

**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 2 009
Project title : A Promotional Campaign to Boost Mainland Market
on Intelligent Apparel Manufacturing Machinery and
Automation System
Period covered : From 15 Dec 2016 to 14 Dec 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)

This project is engaged in launching an industry-wide promotional campaign to be hosted jointly by the Hong Kong Apparel Machinery Association (HKAMA) and HKPC to promote the industries' professionalism in Mainland China for high value-added business exploration and sustainability. Platforms to promote the intelligent machineries, automation systems and new capabilities of the whole HK apparel machinery industry will be established.

Under this project, two "Grand Pavilion of the Hong Kong Apparel Manufacturing Machinery Industry" will be set up in leading national industrial trade fairs of south China and east China with high density of middle to high class apparel products manufacturers in China. These leading exhibitions of the apparel machinery trade include "The 18th China (Dongguan) Int'l Textile & Clothing Industry Fair (DTC 2017)" and "China Int'l Sewing Machinery & Accessories Show (CISMA 2017)" hold in Shanghai.

Apart from full participation of the said expos, a series of marketing and dissemination events such as business networking sessions with potential buyers from 6 coastal cities of Mainland densely populated with middle and high end apparel products manufacturers, advertising campaign on Mainland magazines, directories, search engine, etc. will be carried out to promote the HK Apparel Manufacturing Machinery Industry. Not only it helps polish its professional image in Mainland China, but also establish Hong Kong as a hub for Intelligent Apparel Machinery and Automation System supply.

Project Objective(s) (in about 80 words)

- 1) To introduce, market and promote intelligent machineries and automation systems of the whole HK apparel machinery industry.
- 2) To promote HK apparel machinery industries' capabilities and professionalism in Mainland China for high value-added business exploration and sustainability.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Apparel Machinery Association Limited

Hong Kong Apparel Society Limited
Hong Kong Institution of Textile and Apparel
Hong Kong Knitwear Exporters and Manufacturers Association Limited
Knitwear Innovation & Design Society Limited
Textile Institute Association (Hong Kong) Limited

Collaborating Organisation(s) : The Hong Kong Association of Textile Bleachers, Dyers, Printers and Finishers Limited

Hong Kong Federation of Innovation Technologies and Manufacturing Industries Limited
Hong Kong (SME) Economic and Trade Promotional Association Limited
Hong Kong Trade Development Council

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	: Ms. Amy KONG	Hong Kong Apparel Machinery Association Limited	Tel: 8108 8198 Fax: 3585 0939
Deputy Project Co-ordinator	: Mr. Francis LAI	Hong Kong Productivity Council	27885330

2. Summary of Project Results

Project Deliverables

	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)	To form a project steering committee.	1 committee	A project steering committee with 7 members has been formed by project co-ordinator, deputy project co-ordinator, committee members of project applicant, representative of collaborating organisation, HKPC and 3 rd party experts. The committee has promoted various deliverables of the project via different media to members of the project applicant, collaborating organisations and the public.	N/A
b)	To organise a half-day awareness seminar	1 time	Date: 10 Jan 2017 Time: 12:30p.m. – 3:30p.m. No of participant: 64	N/A
c)	To Set up HK Pavilions in important Apparel Machinery exhibitions in the Mainland	2 times	Grand pavilion of the Hong Kong apparel manufacturing machinery industry with the theme of with the theme of “The Era of Smart and Automated Manufacturing: From Design to Packaging” has been set up in 2 important national exhibitions in South and East China. It includes 1) The 18th China (Dongguan) Int’l Textile & Clothing Industry Fair (DTC 2017) Date: 29 Mar – 1 Apr 2017 Venue: 東莞厚街廣東現代國際展覽中心 Booth no: CC20-CD20 Size: 270sqm 2) China Int'l Sewing Machinery & Accessories Show (CISMA 2017) Date: 26 -29 Sep 2017 Venue: 上海新國際博覽中心 Booth no: E5-G02, W2-G34 Size: 270sqm	N/A
d)	To hold 6 half-day business networking sessions	6 times	Six business networking sessions has been hold among HK apparel machinery and automation systems suppliers with apparel products manufacturers and potential buyers from the following cities and Provinces 1. DongGuan and GuangZhou 縫製設備及制衣企業（穗莞港）新技	N/A

