

**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 17 4 002  
Project title : Branding scheme for the promotion of “Designed by Hong Kong” (design industry) and “Made by Hong Kong” (manufacturers): reaching out to the Mainland market – Shenzhen and Chengdu  
走進內地市場之品牌推廣計劃：「香港設計」、「香港製造」  
- 深圳及成都  
Period covered : From 15/06/2018 to 14/12/2019  
(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)

In the recent policy address by the Chief Executive, the emphasis was placed on “innovation, interaction, and collaboration”. Indeed, the government’s plans to step up its policies relating to talent and innovation bode well for the design and manufacturing industries. The government expects the Hong Kong economic growth to go higher than its projected 3.5% this year, as revealed in the same policy address. Innovative collaborations surely can bring another layer to Hong Kong’s economy.

### **About Design Industry in Hong Kong**

In the latest Global Competitiveness Report of World Economic Forum, Hong Kong leapt three places to reach sixth place. Such recognition does not come easily and is an attestation of Hong Kong’s resilience and adaptability in the current economic climate. Moreover, Hong Kong has been regarded as the design hub of Asia, and more firms are capitalising on its homegrown design talent and its proximity to China.

The Hong Kong Federation of Design Associations recently surveyed 16,827 Hong Kong companies that are in the design sector. The sector encompasses a broad range of disciplines with specific skills, for instance visual merchandising, event and entertainment programmes, digital and web, engineering design and so on, indicating its diversity and capability on some of the most sought-after industries today.

### *Comparative Advantages of “Designed by Hong Kong”*

According to the same HK-SZ Design Industry Survey conducted by the FHKDA in 2013-2015, Shenzhen’s design industry also perceives design industry in Hong Kong as having comparative advantages and high competitiveness in terms of the intangible assets for bridging between the West and East, attaining modern and stylist quality of Hong Kong design, possessing the unique essence of urbanity, creative design and demonstrating dedicated ability to serve the interest of clients. It rivals Mainland and international counterparts in design quality and ways of doing design business. The industry is perceived of as a workforce that possesses international outlook, trustworthy and honest. It enjoys a reputation of being able to think outside the box and capable of delivering the works in a professional and systematic way. These attributes are also honoured by the clients and counterpart designers in Mainland China as the “Hong Kong’s ways of doing” or “professionalism” on a par with the international standards.

The design industry in Hong Kong draws “cultural proximity” with overseas clients in terms of design languages, ways of doing design and general business practices. At the same time, it is able to demonstrate a high level of abilities to educate mainland clients, for instance, on professional knowledge of design standards and the protection of intellectual property, help them define solid goals and develop integrative and strategic options, or even offer a “total solution” of design services.

Given the inherent competitive advantages, the design industry in Hong Kong would help mainland clients develop brands and differentiation for their products or services. It is definitely feasible to extend the influences and practices of design industry in Hong Kong to the Mainland counterparts.

### **About Hong Kong’s Manufacturing Sector**

The manufacturing sector can vary among industries and cover a wide variety of consumer products. This project will focus on ten categories of consumer products, including but not limited to (1) fashion and apparel (accessories, footwear, garments and handbags, etc.), (2) furniture (housewares, etc), (3) jewellery (handicraft items of jade and semi-precious stones, etc.), (4) leather goods, (5) metal products, (6) paper products, (7) plastic products, (8) spectacles and optical products (eyewear, etc.), (9) watches and clocks, and (10) wood products, etc.

### *Comparative Advantages of “Made by Hong Kong”*

When it comes to the manufacturing sector, Hong Kong does have a number of comparative advantages over other mainland cities, including but not limited to the adaptability, potential business model of “product-service systems (PPS)” and business integrity.

The relocation of Hong Kong’s factories to the Mainland and other regions since the 1980s is, hence, the solid proof of its comparative advantages of cross-cultural adaptability in management and operation. The GDP figures in 2014 likely indicate that Hong Kong is comparatively good at providing services, but the applicant regards it as another crucial comparative advantage of Hong Kong’s manufacturing sector. The potential combination of service and manufacturing industries is obviously the fundamental elements of “PPS”, which are the emerging business models. PPS simply mean when an establishment offers a mix of both products and services.

Some internationally well-known examples of PPS are iPhone with iTunes, and Xerox’s pay-per-copy model for selling office printers, etc. Those ideas require economies of scale and Hong Kong’s manufacturing sector requires a bigger market to develop and perform a new business model beyond products. Moreover, Hong Kong’s manufacturing sector has established a worldwide reputation for business integrity, including but not limited to the respect paid to intellectual property.

The applicant receives overseas requests for business referral to the Hong Kong manufacturers. They candidly express that reputation of business integrity is the critical factor of sourcing Hong Kong manufacturers, even though the production has relocated to the Mainland and other regions. This view inspires the applicant to promote the brand “Made by Hong Kong”. The applicant sees the potential of the brand “Made by Hong Kong”, which may go beyond products and the Hong Kong manufacturing sector.

These perceptions do factor heavily in the decision-making process of multi-nationals looking for a regional base, or of small and medium-sized enterprises looking for a foothold in the mainland market or the Asian region.

First and foremost is the importance of Hong Kong's legal system, which is trusted, tried and tested by international business. Hong Kong's capital account is fully convertible, with no restrictions on foreign exchange dealings. Property, securities, gold and silver can be bought and sold by anyone, without restriction. A strong and well-regulated financial sector, a free press, the free flow of information, low taxes and a simple taxation system, a pool of managerial talent with international experience, ease of access, proximity to major markets, and a dense network of services firms are among the strengths and advantages of doing business in Hong Kong.

Moreover, Hong Kong has long been an entrepôt for trade with the mainland and is the key conduit for international trade with China. Even back in 2000, around one-quarter of the Mainland's imports and 40% of its exports were handled through Hong Kong. More than 31,300 vehicles crossed between Hong Kong and Guangdong daily, while over 313,000 people crossed between China and Hong Kong daily by land, sea or air. There were about 1,000 flights a week between Hong Kong and 43 mainland cities.

Recently, plans have been discussed for the tax policy unit which the Financial Services and the Treasury Bureau is preparing to set up, in collaboration with the newly established Committee on Innovation, Technology and Re-industrialisation, to review sections of the Inland Revenue Ordinance (Cap. 112). The aim to enable manufacturers to be entitled to tax allowances in respect of machinery, equipment and intellectual property products used in their production procedures located outside Hong Kong, thereby encouraging manufacturers to use products of scientific researches and enhancing the competitiveness of Hong Kong's industries.

Hong Kong manufacturers are already the most active and experienced investors in all Pearl River Delta (PRD) cities, which make them ideal partners for foreign investors wishing to utilise the PRD's well-established manufacturing capabilities. Hong Kong's wealth of experience in the international trading arena also provides mainland companies with a ready-made partner to expand operations for the global market. Despite the depth and breadth of these links, there is a need to significantly boost cross-boundary co-operation to capitalise on existing strengths and synergies and maximise the area's potential, but in a way that preserves Hong Kong's unique advantages.

## **Interrelationship between Design and Manufacturing**

Nowadays consumers consume beyond the artefact and service itself. The quality offerings always depend on the “intimate” design, i.e. the design that induces a sense of intimacy and congeniality between the designer and the customers; the artisan craftsmanship that goes beyond manufacturing and seamless service, etc. On the one hand, the design industry creates the unseen quality and adds value to the said supply chain. On the other hand, a design is reduced to sort of a virtual and abstract service without manufacturing and retail. Hence, the absolute interrelationship of design and manufacturing is self-explanatory as well as complementary.

If the design industry is featured in the pavilion(s) and showroom(s) in the Mainland cities, the implementors must bring along the showcases that are physical products and must be produced by the manufacturers / makers. Riding on the same batch of products, it would be cost-effective to promote the competitiveness of the Hong Kong manufacturing sector by fully utilising the approved resources, while also demonstrating the dual-brand of "Designed by Hong Kong" and "Made by Hong Kong".

In many ways, the two mainland cities of Shenzhen and Chengdu possess similar conditions that favour the promotion of the design industry in Hong Kong and Hong Kong’s manufacturing sector. Products designed by the design industry in Hong Kong and made by the Hong Kong’s manufacturing sector will be shown in several spots in two mainland cities:

- i) Six-month showroom in October 2018;
- ii) Hong Kong Pavilion at the Chengdu Creativity & Design Week (CDCDW) in November 2018; and
- iii) Another six-month showroom after the CDCDW.

## **Why Shenzhen**

Freeman Lau, Secretary General of the FHKDA, has openly stated in numerous occasions that Shenzhen has become the single largest national sourcing centre for design. Shenzhen can be dubbed the compulsory stepping stone for any design consultant who wishes to tap into the Mainland market. The concept “Design Twin Cities” has been discussed between Hong Kong and Shenzhen since 2008, the Zetta Bridge project was launched in August 2017 to further the inter-city design synergies. The name of Zetta Bridge originates (Please refer to Annex B) from the proximity to No. 2 Bridge of Qianhai, carrying the deeper implication to promote the exchange and collaboration of creative design talents between Hong Kong and Shenzhen.

