

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	<u>The Hong Kong Exporters' Association</u>
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council</u>
Project reference no.	:	<u>T19 001 005</u>
Project title	:	<u>Hong Kong Invention</u>
Period covered in this report (whole project duration)	:	From <u>20/09/2019</u> to <u>19/05/2022</u> (dd/mm/yyyy) (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

The project aims to promote and showcase “Hong Kong Invention” in smart city and smart products to the world by setting up Hong Kong pavilions in exhibitions in Hong Kong and Switzerland. While a pavilion and Invention Congress were successfully held in Hong Kong to share the latest invention information and technology updates, the pavilion in an exhibition in Switzerland was cancelled due to COVID-19.

### Project objectives (in about 50 words)

The project aims to promote and showcase “Hong Kong Invention” in smart city and smart products to the world by setting up Hong Kong pavilion in exhibitions in Hong Kong and Switzerland.

### Collaborating Organisations (if any)

1. Hong Kong Trade Development Council (HKTDC)
2. International Federation of Inventors' Associations (IFIA)
3. IOT HK Association Limited
4. Hong Kong Federation of Innovative Technologies and Manufacturing Industries Limited

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Mr. Pau Kit Kwan, Benson	Honorary Chairman, The Hong Kong Exporters' Association
Deputy Project Coordinator	: Mr Ken Lam	Senior Consultant, Hong Kong Productivity Council

### 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	20/09/2019	19/09/2020	12
Revised (if applicable)	20/09/2019	19/05/2022	32

## 2. Summary of Project Results

### Governance

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

The steering committee comprises :-

- 2 committee members from The Hong Kong Exporters' Association (HKEA) :
  - Mr Benson Pau (Honorary Chairman) and
  - Mr Vincent Ma (Vice-Chairman)
- 2 professionals from academic field :
  - Ir Andrew Young (Associate Director (Innovation & Technology), Sino Land Co., Ltd.),
  - Mr Ming Yam Wong (Former Chairman, Hong Kong Applied Science and Technology Research Institute)
- 2 representatives from other organisations<sup>Note</sup>:
  - Mr Ricky Chan (Deputy Chairman, Federation of Hong Kong Industries),
  - Ir Prof Andros Chan (Honorary Chairman, Hong Kong Medical and Healthcare Devices Industries Association)
- 1 representative from HKPC : Mr Ken Lam (Senior Consultant)


Note: According to the approved project proposal, there should be 2 representatives from the collaborating organisations. While HKEA had invited representatives from them to sit in the steering committee, they refused the invitation due to their working arrangements. Therefore, HKEA invited Mr Ricky Chan & Ir Prof Andros Chan, who have strong connection and experience in the invention field to join as the steering committee members.

### 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)
<b>1. HK Invention Pavilion in HKTDC SmartBiz Expo</b>			
Name and place of exhibition: HK Invention Pavilion in HKTDC SmartBiz Expo  Date: 4 – 6 Dec 2019  Size of pavilion: 100 sqm  Selection criteria adopted: (i) Hong Kong-registered company (ii) Original invention created by the company (iii) Have patent or under patent filing for the exhibit (iv) The originality, creativity, outlook, quality and functionality of the invention	Target no. of products displayed: <u>60</u> products from <u>40</u> enterprises	Actual no. of products displayed: <u>28</u> products from <u>20</u> enterprises	Due to the social incident in Hong Kong during the period from June 2019 to December 2019, less exhibits were showed in the pavilion. The major reasons are as follows :- - potential exhibitors were not sure whether the pavilion could be operated; and - the public transportation were from time to time affected which caused problem for exhibitors to deliver their exhibits to the exhibition - a number of inventions were

