

**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 15 3 007  
Project title : Assisting Hong Kong Enterprises to Explore  
Liaodong Peninsula and Adjacent Markets through  
Organising "Hong Kong Brand + Dalian" Serial  
Activities  
Period covered : From 16/03/2016 to 15/04/2017  
(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)

The Liaodong Peninsula is the foremost manufacturing cluster in North China and its coastal corridor, centering on the Dalian City, constitutes not only the gateway to Northeast market, but also the north wing of the Pan Bohai Economic Rim. Apart from a strategic geographic position and strong industrial foundation, the unfolding of national strategies like "Reviving Northeast Old Industrial Base", "Bohai Rim Region Cooperation Development Plan" and "One Road One Belt - Northeast New Silk Road" also helps to unleash the economic potential of Liaodong Peninsula; and such multiple advantages are bound to translate into immense opportunities for Hong Kong companies with an eye on the North China and Northeast Asia markets.

In line with Hong Kong brands' recent moves to expand business frontier nationwide, this Project stages a large-scale brand promotional campaign supplemented by a bevy of market research activities, with a focus on Dalian City, the primary commercial hub of Northeast China and China's "Pearl of the North". Under the banner of "Hong Kong Brand +" (also referred to as "'Dalian + Hong Kong Brand Festival' Serial Activities"), it aims to help Hong Kong enterprises to better understand the market environment and explore business opportunities in Liaodong Peninsula and the neighbouring regions, while enhancing the collective image and market influences of Hong Kong brands through an innovative experience-based approach.

The Project features a series of diversified activities that tie in with the current needs of Hong Kong enterprises. Its mainstay is a brand experience zone set up at the "2016 Hong Kong Trendy Products Expo, Dalian" (the Expo), which integrates large-scale brand and product showcases, interactive demonstration kiosks and a variety of performances programmes with distinctive "Hong Kong flavours", culminating in a multidimensional and dynamic "Experiencing Hong Kong, Experiencing Brands" ambience to highlight the innovative and trendy image as well as remarkable emotional values of Hong Kong brands.

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

- To promote the innovative trendy image and emotional values of Hong Kong brands;
- To assist Hong Kong brands to further develop domestic sales by capitalizing on the strategic position of Liaodong Peninsula and the market opportunities arising from the adjacent regions;
- To advance Hong Kong enterprises' understanding of the Mainland market, with focus on the business environment, consumers' preferences, distribution channel, as well as the related regional development policies of Liaodong Peninsula and adjacent regions;
- To enhance Hong Kong brands operators' skills in formulating effective marketing 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	16 March 2016	15 April 2017	13 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	One showcase gallery (about 1,000 sqm including Interactive Experience Camp) to display 120 product items from 45 to 50 Hong Kong Brands	One showcase gallery (at 1,000 sqm including Interactive Experience Camp) to display 367 product items from 111 Hong Kong Brands, from 8 consumer product categories	N/A
b)	Interactive Experience Camp	One Interactive Experience Camp with 4-5 featured demonstration kiosks operated by 4 to 5 Hong Kong Brands	One Interactive Experience Camp with 5 featured demonstration kiosks operated by 5 Hong Kong Brands: 1. PhotoBOOTH 瘋狂拍照館by 映物誌 2. 粘土DIY美工 勞作by 卡樂淘 3. 分子料理「鮮」 嘗試by 品味香江 4. 港式婚禮拍拍 樂真人秀by 歐惠芳婚禮顧問 5. 「夢『裳』成真」 皮草小飾物制作坊by Della Verna	N/A
c)	Performances and Entertaining Programmes	At least 6 topical performances (a 300 sqm performance stage) including catwalk show, educational toys playgroup and demonstration of Hong Kong milk tea culture	7 topical performances (a 300 sqm performance stage) including model catwalk shows, brewing of Hong Kong-style milk tea, demonstration of molecular cuisine, innovative floral art, rope skipping, image makeover and Hong Kong-style wedding (each repeated for 2 to 4 times with a total of 16 shows), and	N/A

