

**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 2 003
Project title : To extend business opportunities in the Mainland by
setting up pavilions of Hong Kong jewellery industry
in jewellery exhibitions in the Mainland
Period covered : From 15/12/2018 to 14/05/2021
(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)

H.K. Gold & Silver Ornament Workers & Merchants General Union Limited (HKGSGU) set up Hong Kong pavilions in 4 major jewellery exhibitions in the Mainland, i.e. China International Gold, Jewellery & Gem Fair in Shenzhen in April 2019, Chengdu International Jewellery Fair in Chengdu in August 2019, Shunde International Jewelry Show in Shunde in November 2019 and China International Jewellery & Gems Fair in Beijing in April 2021. The four exhibitions cover the geographical scope of Northern China, Western China and Southern China. Those are the major exhibitions of the regions and are the important stages to promote the collective image of Hong Kong jewellery industry. The participation in the exhibitions can benefit Hong Kong SMEs to arouse B2B buyers' awareness of Hong Kong jewellery brands, designs and products. It helps Hong Kong jewellery manufacturers to extend their business reaches in the Mainland.

In order to assist Hong Kong jewellery SME manufacturers in participating in the exhibitions and explore new businesses in the Mainland, HKGSGU prepares this proposal to apply for the funding support from HKSAR. This proposal targets to setup a high-end Pavilion of Hong Kong Jewellery Industry in the 4 exhibitions in Mainland. HKGSGU will bring Hong Kong jewellery manufacturers to demonstrate their products and competencies to the Mainland market. There will be series of promotional activities carried out along with the Pavilion to further promote Hong Kong jewellery industry so as to reinforce the image of fashionable design, excellent craftsmanship and smart manufacturing capabilities of Hong Kong manufacturers. And, strengthen the mid- to high-end position for Hong Kong jewellery manufacturers in the Mainland market.

Project Objective(s) (in about 80 words)

1. To develop a high-end demonstration platform of Hong Kong jewelry and ornament in 4 major jewelry exhibitions in Mainland for showcasing the capabilities of Hong Kong manufacturers to Mainland buyers in terms of design, craftsmanship and technology to strengthen the position of Hong Kong manufacturers in the mid-to-high-end segments.
2. To extend the promotion of Hong Kong jewelry and ornament industries in the Mainland market.
3. To demonstrate to the buyer in Mainland about the niches of Hong Kong jewellery manufacturing so as to be their first priority partners for supplying of jewelry and ornament products.

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	H.K. Gold & Silver Ornament Workers & Merchants General Union Limited (HKGSGU)
Collaborating Organisation(s)	:	Hong Kong Trade Development Council Hong Kong Gemstone Manufacturers' Association Ltd. Hong Kong Pearl Association Ltd. Hong Kong Jewelry Manufacturers' Association Limited Hong Kong Jewellery Designers' Association Company Limited The Chinese Manufacturers' Association of Hong Kong The Hong Kong General Chamber of Small and Medium Business Limited Asia Pacific Creator Association Limited
Implementation Agent(s)	:	Hong Kong Productivity Council Productivity (Shenzhen) Consulting Company Limited

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	: Mr. Li Man Chun	H.K. Gold & Silver Ornament Workers & Merchants General Union Limited	Tel : 3925 5900 Fax : 2363 8787
Deputy Project Co-ordinator	: Mr. Lam Wai Kwong, Raymond	H.K. Gold & Silver Ornament Workers & Merchants General Union Limited	Tel : 2511 6077 Fax : 2507 5855

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	15/12/2018	14/04/2020	16
Revised (if applicable)	N/A	14/05/2021	29

