participating Companies:39

##### **Business networking session 3**

Date: 15 July 2015

Time: 14:30 - 17:00

Venue: Cyberport Shanghai Representative Office

Format:

Face-to-Face free interaction between participating companies and guest along with PowerPoint presentation prepared by each participating unit.

Total Number of Hong Kong Participating Companies:5

#### **Business networking session 4**

Date: 23 September 2015

Time: 14:30 - 16:30

Venue: Demo Space, cyzone.cn (創業邦)

Format: Face-to-Face free interaction between participating companies and guest along with PowerPoint presentation prepared by each participating unit.

Total Number of Hong Kong Participating Companies:7

Total Number of Mainland Participating Companies:120

#### **Business networking session 5**

Date: 23 September 2015

Time: 17:00 – 18:00 Venue: 36K(氦空間@36 氦)

Format:

Face-to-Face free interaction between participating companies and guest along with PowerPoint presentation prepared by each participating unit

Total Number of Hong Kong Participating Companies:7

Total Number of Mainland Participating Companies:120

#### **Business networking session 6**

Date: 18 November 2015

Time: 14:00 - 15:00

Venue: Qianhai Shenzhen-Hong Kong Youth Innovation and Entrepreneur Hub (前海深港青年夢工場)

Format: Face-to-Face free interaction between participating companies and guest along with PowerPoint presentation prepared by each participating unit.

Total Number of Hong Kong Participating Companies:18

#### **e) Training**

During the period 1 April 2014 to 31 March 2016, a total of 10 training sessions under the topic "Introduction to Mobile Apps Development in Mainland China" were successfully held. Details are as follows:

##### **Training Session 1**

Date: 20 August 2014 (Wednesday)

Time: 9:30 - 17:00

Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong

Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited

No. of Participants: 29

Topic: Introduction to Mobile Apps Development in Mainland China

##### **Training Session 2**

Date: 22 Oct 2014 (Wednesday)

Time: 9:30 - 17:00

Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong

Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited

No. of Participants: 19

Topic: Introduction to Mobile Apps Development in Mainland China

##### **Training Session 3**

Date: 19 Dec 2014 (Friday)

Time: 9:30 - 17:00

Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong

Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited

No. of Participants: 18

Topic: Introduction to Mobile Apps Development in Mainland China

##### **Training Session 4**

Date: 29 January 2015 (Thursday)

Time: 9:30 - 17:00

Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong

Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited  
No. of Participants: 32  
Topic: Introduction to Mobile Apps Development in Mainland China

#### **Training Session 5**

Date: 26 February 2015 (Thursday)  
Time: 9:30 - 17:00  
Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong  
Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited  
No. of Participants: 36  
Topic: Introduction to Mobile Apps Development in Mainland China

#### **Training Session 6**

Date: 30 April 2015 (Thursday)  
Time: 9:30 - 17:00  
Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong  
Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited  
No. of Participants: 36  
Topic: Introduction to Mobile Apps Development in Mainland China

#### **Training Session 7**

Date: 23 July 2015 (Thursday)  
Time: 9:30 - 17:00  
Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong  
Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited  
No. of Participants: 32  
Topic: Introduction to Mobile Apps Development in Mainland China

#### **Training Session 8**

Date: 24 September 2015 (Thursday)  
Time: 9:30 - 17:00  
Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong  
Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited  
No. of Participants: 30  
Topic: Introduction to Mobile Apps Development in Mainland China

#### **Training Session 9**

Date: 15 October 2015 (Thursday)  
Time: 9:30 - 17:00  
Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong  
Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited  
No. of Participants: 32  
Topic: Introduction to Mobile Apps Development in Mainland China

#### **Training Session 10**

Date: 17 December 2015 (Thursday)  
Time: 9:30 - 17:00  
Venue: 1/F, HKPC Building, 78 Tat Chee Avenue, Hong Kong  
Speaker: Peter Choi, Board of Director of Palapple (Hong Kong) Limited  
No. of Participants: 23  
Topic: Introduction to Mobile Apps Development in Mainland China

