

**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 16 2 003
Project title : To promote the capability of providing high-end fur fashion
products by Hong Kong fur industry to potential buyers in
Mainland China
Period covered : From 01/04/2017 to 31/03/2019
(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 is world's fur capital offering customers one-stop solution in supply chain of fur garments & accessories from sourcing high-quality raw material, fur accessories, advanced techniques, fashionable product design, to reliable delivery, etc. Hong Kong fur enterprises have continuously improved their excellent craftsmanship and explored new techniques according to the EU's and Japan's standards, as they have been supplying high-quality fur garments to the EU and Japan since the 1970s. Therefore, Hong Kong fur enterprises are very good at manufacturing high-quality and high-standard fur fashion products.

Hong Kong fur enterprises showed their strong interest in the Chinese trade shows such as the Shenzhen International Exhibition for Clothing OEM/ODM (SIEC) and China International Fashion Fair (CHIC), however, most of them don't have enough resource to explore the trade opportunities in China domestic market.

This project aims to promote the capability of Hong Kong providing high-end fur fashion products and facilitate Hong Kong fur enterprises to explore business opportunities in international fashion trade shows

In this project, Hong Kong fur enterprises will demonstrate the capability of providing high-end fur fashion products and enhance market exposure through participating in international fashion trade shows organizing in the mainland China as well as developing a series of promotion materials including a website, a promotion video as well as promotional brochure. It is expected to generate exposure to no less than 20,000 trade visitors and 60,000 trade visitors respectively in the SIEC – Dec 2017 and CHIC – Mar 2018.

Project Objective(s) (in about 80 words)

1. To promote the capability of Hong Kong providing high-end fur fashion products
2. To facilitate Hong Kong fur enterprises to explore business opportunities in international fashion trade shows

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Federation of Fur Manufacturers and Dealers (Hong Kong) Limited
(HKFF)

Collaborating Organisation(s) : Hong Kong Trade Development Council
International Fur Federation – China Office
The Chinese Manufacturers' Association of Hong Kong
Federation of Hong Kong Industries

Collaborating Organisation(s) : Hong Kong Fashion Designers Association

Implementation Agent(s) : Hong Kong Productivity Council (HKPC)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Mr. Chiu Shuk Yuen, Wilson	Federation of Fur Manufacturers and Dealers (Hong Kong) Limited	Tel: 2367 4646 Fax: 2379 0799
Deputy Project Co-ordinator	Mr. Lee Kwok Keung	Hong Kong Productivity Council	Tel: 2788 5551 Fax: 2788 5522

Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	01/04/2017	31/03/2019	24
Revised (if applicable)	NA	NA	NA

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 (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable (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)	A "Hong Kong Fur Pavilion" at Shenzhen International Exhibition for Clothing OEM/ODM (SIEC) 2017	250 sqm, including the product display area, demonstration area and business networking area	270 sqm, including the product display area, demonstration area and business networking area	According to the exhibition organizer, the rental space offered at the specific booth location could not be exactly 250sqm. The closest area was 270sqm instead
		Around 80 fur fashion products will be displayed in exhibition	There were about 100 pieces of fur fashion products displayed in exhibition	
		Around 50 participants including 20 Hong Kong representatives and 30 potential buyers will attend the business networking session	Around 50 participants including 20 Hong Kong representatives and 30 potential buyers attended the business networking session	
		Catwalk shows will be organised during the exhibition	Four catwalk shows were organised during the exhibition	
		A selection committee includes about 5-8 members from HKFF, HKPC, academic, fashion institute and other experts representing the fur sectors	A selection committee of 5 members was set up (For details, please refer to section 2.2)	
		Briefing sessions will be organized to recruit enterprises participating in pavilion and	A briefing session was organized on 28 Aug 2017 to recruit enterprises to participate in the Hong Kong Fur Pavilions of	

		exhibitions	SIEC and CHIC	
b)	A “Hong Kong Fur Pavilion” at China International Fashion Fair (CHIC) 2018	250sqm, including the product display area, demonstration area and business networking area	252sqm, including the product display area, demonstration area and business networking area	According to the exhibition organizer, the rental space offered at the specific booth location could not be exactly 250sqm. The closest area was 252sqm instead
		Around 80 fur fashion products will be displayed in exhibition	There were about 100 pieces of fur fashion products displayed in exhibition	
		Around 50 participants including 20 Hong Kong representatives and 30 potential buyers will attend the business networking session	Around 50 participants including 20 Hong Kong representatives and 30 potential buyers attended the business networking session	
		Catwalk shows will be organised during the exhibition	Four catwalk shows were organised during the exhibition	
		A selection committee includes about 5-8 members from HKFF, HKPC, academic, fashion institute and other experts representing the fur sectors	A selection committee of 5 members was set up (For details, please refer to section 2.2)	
		Briefing sessions will be organized to recruit enterprises participating in pavilion and exhibitions	A briefing session was organized on 28 Aug 2017 to recruit enterprises to participate in the Hong Kong Fur Pavilions of SIEC and CHIC	
c)	Dissemination seminar	Approximately 80 participants are expected to attend	81 participants attended the seminar	
d)	Brochure	3,000 hard copy and e-version	3,000 hard copies were produced and e-version has been uploaded to the industry website.	We have reached over 300 Hong Kong fur enterprises for their consent to disclose their company profile. However, only 146 Hong Kong fur enterprises agreed to include their company’s profile in the brochure
		Include the company profile of 300 Hong Kong fur	The company profile of 146 Hong Kong fur enterprises were	

		enterprises	covered	
e)	A Promotional Video	Approximately 3 minutes with voice-over in Mandarin and Cantonese and subtitle in Traditional Chinese and Simplified Chinese It will be disseminated in the pavilions and distributed to potential buyers by e-version.	A video lasts for 3'59" with voice-over in Mandarin and Cantonese and subtitle in Traditional Chinese and Simplified Chinese was produced. The video was played in a TV wall during exhibition period of SIEC 2017, CHIC 2018 and uploaded to the industry website, YouTube and Youku to reach potential buyers.	
f)	Website of Hong Kong fur industry	1	Industry website was developed and launched on 15 Sept 2017. Link of industry website: http://www.furhongkong.org/	

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

(Please list out in table format if necessary.)

