SME Development Fund (SDF)/ Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) (Organisation Support Programme) (OSP)

Final Report on Approved Project

Project ref. no.

: BUD 18 3 005

Project title

: To promote the high quality and advanced manufacturing technology of metal parts adopted by Hong Kong metal manufacturers across different

industries in Mainland China

Period covered

: From 01/04/2019 (dd/mm/yy)

31/10/2021 (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)

China has the second largest economy with a GDP of over US10 trillion in 2016, which is second only to the United States of America. China has a populous of an estimated 1.4 billion, with a growing middle class that has been enjoying buying luxury goods in the past decade. Consumers have shifted from purchasing low-price-low quality goods to high-price-high-quality goods, particularly in electrical products, mobile phones, automobiles etc. This was obvious in the rise of major Chinese brands such as Huawei, ZTE, Midea, Haier, Geely Auto etc. in recent years. High quality products require premium parts & quality components coupled with good enterprise resource planning (ERP). This is the perfect opportunity for Hong Kong metal manufacturing enterprises to demonstrate their competitive edges in offering high quality products and advanced technologies among the Chinese manufacturers.

The HK metal manufacturers are generally small and medium enterprises with limited capital and resources to access markets outside HK. They are equipped with the essential technology and knowledge, but focusing on local markets and thus lack the network to reach target industry, namely the supply chain of consumer market in Mainland China.

Project Objective(s) (in about 80 words)

To promote the capability of Hong Kong metal industry in advanced metal manufacturing technology & premium quality for seeking business opportunities in China.

After considering the recommendation by Vetting Committee and market study through interview of Chinese companies, it was concluded that the majority of high-value added companies used exhibitions as main channel to obtain and sourcing partners through trade exhibitions.

To cope with the current situation, the Hong Kong Metal Manufacturing Association (HKMMA) in partnership with Hong Kong Productivity Council (HKPC), proposes to launch a project to participate 3 exhibitions in China to promote the professional image of Hong Kong metal manufacturers.

Grantee/Collaborating Organisation/Implementation Agent

Name

		•
Grantee	:	The Hong Kong Metals Manufacturers Association Limited
		Hong Kong Federation of Innovative Technologies and Manufacturing Industries Limited Hong Kong Electronic Industries Association Limited Hong Kong Auto Parts Industry Association Limited Hong Kong Aviation Industry Association Hong Kong 3D Printing Association Limited Hong Kong Electrical Appliance Industries Association Limited
Collaborating Organisation(s)	:	Hong Kong Accessories Designers Association Limited
Implementation Agent(s)	:	Hong Kong Productivity Council
IZ D		

Key Personnel

Project Co-ordinator	:	Mr. Suer	The Hong Kong Metals en Fai Chuen, Alan Manufacturers Association		(Tel) 2429 6419 (Fax) 2429 8453	
Deputy Project Co-ordinator		Ir. Suen I Samson	Kwok Wai,	Hong Kong Productivity Council		(Tel) 2788 5500 (Fax) 2788 5522
Project Period						
As stated in project agree	een	nent	Commencement Da (day/month/year)		Completion Date (day/month/year)	Project Duration (No. of months)
			01/04/2019		31/07/2021	28 months
Revised (if applicable)	icable) N.A.			31/10/2021	31 months	

Company/Organisation

Tel No. &

Fax No.

Summary of Project Results 2.

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 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)	1. First of the two awareness seminars (Hong Kong)	1. Representatives from the Applicant or the implementation agent will explain the project details.	Representatives from the implementation agent explained and demonstrated the project in details. Mr. Fung Kwok Fai HKPC	
		2. Representatives from SMEs in the industry who have participated in China's exhibitions related to metal parts and components before will be invited to each seminar to share their experience with the participants.	Representatives shared their experiences in participating the China's exhibitions Mr. Leung Chi Kin Yan Hing Engineering Works Ltd. ii) Mr. Chan Wai Hung Pro-Technic Machinery Ltd.	
		(60 participants)	(65 participants)	
		1 backdrop for promotion.	1 backdrop was made.	
		300 copies of leaflets will be distributed.	500 copies were arranged to distribute during the first awareness seminar, over 300 copies are distributed through HKPC and HKMMA promotion channel.	
		E-version of the leaflet will be uploaded to the project website and distributed through the database of the applicant,	E-version of the leaflet was uploaded to website (http://www.hkmmabud.com/wp-content/uploads/2019/10/Awareness-semniar_final-1.pdf) and	