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)	Hong Kong Pavilion in China International Gold, Jewelry & Gem Fair in Shenzhen (Apr 2019)	108 sqm Three showcasing areas: <ul style="list-style-type: none"> • Hall of Fame: 3 products • Advanced Craftsmanship & Fashionable Design: 120-300 products from 12-15 Hong Kong manufacturers • Smart Manufacturing: 1-2 high-end production facilities 	108 sqm Three showcasing areas: <ul style="list-style-type: none"> • Hall of Fame: 3 products • Advanced Craftsmanship & Fashionable Design: 320 products from 12 Hong Kong manufacturers • Smart Manufacturing: 2 high-end production facilities 	N/A
(b)	Hong Kong Pavilion in Chengdu International Jewelry Fair in Chengdu (Aug 2019)	108 sqm Three showcasing areas: <ul style="list-style-type: none"> • Hall of Fame: 3 products • Advanced Craftsmanship & Fashionable Design: 120-300 products from 	108 sqm Three showcasing areas: <ul style="list-style-type: none"> • Hall of Fame: 3 products • Advanced Craftsmanship & Fashionable Design: 340 products from 12 Hong Kong 	N/A

		<p>12-15 Hong Kong manufacturers</p> <ul style="list-style-type: none"> Smart Manufacturing: 1-2 high-end production facilities 	<p>manufacturers</p> <ul style="list-style-type: none"> Smart Manufacturing: 2 high-end production facilities 	
(c)	Hong Kong Pavilion in Shunde International Jewelry Show in Shunde (Nov 2019)	<p>153 sqm</p> <p>Three showcasing areas:</p> <ul style="list-style-type: none"> Hall of Fame: 9 products Advanced Craftsmanship & Fashionable Design: 120-300 products from 12-15 Hong Kong manufacturers Smart Manufacturing: 1-2 high-end production facilities 	<p>153 sqm</p> <p>Three showcasing areas:</p> <ul style="list-style-type: none"> Hall of Fame: 9 products Advanced Craftsmanship & Fashionable Design: 420 products from 12 Hong Kong manufacturers Smart Manufacturing: 2 high-end production facilities 	N/A
(d)	Hong Kong Pavilion in China International Jewellery & Gems Fair in Beijing (Apr 2021)	<p>108 sqm</p> <p>Three showcasing areas:</p> <ul style="list-style-type: none"> Hall of Fame: 3 products Advanced Craftsmanship & Fashionable Design: 120-300 products from 12-15 Hong Kong manufacturers Smart Manufacturing: 1-2 high-end production facilities 	<p>108 sqm</p> <p>Three showcasing areas:</p> <ul style="list-style-type: none"> Hall of Fame: 3 products Advanced Craftsmanship & Fashionable Design: 300 products from 12 Hong Kong manufacturers Smart Manufacturing: 1 high-end production facility 	N/A
(e)	Networking event in China International Gold, Jewelry & Gem Fair in Shenzhen (Apr 2019)	A 2-hour networking event with 100 participants (including 80 Mainland buyers and 20 Hong Kong	A 2-hour networking event with 104 participants (75 Mainland buyers + 29 Hong Kong manufacturers)	The total number of registered Mainland buyers was over 80. However, some of them did not show up eventually.

		manufacturers)		Therefore, the target number of Mainland buyers (80) could not be met.
(f)	Networking event in Chengdu International Jewelry Fair in Chengdu (Aug 2019)	A 2-hour networking event with 100 participants (including 80 Mainland buyers and 20 Hong Kong manufacturers)	A 2-hour networking event with 110 participants (90 Mainland buyers + 20 Hong Kong manufacturers)	N/A
(g)	Networking event in Shunde International Jewelry Show in Shunde (Nov 2019)	A 2-hour networking event with 100 participants (including 80 Mainland buyers and 20 Hong Kong manufacturers)	A 2-hour networking event with 125 participants (93 Mainland buyers + 32 Hong Kong manufacturers)	N/A
(h)	Networking event in China International Jewellery & Gems Fair in Beijing (Apr 2021)	A 2-hour networking event with 100 participants (including 80 Mainland buyers and 20 Hong Kong manufacturers)	A 2-hour networking event with 95 participants (80 Mainland buyers + 15 Hong Kong manufacturers)	Due to the travelling restriction policy amid the COVID-19 pandemic, it was difficult for Hong Kong manufacturers to travel to Beijing to participate in the networking event. Therefore, the target number of participants (100) and the target number of Hong Kong manufacturers (20) could not be met.
(i)	A Catwalk Show in the Shunde International Jewelry Show (Nov 2019)	<p>A Catwalk Show of about 20 minutes with 60 products to be showed</p> <p>100 participants attended the Catwalk Show</p> <p>Edited videos of the Catwalk Show and footage of Hong Kong Pavilion, one is about 20 mins and another extract is about 1 min will be posted on the microsite, WeChat account and other free video channels</p>	<p>A 30-minute Catwalk Show in which 58 products have been showed</p> <p>125 participants attended the Catwalk Show</p> <p>A long version video (20:08 minutes) and a short version video (1:19 minute) of the Catwalk Show were posted on the microsite, WeChat account and Youku</p>	Only 58 products were displayed instead of 60 products as stated in the proposal because the production of some products originally planned to be displayed in the Catwalk Show were delayed and could not be delivered to Shunde on time.

