

**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 2 006  
Project title : Capitalising on “Hong Kong brand effect” to help  
Hong Kong food producer companies develop the  
Mainland market  
品牌致勝：利用“香港品牌效應”協助香港食品企  
業進軍內地市場  
Period covered : From 01/02/2015 to 31/07/2016  
(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 brands, especially food brands, are welcomed by Mainland consumers, evidenced by some  
40 million Mainland visitors coming to Hong Kong annually to purchase all kinds of foodstuffs. The  
good reputation of Hong Kong food brands is due to their excellent quality and stringent safety control.  
To many consumers, "Hong Kong brand" is synonymous to "reasonably priced, safe and reliable". This  
project aims to capitalise on the collective positive image of "Hong Kong brand" (香港品牌效應) in  
especial "Hong Kong food brand" to help local companies develop the Mainland market. A series of  
activities were organised, including training workshops and knowledge-sharing sessions to promote "Hong  
Kong Food Brand" and enhance business skills of SMEs; Hong Kong Pavilions in two food fairs in Mainland  
China for SMEs to tap into Mainland food market; promotional video and official website etc.

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

To promote Hong Kong's food culture and the collective positive image of "Hong Kong food brand";  
To enhance the knowledge and skills of Hong Kong companies in developing the Mainland market; and  
To help Hong Kong companies tap into the Mainland market through participation in two large-scale food expos  
in Southern and Central China respectively.

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Hong Kong Food Council Limited  
Collaborating Organisation(s) : The Chinese Manufacturers' Association of Hong Kong  
The Chinese General Chamber of Commerce  
The Hong Kong Federation of Restaurants & Related Trades Limited  
Implementation Agent(s) : Nil

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	<u>Kenneth Chan</u>	<u>The Hong Kong Food Council Limited</u>	<u>3925 6808 / 2537 6864</u>
Deputy Project Co-ordinator	<u>Lai Yuk Mei, Anita</u>	<u>The Hong Kong Food Council Limited</u>	<u>3925 6818 / 2537 6864</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>01/02/2015</u>	<u>31/07/2016</u>	<u>18</u>
Revised (if applicable)	<u>Nil</u>	<u>Nil</u>	<u>Nil</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	Actual result achieved	Reasons for not achieving the target, if applicable
a)	One Project Committee	1	1	
b)	One Video	1 video (5-8 minutes)	1 video (6 minutes 13 seconds)	
c)	Four Sharing Sessions	200 participants  4 sharing sessions (2.5 hours and 50-60 participants each)	198 participants  1 <sup>st</sup> sharing session: 2.5 hours and 45 participants 2 <sup>nd</sup> sharing session: 2.5 hours and 47 participants 3 <sup>rd</sup> sharing session: 2.5 hours and 54 participants 4 <sup>th</sup> sharing session: 2.5 hours and 52 participants	The reason for the fall short in number of participants in sharing sessions is that there were people who had registered yet did not show up at the end, especially for the days with poor weather. We had enhanced promotions and sent more reminders to people who have registered for the sharing sessions to improve the attendance rate.
d)	Eight Training Workshops	400 participants  8 workshops (2 hours and 50-60 participants each)	375 participants  1st workshop: 2 hours and 42 participants 2nd workshop: 3 hours and 46 participants 3 <sup>rd</sup> workshop: 3 hours and 43 participants 4 <sup>th</sup> workshop: 2.5 hours and 45 participants 5 <sup>th</sup> workshop: 2.5 hours and 55 participants 6 <sup>th</sup> workshop: 2.5 hours and 55 participants 7 <sup>th</sup> workshop: 2.25 hours and 43 participants 8 <sup>th</sup> workshop: 2 hours and 46 participants	The reason for the fall short in number of participants in workshops is that there were people who had registered yet did not show up at the end, especially for the days with poor weather. We had enhanced promotions and sent more reminders to people who had registered for the workshops in order to improve the attendance rate.
e)	Two Hong Kong Pavilions	40 Companies  2 pavilions (20 participating companies and 1	23 Companies  1 <sup>st</sup> pavilion: 7 participating	We had started recruiting Hong Kong companies to be exhibitors of our Hong Kong Pavilion in Chengdu five months before the expo. Yet, the result and process of recruitment were far

