

**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 4 005
Project title : Building and Sustaining the Hong Kong's interior design
services (HKIND) as a brand for upgrading domestic sales in
the Mainland 透過建立及維持香港室內設計服務之品牌拓展
內銷市場
Period covered : From 15/07/18 to 14/07/19
(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)

When China becomes more affluent country in the past two decades, the living standard of China has improved significantly, the Chinese consumer market starts looking for professional and outstanding interior design service to enhance corporate identity and individual style. It let the Interior design industry in China has a high growth industry now, with annual output exceeding 14 trillion Yuan, and growing by more than 20% annually. It is estimated that China market needs over a million interior design practitioner, but currently there are only around 200,000 local practitioners in China (HKIDA, 2012). Due to the shortfall of interior design practitioners, Hong Kong interior design practitioners have an opportunity to tap into the China market. In this programme, HKIDA would focus on to featuring the up-and-coming Hong Kong's interior design services (HKIND) enterprises. The project aims to promote the up-and-coming HKIND enterprises through seizing the more business opportunities in the Mainland market. We would invite the renowned HKIND enterprises to mentor the up-and-coming HKIND enterprises.

Project Objective(s) (in about 80 words)

- To build and sustain the brand of HKIND for improving the domestic sales systematically;
- To upgrade the domestics market knowledge of the HKIND to facilitate their operations in the Mainland;
- To introduce and promote the up-and-coming HKIND's enterprises for the domestics market; and
- To advocate the professional standard by disseminating the knowledge of HKIND to the domestic market.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Interior Design Association (HK) Limited (HKIDA)
1. Chengdu Xindongfang Exhibition Limited Company
2. Hong Kong Trade Development Council (HKTDC)
Collaborating Organisation(s) : 3. Sina
Implementation Agent(s) : NIL

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: <u>Joey Ho</u>	<u>Hong Kong Interior Design Association</u>	<u>2866 2039 / 28663261</u>
Deputy Project Co-ordinator	: <u>NIL</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>15/07/2018</u>	<u>14/07/2019</u>	<u>12</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 (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)	A pavilion in the 5 th Chengdu Creativity & Design Week	<ol style="list-style-type: none"> 1. 4-days exhibition in around 200 sqm. exhibition area 2. No less than 20 HKIND enterprises showcase their works (one work from each) in the pavilion through VR tech 3. Set up display board to introduce Hong Kong interior designers 4. A QR code linked to the VR directory will be shown 	<ol style="list-style-type: none"> 1. 4 days exhibition in 200sqm area 2. 20 HKIND enterprises showcase in the Pavilion through VR Tech (In addition to the big LED screen with one set VR glasses, we prepared 5 sets of VR glasses for the visitors to use, which pre-set a mobile program to view 20 showcases to increase the capacity of visitors to view our VR exhibits.) 3. Set up display board to introduce Hong Kong interior designers 4. A QR code linked to the VR directory was shown 	
b)	Seminars	<ol style="list-style-type: none"> 1. 2 seminars, each 30 mins (20 mins of seminar and 10 mins of Q&As). 2. Approx. 400 participants in total 3. 3 renowned entrepreneurs / representatives of the HKIND will lead a discussion with 3-to-4 up-and-coming entrepreneurs / representatives of the HKIND and 2 Chengdu practising interior design professionals 4. Embed the four selected professional topics of the design week into the 	<ol style="list-style-type: none"> 1. 2 seminars were held on 11 November 2018 by AM section and PM section respectively. Each 140 mins (included 2 up-and-coming entrepreneurs / representatives of the HKIND, each 20 mins of seminar and 5 mins of Q&A, and 1 renowned entrepreneur of HKIND, and 1 Chengdu practising interior design professional, each 40 mins of seminar and 5 mins of Q&A) 2. Totally 462 participants joined the seminars 3. 3 renowned entrepreneurs of the HKIND led a discussion with 3 up-and-coming 	There should be typo in the proposal, it should be "2 seminars, each <i>person</i> 30 mins...", it is more reasonable to have 6 hours for 6 speakers.

