

**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 18 1 003
Project title : Facilitate Hong Kong SMEs in creative toy and game industry to explore the
Mainland market 協助香港的創意玩具和遊戲用品行業內的中小企開拓內地市場
Period covered : From 15/02/2019 to 14/11/2020
(dd/mm/yy) (dd/mm/yy)

1. Project Details

(Please mark "*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

Project Summary (in about 150 words)

Hong Kong Greater China Small and Medium Enterprises Alliance Association Limited unifies the second generation of family business in the toy and game by facilitating a relatively comprehensive system of China domestic sales for the Hong Kong toy industry including business negotiations, innovations and creativity, marketing methods and understanding government policies, the key to success analysis and sharing information. Hong Kong toymakers are working hard to overcome competition from Mainland toymakers by developing its creativity in design and technology on top of existing knowledge and experience. This project also led the SMEs in the industry getting into the domestic market and bring them to join business matching and exhibitions with experiencing real situation of market entry.

Project Objective(s) (in about 80 words)

- (1) Organize a HK Pavilion in main exhibitions of Toys and games industry in the Mainland to showcase the industrial strengths and features
- (2) Develop and promote brands of toy and game industry of HK to the domestic markets
- (3) Equip the industry players of HK with updated information of the industry in China

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong Greater China SME Alliance Association

Collaborating Organisation(s) : Hong Kong Trade Development Council/Federation of HK Industries / The Toys Manufacturers' Association of HK/Hong Kong SME Brand Development Association/Hong Kong Small & Medium Enterprises Association /The Association of Industries and Commerce of Hong Kong Southern District Limited / Licensing & Franchising Association of HK The Hong Kong Electronic Industries Association Limited/ Hong Kong (SME) Economic and Trade Promotional Association Limited/ The Chamber of Hong Kong Computer Industry Company Limited/ Kong Hong Kong & Kowloon Plastic Products Merchants United Association Limited

Implementation Agent(s) Vocational Training Council THE PEAK

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No.& Fax No.</u>
Project Co-ordinator	<u>Mr Pio Tsang</u>	<u>HKGCSMEAAL</u>	<u>31881263/31862800</u>
Deputy Project Co-ordinator	<u>Mr. Wilson Lee</u>	<u>VTC/THE PEAK</u>	<u>28361898</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>15/02/2019</u>	<u>14/08/2020</u>	<u>18 months</u>
Revised (if applicable)	<u>15/02/2019</u>	<u>14/11/2020</u>	<u>21 months</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
1)	Workshops	<ul style="list-style-type: none"> - 5 training workshops (around 2 hours) - 5 speakers with experience on the entering China market, patent & IPR, latest technology on creative toys and games, big data & crowd funding etc - total 5 workshops targeting for 150 participants - the total number of participants of five workshops was over 200 persons 	<p><u>Workshop 1</u></p> <ul style="list-style-type: none"> -Topic: 如何利用最新技術開發創意玩具和遊戲 -Venue: VTC Tower/lecture room -2 hours -Speaker: Mr. Ivan Lui -Date: 20-07-2019(Cancelled & postponed) No. of enrolment 30 09-09-2019(Cancelled & postponed) No. of enrolment 30 28-10-2019 Time: (14:00-16:00) No of enrolment 30 No. of participants 18 1 speaker was invited for delivering the workshop <p><u>Workshop 2</u></p> <ul style="list-style-type: none"> Topic: 零售市場採用技術的趨勢如何增加創意玩具和遊戲的銷售 -Venue: VTC Tower/lecture room -2 hours -Speaker: Mr. Ivan Lui -Date: 17-12-2019 No. of enrolment 45 Time: (19:00-21:00) No. of participants 43 1 speaker was invited for delivering the workshop <p><u>Workshop 3</u></p> <ul style="list-style-type: none"> Topic: 創意玩具和遊戲用品市場的知識產權 1.正確認識知識產權 2.知識產權分類與作用 3.創意玩具和遊戲用品的IP保護 -Venue: VTC Tower/lecture room -2 hours -Speaker: Dr. Alex Lau -Date: 17-12-2019 	<p>Due to the social movement and social unrest, the first workshop was forced to be cancelled two times on 20th July 2019 and 9th Sept 2019 respectively and finally carried out on 28th Oct 2019. The final number of participants was 18. The main reason with such shortfall was with two times changing of date of workshop and inadequate courtesy calls to remind the registration persons to attend</p>

