

**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 3 002
Project title : To enhance the competitiveness of Hong Kong fur industry by promoting the capability of Hong Kong fur industry to potential buyers in Mainland China
Period covered : From 01/05/2019 to 30/09/2020
(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)

Looking for high-quality and trendy fur clothes and supply, China is a potential market for furriers. Meanwhile, Hong Kong fur enterprises are capable to provide high-end and fashionable fur clothes at competitive price compared with international brands. Due to the positive feedback received from the industry under the previous BUD project (BUD 16 2 003), HKFF would initiate another round of promotional efforts to assist Hong Kong fur enterprises to link up with potential buyers in international show in China and further promote the capability of Hong Kong providing trendy and high-end fur fashion products.

In this project, Hong Kong fur enterprises will demonstrate the capability of the fur industry SMEs and further enhance market exposure through participating in the international fashion trade show organizing in Shanghai, as well as developing a series of activities including catwalk shows, business networking session and promotion activities such as advertisement on business journals, online promotion and on-site advertisement.

Project Objective(s) (in about 80 words)

1. To assist Hong Kong fur enterprises to link up with potential buyers in international show in China
2. To further promote the capability of Hong Kong providing trendy and high-end fur fashion products

Grantee/Collaborating Organisation/Implementation Agent

Grantee : Federation of Fur Manufacturers and Dealers (Hong Kong) Limited
(HKFF)

Collaborating Organisation(s) : Hong Kong Trade Development Council
International Fur Federation – China Office
The Chinese Manufacturers' Association of Hong Kong
Federation of Hong Kong Industries

Implementation Agent(s) : Hong Kong Productivity Council (HKPC)

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	Mr. Chiu Shuk Yuen, Wilson	Federation of Fur Manufacturers and Dealers (Hong Kong) Limited	Tel: 2367 4646 Fax: 2739 0799
Deputy Project Co-ordinator :	Ir. Suen Kwok Wai, Samson	Hong Kong Productivity Council	Tel: 2788 5552 Fax: 2788 5522

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	01/05/2019	31/03/2020	11 months
Revised (if applicable)	01/05/2019	30/09/2020	17 months

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 (e.g. First seminar)	Quantifiable target (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 Fur Pavilion	300 sqm	300 sqm	
		Around 7-12 awarded fur products will be displayed at demonstration area	10 pieces of awarded fur products were displayed at demonstration area	
		Over 100 fur fashion products from 20-30 manufacturers from the Hong Kong fur industry will be displayed at product display area	Over 150 fur fashion products from 20 manufacturers from the Hong Kong fur industry were displayed at product display area	
		A selection committee comprising 5-8 members, including representatives from HKFF, HKPC, academic, fashion institute, other experts representing the fur sectors	A selection committee of 5 members was set up (For details, please refer to section 2.2)	
b)	Briefing session	Approximately 1 hour	1 hour	
		Approximately 30 participants are expected to attend	30 participants (100% attendance) attended	

c)	Two Catwalk Shows	Around 20 minutes each	30 minutes each	
		Around 30 pieces of fur products will be displayed in each show	50 pieces of fur products were displayed in each show	
		100 participants are expected to attend in each show	Over 120 participants attended in each show	
d)	Business networking session	Approximately 1 hour	1 hour	
		Approximately 30 - 40 participants including 10 Hong Kong representatives and 30 potential Mainland buyers will attend	45 participants including 15 Hong Kong representatives and 30 potential Mainland buyers attended	
e)	Promotion for Pavilions in CHIC 2019	2 times of advertisements will be placed on mainland business journal such as fashion wind	2 times of advertisements were placed on mainland business journal fashion wind	
		Online advertisements in mainland website (E-promotion) for a month (3 times) such as 中國服飾商情網, 中國服裝網, 時尚商業網 and 活動行	Online advertisements in mainland website (E-promotion) for a month (3 times) in 中國服飾商情網, 中國服裝網 and 時尚商業網	
		2,000 hardcopies of leaflets will be produced and distributed in the CHIC show	2,000 hardcopies of leaflets were produced and distributed in the CHIC show	
		On-site advertisements (e.g., banners, sign boards inside the exhibition or near the metro station, etc.)	On-site advertisements included a hanging banner inside the exhibition hall and a sign board advertisement near the metro station	

f)	Dissemination seminar	Approximately 2 hours, in webinar format	2 hours, in webinar format	
		Approximately 80 Hong Kong participants are expected to attend	111 participants attended	
g)	Website of Hong Kong fur industry	The website which was produced in the previous BUD project (BUD 16 2 003) will be maintained	The website was maintained in the project period. Link of website: http://www.furhongkong.org/	

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

(Please list out in table format if necessary.)