		opening ceremony each)	companies and 1 opening ceremony  2 <sup>nd</sup> pavilion: 16 participating companies and 1 opening ceremony	behind our expectation, hindering us from finalizing the total size of exhibiting area and design of the pavilion. We had tried to encourage the participation of Hong Kong food companies through various methods continuously, like using our own database, network of our supporting organizations, cold calling and meeting with companies' representatives in different trade fairs related to the food industry in Hong Kong. Despite the effort we had made in promoting the activities, the applications received up were only 7 booths. Most of the companies rejected due to the following reasons though they showed interest in our expo: (1) Lack of manpower before the Chinese New Year (2) Resources are fully occupied by other local trade fairs at the end of the year (3) Difficulty in custom clearance of food which are produced in Hong Kong (4) Economic recession in second half year of 2015
f)	Four Promotional activities	4 promotional activities for each Hong Kong Pavilion (40-50 participants each)  4 promotional activities x 2 Hong Kong Pavilion = 8 promotional activities (sessions)	11 Sessions 1 <sup>st</sup> session: 83 participants 2 <sup>nd</sup> session: 96 participants 3 <sup>rd</sup> session: 122 participants 4 <sup>th</sup> session: 110 participants 5 <sup>th</sup> session: 77 participants 6 <sup>th</sup> session: 121 participants 7 <sup>th</sup> session: 64 participants 8 <sup>th</sup> session: 85 participants 9 <sup>th</sup> session: 80 participants 10 <sup>th</sup> session: 65 participants 11 <sup>th</sup> session: 88 participants	In view of the overwhelming response from the visitors, we organized 1 more promotional activity at Hong Kong Pavilion for the 20 <sup>th</sup> Chinese New Year Shopping Festival and International Food with Home Fashion; and 2 more promotional activities at Hong Kong Pavilion for the Guangzhou International Food & Ingredient Fair.  There was no extra cost of organizing extra 3 promotional activities.
g)	E-Case Book	1	1	<a href="http://www.hkfoodbrands.com/?page_id=58&amp;lang=zh_HK">http://www.hkfoodbrands.com/?page_id=58&amp;lang=zh_HK</a>
h)	Project Website	1	1	<a href="http://www.hkfoodbrands.com">http://www.hkfoodbrands.com</a>

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

(Please list out in table format if necessary.)

Based on the project deliverables, following status achieved from 1 February 2015 to 31 July 2016:

**One Project Committee**

A project committee successfully formed by The Hong Kong Food Council Limited (HKFC)'s representatives, brand experts and scholars on 5 May, 2015.

Committee's Name	Representing Organisation	Duties
Kenneth Chan	The Hong Kong Food Council Limited	Supervise the progress of the project and give advice on the selection of exhibitors and topics of sharing sessions and training workshops, etc.
Ronald Lau		
Philip Choi		
Wilson Wu		
Charles Lam		
Sam Fu		
Tammy Lam	Lion Globe	
Dr Leslie Wong	Wong Wing Kee Preserved Fruits Factory	
Dr Allen Ho	Lee Kam Kee	
Dr Trevor Ng	Pat Chun International Limited	
Dr Justina Yung	The Hong Kong Polytechnic University	
Charles Ng	Maxi Communications Limited	

**One Video**

A promotional video (6 minutes 13 seconds: <https://www.youtube.com/watch?v=0sc2POSrr38&list=PL7ezFPxeoc-aMzkt5vdx6Sa7uUgsbFgY>) to promote the collective image of "Hong Kong food brand" was completed in November 2015. Completed video in Cantonese and with Putonghua dubbing has been uploaded on online platform like YouTube, Facebook and the project website for public visit since December 2015.

**Four Knowledge-Sharing Sessions**

4 Knowledge sharing sessions were arranged, with a total of 198 participants attended. (Please refer to our questionnaire summary) Details of the sharing sessions are as below:

**Four Knowledge-Sharing Sessions**

Date/ Duration	Venue	Speaker and Topic	
<b>Knowledge-Sharing Session (1)</b>			
<b>Hop Hing Oil Group Limited &amp; Tsit Wing Coffee Co., Ltd</b>			
30/10/2015 14:30 - 17:00	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Mr Rowland Li, General Sales Manager of Panyu Hop Hing Oils & Fats Co., Limited - Hop Hing Oil Group Limited : Marketing Channels & Promotional Strategies for Hong Kong Food Industry to Develop the Mainland market  2) Mr Chris Hui, Group Marketing and Sales Director of Group Food Service Business Unit, Tsit Wing Coffee Co., Ltd - Tsit Wing Coffee Co., Ltd : The Importance of Supply Chain Management to Food, Drink & Catering	45
<b>Knowledge-Sharing Session (2)</b>			
<b>Wong Wing Kee Preserved Fruit Fty Ltd &amp; China Post Cross Border e-Commerce Limited</b>			
20/11/2015 14:30 - 17:00	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Dr. Leslie Wong, Managing Director of Wong Wing Kee Preserved Fruit Fty Ltd - Wong Wing Kee Preserved Fruit Fty Ltd : Sustainable Business Development of Centennial Brand – Trademark Registration, Protection & Product Innovation  2) Mr Billy Chan, CEO of China Post Cross Border e-Commerce Limited - Cross-border Trade (CBT) and Strategies for Hong Kong Food Industry to Develop the Mainland market	47

