

**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 1 004
Project title : To enhance the competitiveness of Hong Kong enterprises in 3D printing industry through the promotion of their technical capability in Mainland China
Period covered : From 15/09/2018 14/11/2020
(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 will include participation in pavilions, showcase area, one stop solution area, business matching area with potential mainland suppliers/buyers/customers and sharing to industry stakeholder etc. Through these pavilions, Hong Kong 3D Printing SMEs can enhance their visibility and build networks with mainland buyers. By grouping the HK SMEs 3D Printing manufactures under the Hong Kong Pavilion, it can bring out the cluster effect and build up the images of local 3D Printing.

Project Objective(s) (in about 80 words)

To promote Hong Kong's 3D Printing supply chain in Mainland China by demonstrating advanced 3D Printing technology and capabilities.

To build up image of Hong Kong's 3D Printing as solution provides in capturing mass market in Mainland China.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Hong Kong 3D Printing Association Limited

Hong Kong Federation of Innovative Technologies and Manufacturing Industries Limited

Hong Kong Electrical Appliance Industries Association Limited

The Hong Kong Metals Manufacturers Association

Hong Kong & Kowloon Plastic Products Merchants United Association

Hong Kong Plastics Industry Council

Collaborating Organisation(s) : Hong Kong Mould and Product Technology Association

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>Mr. Paco Wu</u>	<u>Hong Kong 3D Printing Association Limited</u>	<u>(Tel) 2690 9001 (Fax) 2410 0549</u>
Deputy Project Co-ordinator	<u>Ir Kwok Wai SUEN, Samson</u>	<u>Hong Kong Productivity Council</u>	<u>(Tel) 2788 5552 (Fax) 2788 5522</u>

Project Period

	<u>Commencement Date (day/month/year)</u>	<u>Completion Date (day/month/year)</u>	<u>Project Duration (No. of months)</u>
As stated in project agreement	<u>15/09/2018</u>	<u>14/11/2020</u>	<u>26 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.)

	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)	Set up “Hong Kong 3D Printing” at the 2018 DMP 20 th China Dongguan International Mould and Metalworking, Plastics & Packaging Exhibition	<p>Showcase Area (estimate 300 sqm) (a minimum of 60 products using different technologies will be displayed during each pavilion)</p> <p>30 Hong Kong 3D Printing companies will participate in each exhibition, at least 2 products will be demonstrated by each participant</p> <p>One Stop Solution Area (estimate 250 sqm) The Pavilion will include a zone for one stop solution area for providing: - 3D Printing Equipment - 3D Printing Materials - 3D Printing Solution - 3D Printing Services Providers</p> <p>Business matching Area (estimate 200 sqm) 1 hour per session, 2 sections per day, total 8 session per exhibition, around 16 participants each session</p> <p>Estimated that 50% of the potential customers will be from Mainland China and 50% of the participants will be from Hong Kong</p>	<p>Showcase Area (300 sqm) (80 products using different technologies displayed)</p> <p>30 Hong Kong 3D Printing companies participated in the exhibition, total over 155 products demonstrated by participants</p> <p>One Stop Solution Area (estimate 250 sqm) The Pavilion included a zone for one stop solution area for providing: - 3D Printing Equipment - 3D Printing Materials - 3D Printing Solution - 3D Printing Services Providers</p> <p>Business matching Area (200 sqm) 1 hour per session, 2 sections per day, 8 section total 131 participants over targeted 128 participants, average 16.4 participants each session</p> <p>45% of potential customers from Mainland China and 55% from Hong Kong</p>	