			<p>WeChat interactive games (total 8 rounds):</p> <ol style="list-style-type: none"> <li>1. CMM形象大變身by蒙妮坦學院 (2 shows)</li> <li>2. 分子料理製作示範by品味香江 (2 shows)</li> <li>3. 花式跳繩表演by香港花式跳學社 (2 shows)</li> <li>4. 創新插花藝術by Ambassador大使花禮 (2 shows)</li> <li>5. 香港「金茶王」港式奶茶沖泡示範 by 香港咖啡紅茶協會 (2 shows)</li> <li>6. 港式婚禮：中西儀式大對碰by歐惠芳婚禮顧問 (2 shows)</li> <li>7. 香港品牌大匯演 (4 shows)</li> <li>8. 品牌節微信互動有獎遊戲 (8 rounds)</li> </ol>	
d)	Business Study Tour	A half day (4 hours) business study tour with 10 to 20 Hong Kong brand operators	A half day (4 hours) business study tour with 25 (out of 45 enrolments) Hong Kong brand operators from 18 companies	N/A
e)	In-depth Interviews with Mainland Distributors	8 to 10 distributors with focus on Dalian and the adjacent region	10 distributors with focus on Dalian, Jinzhou, Dandong and Shenyang	N/A
f)	Case Studies on Hong Kong Brands	3 Hong Kong brand operators	3 cases studied: 1. 周大福 2. EDO PACK 3. malimarihome	N/A
g)	Experience Sharing Seminar	A 2-hour concluding seminar with 50 to 80 Hong Kong brand operators	A 3-hour concluding seminar with 71 (out of 158 enrolments) Hong Kong brand operators	N/A
h)	Publicity Campaign in Hong Kong	A media briefing and trade-related local newspaper and magazines	A media briefing with the presence of 13 reporters and representatives of media. Advertisements were placed at trade-related local newspapers, including “Hong Kong Economic Times”, “Oriental Daily” and “AM730”	N/A
i)	Publicity in Dalian	- A series of advertisements at on-line/mobile marketing facilities (e.g. search engines, popular information	A series of advertisements on/via radios (“大連都市汽車廣播FM99.1”, “大連交通廣播	N/A

		<p>portal/websites, and mobile SMS), newspapers, and selected outdoor media</p> <ul style="list-style-type: none"> <li>- Social media (e.g. “Weibo” (微博) blogger recommendation and WeChat (微信) news feed), a Wechat interaction campaign</li> <li>- QR code for the Festival/Gallery <ul style="list-style-type: none"> <li>- Billboard, buntings and other promotional vehicles in the venue of the Expo</li> </ul> </li> </ul> <p>A kick-off ceremony</p>	<p>FM100.08”), newspapers (“半島晨報”, “大連晚報”), website (“大連天健網”), “騰訊”, Baidu display network, buses and taxis advertisements, posters at residential and commercial buildings, LED at 2 hotspots in Dalian, billboards and buntings at the venue of the Dalian Expo; and media interviews by “大連新聞廣播 FM103.3”, “大連晚報”, “大連日報”, “中國經濟網”, “央廣網”, “中國新聞網”, “海力網”, “天健網” and “大連電視台”</p> <ul style="list-style-type: none"> <li>- Social media including news feeds/ recommendations from 9 KOLs (Key Opinion Leaders) on Weibo and WeChat respectively <ul style="list-style-type: none"> <li>- An official WeChat account of “Hong Kong Brand Festival” was launched and a project WeChat QR code was generated</li> </ul> </li> </ul> <p>A kick-off ceremony at the Expo venue were held.</p>	
j)	Promotional Materials	Production of invitational letters, leaflet, brochure and souvenirs	20,000 sets of leaflet (Showcase Gallery and Interactive Experience Camp) and 1,500 brochures of the gallery exhibitors as well as 8,000 recycle bags and 5,000 promotional gifts	N/A
k)	On-line Promotion	Production of one project official website and e-invitations	An official project website was launched and web banners were placed in the websites of HKBDC, HKBPE and CMA. The research report “Tapping the Market Potential of Liaodong Peninsula: Local Distributors’ Perspective and Tips for Hong Kong Brands” was duly uploaded. E-invitations for promoting various activities were sent.	N/A

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

(Please list out in table format if necessary.)

### **1. Showcase Gallery**

111 Hong Kong product brands were displayed at the showcase gallery namely “‘Hong Kong Brand + Dynamic Lifestyle’ Experience Zone” (「香港品牌+」動感生活體驗區) set up in the “2016 Hong Kong Trendy Products Expo, Dalian”, which was held at Dalian World Expo Center from 26<sup>th</sup> to 29<sup>th</sup> August 2016. The “Brand Frontline” featured around 300 product items under 111 brands from eight consumer product categories. Among the participants, 13 brands were from fashion & accessories industries, 9 from watches, 10 from fine living, 10 from home appliances and electronic products, 27 from food industry, 9 from beauty products, 20 from household products and 13 from Chinese medicine & healthcare products.