	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.)
			<p>術產品商貿交流會 Date : 30 March 2017(Thu) Time : 10:45a.m. – 1:45p.m. Venue : 東莞厚街廣東現代國際展覽中心會議室D No of participant: 63</p> <p>2. Shenzhen and HuiZhou 縫製設備及制衣企業（深惠港）新技術產品商貿交流會 Date : 31 March 2017 (Fri) Time : 10:45a.m. – 1:45p.m. Venue : 東莞厚街廣東現代國際展覽中心會議室D No of participant: 52</p> <p>3. FuZhou and other cities of FuJian Province 縫製設備及制衣企業（閩港）新技術產品商貿交流會 Date : 19 April 2017 (Wed) Time : 1:30p.m. – 4:30 pm Venue : 晉江石獅國際輕紡城 No of participant: 50</p> <p>4. Qingdao 縫製設備及制衣企業（青港）新技術產品商貿交流會 Date : 30 June 2017 (Fri) Time : 1:30p.m. – 6:30p.m. Venue : 青島黃海飯店 二樓會議室 (中國青島延安一路 75 號) No of participant: 53</p> <p>5. Shanghai 縫製設備及制衣企業（滬港）新技術產品商貿交流會 Date : 27 September 2017 (Wed) Time : 2:00p.m. – 5:00 pm Venue : 上海浦東嘉裡大酒店(上海市浦東新區世紀公園花木路1388號) No of participant: 60</p> <p>6. Ningbo 縫製設備及制衣企業（甬港）新技術產品商貿交流會 Date : 28 September 2017 (Thu) Time : 2:00p.m. – 5:00 pm Venue : 上海浦東嘉裡大酒店(上海市浦東新區世紀公園花木路1388號) No of participant: 66</p>	

	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.)
e)	To carry out comprehensive literature study of Mainland China coastal cities	1 study	Required market and other information has been collected from DongGuan, ShenZhen, Shanghai, NingBo, FuZhou, QingDou, other cities of GuangDong and FuJian Provinces, and other coastal cities of the Mainland engaged in middle or high price ranged apparel products manufacturing.	N/A
f)	To organise 3 dissemination and experience sharing seminars	3 times	Three dissemination and experience sharing seminars has been organised 1. 透過多方位推廣計劃開拓中國內地智能製衣機械及自動化系統市場縫製設備行業技術及經驗分享研討會 一 Date: 5 May 2017 Time: 11:00a.m. – 2:30p.m. No of participant: 64 2. 透過多方位推廣計劃開拓中國內地智能製衣機械及自動化系統市場縫製設備行業技術及經驗分享研討會 二 Date: 26 July 2017 Time: 12:00p.m. – 3:30p.m. No of participant: 60 3. 透過多方位推廣計劃開拓中國內地智能製衣機械及自動化系統市場縫製設備行業技術及經驗分享研討會 三 Date: 14 December 2017 Time: 5:30p.m. - 8:30p.m. No of participant: 60	
g)	To launch an advertising campaign	1 campaign	Advertisements of HK apparel machinery have been posted on the following magazines of Mainland for 12 monthly issues since dates as below: 1. 《紡織製衣市場快訊》, starting from April, 2017 2. 《中國縫制設備》雜誌, starting from August 2017 Advertisements was also posted on the following annual directory 1. 《好推手 – 縫製商機》, 2017 edition, published on September 2017 2. 《36524 – 縫製寶典》, 2017-2019 edition, published on September	

