

**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 2 006
Project title : Organising ““Celebration! Loving Hong Kong’ Brand
Festival in Beijing” Serial Activities to Promote
Hong Kong Brands’ Collective Image
Period covered : From 01/12/2016 to 31/12/2017
(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)

- Mega cities like Beijing, Shanghai and Guangzhou had been the “first-leg” or primary entry point for Hong Kong brands taking the lead to venture into the Mainland market. Notwithstanding a tightening-up operational environment characterised by escalating costs, intensified competition as well as more sophisticated and demanding consumers there, the first-tier cities are still of irreplaceable strategic value nowadays, even for Hong Kong SMEs aspiring to expand their frontier of domestic sales.

For the one thing, first-tier cities are renowned for greater market capacity in terms of both width and depth, the availability of high-end consumers with hefty buying power and strong appetite for quality brands, and well-developed infrastructure and commercial facilities, which enable a new-comer to the Mainland market, especially those with focus on high-end and middle-range products/services, to establish a foothold efficiently and more quickly.

For the other thing, owing to their pivotal position as an economic hub, transportation nexus and socio-political center of the surrounding regions, first-tier cities are not only a natural bridgehead to the regional markets nearby but also endowed with a “radiating power” to influence the consumer culture and commercial practice in their neighbouring areas.

- As Mainland’s paramount economic, political and cultural center and a commercial hub abundant in high-value consumers, Beijing occupies a strategic position in the domestic sales activities of Hong Kong companies; and it indeed is one of the most effective platforms for Hong Kong brands to conduct image-building and stage promotion targeted at North China or even the nationwide market.
- Capitalising on a special time when the Hong Kong Special Administrative Region ushered in the 20th anniversary, this Project staged a series of brand image-building and promotion campaigns supplemented by targeted market research and training programmes, with a focus on the Beijing Municipality. Under the banner of “‘Celebration! Loving Hong Kong’ Brand Festival in Beijing” (also referred as “Hong Kong Brand Festival · Beijing”), it aimed to advance Hong Kong brands’ understanding of the commercial environment of Mainland’s first-tier cities and assist them to explore business opportunities in the Mainland especially the North China. At the same time, by demonstrating the branding achievements of Hong Kong enterprises especially after SAR’s handover, the Project helped to promote the collective image of Hong Kong brands and ignite the cohesive power of “Loving Hong Kong” among Hong Kong industries.

The Project featured a series of diversified activities. Its mainstay was a exhibition zone set up at the “2017 Hong Kong Trendy Products Expo, Beijing” (the Expo) to showcase the latest developments of Hong Kong brands, centering on a specially-designed image display gallery and accompanied by a line-up of stage performances and entertainment programmes with distinctive “Hong Kong flavours”, which culminated in a multidimensional, experience-based ambience to highlight the core values of Hong Kong’s brand culture, while providing a window to demonstrate the enviable economic achievements of Hong Kong especially since its return to the motherland. Besides, a joint promotion scheme was launched in Beijing to call for Hong Kong brands to give out preferential offers to local citizens as a token in celebration of the 20th Anniversary of HKSAR; and an exchange meeting between Beijing distributors and Hong Kong brand operators was held, in an attempt to garner first-hand intelligences on market environment, entry channel and branding strategies pertinent to North China and first-tier cities.

Meanwhile, an array of diversified publicity activities were rolled out in Hong Kong and Beijing as well, leveraging on all-around marketing communication channels particularly new media; whereas an e-book featuring the success stories of representative Hong Kong brands was published on-line and an experience-sharing seminar with emphasis on branding strategies and domestic sales was organised in Hong Kong, with an eye to inculcating best practices in branding into local industries and to exploring the ways to take forward the future development of Hong Kong brands.