		seminars	<p>representatives of the HKIND and 2 Chengdu practising interior design professionals.</p> <p>4. Embed the four selected professional topics of the design week into the seminars. (The topics of the seminars were: Section 1: New Era, New Design Section 2: Interior Design impacts on life)</p>	
c)	Event Promotion	<ol style="list-style-type: none"> 1. Develop a WeChat and will be maintained in 12 months. Order their subscription number, posting updating the events and news. 2. Design and produce a series of posters in 100pcs and leaflets in 10,000pcs. 3. Posters and about 5,000 pcs of leaflets will be distributed to all design colleges and universities in Hong Kong and Chengdu. 5,000 pcs of leaflets will be distributed at the event venue in Chengdu and Hong Kong. 4. Ad Banners in 4 month duration in total, approx. 15 websites (not less than 3 weeks on each website) 5. Develop a LinkedIn and will be maintained in 6 months 6. Setup our own promotional work and approach media direct and seek contribution from the industry for designing the promotional materials 	<ol style="list-style-type: none"> 1. Developed a WeChat official account and will be maintained in 12 months. The subscription number is 339. The updates of the events and news were posted. 2. Designed and produced 100 pcs of posters and 10,000 pcs of leaflets. 3. 100 pcs posters and 8,100 pcs of leaflets were distributed to the design colleges and universities in Hong Kong and Chengdu. 1,900 pcs of leaflets were distributed at the event venue in Chengdu. 4. Ad Banner posted into 2 periods, each period was 2 month duration on 15 websites (each website lasts for 4 weeks). The first period focused on China market to promote Chengdu exhibition and seminar and promote the Hong Kong Interior Designers Director after the Chengdu events. It was held between Oct 2018 and January 2019. Another period will be held between March 2019 and June 2019, it will focus to promote Hong Kong Interior Designers Directory and the Dissemination Seminar in Hong Kong when will be held in April to May 2019. 5. Develop a LinkedIn and will be maintained in 6 months 6. We setup our own promotional work and approach media direct, 	

			<p>two China magazines became our supporting organizations to promote Chengdu event.</p> <p>6. And a designer from the industry helped the project design all promotional materials, including poster, leaflet, ebanner, pavilion, etc.</p>	
d)	Project Webpages	Create an event webpage in HKIDA official website	Created an event webpage in HKIDA official website for promote the programme	
e)	Event Video	<ol style="list-style-type: none"> 1. Hire professional photography and videography for the pavilion and seminar in Chengdu 2. Post the video to our website for post-event promotion 3. Produce a highlight version in 2-3 mins 	<ol style="list-style-type: none"> 1. Hired professional photography and videography in Chengdu for our Chengdu exhibition and seminar 2. Posted the video to our website for post-event promotion 3. Produced a highlight version in 2-3 mins, and posted to the website. 	
f)	HKIND Directory by Virtual Reality (VR) Technology	<ol style="list-style-type: none"> 1. Develop a mobile app in 3 function platform: 1) VR, 2) 360 degree, 3) traditional platform 2. Feature the details of information of selected 50 HK interior designers 3. Around 200 interior designers contact information 4. Upload the directory to the event webpages 	<ol style="list-style-type: none"> 1. Developed a mobile app in 3 function platform, which included VR, 360 degree and traditional platform 2. We invited 64 interior designers in totally for featuring details in the Directory. 3. 264 HKIND contact information showed in the Directory 4. Uploaded the directory to the event webpages 	
g)	Three-hour dissemination 300 heads seminar	<ol style="list-style-type: none"> 1. Conduct a seminar in Hong Kong 2. 300 participants in total 3. Invite favour interior designers / interior design enterprises from China to sharing the cultural and demand of the Mainland market. 4. Tentative rundown 1-hour: 30-min / session x 2 interior designers / interior design enterprises from China 1-hour: 15-min / session x 4 delegates or featuring exhibitors 1-hour: 30-min / session x 2 sessions of panel discussion. 	<ol style="list-style-type: none"> 1. Conducted a seminar in Hong Kong 2. 206 participants in total. 3. Invited 2 interior designers from China to sharing the cultural and demand of the Mainland market, & invited 4 delegates or featuring exhibitors as speakers. 4. Final rundown 1-hour : 30-min / session x 2 interior designers from China 1-hour : 30-mins / session x 2 interior designers 30-mins : session x 1 for 1 interior design company (2 speakers) 30-mins : 15 mins session x 2 sessions of panel discussion. 	<p>We started to invite speakers from February 2019, however, many speakers declined and we can only finalise the speaker list in 2nd week of April and start promotion. Due to lack of time in promotion, no. of participants was less than expected.</p> <p>When inviting the speakers, we received comments that 15-mins was too limited for them to give a presentation. Rundown changed to 30-mins per designers.</p>