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)
			co-invented by local companies and universities, inventions were kept in universities campus which were closed.
<b>2. Invention Congress</b>			
<p>Date: 6 Dec 2019  Time: 2:15pm – 5:15pm (3 hours)  Venue: HKCEC (one of BIP Asia Forum Program)</p> <p>2 overseas speakers:  (i) Mr David Taji (President du Jury, International Exhibition of Inventions Geneva)  (ii) Ms Gaëlle Grosjean (Director, International Exhibition of Inventions Geneva)</p> <p>4 local speakers:  (i) Mr Percy Yung (Curator, Blue Matter Biotechnology Company Limited)  (ii) Mr Lau King Ming (General Manager, Production and Logistics, Chow Tai Fook Jewellery Group)  (iii) Dr Mak Sze Yi Sibyl (Chief Technology Officer, Koln 3D Technology (Medical) Limited)  (iv) Prof Joseph Tse (Chief Operation Officer, Circular Wave Drive)</p> <p>Topic 1: Global Invention Trends &amp; Commercialization Insight (the two overseas speakers spoke on this topic)  Topic 2: A Bio-based Material Ecology  Topic 3: Invention Drives Process Innovation  Topic 4: Customized implant enabled by novel hybrid 3D printing technology  Topic 5: Industry 4.0 &amp;</p>	<p>Target no. of participants: <u>150</u></p>	<p>Actual no. of participants: <u>83</u></p>	<p>Due to the social incident in Hong Kong during the period from June 2019 to December 2019, less participants attended BIP Asia Forum especially overseas and Greater Bay Area participants</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)
Robotics: The New Age of Industrial Robot Speed Reducer			
3. HK Invention Pavilion in “The International Exhibition of Inventions of Geneva 2022” in Switzerland			
HK Invention Pavilion in “The International Exhibition of Inventions of Geneva 2022” in Switzerland (IEIG 2022)	Target no. of products displayed: <u>40</u> products from <u>20</u> enterprises	The deliverable was cancelled via the 3 <sup>rd</sup> change request approved on 18 May 2022.	n/a
4. Dissemination Seminar			
Dissemination Seminar	Target no. of participants: <u>70</u>	The deliverable was cancelled via the 3 <sup>rd</sup> change request approved on 18 May 2022.	n/a
5. Promotion Videos of Hong Kong Invention			
<u>1<sup>st</sup> video</u> Launching date: 18 Nov 2019 Language in voice-over: English Languages in subtitle: English and Traditional Chinese Broadcasting channel: <a href="https://www.youtube.com/watch?v=WtjB4OcCHgg">https://www.youtube.com/watch?v=WtjB4OcCHgg</a>	Target length of video: <u>3</u> minutes	Actual length of video: <u>3</u> minutes <u>2</u> seconds	n/a
<u>2<sup>nd</sup> video</u> Launching date: 5 Aug 2020 Language in voice-over: English Languages in subtitle: English and Traditional Chinese Broadcasting channel: <a href="https://www.youtube.com/watch?v=gzzfHEOaUwg">https://www.youtube.com/watch?v=gzzfHEOaUwg</a>	Target length of video: <u>3</u> minutes	Actual length of video: <u>3</u> minutes <u>12</u> seconds	n/a
6. Project Website			
Launching date: 28 Oct 2019 Web address: <a href="https://www.invention-hongkong.com/">https://www.invention-hongkong.com/</a>	Target no.: <u>1</u> set	Actual no.: <u>1</u> set  Actual no. of views on website / webpages: 32,575	n/a
7. Hong Kong Invention Directory			
E-version for SmartBiz Expo on 4 – 6 Dec 2019 (accessed via QR code):    Publishing date: 10 May 2022 Distribution channels: Project	Target no.: <u>1</u> e-version and 500 hardcopy  Target no. of Hong Kong enterprises included in the directory: around <u>200</u>	Actual no.: <u>1</u> e-version  Actual no. of Hong Kong enterprises included: <u>66</u> (for <u>93</u> inventions)  The hardcopy was cancelled via the 3 <sup>rd</sup> change request approved on 18 May 2022.	The QR code for downloading e-version Directory was displayed in the HK Invention Pavilion in HKTDC SmartBiz Expo on 4 – 6 Dec 2019.  The directory was not produced for dissemination in the SmartBiz Expo since there was not enough