<b>Knowledge-Sharing Session (3)</b> <b>Lee Kum Kee &amp; Kiu Fung Hong Limited (EDO Pack)</b>			
30/6/2016 14:30 - 17:30	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Mr. Dodie Hung, Executive Vice President, Corporate Affairs, Lee Kum Kee Sauce Group - A Century of Transformation and Innovation – The Story of Lee Kum Kee  2) Mr Ellis Wong, Chief Executive Officer of Kiu Fung Hong Limited - Kiu Fung Hong Limited (EDO Pack) – Brand Positioning Strategy	54
<b>Knowledge-Sharing Session (4)</b> <b>Hung Fook Tong &amp; Banana Leaf Holdings Ltd.</b>			
20/7/2016 14:30 - 17:00	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Mr. Donald Tse, Chairman and Executive Director, Hung Fook Tong Group Holdings Limited - Hung Fook Tong : Brand Revitalization – From Traditional Chinese Herbal Tea Shop to Modern Wellness Concept Food and Beverage Enterprise  2) Mr Anthony Cheung, Chief Executive Officer of Banana Leaf Holdings Ltd. - Banana Leaf Holdings Ltd. – Sharing on Franchise Operation	52

### 8 Training Workshops

8 training workshops were organized, with a total of 375 participants attended. (Please refer to our questionnaire summary). Details of the training workshops are as below:

### 8 Training Workshops

Date /Duration	Venue	Speaker and Topic	No. of participants
<b>Training Workshop(1)</b> <b>Entering China Market via Online Platform &amp; Tips for Booth Decoration in Mainland Exhibitions</b>			
13/5/2015 15:00 – 17:00	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Mr Billy Wong, Principal Economist (Greater China) of HKTDC - Consumption Pattern of Prepackaged Food in Mainland China  2) Mr Jeffrey Tsang, Project Manager of HKTDC Design Gallery (Online Shopping) - Sharing Session: HKTDC Design Gallery (Online Shopping)  3) Mr Ron Leung, Vice President of Industrial Designers Society of Hong Kong Ltd - Visual Marketing	42
<b>Training Workshop(2)</b> <b>Entering China Market via Online Platform &amp; Keys to Cross-border Trade (CBT)</b>			
29/5/2015 14:30 - 17:30	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Mr Wang Jianxing, Associate General Manager, Sales and Marketing Department of Shanghai Waigaoqiao International Trading Operation Center Co., Ltd. (ITOC) - Overview on Free Trade Zone (FTZ)  2) Mr Horace Mak, General Manager of FTZMALL - Overview on Cross Border Trading (CBT)  3) Mr Wu Peng, Associate General Manager, E-Commerce Development of Direct Imported Goods (D.I.G) - Case Study 1 : D.I.G  4) Mr Rowland Li, General Sales Manager of Panyu Hop Hing Oils & Fats Co., Limited - Case Study 2 : Hop Hing	46

<b>Training Workshop(3)</b>			
<b>Brand Building and Trademarks Registration in Hong Kong and Mainland China</b>			
30/6/2015	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	Mr Charles Ng, CEO and Creative Director of Maxi Communications Ltd (MCL) – Importance of Brand Building & Key of Trademark Registration in Hong Kong and Mainland China	43

<b>Training Workshop(4)</b>			
<b>Brand Building Strategy and Tax Management in Mainland China</b>			
31/7/2015	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Mr Charles Ng, CEO and Creative Director of Maxi Communications Ltd (MCL) - Brand Building Strategy 2) Mr Sam Fan, Partner of KPMG Advisory (China) Limited - Tax Management in Mainland China	45

