

**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 17 3 002
Project title : Facilitate Hong Kong SMEs in the industries of
design and software, computer games & interactive
media to explore the culture and creative innovation
markets in the Mainland
Period covered : From 01/08/2018 to 31/7/2019
(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)

The project "Facilitate Hong Kong SMEs in the industries of design and software, computer games & interactive media to explore the culture and creative innovation markets in the Mainland " aims to teach SMEs of these two industries to make use of innovation, creativity and technologies to enter the Mainland market since it is noted that many SMEs are lack of know-how, cultural knowledge, method of entry, experience to find the right policies to enter China for further business negotiation and marketing skills. A multi-pronged approach has been employed in this project including participating in crucial and special featured exhibition bundled with business matching sessions, focused workshops, interviews with related players for experience consolidation and enlightenment, effective promotion channels/measures (featured video, focused social media, etc.), guidebook, etc. The project will be cost-effective as it would benefit a significant portion of the population of Hong Kong's cultural and creative industries.

Project Objective(s) (in about 80 words)

To showcase Hong Kong's innovations in integrating culture, creativity with technology to the Mainland and to teach Hong Kong SMEs in the design and software, computer games & interactive media industries the models and channels of Mainland sales system and applying innovation, creativity and technologies to enter the Mainland market.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : SME Global Alliance Limited

Collaborating Organisation(s) : Hong Kong Trade Development Council
Hong Kong (SME) Economic and Trade Promotional Association Limited
Hong Kong Small & Medium Enterprises Development Federation Limited
Hong Kong Small and Medium Enterprises Association Limited
Hong Kong Next Generation Internet Society Limited
Startup & SME Association
Information and Software Industry Association Limited
The Chamber of Hong Kong Computer Industry Company Limited
Chinese Manufacturers' Association of Hong Kong - IT Committee
Hong Kong Greater China Small and Medium Enterprises Alliance Association Limited
HK Internet of Things Association Limited
Hong Kong Computer Society

Implementation Agent(s) : Vocational Training Council - Institute of Professional Education And Knowledge (PEAK)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Dr. Alex LAU	HK Intellectual Property Advisory Service Limited	Tel 3590 3417 Fax 3590 6206
Deputy Project Co-ordinator	Wilson LEE	Licensing & Franchising Association of Hong Kong	Tel 2111 1765 Fax 3107 0718

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>01/08/2018</u>	<u>31/7/2019</u>	<u>12 months</u>
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
a)	Workshop 1	30 participants 2 hours Form a judging panel (at least 4 experts) to select the SMEs to participate in the workshops Content: Intellectual property right affects the business life cycle/ How creative idea becomes to be copyright, patent or technology transfer Trainer: Expert (To be confirmed)	17 participants 2 hours A judging panel (Mr. Oliver Wan, Mr. Jimmy Wan, Mr. Peter Kam and Mr. Jefferson Wat) had no objection to the list of participants. Content: 動漫市場的知識產權: 1. 正確認識知識產權 2. 知識產權分類與作用 3. 動漫作品的IP保護 4. 動漫周邊市場化 Trainer: Dr Alex Lau	There were around 30 online registrants. However, some of them did not show up eventually. Will strengthen promotion and try to make up the shortfall in the following two workshops.
b)	Workshop 2	30 participants 2 hours Form a judging panel (at least 4 experts) to select the SMEs to participate in the workshops Content: How does the trend of the retail market adopting technology increase the sales Trainer: Expert (To be confirmed)	32 participants 2 hours A judging panel (Mr. Oliver Wan, Mr. Jimmy Wan, Mr. Peter Kam and Mr. Jefferson Wat) had no objection to the list of participants. Content: 如何應用零售科技增加銷售額: 1. 網上銷售平台 2. 利用科技系統優化貨品管理 3. 門市銷售管理系統 Trainer: Mr. Stephen Wong	
c)	Workshop 3	30 participants 2 hours Form a judging panel (at least 4 experts) to select the SMEs to participate in the workshops	35 participants 2 hours A judging panel (Mr. Oliver Wan, Mr. Jimmy Wan, Mr. Peter Kam and Mr. Jefferson	

