

**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 4 006
Project title : Combine the superiorities of Hong Kong and
Mainland – to extend the reach in domestic market
with Hong Kong
Design by launching the “Made in China – Design in
Hong Kong” programme
結合中港優勢，推廣 “香港好設計，內地展商機”
計劃
Period covered : From 15/06/18 to 14/12/19
(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)

The project aims to setup a larger scale of Hong Kong pavilion in the Canton Fair so as bring more Hong Kong designers to showcase their designs in the fair as well as to draw buyers or public awareness of the excellent performance and professionalism of Hong Kong design industry. The Pavilion will showcase the successful design stories and some masterpieces that can demonstrate the features and uniqueness of Hong Kong designs so as to show to the manufacturers and buyers in Mainland about the strength of Hong Kong design industry. Besides exhibiting in Canton Fair and organising the business matching and networking events, another significant deliverable in the project is to create a Wechat and Weibo account so as to build a social platform for the publication of the project activities and news. With the collaboration with PDC and the building for social platform, the problems of Hong Kong designers and the objectives of the project can be addressed and achieved effectively.

Project Objective(s) (in about 80 words)

1. To extend the visibility of Hong Kong design in Mainland market
2. To introduce SME design houses to target clients in Mainland
3. To establish the business opportunity platform through organizing the exhibitions and the networking events as well as establishing the social network for Mainland manufacturers to communicate with Hong Kong design companies in particularly the product design discipline

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Design Trade Association Limited (HKDTA)

Collaborating Organisation(s) : Design Council of Hong Kong, Federation of Hong Kong Industries
The Hong Kong Polytechnic University School of Design Alumni Association Limited
Moda (HK) Limited
Hong Kong Trade Development Council
Hong Kong Design Centre

Implementation Agent(s) : Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	<u>Alan Yip</u>	<u>Hong Kong Design Trade Association Limited (HKDTA)</u>	<u>2117 9943</u> <u>2117 9946</u>
Deputy Project Co-ordinator :	<u></u>	<u></u>	<u></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</u>
Revised (if applicable)	<u>N.A.</u>	<u>N.A.</u>	<u>N.A.</u>

2. Summary of Project Results

Project Deliverables

(Please list out the project deliverables as stated in the project proposal appended to the project agreement and provide details related to the actual result achieved for each of them.)

	Project deliverable	Quantifiable target	Actual result achieved	Reasons for not achieving the target, if applicable
a)	Program launching press conference	<p>A press conference with capacity of 80 people</p> <p>30 – 50 Hong Kong design companies, 10 – 20 media from Mainland plus manufacturers, buyers, industrial associations etc. from Mainland</p> <p>Design photos of the SME design houses participated shown, 30 – 50 photos are expected.</p> <p>eDM will be sent out to design houses for the invitation</p>	<p>A press conference was held on Sept 12, 2018 (~200 people)</p> <p>30 Hong Kong design companies, 31 media from Mainland plus manufacturers, buyers, industrial associations etc. from Mainland</p> <p>50 photos from 25 participated product designs were shown.</p> <p>eDM sent out to design houses for the invitation</p>	N.A.
b)	Produce a 3 minutes video about the promotion of the Hong Kong designers for broadcasting in the project launching ceremony and the Hong Kong Pavilion	<p>A 3-minute video will be made and broadcasted during the conference.</p> <p>About 3–5 award winning product design from Hong Kong design houses or designers will be demonstrated in the video.</p> <p>The 3 minutes video built will also be broadcast on project website, Wechat and Weibo account as well as at the “Hong Kong Pavilion” in Canton Fair.</p>	<p>A 3-minute video made and broadcasted during the conference.</p> <p>3 award winning product designs from Hong Kong design houses or designers demonstrated in the video.</p> <p>The 3 minutes video broadcast on project website, Wechat and Weibo account as well as at the “Hong Kong Pavilion” in Canton Fair.</p>	
c)	Establish an WeChat and a Weibo account for launching the promotion campaign	<p>Target 2,000 subscribers or followers</p> <p>The accounts will link up with PDC’s official WeChat and Weibo so as to extend the reach to PDC’s subscribers.</p> <p>QR code of the WeChat and Weibo account will be published in the project materials in the launching ceremony and the fairs.</p>	<p>One Wechat (reached more than 4,000 subscribers)</p> <p>One Weibo accounts (reached more than 5,000 subscribers)</p> <p>The accounts linked up with PDC’s official WeChat and Weibo.</p> <p>QR code of the WeChat and Weibo accounts with published in the project materials in the launching ceremony and the fairs.</p>	
d)	Produce a 10 mins video and a 15 sec video	<p>One of the video clips (i.e. the full version) will be around 10 minutes and broadcasted in the “Hong Kong Design” pavilion in Canton Fair.</p> <p>There will be about 3–4</p>	<p>A 10-minute video produced and broadcast in Hong Kong pavilion in Canton Fair.</p> <p>There was about 6 successful stories of design showing in</p>	