Shenzhen Qianhai Free Trade Zone has been honoured as the Manhattan of China and is the strategic site of two national policies, namely the Belt and Road Initiative and Guangdong-Hong Kong-Macau Bay Area (the Greater Bay Area). Early in 2015, the GDP of the Greater Bay Area reached HKD 11,200 billion, where the cultural and creative industry in Hong Kong contributed to HK\$108.9 billion, reflecting a double increase in actual value. The market scale of the cultural and creative industry in Shenzhen increased HKD 194.97 billion in 2016 (an increase of 11% compared to that of 2015), accounting for 10% of Shenzhen’s GDP. The huge markets will provide numerous opportunities for design and manufacturing sectors of enterprises from mainland China and Hong Kong.

With the full support and favourable policy initiatives from the government of HKSAR and Shenzhen, the two adjacent cities enjoy geographically strategic advantages and bring together strengths of its own. As the hardware of Shenzhen has advanced rapidly, the demand for software is gradually catching up. It is essential for Hong Kong to seize such opportunities from the Greater Bay Area to promote its soft skills to inspire and upgrade/transform the Mainland market and industries of enterprises.

“Design Twin Cities”, being part of the “9+2 City Cluster” within the Greater Bay Area, will not only connect the resources within the Greater Bay Area to explore business opportunities alongside the Greater Bay Area and Belt and Road Initiative, but they also help develop Chinese brands into international brands through the exchange of resources, including talents, ideas, capital, techniques, professional services and training.

## **Why International Art Design Center (iADC)**

The newly built the International Art Design Center (iADC) located at Baoan district in Shenzhen with its rich new contents and series of opening and celebration events will absolutely be a plus to bring considerable traffics to the showroom.

Located at the centre spot of the PRD, the iADC enjoys the proximity to a few pivot transportation nodes and commercial circles of the city including the new Shenzhen Baoan International Airport, the Greater Bay Area, as well as the Shenzhen Convention & Exhibition Center. The newly established iADC occupies a total of 1.5 million sqm, it is a well-connected complex that provides regular shuttle bus services among the major city hubs and realises the shared economy of design, lifestyle, art, museum, commercial and retail business, office administration, tourism and hospitality. It targets to provide a dedicated space with club facilities, art and design museum and world-class design training for designers to work as much as live, where a design incubation base with design-themed expos and one-stop design procurement may eventually be formed organically in time.

The showroom that houses feature selected works of Hong Kong design-manufacture brands, allowing for interactions between Hong Kong's design industry and the Mainland consumers, buyers and manufacturers, as well as the exchange between Hong Kong's manufacturing sector and the Mainland designers. Both Hong Kong's design industry and manufacturing sector will be able to benefit from the constant flow of traffics and vibes around the various commercial circles of expos, tourists from the airport and the target groups of buyers for the selected showcases from the Greater Bay Area. The project may also enjoy the synergies and inspirations brought about by the mixed land use of iADC in experimenting an alternative collaboration business model.

## **Why Chengdu**

The State Council of China has designated Chengdu as the country's western centre of socio-economic development, it is as well an important base for manufacturing, and an engine of the Western Development Program, a benchmark city for investment environment in inland China. Situated along within the Greater Bay Area and Chengdu-Chongqing Economic Zone, the city has been the leader in economic development in Western China. At policy level, the establishment of Tianfu New Area (天府新區) sets the future direction for Chengdu's development in the next 10 years. It focuses on modern manufacturing industry and high-end service clusters, with the aim to reconstruct a modern international urban area suitable for residence, industry and commerce.

In 2016, the GDP of Chengdu reached RMB 12,170 billion, being the second highest among the national capital cities and ninth in the country. The city has approximately 15,000 cultural and creative legal entities and around 466,000 practitioners, which account for 3.3% of Chengdu's total population. Together they contributed to RMB 2,614.2 billion realised revenue and 633.6 billion added value, accounting for 5.2% of Chengdu's GDP of the same year. The added value created by the cultural and creative industry reached RMB 750 billion in 2017, which equalled 5.5% of the city's GDP. With 17,237 industrial enterprise legal entities and its 1.4 million practitioners that constituted almost 10% of the city's population in 2013, Chengdu has also been the pilot city for the 10-year national plan for manufacturing transformation "Made in China 2025". In 2016, the city-scale industries enjoyed a growth of 7.4% in added value; an industrial operating income exceeding RMB one trillion and industrial investments of RMB 2246.2 billion, which grew 41%.

Hong Kong Trade Development Council and the Chengdu government officially signed the Memorandum of Understanding (MOU) last year for closer cooperation. On the other hand, Hong Kong also plays a part to work on a project similar to Zetta Bridge with the Tianfu New Area. Expecting a GDP of over 10% from the cultural and creative industry in 2020, the demand for soft power and skills in Chengdu will eventually come. Judging from the policies in the two designated mainland cities, the cultural and creative industry is one of the key priority for development at national level. To promote the soft power such as the design sense of and collaboration between Hong Kong design and manufacturing industries, it is necessary to diffuse the message of their strengths and benefits to the designated two Mainland markets to get ahead of the game.

## **Why Chengdu Creativity and Design Week (CDCDW) in Chengdu**

The Chengdu Creativity and Design Week (CDCDW) aims to gather and transform creative talents and innovative energies to promote and incubate creative and design enterprises and works. In particular, through enhancing the professional standing, influence and competitiveness of the major “Chengdu Golden Panda Design Awards” (金熊貓文創設計獎), Chengdu Creativity and Design Exhibition and International Design Forum Chengdu by iF, CDCDW advances the development and efficiency of the creative and design industry. CDCDW is regarded as one of the best design week of the largest scale in mainland, the project will be able to leverage on two factors at the CDCDW: number of visitors (2,521,000 in 2016, 1,000,000+ in 2015) and also theme. The 4-day CDCDW is estimated to attract more than 2,000,000 visitors this year.

Chengdu Xindongfong Exhibition Co., Ltd. was the implementation unit of the Chengdu Creativity and Design Exhibition in 2014 and 2015. Since 2016, the company has won the bid in the competitive procurement process and become the single implementation agent to execute all CDCDW series of events including exhibition, forum and the awards. Incorporated in 2001, a unit of the Chengdu Media Group and China Council for the Promotion of International Trade Chengdu Sub-council (CCPIT, also known as Chengdu Municipal Bureau of Exposition [CBE], a governmental organization responsible for promoting the development of Chengdu’s MICE services), Chengdu Xindongfong as a state-owned company has been highly committed in the fields of exhibition planning, organisation and implementation; exhibition sourcing and packaged services; as well as media marketing for over a decade.

## **Why Six-month Showroom(s)**

In addition to the presence of Hong Kong’s design industry, the display gallery will be moved to designated showrooms for six months each at Shenzhen and Chengdu to expand the interest and to test the reception of the Mainland markets. To compliment the showrooms and ensure visitor traffics, the promotional plan of five monthly interactive business matching sessions and five monthly seminars will be organised with four designers and manufacturers invited to each event to share their experiences. A list of digital and print design items will also be created to appeal to a wider specific and general audience, both online and offline, including but not limited to leaflets, posters, booklets, seminar brochures etc. where appropriate. It is this project’s goal to help Hong Kong’s design industry and manufacturing sector leverage on the interaction with their Mainland counterparts for the expressed intent of future collaborations. A publicity campaign will be rolled out to establish “designed by Hong Kong” and “made by Hong Kong” as a uniquely Hong Kong dual-brand. Social media and a dedicated website will be used as an effective communication platform to showcase Hong Kong’s collaborative cases and its products.

This project will provide the avenue for the Hong Kong’s design industry and the manufacturing sector to display the selected cases, including the product collection(s) and the story behind the collection(s), as the case studies of collaboration between the design industry and manufacturing sector. A series of activities will focus on providing opportunities to cultivate communications and catalyse new collaborations in the selected cities - Shenzhen and Chengdu. Eventually, this project will generate 10 brand new collaborations between, either, Hong Kong’s design industry and Mainland manufacturing sector / retail industry, or, Hong Kong’s manufacturing sector and Mainland design industry. These activities are specific to highlight the Hong Kong’s design industry and manufacturing sector as a single “dual-brand” entity and showcase the level of high efficiency of their soft power/intangible competence, which includes communication and management skills such as collaborating, strategic planning, team building, problem solving and design sense.