(j)	Promotional Video	<p>A full video of 8 minutes and a cut-down video of 30 seconds with voice-over in Cantonese and/or Mandarin and subtitles in Chinese and English will be produced.</p> <p>The 8-minute video will be broadcasted in the Hong Kong Pavilion of the four exhibitions. The 8-minute video and the cut-down version will also be uploaded on official WeChat account, microsite of the project as well as the free online video channels in Mainland like Baidu's iQiYi or Alibaba's Youku etc.</p>	<p>A full video of 9:49 minutes and a cut-down video of 1:31 minute with voice-over in Mandarin and subtitles in Simplified Chinese and English were produced.</p> <p>The long version video was broadcasted on the TV walls in Hong Kong pavilions during the four exhibitions. Both versions were uploaded to the microsite, WeChat account and Sohu.</p>	N/A
(k)	Magazine Editorials	Target no. of editorials: 2	<p>Actual no. of editorials: 2</p> <p><u>1st magazine editorial</u> A full-page editorial about the topic of Hall-Of-Fame Design of Hong Kong Jewelry was published on Issue March / April 2019 of JNA Magazine 亞洲珠寶 (only e-version of the magazine was produced)</p> <p><u>2nd magazine editorial</u> A full-page editorial about the topic of Advanced Craftsmanship and Smart Manufacturing of Hong Kong Jewelry was published on Issue March/April 2021 of China GEMS 中國寶石</p>	N/A
(l)	An official account on WeChat platform	Build one WeChat official account	A WeChat account (account name: 香港金銀首飾工商總會) was set up	N/A
(m)	Microsite	Target no. of microsite: 1	<p>A microsite was developed and launched</p> <p>Link of industry</p>	N/A

			website: www.hkjewelry.hk	
(n)	Introductory session	A 3-hour introductory session conducted physically with 50 participants	A 3-hour introductory session conducted physically with 51 participants	N/A
(o)	1 st dissemination session	A 3-hour dissemination session conducted physically with 50 participants	A 3-hour dissemination session conducted physically with 53 participants	NA
(p)	2 nd dissemination session	A 3-hour dissemination session conducted physically with 50 participants	A 3-hour dissemination session conducted in hybrid mode with 51 participants (18 on-site participants + 33 online participants via Zoom)	Due to the development of COVID-19 pandemic and related social distance policies, HKGSGU decided to organise the 2 nd dissemination session in hybrid mode in the last minute, hence HKGSGU did not have sufficient time to submit a change request to seek TID's approval. Due to social distancing policies, the seating was arranged to be more spread out and hence the same venue was required even though there were fewer on-site participants. The in-kind sponsorship amount is not affected.

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

(Please list out in table format if necessary.)

1. Hong Kong Pavilions in trade fairs

- Hong Kong Pavilions were set up at four exhibitions in Mainland

An advisory committee formed in this project selected the products displayed at the pavilions. With the primary objective to demonstrate the fashionable design and advanced craftsmanship in the Pavilion, the advisory committee selected products of different types and style so as to demonstrate different abilities of Hong Kong manufacturers as well as entertaining the interests of different buyers. The selected products included:

- Colored jewelry.
- Different precious materials e.g. diamond, pearl, jade.
- Innovative designs come with special craftsmanship.
- Used of advanced technology in production.
- Product demonstrate flexibility for customization.