		<p>successful stories of design showing in the 10 minute-video.</p> <p>The full version video will also be uploaded onto the Wechat and Weibo platforms, and the popular social media channels in Mainland.</p> <p>Another video clip (i.e. the advertising version) will be around 15 second which will be used for advertising purpose mainly for broadcasting at advertising TV panel in the Canton Fair.</p> <p>The advertising video will be broadcasted on payable video channels such as Baidu 百度, Touch Media 觸動傳媒, video advertising channels on the trains etc, before and during the two Canton fairs.</p> <p>eDM will also be sent to other design related association and Hong Kong design houses for the recruitment.</p>	<p>the 10 minute-video.</p> <p>Full version video uploaded onto the Wechat and Weibo platforms, and the popular social media channels (including Wechat, Weibo, Baidu, 秒拍) in Mainland.</p> <p>A 15-second video produced and broadcast at advertising TV panel in the Canton Fair.</p> <p>The advertising video broadcast on payable video channels including Baidu, before and during the two Canton fairs.</p> <p>eDM sent to other design related association and Hong Kong design houses for the recruitment.</p>	
e)	Production of eBooks and Brochures	<p>Two eBooks, one at 124th Canton Fair and one at 125th Canton Fair</p> <p>Two brochures, for 124th and 125th Canton Fair (extracted from the eBooks, about 4 – 6 pages). 2,000 copies of the brochures will be distributed in 124th and 125th Canton Fair respectively.</p> <p>There will be 2 rounds of design selection for the two editions of eBook production. There will be 30 – 40 successful stories in the two eBooks. The brochures will include 30 – 40 designs extracted from the eBooks. (Around 15-20 stories in each book and brochure)</p> <p>Successful stories shown on the video can also be included in the eBooks.</p> <p>The eBooks will be posted on the dedicated promotional website as well as on the WeChat and Weibo platforms.</p> <p>eDM will also be sent to other design related association and Hong Kong design houses for the recruitment.</p>	<p>Two eBooks and two brochures (extracted from the eBooks, about 6 pages each) produced at 124th and 125th Canton Fair. 2,000 copies of the brochures were distributed in 124th and 125th Canton Fair respectively.</p> <p>2 rounds of design selection conducted for the two editions of eBook production. 40 successful stories selected the two eBooks and the brochures. Around 19 stories included in the 1st eBook and brochure. Around 20 stories included in the 2nd eBook and brochure.</p> <p>Successful stories shown on the video were also included in the eBooks.</p> <p>The eBooks posted on the promotional website as well as on the WeChat and Weibo.</p> <p>eDM sent to other design related association and Hong Kong design houses for the recruitment.</p>	
f)	Setup Hong Kong pavilions in Canton	<p>A 100 sqm “Hong Kong Design” pavilion in 124th and 125th Canton</p>	<p>A 100 sqm pavilion was set up during 15th ~ 27th Oct 2018 for</p>	

