

**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 16 2 002
Project title : Promote “Made by Hong Kong” Toys as Safe Quality Toys
in the Mainland through Online & Offline Digital
Marketing
Period covered : From 16/1/2017 to 15/1/2019
(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 toy makers are known for producing safe and high-quality toys as they have been working on contract manufacturing with overseas toy brands/ licensed holders for years. Hong Kong toys manufacturers have actively participated in developing and keep on improving the international toy standards with U.S. Consumer Product Safety Commission and European Union. "Made by Hong Kong" toys are recognised as a quality brand.

Hong Kong toys manufacturers have focused on exporting market for over a decade. Facing the economic downturn of the US and the EU market, many toy industry players have considered developing domestic sales market in the Mainland since 2012. TMHK, HKTC and FHKI jointly organised a series of activities funded by BUD Fund to educate the industry players the overview of Mainland toy market and skill & technique in entering the market in 2012. Participants, especially management of toy companies found they have more clear directions on how to start domestic sales business and what to plan/ consider before entering the market. The project was mainly for education and encouraging purpose. It provided an effective and useful learning process for Hong Kong toy industry players.

According to TDC's research on "China's Toys Shoppers: A Purchasing Behaviour Survey" (Please refer to TDC's website for the executive summary of the report: <http://economists-pick-research.hktdc.com/business-news/article/Research-Articles/China-s-Toy-Shoppers-A-Purchasing-Behaviour-Survey-Executive-summary/rp/en/1/1X000000/1X09YQ1T.htm>) released in Aug 2014, Mainland parents pay more attention to the safety, quality and design in purchasing toys. These are the key strengths of Hong Kong toy makers. Moreover, China loosens its one-child policy, industry players are optimistic on the growing demand of toys in Mainland. However, the competition remains keen in toy market in the Mainland. The sales channels of Mainland toy market are diversified and complicated, Hong Kong toy industry players are difficult to identify suitable channels for their businesses and do not have enough budget to try every channels. Marketing and branding are essential in developing domestic sales, however, the promotion & marketing costs in the Mainland are huge, most of the Hong Kong SMEs cannot afford it.

Exploring the Mainland market is a long term process. In view of the success of last BUD project, in this 2nd BUD project for Hong Kong toy industry, we aim at providing a platform to:

1. Know the changing market & rules
 - Practical and in-depth trainings for Hong Kong toy industry players to review the essential skills in entering the market. Mission will be arranged to learn the toy market of Hangzhou and Shanghai.
2. Collaborate with potential partners and designers
 - Creative mindset distinguishes us from the competitors in the Mainland market. Creativity is also an important element of toys. Networking events with local and Mainland toy designers will be arranged to enhance the collaboration.
3. Promote our unique branding - "Made by Hong Kong" toys
 - Highlight safe quality image of Hong Kong toys through different digital marketing activities via online and offline channels - WeChat, exhibitions & showcases to Mainland buyers and consumers. An e-platform will be setup to promote Hong Kong toy brands.

Through this project, we hope to strengthen the image of "Made by Hong Kong" toy as "Safe Quality" toy to Mainland buyers and consumers.

Remarks: "Made by Hong Kong" toys refer to toys produced, designed or licensed by Hong Kong registered companies.

Project Objective(s) (in about 80 words)

To help Hong Kong toy manufacturers start their plans in entering domestic sales market in the Mainland via in-depth training workshops on essential requirements & procedures and study mission to learn the toy market in different Mainland cities:

To promote HK's toy brands towards Mainland buyers and consumers via online platform and publicity;

To showcase "Made by HK" toys in trade exhibitions, shopping malls/toy retail stores in the Mainland to educate consumers/ buyers on the advantages of HK toys;

To foster the collaborations among designers/ licensors and toy manufacturers through business networking events to enhance the collaboration in developing domestic market in the Mainland.

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)	1st training workshop: China Compulsory Certification (20 - 21 April 2017)	40 pax	43 pax	
b)	2nd training workshop: Domestic sales license (10 & 17 July 2017)	40 pax	41 pax	
c)	3rd training workshop: Toy product design (13,16,19 & 23 March 2018)	40 pax	65 pax	
d)	4th training workshop: E-commerce sales platform & technique (12, 19 June & 3, 4 July 2018)	40 pax	51 pax	
e)	5th training workshop: Mainland taxation (15 & 23 October 2018)	40 pax	95 pax	
f)	6th training workshop: Marketing & Branding (21 & 22 November 2018)	40 pax	57 pax	
g)	Mission to Hangzhou and Shanghai cum business matching events (16 - 20 October 2017)	30 pax	30 pax	
h)	1 st Toy x Design business networking event (13 March 2018)	50 pax	59 pax	
i)	2 nd Toy x Design business networking event (22 November 2018)	50 pax	59 pax	
j)	Online promotion campaign – “Made by HK” toy online directory	100 Hong Kong toy companies	106 Hong Kong toy companies	
k)	Online promotion campaign - WeChat	3,000 followers	4,942 followers	
l)	B2B promotion: Setup booths in Shanghai tradeshow (18 – 20 October 2017)	20 toys	108 toys	
m)	B2B promotion: Setup booths in Hong Kong tradeshow (8 – 11 January 2018)	20 toys	116 toys	
n)	B2C promotion: First “Made by HK” toy interactive display at department store (14 October 2017 – 8 July 2018)	50 toys	249 toys	
o)	B2C promotion: Second “Made by HK” toy interactive display at department store (18 April 2018 – 10 July 2018)	50 toys	341 toys	
p)	B2C promotion: First “Made by HK” toy interactive display at department store (12 September 2018 – 4 December 2018)	50 toys	353 toys	

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

(Please list out in table format if necessary.)

a) 1st training workshop: China Compulsory Certification (3C)**Date:** 20 - 21 April 2017**Time:** 9:30am – 5:00pm (total 12 hours)**Venue:** Conference Room, Federation of Hong Kong Industries

Total 3 trainers were selected to share about the application procedure, testing categories, factory inspection process, etc. of the 3C certification.