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

(Please list out in table format if necessary.)

1.Pavilion in 5th Chengdu Creativity & Design Week

Date	Duration	Venue	Total no. of participants
9-12 November 2018	4-days	Chengdu Century City International Exhibition Center	<ol style="list-style-type: none"> 1. Visitors: around 150,000 2. Using VR glasses to view 20 designers' showcase: around 2,300 (counted by 5 mins per visitors, totally in 6 VR glasses in the exhibition, 8 hours per day, totally in 4 days exhibition, then, 8hrs x 4 days / 5 mins x 6 VR glasses) 3. Using VR glasses to view Hong Kong Interior Designers Directory: around 2,000 (counted by 5 mins per visitors, totally in 5 VR glasses in the exhibition, 8 hours per day, totally in 4 days exhibition, then, 8hrs x 4 days / 5 mins x 5 VR glasses)

2.Seminars in Chengdu

11 November	140 mins / seminar	Chengdu Century City International Exhibition Center	<ol style="list-style-type: none"> 1. 2 seminars were held in the same day (11 November 2018) by AM section and PM section. The theme of 2 seminars is "New Era, New Design" and "Interior Design Impact on Life" respectively 2. 546 participants enrolled the seminar (100 participants from 2 our supporting organizations – 重慶市室內建築設計聯合會 & 國際青年設計師協會 respectively (i.e.200 participants in totally) and 346 participants enrolled by open recruitment, and finally, 231 participants attended each seminar, totally in 462 participants 3. 3 renowned HKIND entrepreneurs, 3 up-and-coming representatives and 2 Chengdu interior design practitioner to role as the speakers of the 2 seminars
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3.Event Promotion and Advertising: WeChat

Date	Duration	Promotion Type	Description
15 July 2018 – 14 July 2019	12 months	WeChat	<ul style="list-style-type: none"> ■ Application from 15 July 2018, and completed on 26 September 2018 ■ First articles for promote the Chengdu exhibition and seminar published on 2 November 2018 and up to 14 July 2019, there published 12 articles, covering the related events under BUD funding.

30 October 2018 – 8 November 2018	Posters (100 pcs)	<ul style="list-style-type: none"> ■ Dispatched to 22 Universities and Institutes in Hong Kong, 1pc of poster per university / institute, totally in 22 pcs ■ Through our supporting organization – 國際青年設計師協會, 重慶市室內建築設計聯合會, & 旁觀者美學院 dispatched 78 universities and institutes and associations related design in Chengdu and Chongqing, totally in 78 pcs
30 October 2018 – 12 November 2018	Leaflets (10,000 pcs)	<ul style="list-style-type: none"> ■ Dispatched to 22 Universities and Institutes in Hong Kong, 1pc of poster per university / institute, 50pcs per university / institute, totally in 1,100pcs ■ Through our supporting organization – 國際青年設計師協會, 重慶市室內建築設計聯合會, & 旁觀者美學院 dispatched over 70 universities and institutes and associations related design in Chengdu and Chongqing, totally in 7,000pcs ■ Dispatched in the exhibition and seminar venue during the Chengdu Creativity & Design Week, totally in 1,900pcs
11 October 2018 – 10 November 2018 & 18 April 2019 – 10 May 2019	Ad Banners	<ul style="list-style-type: none"> ■ The names of the 15 websites where the e-banners were posted : http://www.designidk.com https://design-milk.com https://www.searchome.net http://archdaily.cn http://www.china-designer.com/index.htm http://sjb.to8to.com http://www.zhuke.com http://exhouse.pixnet.net/blog appledaily on.cc weibo sina.cn 163.com HKET headline
1 November 2018 – 30 April 2019	Linkedin	<ul style="list-style-type: none"> ■ Up to 30 April 2019, we published 4 posts There was 4 post published, we also purchase boosting for this post for better coverage in this media.
4. Webpages		
15 July 2018 – 14 July 2019		<ul style="list-style-type: none"> ■ Design and production from 15 July 2018 – 14 October 2018 ■ The webpages launched on 15 October 2018, where introduce the project, including exhibition, seminar, Hong Kong Interior Designers Directory, etc