- Members of the advisory committee for product selection:

1. Mr Kan Kin Kwong, President of HKGSGU
2. Dr Ming Ge, Principal Consultant of Hong Kong Productivity Council
3. Mr Joe Chau Kwok Ming, President of The Hong Kong General Chamber of Small and Medium Business

4. Mr Lam Wai Kwong, Raymond, Vice Chairman of Council Management of HKGSGU
5. Mr Benny Do, Chairman of Hong Kong Jewelry Manufacturers' Association
6. Mr Patrick Wu, Chairman of Hong Kong Gemstone Manufacturers; Association Ltd.
7. Mr Sze Ho Yin, President of Hong Kong Pearl Association Ltd.
8. Dr Ng Wang Pun, Dennis, President of The Chinese Manufacturers' Association of Hong Kong

- Recruitment via eDMs via the member networks of HKGSGU as well as the collaborating organizations for each of the four exhibitions.

- Each Hong Kong Pavilion was built into three showcasing areas:

(a) Sector of Hall of Fame

The physical products were displayed together with Hologram Display Technology

- A TV wall was setup in this area for broadcasting the promotional video.

(b) Sector of Advanced Craftsmanship & Fashionable Design

- Kiosks of 12 brands were setup in this area to demonstrate the fashionable design and advanced craftsmanship of Hong Kong jewellery manufacturers
- An interactive product display TV panel was set up in this area to serve as an electronic directory and e-survey collection.

(c) Sector of Smart Manufacturing

- 2 production facilities (a 3D printing machine and a CNC machine) were displayed in the Shenzhen, Chengdu and Shunde fair. 1 production facility (a CNC machine) were displayed in the Beijing fair.

(i) China International Gold, Jewelry & Gem Fair in Shenzhen

- A Hong Kong Pavilion was setup in China International Gold, Jewelry & Gem Fair in Shenzhen from 19-22 Apr 2019.
- The size of the Pavilion was 108 sqm.
- Venue: Shenzhen Exhibition & Convention Center, Shenzhen
- Recruitment via eDMs via the member networks of HKGSGU as well as the collaborating organizations.
- Three showcasing areas:
 - (i) Hall of Fame: 3 products were displayed
 - (ii) Advanced Craftsmanship & Fashionable Design: 320 products from 12 Hong Kong manufacturers were displayed.
 - (iii) Smart Manufacturing: 2 high-end production facilities (a 3D printing machine and a CNC machine) were displayed.

(ii) Chengdu International Jewelry Fair in Chengdu

- A Hong Kong Pavilion was setup in Chengdu International Jewelry Fair from 23-26 Aug 2019.
- The size of the Pavilion was 108 sqm.
- Venue: Chengdu Century City New International Convention and Exhibition Center, Chengdu
- Three showcasing areas:
 - (i) Hall of Fame: 3 products were displayed
 - (ii) Advanced Craftsmanship & Fashionable Design: 340 products from 12 Hong Kong manufacturers were displayed.
 - (iii) Smart Manufacturing: 2 high-end production facilities (a 3D printing machine and a CNC machine) were displayed.

(iii) Shunde International Jewelry Show in Shunde

- A Hong Kong Pavilion was setup in Shunde International Jewelry Show from 1-4 Nov 2019.
- The size of the Pavilion was 153 sqm.
- Venue: Guangdong Perfect Jewelry Industry Park, Shunde
- Three showcasing areas:
 - (i) Hall of Fame: 9 products were displayed
 - (ii) Advanced Craftsmanship & Fashionable Design: 420 products from 12 Hong Kong manufacturers were displayed.
 - (iii) Smart Manufacturing: 2 high-end production facilities (a 3D printing machine and a CNC machine) were displayed.

(iv) China International Jewellery & Gems Fair in Beijing

- A Hong Kong Pavilion was setup in China International Jewellery & Gems Fair in Beijing during 8-11 Apr 2021.
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- The size of the Pavilion was 108 sqm
- Venue: China International Exhibition Center (Chaoyang Hall), Beijing
- Three showcasing areas:
 - (i) Hall of Fame: 3 products were displayed
 - (ii) Advanced Craftsmanship & Fashionable Design: 300 products from 12 Hong Kong manufacturers were displayed.
 - (iii) Smart Manufacturing: 1 high-end production facility (a CNC machine) was displayed.