	Workshop 3 (Cont'd)	<p>Content: The re-formation of AR/VR/3D help great change of the Cultural Products Industry</p> <p>Trainer: Expert (To be confirmed)</p>	<p>Wat) had no objection to the list of participants.</p> <p>Content: 擴增實境(AR)及虛擬實景(VR)在創意文化科技產業之應用</p> <ol style="list-style-type: none"> 1. What is VR and AR? 2. Market Case Study 3. Future Development Direction 4. Interaction Session <p>Trainer: Mr. Frankie Pang</p>	
d)	Webpages	<p>Online registration for workshops and project outcome sharing session</p> <p>The Internet platform would be webpages linked to the Applicant's existing website</p>	<p>Webpages have been constructed for introducing the project details and accepting online registration for workshops and exhibition. The webpages are also linked to the Applicant's existing website.</p> <p>(http://www.smeglobal.fund/)</p>	
e)	Exhibition	<p>20-30 participants</p> <p>3 days' exhibition - 250 sqm "HK Zone"</p> <p>2019 China Innovation and Entrepreneurship Fair in Guangzhou</p> <p>Form a judging panel (at least 4 experts) to select the SMEs to participate in the exhibition</p>	<p>21 participants</p> <p>3 days' exhibition from 21 June to 23 June 2019 – 250 sqm Hong Kong Pavilion</p> <p>2019 China Innovation and Entrepreneurship Fair in Guangzhou</p> <p>A judging panel (Mr. Oliver Wan, Mr. Jimmy Wan, Mr. Peter Kam and Mr. Jefferson Wat) was formed and the list of participants was endorsed by the judging panel.</p>	
f)	Business matching session	<p>20 participants</p> <p>2 hours</p> <p>Content: (i) 2 mainland speakers to introduce the market situation in that city and expectation of products /services, etc.</p>	<p>21 participants</p> <p>2 hours</p> <p>Content: (i) 4 mainland speakers: - Liang Li Rong, Director of the Department of International Affairs, Guangzhou Association for Science and Technology - Shi Hao Quan, Vice General Manager, Guangzhou Higher Education Mega Center Health Industrial CEEISRO Incubator Base</p>	

		<p>(ii) 4 HK speakers to talk about the trend on how to use their product/service to improve user experience, the present situation of technology in HK, etc.</p> <p>(iii) Exchange session for business prospecting</p>	<p>- Amanda Liu, Operation manager of 廣州眾創五號空間</p> <p>- 李思慧(總經理) - 廣州南沙勵弘文創旗艦園</p> <p>(ii) 2 HK speakers:</p> <p>- 李蓮健 (GizWits Networks (HK) Limited)</p> <p>- Carl Chan (Xnap (HK) Limited)</p> <p>(iii) Exchange session for business prospecting</p>	
g)	Promotional Video	<p>3-5 minutes</p> <p>3-5 SMEs will be featured in the video</p> <p>Form a judging panel (at least 4 experts) to select the SMEs to be featured in the video</p>	<p>Around 7 minutes</p> <p>4 SMEs are featured in the video</p> <p>A judging panel (Mr. Oliver Wan, Mr. Jimmy Wan, Mr. Peter Kam and Mr. Jefferson Wat) agreed to the 4 SMEs to be featured in the video.</p>	
h)	Guidebook	<p>1,000 copies</p> <p>Tentative Content:</p> <ul style="list-style-type: none"> ➤ Design and SCI Industries' present situation, problems encountered, development trend, successful and failure cases in Mainland's market. ➤ Interviews of the Mainland related government departments in Guangzhou. ➤ Interviews of the 10 SMEs of the two industries in Hong Kong ➤ General guidelines for the design and SCI Industries to develop business in the Mainland ➤ Mainland regulations regarding the design and SCI industries. <p>Distribution in the project outcome sharing session, offices of the applicant, implementation agent and collaborating organisations</p>	<p>The guidebook was printed after the project period. But the guidebook copies would still be distributed through the office of the applicant, implementation agent and collaborating organizations.</p> <p>Contents of the guidebook include:-</p> <ul style="list-style-type: none"> - Latest economic performance of the Design and SCI industries and their development trend - After having interviewed with Guangzhou Association for Science and Technology and some incubation centres in Guangzhou, introduced the facilities of these incubation centres and government's support policies which facilitate HK companies in doing businesses in Guangzhou - Interviews of the 10 SMEs of the two industries in Hong Kong to understand their problems in developing their businesses in HK and China - General guidelines and mainland regulations which 	