	Company	Name of trainer	Position	Presentation topic
1	Hong Kong Standard and Testing Centre	Benny Wong	Senior Technical Manager	- 玩具產品CCC認證流程及分類
2	Hong Kong Standard and Testing Centre (Dongguan)	Keson Liu	Manager	- 玩具CCC申請的準備及認證實例分享
3	China Quality Certification Center of Guangzhou	Rose Wang	Manager	- 中國玩具CCC認證詳解 - 工廠檢查要求解釋 - 玩具新標準體系介紹

Registration was opened to Hong Kong toys industry players free of charge. Total 43 participants attended the workshop. Publicity campaign was carried out for this workshop via various channels, including recruitment flyers, eDM, project website, FHKI website and Facebook. Highlights of the training workshop and useful materials were uploaded to FHKI website (www.industryhk.org/tc/event_detail.php?id=39174488) and project webpage ([www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para\[\]=387](http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para[]=387)) for public access.

b) 2nd training workshop: Domestic sales license**Date:** 10 and 17 July 2017**Time:** 9:30am – 5:00pm (total 12 hours)**Venue:** Conference Room, Federation of Hong Kong Industries

Total 6 trainers were selected to share their views on Mainland domestic sales market. Topics included the latest developments and consumption characteristics in China's toy market, issues regarding domestic sales license application and differences between Hong Kong's and China's toy market. They also advised on sales strategies for different companies based on their market positioning, strengths and weaknesses.

	Company	Name of trainer	Position	Presentation topic
1	Hong Kong Trade Development Council	Alice Tsang	Economist	- 中國玩具市場概況及消費特徵
2	King Bee Ltd	Gary Lau	Senior Manager	- 金比爾在中國市場
3	Yu Lee Company Ltd	Raymond Fung	Chairman	- 港商在國內零售的不同模式
4	GoldSAC Corporate Advisory Services	Edward Tsang	Senior Consultant	- 內銷証照辦理
5	Hong Kong 3C Manufacturer's Association	Samuel Ho	Honorary Chairman	- 認識自己，才進入中國市場！
6	Team Wise (Asia) Ltd	Jonathan Li	Managing Director	- 從中國商業個案洞悉品牌競爭力 - 中國市場和香港市場的差異

Registration was opened to Hong Kong toys industry players free of charge. Total 41 participants attended the workshop. Publicity campaign was carried out for this workshop via various channels, including recruitment flyers, eDM, project website, FHKI website and Facebook. Highlights of the training workshop and useful materials were uploaded to FHKI website (www.industryhk.org/tc/event_detail.php?id=90187586) and project webpage ([www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para\[\]=392](http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para[]=392)) for public access.

c) 3rd training workshop: Toy product design

Date: 13, 16, 19, 23 March 2018

Time: 1:30pm – 4:30pm (13 March 2018)
9:30am – 12:30am (16, 19, 23 March 2018)
(total 12 hours)

Venue: Conference Room, Federation of Hong Kong Industries

Total 8 trainers were selected to share their views on Toy product design. Topics included the relationship between IP, licensing and toy design, the preference of Mainland customers and how to utilise technology for toy design.

	Company	Name of trainer	Position	Presentation topic
1	M&C Toy Centre Limited	Gordon Chin	CEO	- 一樣的玩樂，不一樣的未來
2	SēmK Products Limited	Eddie Hui	Managing Director and CEO	- 如何利用創意工業，打做B.Duck的品牌皇國
3	K's Kids and	Karen Wong	Founder	- 中國大陸市場玩具發展趨勢 - 中國授權/自有產權玩具發展
4	Spin Master	Joey Ho	Senior Sales Director, Asia	- Mainland toy trend
5	Silverlit Toys Manufactory Limited	Yvonne Chau	EVP of Product Design Research	- Technology & Toy Design
6	Joy Aether Limited	Leo Lau	Co-founder	- From Offline to Online Toys - Imaginary plays become reality
7	LIMA China	Tani Wong	Managing Director	- 授權設計全接觸
8	FHKI Intellectual Property Centre	Liz Yip	Manager	- 產品外觀設計註冊與保護

Registration was opened to Hong Kong toys industry players free of charge. Total 65 participants attended the workshop. Publicity campaign was carried out for this workshop via various channels, including recruitment flyers, eDM, project website, FHKI website and Facebook. Highlights of the training workshop and useful materials were uploaded to FHKI website (https://www.industryhk.org/tc/event_detail.php?id=80229836) and project webpage ([http://www.bud.toyshk.org/?page=news&func=goDetails&lang=zh-hant¶\[\]=576](http://www.bud.toyshk.org/?page=news&func=goDetails&lang=zh-hant¶[]=576)) for public access.

d) 4th training workshop: E-commerce sales platform & technique

Date: 12, 19 June 2018

Time: 2:00pm – 5:00pm (12 June 2018)
2:00pm – 5:00pm (19 June 2018)
2:00pm – 5:00pm (3 July 2018)
9:30am – 12:30pm (4 July 2018)
(total 12 hours)

Venue: Conference Room, Federation of Hong Kong Industries

Total 3 trainers were selected to share their views on E-commerce sales platform & technique. Topics included setup of online store, promotion, logistic operation and future trend of e-commerce.