Though collaborations between businesses are a norm and do produce consistent success, the same could not be said of the design industry. Hong Kong design professionals and its manufacturing counterparts can benefit by drawing knowledge from others. “Mozacco” , “「DesignXcel」” and “NEXT by D Twincities” (For the tentative list of exhibits, please refer to Annex C.) are three good examples of how Hong Kong companies from various industries can collaborate with its design counterparts and leverage as a brand through its innovation and design capabilities. These collaborations showcase the competence of Hong Kong design talents, entrepreneurs/industrialists and project management professionals in the process of creation and collaboration, an essential factor to be innovative.

## **Why Industrial Designers Society of Hong Kong (IDSHK)**

This project will commission the Industrial Designers Society of Hong Kong (IDSHK) to fully implement the whole project due to their professional background in industrial design. They are professionally trained to work closely and directly with the manufacturing sector. IDSHK will be entrusted by FHKI to be fully in charge of the whole project's implementation, operation and management, including but not limited to all the marketing activities, venue hire and sponsorship, procurement of working manpower, creative and design, design and build, PR and communications agents, vendors or contractors.

Founded in 2002, IDSHK is a non-profit professional organisation, which aims to promote the professional practice of Hong Kong's industrial design and to foster the public interests to the value of industrial design (ID). As a platform connecting the Professional, Academia and Business sectors, IDSHK promotes knowledge exchange regularly through ID seminars, knowledge-sharing forums and mentor workshops. As an established NPO, IDSHK has since disseminated useful industrial design updates on a timely basis through regular Professional Seminars.

Celebrating its 15th Anniversary, IDSHK organised a comprehensive event in September 2017, which included a design exhibition "The Past & Possible Futures" at PolyU's Innovation Tower, featuring nearly 50 internal award-winning products, outstanding works of Hong Kong design talents, innovative corporates, and industrial design showcases from PolyU, HKDI and THEi. Concurrently, the exhibition also had the extended Invitation Programme of Chi Wing Lo's "Inner Garden" installation of over 30 master pieces of furniture, tea ware and artefacts; a gala dinner; as well as a series of 5 Professional Seminars on the latest industrial design, innovation & technology trends.

The aforesaid 15th anniversary celebrative event has been well-received and successfully completed with very limited manpower, resource and no financial support from the government. Yet, IDSHK demonstrated its resourcefulness and execution capability by putting together the whole event. Meanwhile, given also the prolonged bridging role of IDSHK between the local design and manufacturing sectors, the organisation, with its insider knowledge of existing networks and relationships, becomes an indispensable catalyst in this project to promote the dual-brand of "Designed by Hong Kong" and "Made by Hong Kong".

**Project Objective(s)** (in about 80 words)

This project aims to simultaneously promote the design industry in Hong Kong and Hong Kong's manufacturing sector in two mainland cities. Leveraging on the Hong Kong pavilions that feature design, creativity and innovation at two large-scale exhibitions, the six-month showroom(s) in each mainland city creates and provides an extensive springboard for the dual-brand "Designed by Hong Kong" and "Made by Hong Kong" to play into the domestic market. The programme will encourage and facilitate the design industry in Hong Kong and Hong Kong's manufacturing sectors to cross-collaborate with the retail & manufacturing sectors and design industry in the domestic market.

**Grantee/Collaborating Organisation/Implementation Agent**

Grantee : Federation of Hong Kong Industries

Collaborating Organisation(s) : Chengdu Xindongfang Exhibition Limited Company  
Fashion Farm Foundation (FFF)  
Hong Kong Designers Association (HKDA)  
Hong Kong Fashion Designers Association (HKFDA)  
Interior Design Association (HK) Ltd (HKIDA)  
The Hong Kong Federation of Design Associations Ltd. (FHKDA)  
Institute of Print-media Professionals (IPP)  
Hong Kong Fur Federation (HKFF)  
Hong Kong Toys Council (HKTC)  
Hong Kong Young Industrialists Council (HKYIC)  
Hong Kong Productivity Council (HKPC)  
Hong Kong Footwear Association Ltd.  
Hong Kong Jewellery & Jade Manufacturers Association (HKJJA)  
Hong Kong Electronics Industry Council  
Hong Kong Electrical Appliance Industries Association Ltd  
Association for Creative Education  
Hong Kong Trade Development Council (HKTDC)  
Hong Kong Economic and Trade Office in Guangdong

Implementation Agent(s) : Industrial Designers Society of Hong Kong (IDSHK)

**Key Personnel**

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	<u>Andrew Chang</u>	<u>Federation of Hong Kong Industries</u>	<u>2732 3190 2721 3494</u>
Deputy Project Co-ordinator	<u>Katherine Hui</u>	<u>Federation of Hong Kong Industries</u>	<u>2732 3188 2721 3494</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>15/06/2018</u>	<u>14/12/2019</u>	<u>18 months</u>
Revised (if applicable)	<u></u>	<u></u>	<u></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.)

<b>Project deliverable</b> (e.g. First seminar)	<b>Quantifiable target</b> (e.g. 100 participants)	<b>Actual result achieved</b> (e.g. 90 participants)	<b>Reasons for not achieving the target, if applicable</b> (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.)
Product Showroom – Shenzhen	<ul style="list-style-type: none"> <li>➤ Display area of 100sqm for 6 months</li> <li>➤ No.of target visitors : Approximately 80,000+/month</li> <li>➤ Guided tours during 6-month showroom</li> <li>➤ 50 products or collections of Hong Kong’s brands to be showcased in product showroom</li> </ul>	<ul style="list-style-type: none"> <li>➤ 100sqm product showroom was located on3/F in iADC from Nov 2018 to May 2019</li> <li>➤ Around 45,000 visitors / month ( provided from iADC)</li> <li>➤ Guided tours were arranged in the opening ceremony and once a month.</li> <li>➤ 50 products or collections of Hong Kong’s brands were selected</li> </ul>	<p>In the proposal, iADC provided the number of 80,000+ visitors per month while Design Council of Hong Kong, Federation of Hong Kong Industries, discussed the collaboration in 2017. The project team re-confirmed the source of information which was based on the estimated visitors of Art Design Center (ADC). It is located at Luohu district in Shenzhen established in 2000. ManJingHua (MJH) Group is the very first massive shopping space combining creativity, art installations and home decor.</p> <p>The 12-storey complex of iADC Mall comprises a design museum, a cluster of office buildings, a hotel, and the art town. It was open in November 2018. It is an adjacent area for residential but, indeed, a professional trade and exhibition centre for products.</p> <p>MJH estimated the scale of iADC should attract more visitors that ADC. Therefore, they expected the number of visitors would be 80,000+. The</p>

			<p>collaborator agreed that they over-estimated the number. However, they reinforced the quality of visitors were higher due to the outlet of those brands such as Ralph Lauren Home, Armani Casa and Versace etc. at iADC.</p> <p>The project team continuously reinforced the importance of the visitor number. Hence, the marketing team of iADC has organised more events and different guided tours. More companies, associations, and design institutes visited the showroom. It may significantly increase the number of visitors.</p>
Opening Ceremony cum media briefing for the showroom(s) - Shenzhen	<ul style="list-style-type: none"> <li>➤ Venue: An area at the iADC</li> <li>➤ Duration: 4-6 hours</li> <li>➤ Feature 24 designers and manufacturers, alongside collaborating organisations</li> <li>➤ 100 target participants</li> </ul>	<ul style="list-style-type: none"> <li>➤ Venue: 3/F Atrium, iADC</li> <li>➤ Duration: 6 hours (from 10am to 5pm)</li> <li>➤ Feature 26 designers and manufacturers, alongside collaborating organisations</li> <li>➤ 220 participants joined our opening ceremony</li> </ul>	N/A
1 <sup>st</sup> seminar session - Shenzhen (Theme: Fashion)	<ul style="list-style-type: none"> <li>➤ 2-3speakers</li> <li>➤ 50 participants</li> </ul>	<ul style="list-style-type: none"> <li>➤ 2 speakers were invited <ul style="list-style-type: none"> <li>- Polly Ho, founder of Loom Loop</li> <li>- Annie Ling, founder of ALPS Design Limited</li> </ul> </li> <li>➤ 50 participants</li> </ul>	N/A
(Theme: Leather)	<ul style="list-style-type: none"> <li>➤ 2-3speakers</li> <li>➤ 50 participants</li> </ul>	<ul style="list-style-type: none"> <li>➤ 2 speakers were invited <ul style="list-style-type: none"> <li>- Ching Ip, founder of Ching Leather Workshop</li> <li>- Kean Pak, founder of the Lederer</li> </ul> </li> <li>➤ 50 participants</li> </ul>	N/A
3 <sup>rd</sup> seminar session - Shenzhen (Theme: Jewellery)	<ul style="list-style-type: none"> <li>➤ 2-3speakers</li> <li>➤ 50 participants</li> </ul>	<ul style="list-style-type: none"> <li>➤ 2 speakers were invited <ul style="list-style-type: none"> <li>- Kellyn Zhou, founder of KKLUE</li> <li>- Sharon Cheung, founder of MIDOTI</li> </ul> </li> <li>➤ 50 participants</li> </ul>	N/A
4 <sup>th</sup> seminar session - Shenzhen (Theme: Spectacles and optical products)	<ul style="list-style-type: none"> <li>➤ 2-3speakers</li> <li>➤ 50 participants</li> </ul>	<ul style="list-style-type: none"> <li>➤ 2 speakers were invited <ul style="list-style-type: none"> <li>- Edmond Wong, founder of ITUM</li> <li>- Rif Lau, founder of madebyavision</li> </ul> </li> <li>➤ 50 participants</li> </ul>	N/A
5 <sup>th</sup> seminar session - Shenzhen (Theme: watches and clocks)	<ul style="list-style-type: none"> <li>➤ 2-3speakers</li> <li>➤ 50 participants</li> </ul>	<ul style="list-style-type: none"> <li>➤ 2 speakers were invited <ul style="list-style-type: none"> <li>- Kat Ling, founder of Alchemist Creations</li> <li>- Gary Ching, founder of Anpassa</li> </ul> </li> <li>➤ 50 participants</li> </ul>	N/A
1 <sup>st</sup> interactive business matching	<ul style="list-style-type: none"> <li>➤ 40 participants</li> <li>➤ 2 facilitators lead the</li> </ul>	<ul style="list-style-type: none"> <li>➤ 50 participants</li> <li>➤ The 2 speakers (Polly and</li> </ul>	N/A