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>website &amp; HKEA website Language: English</p> <p>Soft copy available at: Project website: <a href="https://www.invention-hongkong.com/download/pdf/A4_Directory_Final_2022.pdf">https://www.invention-hongkong.com/download/pdf/A4_Directory_Final_2022.pdf</a></p> <p>HKEA website: <a href="https://www.hkexporters.org.hk/">https://www.hkexporters.org.hk/</a></p>			enterprises to be included in the directory at that time.
<b>8. PR and marketing activities</b>			
<p>(a) Promotion leaflets:</p> <p>Distribution channel: HK Invention Pavilion in HKTDC SmartBiz Expo on 4 – 6 Dec 2019</p>	<p>Target no. of designs: <u>2</u> versions</p> <p>Target no. of printed copies: <u>3,000</u> copies (<u>2,000</u> copies for Hong Kong and <u>1,000</u> copies for Geneva)</p>	<p>Actual no. of designs: <u>1</u> version</p> <p>Actual no. of printed copies: <u>2,000</u> copies for Hong Kong</p> <p>The leaflets for the Geneva exhibition was cancelled via the 3<sup>rd</sup> change request approved on 18 May 2022.</p>	n/a
<p>(b) Onsite advertisements</p> <p>HKTDC SmartBiz Expo on 4 – 6 Dec 2019</p>	<p><u>For Hong Kong</u> <u>1</u> hanging banner <u>1</u> directory advertisement (2 full page)</p> <p><u>For Geneva</u> <u>4</u> advertising poles and <u>1</u> catalogue advertisement (1 full page)</p>	<p><u>For Hong Kong</u> <u>1</u> hanging banner <u>1</u> directory advertisement (2 full page)</p> <p>The on-site advertisements for the Geneva exhibition was cancelled via the 3<sup>rd</sup> change request approved on 18 May 2022.</p>	n/a
<p>c) Online advertisements (on social and local media) for recruitment and promotion of individual deliverables</p>	<p>YouTube video ads: <u>4</u> sets, <u>1</u> month each</p>	<p><u>1<sup>st</sup> set</u> Period: 18 Nov – 6 Dec 2019 Duration: <u>19</u> days</p> <p><u>2<sup>nd</sup> set</u> Period: 17 Dec 2019 – 16 Jan 2020 Duration: <u>1</u> month</p> <p><u>3<sup>rd</sup> set</u> Period: 6 Aug – 5 Sep 2020 Duration: <u>1</u> month</p> <p>The 4<sup>th</sup> set was cancelled via the 3<sup>rd</sup></p>	<p>The launching day of the 1<sup>st</sup> set was delayed to 18 Nov due to tight production schedule. However, the same time of push (i.e. 17,750 true view) was guaranteed within these 19 days as was originally for 1 month. In other words, the advertisement was more intense with a shorter period. The effectiveness is similar to our original target.</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)
		change request approved on 18 May 2022.	
	Facebook post ads: <u>4</u> sets, <u>0.5</u> month each	<u>1<sup>st</sup> set</u> Period: 15 – 28 Nov 2019 Duration: <u>0.5</u> month  <u>2<sup>nd</sup> set</u> Period: 10 – 24 Jan 2020 Duration: <u>0.5</u> month  <u>3<sup>rd</sup> set</u> Period: 17 – 30 Aug 2020 Duration: <u>0.5</u> month  The 4 <sup>th</sup> set was cancelled via the 3 <sup>rd</sup> change request approved on 18 May 2022.	n/a
	E-banner ad on HKET.com (homepage and run-of-site): <u>4</u> designs and <u>1</u> month each	<u>1<sup>st</sup> e-banner</u> Period: 21 Nov – 6 Dec 2019 Duration: <u>16</u> days  <u>2<sup>nd</sup> e-banner</u> Period: 6 Jan 2020 – 5 Feb 2020 Duration: <u>1</u> month  The 3 <sup>rd</sup> and 4 <sup>th</sup> e-banners were cancelled via the 3 <sup>rd</sup> change request approved on 18 May 2022.	<u>1<sup>st</sup> e-banner</u> The vendor took longer than we expected to launch the adv. As at the event date on 6 Dec 2019, the number of push (22,000 impressions) still met our expectation.
	E-banner ad on Thestandard.com.hk (mobile web banner): <u>4</u> designs and <u>0.5</u> month each	<u>1<sup>st</sup> e-banner</u> Period: 25 Nov – 1 Dec 2019 Duration: <u>7</u> days  <u>2<sup>nd</sup> e-banner</u> Period: 6 Jan – 19 Jan 2020 Duration: <u>0.5</u> month  The 3 <sup>rd</sup> and 4 <sup>th</sup> e-banners were cancelled via the 3 <sup>rd</sup> change request approved on 18 May 2022.	<u>1<sup>st</sup> e-banner</u> Approved budget was not sufficient to cover the cost of adv for 0.5 month. A concessionary offer has been obtained for the 2 <sup>nd</sup> ad.