2. Networking Events

- (i) Networking event in China International Gold, Jewelry & Gem Fair in Shenzhen
 - A networking event was held on 19 Apr 2019 (10:30-12:30), the first day of China International Gold, Jewelry & Gem Fair in Shenzhen.
 - Venue: Shenzhen Exhibition & Convention Center, Shenzhen
 - Buyers from Mainland and representatives of Hong Kong jewellery manufacturers were invited to the networking event.
 - The event was held physically at the Hong Kong Pavilion and joined by 104 participants with 75 buyers from Mainland and 29 Hong Kong manufacturers.
 - One pull-up banner was produced and displayed in all networking events.
- (ii) Networking event in Chengdu International Jewelry Fair in Chengdu
 - A networking event was held on 23 Aug 2019 (13:30-15:30), the first day of Chengdu International Jewelry Fair
 - Venue: Chengdu Century City New International Convention and Exhibition Center, Chengdu
 - Buyers from Mainland and representatives of Hong Kong jewellery manufacturers were invited to the networking event.
 - The event was held physically at the Hong Kong Pavilion and joined by 110 participants in which 90 are buyers from Mainland and 20 are Hong Kong manufacturers.
 - One pull-up banner was produced and displayed in all networking events.
- (iii) Networking event in Shunde International Jewelry Show in Shunde
 - A networking event was held on 1 Nov 2019 (11:00-13:00), the first day of Shunde International Jewelry Show
 - Buyers from Mainland and representatives of Hong Kong jewellery manufacturers were invited to the networking event.
 - The event was held physically at the Hong Kong Pavilion and joined by 125 participants in which 93 are buyers from Mainland and 32 are Hong Kong manufacturers.
 - One pull-up banner was produced and displayed in all networking events.
- (iv) Networking event in China International Jewellery & Gems Fair in Beijing
 - A networking event was held on 8 Apr 2021 (13:30-15:30), the first day of China International Jewellery & Gems Fair in Beijing.
 - Buyers from Mainland and representatives of Hong Kong jewellery manufacturers were invited to the networking event.
 - The event was held physically at the Hong Kong Pavilion and joined by 95 participants in which 80 are buyers from Mainland and 15 are Hong Kong manufacturers. Most of the representatives from Hong Kong manufacturers worked in the Mainland branches of the Hong Kong enterprises.
 - One pull-up banner was produced and displayed in all networking events.

3. Catwalk Show in the Shunde International Jewelry Show

- A catwalk show was organised in the Shunde International Jewelry Show on 1 Nov 2019, the first day of Shunde International Jewelry Show.
 - The duration of the Catwalk Show was 30 minutes (11:00-11:30).
 - It was one of the programme of the networking event. Catwalk show venue was at the stage area, next to Hong Kong Pavilion
 - Theme of the Catwalk Show was “Excellence of Hong Kong Jewelry”.
 - 58 products were showed in the Catwalk Show, models carried the products during the catwalk show.
 - 125 participants attended the Catwalk Show.
 - Video shooting with live feeding via the TV wall in the Hong Kong Pavilion in Shunde was arranged for the Catwalk Show. A long version video (20:08 minutes) and a short version video (1:19 minute) of the Catwalk Show were produced and posted on the microsite of the project, WeChat account and Youku on 10 Nov 2019 (https://v.youku.com/v_show/id_XNDIzTQ2ODEyOA==.html) (link no longer valid now).
 - eDMs were sent to the collaborating organizations to promote the Catwalk Show, the organizers of the
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exhibition in the Mainland by HKGSGU for inviting buyers to the Catwalk Show.