			facilitate SMEs in the design and SCI Industries to develop business in the mainland, particularly Guangzhou.	
i)	eBook	e-version of Guidebook	e-version of Guidebook	
j)	Project Outcome Sharing Session	100 participants 2 hours Speakers: Wilson Lee, SMEs which have participated in the exhibition	78 participants 3 hours Speakers: 劉杰(廣州眾創五號空間運營經理), 蘇啟民(香港跨境電子商務協會執行會長), 3 SMEs which have participated in the exhibition including iSTEM Limited, Xnap (HK) Limited and Joy Aether	

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

(Please list out in table format if necessary.)

Workshop 1

Date : 20 Dec 2018

Time : 14:00 – 16:00pm

Venue: VTC Tower

Speaker : Dr Alex Lau

Topic : 動漫市場的知識產權

1 正確認識知識產權

2 知識產權分類與作用

3 動漫作品的IP保護

4 動漫周邊市場化



Workshop 2

Date : 2 Apr 2019

Time : 10:00 – 12:00pm

Venue: VTC Tower

Speaker : Mr. Stephen Wong (Everest Consulting Company)

Topic : 如何應用零售科技增加銷售額

- 網上銷售平台
- 利用科技系統優化貨品管理
- 門市銷售管理系統



Workshop 3

Date : 2 Apr 2019

Time : 14:00 – 16:00pm

Venue: VTC Tower

Speaker : Mr Frankie Pang (Cordex Intelligence Limited)

Topic : 擴增實境(AR)及虛擬實景(VR)在創意文化科技產業之應用

- What is VR and AR?
- Market Case Study
- Future Development Direction
- Interaction Session



Exhibition

- 250 sqm Hong Kong Pavilion - 2019 China Innovation and Entrepreneurship Fair in Guangzhou
- 21 participants (total 24 applications)
- Target participants are SMEs of Design and Software, Computer Games & Interactive Media industries in Hong Kong
- A judging panel (Mr. Oliver Wan, Mr. Jimmy Wan, Mr. Peter Kam and Mr. Jefferson Wat) was formed and the list of participants was endorsed by the judging panel. There were total 24 applicants. After vetting, it was found that 2 applicants were not in the targeted industries. And one applicant informed us that they could not attend the Guangzhou fair due to a clash with its participation of another fair.
- Visitors of the fair mainly came from the creative and technology industries of the mainland.
- Each participant was able to showcase their products/services brought to the exhibition.



Business Matching Session

- 21 participants
- The business matching session was conducted in the 1st day of the exhibition in a designated room of the exhibition venue
- Around 3 hours
- 4 mainland speakers: Liang Li Rong, Director of the Department of International Affairs, Guangzhou Association for Science and Technology, Shi Hao Quan, Vice General Manager, Guangzhou Higher Education Mega Center Health Industrial CEEISRO Incubator Base, Amanda Liu, Operation manager of 廣州眾創五號空間 and 李思慧(總經理) - 廣州南沙勵弘文創旗艦園
- 2 HK speakers: 2 exhibitors namely 李蓮健 (GizWits Networks (HK) Limited), Carl Chan (Xnap (HK) Limited)
- The mainland speakers have shared the information of facilities of Guangzhou's incubation centres and the government's support policies which facilitate HK companies in developing their businesses in Guangzhou.
- The HK speakers shared their experiences in doing business in China, the present situation of their products/services and technology in HK and their views on the development of their industries.
- There was an interaction session between HK and mainland companies for business prospecting.