sessions – Shenzhen	session ➤ Two ideas will be voted	Annie) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants. ➤ Potential collaborations: (1) Fashion X Furniture (2) Hong Kong fashion brands X Mainland fashion brands	
2 <sup>nd</sup> interactive business matching sessions – Shenzhen	➤ 40 participants ➤ 2 facilitators lead the session ➤ Two ideas will be voted	➤ 50 participants ➤ The 2 speakers (Ching and Kean) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants. ➤ Potential collaborations (1) Leather designers collaborate with Shenzhen Leather Association (2) Hong Kong leather designers X Shenzhen buyers by rolling out a new collection	N/A
3 <sup>rd</sup> interactive business matching sessions – Shenzhen	➤ 40 participants ➤ 2 facilitators lead the session ➤ Two ideas will be voted	➤ 50 participants ➤ The 2 speakers (Kellyn and Sharon) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants. ➤ Potential collaborations (1) Hong Kong jewellery designers can collaborate with some mainland online platforms to introduce “Designed by Hong Kong” and “Made by Hong Kong” products. (2) Hong Kong jewellery designers can collaborate with some fashion brands in Shenzhen	N/A
4 <sup>th</sup> interactive business matching sessions – Shenzhen	➤ 40 participants ➤ 2 facilitators lead the session ➤ Two ideas will be voted	➤ 50 participants ➤ The 2 speakers (Edmond and Rif) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants. ➤ Potential collaborations (1) Hong Kong designers can collaborate with 3D	N/A

		<p>printing companies in Shenzhen by exploring more different types of 3D printing eyeglass frames</p> <p>(2) Handmade spectacle courses</p>	
5 <sup>th</sup> interactive business matching sessions – Shenzhen	<ul style="list-style-type: none"> <li>➢ 40 participants</li> <li>➢ 2 facilitators lead the session</li> <li>➢ Two ideas will be voted</li> </ul>	<ul style="list-style-type: none"> <li>➢ 50 participants</li> <li>➢ The 2 speakers (Kat and Gary) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants.</li> <li>➢ Potential collaborations <ul style="list-style-type: none"> <li>(1) Hong Kong designers X fashion brands in mainland</li> <li>(2) Organising a watch &amp; clock design competition for young designers between Hong Kong and mainland China.</li> </ul> </li> </ul>	N/A
Pavilion at Chengdu Creativity & Design Week (CDCDW) 2018	<ul style="list-style-type: none"> <li>➢ 4-day exhibition in CDCDW</li> <li>➢ No. of visitor: over150,000 (2017)</li> <li>➢ Size of pavilion: 200sqm</li> </ul>	<ul style="list-style-type: none"> <li>➢ Exhibition started from 9-12 Nov,2018</li> <li>➢ 150,000 visitors</li> <li>➢ 200sqm pavilion is located in Hall 1</li> </ul>	N/A
Product Showroom – Chengdu	<ul style="list-style-type: none"> <li>➢ Display area of 100sqm for 6 months</li> <li>➢ Guided tours during 6-month showroom</li> <li>➢ Locations: <ul style="list-style-type: none"> <li>(i) 明堂創意文化園區</li> <li>(ii) Fanmate Museum</li> <li>(iii)iF (成都) 設計中心</li> </ul> </li> <li>➢ 50 products or collections of Hong Kong brands and product to be showcased in product showroom</li> </ul>	<ul style="list-style-type: none"> <li>➢ 100sqm product showroom were set in (i) Fanmate Museum from November 2018 to January 2019, (ii) 明堂創意文化園區 from January to March 2019, (iii) 西村獨活書店 from March to May 2019</li> <li>➢ Guided tours were arranged in the opening ceremony and once a month.</li> <li>➢ 50 products or collections of Hong Kong's brands were selected</li> </ul>	Due to the construction delays of iF (Chengdu) Design Centre (Please see the <a href="#">conversation record</a> ), the Mainland implementation unit of the CDCDW, Chengdu Xindongfond Exhibition Co., Ltd. suggested to set up the product showroom in 西村獨活書店 in replacement of iF (Chengdu) Design Centre.
Opening Ceremony cum media briefing for the showroom(s) - Chengdu	<ul style="list-style-type: none"> <li>➢ Venue: (tentative) An area at either 明堂創意文化園區, Fanmate Museum or iF (成都) 設計中心 in Chengdu or within the showroom</li> <li>➢ Duration: tentative 4-6 hours</li> <li>➢ Feature 24 designers and manufacturers, alongside collaborating organisations</li> <li>➢ 100target participants</li> </ul>	<ul style="list-style-type: none"> <li>➢ Venue: Fanmate Museum</li> <li>➢ Duration: 5 hours (11am to 4pm)</li> <li>➢ Feature 25 designers and manufacturers, alongside collaborating organisations</li> <li>➢ 105 participants joined our opening ceremony</li> </ul>	N/A
1 <sup>st</sup> seminar session - Chengdu (Theme: Metal)	<ul style="list-style-type: none"> <li>➢ 2-3 speakers</li> <li>➢ 50 participants</li> </ul>	<ul style="list-style-type: none"> <li>➢ 3 speakers were invited <ul style="list-style-type: none"> <li>- Chelston Ng, Operation Director of Blank Concept</li> <li>- Rainy Ng, Creative Director of Blank Concept</li> <li>- Orange Lam, founder of Orannie cat &amp; coinart</li> </ul> </li> </ul>	N/A

		➤ 80 participants	
2 <sup>nd</sup> seminar session - Chengdu (Theme: Wood)	➤ 2-3 speakers ➤ 50 participants	➤ 2 speakers were invited - Calvin Lai, founder of C.L Studio - Yan Yung, founder of Coutou Woodworking Studio ➤ 50 participants	N/A
3 <sup>rd</sup> seminar session - Chengdu (Theme: Paper Products)	➤ 2-3 speakers ➤ 50 participants	➤ 2 speakers were invited - Angela Cheng, founder of Happihood Creations - Amanda Cheng, founder of Lesscoo Design ➤ 50 participants	N/A
4 <sup>th</sup> seminar session - Chengdu (Theme: Plastics Products)	➤ 2-3 speakers ➤ 50 participants	➤ 2 speakers were invited - Sharon Lee, Marketing Manager of Tea Concept Ltd. - Felix Tai, founder of POMCH ➤ 50 participants	N/A
5 <sup>th</sup> seminar session - Chengdu (Theme: Furniture)	➤ 2-3 speakers ➤ 50 participants	➤ 2 speakers were invited - Kent Wong, founder of Scopo Creative HK Limited - Ricci Wong, Art-chitect of RAAW ➤ 50 participants	N/A
1 <sup>st</sup> interactive business matching sessions – Chengdu	➤ 40 participants ➤ 2 facilitators lead the session ➤ Two ideas will be voted	➤ 80 participants ➤ The 3 speakers (Chelston, Rainy and Orange) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants. ➤ Potential collaborations (1) Hong Kong designers organise workshops in Chengdu (2) Hong Kong designers X Chengdu designers to develop different new products	N/A
2 <sup>nd</sup> interactive business matching sessions – Chengdu	➤ 40 participants ➤ 2 facilitators lead the session ➤ Two ideas will be voted	➤ 50 participants ➤ The 2 speakers (Calvin and Yan) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants. ➤ Potential collaborations (1) Hong Kong designers X Chengdu furniture companies (2) Hong Kong designers design a piece of installation art and	N/A