	<p>Promotional media such as the website (promotional project website) and social media like WeChat will be employed on promoting the business matching area.</p> <p>Invitation for the business matching areas will be sent to HK 3D Printing supply chain and related parties in Mainland China such as trade associations interested, mainly through the network of the applicant, to promote the business matching areas.</p> <p>An opening ceremony will be held on the first day of the exhibition.</p> <p>2,000 copies of leaflets distribute for the first pavilion</p> <p>Promotional media such as the website (promotional project website) and social media like WeChat will be employed on promoting the Pavilion.</p> <p>The Pavilion will be introduced and promoted through channels such as EDM or mail distributed by the Hong Kong 3D Printing Association.</p> <p>Advertisements will also be placed on the exhibition directory and billboards at the exhibitions and metro stations in the Mainland.</p>	<p>Promoted business matching area through website and Wechat.</p> <p>Invitation for business matching areas sent to Hong Kong 3D Printing supply chain and related parties in Mainland China through website, mail to promote business matching areas</p> <p>An opening ceremony held on the first day of the exhibition (27/11/2018).</p> <p>2,000 copies of leaflets distributed for the first pavilion</p> <p>WeChat employed on promoting the Pavilion.</p> <p>The Pavilion introduced and promoted through eDM and mail distributed by the Hong Kong 3D Printing Association.</p> <p>Advertisements placed on exhibition directory and billboards at the exhibition and metro stations in the Mainland.</p>	
<p>Set up “Hong Kong 3D Printing” (around 130 sqm each) at the 2019 22nd DMP China Int’l Mould, Metalworking, Plastics & Packaging Exhibition</p>	<p>Showcase Area (estimate 300 sqm) (a minimum of 60 products using different technologies will be displayed during each pavilion)</p> <p>30 Hong Kong 3D Printing companies will participate in each exhibition, at least 2 products will be</p>	<p>Showcase Area (300 sqm) (80 products using different technologies displayed)</p> <p>34 Hong Kong 3D Printing companies participated in the exhibition, total over 170 products demonstrated by participants.</p>	

		<p>demonstrated by each participant</p> <p>One Stop Solution Area (estimate 250 sqm) The Pavilion will include a zone for one stop solution area for providing: - 3D Printing Equipment - 3D Printing Materials - 3D Printing Solution - 3D Printing Services Providers</p> <p>Business matching Area (estimate 200 sqm) 1 hour per session, 2 sections per day, total 8 session per exhibition, around 16 participants each session</p> <p>50% of the potential customers will be from Mainland China and 50% of the participants will be from Hong Kong</p> <p>Promotional media such as the website (promotional project website) and social media like WeChat will be employed on promoting the business matching area.</p> <p>Invitation for the business matching areas will be sent to HK 3D Printing supply chain and related parties in Mainland China such as trade associations interested, mainly through the network of the applicant, to promote the business matching areas.</p> <p>2,000 copies of leaflets distribute for the second pavilion</p> <p>Promotional media such as the website (promotional project website) and social media like WeChat will</p>	<p>One Stop Solution Area (estimate 250 sqm) The Pavilion included a zone for one stop solution area for providing: - 3D Printing Equipment - 3D Printing Materials - 3D Printing Solution - 3D Printing Services Providers</p> <p>Business matching Area (200 sqm) 1 hour per session, 2 sections per day, 8 section total 132 participants over targeted 128 participants, average 16.5 participants each section</p> <p>57% of potential customers from Mainland China and 40% from Hong Kong (3% of potential customers from overseas or not filled in).</p> <p>Promoted business matching area through website, Wechat.</p> <p>Invitation for business matching areas sent to Hong Kong 3D Printing supply chain and related parties in Mainland China through website, mail to promote business matching areas.</p> <p>2,000 copies of leaflets distributed for the second pavilion.</p> <p>WeChat employed on promoting the Pavilion.</p>	
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		<p>be employed on promoting the Pavilion.</p> <p>The Pavilion will be introduced and promoted through channels such as EDM or mail distributed by the Hong Kong 3D Printing Association.</p> <p>Advertisements will also be placed on the exhibition directory and billboards at the exhibitions and metro stations in the Mainland.</p>	<p>The Pavilion introduced and promoted through eDM and mail distributed by the Hong Kong 3D Printing Association.</p> <p>Advertisements placed on exhibition directory and billboards at the exhibition and metro stations in the Mainland.</p>	
b)	First of the two seminars (Mainland)	<p>4 hours</p> <p>100 participants in the main seminar by overseas speakers</p> <p>Two overseas speakers to share latest 3D printing technology</p> <p>4 HK speakers will share successful case of 3D printing application related to the theme. These seminars will cover the 4 selected industries</p> <p>40 participants for each industry specific sharing seminar</p> <p>Promotional media such as the promotional project website and social media like WeChat will be employed on promoting the seminars.</p> <p>500 copies of leaflets distribute for the first seminar</p>	<p>4 hours</p> <p>47 participants in the main seminar by overseas speakers</p> <p>Two overseas speakers to share latest 3D printing technology:</p> <p>i) Mr Young Cheol Kim, Kyungpook National Univeristy</p> <p>ii) Mr Juan Jose Bustos Yman Materialise NV</p> <p>4 HK speakers share successful case of 3D printing application related to the theme.</p> <p>i) 胡力恆先生 成興塑料製品有限公司</p> <p>ii) 鄧俊文先生 潤記號機械設備有限公司</p> <p>iii) 吳春祥先生 富士高集團公司</p> <p>iv) 張威龍先生 嘉瑞國際控股有限公司</p> <p>22 participants for each industry specific sharing seminar</p> <p>Promotional website and Wechat employed on promoting seminars</p> <p>500 copies of leaflets distributed for the first seminar</p>	<p>The total number of registered participants was 150. However, some of them didn't show up eventually. Because the seminar held in conference room in nearby hotel instead of in the pavilion, participants are attracted by the pavilions and will not be there exclusively. It is suggested that the next technical seminar should be held at the exhibition instead of hotel nearby.</p>

