

**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 2 005
Project title : Setting up a Pavilion of Hong Kong textile fabrics in Domestic
markets to showcase the industrial strengths and enter the
markets
Period covered : From 01/02/2017 to 31/05/2018
(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 industry of Textile Fabric of Hong Kong is an export oriented industry. Most of their products are sold to export markets. Meanwhile, most of these enterprises also have their own or dedicated factories in Mainland China or other places to manufacture textile fabric products for brand owners and manufacturers in the clothing as well as textile fabric industry. With a drop of export markets, the industry of Hong Kong really needs to explore new market while China's garment market is big and prospective. These enterprises have tried to sell their own products instead of primarily trading textile fabrics. Some of the bigger companies in the industry have known China market as a big market to develop a few years ago. These pioneer companies entered the domestic market and have been struggling to survive because the buyers in domestic markets so far may not fully understand the features of Textile Fabric of Hong Kong. Those buyers may have a lopsided view only from individual companies (the companies have factories in Hong Kong, dedicated factories in China or other countries, or factories in China or other countries by Hong Kong enterprises) of Textile Fabric of Hong Kong. The industry believes that showcasing a group of Hong Kong textile fabric in a Hong Kong pavilion in exhibitions can be eye-catching for visitors and will have greater impact than just exhibit individually in the industrial signature exhibitions.

Therefore, Hong Kong and Kowloon Textile Fabrics Wholesalers Association Limited (HKTFWA) would like to propose a BUD project "Setting up a pavilion of Hong Kong textile fabrics in domestic markets to showcase the industrial strengths and enter the markets" with aims to organize a HK pavilion in main exhibitions of Textile Fabric (Shanghai) in order to show the features of Textile Fabric companies of HK, develop and promote brands of Textile Fabric companies of HK to the domestic markets, and equip the industry players of HK with updated information of the industry.

Project Objective(s) (in about 80 words)

1. Organize a HK pavilion in main exhibitions of Textile Fabric (Shanghai) in order to show the features of Textile Fabric companies of HK
2. Develop and promote brands of Textile Fabric companies of HK to the domestic markets
3. Equip the industry players of HK with updated information of the industry

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong and Kowloon Textile Fabrics Wholesalers Association Limited.
Hong Kong Apparel Society Limited
Design Incubation Centre
Hong Kong Design Institute

Collaborating Organisation(s) : The Hong Kong Research Institute of Textiles and Apparel Limited

Implementation Agent(s) : Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Mr. Alan Lee	Hong Kong and Kowloon Textile Fabrics Wholesalers Association Limited	2886 9028 / 2886 9092
Deputy Project Co-ordinator	Ms. Linda Tu	Hong Kong Productivity Council	27885962 / 31874563

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	01/02/17	31/05/18	16
Revised (if applicable)	N.A.	N.A.	N.A.

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)	Conduct 6 half-day training workshops	50 participants per workshop	No. of Participants: Workshop I : 55 Workshop II: 52 Workshop III: 48 Workshop IV: 51 Workshop V: 45 Workshop VI: 38	We have sent emails and called all the participants before each workshop. However, some of them did not show up eventually, making the attendance rate slightly below the target. In future projects, we would promote in more channels to increase the number of enrolment, to ensure the target is met despite no-shows.
b)	Set up project webpages	1 website	1 website	N.A.
c)	Set up Hong Kong Pavilion in 2 main exhibitions of Textile Fabric (Mar/Oct 2017) in Shanghai	2 exhibitions, at least 30 products (from 30 companies of the industry)	2 exhibitions, Mar: 1,760 products from 44 companies Oct: 1,480 products from 37 companies	N.A.
d)	Organize 4 business networking sessions in the exhibitions in Shanghai	50 participants per session	No. of Participants: 1 st session: 22 2 nd session: 25 3 rd session: 23 4 th session: 24	The number of participants of four business networking sessions were lower than the target because: 1. It was about 5 minutes' walk between the HK pavilion and venues of the business networking sessions. 2. Most customers already met and talked with suppliers in the HK pavilion.
e)	Compile an e-guidebook	1 guidebook	1 guidebook	N.A.
f)	Organize a half-day seminar in Hong Kong to announce the guidebook together with experience sharing session of developing China domestic markets	100 participants	104 participants	N.A.
g)	Project promotion	5,000 leaflets and 1,250 brochures	5,000 leaflets and 1,250 brochures	N.A.

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

(Please list out in table format if necessary.)