	implementation agent and collaborating organisations by eDM.	delivered through the applicant's contacts database, implementation agents and collaborating organisations by eDM.	
2. Second of the two Awareness Seminar (Hong Kong)	1. Representatives from the Applicant or the implementation agent will explain the project details.	1. Representatives from the implementation agent explained and demonstrated the project in details. i) Mr. Fung Kwok Fai HKPC	/
	2. Representatives from SMEs in the industry who have participated in China's exhibitions related to metal parts and components before will be invited to each seminar to share their experience with the participants.	2 Representatives shared their experiences in participating the China's exhibitions. i) 侯嘉齡女士 (鉅源 螺絲五金公司) ii) 蔡潔怡女士 (立強 精密工業有限公司)	
	(60 participants)	(15 participants had joined on-site of the seminar and over 60 participants had joined online through Zoom software)	
	1 backdrop for promotion.	1 backdrop was made.	
	300 copies of leaflets will be distributed.	300 copies were arranged to distribute during the second awareness seminar, over 200 copies are distributed through HKPC and HKMMA promotion channel.	
	E-version of the leaflet will be uploaded to the project website and distributed through the database of the applicant, implementation agent and collaborating organisations by eDM.	E-version of the leaflet was uploaded to website (http://www.hkmmabud.c om/wp-content/uploads/2 021/04/Seminar-2-Leaflet .pdf) and delivered through the applicant's contacts database, implementation agents and collaborating organisations by eDM.	
b) 1. Setup Hong Kong Pavilion	At least 45 exhibits from 15 SMEs will be	Over 500 exhibits from 18 SMEs were displayed in	/

(around 200sqm) at The 6th China (Wuhan)	displayed in the exhibition (around 200sqm).	the exhibition (around 225sqm).	
Automotive Processing Technology & Moulding Expo 2019	A real metal forming machine (stamping machine or bending machine) will be operated for a live demonstration. Expected 2,000 pieces to be distributed.	A metal forming machine was operated for live demonstrations. 2,000 pieces of metal samples were distributed.	
	Display boards and/or posters will be considered as potential means of introduction of the products and apparatus.	Display board was used to introduce the products and apparatus.	
	A business networking area (around 20 sqm) will be set up for HK exhibitors to have business discussions with Mainland buyers during the exhibitions.	A business networking area (around 20 sqm) was set up for HK exhibitors to have business discussions with Mainland buyers during the exhibitions.	
	On-site advertisement (exhibition banners), advertisements on exhibition directories (one for each exhibition) and online promotion through Weibo or WeChat will be deployed.	On-site advertisement (exhibition banners), advertisements on exhibition directories (one for each exhibition) and online promotion through WeChat were deployed.	
2. Hong Kong Pavilion (around 200sqm) at The 23rd Qingdao International Machine Tools	At least 45 exhibits from 15 SMEs will be displayed in the exhibition (around 200sqm).	Over 500 exhibits from 17 SMEs were displayed in the exhibition (around 240sqm).	/
Exhibition	A real metal forming machine (stamping machine or bending machine) will be operated for a live demonstration. Expected 2,000 pieces to be distributed.	A metal forming machine was operated for live demonstrations. 2,000 pieces of metal samples were distributed.	
	Display boards and/or posters will be considered as potential means of introduction of the products and apparatus.	Display board was used to introduce the products and apparatus.	

	A business networking area (around 20 sqm) will be set up for HK exhibitors to have business discussions with Mainland buyers during the exhibitions. On-site advertisement (exhibition banners), advertisements on exhibition directories (one for each exhibition) and online promotion through Weibo or WeChat will be deployed.	A business networking area (around 20 sqm) was set up for HK exhibitors to have business discussions with Mainland buyers during the exhibitions. On-site advertisement (hanging banner, corridor advertising), advertisements on exhibition directories (one for each exhibition) and online promotion through WeChat were deployed.	
3. Hong Kong Pavilion (around 200sqm) at The 2021 China (Guangzhou) International	At least 45 exhibits from 15 SMEs will be displayed in the exhibition (around 200sqm).	Over 500 exhibits from 15 SMEs were displayed in the exhibition (around 204sqm).	/
Laser Equipment and Sheet Metal Industry Exhibition	A real metal forming machine (stamping machine or bending machine) will be operated for a live demonstration. Expected 2,000 pieces to be distributed.	A metal stamping and bending machines were operated for live demonstrations. 2,000 pieces of metal samples were distributed.	
	Display boards and/or posters will be considered as potential means of introduction of the products and apparatus.	Display board was used to introduce the products and apparatus.	
	A business networking area (around 20 sqm) will be set up for HK exhibitors to have business discussions with Mainland buyers during the exhibitions.	A business networking area (around 20 sqm) was set up for HK exhibitors to have business discussions with Mainland buyers during the exhibitions.	
	On-site advertisement (exhibition banners), advertisements on exhibition directories (one for each exhibition) and online promotion through Weibo or WeChat will be deployed.	On-site advertisement (enrolment counter), advertisements on exhibition directories (one for each exhibition) and online promotion through WeChat were deployed.	

