

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	Hong Kong Optical Manufacturers Association Limited (HKOMA)		
Implementation Agent(s) (if any)	:	(1) Hong Kong Productivity Council (HKPC) (2) Productivity (Shenzhen) Consulting Co. Ltd. (fully owned subsidiary of HKPC)		
Project reference no.	:	T18 004 008		
Project title	:	To extend the reach in Belt and Road markets for Hong Kong eyewear industry		
Period covered in this report (whole project duration)	:	From	15/06/2019	to 14/05/2021
			(dd/mm/yyyy)	(dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

The project aims to set up a large-scale Hong Kong pavilion in Belt and Road markets so as to promote the superior design of Hong Kong OBM eyewear with state of art manufacturing technologies, innovative materials and creative structures.

Besides, the project includes exhibiting in Belt and Road markets (Moscow and Hong Kong) and organising the business networking events, together with deliverables including a Facebook and VK account and a project website, so as to build a social platform for the publication of the project activities and news.

By building the social platform and attending the exhibitions, the problems of Hong Kong eyewear industry and the objectives of the project can be addressed and achieved effectively.

Project objectives (in about 50 words)

1. To promote the superior design of Hong Kong OBM eyewear with state of art manufacturing technologies, innovative materials and creative structures in Belt and Road markets

2. To introduce SME eyewear companies to target clients in Belt and Road markets

3. To establish the business opportunity platform through organising the exhibitions and the networking events as well as establishing the social network for the clients to communicate with Hong Kong eyewear companies

Collaborating Organisations (if any)

Hong Kong Eyewear Designer Club

Federation of Hong Kong Industries - Group 28 Spectacles and optical products

Hong Kong Trade Development Council

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Nathan Wong</u>	<u>Secretary (R&D), Hong Kong Optical Manufacturers Association Limited (HKOMA)</u>
Deputy Project Coordinator	: <u>Linda Poon</u>	<u>Executive secretary, HKOMA</u>

Project duration

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	<u>15/06/2019</u>	<u>14/12/2020</u>	<u>18 months</u>
Revised (if applicable)	<u>15/06/2019</u>	<u>14/05/2021</u>	<u>23 months</u>

2. Summary of Project Results

Governance

Please state the composition of the steering committee (or other committees) formed under the project.

Mr Nathan Wong – Secretary, Research & Development of HKOMA
 Ms Linda Poon – Executive secretary of HKOMA
 Ms Grace Tai – Vice President of HKOMA
 Dr Ming Ge – Principal Consultant of HKPC
 Mr Eddy Lam – Consultant of HKPC
 Ms Crystal Cheung – Engineering Officer of HKPC
 Mr Terry Luo – Project Officer of Productivity (Shenzhen) Consulting Co. Ltd.
 Mr Evan Tse – Chairman of Hong Kong Eyewear Designer Club
 Ms Emily Tai – Vice Chairman of Hong Kong Eyewear Designer Club

Project deliverables

Please list out the project deliverables carried out during the project duration in accordance with the approved project proposal and provide details on the actual result achieved for each deliverable.

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
1. Hong Kong pavilions			
Pavilion 1 Name and place of exhibition: Hong Kong International Optical Fair (HKIOF), Hong Kong Date: 6 – 8 Nov, 2019 Size of pavilion: 48 sqm Selection criteria adopted: <ul style="list-style-type: none"> • Able to demonstrate application of new technologies, such as 3D scanning and 3D printing, etc • Able to demonstrate Hong Kong's strength to show high quality standard eyewear design with innovative structure, materials and fashion insights • Designed by local Hong Kong designers or eyewear companies • International award winning in recent years, for example, iF award, RedDot award, V Design, etc Other details: Pavilion theme: Hong Kong Eyewear Good Design	Target no. of products displayed: ____30____ products from _20_ enterprises	Actual no. of products displayed: ____32____ products from _20_ enterprises	N.A.

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<p>Pavilion 2</p> <p>Name and place of exhibition: Moscow International Optical Fair (MIOF), Moscow, Russia</p> <p>Date: 11 – 13 Feb, 2020</p> <p>Size of pavilion: 100 sqm</p> <p>Selection criteria of products for display:</p> <ul style="list-style-type: none"> • Able to demonstrate application of new technologies such as 3D scanning and 3D printing, etc • Able to demonstrate Hong Kong's strength to show high quality standard eyewear design with innovative structure, materials and fashion insights • Designed by local Hong Kong designers or eyewear companies • International award winning in recent years, for example, iF award, RedDot award, V Design, etc • Tailored for Eastern Europe population <p>On-site promotion: including 7 magazine articles, a post release in magazine and Facebook pages, advertisements in the conference hall, a promotion booth, eDMs and an advertisement in official catalogue.</p>	<p>Target no. of products displayed: _____</p> <p>_____50_____ products from _____30_____enterprises</p>	<p>Actual no. of products displayed: _____</p> <p>_____50_____ products from _____30_____ enterprises</p>	<p>Due to the outbreak of COVID-19 and the Government's recommendation of not travelling abroad, HKPC staff did not participate in MIOF in person. The pavilion on-site set up was completed by the two hired promoters, which was trained by HKPC. HKPC staff provided online support to the pavilion.</p>
<p>Pavilion 3</p> <p>Name and place of exhibition: SILMO Bangkok, Bangkok, Thailand</p> <p>Date: NA</p> <p>Size of pavilion: 100 sqm</p> <p>Selection criteria of products for display:</p> <ul style="list-style-type: none"> • Able to demonstrate application of new technologies such as 3D scanning and 3D printing, etc • Able to demonstrate Hong Kong's strength to show high quality standard eyewear design with innovative structure, materials and fashion insights • Designed by local Hong Kong 	<p>Target no. of products displayed: _____</p> <p>_____50_____ products from _____30_____enterprises</p>	<p>The Hong Kong pavilion 3 was cancelled.</p> <p>50 products from 30 enterprises were shortlisted to showcase in SILMO Bangkok</p>	<p>SILMO Bangkok was originally scheduled to be held on 12-14 Jun 2020. It was re-scheduled to be held on 25-27 Nov 2020 due to the outbreak of COVID-19. The organizer decided to reschedule the 2020 edition until further notice due to an extraordinary situation amid COVID-19 pandemic.</p>