	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.)
			2017 Besides, electronic advertisements has been posted on the following search engines of apparel industries for 12 months since dates as below: 1. 中外縫製設備網, starting from April, 2017. (http://www.zwfzsb.com/) 2. 中國縫制網, starting from August, 2017 (http://www.cnsewing.cn/)	
h)	To compile and produce a video of HK apparel machinery industry	1 set of video	A 4-min-12-second video with voice over in Potunghua has been produced. The video has been uploaded to the project applicant and industry website developed under item j) shown in this report.	
i)	To compile a directory of HK apparel machinery industry	1 directory	2,000 copies of industry directory has been compiled and printed. 1,500 copies have been distributed at HK Pavilions under exhibitions of this project and 6 business networking sessions carried out. 500 copies have been distributed to potential buyers of HK apparel machinery and automation systems in different coastal cities of Mainland.	
j)	To set up an industry website of HK apparel machinery industry	1 website	An industry website of HK apparel machinery with 2 levels of searching function by product category has been completed.	
k)	To compile a comprehensive project report	1 job	150 copies of comprehensive project report have been compiled and printed. The project deliverables summary has been upload to association website for free access.	

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

(Please list out in table format if necessary.)

a) To form a project steering committee. Manage and promote the project.

A project steering committee with 7 members has been formed by project co-ordinator, deputy project co-ordinator, committee members of project applicant, representative of collaborating organisation, HKPC and 3rd party experts. The committee has promoted various deliverables of the project via different media and channels to members of the project applicant, collaborating organisations and the public. The steering committee members include

1. Ms. Amy KONG, Chairlady of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
2. Mr. Peter KAM, Vice Chairman of HKAMA, Director of 香港針車商會 and project deputy co-ordinator
3. Mr. Tak LAM, Chairman of 香港針車商會
4. Ms. Heidi PONG, Secretary, HKAMA
5. Mr. Wai-Shing TONG, Director, HKAMA
6. Mr. Yuen-Wah LUK, Fellow Journalist of HK apparel industry
7. Mr. Francis Lai, Senior Consultant, HKPC

b) To organise a half-day awareness seminar

An awareness seminar to explain the project details to the industry and driving participation on various deliverables of this project has been held with particulars as below:

Date: 10 Jan 2017

Time: 12:30p.m. – 3:30p.m.

Venue: Theatre 1, HKPC Building, 78 Tat Chee Avenue

No of participant: 64

Topic and speakers:

1. Background of apparel industries in different coastal cities and Province of Mainland China, the detailed project deliverables and way of participation (by Mr. Francis Lai, Senior Consultant, HKPC)
 2. Experience sharing in exploration of business on apparel machinery in Mainland coastal cities (by Mr. Peter Kam, Vice Chairman of HKAMA)
 3. Experience sharing in participation of China (Dongguan) Int'l Textile & Clothing Industry Fair (DTC) and China Int'l Sewing Machinery & Accessories Show (CISMA) (by Ms. Heidi PONG, Secretary, HKAMA)
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c) To Set up HK Pavilions in important Apparel Machinery exhibitions in the Mainland

Grand pavilion of the Hong Kong apparel manufacturing machinery industry with the theme of with the theme of “The Era of Smart and Automated Manufacturing: From Design to Packaging” has been set up in 2 important national exhibitions in South and East China. It includes

1. The 18th China (Dongguan) Int'l Textile & Clothing Industry Fair (DTC 2017)

Date: 29 Mar – 1 Apr 2017

Venue: 東莞厚街廣東現代國際展覽中心

Booth no: CC20-CD20

Size: 270sqm

Number of visitors: 1600

2. China Int'l Sewing Machinery & Accessories Show (CISMA 2017)

Date: 26 -29 Sep 2017

Venue: 上海新國際博覽中心

Booth no: E5-G02, E5F13

Size: 270sqm

Number of visitors: 1500

On-site advertisements and signages on directory, MTR, boards, fascia at entrances and visit paths, vehicles moving between halls of exhibitions.

Leaflets: 3000pcs

Promotion kit: 2000 pcs with folder of HK apparel machinery industry including directory, DVD containing video + sample made by a series of intelligent

There were 91 local companies engaged in apparel machinery and automation systems participating both HK Pavilions. 25 automated machinery, equipment and systems along the whole apparel manufacturing process from design till packaging were shown. Around 250 pieces of product samples manufactured with apparel machinery and automation systems of HK companies were displayed in the Pavilions as well. A special technology corner has also been set up in HK Pavilions to showcase the advanced facilities, technology, management systems, quality product development process and after-sales services adopted by HK apparel machinery manufacturer for projecting a professional image on manufacturing of quality and value-added machinery and automation systems produced by the industry.