	Fair	<p>Fair</p> <p>The pavilion will showcase about 50 masterpieces from 20 – 30 design houses of designers. Designs demonstrated in the eBook or in the 3-min video will also be selected to showcase in the Pavilion.</p> <p>The theme of two phases will be combined with the 124th and 125th Canton Fair, which is future life and it will be mainly focusing on home appliances.</p> <p>eDM will also be sent to other design related association and Hong Kong design houses for the recruitment.</p>	<p>124th Canton Fair phase I and phase II. A 100 sqm pavilion was set up during 15th ~ 27th Apr 2019 for 125th Canton Fair phase I and phase II.</p> <p>The pavilion showcased about 50 masterpieces from 23 design houses of designers in 2018 Pavilion, and about 50 masterpieces from 20 design houses of designers in 2019 Pavilion. They are demonstrated in the eBook and in the 3-min video were also selected to showcase in the Pavilion.</p> <p>The theme of two pavilion was "Better design creates better environment" and it focused on home appliance.</p> <p>eDM sent to other design related association and Hong Kong design houses for the recruitment.</p>	
g)	Web-based "Love this Design" Voting	<p>A "Love this Design" voting organized in each of the fair. Visitor can vote for his/her favorite design among the 30 – 40 exhibits.</p> <p>The voting interface will be built on web and broadcasted through Weibo and Wechat. Visitor can add to the WeChat group of the programme and vote for his/her favorite design showcasing in the Pavilion.</p>	<p>A "Love this Design" voting organized in 124 Canton Fair. Visitor can vote for his/her favorite design among the 23 designs. The actual number of exhibits in the voting was 50 as some of the exhibits were grouped into several collections as units for the ease of voting.</p> <p>A "Love this Design" voting organized in 125th Canton Fair. Visitor can vote for his/her favorite design among the 34 designs.</p> <p>The voting interface was built on web and broadcast through Weibo and Wechat. Visitors were added to the WeChat group of the programme and vote for his/her favorite design showcasing in the Pavilion.</p> <p>210 visitors voted in 124th Canton Fair. 370 visitors voted in 125th Canton Fair.</p>	
h	Business networking events	<p>2 Networking events, of around 2 hours each, will be organized in 124th Canton Fair Phase 1 and Phase 2.</p> <p>2 Networking events, of around 2 hours each, will be organized in 125th Canton Fair Phase 1 and Phase 2.</p>	<p>2 Networking events, of around 2 hours each, organized in 124th Canton Fair Phase 1 and Phase 2.</p> <p>2 Networking events, of around 2 hours each, organized in 125th Canton Fair Phase 1 and Phase 2.</p>	

		<p>50 Hong Kong designers or representatives</p> <p>eDM will be sent out to design houses for the invitation through HKDTA, collaborating organisations and PDC.</p>	<p>50 Hong Kong participants and 150 Mainland participants attended in each session.</p> <p>eDM sent out to design houses for the invitation through HKDTA, collaborating organisations and PDC.</p>	
i)	Design Forums	<p>2 Forums, of around 2 hours each, will be organized for 124th Canton Fair Phase 1 and Phase 2</p> <p>2 Forums, of around 2 hours each, will be organized for 125th Canton Fair Phase 1 and Phase 2</p> <p>100 audiences each</p> <p>One speaker from the Mainland and one speaker from Hong Kong in each forum</p>	<p>2 Forums, of around 2 hours each, organized in the 124th Canton Fair Phase 1 and Phase 2.</p> <p>2 Forums, of around 2 hours each, organized in the 125th Canton Fair Phase 1 and Phase 2.</p> <p>The topics were “Innovative Design for China Market”, “Product Design and Manufacturing”, “Innovation and Quality Product Design” and “ Chinese Culture in Innovative Product Design”</p> <p>100 audiences each</p> <p>The speakers were: Michael Young (From HK); Zhang Jian (From mainland); Jimi Kowk (From HK); Zhou Peng (From mainland); Dr. York Wong (From HK) Simon Zou (from mainland); Mr William Shum (From HK) Zhou Ligang (from mainland)</p>	
j)	Magazine interviews	<p>The designer or design house of the winning exhibit of the web-based “Love this Design” voting will be invited for the interview. One interview will be done and publicized after the 124th Canton Fair.</p>	<p>Alan Yip, designer of the winning exhibit of the web-based “Love this Design” voting was invited for the interview.</p> <p>One interview was done and publicized after the 124th Canton Fair on Package & Design (name of the magazine).</p> <p>Another interview was done and publicized after the 125th Canton Fair on Design 360 (name of the magazine). Representatives from the 125th Hong Kong pavilion designers joined the interview on Apr 2019.</p>	
k)	Setup project website	<p>One website to promote the project activities and to disseminate the project deliverables such as the press release, videos, eBook, etc. It will also serve the purpose of</p>	<p>Project website was setup to promote project activities, disseminate the project deliverables and serve as activities registration.</p>	