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<p>designers or eyewear companies</p> <ul style="list-style-type: none"> International award winning in recent years, for example, iF award, RedDot award, V Design, etc Tailored for ASEAN population <p>On-site promotion: part of the on-site promotion was completed. (Invitations to local media and two eDMs)</p>			<p>For pavilion 3 (Thailand), most of the implementation work was completed including designer invitation, arranging and coordinating the design of the "Hong Kong pavilion", production of promotion materials, etc. During the whole project period, we followed up enquiry for Hong Kong pavilions. We duly explored another exhibition for pavilion 3 during the project period. However, there was no suitable exhibition in our target market.</p>
2. Business networking sessions			
<p>1st session Date: 6 Nov 2019 Time: 16:00- 17:00 (___1___hour) Venue: Booth inside pavilion 1</p>	<p>Target no. of participants from Hong Kong: 30 Target no. of overseas buyers: 100</p>	<p>Actual no. of participants from Hong Kong: 35 Actual no. of overseas buyers: 110</p>	N.A.
<p>2nd session Date: 11 Feb 2020 Time: 16:00- 17:00 (___1___hour) Venue: Booth inside pavilion 2</p>	<p>Target no. of participants from Hong Kong: 30 Target no. of overseas buyers: 100</p>	<p>Actual no. of participants from Hong Kong: 2 Actual no. of overseas buyers: 92</p>	<p>Due to the outbreak of COVID-19 and the Government's recommendation of not travelling abroad, most of the participants from Hong Kong did not participate in the 2nd business networking session in person. HKPC staff provided online support to the 2nd business networking session.</p>

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
3 rd session Date: NA Time: NA (1 hour) Venue: Booth inside pavilion 3	Target no. of participants from Hong Kong: 30 Target no. of overseas buyers: 100	The 3 rd business networking session was cancelled. 30 participants from Hong Kong enrolled the 3 rd business networking session.	Due to the outbreak of COVID-19, pavilion 3 was cancelled. The business networking session inside pavilion 3 was also cancelled.
3. Seminars			
1 st seminar Date: 7 Nov 2019 Time: 14:30 -15:30 (1 hour) Venue: Hall 1D The Forum Topics covered: Global Perspectives and Innovation – Hong Kong Eyewear Good Design Other details: NA	Target no. of participants: 100 One Hong Kong and one German speaker	Actual no. of participants: 190 1. Mr Kenny Kwok, CEO of Kelfred Holdings Limited 2. Mr Vincent Lee, AustSport Chief Brand Officer, Arts Group	The proposed German speaker was a tentative guest. Finally, two representable Hong Kong eyewear speakers, Vincent Lee and Kenny Kwok, were invited and accepted the invitation as the speakers in the design forum of Hong Kong Optical Fair.
2 nd seminar Date: 11 Feb 2020 Time: 14:30 -15:30 (1 hour) Venue: CROCUS EXPO (inside pavilion 2), hall 8, Conference Hall H Topics covered: Global Perspectives and Innovation – Hong Kong Eyewear Good Design Other details: NA	Target no. of participants: 100	Actual no. of participants: 85 1. Mr Kevin Ching, Creative Director of Big Horn Eyewear 2. Mr Evan Tse, CEO of United Creation Optical (virtually)	Due to the outbreak of COVID-19 and the Government's recommendation of not travelling abroad, one of the speakers Mr Evan Tse gave his speech virtually. Due to the short noticing period and the uncertainty of COVID-19, only one speaker was able to attend the seminar in person. Mr Evan Tse pre-recorded the presentation and joined the seminar online.