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)
(d) Online advertisements (e-banners) for overall project promotion	<u>1</u> e-banner on HKEA website ( <u>12</u> months)	<u>1</u> e-banner on HKEA website: Period: 18 Nov 2019 – 30 Mar 2020 and 2 Jun 2020 – 9 May 2022 Duration: <u>14.5</u> months	n/a
	<u>1</u> e-banner on HKTDC ( <u>2</u> months)	<u>1</u> e-banner on HKTDC: Period: 21 Nov 2019 – 20 Jan 2020 Duration: <u>2</u> months	n/a
	1 e-banner on IEIG website ( <u>2</u> months)	The e-banner was cancelled via the 3 <sup>rd</sup> change request approved on 18 May 2022.	n/a
(e) eDMs	via HKEA: <u>36</u> issues in <u>6</u> designs	via HKEA: <u>19</u> issues in <u>4</u> designs on:  1. 20 Nov 2019 2. 27 Nov 2019 3. 5 Dec 2019 4. 18 Dec 2019 5. 24 Dec 2019 6. 8 Jan 2020 7. 15 Jan 2020 8. 22 Jan 2020 9. 29 Jan 2020 10.5 Feb 2020 11.12 Feb 2020 12.19 Feb 2020 13.26 Feb 2020 14.4 Mar 2020 15.11 Mar 2020 16.18 Mar 2020 17.25 Mar 2020 18.12 Jun 2020 19.3 Jul 2020  The other 17 issues were cancelled via the 3 <sup>rd</sup> change request approved on 18 May 2022.	n/a
	via HKTDC: <u>1</u> issue in <u>1</u> design	via HKTDC: <u>1</u> issue in <u>1</u> design on 26 Nov 2019	n/a
(f) HKEA's Facebook posts	2 facebook posts before and during IEIG	The facebook posts were cancelled via the 3 <sup>rd</sup> change request approved on 18 May 2022.	n/a



## 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 <sup>1</sup>	Actual completion date (if applicable)	<u>Status</u> (C/D/N)	<u>Reasons for not meeting the original target completion date</u>
(a) Formation of steering committee and other preparation work	01/10/2019		C	
(b) Set up of project website	08/10/2019	28/10/2019	D	Note (i)
(c) Produce the first promotional video	30/11/2019		C	
(d) Compilation of Hong Kong Invention Directory	31/01/2020	10/05/2022	D	Note (ii)
(e) HK Invention Pavilion in HKTDC SmartBiz Expo and Invention Congress	31/12/2019		C	
(f) Produce the second promotional video	01/03/2020	06/08/2020	D	Note (iii)
(g) HK Invention Pavilion in “The International Exhibition of Inventions of Geneva 2022” in Switzerland (cancelled)	30/04/2022 Note (iv)		NA Note (v)	
(h) Dissemination Seminar (cancelled)	19/05/2022 Note (iv)		NA Note (v)	
(i) Maintain and update project website	19/05/2022 Note (iv)		C	
(j) PR and marketing activities	19/05/2022 Note (iv)		C	

### Note:

- (i) We spent more time in the design stage and tested the online application form before we launched the website.
- (ii) The directory was delayed because there were not enough enterprises to be included in the directory at the time for SmartBiz Expo (4 - 6 Dec 2019). While the directory was planned to be produced for dissemination in the next event (IEIG 2022 in Mar 2022), the relevant pavilion was taken out via the 3rd change of request approved on 18 May 2022. The e-version was finally produced on 10 May 2022 with the info of innovation available at then.
- (iii) Production timeline of the video was extended to achieve better quality as the pavilion in IEIG was postponed from Mar 2020 to Mar 2021 via the 1st change request approved on 8 Sep 2020.
- (iv) The target completion dates were extended twice via the 1st and 2nd change requests approved on 8 Sep 2020 and 13 Apr 2021 respectively.
- (v) The deliverable was taken out via the 3rd change of request approved on 18 May 2022.

<sup>1</sup> As stated in the approved project proposal.