		activities registration.	
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Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)
(Please list out in table format if necessary.)

a) **Program launching press conference**

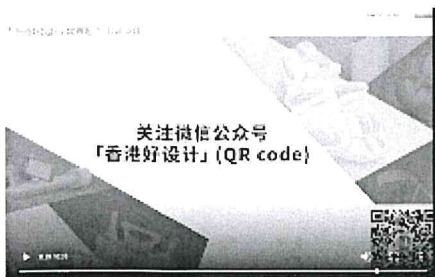
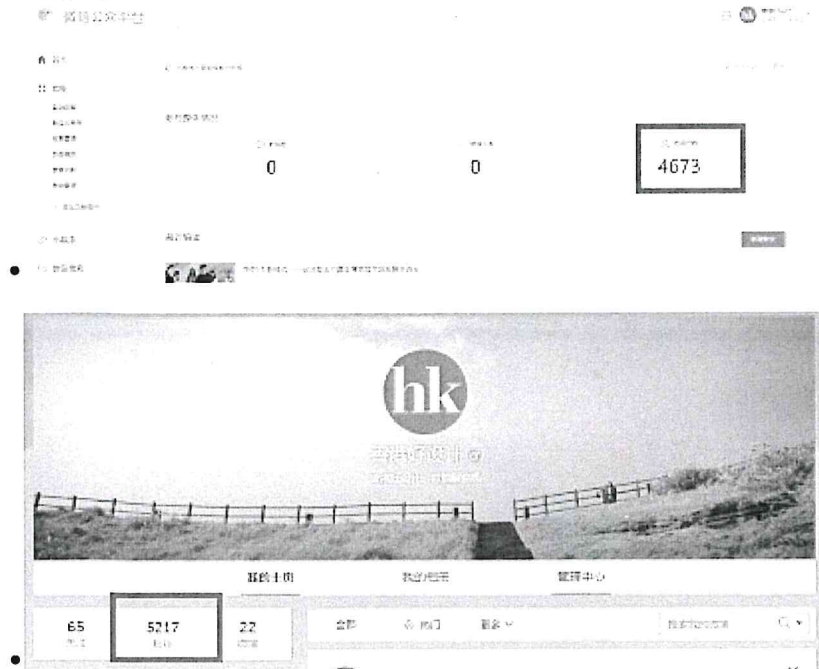
- The event was held at Guang Zhou 威斯汀酒店 42/F on Sept 12, 2019 with ~200 people attended with HK design companies, media from mainland, manufacturers, buyers and industrial association from mainland.
- The detail and the time schedule of the activities of the whole program was announced during the conference.
- 50 photos from the participated 25 product designs in the event were shown.



b) **Establish and maintain a wechat and weibo account and one “Love this design” voting interface**

- WeChat and Weibo account has been established and maintained
 - WeChat account: 香港好设计
 - WeChat number: HKGoodDesign2018
 - Weibo account: 香港好设计

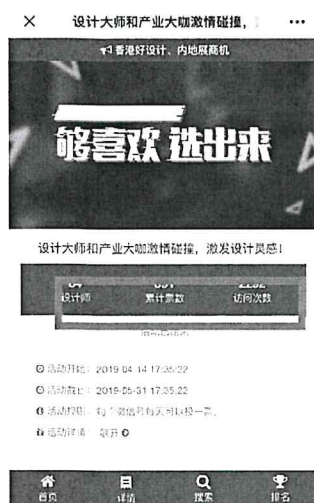
- A digital campaign was launched which link up all the activities in the program and built up the content on Wechat and Weibo and have achieved more than 4000 followers to the account up to Apr 31, 2019.
- The QR code of the social media material is published in the project materials, website, brochures, video and display boards to attract more subscribers.



