

**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 14 1 002  
Project title : Establish a B2B business platform for Hong Kong  
eyewear industry to extend the distribution network  
in domestic market  
Period covered : From 01/11/2014 to 31/10/2016  
(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)

Hong Kong eyewear manufacturers possess rich experience in producing high quality eyewear with innovative design and the fulfillment of international standards for renowned international brands. Facing the economic downturn in the western countries and the continuous rising of operating costs, our eyewear manufacturers, especially SMEs, are difficult to maintain their business under traditional OEM operation.

Viewing business opportunities in the domestic market, local eyewear manufacturers have started brand building and market promotion in the past few years. A number of Hong Kong eyewear brands such as Omyl, CEO-V, MyDeary, i-mag, Sandwalk, etc. have been developed and promoted in the market. Some of them are successfully accepted by the Mainland consumers due to their innovative design, high quality, and reasonable price. However, they are facing difficulties including,

- these newly developed brands are not widely recognized by the Mainland consumers and buyers (the promotion effect by individual SME on brand building is very limit); and
- they are unable to establish distribution network in Mainland as eyewear buyers do not fully aware the innovative design, high quality, and reasonable price of Hong Kong eyewear products.

Recently, the rising of wholesale price by the international brands has significantly reduced the profit of optical shops. With the support from China Optometric & Optical Association (COOA), this is a good timing for high quality Hong Kong eyewear brands to enter the Mainland market. However, the optometry chains in Mainland are influential in distribution of spectacle frames, as most of the optometrists are the owner of the optical shop. Therefore, it is essential for Hong Kong eyewear manufacturers to build up business partnership with them for collecting market information and extend their distribution effectively.

Through collaborating with COOA, Mainland optical shops, eyewear wholesalers and distributors were invited to visit the "Hong Kong Eyewear Pavilion" in Shanghai Optical Fair and Beijing Optical Fair.

To project a consistence high quality Hong Kong eyewear brand, seminars with topics on innovative design, high quality manufacturing and compliance with international standards were organized in the optical fairs. Also, an eyewear distributor and wholesaler-database was developed. Overall, this project would increase the brand image of Hong Kong eyewear and assist local eyewear industry to extend their distribution network in Mainland.

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

- To project a unique brand image through the organization of seminars and promotions with highlights on quality, innovation and certification of Hong Kong eyewear products.
- To establish a B2B business network through the collaborating with COOA.
- To introduce high quality Hong Kong eyewear products with reasonable profit margin to Mainland optometrists and distributors through the organization of Hong Kong eyewear pavilion in the optical fairs.
- To provide a one-stop information e-centre for Hong Kong eyewear manufacturers to build up business network with Mainland optical shops and distributors by establishing an e-database of Mainland eyewear distributors and wholesalers.

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Optical Manufacturers Association Limited

Collaborating Organisation(s) : Federation of Hong Kong Industries

Hong Kong Trade Development Council

Implementation Agent(s) : Hong Kong Productivity Council

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator :	Mrs Grace Tai	Hong Kong Optical Manufacturers Association Limited	T 2332 6505 F 2770 5786

Deputy Project Co-ordinator :	Mr Tony Chow	Hong Kong Optical Manufacturers Association Limited	T	2332 6505
			F	2770 5786

**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	01/11/2014	31/10/2016	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.)

	<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)	Set up Hong Kong Pavilion in Shanghai Optical Fair and Beijing Optical Fair	For each fair - 200 pairs of eyewear products - 10-15 HK eyewear companies to set up individual booths - 500 sqm exhibition space (100 sqm common area + 400 sqm for individual companies)	Hong Kong Pavilion 1. Beijing Optical Fair (9-11 Sep 2015) - 200 pairs of eyewear products from 18 Hong Kong eyewear brands - 10 HK eyewear companies to set up 10 individual booths - 532 sqm exhibition space (100 sqm common area + 432 sqm for individual companies)  2. Shanghai Optical Fair (24-26 Feb 2016) - 200 pairs of eyewear products from 18 Hong Kong eyewear brands - 10 HK eyewear companies to set up 10 individual booths - 500 sqm exhibition space (100 sqm common area + 400 sqm for individual companies)	N/A
b)	Organize 2 seminars to promote the quality, innovation and certification of Hong Kong eyewear	100 participants in each seminar  4 HK eyewear experts to share the prospections (2	One seminar each was held at Beijing Optical Fair and Shanghai Optical Fair	N/A