			<p>No. of enrolment 40 Time: (16:30-18:30) No. of participants 39 1 speaker was invited for delivering the workshop</p> <p><u>Workshop 4</u> Topic: 掌握網上微趨勢, 發展國內電商新思維, 如何與內地玩具進口商磋商 -Venue: VTC Tower/lecture room -2 hours -Speaker: Mr. Clement So MBA, LLB -Date: 04-07-2020 No. of enrolment 50 Time: (17:30-19:30) No. of participants 58 1 speaker was invited for delivering the workshop</p> <p><u>Workshop 5</u> Topic: 1.如何將大數據(Big Data)概念應用於創意玩具的發展和市場推廣 -Venue: VTC Tower/lecture room -2 hours -Speaker: Mr. Anderson Wong -Date: 04-07-2020 No. of enrolment 50 Time: (19:30-21:30) No. of participants 50 1 speaker was invited for delivering the workshop</p>	
2)	Setting Hong Kong Pavilion in the two Biggest Toys Exhibitions of China	<p>- 2 exhibitions in China - over 350 sqm for the pavilion - over 30 HK SMEs - to submit over 120 products for display</p> <p>(1) Guangzhou The 31st International Toy and Hobby Fair 8 April 2019 to 10 April 2019 (The largest toy fair in the southern part of China)</p> <p>(2) Shanghai The 18th China International Toy</p>	<p><u>Guangzhou</u> - 08-10 April 2019 - 350 sqm HK Pavilion - 30 HK SMEs submitted and over 120 pieces of design and products has been displayed</p> <p>The exhibition period of 8 April 2019 to 10 April 2019 was very good for business travelling. The participated and joining rate was extremely high. The selection committee reviewed all applicants and finally selected 36 companies with sponsorship to exhibit and display their masterpieces at Guangzhou Toy Fair.</p> <p><u>Shanghai</u> -16-18 October 2019 - 350 sqm HK Pavilion</p>	

		<p>Fair at Shanghai 16 October to 18 October 2019 (The largest toy fair in China)</p>	<p>- 30 HK SMEs submitted and over 120 pieces of design and products has been displayed</p> <p>The exhibition period of 16 October 2019 to 18 October 2019 was also good for business travelling. Still, the participated and joining rate was also very high. With the prestigious and well-known international toy fair in Shanghai, it attracted numerous applications (52 applications) for joining the fair. However, due to the limited 350 sqm displaying space at the HK Pavilion, only 30 companies finally were selected by the steering committee for joining the Shanghai Toy Fair.</p>	
3)	Business Matching Sessions	<p>- 2 sessions in China (1)Guangzhou Toy Fair - two session with 50 participants (20 HK + 30 China)</p> <p>(2) Shanghai Toy Fair -one session with 45 participants (18 HK + 27 China)</p>	<p><u>Guangzhou</u> <u>Business matching arranged with</u> <u>two dates</u> -08 April 2019 - 10 HK companies representatives and 30 local buyers participated -09 April 2019 - 10 HK companies representatives and 20 local buyers participated</p> <p>With the overwhelmed application rate of the joining of the business matching from the Chinese buyers, the business matching session was divided into two days on 8th and 9th April, 2019 at the exhibition conference room. On 8th, April, 2019, there are 10 HK companies representatives and 30 local buyers participated</p> <p>-On 9 April 2019, there were the other 10 HK companies representatives to have business matching with the other 20 local Chinese buyers. The result was satisfactory.</p> <p><u>Shanghai</u> <u>Business matching arranged</u> -16 October 2019 - 18 HK companies representatives and 27 local buyers participated</p> <p>Although the application rate of the joining of the business matching both form HK and China were very high, the business matching session was only accommodated 18 HK companies</p>	