	Company	Name of trainer	Position	Remarks	Presentation topic
1	Embose	Yang Shaoming	CEO	Former Vice General Manager of Tmall Global & AliExpress at Alibaba Group	- 中國電商市場介紹 - 天貓店鋪申請、店鋪裝修和產品頁面設計 - 中國母嬰玩具電商的需求 - 大數據工具的使用
2	Embose	Justin Cheung	CSO		- 電商店鋪運營和活動 - 站內外推廣 - 物流支付和流程 - 跨境電商介紹
3	BeiBei Group	Li Wenyan	Procurement Director		- 貝貝集團的社群電商之路

Registration was opened to Hong Kong toys industry players free of charge. Total 51 participants attended the workshop. Publicity campaign was carried out for this workshop via various channels, including recruitment flyers, eDM, project website, FHKI website and Facebook. Highlights of the training workshop and useful materials were uploaded to FHKI website (https://www.industryhk.org/en/event_detail.php?id=85245811) and project webpage ([http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para\[\]=623](http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para[]=623)) for public access.

e) 5th training workshop: Mainland Taxation

Date: 15, 23 October 2018

Time: 9:30am – 5:00pm (15 October 2018)

9:30am – 5:00pm (23 October 2018)

(total 12 hours)

Venue: Conference Room, Federation of Hong Kong Industries

KPMG was selected to share their views on Mainland Taxation. Topics included different kinds of tax in Mainland..

	Company	Name of trainer	Position	Presentation topic
1	KPMG	Karmen Yeung	Partner	<ul style="list-style-type: none"> - 中國稅制及稅種簡介 - 增值稅 - 發票管理 - 消費稅 - 印花稅 - 企業所得稅 - 個人所得稅 - 轉讓定價 - 關稅
2		Travis Lee	Director	
3		Koon Ho Chu	Tax Manager	
4		David Ho	Tax Manager	
5		Lucy Lin	Tax Manager	

Registration was opened to Hong Kong toys industry players free of charge. Total 95 participants attended the workshop. Publicity campaign was carried out for this workshop via various channels, including recruitment flyers, eDM, project website, FHKI website and Facebook. Highlights of the training workshop and useful materials were uploaded to FHKI website (https://www.industryhk.org/tc/event_detail.php?id=90264093) and project webpage ([http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para\[\]=657](http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para[]=657)) for public access

f) 6th training workshop: Marking & Branding

Date: 15, 23 October 2018

Time: 9:30am – 5:00pm (15 October 2018)

9:30am – 5:00pm (23 October 2018)

(total 12 hours)

Venue: Conference Room, Federation of Hong Kong Industries

Asia Pacific Creativity Industries Association Limited was selected to share their views on Marking & Branding for the toy Industry.

	Company	Name of trainer	Position	Presentation topic
1	Asia Pacific Creativity Industries Association Limited	蔡漢成教授	<ul style="list-style-type: none"> - 玩具易集團有限公司創辦總裁 - 亞太文化創意產業總會創會會長 	<ul style="list-style-type: none"> - 品牌授權與知識產權管理 - 與文創產業跨界別合作 - 網絡營銷、設計、區域品牌及授權之協同效益
2		劉帥賢博士	香港知識產權顧問有限公司合夥人	
3		陳偉明	品晉有限公司品牌授權管理顧問	
4		馬維業	<ul style="list-style-type: none"> - 越世代數碼及市務傳訊有限公司聯合創辦人暨董事總經理 - 亞太文化創意產業總會副會長 	
5		吳卓穎	(風狂集團) 弘穎創意有限公司品牌設計師	
6		李詠紳	(風狂集團) 弘穎創意有限公司國際註冊企業教練	
7		司徒偉平	司徒平工作室創辦人	
8		鄺家銘	司徒平工作室創辦人	

Registration was opened to Hong Kong toys industry players free of charge. Total 57 participants attended the workshop. Publicity campaign was carried out for this workshop via various channels, including recruitment flyers, eDM, project website, FHKI website and Facebook. Highlights of the training workshop and useful materials were uploaded to FHKI website (https://www.industryhk.org/tc/event_detail.php?id=91269551) and project webpage ([http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para\[\]=660](http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para[]=660)) for public access

g) Mission to Hangzhou and Shanghai cum business matching events

Date: 16 – 20 October 2017 (5 days)

Location: Hangzhou and Shanghai

The mission was co-organised with HKTDC. Open registration was conducted for the mission. Total 30 industries players participated. Publicity campaign was carried out for this mission via various channels, including recruitment flyers, eDM, project website, FHKI website, Facebook and HKTDC's channel.