		speakers for each seminar)	<p>First seminar attracted 112 participants.</p> <p>Second seminar attracted 118 participants.</p> <p>Total 4 HK eyewear experts were invited to be speakers</p>	
c)	Organize 2 networking events in the Optical Fairs	<p>100 participants in each networking event</p> <p>A brochure with info for HK participants in the networking event will be distributed at each networking event.</p>	<p>One networking event each was held in Beijing Optical Fair and Shanghai Optical Fair</p> <p>First networking event attracted 102 participants.</p> <p>Second networking event attracted 108 participants.</p> <p>Brochures were produced and distributed in two networking events.</p>	N/A
d)	Produce a 10min video for Hong Kong innovation eyewear	10 minutes	14 minutes	N/A
e)	Edit and publish a Hong Kong eyewear album	10,000 copies containing at least 100 eyewear designs	10,000 copies of album featured more than 100 pairs of Hong Kong innovative eyewear products from 18 different brands	N/A
f)	Organize experience sharing session for local eyewear manufacturers	100 participants	78 participants participated in the experience sharing session.	The reason for not meeting the target: Insufficient promotion and some participants had other unscheduled business and activities.
g)	Edit an e-database to facilitate the domestic sales	<p>1 database containing</p> <ul style="list-style-type: none"> <li>- contact information of Mainland eyewear distributors and wholesalers</li> <li>- contact information of Hong Kong eyewear brands</li> </ul>	<p>An e-database was built and hosted at HKOMA's website, containing</p> <ul style="list-style-type: none"> <li>- contact information of 1870 Mainland eyewear distributors and wholesalers</li> <li>- contact information of 4 Hong Kong eyewear brands</li> </ul>	The project aims to explore the market mainly in Mainland China, so the project team tried to retain the focus on Mainland China's companies and promote them to Hong Kong SMEs for further business exposure.

h)	Promote innovative Hong Kong eyewear via B2B media	<ul style="list-style-type: none"> <li>- Promotion through 2 fair directories (one page for each fair)</li> <li>- Advertisements and interview reports in China Glasses Science-Technology Magazine (2 full-page colour advertisements and 4 interview reports)</li> <li>- Online advertisements on China Glasses Online (1 online advertisement banner for 6 months and 4 online articles)</li> <li>- Online advertisements on Mainland popular online media</li> </ul>	<ul style="list-style-type: none"> <li>- Promotion through 2 Fair directories (one page for each fair)</li> <li>- Advertisements and interview reports in China Glasses Science-Technology Magazine (2 full-page colour advertisements and 4 interview reports)</li> <li>- Online advertisements on China Glasses Online (1 online advertisement banner for 6 months and 4 online articles)</li> <li>- Online advertisements banners on Baidu, Tencent, Sina, 360 and Youku and promotional videos uploaded on Youku, PPTV, Ku6, Tudou and iqiyi</li> </ul>	N/A
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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.)

### (a) Set up Hong Kong Pavilion in Shanghai Optical Fair and Beijing Optical Fair

- Hong Kong Pavilions were set up in Beijing Optical Fair and Shanghai Optical Fair

#### **Beijing Optical Fair**

- Date: 9 – 11 September, 2015
- Venue: Hall 1A 展位1220  
北京 中國國際展覽中心一號館  
北京市朝陽區北三環東路六號

#### **Shanghai Optical Fair**

- Date: 24-26 February, 2016
- Venue: Hall 2 2C40  
中國上海市浦東新區國展路上海世博展覽館

- Each pavilion included 100 sqm common area was set to showcase the history of Hong Kong eyewear industry, outstanding stories of Hong Kong eyewear brands and around 200 pairs of eyewear products from 18 Hong Kong eyewear brands
- For Beijing Optical Fair, 10 individual booths with 432 sqm were set up by different Hong Kong eyewear brands. For Shanghai Optical Fair, 10 individual booths with 400 sqm were set up by different Hong Kong eyewear brands.
- Two catwalk shows were organized to demonstrate the products of the 18 Hong Kong brands in each fair
- Invitation cards were sent out to the buyers in Mainland

### (b) Organize 2 seminars to promote the quality, innovation and certification of Hong Kong eyewear

- Two seminars were organized concurrently with Beijing Optical Fair and Shanghai Optical fair
- The topics and speakers of the two seminars is listed below:

Seminar at Beijing Optical Fair
(1) 護眼、驗眼及如何為客戶挑選合適的鏡框 盧迪富 先生 香港註冊視光師、香港光學會董事會成員、【一視瞳仁】慈善基金創立人、【好品】品牌創立人、【善視眼鏡店】開設人
(2) 眼鏡產品安全認證要求 唐偉 先生 TÜV 南德意志集團大中華區輕工產品實驗室主管
Date: 10 September 2015 Time: 13:45-16:45 Venue: 4樓會議室 北京 中國國際展覽中心 一號館 北京市朝陽區北三環東路六號
Seminar at Shanghai Optical Fair
(1) 國內市場看香港品牌 崔毅 先生 中國眼鏡協會理事長
(2) 品牌有價 陸定光 博士 香港理工大學品牌戰略及創新中心(深圳)主任，南京財經大學營銷及物流管理學院教授
(3) 優•專設計 張燕 博士 香港理工大學設計學院助理教授
Date: 24 February 2016 Time: 15:30-17:30 Venue: Hall 2 2/F 中庭 中國上海市浦東新區國展路上海世博展覽館

- Two seminars were participated by around 112 buyers from the CIOF and 118 buyers from SIOF.
- Brochures, invitation cards and backdrops were made for the seminars
- Audience invitations were sent through China Optometric & Optical Association (COOA) and Hong Kong Optical Manufacturers Association (HKOMA)