		place in Chengdu	
3 <sup>rd</sup> interactive business matching sessions – Chengdu	<ul style="list-style-type: none"> <li>➤ 40 participants</li> <li>➤ 2 facilitators lead the session</li> <li>➤ Two ideas will be voted</li> </ul>	<ul style="list-style-type: none"> <li>➤ 50 participants</li> <li>➤ The 2 speakers (Angela and Amanda) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants.</li> <li>➤ Potential collaborations               <ul style="list-style-type: none"> <li>(1) Package design X agricultural products of Chengdu</li> <li>(2) Package design X souvenirs</li> </ul> </li> </ul>	N/A
4 <sup>th</sup> interactive business matching sessions – Chengdu	<ul style="list-style-type: none"> <li>➤ 40 participants</li> <li>➤ 2 facilitators lead the session</li> <li>➤ Two ideas will be voted</li> </ul>	<ul style="list-style-type: none"> <li>➤ 50 participants</li> <li>➤ The 2 speakers (Sharon and Felix) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants.</li> <li>➤ Potential collaborations               <ul style="list-style-type: none"> <li>(1) Package design X agricultural products of Chengdu</li> <li>(2) Line up Chengdu’s buyers for selling Hong Kong ‘s products</li> </ul> </li> </ul>	N/A
5 <sup>th</sup> interactive business matching sessions – Chengdu	<ul style="list-style-type: none"> <li>➤ 40 participants</li> <li>➤ 2 facilitators lead the session</li> <li>➤ Two ideas will be voted</li> </ul>	<ul style="list-style-type: none"> <li>➤ 50 participants</li> <li>➤ The 2 speakers (Kent and Ricci) were the facilitators in the business matching session, they exchanged different ideas and developed potential collaborations with participants.</li> <li>➤ Potential collaborations               <ul style="list-style-type: none"> <li>(1) Hong Kong designers can collaborate with Chengdu ‘s furniture factories</li> <li>(2) Hong Kong designers work with Chengdu designers to develop public art project</li> </ul> </li> </ul>	N/A
Dissemination Seminar 1 at Hong Kong – about programme at Shenzhen	<ul style="list-style-type: none"> <li>➤ 3-hours seminar, at FHKI / PolyU, in Hong Kong</li> <li>➤ Approximately 200 pax.</li> <li>➤ Tentative contents: 5 brand new collaborative projects from Shenzhen</li> </ul>	<ul style="list-style-type: none"> <li>➤ Venue: FHKI Index</li> <li>➤ Time: 3-6pm</li> <li>➤ Total: 33,198 [Registration: 37, views from DCHK Facebook: 161&amp; views from Sina Live (新浪直播) : 33,000]</li> <li>➤ 5 brand new collaborative projects from Shenzhen</li> </ul>	As per our conversation on September, we observed the negative emotion and depression due to the recent incidents / the current political turmoil in Hong Kong. We suspected the situation which was very similar to the business of restaurants nowadays will be continuing. The potential participants from Chengdu and Shenzhen also worried
Dissemination Seminar 2 at Hong Kong – about programme	<ul style="list-style-type: none"> <li>➤ 3-hours seminar, at FHKI / PolyU, in Hong Kong</li> </ul>	<ul style="list-style-type: none"> <li>➤ Venue: FHKI Index</li> <li>➤ Time: 3-6pm</li> <li>➤ Total:28,161[Registration: 32, views from DCHK</li> </ul>	

at Chengdu	<ul style="list-style-type: none"> <li>➤ Approximately 200 pax.</li> <li>➤ Tentative contents: 5 brand new collaborative projects from Chengdu</li> </ul>	<p>Facebook: 129 &amp; views from Sina Live (新浪直播) : 28,000]</p> <ul style="list-style-type: none"> <li>➤ 5 brand new collaborative projects from Chengdu</li> </ul>	<p>that there would be personal danger in Hong Kong. They had thus refused to join the seminars in Hong Kong while we tried very hard to persuade them.</p> <p>We promoted happenings through different channels to improve the number of registered participants. Conservatively, it has been a foreseeable risk. We shared the live video of the seminars through Facebook and Sina. Yes, we uploaded the videos to DCHK's YouTube channel.</p> <p>N/A</p>
Digital Platform for the first ever dual-brand “Designed by Hong Kong” and “Made by Hong Kong”	<p>Tentative functions:</p> <ul style="list-style-type: none"> <li>➤ Design industry in Hong Kong and Hong Kong’s manufacturing sectors [users] would be able to register and post recent collaboration projects; potential collaborators from the Mainland cities [users] would be able to register and post ideas / requests / projects; the administrator of the platform [users] would be able to post market intelligence and reports.</li> <li>➤ The platform also allows users to interact with each other on industry and market information and knowledge, etc.</li> <li>➤ The search engine would allow the users to identify right collaborators.</li> <li>➤ It allows for potential data collection and analysis for future and specific market segment(s) of insights</li> </ul>	<ul style="list-style-type: none"> <li>➤ The digital platform (香港設計X製造館) contains 3 interfaces. For the first page “主頁”, it updates the latest design related news and events regularly. Also it includes the introduction of the project and some milestones.</li> <li>➤ In the “配對” section, Users can register as “Designer” or “Manufacturer” based on their business natures. They can also share their profiles and previous works to the public. Moreover, users can share their ideas and works in “協作案例” to interact with others. If other users have any need from different fields, they can post their requirements in “設計需求”.</li> <li>➤ In the “我的” section, users can review their posts and others comments and suggestions.</li> </ul>	
PR, Communication, Media Management & Marketing – Shenzhen	<ul style="list-style-type: none"> <li>➤ Total number of deliverables: Tentatively 20</li> </ul>	<ul style="list-style-type: none"> <li>➤ <u>20 media coverages</u></li> </ul>	
PR, Communication & Media Management – Chengdu	<ul style="list-style-type: none"> <li>➤ Total number of deliverables: Tentatively 49</li> </ul>	<ul style="list-style-type: none"> <li>➤ <u>49 media coverages</u></li> </ul>	

<p>Advertisement and Media Buy – Hong Kong</p>	<ul style="list-style-type: none"> <li>➤ 2 advertisements in Ming Pao</li> <li>➤ 2 advertisements in Hong Kong Economic Journal</li> <li>➤ 1 advertisement in Ming Pao Weekly magazine</li> <li>➤ 2 online advertisements in HK01</li> <li>➤ 1 online advertising banner on FHKI's website</li> <li>➤ 12 times advertisements in FHKI Hong Kong Industrialist magazine</li> </ul>	<ul style="list-style-type: none"> <li>➤ 2 advertisements in Ming Pao</li> <li>➤ 2 advertisements in Hong Kong Economic Journal</li> <li>➤ 1 advertisement in Ming Pao Weekly magazine</li> <li>➤ 2 online advertisements in HK01</li> <li>➤ 1 online advertising banner on FHKI's website</li> <li>➤ 12 times advertisements in FHKI Hong Kong Industrialist magazine</li> </ul>	<p>N/A</p>
<p>Promotion and Promotional Materials: Marketing Collateral &amp; Production, including Creative &amp; Design Direction, &amp; artwork, blueprint (if needed)</p>	<ul style="list-style-type: none"> <li>➤ Invitation cards for opening ceremonies of showrooms in Shenzhen and Chengdu</li> <li>➤ Postcards design and printing for seminars and business networking sessions</li> <li>➤ Graphic design and production of eDMs with e-banners (18 versions)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Invitation cards X 1,000pcs X 2 styles</li> <li>➤ Postcards X 1,000pcs X 10 styles</li> <li>➤ eDMs with e-banners X 18 styles</li> </ul>	<p>N/A</p>
<p>Promotional videos: documentary, Highlights &amp; Motion Images</p>	<ul style="list-style-type: none"> <li>➤ One-minute video to be used throughout the programme</li> <li>➤ Three-minute (tentatively) highlight video to be used in the promotion of programme in Chengdu and onwards</li> <li>➤ Three-minute (tentatively) highlight video to be used in the dissemination seminar and onwards</li> </ul>	<ul style="list-style-type: none"> <li>➤ <u>One-minute video</u> to be used throughout the programme</li> <li>➤ <u>Three-minute highlight - Chengdu</u></li> <li>➤ <u>Three-minute highlight -Shenzhen</u></li> </ul>	<p>N/A</p>



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

(Please list out in table format if necessary.)