c)	1. Leaflets of Hong Kong Metal Manufacturing enterprises for the exhibition in Wuhan	2,000 leaflets will be distributed. E-version of the leaflet will be uploaded to the project website.	2,000 leaflets were all distributed. E-version of the leaflet was uploaded to the project website.	/
	2. Leaflets of Hong Kong Metal Manufacturing enterprises for the exhibition in	2,000 leaflets will be distributed. E-version of the leaflet will be uploaded to the project website.	2,000 leaflets were all distributed. E-version of the leaflet was uploaded to the project website.	
	Qingdao 3. Leaflets of Hong Kong Metal Manufacturing enterprises for the exhibition in Guangzhou	2,000 leaflets will be distributed. E-version of the leaflet will be uploaded to the project website.	2,000 leaflets were all distributed. E-version of the leaflet was uploaded to the project website.	/
d)	1. Industry directory of Hong Kong Metal Manufacturing enterprises for the exhibition in Wuhan	500 Industry directories will be distributed. E-version of the Industry directory will be uploaded to the project website.	500 Industry directories were all distributed. E-version of the Industry directory was uploaded to the project website (http://www.hkmmabud.c om/wp-content/uploads/2 019/10/Industry-directory finalized-version-1.pdf).	
	2. Industry directory of Hong Kong Metal Manufacturing enterprises for the exhibition in Qingdao	500 Industry directories will be distributed. E-version of the Industry directory will be uploaded to the project website.	500 Industry directories were all distributed. E-version of the Industry directory was uploaded to the project website (http://www.hkmmabud.c om/%e5%8d%94%e6%9c %83%e8%b3%87%e8%a 8%8a/).	/
	3. Industry directory of Hong Kong Metal Manufacturing enterprises for the exhibition in Guangzhou	500 Industry directories will be distributed. E-version of the Industry directory will be uploaded to the project website.	500 Industry directories were all distributed. E-version of the Industry directory was uploaded to the project website (http://www.hkmmabud.c om/%e5%8d%94%e6%9c %83%e8%b3%87%e8%a 8%8a/).	

e)	A promotional video	Around 5 minutes.	Duration: Around 5 minutes. https://www.youtube.com/watch?v=f5kFyv9GSEI&feature=emb_logo	
		Different smart manufacturing technology possessed by HKMMA across automobile and 3C industry will be demonstrated.	Different smart manufacturing technologies possessed by HKMMA across automobile and 3C industry were demonstrated.	
			Detail content of video included: Introduction of advanced technical skills in manufacturing and control of Hong Kong metal manufacturers and the well development of transportation network of Hong Kong. As China expand the demand of high-end metal components for automobile and 3C industries. Hong Kong metal manufacturers can be further equipped with smart or intelligent manufacturing system to meet the demand of China customers with the aim to expand the market share in China and successfully implement the Industrial 4.0 concept.	
		Voice-over in Mandarin with Chinese subtitles.	Voice-over in Mandarin with Chinese subtitles was added.	
		E-version of video will be uploaded to the website developed in this project.	E-version of video was developed in this project and uploaded to the website.	

f)	A promotional website	A project website in Chinese will be created.	A project website in Chinese was developed.	/
		The project website will be promoted on the HKMMA's official website. (www.hkmma.org.hk) http://www.hkmmabud.com/	The project website was promoted on the HKMMA's official website. http://www.hkmmabud.com/	
		A QR code will be created for the project website and printed on the leaflets (for the awareness seminars and pavilions), and industry directory of Hong Kong Metal Manufacturing enterprises.	A QR code was generated for the project website and printed on the leaflets (for the awareness seminars and pavilions) and industry directories of Hong Kong metal manufacturing enterprises.	
		emerprises.	Finalising the website design, QR code and contents. (Details of Wuhan Exhibition held last year is included)	