Delegates visited six companies to explore different distribution channels including toy retail store, shopping mall, early education institutes and E-commerce company for exploring business opportunity in Hangzhou and Shanghai. Delegates also visited the International Trade Fair for Toys & Preschool Educational Resources (China Toy Expo) to meet potential business partners at the fair. Please find the visited companies and event as below:

	Date of visit	Company / Event	Location	Product type
1	16 October 2017	Hangzhou Binjiang Ouwen kindergarten (杭州濱江歐文幼兒園)	Hangzhou	Early education institute
2	17 October 2017	YINMA Education Children's House (心元兒童之家銀馬分園)	Hangzhou	Early education institute
3	17 October 2017	Kaola (網易考拉海購)	Hangzhou	E-commerce company
4	18 & 20 October 2017	International Trade Fair for Toys & Preschool Educational Resources (China Toy Expo)	Shanghai	Exhibition
5	18 October 2017	LEGO Toy (Shanghai) Co. Ltd	Shanghai	Toy company
6	18 October 2017	The Place (上海虹橋南豐城)	Shanghai	Shopping mall
7	19 October 2017	Baodaxiang Shopping Centre for Kids (Nanjing East Road)	Shanghai	Toy retail store

In addition to the visits, delegates had fruitful exchange with representatives of toy designers, distributors, buyers and licensors to learn more on the domestic sales market in Hangzhou and Shanghai. Below please find the meeting details as below.

i) Round table meeting cum business matching event in Hangzhou

Date: 16 October 2017

Time: 3:45pm – 6:00pm

Venue: Landison Plaza Hotel Hangzhou

Domestic sales market presentation

	Topic	Speaker
1	國內玩具業電子商貿現狀	杭州芬玩科技有限公司葉皓總經理
2	浙江玩具市場渠道拓展實案分析	浙江木玩世家玩具有限公司江方總監

Topics discussed at the meeting:

1. 傳統銷售渠道VS網上銷售
2. 利用KOL及社交媒體的宣傳方式
3. 早教機構玩具選擇
4. 傳統玩具加入創新元素

Attendance list of Hangzhou representatives

	Company	Name of speaker	Position
1	香港貿發局	王 斌	浙江代表
2	杭州市嬰童行業協會	李志容	會 長
3	杭州芬玩科技有限公司	葉 皓	總經理
4	心元教育機構 - 心元兒童之家	張培民	總 裁 / 校 長
5	心元教育機構 - 心元兒童之家銀馬分園	金 妮	園 長
6	貝貝網	李文硯	副總裁
7	浙江凱氏嬰童用品科技有限公司	袁吉峰	總經理
8	杭州創想教育諮詢連鎖有限公司	沈薇薇	總經理
9	義烏市超其特玩具工藝品有限公司	洪成芳	副總經理
10	貝因美集團 - 寧波媽媽購網絡科技有限公司	耿玲鳳	跨境招商負責人
11	孩子王兒童用品(中國)有限公司 - 杭州分公司	邱 浪	蕭山中心店總經理
12	杭州蘇寧紅孩子母嬰用品有限公司	胡麒麟	總 監
13	浙江木玩世家玩具有限公司	江 方	總 監
14	義烏市超其特玩具工藝品有限公司	朱春宇	研發設計部經理
15	杭州市嬰童行業協會	戴 晴	副秘書長
16	浙江釋諾文化創意有限公司	童先煉	創始人
17	浙江釋諾文化創意有限公司	程 月	
18	浙江幼品教育科技有限公司	葉昌華	董事長

ii) Round table meeting cum business matching event in Shanghai

Date: 19 October 2017

Time: 9:45am - 12:00nn

Venue: Majesty Plaza

Domestic sales market presentation

	Topic	Speaker
1	跨境電子商務的現狀及發展	上海跨境通國際貿易有限公司潘衛克招商及商品副總裁
2	上海兒童消費零售業的現狀及發展	元祖夢世界康健寧

Topics discussed at the meeting

1. 內銷經驗分享
2. 創意玩具的發展趨勢
3. STEM玩具的發展

Attendance list of Shanghai representatives

	Company	Name of speaker	Position
1	香港貿易發展局	黃麗嫻	上海代表
2	魔都母嬰聯盟	武崇佳	創始人
3	上海堅柏國際貿易有限公司	王彥昕	總經理
4	上海堅柏國際貿易有限公司	葉菊花	業務經理
5	Wooddy International Ltd	Kalen	Marketing Director
6	上海淘璞電子商務有限公司	吳蘇娜	副總裁
7	上海育樺電子科技有限公司	虞菊勝	總經理
8	覽意科技(上海)有限公司	宋久林	總經理
9	K&M International Inc., Shanghai Rep. Office	孫芒清	中國區總經理
10	寶大祥	王燕婧	採購經理
11	寶大祥	凌宇翔	
12	寶大祥	吳 偉	
13	上海跨國採購發展集團	陳 彤	市場部經理
14	上海愛嬰室商務服務股份有限公司	劉爭增	用品供應鏈採購經理
15	上海跨境通國際貿易有限公司	潘衛克	招商及商品副總裁
16	上海跨境通國際貿易有限公司	徐新	招商經理
17	上海藝隆貿易有限公司	姚志英	採購經理

18	上海展藝商貿有限公司	陳琳	總經理
19	哈姆雷斯玩具(南京)有限公司	任啓枝	COO
20	樂之(百腦匯)	王琮	採購經理
21	吟信息科技(上海)有限公司(小紅書)	肖文瑩	母嬰品類採購經理
22	吟信息科技(上海)有限公司(小紅書)	萬妍婧	母嬰家居品類高級總監
23	元祖夢世界	康健寧	
24	悅多智能幼稚園	仲煒	董事長

Mission highlights were posted on FHKI website (https://www.industryhk.org/tc/event_detail.php?id=36206575) and project webpage ([www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para\[\]=485](http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para[]=485)) for public access.

h) 1st Toy x Design business networking event

Date: 13 March 2018

Time: 11:00am – 2:00pm

Venue: Conference Room, Federation of Hong Kong Industries

The networking event is tailor-made for HK toy manufacturers to meet the designers/ licensor. Around 20 designers / licensor's representatives coming from 11 HK/PRD companies displayed their works and products to the toy manufacturers.