Project Objective(s) (in about 80 words)

- To promote the collective image of Hong Kong brands, and demonstrate the branding achievements of local enterprises especially after Hong Kong’s handover;
 - To assist Hong Kong brands to further develop domestic sales by capitalising on the strategic position of Beijing and the opportunities arising from the North China;
 - To enhance Hong Kong enterprises’ understanding of business environment, consumers’ behaviours and distributing channels of China’s advanced regional markets;
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- To strengthen Hong Kong brands operators' skills in formulating effective marketing and branding strategies for domestic sales;
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- To ignite and enhance the cohesion and patriotic spirits among Hong Kong industries;
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- To step up business networking and cooperation between Hong Kong enterprises and the distributors as well as related organisations in the Mainland.
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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. & 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	01 Dec 2016	31 Dec 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.)

	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)	Exhibition Zone	One Exhibition Zone (950 sqm including Thematic Gallery) to display 120 product items from 55 to 60 Hong Kong Brands	One Exhibition Zone (950 sqm including Thematic Gallery) to display 335 product items from 115 Hong Kong Brands, from 8 consumer product categories	N.A.
b)	Thematic Image Display Gallery	One Thematic Image Display Gallery to display 15 to 20 Hong Kong Brands	One Thematic Image Display Gallery to display 20 Hong Kong Brands	N.A.
c)	Performances and Entertaining Programmes	Not less than 6 topical performances (a 250sqm performance area) including catwalk show (each repeated 2 to 6 times with a total of 17 shows)	6 topical performances (a 250sqm performance area) including model catwalk shows, brewing Hong Kong-style milk tea, demonstration of creative dim sum cooking, innovative yoga performance, homemade soap making workshops and fancy rope skipping (each repeated 2 to 6 times with a total of 18 shows) : 1. 香港品牌大匯演 (6 shows) 2. 創新瑜伽表演 by Dickson Yoga (2 shows) 3. 花式跳繩表演 by 香港花式跳繩學社 (3 shows)	N.A.

			<p>4. 香港特色手工皂製作示範 by 譜然美品 (2 shows)</p> <p>5. 港式創意點心製作示範 by Yum Cha 飲茶 (3 shows)</p> <p>6. 「金茶王」港式奶茶沖泡示範 by 香港咖啡紅茶協會 (2 shows)</p>	
d)	Joint Promotional Giveaway Campaign	10 to 20 Hong Kong Brands and the campaign lasts for about 2 months	29 Hong Kong Brands (5 brands from jewellery, accessories & watches, 9 brands from Chinese medicine & healthcare products, 3 brands from fashion & eyewear, 5 brands from electronic products, home appliances & services and 7 brands from food industry) participated and demonstrated a specially-designed Campaign logo at over 100 sales points including e-shops for 2 months (from 1st June to 30th July 2017)	N.A.
e)	Business Exchange Meeting	A 1.5 hours business exchange meeting with 14 to 26 Mainland distributors and 10-20 Hong Kong Brand Operators	A 1.5 hours business exchange meeting with 48 Mainland distributors and 50 (out of 54 enrolments) Hong Kong Brand Operators	N.A.
f)	Brand Story e-Book	15 to 20 Hong Kong Brands and 3 to 5 Expert Interviews. A half-hour launching ceremony with 20 to 40 representatives of local industries and media	20 Hong Kong Brands and 7 Expert Interviews. A 45-minute launching ceremony with 120 participants	N.A.
g)	Experience Sharing Seminar	A 2-hour concluding seminar with 50 to 80 Hong Kong Brands operators	A 2-hour concluding seminar with 120 (out of 237 enrolments) Hong Kong Brand Operators	N.A.