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

(=10	Project deliverable	Date and	Duration	Venue	Remarks
	(e.g. First seminar)	Time	2 41 4 41 612	, 511 410	
(a)	1. First of the two awareness seminars (Hong Kong)	08/04/2019 14:30 — 17:30	3 hrs	Theatre 1, HKPC	1 Representative from the implementation agents. (45mins) i) Mr. Fung Kwok Fai HKPC 2 representatives from SMEs in the industry who have participated in China's exhibitions related to metal parts and components before. (45mins) i) Mr. Leung Chi Kin Yan Hing Engineering Works Ltd. ii) Mr. Chan Wai Hung Pro-Technic Machinery
	2. Second of the two awareness seminars (Hong Kong)	06/07/2020 14:30 – 17:30	3 hrs	R One Space Address: 20/F-22/F, One Pacific Centre, 414 Kwun Tong Road, Kwun Tong.	Ltd. 1 Representative from the implementation agents. (45mins) ii) Mr. Fung Kwok Fai HKPC 2 representatives from SMEs in the industry who have participated in China's exhibitions related to metal parts and components before. (60mins) i) 侯嘉齡女士 (鉅源螺絲 五金公司) ii) 蔡潔怡女士 (立強精密 工業有限公司)
(b)	1. Setup Hong Kong Pavilion (around 200sqm) at The 6th China (Wuhan) Automotive Processing Technology & Moulding Expo 2019	09/05/2019 - 10/05/2019 09:00 – 16:00 11/05/2019 09:00 – 14:00	09/05/2019 - 11/05/2019	Wuhan International Expo Centre, No 619, Yingwu Avenue, Hanyang District, Wuhan, Hubei province, China.	At this exhibition, products and equipment of automobile sector were displayed. (Machine tools and laser equipment & sheet metals) There were 500 exhibits from 18 SMEs displayed in the pavilion. It was consisted of metal materials, metal products (semi-finished metal products or finished products) and metal forming machines. The operation of bending machine was demonstrated, while the demonstration of stamping machine was replaced by displaying metal products, stamping mould, bending mould and machine due to venue restriction.
	2. Setup Hong Kong Pavilion (Around 200 sqm) at The 23 rd Qingdao International Machine Tool	18/07/2020 - 21/07/2020 09:10 - 17:00	18/07/2020 - 22/07/2020	Qingdao International Expo, 7-1 Wenquan 2nd Road, Ji Mo	At this exhibition, products and equipment of the selected industries automobile and 3C products were displayed. (Machine tools and laser

	Exhibition	22/07/2020 09:10 - 12:00		City, Hot Spring Town Area Qingdao City, Shandong Province, P.R. China.	equipment & sheet metals) There were 500 exhibits from 17 SMEs displayed in the pavilion. It was consisted of metal materials, metal products (semi-finished metal products or finished products) and metal forming machines. The operation of bending machine was demonstrated,
					while the demonstration of stamping machine was replaced by displaying metal products, stamping mould, bending mould and machine due to venue restriction.
	3. Setup Hong Kong Pavilion (Around 200 sqm) at The 2021 China (Guangzhou) International Laser Equipment and Sheet Metal Industry Exhibition	16/09/2021 9:30 – 16:30 17/09/2021 9:15 – 16:30 18/09/2021 9:15 – 13:00	16/09/2021 - 18/09/2021	China Import and Export Fair Pazhou Complex C Area First Floor, 980, Xin Gang Dong Road, Guangzhou, China.	At this exhibition, metal products of the selected industries automobile and 3C products were displayed. (Machine tools and laser equipment & sheet metals) There were 500 exhibits from 15 SMEs displayed in the pavilion. It was consisted of metal materials, metal products (semi-finished metal products or finished products) and metal forming machines.
					The operation of bending machine and stamping machine were demonstrated.
(c)	1. Leaflets of Hong Kong metal manufacturing enterprises for the exhibition in Wuhan	09/05/2019 - 11/05/2019	09/05/2019 - 11/05/2019	Wuhan International Expo Centre	Printed leaflet was designed to promote the capabilities of Hong Kong metal manufacturers. It was printed in Chinese for distribution during the exhibitions.
					The leaflet highlighted the transformation of Hong Kong SMEs and the high value-added manufacturing technology applied by them.
	2. Leaflets of Hong Kong metal manufacturing enterprises for the exhibition in Qingdao	18/07/2020 - 22/07/2020	18/07/2020 - 22/07/2020	Qingdao International Expo	Printed leaflet was designed to promote the capabilities of Hong Kong metal manufacturers. It was printed in Chinese for distribution during the exhibitions.
	2 1 - 9 - 677	16/00/2021	16/00/2022		The leaflet highlighted the transformation of Hong Kong SMEs and the high value-added manufacturing technology applied by them.
	3. Leaflets of Hong Kong metal manufacturing enterprises for the exhibition in Guangzhou	16/09/2021 - 18/09/2021	16/09/2021 - 18/09/2021	China Import and Export Fair Pazhou Complex C Area First Floor	Printed leaflet was designed to promote the capabilities of Hong Kong metal manufacturers. It was printed in Chinese for distribution during the exhibitions.