<b>Training Workshop(5)</b>			
<b>Current Situation and Prospect of Local and China Food Market, CEPA and Customs Clearance</b>			
28/8/2015	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Dr Justina Yung, Research Fellow of China Business Centre of the Hong Kong Polytechnic University - Today's Hong Kong Food Industry and Development Prospect in Mainland Market 2) Ms Peggy Leung, Trade Officer (Factory Registration and Origin Certification Branch) of Trade and Industry Department (Systems Division) - Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) 3) Mr Jimmy Tsang, Managing Director of Price Foods Manufactory Limited - Import and Export Clearance	55

<b>Training Workshop(6)</b>			
<b>Food Regulations in Hong Kong and Import-export Commodity Inspection</b>			
8/10/2015	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Mr Y Tsang, Food Safety Specialist of CMA Testing and Certification Laboratories - Food Regulations in Hong Kong & Import Control of High Risk Food 2) Mr Andy Ko, Technical Director of China Dragon Inspection & Certification (H.K.) Ltd - Testing, Certification and Labeling Requirements for Exporting Hong Kong Food Products to Mainland China	55

<b>Training Workshop(7)</b>			
<b>Business Solutions by Hongkong Post for Global Marketing &amp; the Development of Food Logistics from Hong Kong to Mainland China</b>			
21/3/2016	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	1) Ms Winnie Fong, Senior Manager, Business Development Branch, Hongkong Post - Business Solutions by Hongkong Post for Global Marketing 2) Mr Ken Chung, Vice Chairman & Secretary General of The Chamber of Hong Kong Logistics Industry - The Development of Food Logistics from Hong Kong to Mainland China	43

<b>Training Workshop(8)</b>			
<b>Recent Market Outlook – Food Safety and Traceability &amp; B2B Export Ecommerce Business Tips</b>			
29/4/2016	Flat B, UG/F, Hop Hing Industrial Building, 704 Castle Peak Road, Kowloon, Hong Kong	Ms Heidi Ho, Principal Consultant of GS1 Hong Kong - Recent Market Outlook – Food Safety and Traceability  Mr. Tonny Tong, Senior Account Manager of Alibaba.com Hong Kong Limited - B2B Export E-commerce Business Tips	46

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### **Hong Kong (Food) Pavilion (1)**

Joined the 20th Chinese New Year Shopping Festival and International Food with Home Fashion Product Fair in Chengdu during 29 Jan to 4 Feb 2016 by setting up Hong Kong Pavilion with 7 exhibitors (Hong Kong food companies including 鴻福堂, 獅球嘜, 海の味貿易公司, 鈺好食品實業公司, 香港淮安田七有限公司, 嘉頓有限公司 and 香港卓爾食品公司) and 14 well-known Hong Kong food brands providing display items.

We had started recruiting Hong Kong companies to be exhibitors of our Hong Kong Pavilion in Chengdu five months before the expo. Yet, the result and process of recruitment were far behind our expectation, hindering us from finalizing the total size of exhibiting area and design of the pavilion. We had tried to encourage the participation of Hong Kong food companies through various methods continuously, like using our own database, network of our supporting organizations, cold calling and meeting with companies' representatives in different trade fairs related to the food industry in Hong Kong. Despite the effort we had made in promoting the activities, the applications received up were only 7 booths. Most of the companies rejected due to the following reasons though they showed interest in our expo:

- (1) Lack of manpower before the Chinese New Year
- (2) Resources are fully occupied by other local trade fairs at the end of the year
- (3) Difficulty in custom clearance of food which are produced in Hong Kong
- (4) Economic recession in second half year of 2015

The opening ceremony was held on 29 Jan, 2016 from 11AM to 12:20PM. Officiating guests of the ceremony included 香港食品委員會會長陳建年, 香港特區政府駐成都經濟貿易辦事處主任劉錦泉 and 四川新春(年貨)購物節組委會主任楊曉林.

Total 30,000 recycle bags were produced and 15,000 recycle bags were distributed to visitors as giveaways.

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### **Hong Kong (Food) Pavilion (2)**

Joined the Guangzhou International Food & Ingredient Fair (GIFMS) during 2 June to 5 June 2016 by setting up Hong Kong Pavilion with 16 exhibitors (Hong Kong food companies including 優質及健康食品中心, 香港卓爾食品公司, 東物商品有限公司, 萬福亞洲食品有限公司, 大德蘇記海味, 香港潤志實業發展公司, 獅球嘜, 施維諾酒業, 天冰有限公司, 正品企業有限公司, 華園食品(香港)有限公司, 皇廷食品有限公司, 天賦坊, 順達(香港)貿易公司, 海の味貿易公司, 大昌貿易行有限公司) and 17 well-known Hong Kong food brands providing display items. The result of recruiting exhibitors was far more satisfactory than Chengdu.