	Project deliverable	Details
a)	Conduct 6 half-day training workshops	<p>Workshop I :</p> <ul style="list-style-type: none"> • Topic: <ul style="list-style-type: none"> - Latest fabric dyeing technique - Experience sharing on Latest fabric dyeing technique • Date: 18/4/2017 • Speaker: <ul style="list-style-type: none"> - Ms. Minnie Chan and Mr. Jimmy Lee from HKPC - Mr. Johnny Ho from Nanos Technologies Co. Ltd. • No. of Participants:55 <p>Workshop II:</p> <ul style="list-style-type: none"> • Topic: Colour Science & Technology for textile fabric • Speaker: Mr. Filippo Picchi from PICCHI spa, Italy • Date: 20/6/2017 (morning) • No. of Participants:52 <p>Workshop III:</p> <ul style="list-style-type: none"> • Topic: Textile Design & Clothing Manufacture • Speaker: Mr. Filippo Picchi from PICCHI spa, Italy • Date: 20/6/2017 (afternoon) • No. of Participants:48 <p>Workshop IV:</p> <ul style="list-style-type: none"> • Topic: Construction Techniques for fashion designs • Speaker: Mr. Dario Fabris from FADA TESSUTI s.r.l., Italy • Date: 21/6/2017 (morning) • No. of Participants: 51 <p>Workshop V:</p> <ul style="list-style-type: none"> • Topic: Accessory Design and Matching for fashion designs • Speaker: Mr. Dario Fabris from FADA TESSUTI s.r.l., Italy • Date: 21/6/2017 (afternoon) • No. of Participants: 45 <p>Workshop VI:</p> <ul style="list-style-type: none"> • Topic: Skills of China Domestic Sales • Speaker: <ul style="list-style-type: none"> - Mr. Sun Yip from HKPC - Dr. Ng Ka Kuen, CPA • Date: 15/8/2017 • No. of Participants: 38 <p>(All the workshops were held in HKPC Building.)</p>
b)	Set up project webpages	<ul style="list-style-type: none"> • Duration: Sept 2017-May 2018 • The project website covers the following contents: <ol style="list-style-type: none"> (1) Project overview (2) Workshop review and PPT download (3) Exhibition review (4) E-guidebook (5) News and enrolment link of events (6) Contact information <p>Website link: http://www.hktfabud.hk/main.php</p>
c)	Set up Hong Kong Pavilion in 2 main exhibitions of Textile Fabric (Mar/Oct	<ol style="list-style-type: none"> 1. Intertextile Shanghai Apparel Fabrics – Spring Edition <ul style="list-style-type: none"> • Time: 15-17 March 2017 • Location: Shanghai • Number of exhibitors of Hong Kong Pavilion: 44

	2017) in Shanghai	<ul style="list-style-type: none"> • Products displayed: 1,760 <p>2. Intertextile Shanghai Apparel Fabrics – Autumn Edition</p> <ul style="list-style-type: none"> • Time: 11-13 October 2017 • Location: Shanghai • Number of exhibitors of Hong Kong Pavilion: 37 • Products displayed: 1,480
d)	Organize 4 business networking sessions in the exhibitions in Shanghai	<ul style="list-style-type: none"> • Time: 15/3/2017; 16/3/2017; 12/10/2017 (morning & afternoon) • Venue: in Intertextile Shanghai Apparel Fabrics • Duration: 1 hour per session • No. of Participants: <ul style="list-style-type: none"> - 1st session: 22 - 2nd session: 25 - 3rd session: 23 - 4th session: 24
e)	Compile an e-guidebook	<ul style="list-style-type: none"> • Duration: Aug 2017-Apr 2018 • The e-guidebook covers the following contents: <ol style="list-style-type: none"> (1) Project overview (2) Market analysis: textile industry in Hong Kong (3) Market analysis: textile industry in Mainland China (4) Market analysis: clothing industry in Mainland China (5) Strategy of marketing and domestic sales of textile products (6) Summary of the workshops (7) Summary of the exhibitions • The e-guidebook is uploaded to the project website: http://www.hktfabud.hk/book.php
f)	Organize a half-day seminar in Hong Kong to announce the guidebook together with experience sharing session of developing China domestic markets	<ul style="list-style-type: none"> • Time: 18 May 2018 • Venue: HKPC Building • Speakers: <ul style="list-style-type: none"> - Hon CHUNG Kwok-pan (Legislative Council Member) - Mr. Kevin Wong (Senior Vice President of Wing Luen Group) - Mr. Paul Choi (Director of Kai Cheong Lining) • No. of Participants: 104
g)	Project promotion	<ul style="list-style-type: none"> • Produced 5,000 leaflets and 1,250 brochures to give out in the 2 exhibitions, workshops, seminars, etc. • Sent e-DMs by HKPC to promote project webpages, seminars and workshops.

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)	Conduct 6 half-day training workshops	30/09/2017	-	C
(b)	Set up project webpages	31/07/2017	-	C
(c)	Set up Hong Kong Pavilion in 2 main exhibitions of Textile Fabric (Mar/Oct 2017) in Shanghai	30/11/2017	-	C
(d)	Organize 4 business networking sessions in the exhibitions in Shanghai	30/11/2017	-	C

(e)	Compile an e-guidebook	31/12/2017	-	C
	Organize a half-day seminar in Hong Kong to announce the guidebook together with experience sharing session of developing	31/05/2018	-	
(f)	China domestic markets			
(g)	Project promotion	31/05/2018	-	C

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

Nil