			representatives and 27 local Chinese buyers participated. The business matching was very successfully.	
4)	Promotional Video	<ul style="list-style-type: none"> - 1 project video that contains workshops, Guangzhou & Shanghai Toy fairs information and 5 exhibitors were interviewed and featured. - Founding Chairman Mr. Jimmy Wan also gave concluded remarks to the success of the project 	<ul style="list-style-type: none"> - Cantonese with Chinese sub-title - 5 minutes - 5 SMEs in the toy and game industry were featured in the video. - The video content were well structured and scripted with six interviewees - There were lots of HK toys companies strength showed off. - The video is placed at the link as follows: https://drive.ggggle.com/file/1gZrQ9EP7LTcZPLWxoIWYpcF2W/view?usp=drivesdk 	
5)	Guidebook	<ul style="list-style-type: none"> - In-depth study report - Workshops review - Exhibition summary and photos 	<ul style="list-style-type: none"> - The guide book topic: 協助香港創意玩具和遊戲用品行業內的中小企開拓內地市場 — The book content <ul style="list-style-type: none"> ➤ 10 companies in-depth study ➤ Creative toy and game industry’s present situation, problems encountered, development trend, successful cases in Mainland market. ➤ Interviews of the Mainland related government departments in Guangzhou and Shanghai for understanding Toys policy and regulation in China. ➤ Analysing the three different time of entering the Chinese market of over ten years; three years and just start or plan to enter. Reviewing the most influent factors for successfully entering Chinese market by HK toys companies. - the guidebook was available on the outcome sharing session and then with registration for distribution. Also it is available on project website for download 	
6)	e-book	<ul style="list-style-type: none"> - In-depth study report - Workshops review - Exhibition summary and photos 	<ul style="list-style-type: none"> - The guide book topic: 協助香港創意玩具和遊戲用品行業內的中小企開拓內地市場 The book content <ul style="list-style-type: none"> ➤ 10 companies in-depth study ➤ Creative toy and game industry’s present situation, problems encountered, development trend, successful 	

			<p>cases in Mainland market.</p> <ul style="list-style-type: none"> ➤ Interviews of the Mainland related government departments in Guangzhou and Shanghai for understanding Toys policy and regulation in China. ➤ Analysing the three different time of entering the Chinese market of over ten years; three years and just start or plan to enter. Reviewing the most influent factors for successfully entering Chinese market by HK toys companies. <p>- available on the project website for download and electronic email to members and supporting organisations</p>	
7)	Project Website	-1 project website that contains project information, photos and activity summary	<ul style="list-style-type: none"> - bud.greaterchinasme.com - official launched on 19 Sep 2019 - launched with the function of registration of workshops -included 5 workshops & 2 exhibitions summary and photos 	
8)	Project outcome sharing session	<ul style="list-style-type: none"> -1 time half day sharing session with over 4 hours - 3 Speakers with experience industry background - 3 exhibitors were invited to share their result and feeling for two toys fairs in Guangzhou and Shanghai -over 100 participants - all supporting organizations also came to know the success of the project 	<ul style="list-style-type: none"> - 17 October 2020 - 4 hours (2:00-6:00 pm) - launched the project video and project success - invited 3 industry speakers - invited 3 exhibitors shared their experience - over 120 registration with 103 participants - venue hired with good facilities 	
9)	Project Promotion	<ul style="list-style-type: none"> - 2 times of internet & social media - 2 times of 2000 pcs leaflets for Guangzhou and Shanghai Toy Fair 	<p><u>Internets Ads</u></p> <ul style="list-style-type: none"> - Internet & social media advertising on WeChat and HK Yahoo & Google -16 Oct 2019 at 18th China International Toy Fair official wechat programme - 17 October 2020 at outcome sharing session at Yahoo & Google Internet <p><u>Leaflet</u></p> <ul style="list-style-type: none"> - 2000 pcs leaflets in Guangzhou Toy Fair 	

			- 2000 pcs leaflets in Shanghai Toy Fair	
10)	Project Steering Committee	- Composition: Chairman of HKGCSMEAA, 1 senior consultant of VTC/THE PEAK 3 committee members from other associations	The project steering committee has been formed for the project implementation. The committee members included: - Mr. Jimmy Wan (Founding Chairman of HKGCSMEAA) - Mr. Peter Kam (President of HK International Trade Promotion Association) - Dr. Edward Lam (Chairman of HK SME Development Federation Ltd.) - Mr. Franco Lee (Vice President of HKLFA.) - Mr. Cliff Chu (Senior Consultant/VTC THE PEAK.)	

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

(Please list out in table format if necessary.)