Soft openings of the HK Pavilion was held in the morning of the first day of each exhibition. On-site advertisements and signage of HK Pavilion and business networking sessions under Task 4 were put on the exhibition directories, entrance of exhibition halls, underground railway stations entrance to the exhibitions as well as movable vehicles travel between different halls of the exhibitions. 3,000 pcs of leaflets were printed and distributed to potential visitors of the HK Pavilion and networking session participants under Task 4. 2,000 sets of promotion kit containing the folder of HK apparel machinery industry including apparel industry directory compiled under this project, DVD containing video of HK apparel machinery industry, catalogues of local apparel machinery and automation systems suppliers as well as product samples made by HK apparel machinery were make and distributed to visitors of the HK Pavilions as well.

We also conducted survey with 112 visitors of the HK Pavilion in DongGuan and 137 visitors of the HK Pavilion in Shanghai for collecting their comments and feedback on the Hong Kong Auto Parts in each exhibition. Besides, around 18 interviews and 16 interviews were conducted with staff of companies sending staff to man the Pavilion in DongGuan and Shanghai respectively for collecting their comments on customers' feedback during the exhibitions and business networking.

d) To hold 6 half-day business networking sessions

Six business networking sessions has been hold among HK apparel machinery and automation systems suppliers with apparel products manufacturers and potential buyers from the following cities and Provinces

1. DongGuan and GuangZhou

縫製設備及制衣企業（穗莞港）新技術產品商貿交流會

Time : 10:45a.m. - 1:45p.m.

Venue : 東莞厚街廣東現代國際展覽中心會議室D

No. of Mainland potential buyer participant: 63

No. of HK companies making presentations: 28

2. Shenzhen and HuiZhou

縫製設備及制衣企業（深惠港）新技術產品商貿交流會

Date : 31 March 2017 (Fri)

Time : 10:45a.m. - 1:45p.m.

Venue : 東莞厚街廣東現代國際展覽中心會議室D

No. of Mainland potential buyer participant: 52

No. of HK companies making presentations: 27

3. FuZhou and other cities of FuJian Province

縫製設備及制衣企業（閩港）新技術產品商貿交流會

Date : 19 April 2017 (Wed)

Time : 1:30p.m. - 4:30 pm

Venue : 晉江石獅國際輕紡城

No. of Mainland potential buyer participant: 50

No. of HK companies making presentations: 23

4. Qingdao

縫製設備及制衣企業（青港）新技術產品商貿交流會

Date : 30 June 2017 (Fri)

Time : 1:30p.m. - 6:30p.m.

Venue : 青島黃海飯店 二樓會議室（中國青島延安一路75號）

No. of Mainland potential buyer participant: 53

No. of HK companies making presentations: 21

5. Shanghai

縫製設備及制衣企業（滬港）新技術產品商貿交流會

Date : 27 September 2017 (Wed)

Time : 2:00p.m. - 5:00 pm

Venue : 上海浦東嘉裡大酒店(上海市浦東新區世紀公園花木路1388號)

No. of Mainland potential buyer participant: 60

No. of HK companies making presentations: 27

6. Ningbo

縫製設備及制衣企業（甬港）新技術產品商貿交流會

Date : 28 September 2017 (Thu)

Time : 2:00p.m. - 5:00 pm

Venue : 上海浦東嘉裡大酒店(上海市浦東新區世紀公園花木路1388號)

No. of Mainland potential buyer participant: 66

No. of HK companies making presentations: 26

Questionnaires survey were conducted with HK companies making presentations on the business networking sessions and Mainland potential buyers attending the networking as well. Feedback of HK apparel machinery and automation system suppliers and Mainland potential buyers were collected and analyzed. The overall result is promising from feedback of both parties for the above mentioned business networking sessions.

e) **To carry out comprehensive literature study of Mainland China coastal cities**