	Company
1	Artspirit Creative Co Ltd
2	Maxi Communications Ltd
3	Moon-Island Ltd
4	Chiilaku Ltd
5	Gifted Asia Ltd
6	im yours company (imush studios)
7	Maf Cheung
8	Modernview Design & Multimedia Co
9	Plandanet
10	SHIBAINC Ltd 柴犬工房有限公司
11	Walado Ltd

Registration was opened to Hong Kong toys industry players free of charge. Total 59 participants attended the networking event. Discussion and information exchange were carried out at the individual booth of the designers.

Event highlights were posted on FHKI website (https://www.industryhk.org/tc/event_detail.php?id=50228719) and project webpage ([http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para\[\]=568](http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para[]=568)) for public access.

i) 2nd Toy x Design business networking event

Date: 22 November 2018

Time: 3:00pm – 6:00pm

Venue: Conference Room, Federation of Hong Kong Industries

The networking event is tailor-made for HK toy manufacturers to meet the designers/ licensor. Around 20 designers / licensor's representatives coming from 9 HK/PRD companies displayed their works and products to the toy manufacturers.

	Company
1	Bulbble Inc. Limited
2	Colorholic Gossip
3	Gift Concept Product Ltd
4	My Little Production Limited
5	Nearko Ltd
6	Plandanet
7	Walado Ltd
8	Animomo limited
9	Think & Act Strategic Co., Ltd

Registration was opened to Hong Kong toys industry players free of charge. Total 59 participants attended the networking event. Discussion and information exchange were carried out at the individual booth of the designers.

Event highlights were posted on FHKI website (https://www.industryhk.org/tc/event_detail.php?id=22269696) and project webpage ([http://www.bud.toyshk.org/?page=news&func=goDetails&lang=zh-hant¶\[\]=661](http://www.bud.toyshk.org/?page=news&func=goDetails&lang=zh-hant¶[]=661)) for public access.

j) “Made by Hong Kong” toys online directory

Website: www.bud.toyshk.org

An online directory was developed by renovating last toy BUD project website to let buyers (B2B) familiarise with Hong Kong toys brands and products. The directory was launched on 18 August 2017. Details of Hong Kong toy companies such as company background, logo, brands, photos and highlights of toys were included in the directory.

Open recruitment was conducted. Publicity campaign was carried out for the online directory via various channels, including promotional flyers, eDM, project website and FHKI website. 106 Hong Kong toy companies registered.

To attract Mainland buyers to visit the online directory, advertisement on publication of the China Toy Expo was arranged. We also introduced the directory to key distributors at China Toy Expo and to potential partners met in the mission.

k) WeChat account

Account: 香港玩具品牌館

A WeChat account was developed to let Mainland consumers (B2C) know more about “Made by Hong Kong” toys. It was linked with the project website to compound the marketing effectiveness of the channels. 4 postings per month were allowed, 76 postings were published, topics covered:

	Topics
1	History of Hong Kong Toys
2	Safety guide on choosing toys
3	Practical guide on choosing suitable toys for different age and purpose
4	Hong Kong toy brands
5	“Made by HK” toy interactive displays at department stores/ shopping malls in Mainland

WeChat mini game was developed to promote the project events in Mainland. Interactive campaigns were organised to draw the number of followers. The account has 4,942 accumulated followers as of 15 January 2019.

l) B2B promotion: Setup booth in Shanghai tradeshow

Date: 18 - 20 October 2017 (3 days)

Venue: Shanghai New International Expo Centre 上海新國際博覽中心

Name of tradeshow: International Trade Fair for Toys & Preschool Educational Resources

An 18sqm booth was arranged to promote the image and branding of “Made by Hong Kong” toys to Mainland buyers in order to help the local industry players to expand their market in China. The booth was named as “Hong Kong Toys Gallery (B2B HKTG)”. Digital display with tailor made programme showing information of participating Hong Kong toys companies was set at the Gallery. Open recruitment started on 25 April 2017. Overwhelming number of applications was received. 32 companies were selected by project committee for the showcase and 108 toys were displayed. Below please find the list of showcase companies:

	Company name		Company name
1	Orthodox Co	17	T-Link Inspiration Ltd
2	Amazing Toys Ltd	18	Tsuen Lee Group (Holdings) Ltd
3	Wealth Industrial (International) Ltd	19	Good Link International Trading Ltd
4	Hong Kong Tandem Technology Co Ltd	20	Everite Transworld Ltd
5	Think & Act Strategic Co, Ltd	21	Alliance City International Ltd
6	Jolly Luck Hong Kong Ltd	22	Kidsland HK Ltd
7	Sam & Partners Ltd	23	Tophim Ltd
8	APAC Marketing Service Ltd	24	Sima Enterprises Development Ltd
9	Shing Hing Plastic Manufacturing Ltd	25	Paka Preschool Products Ltd

10	Wai Kwong Industrial Products Ltd	26	Global Glory Industrial Ltd
11	COG Ltd	27	King Bee Ltd
12	Eastward Enterprises Ltd	28	Asia Goal Ltd
13	Blue Box International Ltd	29	Wellstar Electronics Ltd
14	Daniel & Co	30	Funderful Creations Ltd
15	Trio Best International Ltd (PANDA-A-PANDA)	31	Silverlit Toys Manufactory Ltd
16	Artrain Industrial Ltd	32	Medialink Animation International Ltd