1. Training Workshops

Workshop I

-Date: 28-10-2019

-Location; VTC Tower, Wanchai

-Topic: 如何利用最新技術開發創意玩具和遊戲

-Speaker: Mr. Ivan Lui

-No. of participants 18

Founding Chairman of 香港一帶一路協進會

Founding Chairman of 香港三方物流協進會

-Details:

To arouse the understanding of the toys manufacturers regarding the rapid change of the new technology in the toy industry, the speaker, Mr. Ivan Lui who has nearly 30 years working experience in both HK and Chinese market, he is the founder Chairman of both 香港一帶一路協進會, and 香港三方物流協進會, he is also the General Manager of 香港東森百貨公司. At his speech, he had provided lots of cases study and latest market information to the participants. He also pointed out the change of making use of technology in toys industry should be one of the best means to penetrate the Chinese market. However, due to the high risk and uncertain of the market, he suggested the toys manufacturers to form an alliance to enter the Chinese market.

Workshop II

-Date: 17-12-2019

-Location; VTC Tower, Wanchai

-Topic: 零售市場採用技術的趨勢如何增加創意玩具和遊戲的銷售

-Speaker: Mr. Ivan Lui

No. of enrolment 45

Time: (19:00-21:00)

No. of participants 43

-Details:

With the good responses from the first workshop participants, the second workshop was again to invite Mr. Ivan Lui, he is the founder chairman of both 香港一帶一路協進會, and 香港三方物流協進會, he is also the General Manager of 香港東森百貨公司. to be the workshop trainer and provided further insights to the toys manufacturers how to make use the new technology to enter the huge Chinese market. Undoubtedly, the participation rate for the second workshop was exceeding over 100 percentage. Furthermore, he explained clearly how the high competition of toys makers in the retail market over last decade in the US and Europe market.

Workshop III

-Date: 17-12-2019

-Location; VTC Tower, Wanchai

-Topic: 創意玩具和遊戲用品市場的知識產權

-Speaker: Dr. Alex Lau 劉帥賢 博士

No. of enrolment 45

Time: (16:30 - 18:30)

No. of participants 43

劉帥賢 博士 (Dr. Alex Lau) Profile

政法大學國際法博士

香港城市大學中國法與比較法學碩士

北京大學法律學學士

香港城市大學法律(榮譽)學士

澳門大學社會科學學士

-Details:

The speaker got sufficient copyright and intellectual property background and thus provided lots of practical experience sharing to the audience during the workshop training III. The workshop introduced the strategy of protecting the copyright and patent of toys makers. He also pointed out that there was a big difference of doing copyright and patent protection in HK and the Chinese market. Besides, he mentioned the crucial points of copyrights protection were understanding the mainland's IP policy if HK toys makers who wish to enter the Chinese market shortly, particularly those got their creative or special designs without patent protection. There were lots enquires or questions during the workshop and VTC staff had arranged further follow up after the workshop training.

Workshop IV

-Date: 04-07-2020

-Location; VTC Tower, Wanchai

-Topic: 掌握網上微趨勢發展國內電貿新思維，如何與內地玩具進口商磋商

-Speaker: Mr Clement So (MBA, LLM) 蘇啟民

-No. of enrolment 60

-Time: (17:30 - 19:30)

-No. of participants 60

Mr Clement So (MBA, LLM) 's Profile

- 加盈國際有限公司/Key Winner International Ltd (經營數碼媒體) 始創人

- 擁有雙碩士學位, MBA, LLM (中國人民大學)

- 香港跨境電子商務協會執行會長

- 一帶一路中小企聯盟會長

- 香港中文大學專業進修學院導師，教授有關互聯網營銷相關知識，例如搜索引擎優化，Facebook 市場營銷，互聯網營銷策略等

- 多間大灣區學院客席教授，三十年 IT 系統管理經驗，超十年香港新媒體開發及市場營銷管理經驗

- 香港新城財經台的營商頻道中擔任客席主持，經常教導中小企如何利用互聯網資源，降低企業成本以及更重要的是讓傳統中小企業如何才能找到創新的經營模式

- 多次獲邀作為香港貿發局講座嘉賓主持

-Details:

The speaker got very strong both academic and practical experience background in terms of the social media and cross-bordering trade working experience. In the workshop, he shared with numerous cases and analysed various successful cases in the internet trade across the greater China market. The workshop introduced the strategy of how to make use of social media such as wechat and alibaba. He also stressed the importance of SEO of baidu and how it could definitely help the toys importers to formulate their sales plan rolling out in the Chinese market. Nevertheless, he revealed that the crucial point of copyrights protection in the mainland market and strongly suggested HK toys makers who wish to enter the Chinese market should register their patents and copyrights under any circumstances. Without patent or copyright protection, it would be really risky to carry on business in the Chinese market. There were lots enquires or questions during the workshop and VTC staff had arranged further follow up after the workshop training.