4. Promotional Video

- A long version video of 9:49 minutes and a cut down version video of 1:31 minute with voice-over in Mandarin and subtitles in Simplified Chinese and English were produced on 13 Jun 2019.
- The content of the videos includes interviews with the three interviewees below in their offices in Hong Kong and shots of the production process of to a factory of jewellery manufacturer in Shenzhen:
 1. 簡健光先生，保發集團國際控股(香港)有限公司創辦人董事會主席行政總裁兼執行董事以及香港金銀首飾工商總會會長(地點:香港九龍灣常悅道1號恩浩國際中心26樓)
 2. 林鐘歡先生，輝興福香港珠寶有限公司執行董事(地點:沙田火炭禾穗街22-28號沙田工業大廈12樓)
 3. 林銓先生，百福珠寶集團(香港)有限公司集團主席兼總經理 (地點:香港中環皇后大道中70號連卡佛大廈7樓701-705室)
- Factory visit to factory in Shenzhen was conducted on 3 May 2019 for video shooting of the production process in factory for inclusion in the promotional video.
- The 9:49 minutes video was broadcasted on the TV walls in Hong Kong Pavilions during the four exhibitions and uploaded to microsite of the project (versions with both Chinese and English subtitles), WeChat account and Sohu (versions with subtitles in Simplified Chinese only) (<https://tv.sohu.com/v/dXMvMzQxNjAwMjk3LzEzNzk2OTE5Ny5zaHRtbA==.html>).
- The 1:31 minute video was uploaded to microsite of the project, WeChat account and Sohu (<https://tv.sohu.com/v/dXMvMzQxNjAwMjk3LzEzNzk2OTE3MS5zaHRtbA==.html>).
- The video includes the information of the Hong Kong Pavilion in China International Gold, Jewelry & Gem Fair in Shenzhen in Apr 2019, which was organised before the production of video.

5. Magazine Editorials

1st Magazine Editorial

- An editorial (one full page) about the topic of Hall-Of-Fame Design of Hong Kong Jewelry was published on 30 Apr 2019 on Issue March / April 2019 of JNA Magazine 亞洲珠寶 (only e-version of the magazine was produced)
- Title: 「殿堂設計」香港珠寶首飾拓展國內市場
- The editorial promoted all four Hong Kong Pavilions as well as the image of fashionable design, advanced craftsmanship and smart manufacturing capability of Hong Kong jewellery industry.

2nd Magazine Editorial

- An editorial (one full page) about the topic of Advanced Craftsmanship and Smart Manufacturing of Hong Kong Jewelry was published on 1 Apr 2021 on Issue March/April 2021 of China GEMS 中國寶石.
- Title: 中國香港珠寶首飾行業積極拓展內地市場
- The editorial promoted the Hong Kong Pavilion in Beijing and showed photo of the Catwalk Show in Shunde and the Hong Kong Pavilion in Chengdu as well as promoted the image of fashionable design, advanced craftsmanship and smart manufacturing capability of Hong Kong jewellery industry.

6. WeChat Official Account

- An official account on WeChat platform (Account name: 香港金銀首飾工商總會) was set up on 23 Apr 2019. According to WeChat policies, the name of a WeChat account can only be the name of an organisation but not a project, hence the name of the WeChat account was 香港金銀首飾工商總會.
- The account served the purpose of promoting project activities, such as directory of participating manufacturers and promotional video etc.
- Directory of participating Hong Kong manufacturers which participated in the four Hong Kong Pavilions (including 24 manufacturers, including 12 manufacturers participating in both Shenzhen and Chengdu exhibitions and 12 manufacturers which participated in both Shunde and Beijing exhibitions) was posted on WeChat.
- News and reports of the Hong Kong Pavilions and the networking events were posted on WeChat.
- The QR code of the WeChat account was displayed in Hong Kong Pavilions.

7. Microsite

- A microsite was built on 28 Feb 2019 (<http://www.hkjewelery.hk/>) [the link is no longer available as the domain expired after May 2021].
 - The microsite contained the directory of participating Hong Kong jewellery manufacturers and an e-survey.
 - Promotion of project activities and post activities report were posted on the website.
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- The promotional video and video of catwalk show in Shunde were posted on the microsite.
- The microsite was used on the interactive TV Panels in the exhibitions to display E-directory, video and also e-survey.

8. 1 introductory session and 2 dissemination sessions

1 introductory session

- An introductory session was held on 14 Jan 2019 (14:00-17:00, 3 hours) for project briefing and kick off as well as shared the topic and analysis of jewellery industry in the Mainland.
- Venue: M02, 5/F, Phase 3 Kaiser Estate, 9-11A Hok Yuen Street, Hung Hom, Kowloon (HKGSGU's office before July 2020)
- Representatives from HKTDC, HKGSGU and other companies were invited to deliver topics on jewellery industries in Mainland.
- The session was participated by 51 audiences.
- One pull-up banner was produced and displayed in all three sessions.