- a) Product Showroom – Shenzhen  
Duration: 25 November 2018 to 24 May 2019  
Venue: 3/F, Manjinhua International Art Design Center (iADC)

A total of 50 products or collections of Hong Kong's brands were selected in five tentative categories: (i) fashion and apparel (accessories, footwear, garments and handbags, etc.); (ii) jewellery (handicraft items of jade and semi-precious stones, etc.); (iii) leather goods; (iv) spectacles and optical products (eyewear, etc.); and (v) watches and clocks.

- b) Opening Ceremony cum Media Briefing for the Showroom(s) – Shenzhen  
Date: 25 November 2018  
Time: 10am – 5pm  
Venue: Manjinhua International Art Design Center (iADC)

A total of 220 participants from Hong Kong, Shenzhen and overseas joined our opening ceremony cum media briefing for the showroom. Alfred Tang, Director of Shenzhen Liaison Unit, HKSAR was invited to be the Guest-of-Honour to deliver a keynote speech on the latest policies for design industry of Hong Kong. He was accompanied by Prof Eric C. Yim, Chairman of Design Council of Hong Kong and Deputy Chairman of Federation of Hong Kong Industries, and our special guest Steve Leung, founder of Steve Leung Design Group Limited to kick off the ceremony.

- c) 1<sup>st</sup> seminar session - Shenzhen (Theme: Fashion and Apparel)  
Date: 27 March 2019  
Time: 10am – 1pm  
Venue: Manjinhua International Art Design Center (iADC)

Polly Ho, founder of Loom Loop and Annie Ling, founder of ALPS Design Limited were invited to be the speakers to deliver the presentations on the future design trends of fashion. 50 participants in total attended the seminar. The publicity campaign was launched for the seminar through different channels, including the Design Council of Hong Kong (DCHK) website, digital platform (□ □ □ □ X□ □ □ ) and official WeChat account of iADC. EDM and postcards were sent to the Shenzhen's design industry and manufacturing sector and the design and creative industry-related practitioners.

- d) 2<sup>nd</sup> seminar session - Shenzhen (Theme: Leather)  
Date: 28 March 2019  
Time: 10am – 1pm  
Venue: Manjinhua International Art Design Center (iADC)

Ching Ip, founder of Ching Leather Workshop and Kean Pak, founder of The Lederer were invited to be the speakers to deliver the presentations on leather craftsmanship. 50 participants in total attended the seminar and interactive business matching session. The publicity campaign was launched for the seminar through different channels, including the Design Council of Hong Kong (DCHK) website, digital platform (香港設計 X 製造館) and official WeChat account of iADC. EDM and postcards were sent to the Shenzhen's design industry and manufacturing sector and the design and creative industry-related practitioners.

- e) 3<sup>rd</sup> seminar session - Shenzhen (Theme: Jewellery)  
Date: 21 April 2019  
Time: 10am – 1pm  
Venue: Manjinhua International Art Design Center (iADC)

Kellyn Zhou, founder of KKLUE and Sharon Cheung, founder of MIDOTI were invited to be the speakers to deliver the presentations on latest trend and development of jewellery industry. 50 participants in total attended the seminar and interactive business matching session. The publicity campaign was launched for the seminar through different channels, including the Design Council of Hong Kong (DCHK) website, digital platform (香港設計 X 製造館) and official WeChat account of iADC. EDM and postcards were sent

to the Shenzhen's design industry and manufacturing sector and the design and creative industry-related practitioners.

- f) 4<sup>th</sup> seminar session – Shenzhen (Theme: Spectacles and optical products)  
Date: 16 May 2019  
Time: 10am – 1pm  
Venue: Manjinhua International Art Design Center (iADC)

Edmond Wong, founder of ITUM and Rif Lau, founder of madebyavision were invited to be the speakers to deliver the presentations on 3D printing technology and handmade craftsmanship on spectacles. 50 participants in total attended the seminar and interactive business matching session. The publicity campaign was launched for the seminar through different channels, including the Design Council of Hong Kong (DCHK) website, digital platform (香港設計 X 製造館) and official WeChat account of iADC. eDM and postcards were sent to the Shenzhen's design industry and manufacturing sector and the design and creative industry-related practitioners.

- g) 5<sup>th</sup> seminar session – Shenzhen (Theme: watches and clocks)  
Date: 17 May 2019  
Time: 10am – 1pm  
Venue: Manjinhua International Art Design Center (iADC)

Kat Ling, founder of Alchemist Creations and Gary Ching, founder of Anpassa were invited to be the speakers to deliver the presentations on innovative design on watches and clocks. 50 participants in total attended the seminar and interactive business matching session. The publicity campaign was launched for the seminar through different channels, including the Design Council of Hong Kong (DCHK) website, digital platform (香港設計 X 製造館) and official WeChat account of iADC. eDM and postcards were sent to the Shenzhen's design industry and manufacturing sector and the design and creative industry-related practitioners.

- h) 1st interactive business matching sessions – Shenzhen  
Date: 27 March 2019  
Time: 10am – 1pm  
Venue: Manjinhua International Art Design Center (iADC)

Polly Ho and Annie Ling were the facilitators in the interactive business matching sessions, they exchanged different ideas with 50 participants. They developed two potential collaborations in the field of fashion and apparel. For example, a fashion brand crossover with furniture products or different fashion brands between Hong Kong and Shenzhen to develop some crossover products.

- i) 2<sup>nd</sup> interactive business matching sessions – Shenzhen  
Date: 28 March 2019  
Time: 10am – 1pm  
Venue: Manjinhua International Art Design Center (iADC)

Ching Ip and Kean Pak were the facilitators in the interactive business matching sessions, they exchanged different ideas with 50 participants. They developed two potential collaborations in the leather industry. For example, Hong Kong leather designers can collaborate with Shenzhen Leather Association to join their competitions and exhibitions or Hong Kong leather designers collaborate with Shenzhen buyers by rolling out a new collection.

- j) 3<sup>rd</sup> interactive business matching sessions – Shenzhen  
Date: 21 April 2019  
Time: 10am – 1pm  
Venue: Manjinhua International Art Design Center (iADC)

Kellyn Zhou and Sharon Cheung were the facilitators in the interactive business matching sessions, they exchanged different ideas with 50 participants. They developed two potential collaborations in jewellery industry. For example, Hong Kong designers can collaborate with some mainland online platforms and

buyers to introduce “Designed by Hong Kong” and “Made by Hong Kong” products. Also, designers can collaborate with some fashion brands in Shenzhen.

- k) 4<sup>th</sup> interactive business matching sessions – Shenzhen  
Date: 16 May 2019  
Time: 10am – 1pm  
Venue: Manjinghua International Art Design Center (iADC)

Edmond Wong and Rif Lau were the facilitators in the interactive business matching sessions, they exchanged different ideas with 50 participants. They developed two potential collaborations in spectacles and optical industry. For example, Hong Kong designers can collaborate with 3D printing companies in Shenzhen by exploring more different types of 3D printing eyeglass frames or organize handmade spectacle courses.

- l) 5<sup>th</sup> interactive business matching sessions – Shenzhen  
Date: 16 May 2019  
Time: 10am – 1pm  
Venue: Manjinghua International Art Design Center (iADC)

Kat Ling and Gary Ching were the facilitators in the interactive business matching sessions, they exchanged different ideas with 50 participants. They developed two potential collaborations in watch & clock industry. For example, Hong Kong designers crossover with some fashion brands in mainland or can organize a watch & clock design competition for young designers between Hong Kong and mainland China.

- m) Pavilion at Chengdu Creativity & Design Week (CDCDW) 2018  
Date: 9 -12 November 2018  
Venue: Chengdu Century City · New International Convention and Exhibition Center

Located at Hall 1 of Chengdu Century City · New International Convention and Exhibition Center, the 200sqm “Hong Kong Dual-Brand Pavilion” acted as an important platform for Hong Kong design and manufacturing industry players to reach different users of various industries in the Mainland. A total of 150,000 visitors and tourists ([Post-event report from CDCDW](#)) were attracted to explore further cooperation in cultural exchange and inheritance between Hong Kong and Chengdu.