5. VR Hong Kong Interior Designers Directory

15 July 2018 – 14 July 2019		<ul style="list-style-type: none"> ■ Design, production and UAT from 15 July 2018 to 31 October 2018 ■ The Directory launched during the Chengdu Creativity and Design Week ■ In the exhibition, we prepared 5 sets of VR glasses for all visitors to view the directory, and encourage all visitors to download the mobile app ■ Added the download QR in the project webpages and promote the directory by WeChat to increasing download rate
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6. Photography & Videography Services

9-11 November 2018	Photography Services	<ul style="list-style-type: none"> ■ 3-days services for the exhibition and seminar
6-7, 10-12 November 2018	Videography Services	<ul style="list-style-type: none"> ■ 5-days service for the exhibition and seminar ■ Edited a highlight video in 6 mins.
10 May 2019	Photography & Videography Services	<ul style="list-style-type: none"> ■ 3-hour service for the dissemination seminar

7. Three-hour dissemination 300 heads seminar

Date	Duration	Venue	Total no. of participants
10 May 2019	3 hours	Eaton Club	<ol style="list-style-type: none"> 1. Conducted a seminar in Hong Kong 2. 206 participants in total. 3. Invited 2 interior designers from China to sharing the cultural and demand of the Mainland market, & invited 4 delegates or featuring exhibitors as speakers. 4. Final rundown <ul style="list-style-type: none"> 1- hour : 30-min / session x 2 interior designers from China 1- hour : 30-mins / session x 2 interior designers 30-mins : session x 1 for 1 interior design company (2 speakers) 30-mins : 15 mins session x 2 sessions of panel discussion.

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) Stage 1-1: Preparation for the project <ul style="list-style-type: none"> • to form an advisory committee to offer advices to the project team • to recruit the additional staff to manage the project • to source service providers or vendors (or both) and proceed to the procurement procedures • to explore opportunities of partnerships and collaborations • to study and spot the trends of the interior design industry for the curated exhibitions and the featured contents of the publication 	14/8/2018	Nil	C
(b) Stage 1-2: Promotion <ul style="list-style-type: none"> • to disseminate the marketing and promotional messages on social media • to disseminate the printed matters, and eDM regularly • to update the website / digital platform regularly • to promote the project in Hong Kong and Chengdu • to deliver press release and pitch for media interviews 	14/7/2019	Nil	C
(c) Stage 2-1: Call quotation and select a TECH solution service company for HKIND Directory and VR of exhibits <ul style="list-style-type: none"> • To send invitation of quotation to the TECH solution services companies • To arrange interview all submitted companies <p>To select one the best quality proposal as our contractor of the VR TECH Directory</p>	14/8/2018	Nil	C
(d) Stage 2-2: Select the 50 interior designers and collect their information <ul style="list-style-type: none"> • to collect interior designers information, target around 250-300 designers • Advisory committee select the 50 interior designers base on the criteria (please refer to p.11) for the details of the information in the directory, including their photos, contact information and outstanding job introduction. • Advisory Committee select another 200 interior designers, these 200 interior designers' contact will be showed in the directory 	14/8/2018	Nil	C