Speaker	Topics
Mr Lam Wai Kwong, Raymond, Vice Chairman of Council Management of H.K. Gold & Silver Ornament Workers & Merchants General Union Limited	BUD Project Introduction
Mr Louis Chan, Assistant Principal Economist (Global Research), Hong Kong Trade Development Council	Sino-US Trade Dispute: Impacts on Jewellery Exports and Some Possible Strategies to Cope
Ms Kate Chow, Asia Pacific Shows Lead of Brink's Global Services China and Mr. Tony Tang, Regional Operations Manager South China of Brink's Global Services China	Introduction of logistics of Jewellery in Mainland
Mr Travis Lee, Director of China Tax, KPMG Tax Services Limited	Jewellery Tax regulation and policy in China

1st dissemination session

- The first dissemination session was held on 21 Oct 2019 (14:00-17:00, 3 hours) for sharing of first two exhibitions (China International Gold, Jewelry & Gem Fair in Shenzhen and Hong Kong Pavilion in Chengdu International Jewelry Fair in Chengdu).
- Venue: M02, 5/F, Phase 3 Kaiser Estate, 9-11A Hok Yuen Street, Hung Hom, Kowloon (HKGSGU's office before July 2020)
- One representative of an enterprise which participated in the Chengdu and Shenzhen exhibition conducted sharing on the exhibitions.
- 53 participants attended the session.
- One pull-up banner was produced and displayed in all three sessions.

Speakers	Topics
Ms Chan Kit Sum, Samantha Consultant of HKPC	BUD Sharing about the survey of mainland jewellery exhibition
Mr Huang Weiguang Everest Consulting Co., Ltd	Exhibition experience sharing and overview of China's jewelry market
Mr Lam Wai Kwong, Raymond Vice Chairman of Council Management of H.K. Gold & Silver Ornament Workers & Merchants General Union Limited	Overview of China's jewelry market
Ms Pan Shumin General Manager of CarnetOne Company Limited	Custom matters of jewellery exhibits
Ms Candy Yu Mediaon Limited	Chinese marketing strategy – Social Media Influencers

2nd dissemination session

- The second dissemination session was held on 5 May 2021 (14:30-17:30, 3 hours) for sharing of other two exhibitions (Shunde International Jewelry Show in Shunde and China International Jewellery & Gems Fair in Beijing) and project debriefing.
- The session was held in hybrid format due to the influence of COVID-19 pandemics, participants can join both online via Zoom webinar and offline at HKGSGU's office
- Venue: Unit 16, 4/F, Block A, Focal Industrial Centre, 21 Man Lok Street, Hung Hom, Kowloon

(HKGSU's office after July 2020)

- Two representatives from two participating enterprises in the exhibitions in Shunde and Beijing delivered sharing
- 51 participants attended the session (On site: 18 and Zoom: 33).
- One pull-up banner was produced and displayed in all three sessions.

Speakers	Topics
Mr Lam Wai Kwong, Raymond, Vice Chairman of Council Management of H.K. Gold & Silver Ornament Workers & Merchants General Union Limited	BUD project domestic jewelry exhibition and survey sharing
Ms Zhang Junli Yuen Kee Ho Gold Jewelry Accessories Co. Ltd	Exhibition experience sharing and overview of China's jewelry market
Mr Lu Yixin, Managing Director of Inter-Pacific Holdings Limited	Exhibition experience sharing and overview of China's jewelry market
Mr Ivan Fung JIE Technology Co. Ltd	3D Printing and Jewelry Design Software Trends
Ms PJ Chen PJ CHEN DESIGN	Jewelry 3D Design Sharing