	Second of the Two seminars (Shenzhen)	<p>4 hours</p> <p>100 participants in the main seminar by overseas speakers</p> <p>Two overseas speakers to share latest 3D printing technology (1 hr each) (100 Participants)</p> <p>4 HK speakers will share successful case of 3D printing application related to the theme. These seminars will cover the 4 selected industries (30 mins each) (40 participants for each industry specific sharing seminar)</p> <p>40 participants for each industry specific sharing seminar</p> <p>Promotional media such as the promotional project website and social media like WeChat will be employed on promoting the seminars.</p> <p>500 copies of leaflets distribute for the first seminar</p>	<p>4 hours</p> <p>46 participants in the main seminar by overseas speakers</p> <p>Three overseas speakers to share latest 3D printing technology</p> <p>i) Mr Simon Barlett, Hewlett-Packard Company</p> <p>ii) Mr Marco Chow Stratasys AP Ltd</p> <p>iii) Mr TAVARES Raymond The United Nations Industrial Development Organization</p> <p>4 HK speakers share successful case of 3D printing application related to the theme.</p> <p>i) 吳鵬先生 科藝儀器有限公司</p> <p>ii) 曹俊傑先生 寶力機械有限公司</p> <p>iii) 胡中和先生 栢萊化工有限公司</p> <p>iv) 梁達明先生 無極概念有限公司</p> <p>20 participants for each industry specific sharing seminar</p> <p>Promotional website and Wechat employed on promoting seminars.</p> <p>500 copies of leaflets distributed for the first seminar</p>	<p>The seminar was held at the exhibition. The total number of registered participants was 159. However, some of them didn't show up eventually. Because the seminar location is too far and no any indicator in the exhibition, participants could not find the conference room. It is suggested that the exhibition can hold some indicator or provide instruction to participants to find the right place.</p>
c)	Promotion Video with voice-over in Putonghua and it will be in simplified Chinese	Around 5 minutes	4:44 mins https://youtu.be/Orl2W1Zs9dU	/
d)	Promotional media	Social media like WeChat	HK3DPA members wechat group, QR code in leaflet, online news	/
e)	Project Website (desktop & mobile versions)	One project website	One project website https://www.hk3dpabud.com /	