The gallery successfully attracted over 200,000 visitors during the 4-day exhibition.

---

### **2. Interactive Experience Camp**

As a focal point of the brand experience area, the “‘Hong Kong Brand +’ Interactive Experience Camp” was set up at Dalian World Expo Center from 26<sup>th</sup> to 29<sup>th</sup> August 2016. It featured 5 demonstration kiosks and presented a variety of innovative and interactive activities to deliver unique consumer experience, including workshops of clay, fur accessories, molecular cuisine, photo-taking booth activity and the simulation of Hong Kong-style wedding ceremony.

---

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

A series of topical programmes with distinctive “Hong Kong flavours” were lined up at the Expo venue during 4-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.

The 7 topical performances, each organised repeatedly for 2 to 4 times, included model catwalk shows to display participating brands of the Zone, brewing of Hong Kong-style milk tea, demonstration of molecular cuisine, innovative floral art, rope skipping, image makeover and Hong Kong-style wedding. In addition, 8 rounds of WeChat interactive games were organised, resulting in a total of 24 shows put up during the 4-day exhibition.

---

### **4. Business Study Tour**

A half-day business study tour was organised on 26<sup>th</sup> August 2016 in Dalian, and 25 (out of 45 enrolments) Hong Kong brand operators visited Bangchuidao Food Group (棒棰島食品集團), a local brand with rich experience in domestic sales, and observed shopping malls under Dashang Group (大商集團). The tour helped the participants to have better understanding of local business environment and the distribution channels and have an opportunity to exchange views with local distributors on the strategies for market entry and brand promotion.

---

### **5. In-depth Interviews with Mainland Distributors**

10 representatives of the distributors with focus on Dalian, Jinzhou, Dandong and Shenyang were interviewed face-to-face. Interviewees shared their views on the regional market and gave their opinions on the effective strategies and tactics for developing retail business in the region. Major findings of the in-depth interviews with the distributors were documented as part of the research report released in December 2016.

---

### **6. Case Studies on Hong Kong Brands**

3 Hong Kong brands with exposure to the Liaodong or the neighbouring markets have been selected as the subjects of case study and face-to-face interviews. Gist of the case studies of Hong Kong brands were documented as part of the research report released in December 2016.

---

## 7. Experience Sharing Seminar

A 3-hour concluding seminar was organised under the banner of “Branding Up in the Northeast China Market” (「品牌內銷：東北起行」研討會) on 2<sup>nd</sup> December 2016 at CMA Conference Hall and a total of 71 (out of 158 enrolments) Hong Kong brand operators took part in the seminar.

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

- Prof Thomas Chan, Director of One Belt One Road Research Institute of Chu Hai College of Higher Education, analysed the opportunities brought to the Northeast China by the “Belt and Road Initiative”.
- Mr Harry Yeung, Senior Vice President of LKK Health Products Group Ltd, shared LKK’s entrepreneurial practices of building “Infinitus”, a Chinese medicine product brand, in the Mainland China.
- Mr Pau Kin Ho, Senior Manager of Executive Office of Mainland China Management Centre of Chow Tai Fook Jewellery Group Ltd, illustrated how CTF evolved to meet the changing consumer culture and market demand, based on the Brand’s experience in developing retailing network in Dalian City.
- Prof Sherriff Luk, Director of Brand Strategy and Innovation Center of the Hong Kong Polytechnic University, introduced gist of the research report namely “Tapping the Market Potential of Liaodong Peninsula: Local Distributors’ Perspective and Tips for Hong Kong Brands” published by the BDC, followed by some recommendations on the satieties for tapping into Liaodong Peninsula and adjacent markets.
- Dr Ellis Wong, Chief Executive Officer of Kiu Fung Hong Ltd, based on the success story of “EDO” and “巨浪大切”, shed light on the effective way to promote a brand across the border by leveraging the advantages of “Hong Kong Brand” and pooling together limited resources.

---

## 8. Publicity Campaign in Hong Kong

The media briefing on “Dalian + Hong Kong Brand Festival” was held on 20<sup>th</sup> April 2016 with the presence of 13 reporters and representatives of media, to notify the industries of the schedule and arrangements about the serial activities of the Project.