#### **f) Guideline**

Summary of content:

1. Mainland Mobile Application Development Report
  - a. The current trend of Mainland Mobile Application Market
  - b. Analysis of Mainland Mobile Application Market
  - c. Prospect of Future development of China Mobile Application Market
2. The Strategy to enter Mainland Mobile Application Market
  - a. The required qualities
  - b. The decision making on the service provider
  - c. Ways of Advertising and methods of effective promotion

Completion date: March 2016



URL: <https://www.wtiahk.org/wp-content/uploads/2020/11/「香港製造」智能手機應用平台-內地移動應用市場拓展指南.pdf>

**g) Advertisements**

Advertisement were produced to recruit applicants of the Apps Gallery in Hong Kong, promote the App Gallery in the Mainland or promote the project events. The advertisements included:

- eDM: various eDMs were designed and distributed to the industry via WITA’s network to promote the following project events:
  - “Made in Hong Kong” Smartphone Apps Gallery Kick-off Seminar (1 time on 26 May 2014,
  - the PT/EXPO COMM China 2014 in Beijing, “Made in Hong Kong” Smartphone Apps Gallery Seminar (Beijing Chapter), and business networking sessions in Beijing (1 time on 12 September 2014),
  - Made in HK Gallery opening announcement (1 time on 24 April 2015)
  - the GSMA Mobile World Congress Shanghai 2015 and business networking session (1 time on 2 June 2015),
  - the PT/EXPO COMM China 2015 in Beijing and business networking session (1 time on 31 August 2015),
  - China Hi-Tech Fair 2015, “Made in Hong Kong” Smartphone Apps Gallery Seminar (Shenzhen Chapter), and the business networking tour (1 time on 2 November 2015)
  - “Made in Hong Kong” Smartphone Apps Gallery Closing Seminar (1 time on 20 November 2015)
- Online advertisement in the Mainland to promote the Apps Gallery:
  - 3 online banners were produced in App 夢工廠, 優益市場 (in-app banner), 優益市場 (website);
  - Online advertorial were produced and posted on 28 websites in September 2014, which included 中國郵箱網, 21CN 財經, 980 遊戲在線, 0304, CCID, DoNews, E8 新聞中心, I5wan, IT168, PCHome, TOM, 中企網, 五湖網頁遊戲, 啲牛網, 因特手機網, 太平洋電腦網, 巴士玩遊戲網, 快開服, 手機之家, 搜狐資訊, 新手卡之家, 機鋒網, 火象網, 發號網, 艾麗派遊戲網, 趣味屋, 遊戲道
- One printed advertisement was produced on 互聯網周刊 in the Mainland on 5 September 2014.
- Online advertisement in Hong Kong to recruit participants to the Apps Gallery:
  - E-banner on the websites of 阿斯達克財經網, 經濟通, 流動日報 (duration: 27 April 2015 to 2 July 2015)
  - 1 advertisement on Facebook (Posting date: 30 July 2015)
- 600 pieces of leaflet and 2 posters were also produced to promote the Apps Gallery.

**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>	<u>Original target completion date</u>	<u>Revised completion date (if applicable)</u>	<u>Status (C/D/N)</u>
(a) Establishment of the “Made in Hong Kong” Smartphone App Gallery	30 Jun 2014		C
(b) Recruitment of Hong Kong apps into the Gallery	31 Mar 2016		C
(c) 10 Training course arranged in Hong Kong	31 Mar 2016		C

(d) Set-up of 4 "Hong Kong Pavilions" at ICT Expos in Mainland China; arrangement of 4 business networking sessions	29 Feb 2016		C
(e) Promotion of "Made in Hong Kong" smartphone Application Gallery in China (mainly through advertising)	31 August 2014		C
(f) 1st Seminar (at Hong Kong)	31 August 2014		C
(g) 2nd Seminar (at China); arrangement of business networking session	28 February 2015		C
(h) 3rd Seminar (at China); arrangement of business networking session	31 August 2015	17 Nov 2015	D
(i) 4th Seminar (at Hong Kong)	29 February 2016		C

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

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