To draw buyers' attention, 16 pieces of banner advertisement were arranged at the corridor between E3 and E4 Hall, where the HKTG booth was set in E4 Hall. Promotional flyers were distributed during the 3-day fair and advertisement was placed in official publication of the Expo to introduce the booth with Hong Kong toy brands and the "Made by HK" toy online directory. In the 3-day exhibition, more than 600 buyers visited the booth and 50 of them showed their interests in collaborating with showcase companies.

m) B2B promotion: Setup booths in Hong Kong tradeshow

Date: 8 – 11 January 2018 (4 days)

Venue: Hong Kong Convention and Exhibition Centre

Name of tradeshow: Hong Kong Toys & Games Fair

An 27sqm booth was arranged to promote the image and branding of "Made by Hong Kong" toys. The booth was also named as "Hong Kong Toys Gallery (B2B HKTG)". Digital display with tailor made programme showing information of participating Hong Kong toys companies was set at the Gallery. Open recruitment started on 13 September 2017. 38 companies were selected by project committee for the showcase. 4 companies have withdrawn and 34 companies with 116 toys were displayed on-site. Below please find the list of showcase companies:

	Company name		Company name
1	Orthodox Co	18	Alliance City International Ltd
2	Amazing Toys Ltd	19	Kidsland HK Ltd
3	Wealth Industrial (International) Ltd	20	Tophim Ltd
4	Hong Kong Tandem Technology Co Ltd	21	Sima Enterprises Development Ltd
5	Think & Act Strategic Co, Ltd	22	Paka Preschool Products Ltd
6	Jolly Luck Hong Kong Ltd	23	Global Glory Industrial Ltd
7	Sam & Partners Ltd	24	King Bee Ltd
8	APAC Marketing Service Ltd	25	Wellstar Electronics Ltd
9	Shing Hing Plastic Manufacturing Ltd	26	Funderful Creations Ltd
10	COG Ltd	27	Silverlit Toys Manufactory Ltd
11	Eastward Enterprises Ltd	28	Medialink Animation International Ltd
12	Blue Box International Ltd	29	Joy China Vision Limited
13	Artrain Industrial Ltd	30	Ovation Toys Co Ltd
14	T-Link Inspiration Ltd	31	Saipo Baby (Hong Kong) Ltd
15	Tsuen Lee Group (Holdings) Ltd	32	M&C Toy Centre Ltd
16	Good Link International Trading Ltd	33	Motormax Toy Factory Ltd
17	Everite Transworld Ltd	34	Red Box Toy Factory Ltd

Promotional flyers were distributed during the 4-day fair and advertisement was placed in official publication of the Expo to introduce the companies with Hong Kong toy brands and the "Made by HK" toy online directory. In the 4-day exhibition, more than 750 buyers visited the booth and 80 of them showed their interests in collaborating with showcase companies.

n) B2C promotion: 1st "Made by HK" toy interactive displays at department stores/ shopping malls

Date: 14 October 2017 to 8 July 2018 (9 months)

Venue: Baodaxiang Shopping Centre for Kids (Nanjing East Road)

寶大祥青少年兒童購物中心 (上海市南京東路店)

A B2C "Made by HK" toy interactive display was arranged to promote safe and creative 'Made by Hong Kong' toys to Mainland customers, including parents and children. The interactive display was named as "Hong Kong Toys Gallery (B2C HKTG)" with display area of 45sqm. Digital display with information of participating companies was set at the Gallery. WeChat games and interactive campaign were launched in parallel with the store promotion to boost no of visitors. For the interactive campaign, an interactive and experiential zone was arranged for organising toy demonstration activities and workshops for parents to learn how to choose safe and suitable toys for kids in weekends/ public holidays. These digital displays and interactive activities provided impressive experiences to customers. It also sparked conversations between toy brands and customers.

Open recruitment was launched on 25 April 2017. Overwhelming responses were received. 249 toys from 32 companies were selected by project committee for the 1st phase of showcase. Displayed toys were rotated during the showcase period. Around 100 toys were displayed in each turn. Below please find the list of showcase companies:

	Company name		Company name
1	Orthodox Co	17	T-Link Inspiration Ltd
2	Amazing Toys Ltd	18	Tsuen Lee Group (Holdings) Ltd
3	Wealth Industrial (International) Ltd	19	Good Link International Trading Ltd
4	Hong Kong Tandem Technology Co Ltd	20	Everite Transworld Ltd
5	Think & Act Strategic Co, Ltd	21	Alliance City International Ltd
6	Jolly Luck Hong Kong Ltd	22	Kidsland HK Ltd
7	Sam & Partners Ltd	23	Tophim Ltd
8	APAC Marketing Service Ltd	24	Sima Enterprises Development Ltd
9	Shing Hing Plastic Manufacturing Ltd	25	Paka Preschool Products Ltd
10	Wai Kwong Industrial Products Ltd	26	Global Glory Industrial Ltd
11	COG Ltd	27	King Bee Ltd
12	Eastward Enterprises Ltd	28	Asia Goal Ltd
13	Blue Box International Ltd	29	Wellstar Electronics Ltd
14	Daniel & Co	30	Funderful Creations Ltd
15	Trio Best International Ltd (PANDA-A-PANDA)	31	Silverlit Toys Manufactory Ltd
16	Artrain Industrial Ltd	32	Medialink Animation International Ltd

