SME Development Fund (SDF)/
Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)
(Organisation Support Programme) (OSP)

<u>Final Report on Approved Project</u>

Project ref. no.   :   BUD 17 3 003
Project title   :   Promotional Campaign to Boost Mainland Market on
                         Industrial Internet of things (IIoT) Solution
Period covered   :   From _____01/04/18_____ to _____31/03/20_____
                              (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)

Hong Kong IIoT services providers make a great effort in supporting Hong Kong manufacturing sector, as well as non-manufacturing sector to adopt IIoT technologies. The objective of this project is to promote the industries' professionalism in Mainland China for business exploration and sustainability. Since participation in the national leading trade fair is the best place to expand their business and export sales directly, a "Grand Pavilion of the Hong Kong IIoT industry" will be set up separately in three leading exhibitions: 1. Xiamen: International Exhibition and Forum of Internet of Things Xiamen, China, 2018; 2. Shenzhen: MECHATRONICS CHINA 2018; 3. Wuxi: World Internet of Things Exposition 2019. A series of marketing and dissemination events will be carried out to promote the HK IIoT Industry. Not only it helps polish its professional image in Mainland China, but also establish HK as hub in providing IIoT one-stop solution for different manufacturing sectors with outstanding creativity, functionality and quality.

Project Objective(s) (in about 80 words)

- To introduce, market and promote Industrial Internet of Things (IIoT) Solution for establish "Smart factory" to mainland high valued-added manufacturers
- To promote HK Internet of Things industries' capabilities and professionalism in Mainland China for high value-added business exploration and sustainability

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	IOT HK Association Limited
Collaborating Organisation(s)	:	Federation of Hong Kong Industries, The Chinese Manufacturers' Association Hong Kong, Hong Kong Federation of Innovation Technologies and Manufacturing Industries Limited, Hong Kong Young Industrialists Council Limited, HK General Chamber of Cross-border E-commerce Limited, GS 1 Hong Kong, Hong Kong Internet and e-Commerce Association Limited, HK Information Technology Federation Limited, Hong Kong Auto Parts Industry Association Limited, Hong Kong Mould and Product Technology Association Limited
Implementation Agent(s)	:	Hong Kong Productivity Council, Productivity (ShenZhen) Consulting Co. Ltd.

Key Personnel

		Name	Company/Organisation	Tel No. & Fax No.
Project Co-ordinator	:	Mr. Wilson CHONG	IOT HK Association Limited	31064188
Deputy Project Co-ordinator	:	Mr. Arthur YUEN	IOT HK Association Limited	31064188

Project Period

	Commencement Date (day/month/year)	Completion Date (day/month/year)	Project Duration (No. of months)
As stated in project agreement	01/04/18	31/03/20	24 months
Revised (if applicable)			

Sources of Funding (HK$)

		% of Total Project Expenditure	
Amount of grant:	: 3,376,255	(90	%)
Contribution from grantee and sponsorship from other sources, if any	: 375,140	(10	%)

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 steering committee	1 committee	1 committee	
b)	Awareness seminar	1 time (60 participants)	1 time (62 participants)	
c)	Set up HK Pavilions in important IIoT exhibitions in the Mainland	3 times (1 time in Xiamen, 1 time in Shenzhen and 1 time in Wuxi, expected 80 products/solutions from 40 SMEs)	3 times (1 time in Xiamen, 41 SMEs displayed 83 products/solutions; 1 time in Shenzhen, 44 SMEs displayed 88 products/solutions; 1 time in Wuxi, 41 SMEs displayed 82 products/solutions)	
d)	Half-day business networking sessions during exhibitions	3 times (50 participants in each business networking session)	3 times (1 time in Xiamen, 15 Hong Kong companies with 52 participants; 1 time in Shenzhen, 16 Hong Kong companies with 55 participants; 1 time in Wuxi, 16 Hong Kong companies with 53 participants)	
e)	Comprehensive national-wide literature study	1 study	1 study	
f)	Dissemination and experience sharing seminars	3 times (each 50 local participants)	3 time (1 time in Xiamen, 50 participants; 1 time in Shenzhen, 53 participants; 1 time in Wuxi, 51 participants)	
g)	Advertising campaign towards Mainland potential buyers	1 campaign (6 advertisements in 1 magazine, 1 advertisement on 1 annual directory)	1 campaign (6 advertisements in 1 magazine, 1 advertisement on 1 annual directory)	
h)	Video	1 set	1 set	
i)	Exhibits guide of HK IIoT industry	1 guide (1000 copies x 3 exhibitions)	1 guide (1000 copies x 3 exhibitions)	
j)	Set up industry website of HK IIoT industry	1 website	1 website	
k)	Project report	1 book (150 copies)	1 book (150 copies)	