Workshop V

-Date: 17-12-2019

-Location; VTC Tower, Wanchai

-Topic: 如何將大數據(Big Data)應用於創意玩具的發展和市場推廣

a. 大數據概念

b. 案例分享

c. 成功的關鍵因素

-Speaker: Mr. Anderson Wong 黃景隆

-No. of enrolment 60

-Time: (19:30-21:30)

-No. of participants 60

-Details:

Mr. Anderson Wong is the HKCAAVQ committee 香港學術及職業資歷評審局評審委, he had fruitful knowledge in the big data science and taken various big data research projects. In the workshop, he illustrated the clear concept of big data to all audiences and provided a detailed picture how big data could enhance toys makers to analysis the market trend. He also provided solid examples of both how the importance of using big data and why using big data enhancing the growth of the sales. The workshop seemed joyful and provided many insights to the toys manufacturers to make use the big data technique to assist entering the huge Chinese market.

2. Hong Kong Pavilion in Exhibitions of China

Guangzhou – 31th Guangzhou International Toy and Hobby Fair (The largest toy fair in the southern part of China)

-Date: 8-10 April 2019

-Location: Guangzhou

-Number of Hong Kong Companies in HK Pavilion: 30

-Product Displayed: 120

- Details: 350 sqm HK Pavilion has been set up during the 2019 Guangzhou International Toy and Hobby Fair. With the open recruitment in the pre-exhibition activities, 32 local companies has been recruited and 120 pieces of products has been collected to display in the HK Pavilion. 22 HK companies has sent their representatives to attend the exhibitions on their own cost. The Pavilion successfully demonstrated the uniqueness and attractiveness of HK creations, and created the business and networking opportunities with local buyers.

Shanghai – 18th China Toy Expo: International Trade Fairs for Toys & Preschool Resources (The largest toy fair in China)

-Date: 16-18 October 2019

-Location: Shanghai

-Number of Hong Kong Companies in HK Pavilion: 28

-Product Displayed: 120

- Details: 350 sqm HK Pavilion has been set up during the 18th China Toy Expo: International Trade Fairs for Toys & Preschool Resources (The largest toy fair in China). With the open recruitment in the pre-exhibition activities, 28 local companies has been recruited and 120 pieces of products has been collected to display in the HK Pavilion. 18 HK companies has sent their representatives to attend the exhibitions on their own cost. The Pavilion successfully demonstrated the uniqueness and attractiveness of HK creations, and created the business and networking opportunities with local buyers.

3. Business Networking Session

Guangzhou

Business matching arranged with two dates

-Date: 08 April 2019 (the first day during the period of Guangzhou Toy Exhibition)

- 10 HK companies representatives and 30 local buyers participated

-Date: 09 April 2019 (the second day during the period of Guangzhou Toy Exhibition)

- 10 HK companies representatives and 20 local buyers participated

With the overwhelmed application rate of the joining of the business matching from the Chinese buyers, the business matching session was divided into two days on 8th and 9th April, 2019 at the exhibition conference room. On 8th April, 2019, there were 10 HK companies representatives and 30 local buyers participated to do business matching.

-On 9 April 2019, there were the other 10 HK companies representatives to have business matching with the other 20 local Chinese buyers. The result was extremely satisfactory.

Shanghai

Business matching arranged

-16 October 2019 (the first day during the period of Shanghai Toy Exhibition)

- 18 HK companies representatives and 27 local buyers participated

Although the application rate of the joining of the business matching both from HK and China were very high, the business matching session was only accommodated 18 HK companies representatives and 27 local Chinese buyers participated for business matching. For other not arranged, all those local Chinese were suggested to visit the HK companies individually. The business matching was very successfully.