A phased advertising campaign was rolled out on trade-related local newspapers, including “Hong Kong Economic Times”, “Oriental Daily” and “AM730”, to encourage participation by Hong Kong brands.

---

## 9. Publicity in Dalian

A series of advertisements were placed on/via radios ( “大連都市汽車廣播 FM99.1”, “大連交通廣播 FM100.08” ), newspapers ( “半島晨報”, “大連晚報” ), website ( “大連天健網” ), “騰訊”, Baidu display network, buses and taxis advertisements, posters at residential and commercial buildings, LED at 2 hotspots in Dalian, billboards and buntings at the venue of the Dalian Expo; and media interviews by “大連新聞廣播 FM103.3”, “大連晚報”, “大連日報”, “中國經濟網”, “央廣網”, “中國新聞網”, “海力網”, “天健網” and “大連電視台” in Dalian to promote the “Dalian + Hong Kong Brand Festival”.

An array of communication activities were organised on selected social media that were popular among local citizens, including news feeds/recommendations from 9 KOLs (Key Opinion Leaders) on Weibo and WeChat respectively.

The official WeChat account of “Hong Kong Brand Festival” was launched to promote the serial events and published the events highlights. Project WeChat QR code was generated and placed on selected promotional materials, including printed and outdoor advertisements, brochure, leaflet and billboards, etc. Over 2,700 visitors had followed the Festival’s official WeChat account during the exhibition period. Various special gifts were distributed to the winners of “Lucky Roulette”(幸運大輪盤) and participants of “Happy Sharing”(開心分享), and nearly 5,000 people participated in the game of “Lucky Roulette” before and during exhibition in August 2016.

A ceremony was held at the Expo venue to announce the kick-off of the “Hong Kong Brand+” experience area.

---

## 10. Promotional Materials

A set of promotional materials, including 20,000 sets of leaflet (Showcase Gallery and Interactive Experience Camp) and 1,500 brochures of the gallery exhibitors as well as 8,000 recycle bags and 5,000 promotional gifts were distributed to citizens at selected hotspots in Dalian, as well as to visitors, buyers and participants of Showcase Gallery, Interactive Experience Camp, Business Study Tour and “2016 Hong Kong Trendy Products Expo, Dalian” to promote “Dalian + Hong Kong Brand Festival”.

---



## 11. On-line Promotion

The official project website (<https://www.hkbrand.org/tc/menu/120/festival/festivals-dalian/page/1>) was launched in March 2016 and web banners were placed in the websites of HKBDC, HKBPE and CMA. Information and activities of the project had been updated on the web pages and the research report “Tapping the Market Potential of Liaodong Peninsula: Local Distributors’ Perspective and Tips for Hong Kong Brands” 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	17/07/2016		C
(b) Conceptual design for the brand experience area; recruitment of participating companies of the showcase gallery and Interactive Experience Camp	17/07/2016		C
(c) Preparation for the design and decoration of the showcase gallery, Interactive Experience Camp and performance stage	25/08/2016		C
(d) Formulation and the launch of the publicity campaign phase by phase	15/04/2017		C
(e) Screening of participants and collection of products/information for showcase gallery and Interactive Experience Camp	25/08/2016		C
(f) Preparation for the stage performance programmes	25/08/2016		C

(g)	Design and production of promotional material and souvenirs	25/08/2016		C
(h)	Preparation for business study tour	25/08/2016		C
(i)	Preparation for in-depth interviews with Mainland distributors and case studies of Hong Kong brands	30/09/2016		C
(j)	Conduction of in-depth interviews with Mainland distributors and case studies of Hong Kong brands	30/09/2016	31/10/2016	D
(k)	Recruitment of participating companies of the business study tour	25/08/2016		C
(l)	Construction of the showcase gallery, Interactive Experience Camp and performance stage	25/08/2016		C
(m)	4-day exhibition period of the showcase gallery; delivery of Interactive Experience Camp, business study tour and performance programmes	29/08/2016		C
(n)	Preparation, recruitment of audience and delivery of experience sharing seminar	30/12/2016		C
(o)	Uploading of post-event activities recapture and research finding onto website	15/04/2017		C

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

The information of the project and electronic version of research report “Tapping the Market Potential of Liaodong Peninsula: Local Distributors’ Perspective and Tips for Hong Kong Brands” are freely accessible to Hong Kong enterprises which maintained at the website beyond the project period, provides a convenient and effective avenue to disseminating knowledge, experience and market information of Liaodong Peninsula and adjacent markets.

---