h)	Publicity Campaign in Hong Kong	A media briefing and trade-related local newspapers and/or magazine	<ul style="list-style-type: none"> - A media briefing - Social media (Facebook) and website posts - Advertisements were placed at trade-related local newspapers, including “Hong Kong Economic Times”, “AM730” and “Metro Daily” 	N.A.
i)	Publicity Campaign in Beijing	<p>A series of advertisements at on-line/mobile marketing facilities, newspapers, and selected outdoor media</p> <ul style="list-style-type: none"> - Social media (Weibo (微博) blogger recommendation and WeChat (微信) news feed - QR code for the Festival - Billboard, buntings and other promotional vehicles in the venue of the Expo - A kick-off ceremony 	<p>A series of advertisements were placed on/via newspapers (“北京晨報”, “北京晚報”, “北京青年報”)</p> <p>advertorials in popular information portal/ websites including “北京晚報”, “北青網生活” etc., posters at residential and commercial buildings, buses advertisements, Beijing Subway lightbox advertisements, billboards at the venue of the Beijing Expo; and media interviews by “環球時報”, “中國經營報”, “北京晨報”, “北京電視台” (via “騰訊視頻”, “優酷” and “百度百家號”), “華夏時報”, “搜狐”, “中央電視台”, “人民日報市場報”, “中國青年報” and “中國日報” in Beijing</p> <ul style="list-style-type: none"> - Social media and mobile apps including “Weibo” blogger recommendation, “WeChat” news feed, “今日頭條” and “新浪看點” news postings - An official WeChat account for the “Hong Kong Brand Festival” was step up. - A project WeChat QR code was generated and placed on selected promotional materials, including printed, online and outdoor advertisements, brochure, leaflet and 	N.A.

			billboards. - A kick-off ceremony at the Expo venue was held.	
j)	Promotional Materials	<p>Production of invitation letters, leaflet, brochures and souvenirs</p> <p>Around 1,500 brochure and 10,000 leaflets for exhibition zone; around 10,000 brochures for thematic image display gallery; around 10,000 recycle bags and 5,000 souvenirs</p>	<p>1,500 brochures and 10,000 leaflets for Exhibition Zone, 10,000 brochures for thematic image display gallery, as well as 10,000 recycle bags and 5,000 promotional gifts (including 1,700 pens, 1,300 towels, 1,000 umbrellas and 1,000 keychains) were distributed.</p>	N.A.
k)	On-line Promotion	Production of one project official website or web pages	<p>An official project website was launched and web banners were placed in the websites of HKBDC, HKBPE and CMA. The “Branding: To Do Hong Kong Proud” Brand Story e-Book and research brief on “Riding the Winds of Change: Hong Kong Brands in the Beijing-Tianjin-Hebei Economic Circle” were duly uploaded. E-invitations for promoting various activities were sent</p>	N.A.

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

(Please list out in table format if necessary.)

1. Exhibition Zone

115 Hong Kong product brands were displayed at the exhibition zone namely “Celebration! The Parade of Hong Kong Brands” (「『喜·愛香港』品牌巡禮」展示區), which was set up in the “2017 Hong Kong Trendy Products Expo, Beijing” held at the National Agriculture Exhibition Center from 27th June to 2nd July 2017. The exhibition zone displayed some 300 consumer products and the information thereof of the 115 indigenous labels, serving as a window to illustrate the stylish, enterprising, culturally-sophisticated and superior image of Hong Kong brands. It was deliberately structured into eight sub-sections under the title of “Trendy”, “Stylish”, “Prestigious”, “Smart”, “Tasty”, “Charming”, “Relaxing” and “Healthy” to represent eight product categories. Among the participants, 12 brands were from fashion & bags industries, 10 from watches, jewellery & accessories, 21 from fine living & toys, 14 from home appliances & electronic, 17 from food industry, 10 from beauty products, 16 from household products and 15 from Chinese medicine & healthcare products industries.

2. Thematic Image Display Gallery

A specially-designed thematic gallery with strong visual impacts was established at the centre of the exhibition zone to demonstrate the collective image of Hong Kong brands, namely “‘Branding: To Do Hong Kong Proud’ Image Gallery” (「品牌·成就·非凡香港」形象廊). The image gallery assembled 20 indigenous brands founded at different historical phases that epitomise the developmental trajectory of Hong Kong economy, vividly illustrating their success stories through photos, graphics, literary description and product showcases. The 20 brands exhibited were subsumed under 5 time-serial sub-sections namely “Classic·The Legend Continues”, “Manufacture-Creating·Brand Be Eternity”, “Transform·Diversity That Glitters”, “Flourishing·Under the Bauhinia Flag” and “Dream-maker·Soaring with Our City”. In particular, the layout of the Gallery was in the shape of a gorgeous bauhinia with splendid flower tree mounting on each petal to host the five sub-sections.

