

**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 3 002
Project title : 傳承經典、敢於創新:利用 “香港品牌效應” 協助
香港食品企業發展內地市場
Inheritance + Innovation: Capitalising on “Hong
Kong brand effect” to help Hong Kong food producer
companies develop the Mainland market
Period covered : From 15/06/2017 to 14/12/2018
(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 collective image of "Hong Kong brand" is synonymous to "reasonably priced, safe and reliable". Apart from these good qualities, Hong Kong food brands are also known for their inheritance of traditional techniques coupled with persistence of innovation and creativity, which make them stand out from the crowd in the international arena. These products are originated from the old ones, yet they are more popular and well-received by the consumers. Other than product innovation, Hong Kong food brands also pay much attention to product design and packaging. To sum up, Hong Kong food brand operators always keep a watchful eye on international trend and are ahead of others in creating new products that meet the needs of consumers. So, "Inheritance + Innovation" (傳承經典、敢於創新) should be a proper description for Hong Kong food brands.

Project Objective(s) (in about 80 words)

This project will capitalise on the collective positive image of "Hong Kong brand" (香港品牌效應) especially "Hong Kong food brand" to help Hong Kong food producer companies develop the Mainland market. Emphasis will be put on how Hong Kong food brands make use of their good tradition to develop new and innovative products.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Hong Kong Food Council Limited
The Chinese Manufacturers' Association of Hong Kong, The Chinese General Chamber of Commerce, The Hong Kong Federation of Restaurants & Related Trades Limited

Collaborating Organisation(s) : & Related Trades Limited

Implementation Agent(s) : N/A

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	<u>Mr Kenneth Chan</u>	<u>Chairman of Hong Kong Food Council</u>	<u>3925 6808</u>
Deputy Project Co-ordinator	<u>Ms Sally Chan</u>	<u>Senior Manager of Hong Kong Food Council</u>	<u>3925 6818</u>

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	<u>15/06/2017</u>	<u>14/12/2018</u>	<u>18</u>
Revised (if applicable)	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>

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)	Project committee	9 members	9 members recruited	/
b)	Promotional Video www.youtube.com/watch?v=winMGdrXzjA&t=20s	A 6-min video is produced	A 6-min video is produced	/
c)	Two Knowledge-sharing sessions in Hong Kong	Each 40-50 participants	1 st : 40 2 nd : 41	<p><u>Topic of 1st Session: (2018.5.4)</u> i) 進出口預包裝食品：標籤檢驗監督及管理辦法的最新發展 ii) 本地中小企業進軍內地市場經驗分享 (Speaker: Mr Kenneth To & Mr James Leung)</p> <p><u>Topic of 2nd Session: (2018.12.12)</u> i) 《智造香港品牌·開拓國內商機》 ii) 香港食品業怎樣可以協助培養香港未來人材? (Speaker: Mr Charles Ng & Mr Ronald Lau)</p>
d)	Four Training workshops in Hong Kong	Each 40-50 participants	1 st : 48 2 nd : 25 3 rd : 42 4 th : 41	<p><u>Topic of 1st Seminar: (2018.1.24)</u> i) 食品故事 - 老生意·新價值 ii) 從傳統走到創新 - 香港傳統品牌如何開拓內銷市場 (Speaker: Mr Charles Ng & Mr Ron Leung)</p> <p><u>Topic of 2nd Seminar: (2018.3.13)</u> i) 「信心港商城」平台介紹 ii) 食品包裝防偽及追蹤技術 (Speaker: Representatives from GS1)</p> <p><u>Topic of 3rd Seminar: (2018.8.24)</u> i) 香港在一帶一路的發展優勢和挑戰 ii) 本地企業於內地參展經驗分享 (Speaker: Dr. Justina Yung & Dr. Jimmy Tsang)</p> <p><u>Topic of 4th Seminar: (2018.10.26)</u> i) 追溯性和透明度·現在和未來對食物安全的重要性 ii) 從傳統走到創新 - 微信積極消費生態圈 (Speaker: Mr Wayne Lam & Mr Bill Tse)</p>

				<p>1) The topic of the 2nd seminar was not as attractive as others for members</p> <p>2) We got more than 50 participants registered, but end up with 50% show-up rate</p> <p>3) To improve, we will consult more members for their interested topics to improve the attendance rate</p>
e)	Two Hong Kong Pavilion	<p><u>1st Hong Kong Pavilion in Changsha:</u> 14-17 Sep 2017</p> <p><u>2nd Hong Kong Pavilion in Wuhan:</u> 9-11 June 2018</p>	<p>1st Hong Kong Pavilion: 10 exhibitors</p> <p>2nd Hong Kong Pavilion: 9 exhibitors</p>	<p>1st / 2nd pavilion: Members didn't show much interest to the exhibition location, it affected the no. of exhibitors</p> <p>To improve, we will try to collaborate with more associations and organisations to enlarge the target pool</p>
f)	Four Promotional activities	<p>2 activities at the 1st Hong Kong Pavilion in Changsha: 120 participants each</p> <p>2 activities at the 2nd Hong Kong Pavilion in Wuhan: 130 participants each</p>	<p>Four activities: 120-130 participants each</p>	/
g)	Case book in e-version	One	completed	/
h)	Website Hkfoodbrands.com/	One	Website launched	/

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

(Please list out in table format if necessary.)