- n) Product Showroom – Chengdu  
Duration: 10 November 2018 to 9 May 2019  
Venue: (i) Mingtang Creative Centre (明堂創意文化園區), (ii) Fanmate Museum (iii) 西村獨活書店

Due to the construction delays of iF (Chengdu) Design Centre, the Mainland implementation unit of the CDCDW, Chengdu Xindongfond Exhibition Co., Ltd. suggested to set up the product showroom in 西村獨活書店 in replacement of iF (Chengdu) Design Centre. Chengdu Xicun (成都西村) is a cultural, artistic and creativity park that gathered more than 50 cultural and creative teams in the fields of photography, cultural communications, design, cafes and so on. ([Reference: Chengdu Xicun](#))

iF (Chengdu) Design Centre	西村獨活書店
iF (成都) 設計中心建築面積約 4000 平方米，包含列島式展覽區，概念商店，展演廳，設計實驗室，工作室以及合作辦公空間。iF (成都) 設計中心將成為成都 46.4 萬創意設計從業人員與全球一流創意設計資源的零距離對接平台，將助力成都打造享譽全球的'文創之都'。	西村·貝森大院建築體量 135552 平方米，5-6 層，高 24 米。意圖跨界整合各類社會資源，創造一種將運動休閒、文化藝術、時尚創意有機融合的本土生活集群空間，滿足多元化的現實需求，成為持續激發社區活力的城市起搏器。「獨活」是西村創新推出的推薦書店，力邀包括「中國當代藝術教父」栗憲庭、著名藝術家方力鈞、著名藝術家何多苓、著名建築師 劉家琨、著名詩人翟永明等百餘位文化大咖推薦閱讀書單，

- o) Opening Ceremony cum Media Briefing for the Showroom – Chengdu  
Date: 10 November 2018  
Time: 11am – 4pm  
Venue: Hall 5, Fanmate Museum

A total of 105 corporate representatives of Hong Kong and Chengdu's design industry and manufacturing sector joined our opening ceremony cum media briefing for the showroom. So Tsz Yin, Acting Director of Hong Kong Economic and Trade Office in Chengdu was invited to be the Guest-of-Honour and she was accompanied by Prof Eric C. Yim, Chairman of Design Council of Hong Kong and Deputy Chairman of Federation of Hong Kong Industries, and our special guest Eason Yeung, Deputy Manager of Fanmate Creative Art Area to kick off the ceremony.

- p) 1st seminar session – Chengdu (Theme: Metal)  
Date: 20 March 2019  
Time: 10am – 1pm  
Venue: 西村獨活書店

Chelston Ng, Operation Director of Blank Concept, Rainy Ng, Creative Director of Blank Concept and Orange Lam, founder of Orannie cat & coinart were invited to be the speakers to deliver the presentations on traditional craftsmanship and modern technology of metal products. 80 participants in total attended the seminar and interactive business matching session. The publicity campaign was launched for the seminar through different channels, including the DCHK website, digital platform (香港設計 X 製造館) and official WeChat account of Hong Kong Economic and Trade Office, Chengdu (CDETO). eDM and postcards were sent to the Chengdu's design industry and manufacturing sector and the design and creative industry-related practitioners.

- q) 2nd seminar session – Chengdu (Theme: Wood)  
Date: 21 March 2019  
Time: 10am – 1pm  
Venue: 西村獨活書店

Calvin Lai, founder of C.L Studio and Yan Yung, founder of Coutou Woodworking Studio were invited to be the speakers to deliver the presentations on wood art and wood product designs. A total of 50 participants attended the seminar and interactive business matching session. The publicity campaign was launched for the seminar through different channels, including the DCHK website, digital platform (香港設計 X 製造館) and official WeChat account of Hong Kong Economic and Trade Office, Chengdu (CDETO). eDM and postcards were sent to the Chengdu's design industry and manufacturing sector and the design and creative industry-related practitioners.

- r) 3<sup>rd</sup> seminar session – Chengdu (Theme: Paper Products)  
Date: 25 April 2019  
Time: 10am – 1pm  
Venue: Chengdu Century City · New International Convention and Exhibition Center

Angela Cheng, founder of Happihood Creations and Amanda Cheng, founder of Lesscoo Design were invited to be the speakers to deliver the presentations on latest trends of paper packaging design. A total of 50 participants attended the seminar and interactive business matching session. The publicity campaign was launched for the seminar through different channels, including the DCHK website, digital platform (香港設計 X 製造館) and official WeChat account of □ □ □ □ □ □ . eDM and postcards were sent to the Chengdu's design industry and manufacturing sector and the design and creative industry-related practitioners.

- s) 4<sup>th</sup> seminar session – Chengdu (Theme: Plastics Products)

Date: 26 April 2019

Time: 10am – 1pm

Venue: Chengdu Century City · New International Convention and Exhibition Center

Sharon Lee, Marketing Manager of Tea Concept Ltd. and Felix Tai, founder of POMCH were invited to be the speakers to deliver the presentations on plastics packaging design and creative design on plastics products. A total of 50 participants attended the seminar and interactive business matching session. The publicity campaign was launched for the seminar through different channels, including the DCHK website, digital platform (香港設計 X 製造館) and official WeChat account of 成都創意設計週. eDM and postcards were sent to the Chengdu's design industry and manufacturing sector and the design and creative industry-related practitioners.

- t) 5<sup>th</sup> seminar session – Chengdu (Theme: Furniture)

Date: 2 June 2019

Time: 10am – 1pm

Venue: Western China International Expo City

Kent Wong, founder of Scopo Creative HK Limited and Ricci Wong, Art-architect of RAAW were invited to be the speakers to deliver the presentations on trends of furniture design. A total of 50 participants attended the seminar and interactive business matching session. The publicity campaign was launched for the seminar through different channels, including the DCHK website and digital platform (香港設計 X 製造館). eDM and postcards were sent to the Chengdu's design industry and manufacturing sector and the design and creative industry-related practitioners.

- u) 1st interactive business matching sessions – Chengdu

Date: 20 March 2019

Time: 10am – 1pm

Venue: 西村獨活書店

Chelston Ng, Rainy Ng and Orange Lam were the facilitators in the interactive business matching sessions, they exchanged different ideas with 80 participants. They developed two potential collaborations in the field of metal products. For example, Hong Kong designers can organise different metal accessory workshops in Chengdu or Hong Kong designers can collaborate with Chengdu designers to develop new products.

- v) 2nd interactive business matching sessions – Chengdu

Date: 21 March 2019

Time: 10am – 1pm

Venue: 西村獨活書店

Calvin Lai and Yan Yung were the facilitators in the interactive business matching sessions, they exchanged different ideas with 50 participants. They developed two potential collaborations in the wood industry. For Example, Hong Kong designers collaborate with Chengdu furniture companies or inviting Hong Kong designers to design some pieces of installation arts and to be placed in Chengdu.

- w) 3rd interactive business matching sessions – Chengdu

Date: 25 April 2019

Time: 10am – 1pm

Venue: Chengdu Century City · New International Convention and Exhibition Center

Angela Cheng and Amanda Cheng were the facilitators in the interactive business matching sessions, they exchanged different ideas with 50 participants. They developed two potential collaborations in the field of paper packaging. For example, Hong Kong designers can help to improve and modify the packaging design of agricultural products and souvenirs in Chengdu.

- x) 4<sup>th</sup> interactive business matching sessions – Chengdu  
 Date: 25 April 2019  
 Time: 10am – 1pm  
 Venue: Chengdu Century City · New International Convention and Exhibition Center

Sharon Lee and Felix Tai were the facilitators in the interactive business matching sessions, they exchanged different ideas with 50 participants. They developed two potential collaborations in the field of plastics products. For example, Hong Kong designers can collaborate with agricultural producers in Chengdu to design various attractive packaging or line up buyers in Chengdu for selling fashionable products which are made by plastics.

- y) 5<sup>th</sup> interactive business matching sessions – Chengdu  
 Date: 2 June 2019  
 Time: 10am – 1pm  
 Venue: Western China International Expo City

Kent Wong and Ricci Wong Tai were the facilitators in the interactive business matching sessions, they exchanged different ideas with 50 participants. They developed two potential collaborations in the furniture industry. For example, Hong Kong designers can collaborate with Chengdu’s furniture factories or can work with Chengdu designers to develop public art projects.

- z) Dissemination Seminar 1 at Hong Kong – about programme at Shenzhen  
 Date: 26 September 2019  
 Time: 3– 6pm  
 Venue: INDEX by FHKI

Total 5 brand new collaborative projects were made from Shenzhen throughout the project period. All the related representatives were invited to join the dissemination seminar for sharing their works, collaboration process and experience. Since we observed the negative emotion and depression due to the recent incidents / the current political turmoil in Hong Kong, the potential participants from Shenzhen also worried that there would be personal danger in Hong Kong. They had thus refused to join the seminars in Hong Kong while we tried very hard to persuade them. Therefore, we promoted the seminar through online live streaming to improve the number of participants. Over 160 people clicked to watch the live video from DCHK’s Facebook page and the Sina Live (新浪直播) attracted 33,000 design and creative industry-related students and enthusiasts; manufacturers, suppliers and buyers in Mainland to watch. Total 37 participants were come to join and interact with different speakers on that day.

Speakers of the seminar:

Name	Position	Company
Felix Tai	Founder	POMCH
Dylan Kwok	Designer	N/A
Karmen Xu	Chief Strategy Officer	Zuo Zuo Ltd.
Tyrus Lui	Designer	R2 香港木庫
Kent Wong	Founder	Scopo Creative HK Limited
Deng Jia Xiu	Project Director	Vandu Office Furniture Technology Co., Ltd

**5 brand new collaborative projects (Shenzhen):**

- Creation of leather communion (POMCH & SAPH+ X Shenzhen Leather Association)

Two Hong Kong leather brand POMCH and SAPH+ jointly collaborated with Shenzhen Leather Association to showcase various leather products at the Fashion SZ Show, adding value to the design brands of Hong Kong and Shenzhen.