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

(Please list out in table format if necessary.)

(a) A Project Steering Committee was formed to manage and promote the project. It comprised of:
- Mr. CHONG Ngai Kin, Wilson (Chairman of IOT HK Association Limited)
- Mr. LEUNG Lit To, Albert (Vice Chairman of IOT HK Association Limited)
- Mr. YUEN Man Sun, Arthur (Director of IOT HK Association Limited)
- Mr. HUI Kin Sang, Sam (Convenor of Industrial Committees Information Technology & E-commerce, the Chinese Manufacturers' Association of Hong Kong)
- Dr. KWOK Lam For (Associate Professor in Department of Computer Science and the Executive Director of CUBIC (CityU Business and Industrial Club) at City University of Hong Kong)
- Mr. SHAN Ming Yin, Raymond (Principal Consultant of Hong Kong Productivity Council)

(b) An awareness seminar was organized on 10 May 2018 in HKPC Building to explain project details to the industry and recruit SMEs to provide exhibits for display at the 3 exhibitions, joining the business networking sessions for potential buyers from different cities of Mainland and participating advertising campaign and other deliverables of the project. There are 62 participants attended the seminar.

(c) 1ˢᵗ Grand Pavilion of the Hong Kong IIOT industry was established on 6-8 Jul 2018 at the exhibition in Xiamen, International Exhibition and Forum of Internet of Things Xiamen, China 2018, 廈門國際會展中心 - 中國(國際)物聯網博覽會. The Pavilion was established to demonstrate IIoT products and solution to exhibition visitors. There were 41 SMEs displayed 83 products and solutions at the exhibition. An innovation and technology corner was set up in HK Pavilion to showcase the creativity, innovation, functionality, technology, data-security, quality and after sales services of HK IIoT services providers for projecting a professional image of the industry.

2ⁿᵈ Hong Kong Pavilion was established on 20-22 Dec 2018 at the exhibition in Shenzhen, MECHATRONICS CHINA 2018, 深圳會展中心 - 深圳國際工業互聯產業生態大會暨先進製造與智能工廠展. The Pavilion was established to demonstrate IIoT products and solution to exhibition visitors. There were 44 SMEs displayed 88 products and solutions at the exhibition. An innovation and technology corner was set up in HK Pavilion to showcase the creativity, innovation, functionality, technology, data-security, quality and after sales services of HK IIoT services providers for projecting a professional image of the industry.

3ʳᵈ Hong Kong Pavilion was established on 7-10 Sep 2019 at the exhibition in Wuxi, World Internet of Things Exposition 2019, 無錫太湖國際博覽中心深圳會展中心 - 世界物聯網博覽會. The Pavilion was established to demonstrate IIoT products and solution to exhibition visitors. There were 41 SMEs displayed 82 products and solutions at the exhibition.

(d) 1ˢᵗ half-day business networking sessions was arranged on 7 Jul 2018 during Xiamen exhibition. There were 15 Hong Kong companies introduce their IIoT products and solution to 52 mainland participants in the business networking sessions.

2ⁿᵈ half-day business networking sessions was arranged on 21 Dec 2018 during Shenzhen exhibition. There were 16 Hong Kong companies introduce their IIoT products and solution to 55 mainland participants in the business networking sessions.

3ʳᵈ half-day business networking sessions was arranged on 8 Sep 2019 during Wuxi exhibition. There were 16 Hong Kong companies introduce their IIoT products and solution to 53 mainland participants in the business networking sessions.