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
3 rd seminar Date: NA Time: NA (1 hour) Venue: IMPACT Exhibition Center, Bangkok Topics covered: Global Perspectives and Innovation – Hong Kong Eyewear Good Design & “Subversion” of traditional Acetate Other details: NA	Target no. of participants: 100	The 3 rd seminar was cancelled. Ms Vanessa Chan, CEO of Creation Plastics Mfy and Ms Natalie Ling, Managing Director of Micron Eyewear Mfy were invited as the speakers.	Due to the outbreak of COVID-19, pavilion 3 and the 3 rd seminar were cancelled.
4. Video			
Launching date: 6 Nov 2019 Languages in voice-over: Cantonese and English Languages in subtitle: English + Chinese, English + Russian and English + Thai Broadcasting channels: Facebook, YouTube, VK Acct, Project website Soft copy available at: https://youtu.be/-h5m7Sz1ESQ English + Chinese https://www.youtube.com/watch?v=5ALh4F1OtJU English + Russian https://youtu.be/EKeBSe8aiiU English + Thai Other details: Broadcasted at pavilion and online platforms	Target length of video: 5 minutes	Actual length of video: 5.13 minutes	N.A.
5. E-Directory			
Publishing date: 6 Nov 2019 Languages: English + Chinese Distribution channels: Project Website Soft copy available at: https://www.hkoptical.org.hk/hkeye_weargooddesign/doc/ALLEyewear-ebook-2019.pdf English + Chinese https://www.hkoptical.org.hk/hkeye_weargooddesign/doc/ALL%20Eye wear%202019_Russia-compressed.pdf English + Russian https://www.hkoptical.org.hk/hkeye_weargooddesign/doc/ALL%20Eye wear%202019_Thai-compressed.pdf English + Thai Other details: Uploaded to project	Target no. of Hong Kong enterprises included in the directory: 300	Actual no. of Hong Kong enterprises included in the directory: 308	N.A.

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
website and social media accounts and sent through supporting organisations and HKPC			
6. Project Website			
Launching date: 15 Oct 2019 Web address: https://www.hkoptical.org.hk/hkeyeweargooddesign/main-en.php Languages: English and Chinese Other details: Update of the project activities and deliverable disseminations.	Target no. of website:1	Actual no. of website:1	N.A.
7.1 Promotional activities: Brochure			
Contents: Promote the Hong Kong eyewear industry as a whole and provide a link to the e-Directory for the buyers Distribution channels: at exhibition halls and through collaborating organisations Other details: NA	Target versions: 3 Target no. of printed copies: 2,000 copies for Hong Kong, 1,000 copies for Thailand and 1,000 copies for Russia	Actual version: 3 Actual no. of printed copies: 2,000 copies for Hong Kong, 1,000 copies for Thailand and 1,000 copies for Russia	Due to the cancellation of pavilion 3, the Thai version could not be distributed at the exhibition.
7.2. Promotional activities: Online Advertisements			
Web Address: https://www.facebook.com/eyewear.hkoma https://vk.com/hkeyeweargooddesign Content: Posting localized posts with graphic Date of publication: 15 Oct 2019 Period of on-line advertisement: 24 months Other details: NA	Target duration of on-line advertisement: <u>24</u> months	Actual duration of on-line advertisement: <u>24</u> months	

Key implementation stages

Please indicate in the status below if the deliverable is completed according to schedule (C), completed but delayed (D) or not achieved (N). If it is delayed or not achieved, please indicate the actual completion date (if applicable) and provide the reasons.

	<u>Project deliverable</u> (all deliverables as set out in the approved project proposal)	Original target completion date ¹	Revised target completion date (if applicable)	Status (C/P/D/NA)	Reasons for not meeting the original target completion date
(a)	Form a steering committee	30/06/2019	-	C	-
(b)	Construct project plan and key program schedule	30/06/2019	-	C	-
(c)	Launch the “Hong Kong Eyewear Design in Belt and Road Countries” recruitment program	30/09/2019	-	C	-
(d)	Establish social media accounts	30/09/2019	15/10/2019	D	The setup time was longer than expected
(e)	Produce the video of Hong Kong eyewear companies	30/09/2019	06/11/2019	D	The production time was longer than expected
(f)	Produce the directory and brochures for the Hong Kong Pavilions	31/12/2019	-	C	-
(g)	Setup the booth in Hong Kong Optical Fair 2019	31/12/2019	-	C	-
(h)	Organise the 1 st seminar and business networking event	31/12/2019	-	C	-
(i)	Setup the “Hong Kong Pavilion” in Moscow International Optical Fair 2020	31/03/2020	-	C	-
(j)	Organise the 2 nd seminar and business networking event	31/03/2020	-	C	-
(k)	Setup the “Hong Kong Pavilion” in SILMO Bangkok 2020	15/12/2020	NA	N	Note (i)
(l)	Organise the 3 rd seminar and business networking event	15/12/2020	NA	N	Note (i)
(m)	Dissemination of the project results	14/05/2021	14/05/2021	C	-

Note:

- (i) Due to the outbreak of COVID-19, SILMO Bangkok 2020 was rescheduled from 10-12 June 2020 to 25-27 Nov 2020. As the situation was still worse at the end of 2020, SILMO Bangkok has been postponed until further notice. We duly explored another exhibition for the 3rd pavilion during the project period. However, there was no suitable exhibition in our target market. The 3rd pavilion together with the networking session and the seminar were not completed upon the end of the project period.

¹ As stated in the approved project proposal.