		Latest development on the 3D printing technology of the industry will be introduced on the website Promotional leaflets will be uploaded and available to view in project website	Latest development on the 3D printing technology were introduced in website. Promotional leaflets uploaded and available to view in project website.	
f)	First of the two half-day dissemination seminars	60 participants 4 SMEs that have participated in the Hong Kong Pavilions will be invited to each seminar 1 backdrop 300 copies of brochures distribute for the first half-day dissemination seminar	14/03/2019 43 participants 4 SMEs that have participated in the Hong Kong Pavilions will be invited to each seminar 1 backdrop 300 copies of brochures distributed for the first half-day dissemination seminar	The total number of registered participants was 68. However, some of them didn't show up eventually. It is confident that with more promotion, the shortfall could be made up in the coming seminars.
	Second of the two half-day experience sharing seminars	60 participants 4 SMEs that have participated in the Hong Kong Pavilions will be invited to each seminar 1 backdrop 300 copies of leaflets distribute for the second half-day experience seminar	07/09/2020 Physical seminar: 27 participants Webinar: 54 participants 4 SMEs that have participated in the Hong Kong Pavilions invited to the seminar (1 speaker show up in physical seminar, 3 of the speakers show up in webinar) 1 backdrop 300 copies of leaflets distributed for the second half-day experience seminar	The total number of registered participants was 102. However, some of them didn't show up eventually in physical seminar but joined the webinar. It is because the date of event has been changed for more than 3 times due to COVID-19, some of them were not able to stay in Hong Kong/ to match the date and time of dissemination seminar. Besides, most of the participants are concerning the effect of COVID-19 and wouldn't to gather in crowded places.

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

(Please list out in table format if necessary.)

	Project deliverable (e.g. First seminar)	Date and Time	Duration	Venue	Remarks
(a)	Set up "Hong Kong 3D Printing" at the 2018 DMP 20 th China Dongguan International Mould and Metalworking,	27/11/2018 - 29/11/2018 09:30 – 17:00	7.5 hours each on 27/11/2018 – 29/11/2018	中國廣東省東莞市厚街鎮 S256省道與傢俱大道交界 郵編: 523952	Showcase -3D Printing products/services from the four selected industries 1) Home Appliance & Consumer Product, 2) Toys, 3) Metal and Plastic & a

Plastics & Packaging Exhibition	30/11/2018 9:30 – 14:00	4.5 hours on 30/11/2018		<p>supporting category 4) Mould & Die made by the four supply chain stakeholders displayed at the pavilion.</p> <ul style="list-style-type: none"> -more than 60 products using different technologies displayed during pavilion -at least 2 products demonstrated by each participant <p>One Stop Solution Area The Pavilion included a zone for one stop solution area for providing:</p> <ul style="list-style-type: none"> -3D Printing Equipment -3D Printing Materials -3D Printing Solution -3D Printing Services Providers <p>Business matching Area</p> <ul style="list-style-type: none"> -1 hour per session, 2 session per day for around 15-20 participants each session (total 8 session per exhibition) -Invited HK 3D Printing industry (employers/employees from 4 sectors, 3D printing material and requirement providers) -45% of potential customers from Mainland China and 55% from HK)
Set up “Hong Kong 3D Printing” at the 2019 22 nd DMP China International Mould, Metalworking, Plastics & Packaging Exhibition	26/11/2019 - 28/11/2019 09:30 – 17:00 29/11/2019 9:30 – 14:00	7.5 hours each on 26/11/2018 - 28/11/2018 4.5 hours on 29/11/2018	深圳國際會展中心(新館) 深圳市寶安區福海街道展城路1號	<p>Showcase</p> <ul style="list-style-type: none"> -3D Printing products/services from the four selected industries 1) Home Appliance & Consumer Product, 2) Toys, 3) Metal and Plastic & a supporting category 4) Mould & Die made by the four supply chain stakeholders displayed at the pavilion. -more than 120 products using different technologies displayed during pavilion -at least 2 products demonstrated by each participant <p>One Stop Solution Area The Pavilion included a zone for one stop solution area for providing:</p> <ul style="list-style-type: none"> -3D Printing Equipment -3D Printing Materials -3D Printing Solution -3D Printing Services Providers <p>Business matching Area</p> <ul style="list-style-type: none"> -1 hour per session, 2 session per day for around 15-20 participants each session (total 8 session per exhibition) -Invited HK 3D Printing industry (employers/employees from 4 sectors, 3D printing material and requirement providers) -57% of potential customers from Mainland China and 40% from HK)
First of the two seminars (Mainland)	28/11/2018 13:00 – 17:00	4 hours 13:00 – 17:00	中國廣東省東莞市厚街鎮S256省道與傢俱大道交界 郵	2 overseas professional speakers (1 hr each) and 4 HK speakers (30 mins each) shared during seminars.