	Item(s)	Details
1	Project committee	<p>A project committee was formed with 9 committee, including</p> <ol style="list-style-type: none"> 1) Prof Justina Yung(Professor at China mainland affairs office of the Hong Kong Polytechnic University) 2) Charles Ng(Chairman of Hong Kong Designers Association) 3) 王琪琮 (Deputy Chairman of The Tien Chu Hong Kong company limited) 4) 王柏源博士(Chairman of Hong Kong & Kowloon Sauce & Preserved Fruits Amalgamated Employers Association) 5) 陳建年(Chairman of The Rice Merchants' Association of Hong Kong Limited) 6) 劉耀輝(Chairman of Hong Kong Food Hygiene Administrators Association) 7) 吳永恩(Chairman of The Hong Kong & Kowloon Fruit & Vegetable Employees & Employers Guild) 8) 蔡少森 (Chairman of Hong Kong Food Safety Association) 9) 馬介欽 (Committee of The Chinese Manufacturers' Association of Hong Kong)
2	Promotional Video	A 6-min video is produced with famous brands including 奇華, 甄沾記, 刀嘜, 八珍, 美味棧

3	1 st Hong Kong Pavilion in Changsha	The 1 st Hong Kong Pavilion is formed with 10 exhibitors joined. Time Tunnel was also set up with more than 13 famous brand participating in product exhibition. Opening ceremony was also held on 14 Sept 2017 with more than 100 participants joining.
4	2 Promotional activities	Two promotional activities was also arranged during the 1 st Hong Kong Pavilion with Ms. George Tang and Mr. 陳智斌. We have successfully drawn more than 120 audiences for each event.
5	1 st Training Workshop	The first training workshop was successfully held on 24 January 2018 with Mr. Charles Ng and Mr. Ron Leung as our speakers. The event has attracted 48 participants to join.
6	2 nd Training Workshop	The second training workshop was successfully held on 13 March 2018 with Mr Ng, Ms Christine Hong and Ms Shum, representing GS1 HK as our speakers. The event has attracted 25 participants to join.
7	1 st Knowledge-Sharing Session	The first knowledge-sharing session was successfully held on 4 May 2018 with Mr James Leung and Mr Kenneth To as our speakers. The event has attracted 40 participants to join.
8	2 nd Hong Kong Pavilion in Wuhan	The 2 nd Hong Kong Pavilion is formed with 9 exhibitors joined. Time Tunnel was also set up with more than 10 famous brand participating in product exhibition. Opening ceremony was also held on 9 June 2018 with more than 130 participants joining.
9	2 Promotional activities	Two promotional activities was also arranged during the 1 st Hong Kong Pavilion with professional chef Ms Anne. We have successfully drawn more than 130 audiences for each event.
10	3 rd Training Workshop	The third training workshop was successfully held on 24 August 2018 with Dr. Jimmy Tsang and Dr. Justina Yung as our speakers. The event has attracted 42 participants to join.
11	4 th Training Workshop	The forth training workshop was successfully held on 26 October 2018 with Mr. Tse and Mr. Lam as our speakers. The event has attracted 41 participants to join.
12	2 nd Knowledge-Sharing Session	The second knowledge-sharing session was successfully held on 12 December 2018 with Mr Charles Ng and Mr Ronald Lau as our speakers. The event has attracted 41 participants to join.
13	Website	Website is launched in September 2017
14	Electronic casebook	Casebook is completed and uploaded on website on 10 Nov 2018.

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 target completion date</u> (if applicable)	<u>Status</u> (C/P/D) #	<u>Reason for deviation from its original target completion date</u>
(a) Update and maintain the website	14/12/2018		C	
(b) Form a project committee	14/9/2017		C	
(c) Assistant Project Manager and Project Executive on board	14/12/2018		C	
(d) Produce a video for promotion of "Hong Kong food brand"	14/9/2017		C	
(e) Organise 4 training workshops	14/10/2018		C	
(f) Organise 2 knowledge-sharing sessions	31/5/2018		C	

(g) Recruit individual Hong Kong companies and set up Hong Kong Pavilion at the “2017 China Food and Catering Expo” held in Changsha, Hunan Province, from 14 September to 17 September 2017 and organise 2 promotional activities	14/9/2017		C	
(h) Recruit individual Hong Kong companies and set up Hong Kong Pavilion at the 9th Wuhan Food & Drinks Fair 2018 in Wuhan, from 9 to 11 June 2018 and organise 2 promotional activities	30/6/2018		C	
(i) Produce an e-version of the case book for the project	14/11/2018		C	

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

N/A