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) Formation of project advisory committee	14/01/2019	N/A	C
(b) Construct the project plan and key program schedule	14/01/2019	N/A	C
(c) Identify the B2B magazine of the editorial publishing	14/01/2019	N/A	C
(d) Build the microsite of the project	28/02/2019	N/A	C
(e) Start the recruitment of Hong Kong jewelry SME manufacturers to join the first two exhibitions	28/02/2019	N/A	C
(f) Organize the first sharing session	28/02/2019	N/A	C
(g) Production of the promotional video	28/02/2019	N/A	D [note 1]
(h) Setup Wechat and design the promotion campaign on Wechat	28/02/2019	N/A	D [note 2]
(i) Publishing of the 1st magazine editorial	31/05/2019	N/A	C
(j) Start the recruitment of Hong Kong jewelry SME manufacturers to join the last two exhibitions	31/05/2019	N/A	C
(k) Setup Hong Kong Pavilion in China International Gold, Jewelry & Gem Fair in Shenzhen	31/05/2019	N/A	C
(l) Organize the first Networking Event in Shenzhen Fair	31/05/2019	N/A	C
(m) Regularly news posting on Wechat	31/05/2019	N/A	C
(n) Setup Hong Kong Pavilion in Chengdu International Jewelry Fair	31/08/2019	N/A	C
(o) Organize the second Networking Event in Chengdu Fair	31/08/2019	N/A	C

(p)	Regularly news posting on Wechat	31/08/2019	N/A	C
(q)	Publishing of the 2nd magazine editorial	31/12/2019	N/A	D [note 3]
(r)	Organize the second sharing session	31/12/2019	N/A	C
(s)	Setup Hong Kong Pavilion in Shunde International Jewelry Show	31/12/2019	N/A	C
(t)	Production of Catwalk Show in Shunde Fair	31/12/2019	N/A	C
(u)	Organize the third Networking Event in Shunde Fair	31/12/2019	N/A	C
(v)	Regularly news posting on Wechat	31/12/2019	N/A	C
(w)	Setup Hong Kong Pavilion in China International Jewellery & Gems Fair in Beijing	31/12/2019	14/04/2021	D [note 4]
(x)	Organize the fourth Networking Event in Beijing Fair	31/12/2019	14/04/2021	D [note 4]
(y)	Regularly news posting on Wechat	N/A	14/04/2021	D [note 4]
(z)	Organize the third sharing session	14/04/2020	14/05/2021	D [note 4]
(aa)	Project Dissemination	14/04/2020	14/05/2021	D [note 4]

Note

Note 1: The production of the promotional video was delayed and only produced on 13 Jun 2019 due to the busy schedules of the interviewees. It took a long time to schedule the interviews with them.

Note 2: The WeChat account was only set up on 23 Apr 2019. The time for obtaining WeChat's verification and approval for setting up the official WeChat account was longer than expected.

Note 3: The publication of the second magazine editorial was delayed and only published on 1 Apr 2021 as the Hong Kong pavilion in the Beijing Fair was postponed from Nov 2019 to 8-11 Apr 2021, hence the publication for the second magazine editorial was postponed to better promote for the event.

Note 4: The following four project amendments due to COVID-19 pandemic were approved:

- (a) The first project amendment (for setting up a Hong Kong pavilion in "China International Jewellery & Gems Fair" in April 2020 instead of "China International Jewelry Fair Beijing" in November 2019 and extending the project period for three months until 14 Jul 2020) was approved on 15 Oct 2019.
- (b) The second project amendment (for rescheduling the Hong Kong pavilion in China International Jewellery & Gems Fair from Apr 2020 to June 2020; and extending the project period for six months more months until 14 Jan 2021) was approved on 9 Apr 2020.
- (c) The third project amendment (for setting up a Hong Kong pavilion in "Beijing International Jewelry, Mineral and Gem Fair 2020" in December 2020 instead of "China International Jewellery & Gems Fair" in June 2020 due to the merging of the two exhibitions by the organiser) was approved on 3 Jul 2020.
- (d) The fourth project amendment (for extending the project duration for another four months until 14 May 2021; and setting up a Hong Kong pavilion in "China International Jewellery & Gems Fair" in Beijing in April 2021 instead of "Beijing International Jewelry, Mineral and Gem Fair 2020" in December 2020) was approved on 3 Nov 2020.

The Hong Kong Pavilion in the China International Jewellery & Gems Fair in Beijing was held during 8-11 Apr 2021. "Regularly news posting on Wechat" (item (y) above) was added to the implementation timeline during the first project amendment.

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

Nil