4. Promotional Video

- Putonghua with traditional Chinese sub-title

- About 5 minutes

- 5 SMEs in the toy and game industry was selected and featured in the video according to the consultation committee's suggestions

- the HKGCSMEAA Chairman concluded the importance of the toys fairs

- https://drive.google.com/file/d/1qiYgZrQ9_EP7LTcZPLWTIWxolWYpcF2W/view?usp=drivesdk

5. Guidebook

-The guide book topic:

協助香港創意玩具和遊戲用品行業內的中小企開拓內地市場

- 104 pages has been compiled and printed with 1000 copies for distribution

- In-depth study report with 10 companies

- Basic information of Guangzhou and Shanghai Toy Fair

- 5 training workshops and two business matching, summary and photos included

- available on the HKGCSMEAA and VTC tower

6. e-Guidebook

-available on <http://bud.greaterchinasm.com/>

-104 pages has been compiled and would be uploaded/emailed to the interest parties from the public

- the e-guidebook included the project introduction, the Chinese market toys policy, 10 in-depth companies interview, the summary and photos of 5 workshops and two toys fairs.

- emailed to all supporting organisations to their members and

- available on the project website for download open for public

7. Project Website

- <http://bud.greaterchinasm.com/>

-Details:

The project website contains the information of the project. The five training workshops, two exhibitions and two business matching arrangement, 10 in-depth company studies summary and photos has been included. Consider the copyright issues, speakers' talks and notes did not put into the website while the visitors could contact VTC/THE PEAK and the HKGCSMEAA staff via the contact posted on the website for further enquires or information needed. The e-guidebook could be downloaded from the website upon the visitor request.

8. Project outcome sharing session

-Half day Project outcome sharing session

- Date: 17th October 2020 (13:30-18:00)

- Location: Kowloon Chamber of Commerce

- 3 Speakers with experience industry background

1) Mr. Ivan Lui the General Manager of 香港東森百貨公司

2) Mr. Clement So, the Chairman of 香港跨境電子商務協會

3) Dr. Alex Lau 政法大學國際法博士

- 3 exhibitors were invited to share their results and feelings for two toys fairs in Guangzhou and Shanghai

1) Ms. Shirley Or, Hing Fat Toys Company

2) Mr. Jingle Ho, Lionbird game Company

3) Mr. Zero Chan, Chiilaku Limited, IP Company

- launched the project video

- over 100 participants

Details:

As the project outcome sharing session indicated the closing ceremony of the project, there were over 100 participants and most of them were coming from toys industry and SMEs. Besides, there were three well-experienced speakers and three exhibitors being invited to share their experience on the project. The project video and guidebook were also launched during the half day project outcome sharing session. All supporting organisations were also invited being presented with the thankful certificates from the founding Chairman of the HKGCSMEAA. The Project outcome sharing session was highly successfully with exceeding the target participated rate .

9. Promotion

- Internet & social media advertising posted on WeChat and HK Yahoo & Google

1) Internets Ads

-posted on a week ahead from 16 Oct 2019 at 18th China International Toy Fair official wechat programme

2) Internets Ads

- 3rd-17th October 2020 at outcome sharing session at Yahoo & Google Internet

-Leaflet:

1) - 1000 pcs leaflets has been printed and distributed in Guangzhou Toy Fair

2) - 1000 pcs leaflets has been printed and distributed in Shanghai Toy Fair

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.)

	<u>Milestone</u> (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)	5 Workshops (2 hours each)	31/01/20		C	<u>Note 1</u>
(b)	HK Pavilion in Exhibitions of China	31/12/19		C	
(c)	Business Matching Sessions	31/12/19		C	
(d)	Indepth study & Interview Chinese Government officers	31/01/20		C	
(e)	Interview 10 HK SMEs	31/05/20		C	
(f)	Project Website	31/08/20		C	
(g)	Promotional Video	31/01/20		C	
(h)	Guidebook & ebook	31/08/20		C	
(i)	Project Outcome Sharing Session	15/08/20	31/10/20	C	<u>Note 2</u>

Note 1:Workshops

Consider the social unrest, the first workshop was forced to postpone

Note 2:Promotion

Consider the importance of the project end, the consultation committee suggests to stress promotion on the outcome sharing session so that more industry players who could know the success of the project.

Remedial Actions and Way Forward (Nil if not applicable)

With the advice from the consultation committees, the first workshop was postponed and held on 28th October, 2019 because of the social unrest.