The image display gallery aimed at paying tribute to the 20th Anniversary of HKSAR. It created a time tunnel taking visitors on an excursion to revisit the heritage and evolution of Hong Kong brands and to appreciate the enviable economic achievements that Hong Kong has made especially after its return to the motherland.

3. Performances and Entertaining Programmes

A series of stage performances and entertaining programmes with “Hong Kong flavour” were lined up at the Expo venue during the 6-day exhibition to demonstrate the diversity and lifestyle-orientation of Hong Kong brands while enhancing the participation and enjoyment of the visitors.

Each of the 6 topical performances was organised repeatedly for 2 to 6 times, including model catwalk shows to display participating brands of the exhibition zone, brewing of Hong Kong-style milk tea, demonstration of creative dim sum cooking, innovative yoga performance, homemade soap making workshops and fancy rope skipping, resulting in a total of 18 shows put up during the exhibition period.

4. Joint Promotional Giveaway Campaign

A joint promotion scheme namely “Loving Hong Kong·Brand Gift-Away Surprise” Campaign (「『愛·香港』品牌送『京』喜」聯乘推廣行動) was rolled out during the period from 1st June to 30th July 2017. Through the Campaign, Hong Kong brands offered special discounts or special gifts to customers at their retail points in Beijing and/or on-line outlets. The Campaign successfully disseminated the joyful message of “Happy Anniversary to Hong Kong” around the Capital city, and it per se was a creative “holiday marketing” attempt to boost the awareness of Hong Kong products and services among Beijing citizens.

The 29 brands participating in the Campaign had demonstrated a specially-designed logo at over 100 sales points including e-shops. Among them, 5 brands were from jewellery, accessories & watches, 9 from Chinese medicine & healthcare products, 3 from fashion & eyewear, 5 from electronic products, home appliances & services and 7 from food industry.

E-coupons of 29 participating brands were uploaded onto the official website and WeChat account of “Hong Kong Brand Festival”. Preferential offers, such as free gifts and special discounts, were provided by the retail outlets of the participating brands to consumers who either presented the designated e-coupons or posting onto their “WeChat Moment” a photo showing related promotional materials like the foamboards and stands displayed in the stores. In total, over 3,700 no. of views and/or downloads were recorded for e-coupons.

5. Business Exchange Meeting

The “Hong Kong Brand @ Beijing” Business Exchange Meeting was organised on 28th June 2017 in the Beijing Zhengxie Conference Center. The meeting attracted over 90 participants, including 50 (out of 54 enrolments) representatives of Hong Kong enterprises and over 40 Beijing distributors and merchandisers of local department stores and shopping centres.

During the meeting, participants from both sides enthusiastically explore opportunities for business cooperation. Besides, two representatives of Hong Kong enterprises delivered keynote speeches on the prospects for Hong Kong brands in developing domestic sales in the Beijing-Tianjin-Hebei Region, and several Beijing distributors were invited to give briefing talks on the latest trends of local consumer market, helping Hong Kong brand operators to gain better understanding of the commercial environment, distribution channels as well as the effective brand promotion strategies pertinent to Beijing and the adjacent markets.

6. Brand Story e-Book

As one of the major deliverables of the Project, a specially-designed thematic gallery namely “Branding: To Do Hong Kong Proud” was set up at the “2017 Hong Kong Trendy Products Expo, Beijing” from 27th June to 2nd July 2017, vividly illustrating the success stories of 20 indigenous brands founded at different historical phases that epitomised the developmental trajectory of Hong Kong economy.