The opening ceremony was held on 2 June, 2016 from 11AM to 12:30PM. Officiating guests of the ceremony included The opening ceremony was held on 2 June, 2016 from 11AM to 12:30PM. Officiating guests of the ceremony included 香港食品委員會會長陳建年, 香港特別行政區政府駐粵經濟貿易辦事處主任鄧家禧 and 中國國際貿易促進委員會廣州市委員會副主任謝衛華.

Total 30,000 recycle bags were produced and 15,000 recycle bags were distributed to visitors as giveaways.

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## **Four Promotional activities(1)**

5 sessions of promotional activities (i.e. 2 cooking demonstrations and 3 Hong Kong style milk tea making demonstration) for the first fair in Chengdu completed between 29 January and 31 January 2016, around total 300 visitors involved.

### **Cooking Demonstration 1**

Date: 29 Jan, 2016

Time: 2PM – 3PM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Tsang Wai from Prince Foods Manufactory Limited

Topic: Cooking Demonstration of Chinese New Year Food

Number of participants: 83

### **Cooking Demonstration 2**

Date: 30 Jan, 2016

Time: 12:00PM – 1:00PM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Tsang Wai from Prince Foods Manufactory Limited

Topic: Cooking Demonstration of Chinese New Year Food

Number of participants: 96

### **Hong Kong Style Milk Tea Making Demonstration 1**

Date: 30 Jan, 2016

Time: 2:30PM – 3:00PM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Golden Ching from Gee Hoo Food Development Enterprise Co.

Topic: Hong Kong Style Milk Tea Making Demonstration

Number of participants: 122

### **Hong Kong Style Milk Tea Making Demonstration 2**

Date: 31 Jan, 2016

Time: 10:30AM – 11:00AM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Golden Ching from Gee Hoo Food Development Enterprise Co.

Topic: Hong Kong Style Milk Tea Making Demonstration

Number of participants: 110

### **Hong Kong Style Milk Tea Making Demonstration 3**

Date: 31 Jan, 2016

Time: 2:30PM – 3:00PM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Golden Ching from Gee Hoo Food Development Enterprise Co.

Topic: Hong Kong Style Milk Tea Making Demonstration

Number of participants: 77

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## Four Promotional activities(2)

6 sessions of promotional activities (i.e. 5 cooking demonstrations and 1 Hong Kong style egg waffle tasting session) for the second fair in Guangzhou completed between 2 June and 4 June 2016, total 200 visitors involved.

### Hong Kong Style Egg Waffle Tasting Session

Date: 3 Jun, 2016

Time: 3:00PM – 4:00PM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Staff from Hong Kong Food Council

Topic: Hong Kong Style Egg Waffle Tasting

Number of participants: 121

### Cooking Demonstration 1

Date: 2 Jun, 2016

Time: 11:30AM-12:00

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Jacky Yu from 囍宴 廚·藝, Mr Tsang Wai from Prince Foods Manufactory Limited and Mr

Gabriel Choy from Happy Hour

Topic: 香港特色小食

Number of participants: 64

### Cooking Demonstration 2

Date: 2 Jun, 2016

Time: 3:00PM – 4:00PM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Jacky Yu from 囍宴 廚·藝

Topic: 香港懷舊新煮意之金不換荔枝菠蘿火鴨紅咖哩

Number of participants: 85

### Cooking Demonstration 3

Date: 3 Jun, 2016

Time: 11:00AM-12:00PM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Tsang Wai from Prince Foods Manufactory Limited

Topic: 香港懷舊新煮意之首創榴槤咖哩

Number of participants: 80

### Cooking Demonstration 4

Date: 4 Jun, 2016

Time: 11:00AM-12:00PM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Tsang Wai from Prince Foods Manufactory Limited

Topic: 香港懷舊新煮意之榴槤涼瓜排骨湯

Number of participants: 65

### Cooking Demonstration 5

Date: 4 Jun, 2016

Time: 2:00PM-3:00PM

Venue: Performance stage of Hong Kong Pavilion

Demonstrator: Mr Gabriel Choy from Happy Hour

Topic: 香港懷舊新煮意之變奏奶茶紅豆冰

Number of participants: 88

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**E-Case Book**

Electronic casebook completed in July 2016.

