

**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 14 3 004  
Project title : Assisting Hong Kong Brands to Explore Northern  
Mainland Market through Organising “Tianjin Hong  
Kong Brand Festival” Serial Activities  
Period covered : From 01/03/15 to 29/02/16  
(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)

While Hong Kong brands are extending their footprints in the Mainland market from South China to the North and from the coastal East to inland regions, the importance of North China as a focal point of domestic sales has been renewed and even elevated with the unfolding of the national strategy for promoting the collaborative development of Beijing, Tianjin and Hebei Province.

In line with Hong Kong industries' recent developments in the Mainland market, this Project stages a large-scale brand promotional campaign supplemented by a bevy of brand research and training programmes, with a focus on Tianjin Municipality, the primary logistic hub and economic epicentre of North China. Under the banner of "Tianjin Hong Kong Brand Festival" (the Festival), it aims to enhance the collective image and market influences of Hong Kong brands, and help Hong Kong enterprises to better understand the market environment and to explore business opportunities in North China particularly Beijing-Tianjin-Hebei Economic Circle.

The Project features a series of diversified activities that tie in with the current needs of Hong Kong enterprises. Its mainstay is a product gallery set up at the "2015 Hong Kong Trendy Products Expo, Tianjin" (the expo) to showcase the latest developments of Hong Kong brands, centering on a specially-designed thematic zone, which, accompanied by a line-up of stage performances and entertainment programmes with distinctive "Hong Kong flavours", culminates in an innovative experience-based approach to promoting the core values of Hong Kong's brand culture. Meanwhile, several focus group discussions, respectively targeting at local distributors and consumers, were held in Tianjin and the adjacent Hebei Province, in an attempt to look into the consumption behaviours and preferences of North China consumers and to explore the effective strategies for market entry and brand promotion; and interactive sessions were introduced to allow Hong Kong brand operators to exchange views with the interviewees. Besides, a host of publicity activities were rolled out in Tianjin and Hong Kong as well; whereas a training workshop and an experience sharing seminar with emphasis on internet promotion techniques, branding strategies and domestic sales practices were organised in Hong Kong respectively, with an eye to providing the industries with insightful and enlightening first-hand intelligences on the market of Tianjin and North China.

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

- To promote the collective image and the core values of Hong Kong brands;
- To assist Hong Kong brands to further develop domestic sales by capitalising on the strategic position of North China and the opportunities arising from the region especially Beijing-Tianjin-Hebei Economic Circle ;
- To advance Hong Kong enterprises' understanding of business environment, consumers' behaviours and distributing channels of North China market;
- To enhance Hong Kong brands operators' skills in formulating effective marketing, e-commerce and branding strategies for domestic sales.

### Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Brand Development Council Company Limited

Collaborating Organisation(s) : The Chinese Manufacturers' Association of Hong Kong

Implementation Agent(s) : CMA Exhibition Services Limited

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator :	Hilson Yan	Hong Kong Brand Development Council	2542 8631
Deputy Project Co-ordinator :	Carol Pang	CMA Exhibition Services Limited	2542 8683

**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	1 March 2015	29 February 2016	12 months
Revised (if applicable)			

## 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)	Showcase Gallery	40 to 50 Hong Kong brands	89 Hong Kong Brands	
b)	Thematic Zone	8 to 12 Hong Kong brands	27 Hong Kong Brands	
c)	Performances and Entertaining Programmes	6 topical performances	6 topical performances (repeated for 2-5 times, a total of 17 shows were put up)	
d)	Training Workshop	30 to 60 Hong Kong brand operators	42 Hong Kong brand operators	
e)	Distributor Panel Discussion in Tianjin	7 to 10 Hong Kong brand operators and companies	20 Hong Kong brand operators and companies	
f)	Consumer Focus Group Discussion in Tianjin	7 to 10 Hong Kong brand operators and companies	14 Hong Kong brand operators and companies	
g)	Experience Sharing Seminar	50 to 80 Hong Kong brand operators	64 Hong Kong brand operators	
h)	Publicity Campaign in Hong Kong	/	/	
i)	Publicity in Tianjin	/	/	
j)	Promotional Materials	/	/	
k)	On-line Promotion	/	/	

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

(Please list out in table format if necessary.)