				編: 523952	<p>2 overseas professional speakers:</p> <p>i) Mr Young Cheol Kim, Kyungpook National Univeristy</p> <p>ii) Mr Juan Jose Bustos Yman Materialise NV</p> <p>4 HK speakers (30 mins each):</p> <p>i) 胡力恆先生 成興塑料製品有限公司</p> <p>ii) 鄧俊文先生 潤記號機械設備有限公司</p> <p>iii) 吳春祥先生 富士高集團公司</p> <p>iv) 張威龍先生 嘉瑞國際控股有限公司</p> <p>Seminar themes: Theme A</p> <p>i) 胡力恆先生 - 3D打印技術於玩具業的應用和成功例子</p> <p>ii) 張威龍先生 - 3D打印技術於模具業的應用和成功例子</p> <p>ii) 鄧俊文先生 - 3D打印技術於金屬與塑料業的應用和成功例子</p> <p>iv) 吳春祥先生 - 3D打印技術於家用電器和消費品業的應用和成功例子</p> <p>For foreign speakers:</p> <p>i) Mr Young Cheol Kim - Technology trends and industrial applications of metal 3D printing and ceramic 3D printing)</p> <p>ii) Mr Juan Jose Bustos Yman - Latest development of 3D Printing Technology</p>
Second of the two seminars (Shenzhen)	26/11/2018 14:00 – 18:30	4.5 hours 14:00 – 18:30	深圳國際會展中心(新館) 深圳市寶安區福海街道展城路1號	<p>3 overseas professional speakers (1 hr each) and 4 HK speakers (30 mins each) shared during seminars.</p> <p>3 overseas professional speakers:</p> <p>i) Mr Simon Barlett, Hewlett-Packard Company</p> <p>ii) Mr Marco Chow Stratasys AP Ltd</p> <p>iii) Mr TAVARES Raymond The United Nations Industrial Development Organization</p> <p>4 HK speakers (30 mins each):</p> <p>i i) 吳鵬先生 科藝儀器有限公司</p>	