Promotional Video

- Around 7 minutes
- 4 HK SMEs have been featured in the video
- A judging panel (Mr. Oliver Wan, Mr. Jimmy Wan, Mr. Peter Kam and Mr. Jefferson Wat) has agreed to select these 4 SMEs to be featured in the video, based on the criteria of the companies' history, accomplishment, potential development, product/service features and experience in the mainland market.
- Content of the video includes the design and SCI industries' present situation, views of the SMEs on the development of the HK and mainland markets, problems encountered by the SMEs and the government support they need, etc.
- The video was posted onto the project website and video-sharing websites – Youtube and Youku.



Guidebook

Content of the guide book:

- Latest situation and development of Hong Kong and Guangzhou's Design and SCI industries
- The facilities of incubation centres and government's support policies in Guangzhou which facilitate foreign companies (including HK companies) in doing businesses in Guangzhou (information obtained from the Guangzhou Association for Science and Technology and some incubation centres in Guangzhou)
- Interviews of the 10 SMEs of the Design and SCI industries in Hong Kong which demonstrate their problems in developing their businesses in HK and China and the support of the HK government that they need
- General guidelines and relevant mainland regulations for the design and SCI Industries relating to the development of business in the Mainland
- The guide book will be distributed in the office of the applicant, implementation agent and collaborating organisations



eBook

- e-version of the guidebook

Webpages Construction

- Webpages have been constructed for introducing the project details at (<http://www.smeglobal.fund/>)
- Accept online registration for the workshops and exhibition through the webpages.
- The promotional video can be viewed on the webpages.
- The guidebook can be viewed and downloaded from the webpages.
- Linked to the Applicant's existing website.
- The webpages are still run by the Applicant after the project period.

Interview the related government departments in China

- Some hiccups met when approaching Guangzhou's government departments. But finally, we managed to approach Guangzhou Association for Science and Technology (GAST) which is under 廣州市委 and Guangzhou Higher Education Mega Center Health Industrial CEEUSRO Incubator Base which was established by the Guangdong Collège of Pharmacy and co-sponsored by People's Government of Panyu District. The two organisations have introduced us some incubation centres in Guangzhou and the support policies of Guangzhou government which facilitate HK companies in developing their businesses in Guangzhou, etc.

Interview Hong Kong SMEs in the industry

- 10 SMEs in the Design and SCI industries
- Selection criteria include the SME's accomplishment, potential development, product/service features and contribution to the industry and also subject to the willingness of the SMEs to attend the interviews.

Project Outcome Sharing Session

- 3 hours
- 78 participants
- 2/F, KCC Building, 2 Liberty Ave, Homantin, Kowloon
- Speakers: 劉杰(廣州眾創五號空間運營經理), 蘇啟民(香港跨境電子商務協會執行會長), 3 SMEs which have participated in the exhibition including iSTEM Limited, Xnap (HK) Limited and Joy Aether Limited shared their experiences and problems met in the mainland market.



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) #
1. Formulation of project team and Consultation Committee	31/8/2018	31/8/2018	C
2. Discussion of the framework, contents and specification			
3. Link-up cooperation partners and task force team (the project team and the consultation committee)			
4. Formulation of judging panel (at least 4 experts) to select the SMEs to be interviewed; featured in video; participate in exhibitions and workshops			
(a) Define the content of the workshops.	31/12/2018		C
(c) Construct the webpages	31/12/2018		C
(d) Promotion through various channels, such as articles, press release and advertising	31/12/2018	31/7/2019	D
(e) Define the content of the promotional video clip	31/12/2018		C
Organise 3 workshops			
- Workshop 1	31/12/2018	20/12/2018	C
- Workshop 2 & 3	31/12/2018	2/4/2019 (10:00am-12:00pm and 14:30pm-16:30pm)	D
(f) 1. Interview with the Hong Kong SMEs	30/4/2019	30/6/2019	D
(g) 2. Produce the promotional video clip	30/4/2019	19/7/2019	D
1. Organise 1 exhibition	31/7/2019		C
2. Organise 1 business matching session			C
3. Interview with the Mainland associations and incubation centres in Guangzhou			C
4. Publish the guide book			N
5. Organise the project outcome sharing session			C
(h)			

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

N.A.