Content of e-case book mainly includes congratulatory messages from collaborating organizations, project introduction, project timeline, content summary of sharing sessions and training workshops, review of the Hong Kong Pavilion in 20<sup>th</sup> Chinese New Year Shopping Festival and International Food with Home Fashion Product Fair in Chengdu and Hong Kong Pavilion in Guangzhou International Food & Ingredient Fair.

The e-case book can be downloaded at [http://www.hkfoodbrands.com/?page\\_id=58&lang=zh\\_HK](http://www.hkfoodbrands.com/?page_id=58&lang=zh_HK)

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**Project Website**

An official website for this project, which includes project introduction, timetable, information on workshops and trade fairs, as well as online enquiry form. Workshops' contents and photos were uploaded regularly for review. Website was launched on 8 July, 2015 and there were 8261 page views from 31 July 2015 to 31 July 2016.

Website URL: <http://www.hkfoodbrands.com>

(According to Google Analytics - Website Statistic Result estimated figure as attached)

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## **Marketing**

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### **Collaborating organization**

Invitations and registration forms for training workshops were sent by mass mailing. This sending list was generated from Hong Kong Food Council and collaborating organizations with more than 5000 database. There are over 5000 receivers.

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### **Search engine launch: Keyword search**

Search engine optimization (SEO) had been started since 31 July 2015. Sitemap and SEO pack plug-in was applied to the project website. Through searching Hong Kong brand effect or related keywords, the project website link was listed out and interested viewers were directed to the website to learn and obtain project information. Reports with suggestions on renewal of keywords were received every month.

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### **Electronic direct marketing (EDMs)**

Tailor made EDMs were sent to introduce the 5<sup>th</sup> – 8<sup>th</sup> training workshop, 4 knowledge sharing sessions and the 2 Hong Kong pavilions, linked with online registration system. This sending list was generated from Hong Kong Food Council and the collaborating organizations with more than 5000 database. There are over 5000 receivers.

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### **Promotion in HKTDC Food Expo and Tea Fair**

In order to promote the upcoming workshops and Hong Kong Pavilion, a promotional activity was carried out in HKTDC Food Expo and Tea Fair.

- Posters for the project were shown at HKFC booths in Food Expo (3/F) and Tea Fair (5/F)
- 200 leaflets for project and 5<sup>th</sup> workshops were distributed during the show period
- Got new contacts from exhibitors for future EDM promotions

Public visitors: > 470,000

Exhibitors from food Industry: >1,200

(According to HKTDC – Media Room estimated figure as attached)

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Update in website and online advertisement has been launched in July to promote the e-book and project website

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### **Advertisements in Hong Kong Pavilion**

8 hanging banner advertisements were produced for Hong Kong Pavilion at the 20<sup>th</sup> Chinese New Year Shopping Festival and International Food with Home Fashion Product Fair in Chengdu and 1 hanging banner advertisement was produced for Hong Kong Pavilion at the Guangzhou International Food & Ingredient Fair.

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### **Media Release**

Media release was produced for the 20<sup>th</sup> Chinese New Year Shopping Festival and International Food with Home Fashion Product Fair in Chengdu and issued on 29 Jan, 2016 through Hong Kong Food Council's database and e-mailing list.

Media release was produced for the Guangzhou International Food & Ingredient Fair and issued on 12 May, 2016 through Hong Kong Food Council's database and e-mailing list.

### 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) Project Manager and Project Assistant on board	15/2/2015	1/3/2015	D
(b) Form a project committee	1/3/2015	5/5/2015	D
(c) Design and launch a website	30/4/2015	31/7/2015	D
(d) Produce a video for promotion of “Hong Kong food brand”	31/7/2015	30/11/2015	D
(e) Organise 4 knowledge-sharing sessions	31/7/2016		C
(f) Organise 8 training workshops	31/7/2016		C
(g) Recruit individual Hong Kong companies and set up Hong Kong Pavilion at the “Chinese New Year Shopping Festival” in Chengdu in January 2016 and organise 2 promotional activities	29/2/2016		C
(h) Recruit individual Hong Kong companies and set up Hong Kong Pavilion at the “Guangzhou International Food & Ingredient Fair’ in Guangzhou in June 2016 and organise 2 promotional activities	30/6/2016		C
(i) Maintain and update the website	31/7/2016		C
(j) Produce an e-version of the case book for the project	31/7/2016		C

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

N/A

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