		I	1		
					The leaflet highlighted the
					transformation of Hong Kong
					SMEs and the high value-added
					manufacturing technology
(1)	1 7 1 . 1	00/05/0010	00/05/0010	*** 1	applied by them.
(d)	1. Industry directory	09/05/2019	09/05/2019	Wuhan	It included:
	of Hong Kong metal	-	-	International	(1) Introduction of Hong Kong
	manufacturing	11/05/2019	11/05/2019	Expo Centre	metal manufacturing industry;
	enterprises for the exhibition in Wuhan				(2) List of Hong Kong metal
	exhibition in wunan				manufacturing SMEs (names and contact information).
					and contact information).
					It was uninted in Simulified
					It was printed in Simplified Chinese for distribution in the
					China's exhibitions.
	2. Industry directory	18/07/2020	18/07/2020	Qingdao	It included:
	of Hong Kong metal	16/07/2020	16/07/2020	International	(1) Introduction of Hong Kong
	manufacturing	22/07/2020	22/07/2020	Expo	metal manufacturing industry;
	enterprises for the	22/07/2020	22/07/2020	LAPO	(2) List of Hong Kong metal
	exhibition in Qingdao				manufacturing SMEs (names
	Camoriton in Qingudo				and contact information).
					and contact information).
					It was printed in Simplified
					Chinese for distribution in the
					China's exhibitions.
	2. Industry directory	16/09/2021	16/09/2021	China Import	It included:
	of Hong Kong metal	-	_	and Export Fair	(1) Introduction of Hong Kong
	manufacturing	18/09/2021	18/09/2021	Pazhou	metal manufacturing industry;
	enterprises for the			Complex C	(2) List of Hong Kong metal
	exhibition in			Area First Floor	manufacturing SMEs (names
	Guangzhou				and contact information).
					TO BE AND THE STATE OF THE STAT
					It was printed in Simplified
					Chinese for distribution in the
					China's exhibitions.
(e)	A promotional video	/	~5 mins	https://www.you	The video lasts for around 5
				tube.com/watch	minutes.
				?v=f5kFyv9GS	
				EI&feature=em	Mandarin voice-over with
				<u>b_logo</u>	Chinese subtitles was
(6)	Λ	/	0	1-14	implemented.
(f)	A promotional website	/	On-going	http://www.hkm	A QR code was generated for
	website			mabud.com/	the website and printed on the promotional leaflets and
					Industry directory.
			l l		industry directory.
					Promotional leaflets and
					Industry directory were
					uploaded to the project website.
					aproduce to the project website.
					A QR code was generated for
			1		the Website and printed on the
			ı ı		promotional leaflets and
					industry directory.
			L		

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.)

Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised <u>completion</u> <u>date</u> (if applicable)	Status (C/D/N)#
(a) Setup of Project Steering Committee	30/04/19	-	С
Preparation for the 1st exhibition (including booth decoration) and 1st (b) awareness seminar	30/04/19	-	С
(c) Organization of 1st awareness seminar	30/04/19	-	С
(d) Production of promotional leaflet	30/04/19	-	С
(e) Production of industry directory	30/04/19	-	С
(f) Production of the project website	30/04/19	-	С
(g) Production of the promotional video	30/04/19	-	С
Recruit participants to display products in (h) the 1st exhibition.	30/04/19	-	С
Finalize the participant info (Wuhan (i) exhibition)	30/06/19	-	С
Ship the displayed items to Wuhan	30/06/19	-	С
(k) 1st exhibition (Wuhan) (May 2019)	30/06/19	-	С
(l) Update of project website	31/07/20	-	С
(m) Production of promotional leaflet	31/07/20	-	С
(n) Organization of 2nd awareness seminar	31/07/20	-	С
Preparation for the 2nd exhibition (o) (including booth decoration)	31/07/20	-	С
Finalize the participant info (Qingdao (p) exhibition)	31/07/20	-	С
(q) Ship the displayed items to Qingdao	31/08/20	-	С
(r) 2nd exhibition (Qingdao) (Jul 2020)	31/08/20	-	С
(s) Update of project website	30/05/21	-	С
(t) Production of promotional leaflet	30/05/21	-	С
Preparation for the 3 rd exhibition (including (u) booth decoration)	30/05/21	-	С
Finalize the participant info (Guangzhou (v) exhibition)	30/05/21	-	С
(w) Ship the displayed items to Guangzhou	31/10/21	-	С
(x) 3 rd exhibition (Guangzhou) (Sep 2021)	31/10/21		С
(y) Report and evaluation	31/10/21	-	С

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