The BDC also entrusted the Hong Kong Economic Times to interview the participating companies of the Gallery and compile an e-book in the same title, with an eye to providing an up-to-date literature to document the remarkable achievements and the latest developments of Hong Kong brands, and to inspiring the industries with the best practices in brand-building.

In addition to the 20 brand stories, the e-Book also collects wisdom of words in branding contributed by 7 brand experts and domain professionals and features a prologue written by the Honorable Chan Mo-po Paul, the Financial Secretary of HKSAR Government.

A launching ceremony was organised on 7th November 2017 at HKTDC SME Centre to officially announce the publication of e-Book. The Ceremony was officiated by Under Secretary for Commerce and Economic Development Dr Bernard Chan Pak-li. The ceremony attracted over 120 participants.

7. Experience Sharing Seminar

A 2-hour concluding session was hosted under the banner of “2017 Hong Kong Brand Development Forum: New Era • New Thinking” (「2017 香港品牌發展論壇：新時代•新思維」) on 7th November 2017 at HKTDC SME Centre and a total of 120 (out of 237 enrolments) Hong Kong brand operators took part in the forum. It featured heavy-weighted scholars, domain expert and founders of renowned brands, who shared their views on the winning strategies in the New Economy Era and explored the ways to take forward the development of Hong Kong brands.

At the Forum, Prof. Terence T.L. Chong, Executive Director of Lau Chor Tak Institute of Global Economics and Finance of the Chinese University of Hong Kong and Mr Andy Ann, Founder and Chief Executive Officer of NDN Group gave a talk on the topic of “New Opportunities for Hong Kong Brands in the New Economic Age” and “Branding Tour in the Digitalisation Environment” respectively.

The keynote speeches were followed by the “Walking with Brand Builders” panel discussion, which was moderated by Prof. Sherriff Luk, a well-known marketing professor. Three famous brand leaders joined the discussion, including Chairman and Executive Director of Hung Fook Tong Group Holdings Ltd. Mr Tse Po-Tat, Chief Executive Officer and Founder of Baby-Kingdom.Com Ltd. Mr Rainer Sip, Founder and Chief Executive Officer, Memorigin Watch Co. Ltd. Mr. William Shum. Apart from sharing their experiences in developing domestic sales and brand building, the panelists also exchanged views with the audience in the Q&A session.

8. Publicity Campaign in Hong Kong

A media briefing on “Hong Kong Brand Festival · Beijing” was held on 15th February 2017 with the presence of 19 reporters and representatives of media, at which the Organiser notified the industries of the schedule and arrangements about the serial activities of the Project.

A phased advertising campaign was rolled out on social media “Facebook” (<https://www.facebook.com/hkbdc2005/>) as well as trade-related and other local newspapers, including “Hong Kong Economic Times”, “AM730” and “Metro Daily”, to encourage participation by Hong Kong brands.

9. Publicity Campaign in Beijing

A series of advertisements were placed on/via newspapers (“北京晨報” (http://bjcb.morningpost.com.cn/html/2017-06/16/node_14.htm), “北京晚報” (http://bjwb.bjd.com.cn/html/2017-06/26/node_125.htm), “北京青年報”) advertorials in popular information portal/websites, posters at residential and commercial buildings, buses advertisements, MTR lightbox advertisements, billboards at the venue of the Beijing Expo; and media interviews by “環球時報”, “中國經營報”, “北京日報”, “北京電視台”, “華夏時報”, “搜狐”, “中央電視台”, “人民日報市場報”, “中國青年報” and “中國日報” in Beijing to promote the “Hong Kong Brand Festival · Beijing”. An array of communication activities were organised on selected social media and mobile apps that were popular among Beijing citizens, including “Weibo” blogger recommendation, “WeChat” news feed, “今日頭條” and “新浪看點” news postings.