	Deliverable	Description
a)	Hong Kong Fur Pavilion	<ul style="list-style-type: none"> - A Hong Kong Fur Pavilion of 300 sqm was set up at the China International Fashion Fair (CHIC) September Edition (Fall 2019) – Shanghai from 25 to 27 September 2019 - 10 pieces of awarded fur products were displayed at demonstration area - Over 150 fur fashion products from 20 manufacturers from the Hong Kong fur industry were displayed at product display area - A selection committee of 5 members from HKFF, HKPC, academic institute and other experts representing the fur sectors was set up. It includes Mr Wilson Chiu (Honorary Chairman, HKFF), Mr Wong Yau Fai (Director, Ace Fur Manufacturing Limited), Mr Dennis Fong (Director, International Fur (Holdings) Ltd), Ms Portia To (Senior Lecturer, Hong Kong Design Institute) and Ir Samson Suen (Principal Consultant, HKPC)
b)	Briefing session	<ul style="list-style-type: none"> - An hour briefing session was organized on 26 Aug 2019 in Regal Kowloon Hotel to recruit fur enterprises participating in the Hong Kong Fur Pavilion - 30 participants (100% attendance) attended the briefing session
c)	Catwalk Show	<ul style="list-style-type: none"> - 2 times catwalk shows were arranged in the international fashion trade show – CHIC 2019 (September edition) at 14:30 – 15:00 on 25 Sept and 26 Sept 2019 to demonstrate fur collections and to impress potential buyers inside the pavilion - Fur garments were presented by models on the catwalk stage - 50 pieces of fur products were displayed during each show - Over 120 participants attended the show
d)	Business networking session	<ul style="list-style-type: none"> - An hour business networking session was arranged in the pavilion to line up Hong Kong fur enterprises with potential buyers in China domestic market - There were 15 representatives of Hong Kong fur enterprises participated to link up with 30 potential buyers from Mainland China in the business networking session
e)	Promotion for Pavilions in CHIC 2019	<ul style="list-style-type: none"> - 2 times of printed advertisements were placed on mainland business journal fashion wind (時尚季風) on issue 367 (Aug 2019) and issue 368 (Sept 2019) - Online advertisement was placed in mainland website China Fashion Info 中國服飾商情網 (www.chinafashioninfo.com) from 27 Aug to 27 Sept 2019 - Online advertisement was placed in mainland website 中國

		<p>服裝網 (www.efu.com.cn) from 28 Aug to 27 Sept 2019</p> <ul style="list-style-type: none"> - Online advertisement was placed in mainland website Fashion Network 時尚商業網 (cn.fashionnetwork.com) from 28 Aug to 27 Sept 2019 - On-site advertisements including a hanging banner (Width 6m x Height 8m) inside the exhibition hall and a sign board advertisement (Width 6m x Length 3m) near the metro station were used to grasp visitors' attention - 2,000 hardcopies of leaflets were produced and distributed to potential buyers at the exhibition to promote the capability and strength of Hong Kong fur industry providing high quality fur fashion products. Leaflets were designed in Simplified Chinese and English. QR code of the project website (www.furhongkong.org) created under the previous BUD project (BUD 16 2 003) was included. E-version of leaflets was uploaded to the industry website
f)	Dissemination seminar	<ul style="list-style-type: none"> - A 2-hour dissemination seminar was arranged on 8 Sep 2020 in webinar format to share market information collected at CHIC with Hong Kong fur SMEs - 111 participants attended the dissemination seminar - Ms Rose Ko (Chairman of HKFF), Ms Carol Chan (Consultant of HKPC), Mr William Suen (Director of Hong Kong Fur Factory Limited) and Mr Simon Lee (Managing Director of S.F. Fashion Company Limited), were the speakers of the dissemination seminar.
g)	Website of Hong Kong fur industry	<ul style="list-style-type: none"> - The website which was produced in the previous BUD project (BUD 16 2 003) was maintained - The website covered a directory of Hong Kong fur enterprises, latest industry information and newsletters, awarded fur design by Hong Kong designers, etc.

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)	To develop a leaflet	30/09/2019		C
(b)	To organize a briefing session	30/09/2019		C
(c)	To promote Hong Kong Fur Pavilion – CHIC 2019	30/09/2019		C
(d)	To set up a Hong Kong Fur Pavilion in the CHIC in Sept 2019 and business networking session	30/09/2019		C
(e)	To organise catwalk shows	30/09/2019		C
(f)	To organize a dissemination seminar	30/09/2020		C

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

Nil