A grand opening ceremony for the Gallery was arranged on 19 October 2017. Some 50 toy leaderships attended the opening ceremony. Victoria Tang, Director of Hong Kong Economic and Trade Office in Shanghai was invited as Guest-of-Honour to give a speech at the ceremony. Chen Cheuk Fu, Deputy District Mayor of Huangpu District of Shanghai, also attended the ceremony to show support to Hong Kong toys industry.

o) B2C promotion: 2nd “Made by HK” toy interactive displays at department stores/ shopping malls

Date: 18 April 2018 – 10 July 2018 (3 months)

Venue: Hamleys旗艦店 - 南京新街口三胞廣場 (南京國際金融中心)

The 2nd B2C HKTG with display area of 50sqm was built at Hamleys. Digital display with information of participating companies was set at the Gallery. WeChat games and interactive campaign were launched in parallel with the store promotion to boost no of visitors. For the interactive campaign, an interactive and experiential zone was arranged for organising toy demonstration activities and workshops for promoting Hong Kong toys brand in weekends/ public holidays. These digital displays and interactive activities provided impressive experiences to customers.

Open recruitment was launched on 24 January 2018. Overwhelming responses were received. 341 toys from 43 companies were selected by project committee. Displayed toys were rotated during the showcase period. Around 150 toys were displayed in each turn. Below please find the list of showcase companies:

	Company name		Company name
1	Orthodox Co	23	Tophim Ltd
2	Amazing Toys Ltd	24	Sima Enterprises Development Ltd
3	Wealth Industrial (International) Ltd	25	Paka Preschool Products Ltd
4	Hong Kong Tandem Technology Co Ltd	26	Global Glory Industrial Ltd
5	Think & Act Strategic Co, Ltd	27	King Bee Ltd
6	Jolly Luck Hong Kong Ltd	28	Asia Goal Ltd
7	Sam & Partners Ltd	29	Wellstar Electronics Ltd
8	APAC Marketing Service Ltd	30	Funderful Creations Ltd
9	Shing Hing Plastic Manufacturing Ltd	31	Silverlit Toys Manufactory Ltd
10	Wai Kwong Industrial Products Ltd	32	Medialink Animation International Ltd
11	COG Ltd	33	Joy China Vision Limited
12	Eastward Enterprises Ltd	34	Ovation Toys Co Ltd
13	Blue Box International Ltd	35	Saipo Baby (Hong Kong) Ltd
14	Daniel & Co	36	M&C Toy Centre Ltd
15	Trio Best International Ltd (PANDA-A-PANDA)	37	Motormax Toy Factory Ltd
16	Artrain Industrial Ltd	38	Red Box Toy Factory Ltd
17	T-Link Inspiration Ltd	39	Udo Future International Paper Products Co Ltd
18	Tsuen Lee Group (Holdings) Ltd	40	Nicer Holdings Ltd
19	Good Link International Trading Ltd	41	May Cheong Toy Products Factory Ltd

20	Everite Transworld Ltd	42	Diecast Masters Co Ltd
21	Alliance City International Ltd	43	Yu Lee Co Ltd
22	Kidsland HK Ltd		

A grand opening ceremony for the Gallery was arranged on 20 April 2018. Some 30 toy leaderships and over 80 guests attended the opening ceremony. Cheng Mingdi, Deputy Director of Nanjing Municipal Bureau of Commerce was invited as Guest-of-Honour to give a speech at the ceremony.

p) B2C promotion: 3rd "Made by HK" toy interactive displays at department stores/ shopping malls
Date: 12 September 2018 – 4 December 2018 (3 months)
Venue: Toys"R"US (Chengdu IFS, China)

The 3rd B2C HKTG with display area of 50sqm was built at Hamleys. Digital display with information of participating companies was set at the Gallery. WeChat games and interactive campaign were launched in parallel with the store promotion to boost no of visitors. For the interactive campaign, an interactive and experiential zone was arranged for organising toy demonstration activities and workshops for promoting Hong Kong toys brand in weekends/ public holidays. These digital displays and interactive activities provided impressive experiences to customers.

Open recruitment was launched on 9 May 2018. Overwhelming responses were received. 353 toys from 45 companies were selected by project committee. Displayed toys were rotated during the showcase period. Around 150 toys were displayed in each turn. Below please find the list of showcase companies:

	Company name		Company name
1	Orthodox Co	24	Sima Enterprises Development Ltd
2	Amazing Toys Ltd	25	Paka Preschool Products Ltd
3	Wealth Industrial (International) Ltd	26	Global Glory Industrial Ltd
4	Hong Kong Tandem Technology Co Ltd	27	King Bee Ltd
5	Think & Act Strategic Co, Ltd	28	Asia Goal Ltd
6	Jolly Luck Hong Kong Ltd	29	Wellstar Electronics Ltd
7	Sam & Partners Ltd	30	Funderful Creations Ltd
8	APAC Marketing Service Ltd	31	Silverlit Toys Manufactory Ltd
9	Shing Hing Plastic Manufacturing Ltd	32	Medialink Animation International Ltd
10	Wai Kwong Industrial Products Ltd	33	Joy China Vision Limited
11	COG Ltd	34	Ovation Toys Co Ltd
12	Eastward Enterprises Ltd	35	Saipo Baby (Hong Kong) Ltd
13	Blue Box International Ltd	36	M&C Toy Centre Ltd
14	Daniel & Co	37	Motormax Toy Factory Ltd
15	Trio Best International Ltd (PANDA-A-PANDA)	38	Red Box Toy Factory Ltd
16	Artrain Industrial Ltd	39	Udo Future International Paper Products Co Ltd
17	T-Link Inspiration Ltd	40	Nicer Holdings Ltd
18	Tsuen Lee Group (Holdings) Ltd	41	May Cheong Toy Products Factory Ltd
19	Good Link International Trading Ltd	42	Diecast Masters Co Ltd
20	Everite Transworld Ltd	43	Yu Lee Co Ltd
21	Alliance City International Ltd	44	Prister Corporation Ltd
22	Kidsland HK Ltd	45	New Adventures LLC Ltd
23	Tophim Ltd		