➤ PEGSaPLAY (Hong Kong Designer- Dylan Kwok X Zuo Zuo Limited)

Hong Kong designer Dylan Kwok joined together with Zuo Zuo Limited to design a playful multi-functional work station which is called PEGSaPLAY, inspired by China's "Tianjiu" domino game, making full use of the opportunity and combination of elements.

➤ The Sun Mao Bluetooth Speaker (R2 香港木庫 X JU&KE X ZOWOO)

R2 香港木庫, JU&KE and ZOWOO joined forces to design a compact and portable Bluetooth speaker. It features the traditional nail-less Chinese wood structural technique called Sun Mao (mortise-tenon) connection.

➤ METIER Managerial Office Collection (Scopo Creative HK Limited X Vandu Office Furniture Technology Co., Ltd)

Scopo Creative HK Limited cooperated with Vandu Office Furniture Technology Co., Ltd to roll out a new collection. The METIER collection focuses on professional and executive workers who advocate designs for younger generations, and the skillful use of timber achieves a design of balance between lightness and firmness, conforming to new social backbone groups that enjoy both handsomeness and youthful fashions.

aa) Dissemination Seminar 2 at Hong Kong – about programme at Chengdu

Date: 25 September 2019

Time: 3– 6pm

Venue: INDEX by FHKI

Total 5 brand new collaborative projects were made from Chengdu throughout the project period. All the related representatives were invited to join the dissemination seminar for sharing their works, collaboration process and experience. Since we observed the negative emotion and depression due to the recent incidents / the current political turmoil in Hong Kong, the potential participants from Chengdu also worried that there would be personal danger in Hong Kong. They had thus refused to join the seminars in Hong Kong while we tried very hard to persuade them. Therefore, we promoted the seminar through online live streaming to improve the number of participants. Over 129 people clicked to watch the live video from DCHK's Facebook page and the Sina Live (新浪直播) attracted 28,000 design and creative industry-related students and enthusiasts; manufacturers, suppliers and buyers in Mainland to watch. Total 32 participants were come to join and interact with different speakers on that day.

Speakers of the seminar:

Name	Position	Company
Felix Tai	Founder	POMCH
Mei Mei Ho	Founder	mmnart
Polly Ho	Design Director	Loom Loop
Chelsey Chan	Brand representative	sheme
Hana Huang	Founder	原織蜀錦

## **5 brand new collaborative projects (Chengdu):**

- A gift from 1,300 miles away ( POMCH X 西村獨活書店)

In order to facilitate Hong Kong design brands to cross-collaborate with the retail sectors in Chengdu, we lined up POMCH and 西村獨活書店 and POMCH's products were stationed there. Their products brought a breath of fresh air to local consumers.

- Connecting the world through art (mmnart & agape X HeArt Panda)

Founded in 2014, HeArt Panda is a sub-brand of “Chengdu Tianfu Panda Culture Communications Co. Ltd”. It combines Chinese culture, contemporary art and charity conservation elements to promote people's care for the environment, cohabitation of humans and animals

The collaboration works between HeArt Panda and Hong Kong young designers were exhibited in DesignInspire and Hong Kong International Licensing Show. The HeArt Panda designs express the spirit of courage and human connection through flamboyant and out-of-the-box designs. These designs reflect the process of successful collaboration, a valuable experience for the young designers to understand the industrial workflow and the process of commercialising a creative idea.

- The art of walking (Loom Loop X sheme)

Hong Kong fashion brand Loom Loop designed a series of shoes for sheme and the new collection was showcased at the London Fashion Week in September 2019 and Shanghai Bund 22 Fashion Week in October 2019. sheme is an original high-end brand which combines Chinese excellent traditional culture with modern fashion perfectly.

- Intangible Cultural Heritage reaching the global stage (Loom Loop X 原織蜀錦)

Hong Kong fashion brand Loom Loop cooperated with 原織蜀錦 to design heritage-driven but highly modern pieces in Sichuan Silk which was listed as one of the Intangible Cultural Heritage in China. This collection was also presented at the London Fashion Week in September 2019.

### bb) Digital platform - 香港設計 X 製造館

The digital platform allows the organiser to share and exchange the knowledge and the market information of the related industries in Hong Kong. It enhances the interaction among stakeholders, especially for the potential collaborators in the manufacturing and design sectors between Hong Kong and the Mainland. It is also used to disseminate information of upcoming events of the project and design-related activities to the industry players. Designers and manufacturers from Hong Kong and Mainland can register and upload their profiles and works, therefore users can look for potential and professional partners in the platform.

### cc) PR, Communication, Media Management & Marketing – Shenzhen

Press release and other related material were distributed to the relevant parties to promote events in Shenzhen.

### dd) PR, Communication, Media Management & Marketing – Chengdu

Press release and other related material were distributed to the relevant parties to promote events in Chengdu.

### ee) Advertisements on print and online media (and media buy) in Hong Kong

A series of advertisements were rolled out to draw industry players' attention to “Designed by Hong Kong” and “Made by Hong Kong”. Please find the advertisement details below:

- (1) Industrial publications:



Advertisements were made in FHKI's monthly journal - Hong Kong Industrialist (HKI) from September 2018 to October 2019 for a total of 12 times.

- (2) Online advertisement on FHKI's website  
Banner advertisements on FHKI's website were arranged for 18 months (June 2018 – December 2019).
- (3) Media Buy  
2 advertisements were placed in Ming Pao and 2 advertisements were placed in the Hong Kong Economic Journal to promote the Chengdu's events (CDCDW, opening ceremony and showrooms) and the opening ceremony and showroom of Shenzhen. Moreover, 1 advertisement was placed in the Ming Pao Weekly magazine to report the event highlights held in Chengdu. Apart from that, 2 online advertisements were placed on the HK01 Facebook and HK01 official website to promote the product showroom in Shenzhen.

### 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) #
(a) Coordinate the selected fruits of products / collections / brands for the collaboration with ACE	30/6/2018		C
(b) Develop a brand new digital platform /mini-site under the website of Design Council of Hong Kong (DCHK)	14/08/2018		C
(c) Setup of Showroom in Shenzhen	1/10/2018	24/11/2018	C
(d) Opening Ceremony and Media Briefing of Showroom in Shenzhen – October / November	30/11/2018		C
(e) Test runs & debugging of new digital platform /mini-site	16/9/2018		C
(f) Showroom in Shenzhen	31/3/2019	24/5/2019	C
(g) Monthly seminar and interactive business matching session in Shenzhen – November / December	31/12/2019	27/3/2019	C
(h) Monthly seminar and interactive business matching session in Shenzhen – December / January	31/01/2019	28/3/2019	C
(i) Monthly seminar and interactive business matching session in Shenzhen – January / February	28/2/2019	21/4/2019	C
(j) Monthly seminar and interactive business matching session in Shenzhen – February / March	31/03/2019	16/5/2019	C
(k) Launch new digital platform / mini-site	30/09/2018		C
(l) Monthly seminar and interactive business matching session in Shenzhen – March / April	30/04/2019	17/5/2019	C
(m) Dismantling of Showroom in Shenzhen	15/05/2019		C
(n) Setup of Pavilion in Chengdu Creativity & Design Week (CDCDW) 2018	30/11/2018		C

	Pavilion in Chengdu Creativity & Design Week (CDCDW) 2018	12/11/2018	C	
(o)	Dismantling of Pavilion in Chengdu Creativity & Design Week (CDCDW) 2018	30/11/2018	C	
(p)	Setup of Showroom in Chengdu	15/12/2018	C	
(q)	Opening Ceremony / Media Briefing of Showroom in Chengdu – November / December	31/12/2018	C	
(r)	Showroom in Chengdu	30/05/2019	C	
(s)	Monthly seminar and interactive business matching session in Chengdu – January / February	28/02/2019	C	
(t)	Monthly seminar and interactive business matching session in Chengdu – February / March	31/03/2019	C	
(u)	Monthly seminar and interactive business matching session in Chengdu – March / April	30/04/2019	C	
(v)	Monthly seminar and interactive business matching session in Chengdu – April / May	31/05/2019	C	
(w)	Monthly seminar and interactive business matching session in Chengdu – May / June	30/06/2019	C	
(x)	Dismantling of Showroom in Chengdu	15/06/2019	C	
(y)	Dissemination Seminar in Hong Kong about Shenzhen's programme – October			
(z)	Dissemination Seminar in Hong Kong about Chengdu's programme – October	31/10/2019	C	

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

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