(c) Organize 2 networking events in the Optical Fairs

- Two networking events were held during the two optical fairs

**Networking session at Beijing Optical Fair**

- Date: 9 September, 2015
- Time: 12:00-17:00
- Venue: Hall 1A 貴賓室  
北京 中國國際展覽中心一號館  
北京市朝陽區北三環東路六號

**Networking session at Shanghai Optical Fair**

- Date: 24 February, 2016
- Time: 14:30-15:30
- Venue: Hall 2 2/F 紹興飯店 貴賓室
- Members from COOA, members from optical associations in various cities in China and interested Hong Kong eyewear manufacturers were invited to participate into the two networking events
- Invitations were sent through COOA and HKOMA
- Brochures introducing Hong Kong eyewear manufacturer were produced
- First networking event attracted 102 participants and second networking event attracted 108 participants from Mainland and Hong Kong.

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(d) Produce a 10min video for Hong Kong innovation eyewear

- A 14-minutes video including the history of Hong Kong Eyewear Industry, the interviews of local eyewear manufacturers and designers, and demonstration of Hong Kong eyewear products was produced
- The video was publicized in August 2015
- The video was broadcasted in the Beijing Optical Fair in September 2015 and the Shanghai Optical Fair in February 2016, through online media in the Mainland and the HKOMA's website (<https://www.hkoptical.org.hk/governmentproject/2014BUD.html>)

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(e) Edit and publish a Hong Kong eyewear album

- An album was produced to illustrate the high quality, innovative and trendy design of Hong Kong eyewear products
- More than 100 eyewear products from 18 Hong Kong eyewear brands were collected for showcasing in the album.
- The album was publicized in August 2015.
- 10,000 copies of album were printed and distributed to the buyers in Mainland in the Beijing Optical Fair in September 2015 and the Shanghai Optical Fair in February 2016

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(f) Organize experience sharing session for local eyewear manufacturers

- Date: 29 April, 2016
- Time: 13:45-18:00
- Venue: 九龍長沙灣長裕街8號億京廣場31樓 香港工業總會 會議室
- Representatives of Hong Kong eyewear brands were invited to share their experiences in developing domestic market.
- The topics and speakers of the sharing session is listed below:

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| (1) 香港眼鏡品牌內銷發展經驗分享<br>Deep Lifestyles Supply Company 創辦人 鍾浩良 先生  |
| (2) 香港眼鏡品牌的內銷定位與策略專題分享及論壇<br>華興眼鏡國際集團有限公司董事長兼總經理 馮克華 先生<br>珠江眼鏡製造廠有限公司設計師 戴美兒 小姐<br>Arts Studio Limited 銷售總監 李偉文 先生<br>永其國際有限公司創意總監 程永成 先生 |
| (3) 內地法律資訊<br>廣東聯睿律師事務所 張小偉 律師   |

- 78 eyewear practitioners in Hong Kong participated the sharing session

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(g) Edit an e-database to facilitate the domestic sales

- An e-database was built to include contact information of 1870 Mainland eyewear distributor and wholesalers as well as 2 Hong Kong eyewear brands.
  - The e-database was published online with the TRL as follow:  
<http://www.hkoptical.org.hk/hkoma/BUD.html>
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(h) Promote innovative Hong Kong eyewear via B2B media

- Promotion through 2 fair directories (one page for each fair directory)
  - Advertisements and interview reports in China Glasses Science-Technology Magazine (1 full-page colour advertisement published in August 2015 issue; 1 full-page colour advertisement and 4 interview reports published in February 2016 issue)
  - Online advertisements on China Glasses Online (1 online advertisement banner from Aug 2015 to Feb 2016; 2 online articles on 27 May 2016 and 2 online articles on 11 November 2016)
  - Online advertisements banners on Baidu, Tencent, Sina, 360 and Youku from May 2016 to Oct 2016 and promotional videos uploaded on Youku, PPTV, Ku6, Tudou and iqiyi on 9 September 2015 and 11 September 2015
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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 project committee - Construct overall project plan, implementation strategies and detail project schedule	31/12/2014		C
(b) - Invite Hong Kong eyewear brands to participate in this project - Review and select the brands by the project committee - Collect product information for the editing of eyewear album - Edit and publish the eyewear album	31/08/2016		C
(c) - Draft and prepare the content of the video - Video shooting and production - Post editing and publishing	31/08/2016		C
(d) - Invite Hong Kong eyewear brands to participate in the Hong Kong Pavilions Setup Hong Kong Pavilion in Beijing Optical Fair (Sep 2015) and Shanghai Optical Fair (Feb 2016)	30/04/2016		C
(e) - Invite Mainland distributors and Hong Kong eyewear brands to participate the 2 networking events in the Optical Fairs - Event management and on-site support	30/04/2016		C
(f) - Identify and invite speakers for the 2 seminars - Promote and arrange the seminars	30/04/2016		C
(g) - Organize experience sharing session	31/07/2016		C
(h) - Collect contact information of Mainland eyewear distributors and wholesalers Collect contact information of Hong Kong eyewear brands - Program the eyewear distributor and wholesaler e-database	31/08/2016		C
(i) - Final review on the project results	31/10/2016		C

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

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