Literature study on market, product, technology, management system and distribution trend and channels in more than 10 coastal cities of Mainland including DongGuan, ShenZhen, GuangZhou, FuZhou, Xiamen, QingDao, Shanghai, NingBo, Dailin, Tanjin, Yantai, SuZhou, HangZhou, WenZhou and Shantou has been carried out via desktop search and collection and analysis of trade reports, magazines and directories from the above mentioned cities. Besides, the size of apparel industry, types of products manufactured by middle and high end apparel products manufacturers in these cities as well as their demand on quantity, functions and quality of different types of apparel machinery and automation systems were studied.

f) **To organise 3 dissemination and experience sharing seminars**

1) 縫製設備行業技術及經驗分享研討會

Date: 5 May 2017

Time: 11:00a.m. – 2:30p.m.

Venue: Theatre 1, HKPC Building, 78 Tat Chee Avenue

No of participant: 64

Topics:

- 分享展覽(DTC2017)及穗莞港、深惠港對接會成果
- 市場調查結果分析
- 下次展覽 (2017 中國國際縫製設備展覽會 (CISMA)) 及福州、青島對接會詳情

Speakers:

- Ms. Amy KONG, Chairlady of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
- Mr. Peter KAM, Vice Chairman of HKAMA, Director of 香港針車商會 and project deputy co-ordinator
- Ms. Heidi PONG, Secretary, HKAMA
- Mr. Francis LAI, Senior Consultant, HKPC

2) 縫製設備行業技術及經驗分享研討會

Date: 26 July 2017

Time: 12:00p.m. - 3:30p.m.

Venue: Theatre 1, HKPC Building, 78 Tat Chee Avenue

No of participant: 60

Topics:

- 分享福州、青島對接會成果
- 市場調查結果分析
- 下次展覽 (2017 中國國際縫製設備展覽會 (CISMA)) 及上海、寧波對接會詳情

Speakers:

- Ms. Amy KONG, Chairlady of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
- Mr. Francis Lai, Senior Consultant, HKPC
- Ms. Heidi PONG, Secretary, HKAMA

3) 縫製設備行業技術及經驗分享研討會

Date: 14 December 2017

Time: 5:30p.m. - 8:30p.m.

Venue: Theatre 1, HKPC Building, 78 Tat Chee Avenue

No of participant: 60

Topics:

- 分享 (2017 中國國際縫製設備展覽會 (CISMA)) 的參展經驗
- 分享上海、寧波對接會成果
- 市場調查結果分析

Speakers:

- Ms. Amy KONG, Chairlady of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
 - Mr. Peter KAM, Vice Chairman of HKAMA, Director of 香港針車商會 and project deputy co-ordinator
 - Mr. Francis Lai, Senior Consultant, HKPC
 - Ms. Heidi PONG, Secretary, HKAMA
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g) To launch an advertising campaign

Advertisements of HK apparel machinery have been posted on the following magazines of Mainland for 12 monthly issues since dates as below:

1. 《紡織製衣市場快訊》, from April 2017 to March 2018, 12 monthly issues
2. 《中國縫制設備》雜誌, from August 2017 to July 2018, 12 monthly issues

Advertisements was also posted on the following annual directory

1. 《好推手 - 縫製商機》, 2017 edition, published on September 2017
2. 《36524 - 縫製寶典》, 2017-2019 edition, published on September 2017

Besides, electronic advertisements has been posted on the following search engines of apparel industries for 12 months since dates as below:

1. 中外縫製設備網, from April 2017 to March 2018
(<http://www.zwfzsb.com/>)
2. 中國縫制網, starting from August 2017 to July 2018
(<http://www.cnsewing.cn/>)

h) To compile and produce a video of HK apparel machinery industry

A 4-minute-12-second video with voice over in Potunghua has been compiled produced. Under this video, intelligence, automation, flexibility and mass customerization capabilities of apparel machinery and automation systems supplied by HK companies were highlighted. The video content covers

- Background of HK apparel machinery industry and rich experience in supplying quality products
- Varieties of apparel machinery and total solution of HK across all the manufacturing operations in apparel industry
- Professionalism and comprehensiveness of local apparel machinery industry on product design, manufacturing, quality assurance and customer service. Latest manufacturing technologies, management systems and after-sales services.
- Strong backup from HKSAR government and industrial supporting organisations for technology R&D, productivity enhancement, human resources development and market development of the local apparel machinery industry
- International trade experience, integrity of HK, national and international awards of local companies engaged in apparel machinery supply
- Recent development on intelligent machinery, highly flexible automation system suitable for low volume, high mix production of high quality and middle/high value-added apparel products.