(e) The comprehensive national-wide literature study was completed. The study covered the Mainland IIoT market, product, technology, national standards on IIoT products and distribution trend and channels in pioneer cities in developing IIoT solutions.

(f) 1ˢᵗ dissemination and experience sharing seminar was organized on 26 Nov 2018 with 50 participants. Sharing of experience in exhibitions and business networking sessions were presented by HKPC consultant and industrialists participating in the HK Pavilion and the business networking sessions.

2ⁿᵈ dissemination and experience sharing seminar was organized on 3 Jul 2019 with 53 participants. Sharing of experience in exhibitions and business networking sessions were presented by HKPC consultant and industrialists participating in the HK Pavilion and the business networking sessions.

3ʳᵈ dissemination and experience sharing seminar was organized on 19 Dec 2019 with 51 participants. Sharing of experience in exhibitions and business networking sessions were presented by HKPC consultant and industrialists participating in the HK Pavilion and the business networking sessions.

(g) Advertising campaign towards Mainland potential buyers was completed. It included 6 advertisements in 1 magazine (Internet of Things World 物聯網世界) and 1 advertisement in 1 annual directory (Internet of Things Buyers' Guide in China 中國物聯網產業大全)

(h) A 3-minute video in Putonghua was produced and broadcasted in HK Pavilions and business networking sessions under this project.

(i) 1,000 copies exhibits guide of HK IIoT industry were distributed during Xiamen exhibition which comprises the details of the demonstrated IIoT hardware, software and one-stop solution in order to facilitate visitors understand during visitor HK Pavilion. Another 1,000 copies exhibits guide of HK IIoT industry were distributed during Shenzhen exhibition. Other 1,000 copies exhibits guide of HK IIoT industry were distributed during Wuxi exhibition.

(j) An industry website of HK IIoT industry with search functions for different types of IIoT products and solution throughout the project period. The industry website was promoted via HK Pavilions and business networking sessions.

(k) 150 copies of project report consolidate the project findings and outcome were complied.

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) #
(a) - To form a project steering committee. - To organize an awareness seminar.	01/05/18		C
(b) - To prepare industry website and video of Hong Kong IIoT industry.	30/06/18		C
(c) - To launch advertising campaign and post hardcopy and electronic advertisements on IIOT industry magazine, directory and search engine in Mainland China.	31/10/19		C
(d) - To set up Hong Kong Pavilion in International Exhibition and Forum of Internet of Things Xiamen, China, 2018 in Xiamen and participate the exhibition. - To organise and carry out business networking session between Hong Kong IIoT services providers and products manufacturers from Xiamen during Xiamen exhibition. - To consolidate and analyse the information collected from HK Pavilion visitors and the high value-added smart products manufacturers.	30/07/18		C
(e) - To hold 1st dissemination and experience sharing seminar for disseminating findings of exhibition and 1 business networking session in Xiamen.	31/12/18		C
(f) - To conduct comprehensive literature study of the IIoT products and solutions market of Mainland China cities.	31/12/19		C

(g)	- To set up Hong Kong Pavilion in MECHATRONICS CHINA 2018 in Shenzhen and participate the exhibition. - To organise and carry out business networking session between Hong Kong IIoT services providers and value-added products manufacturers from Shenzhen and Guangzhou during Shenzhen exhibition.	28/02/19	C
(h)	- To hold 2nd dissemination and experience sharing seminar for disseminating findings of exhibition and 1 business networking session in Shenzhen.	31/05/19	C
(i)	- To set up Hong Kong Pavilion in World Internet of Things Exposition 2019 in Wuxi and participate the exhibition. - To organise and carry out business networking session between Hong Kong IIoT services providers and high value-added smart products manufacturers from Wuxi and Shanghai during Wuxi exhibition. - To consolidate and analyse the information collected from HK Pavilion visitors and the high value-added smart products manufacturers (Potential buyers).	30/11/19	C
(j)	- To hold 3rd dissemination and experience sharing seminar for disseminating findings of exhibition and 1 business networking session in Wuxi as well as the literature study of the IIoT market of Mainland China.	31/01/20	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.	31/03/20	C

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

Nil