### **1. Showcase Gallery**

89 Hong Kong product brands joined the showcase gallery namely “‘Lovely · Loving Hong Kong’ Brand Frontline” at the “2015 Hong Kong Trendy Products Expo, Tianjin” at Tianjin Meijiang Convention and Exhibition Center from 19<sup>th</sup> to 23<sup>rd</sup> June 2015. The “Brand Frontline” featured over 230 product items under 89 brands from eight consumer product categories. Among the participants, 11 brands were from fashion & accessories industries, 8 from watches, 7 from fine living, 11 from home appliances and electronic products, 19 from food industry, 8 from beauty products, 13 from household products and 12 from Chinese medicine & healthcare products.

The gallery successfully attracted over 300,000 visitors during the 5-day exhibition.

### **2. Thematic Zone**

A specially-designed thematic zone was established at the centre of the brand showcase area of the Tianjin Expo, under the banner of “‘Deary · Loving Children’ Hong Kong Brand Garden”. By employing a “happy playground” setting with strong visual impacts, the “Brand Garden” featured 27 “affectionate” Hong Kong brands that are devoted to bringing health, fun and enlightenment to children through high-quality, creative and caring products or services. It brought multi-layer experience for audience, while illustrating the intriguing emotional value of Hong Kong brands.

The brand stories of the exhibits were compiled into a child-rearing guidebook namely “Mum Bao’s Diary”, written by a virtual rookie Hong Kong mother “Mother Bao” based on her exciting experience. This informative and heart-warming booklet tells readers how typical Hong Kong mothers have a good time with their beloved babies with the aid of caring and capable Hong Kong brands.

### **3. Performances and Entertaining Programmes**

6 topical performances with distinctive “Hong Kong flavours” and entertaining programmes echoing with the subject of the thematic zone were lined up at the venue of Showcase Gallery during 5-day exhibition to promote selected industries and product or service categories that are representative of Hong Kong’s brand development, and to enhance the attractiveness of the Gallery through interaction with the visitors. Each of the 6 topical performances were organised repeatedly for 2 to 5 times and a total of 17 shows were put up.

### **4. Training Workshop**

A one-day training workshop under the banner of “Exploring Domestic Sales and Online Marketing in North China Market” (「拓展華北內銷市場及電子營銷實務工作坊」) was organised on 15<sup>th</sup> May 2015 at CMA Conference Hall and 42 (out of 100 enrolments) Hong Kong brand operators attended the workshop.

Scholars were invited to speak on business practices of North China market and online marketing in Mainland China:

- Dr. Sherriff Luk, Director of PolyU Brand Strategy and Innovation Center, analysed the business environment of Tianjin and Northern China.
- Ms. Sherry Zhou, Digital Business Designer & Consultant and Ms. Sherry Liu, General Manager of Brand Innovation Research & Service Center of Shanwentou Group, shared with the audience on the knowledge related to brand building, online marketing and development of domestic market.

### **5. Distributor Panel Discussions**

Two “Distributor Panel Discussions” were conducted in Baoding city of Hebei Province at Power Valley International Hotel and Tianjin at Tianjin Meijiang Convention and Exhibition Center on 16<sup>th</sup> June and 19<sup>th</sup> June 2015 respectively, with the presence of 21 North China distributor panellists in total. The 2<sup>nd</sup> Distributor Panel Discussion in Tianjin included an interactive session at which 20 (out of 38 enrolments) Hong Kong brand operators joined the discussion.

### **6. Consumer Focus Group Discussions**

Three “Consumer Focus Group Discussions” were conducted in Baoding city of Hebei Province at Power Valley International Hotel and Tianjin at Tianjin Meijiang Convention and Exhibition Center on 15<sup>th</sup> June and 20<sup>th</sup> June 2015 respectively, with the presence of 12 Baoding citizens and 24 Tianjin citizens. The 3<sup>rd</sup> Consumer Focus Group Discussion in Tianjin included an interactive session whereby 14 (out of 28 enrolments) Hong Kong brand operators joined the discussion.

## 7. Experience Sharing Seminar

A 3-hour experience sharing seminar was organised under the banner of “Hong Kong Brands @Beijing-Tianjin-Hebei Economic Circle” (「品牌內銷：北望『京津冀』研討會」) on 18<sup>th</sup> September 2015 at CMA Conference Hall and a total of 64 (out of 160 enrolments) Hong Kong brand operators took part in the seminar.