The official WeChat account for the “Hong Kong Brand Festival” was step up to provide news feeds about the serial activities of the Festival. Project WeChat QR code was generated and placed on selected promotional materials, including printed, online and outdoor advertisements, brochure, leaflet and billboards, etc. Over 3,000 followers for the Festival’s official WeChat account were recorded during the exhibition period. A variety of gifts were distributed to the winners of “Lucky Roulette”(幸運大輪盤) and participants of “Happy Sharing”(開心分享) WeChat games; and over 2,000 people had participated in the game of “Lucky Roulette” during 6-day exhibition.

A ceremony was held at the Expo venue to announce the kick-off of the Exhibition Zone and Image Gallery.

10. Promotional Materials

A set of promotional materials, including 1,500 brochures and 10,000 leaflets of Exhibition Zone (https://www.hkbrand.org/uploads/file/pdf/beijing/Exhibition_Zone_Leaflet.pdf), 10,000 brochures of Image Gallery (https://www.hkbrand.org/uploads/file/pdf/beijing/Gallery_Booklet.pdf), as well as 10,000 recycle bags and 5,000 promotional gifts were distributed to visitors, buyers and participants of Exhibition Zone, Image Gallery, Business Exchange Meeting, “2017 Hong Kong Trendy Products Expo, Beijing”, Brand Story e-Book Launching Ceremony and Experience Sharing Seminar to promote “Hong Kong Brand Festival · Beijing”.

11. On-line Promotion

The official project website (www.hkbrandfest.org) was launched in February 2017 and web banners were placed in the websites of HKBDC (www.hkbrand.org), HKBPE (<http://www.hkbpe.com.hk/web/>) and CMA (www.cma.org.hk). Along with information of the various activities under the project, the “Branding: To Do Hong Kong Proud” Brand Story e-Book and research brief on “Riding the Winds of Change: Hong Kong Brands in the Beijing-Tianjin-Hebei Economic Circle” were duly uploaded (<https://www.hkbrand.org/tc/menu/126/festival/festivals-beijing/page/7>) 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.)

Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised completion date (if applicable)	Status (C/D/N) #
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(a) Formulation of exhibitors selection guidelines and steering committee; media briefing; website set-up and update; WeChat facility setup	31/05/2017		C
(b) Conceptual design for the exhibition zone, thematic gallery and performance stage; recruitment of participating companies of the exhibition zone and thematic gallery	31/05/2017		C
(c) Preparation for the set-up and decoration of the exhibition zone, thematic gallery and performance stage	26/06/2017		C
(d) Screening of participating companies and collection of products/ information for exhibition zone and thematic gallery	26/06/2017		C
(e) Design and production of promotional material and souvenirs	26/06/2017		C
(f) Preparation for the stage performance programmes	26/06/2017		C
(g) Preparation for the business exchange meeting	26/06/2017		C
(h) Preparation for the joint promotional giveaway campaign	26/06/2017		C
(i) Formulation and the launch of the publicity campaign phase by phase	31/12/2017		C
(j) Recruitment of panellists and participating companies of the business exchange meeting	28/06/2017		C
(k) Preparation for the e-Book	31/12/2017		C
(l) Conduction of joint promotional giveaway campaign	31/07/2017		C
(m) Construction of the exhibition zone, thematic gallery and performance stage	26/06/2017		C
(n) 6-day exhibition period of the exhibition zone and thematic gallery; delivery of performance programmes and exchange meeting	02/07/2017		C
(o) Preparation, recruitment of audience and delivery of the experience sharing seminar	31/12/2017		C
(p) Uploading post-event activities recapture onto website	31/12/2017		C
(q) Launch of the e-Book and uploading of e-Book	31/12/2017		C

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

The information of the project, research brief on “Riding the Winds of Change: Hong Kong Brands in the Beijing-Tianjin-Hebei Economic Circle” and “Branding: To Do Hong Kong Proud” Brand Story e-Book are freely accessible to Hong Kong enterprises at website, which will be maintained beyond the project period to provide a convenient and effective avenue to disseminating knowledge of domestic sales and branding, as well as relevant information of North China and adjacent markets.