A grand opening ceremony for the Gallery was arranged on 14 September 2018. Some 40 toy leaderships attended the opening ceremony. Tony Leung, Commercial Relations Officer, Hong Kong Economic and Trade Office in Chengdu was invited as Guest-of-Honour to give a speech at the ceremony.

q) Publicity campaign

i) Advertising in the Mainland

A PR agency was appointed to approach Mainland media network and centralise all media activities (i.e. press release, interviews and media invitations for activities) & publicity (TV, radio, newspaper, magazine etc.) in the Mainland. A series of advertisements were rolled out in the Mainland to draw buyers and consumers' attention on the B2B and B2C HKTG so as to promote Hong Kong toys and brands.

B2B HKTG at Shanghai

Type	Amount
Online advertisements	10

1st B2C HKTG at Shanghai

Type	Amount
Online advertisements	40
TV advertisements	2
Magazine advertisements	4
KOL	6
Total	52

2nd B2C HKTG at Shanghai

Type	Amount
Online advertisements	31
TV advertisements	2
Newspaper	3
KOL	3
Total	39

3rd B2C HKTG at Chengdu

Type	Amount
Online advertisements	33
TV advertisements	1
Online newspaper	1
Magazine advertisements	1
KOL	8
Total	44

ii) **Advertising in Hong Kong**

A series of advertisements were rolled out to promote the project and encourage Hong Kong toy manufacturers in entering Mainland market. Please find the advertisement details as below:

(a) Advertisement on TMHK & HKTC annual publication

2 full pages advertisement were published at TMHK & HKTC annual publication 2017 issue.

(b) Advertisement on FHKI publication- Hong Kong Industrialist:

Total 14 full-page advertisements were published in FHKI's monthly journal

Event	Date of advertisement	No of page(s)
1 st workshop on China Compulsory Certification	May 2017 issue (https://www.industryhk.org/HKI/201705/#24) P.24	1
Hong Kong Toys Gallery Recruitment	May 2017 issue (https://www.industryhk.org/HKI/201705/#46) P.47	1
2 nd workshop on Exploring the Domestic Sales Market	August 2017 issue (https://www.industryhk.org/HKI/201708/102/) P.102-103	2
Overall project	Oct 2017 issue (https://www.industryhk.org/HKI/201710/30/) P.31	1
Mission to Hangzhou and Shanghai cum business matching event in Shanghai	Oct 2017 issue (https://www.industryhk.org/HKI/201710/32/) P.33	1
B2B Hong Kong Toys Gallery in Hong Kong	Dec 2017 issue (https://www.industryhk.org/HKI/201712/22/) P.23	1
1 st Toy x Design business networking event & 3rd workshop on Toy Product Design	Apr 2018 issue (https://www.industryhk.org/HKI/201804/20/) P, 20 - 21	2
B2C Hong Kong Toys Gallery in Nanjing	May 2018 issue (https://www.industryhk.org/HKI/201805/20/) P, 20 - 21	2
B2C Hong Kong Toys Gallery in Chengdu	Oct 2018 issue (https://www.industryhk.org/HKI/201810/46/) P.46-47	2
5 th workshop on China Taxation	Nov 2018 issue (https://www.industryhk.org/HKI/201811/68/) P.69	1

(c) Online advertisements

Advertisement platform	Date of advertisement
FHKI's website (https://www.industryhk.org/en/index.php?undefined)	Mar 2017 – Jan 2019 (22 months)
HKTC's website (https://www.toyshk.org/en)	Mar 2017 – Jan 2019 (22 months)

(d) Advertisement on related industrial publications

1 full page advertisement was published in the official publication of the Hong Kong Toys & Games Fair January 2018 issue to promote the B2B Hong Kong Toys Gallery at the fair.

(e) Production of documentary video

A documentary video summarised all the project deliverables is produced and uploaded to FHKI website (https://www.industryhk.org/tc/event_detail.php?id=56279351) and project webpage ([http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para\[\]=659](http://www.bud.toyshk.org/?_page=news&_func=goDetails&_lang=zh-hant&_para[]=659)) for public access.

(f) Project website

domain name: www.bud.toyshk.org

The content of last toy BUD website was updated for this project. The toy directory with search function was added. The project website was promoted under FHKI official website.

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) Organise a series of training workshops (6 times)	15/12/2017		C
(b) Setup "Made by HK" toy online directory + WeChat interactive platform	15/01/2019		C
(c) Roll out publicity campaign in Hong Kong and Mainland	15/01/2019		C
(d) Toy x Design business networking events in Hong Kong (2 times)	15/12/2017		C
(e) Mission to Hangzhou and Shanghai cum business matching event	31/10/2017		C
(f) Setup booth at Shanghai and Hong Kong toy tradeshows (2 times)	28/02/2018		C
(g) Setup "Made by HK" toy interactive displays at department stores/ shopping malls in Mainland (3 times)	15/01/2019		C

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

Nil