- One “Love this design” voting interface is setup to attract the visitors’ attention to the pavilion in each of the fair. Visitors can vote for favourite design among the exhibits in the pavilion and the voting interface is broadcasted through Wechat, event brochure and website.



(124th Canton Fair)



(125th Canton Fair)

c) **Production of videos**

- A 3-minute video of 3 award winning product design from Hong Kong design houses has been made and broadcasted during the press conference, project launching ceremonies, at project website, social media platforms as well as at the “Hong Kong Pavilion” in the Canton Fair
- A 10 minutes video of 6 successful stories of design about the collaboration of Hong Kong designers and Mainland manufacturers has been made and broadcasted at the “Hong Kong Pavilion” in the Canton Fair
- A 15 seconds video has been extracted from the 10 minutes video for advertising purpose at Canton Fair’s TV panels during the 124th and 125th Canton Fair.
- All videos are posted on website, WeChat & Weibo platform, Youku and Baidu:

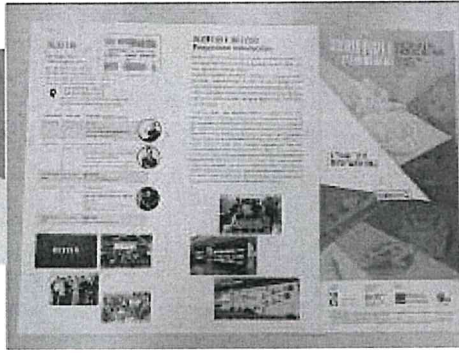
<http://www.hkdesigntrade.com/news-01-tc.php>

d) **Production of two ebooks and brochures**

- Recruitment for the first round successful stories was done through HKDTA and the collaborating organizations in September for project committee to review and selection.
- One edition of eBook and brochure (2000 copies) for 124th Canton Fair has been made to present the shortlisted successful stories of the collaboration of Hong Kong designers and mainland manufacturers.
- Second edition of eBook and brochure (2000 copies) for 125th Canton Fair has been made to present the shortlisted successful stories of the collaboration of Hong Kong designers and mainland manufacturers.
- The ebook are posted on project website

<http://www.hkdesigntrade.com/doc/e-book.pdf>

<http://www.hkdesigntrade.com/doc/e-book-125.pdf>



(124th Canton Fair)



(125th Canton Fair)

e) **Production of project website**

- A project website has been built to promote the project activities and to disseminate the project deliverables. It also serves the activities registration.

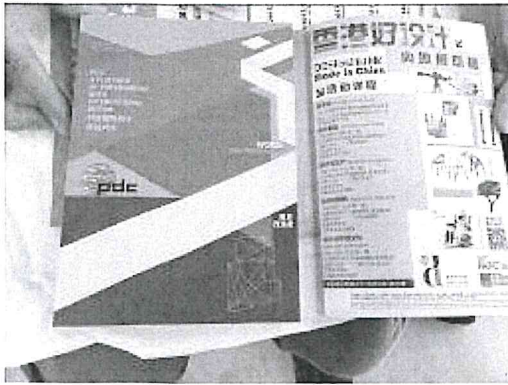
<http://www.hkdesigntrade.com/main-tc.php>



f) **Setup two “Hong Kong Pavilion” in Canton Fair**

- Pavilion was setup during 15th ~ 27th Oct 2018 for 124th Canton Fair phase I and phase II and 15th ~ 27th Apr 2019 for 125th Canton Fair phase I and phase II to showcase the selected masterpieces of Hong Kong designers and their successful stories to enter the Mainland market in an art gallery style in the collective theme “Better design creates better environment”.
- Advertisements on official printing materials of 124th and 125th Canton Fair and the TV panels at Canton Fairs.