	Deliverable	Description
a)	A "Hong Kong Fur Pavilion" at Shenzhen International Exhibition for Clothing OEM/ODM (SIEC) 2017	<ul style="list-style-type: none"> - A Hong Kong Fur Pavilion of 270 sqm was set up at Shenzhen International Exhibition for Clothing OEM/ODM (SIEC) at Shenzhen, China from 30 Nov to 2 Dec 2017 - 12 awarded fur products were displayed - About 100 pieces of fur fashion products were displayed. They were divided by product categories including capes, coats, jackets, vest, accessories etc. - One business matching session was arranged at the Hong Kong Fur Pavilion on 30 Nov at 11 am to bridge up potential buyers in Mainland China with Hong Kong fur enterprises during the exhibition period in order to grasp the chance to exchange market information as well as explore business opportunities. There were 20 representatives of Hong Kong fur enterprises participated to link up with around 30 potential buyers from Mainland China in the business matching session - The pavilion information was promoted through show directory, business journal and website to introduce the strength of Hong Kong fur industry - Different advertisement tools including hanging banners, posters and sign-stands were set up at prominent locations to grasp visitors' attention - A selection committee of 5 members from HKFF, HKPC, academic, technology institute and other experts representing the fur sectors was set up. It includes Mr Wilson Chiu (Chairman, HKFF), Mr Wong Yau Fai (Director, Ace Fur Manufacturing Limited), Ms Hidy Ng (Executive committee, Hong Kong Fashion Designers Association) Ms Portia To

		<p>(Senior Lecturer, Hong Kong Design Institute), Ir Samson Suen (Principal Consultant, HKPC)</p> <ul style="list-style-type: none"> - A briefing session was organized on 28 Aug 2017 to recruit enterprises to participate in the Hong Kong Fur Pavilions of SIEC and CHIC
b)	A” Hong Kong Fur Pavilion” at China International Fashion Fair (CHIC) 2018	<ul style="list-style-type: none"> - A Hong Kong Fur Pavilion of 252 sqm was set up at China International Fashion Fair (CHIC) at Shanghai, China from 14 Mar to 16 Mar 2018 - 7 awarded fur products were displayed - About 100 pieces of fur fashion products were displayed. They were divided by product categories including capes, coats, jackets, vest, accessories etc. - One business matching session was arranged at the Hong Kong Fur Pavilion on 14 Mar at 11 am to bridge up potential buyers in Mainland China with Hong Kong fur enterprises during the exhibition period in order to grasp the chance to exchange market information as well as explore business opportunities. There were 20 representatives of Hong Kong fur enterprises participated to link up with around 30 potential buyers from Mainland China in the business matching session - The pavilion information was promoted through show directory, business journal and website to introduce the strength of Hong Kong fur industry - Different advertisement tools including hanging banners, posters and sign-stands were set up at prominent locations to grasp visitors’ attention - A selection committee of 5 members from HKFF, HKPC, academic, technology institute and other experts representing the fur sectors was set up. It includes Mr Wilson Chiu (Chairman, HKFF), Mr Wong Yau Fai (Director, Ace Fur Manufacturing Limited), Ms Hidy Ng (Executive committee, Hong Kong Fashion Designers Association), Ms Portia To (Senior Lecturer, Hong Kong Design Institute), Ir Samson Suen (Principal Consultant, HKPC) - A briefing session was organized on 28 Aug 2017 to recruit enterprises to participate in the Hong Kong Fur Pavilions of SIEC and CHIC
c)	Dissemination seminar	<ul style="list-style-type: none"> - The duration of briefing session was approximately 2 hours. - There were 81 participants attended the seminar. - The dissemination seminar was organized on 13 March 2019. - Mr Wilson Chiu, Chairman of Federation of Fur Manufacturers and Dealers (Hong Kong), Mr Wong Yau Fai, Honorary Chairman of Federation of Fur Manufacturers and Dealers (Hong Kong) and Ms Carol Chan, Consultant of Hong Kong Productivity Council were the speakers of the dissemination seminar.
d)	Brochure	<ul style="list-style-type: none"> - It demonstrates the capability of Hong Kong’s sourcing hub of high end fur garment and accessories - It included 47 pages and was designed in Simplified Chinese - 146 Hong Kong fur enterprises were covered - 3,000 copies of brochure were printed and 1,500 copies were distributed at SIEC 2017. 1,500 copies were distributed at China International fashion fair (CHIC) 2018 - E-version was uploaded to the industry website
e)	A Promotional Video	<ul style="list-style-type: none"> - It shows the capability of high-end fashion products - The video was played in a TV wall during exhibition period of SIEC 2017 and CHIC 2018 and uploaded to the industry website to reach potential buyers - The video was uploaded to YouTube and Youku. - YouTube: https://www.youtube.com/watch?v=13L3QTzX9Zg&t=2s - Youku: https://m.youku.com/video/id_XMzIxNDgyMzc0MA==.html?spm=a2h0k.8191393.bodydiv.5%212~5%214~A&from=s7

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

N/A