(e) Stage 2-3: Design, Production and UAT of HKIND Directory <ul style="list-style-type: none"> • to design and coding the mobile app • to produce the mobile app and related VR TECH • to run user acceptable testing (UAT) to amend the apps and VR TECH (if any after UAT)	31/10/2018	Nil	C
(f) Stage 3-1: Design for Chengdu Creative & Design Week <ul style="list-style-type: none"> • to develop the communication strategies (traditional and digital), media plan and media partnership • to co-develop the collaboration plan with the Chengdu Creative & Design Week's organiser, and other potential partners (e.g. the media, professional associations, and trade organisations, etc.) • to conduct on-the-ground promotion in Chengdu and confirm the collaboration plans • to invite interior designers to participate in the exhibition and seminar • to design the creative, website / digital platform, promotional items, publication, and way(s) of exhibition 	30/9/2018	Nil	C
(g) Stage 3-2: Making for Chengdu Creative & Design Week <ul style="list-style-type: none"> • to finalise the list of exhibits, contents and creative • to confirm the rundown and timetable of the activities • to make and build the construction of the pavilion • to prepare the artworks of printed matters • to print the promotional items and publication • to create contents for the posts on digital media • to R.S.V.P. for guests and VIP • to prepare training kits for project teammates 	30/11/2018	Nil	C
(h) Stage 3-3: 1 Pavilion & 2 seminars during Chengdu Creative & Design Week <ul style="list-style-type: none"> • to set up and dismantle the pavilion • to rehearse for the seminar • to document the activities • to distribute questionnaires for the activities • to create live feed for the activities (if TECHnically possible) 	30/11/2018	Nil	C
(i) Stage 3-4: Post-event for Chengdu Creative & Design Week <ul style="list-style-type: none"> • to return the exhibits (if any) • to deliver the post-event press release • to follow up with the potential clients in China • to send thank you letter(s) 	28/2/2019	Nil	C

(j)	Stage 3-5: Wrap-up for Chengdu Creative & Design Week • to conduct debriefing session	31/3/2019	Nil	C
(k)	Stage 4-1: Design for 1 seminar in HK • to develop the communication strategies (traditional and digital), media plan and media partnership • to co-develop the collaboration plans with the local supporting organisations • to conduct promotion in Hong Kong • to develop contents for the seminar • to invite HKIND enterprises to attend the seminar • to design the creative, website / digital platform, promotional items	31/3/2019	Nil	C
(l)	Stage 4-2: Making for 1 seminar in HK • to finalise the contents • to confirm the rundown and timetable of the activities • to make and build the backdrop • to prepare the artworks of promotion • to create contents for the posts on digital media • to R.S.V.P. for guests and VIP	31/5/2019	Nil	C
(m)	Stage 4-3: 1 seminar in HK • to set up and dismantle the seminar • to rehearse for the seminars • to manage the crowd • to document the activities • to distribute questionnaires for the activities • to create live feed for the activities (if TECHnically possible)	31/5/2019	Nil	C
(n)	Stage 4-4: Post-event for 1 seminar in HK • to deliver the post-event press release • to send thank you letter(s) • to consolidate and analyse the results of the questionnaires	31/5/2019	Nil	C
(o)	Stage 4-5: Wrap-up for 1 seminar in HK • to conduct debriefing session	31/5/2019	Nil	C
(p)	Stage 5-1: Idea generation & confirm storyboard for the video • to shoot the video during the programme in Chendgu • to cut & edit the 2-3 mins highlights video of Chendgu's programme	28/2/2018	Nil	C
(q)	Stage 5-2: 2-3 mins highlights video of Chengdu's programme • to shoot the video during the programme in Chendgu • to cut & edit the 2-3 mins highlights video of Chendgu's programme	31/1/2019	Nil	C
(r)	Stage 5-3: video of dissemination seminar in Hong Kong • to shoot the video during the seminar	30/4/2019	Nil	C
(s)	Stage 5-4: 2-3 mins highlights video of the whole programme • to cut & edit the 2-3 mins highlights video of the whole programme	14/7/2019	Nil	C

(t) Stage 6: Wrap-up for 1 seminar in HK	14/7/2019	Nil	C
• to prepare the audit report			
• to write up the completion report			
to prepare newspaper clippings			

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