Scholars and industry experts were invited to share their views and experience; including:

- Dr. David Pun, Principal Consultant of AcuVisions Consultancy Ltd., gave advice on how to leverage on China’s Free Trade Zone Policy to develop domestic sales.
- Mr. Tseuk Yan On, Chief Operating Officer of Diamond Joy Group, shared his experience of the Brand “Kingkow” in exploring Mainland’s domestic market.
- Dr. Sherriff Luk, Director of PolyU Brand Strategy and Innovation Center, announced research result on Tianjin and North China’s consumer purchasing behavior and consumption pattern and illustrated on how Hong Kong’s brands prepare for exploring North China market.

## 8. Publicity Campaign in Hong Kong

The media briefing on “Tianjin Hong Kong Brand Festival” was held on 26<sup>th</sup> March 2015 with the presence of 14 reporters and representatives of media.

A phased advertising campaign was rolled out on trade-related local newspapers and magazine, including “Hong Kong Entrepreneurs”, “am730”, “Hong Kong Economic Times”, “Metro Daily”, “Oriental Daily” and “Sing Tao Daily”.

## 9. Publicity in Tianjin

Advertisements were placed on Mainland’s newspapers and radio including “今晚報”, “每日新報”, “城市快報” and “天津交通廣播FM106.8”. A series of advertisements were placed on/via radio, newspapers, SMS, website, buses, LED at 3 hotspots in Tianjin, billboards and buntings at the venue of the Tianjin Expo; and media interviews by “北方網”, “今晚報”, “每日新報”, “城市快報” and “天津廣播電視台”.

## 10. Promotional Materials

A set of promotional materials, including 40,000 leaflets of Showcase Gallery, 40,000 booklets of Thematic Zone and 1,500 brochures of the gallery exhibitors as well as 10,000 recycle bags and 10,000 promotional pens were distributed to citizens at selected hotspots in Tianjin, as well as to visitors, buyers and participants of Showcase Gallery, Thematic Zone, Distributor Panel Discussions, Consumer Focus Group Discussions and “2015 Hong Kong Trendy Products Expo, Tianjin” to promote Tianjin Hong Kong Brand Festival.

## 11. On-line Promotion

The project web pages were designed under the existing websites of the HKBDC and web banners were placed in the websites of HKBPE and CMA. Information and activities of the project had been updated on the web pages and “Study on the Market Environment and Consumers’ Purchasing Behavior of Beijing-Tianjin-Hebei Economic Circle” was duly uploaded for Hong Kong enterprise’s easy and free download for reference.

## 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)	Formulation of selection guidelines and steering committee; media briefing; website set-up and update	14/05/2015		C
(b)	Conceptual design for the thematic zone; recruitment of participating companies of the showcase gallery and thematic zone	14/05/2015		C
(c)	Preparation for the design and decoration of the showcase gallery, thematic zone and performance stage	14/05/2015		C

(d)	Formulation and the launch of the publicity campaign phase by phase	29/02/2016	C
(e)	Screening of participants and collection of products/information for showcase gallery and thematic zone	18/06/2015	C
(f)	Preparation for the stage performance programmes	18/06/2015	C
(g)	Recruitment of participating companies of training workshop	29/05/2015	C
(h)	Delivery of training workshop	29/05/2015	C
(i)	Design and production of promotional material and souvenirs	18/06/2015	C
(j)	Recruitment of panellists and participating companies of the distributor and consumer focus groups	18/06/2015	C
(k)	Construction of the showcase gallery, thematic zone and performance stage	18/06/2015	C
(l)	5-day exhibition period of the showcase gallery and thematic zone; delivery of performance programmes; conduction of distributor and consumer focus groups discussions	23/06/2015	C
(m)	Preparation, recruitment of audience and delivery of experience sharing seminar	29/02/2016	C
(n)	Uploading of post-event activities recapture and research finding onto website	29/02/2016	C

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

The information of the project and electronic version of “Study on the Market Environment and Consumers’ Purchasing Behavior of Beijing-Tianjin-Hebei Economic Circle” are keeping beyond the project period and provide a convenient and effective avenue to disseminating knowledge, experience and updated market information of North China, freely accessible to Hong Kong enterprises as well.

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