2,000 copies of DVD containing the video were produced and inserted into the promotion kit mentioned under item for distribution in exhibitions, business networking sessions and direct mailing/courier to potential buyers of HK apparel machinery and automation systems. The video was also uploaded to the project applicant and industry website developed under item j) shown in this report.

i) To compile a directory of HK apparel machinery industry

2,000 copies of industry directory has been compiled and printed. 1,500 copies have been distributed at HK Pavilions under exhibitions of this project and 6 business networking sessions carried out. Another 500 copies have been distributed to potential buyers of HK apparel machinery and automation systems in different coastal cities of Mainland.

The industry directory compiled information on contacts and product particulars of apparel machinery and automation systems suppliers of Hong Kong, supplier lists of 15 different categories of apparel machinery and automation systems as well as background and competence of HK apparel machinery industry.

j) To set up an industry website of HK apparel machinery industry

An industry website of HK apparel machinery with 2 levels of searching function by product category has been completed.

k) To compile a comprehensive project report

150 copies of comprehensive project report which consolidates the project findings and outcomes have been compiled and printed.

113 copies of the report have been distributed to members of the project applicant, collaborating organisations and other industry players. 37 copies of the report kept by the project applicant for further distribution and reading by the industry practitioners upon completion of project.

The report has been uploaded to the industry website for public access.

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>(C/D/N) #</u>
(a) To form a project steering committee. To organise an awareness seminar.	31/01/2017		C
(b) To prepare directory, industry website and video of Hong Kong apparel machinery industry	31/03/2017	31/12/2017	C
(c) To set up Hong Kong Pavilion in <i>China (Dongguan) Int'l Textile & Clothing Industry Fair (DTC 2017)</i> and participate the exhibition. To organise and carry out business networking sessions between Hong Kong apparel machinery suppliers and textile products manufacturers in DongGuan and ShenZhen	30/04/2017		C
(d) To launch advertising campaign and post hardcopy and electronic advertisements on apparel industry magazines, directories and search engines in Mainland China	30/09/2018		C
(e) To conduct comprehensive literature study of the apparel machinery market of Mainland China coastal cities	30/09/2018		C
(f) To hold 1 st dissemination and experience sharing seminar for disseminating findings of exhibition in DongGuan and 2 business networking in DongGuan and ShenZhen	31/07/2017		C
(g) To set up Hong Kong Pavilion in <i>China Int'l Sewing Machinery & Accessories Show (CISMA) 2017 in Shanghai</i> and participate the exhibition. To organise and carry out business networking sessions between Hong Kong apparel machinery suppliers and textile products manufacturers in Shanghai and Ningbo	30/11/2017		C
(h) To hold 2 nd dissemination and experience sharing seminar for disseminating findings of exhibition in Shanghai and 2 business networking in Shanghai and Ningbo	31/01/2018		C
(i) To organise and carry out business networking sessions between Hong Kong apparel machinery suppliers and textile products manufacturers in QingDao and FuZhou	30/09/2018		C
(j) To hold 3 rd dissemination and experience sharing seminar for disseminating findings of 2 business networking in QingDao and FuZhou as well as the literature study of the apparel machinery market of Mainland China coastal cities.	31/10/2018		C
(k) To compile project summary, print 150 copies, distribute the summary to targeted SMEs and upload the softcopy of the summary to project applicant website for public access;	14/12/2018		C

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

37 copies of the report has been kept by the project applicant for further distribution and reading by the industry practitioners upon completion of project. The report has been uploaded to the industry website for public access.

In 2019, the report was continuously promoted to the industry via the project applicant. Besides, the industry website and industry video was also continue to shown under website on the project applicant as well as in several self-financed diminished size booth/Pavilions and business networking sessions organised by the project applicant on its own.