					<p>ii) 曹俊傑先生 寶力機械有限公司</p> <p>iii) 胡中和先生 栢萊化工有限公司</p> <p>iv) 梁達明先生 無極概念有限公司</p> <p>Seminar themes: Theme A</p> <p>i) 吳鵬先生 3D打印小批量注塑及沖壓 模具</p> <p>ii) 曹俊傑先生 3D打印款多量少</p> <p>iii) 胡中和先生 3D打印規模客制化</p> <p>iv) 梁達明先生 3D打印批量生產</p> <p>For foreign speakers:</p> <p>i) Mr Simon Barlett - Specific Functional Plastic Printing</p> <p>ii) Mr Marco Chow - Multi-Color and Multi-Material Printing</p> <p>iii) Mr TAVARES Raymond Sustainability for Industry</p>
(b)	Promotion Video with voice-over in Putonghua and it will be in simplified Chinese	/	~5mins	https://youtu.be/Orl2W1Zs9dU	The video 4.44 minutes long and mainly conducted in Putonghua and simplified Chinese.
(c)	Promotional media	<p>First of the two "Hong Kong Pavilion": 27/11/2018 - 29/11/2018</p> <p>Second of the two "Hong Kong Pavilion": 26/11/2019 - 28/11/2019</p>	<p>First of the two "Hong Kong Pavilion": 27/11/2018 - 29/11/2018</p> <p>Second of the two "Hong Kong Pavilion": 26/11/2019 - 28/11/2019</p>	HK3DPA members wechat group, QR code in leaflet, online news	Wechat and online news used to promote Hong Kong 3D Printing supply chain stakeholders to the targeted Mainland markets.
(d)	Project Website (desktop & mobile versions)	/	02/11/2018 - 31/05/2020	https://www.hk3dpabud.com/	A web address and a QR code of the link for website provided in the leaflets of exhibitions and seminars. Promotional leaflets uploaded available to view in project website.
(e)	First of the two half-day experience sharing seminars	14/03/2019 14:00 – 18:00	4 hours	Theatre 1, HKPC Building, 78 Tat Chee Avenue	14/03/2019 14:00 – 18:00 5 speakers cover below topics: i) 夏成興先生

					<p>(象研科技有限公司) & Danny Chan (翹星國際有限公司) Topic: Regulatory and latest manufacturing technology requirements for high valued-added products</p> <p>ii) 馮兆恒先生 (先科機械香港有限公司) Topic: 3D Printing market information of mainland markets such as import forecast, technology development update etc.</p> <p>iii) 胡中和 & Ryan Gan PINO ALIPRANDINI (HK) LTD. Topic: Supplier and customer requirements of 3D printing across different high value-added industries</p>
Second of the two half-day experience sharing seminars	07/09/2020 13:30 – 17:30	4 hours	Innospot Limited 5/F, New Timely Factory Building, 497 Castle Peak Road, HK Lai Chi Kok	07/09/2020 13:30 – 17:30 4 speakers cover below topics: i) 鄧俊文先生 (潤記號機械設備有限公司) Topic: 3D Printing market information of mainland markets such as import forecast, technology development update etc. ii) 陳蕊小姐 (寶力機械有限公司) Topic: 3D Printing market information of mainland markets such as import forecast, technology development update etc. iii) 張威龍先生 (弘信實業有限公司) Topic: Supplier and customer requirements of 3D printing across different high value-added industries iv) 岑敏聰先生 (智誠科技有限公司) Topic: Regulatory and latest manufacturing technology requirements for high valued-added products	

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>	<u>Original target completion date</u>	<u>Revised completion date</u>	<u>Status</u>
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	(as set out in the approved project proposal appended to the project agreement)	(if applicable)	(C/D/N) #	
(a)	Production of promotional leaflet	20/11/18	-	C
(b)	Production of project website	20/11/18	-	C
(c)	Production of promotional video	20/11/18	-	C
(d)	Preparation for the 1 st exhibition and 1 st seminar	20/11/18	-	C
(e)	1 st exhibition and 1 st seminar (Dongguan) (Nov 2018)	31/12/18	-	C
(f)	Organization of 1 st Dissemination seminar	31/3/19	-	C
(g)	Update of project website	31/3/19	-	C
(h)	Production of promotional leaflet	31/10/19	-	C
(i)	Preparation for the 2 nd exhibition and 2 nd seminar	31/10/19	-	C
(j)	2 nd exhibition and 2 nd seminar (Shenzhen) (Nov 2019)	31/12/19	-	C
(k)	Organization of 2 nd Dissemination seminar	30/09/20	-	C
(l)	Report and evaluation	14/11/20	-	C

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

N/A