(124th Canton Fair)

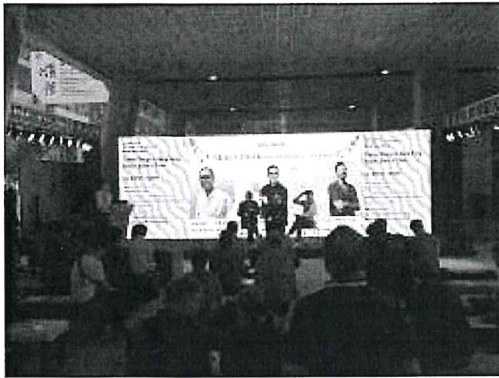


(125th Canton Fair)

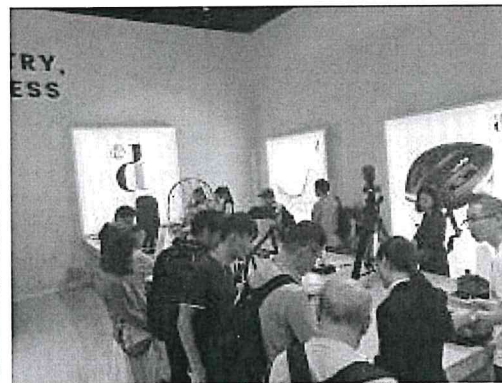
g) Four Design Forums and Networking Events

- One held at 124th Canton Fair Phase 1 on 15th Oct 2018,
- Speaker: Michael Young (From HK); Zhang Jian (From mainland)





- One held at 124th Canton Fair Phase 2 on 23rd Oct 2018
Speaker: Jimi Kowk (From HK); Zhou Peng (From mainland)
- Event photos and leaflets are uploaded to project website.
<http://www.hkdesigntrade.com/news-tc.php>
<http://www.hkdesigntrade.com/fair-03-tc.php>



- One held at 125th Canton Fair Phase 1 on 15th Apr 2019
Speaker: York Wong (From HK); Simon Zou (From mainland)
- Event photos and leaflets are uploaded to project website.
<http://www.hkdesigntrade.com/news-tc.php>
<http://www.hkdesigntrade.com/fair-03-tc.php>





- One held at 125th Canton Fair Phase 2 on 23rd Apr 2019
Speaker: William Shum (From HK); Zhou Ligang (From mainland)
- Event photos and leaflets are uploaded to project website.
<http://www.hkdesigntrade.com/news-tc.php>
<http://www.hkdesigntrade.com/fair-03-tc.php>



h) Two issues of magazine interviews

- To further extend the reach in mainland market, one of the magazine interview has been arranged and published on popular B2B magazine “Package and Design” Issue 211 in November, 2018 and the other interview was arranged and published on “Design 360” Issue 81 in Jun 2019 with the objective of showing successful cases and introduce Hong Kong designers to customers in Mainland.



“Package and Design” Issue 211 in November, 2018



“Design 360” Issue 81 in Jun 2019

Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), still in progress as scheduled (P) or deferred (D). If it is deferred, please also indicate the revised completion date and the reason for lagging behind.)

	Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised target completion date (if applicable)	Status (C/P/D) #	Reason for deviation from its original target completion date
(a)	- Form project committee	31/07/2018	N.A.	C	N.A.
	- Construct project plan and key program schedule				
(b)	- Launch the “香港好設計,內地展商機” programme	30/11/2018	N.A.	C	N.A.
	- Establish a WeChat account and update the news throughout the project period				
	- Produce the video of successful stories				
	- Edit the eBook and brochure of successful stories for the 124th Canton Fair				

	- Setup the “Hong Kong Design” pavilion in the 124th Canton Fair	30/01/2019	N.A.	C	N.A.
	- Participate the Product Design forums in Canton Fair				
	- Organise 1st business networking events				
(c)	- Magazine Interview				
	- Edit the eBook and brochure of successful stories for the 125th Canton Fair	31/08/2019	N.A.	C	N.A.
	- Setup the “Hong Kong Design” pavilion in the 125th Canton Fair				
	- Participate the Product Design forums in Canton Fair				
	- Organize 2nd two networking events				
(d)	- Magazine Interview				
	- Dissemination of the project results.	14/12/2019	N.A.	C	N.A.
(e)					

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