

**Dedicated Fund on Branding, Upgrading and Domestic Sales
(Organisation Support Programme)**

Final Report of Approved Project

Project ref. no. : BUD 12 3 001
Project title : To establish a distinctive Hong Kong Manufacturers Pavilion in “Jewelry Shanghai” (May 2013) to showcase the image, quality and creativity of Hong Kong jewelry SMEs.
Period covered : From 1 February 2013 to 31 July 1 2013
(dd/mm/yy) (dd/mm/yy)

2. Summary of Project Results

Project Deliverables

(Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.)

- (i) A Hong Kong Pavilion at “Jewelry Shanghai 2013” Exhibition.
- (ii) Recruitment of about 120 Hong Kong jewelry SMEs to participate in the “Jewelry Shanghai 2013”.
- (iii) Upgrade and dress up show cases for better display and lighting effects.
- (iv) 5 key official promotion items such as banner, flag, poster, direction indicator, etc to highlight the physical location of the Hong Kong Pavilion.
- (v) A VIP and services centre at Hong Kong Pavilion.
- (vi) Hong Kong Pavilion buyers guide.

Actual Benefits to SMEs/Enterprises

(Please indicate *in clear, specific, tangible and quantifiable terms* the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong’s SMEs / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

The fund is utilized per plan that can be summarized and reported as follows:

- 1 • The Pavilion built has successfully delivered a notable image where Hong Kong jewelry SME grouped and formed a significant icon that distinguishable from other international in particular those camouflaged Mainland rivals trying to misrepresent the “Hong Kong” origin. Different Mainland web media reports stating the Hong Kong Manufacturers Pavilion’s unified appearance was well appraised and recognized as a highlight to the Show.
- 2 • The exhibitor recruitment process was severely hindered by unexpected turbulence under (1) new China leaders and their initial tighten policies on bank and credit flow & (2) the outbreak of H7N9 virus in Shanghai region resulting significant cancellation of intended applicants. The fund truly helped to restore part of exhibitors’ confidence and we finally managed to fill 120 booths with total 73 Hong Kong jewelry SME where some took more than one booth.
- 3 • The Pavilion booth package consisted of different show cases (either short or tall size) with brand new, trendy LED white lightings set for product display. The “golden” theme of Pavilion was perfectly matched with jewelry business and appealing to China visitors as it fostering a luxury and artistic atmosphere. All show cases were upgraded with wooden frames and warm illumination effects were applied on Group signage and fascia board with company names.
- 4 • The group’s 5 promotional items negotiated with Official Organizer were:
 - I. Big banner located at the North entrance;
 - II. Big banner located at the South entrance;
 - III. 10 hanging flags outside Hall 2 entrance directing visitors flow;
 - IV. 12 fully wrapped buyers’ desks along the visitor registration area &
 - V. Cover page advertisement on official “Buyer Guide” dispatched on site.All items were effective and eye-catching to the visitors. Other than the price discount, the group promotion also benefited with complimentary or extra exposure on free LED display both at Hall 1 and Hall 2 entrance.
- 5 • The VIP and on-site service center has provided efficient and valuable back up support during the entire show period. It helped to disseminate promotion materials both from exhibiting and non-exhibiting HK jewelry SMEs, important updates and information from HOKLAS regarding Hong Kong’s testing & certification services and its milestones on quality assurance. The area also used for business matching such as greeting sessions with the VIP buyers’ groups from Zhejiang and nearby province.

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- 6 • A concise and handy Hong Kong Manufacturer’s Pavilion Buyers Guide was produced and dispatched by hand to VIP & trade buyers who visited the Pavilion in order to strengthen their immediate impression about HK jewelry SME & retain for their future reference.

A questionnaire has been sent to all exhibitors shortly after the show with reasonable respond rate (60%) and the findings could be extracted as follows:

Buyer’s section

During the 4 days exhibition, flow of business buyers were among 10 – 30 per day and 75% of exhibitors rated as “average or above” for their purchasing power.

Hong Kong Manufacturer’s Pavilion section

Over 80% were satisfied with the overall image of the group Pavilion and more than half replied the upgraded LED lighting setting as useful.

VIP & Service Centre section

About 90% regarded this as value-added to the group Pavilion’s image and promoting the Hong Kong Testing and Certification Industry and other non-exhibiting jewelry SME information. All replies satisfied with HKJMA staffs on-site service and assistant.

Group promotion section

Over 75% rated as fair and good where the handy pavilion buyers guide mostly welcomed by exhibitors.

Future participation indicating section

45% replied they are willing to join 2014 Jewelry Shanghai again while 87% replied that they are interested to look for exhibitions in other province – an encouraging indicator of doing business in China.

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 target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a)	Dissemination of show information update	28 Feb 2013		C
(b)	Recruitment of SME exhibitors, information for handy guide	31 Mar 2013		C
(c)	Layout design of Hong Kong Manufacturers Pavilion outlook, individual booth setup & facilities	30 Apr 2013		C
(d)	Confirmation of sponsorship package with show organizer	30 Apr 2013		C
(e)	On time completion & delivery of Pavilion works & to attend on-site service centre	31 May 2013		C
(f)	Collection of feedback, review & final report preparation	31 July 2013		C

Marketing/Dissemination Activities (in chronological order)

(Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> *please delete as appropriate
1 Feb 2013 – 31 Mar 2013	Outsource the overall Hong Kong Manufacturers Pavilion design, new artwork image, upgrade the lightings and exterior decoration of the showcases and custom-built of VIP and onsite services center by tendering on JMA website on 26/02/2013, insertion in HK Economic Times on 27/02/2013 and in Ta Kung Pao on 04/03/2013.	
1 Feb 2013 – 31 Mar 2013	Collect information to produce the handy buyers guide with approx. 120 pages and printing for 2,500 color copies for Hong Kong Manufacturers Pavilion.	
1 Feb 2013 – 30 Apr 2013	Liaison a package deal for onsite sponsorship items with show organizer to highlight the Hong Kong Manufacturers Pavilion location, which includes different size hanging banners in 3 positions, foam board wrap of visitors' form filling counters, advertisement in official "buyer guide".	
1 Apr 2013 – 30 Apr 2013	Collect leaflets, banner and souvenirs from Hong Kong Council for Testing and Certification and other non-exhibitors' materials for disseminating during the show in the VIP & onsite services center.	
1 May 2013 – 9 May 2013	Supervise and to ensure contractor on-time completion of the Hong Kong Manufacturers' Pavilion. Check all booths in good condition with upgraded showcases and LED lighting. Setup VIP and on-site services centre with all promotional materials moved in and ready for dissemination. Coordinate proper installation of 5 group promotion items.	
10 May 2013 –13 May 2013	Attend the "Jewelry Shanghai 2013". Dispatch promotion materials provided by exhibiting and non-exhibiting HK jewelry SMEs, also HOKLAS information updates and 2,500 Handy Buyers' Show guides. Take care the China VIP Group and follow up potential business matching. Back up exhibitors onsite enquiries and logistic support.	
1 Jun 2013 – 31 July 2013	Collection of feedback, review & final report preparation	
		Total no. of beneficiaries : <u>350 – 500 jewellery SMEs</u>

Future Plan for Promoting the Project Deliverables

Promoting Brand of Hong Kong is a long run; the project deliverables brought impacts to the Chinese buyers regarding quality and creativity of HK jewelry SME and 2 respective show reports have been included in HKJMA monthly publication “Industry News” (May and June issues) for circulation to 400+ members.
