Trade and Industrial Organisation Support Fund (TSF)

<u>Final Report on Approved Project</u>

Grantee   :   <u>Smart City Consortium Limited</u>

Implementation Agent(s) (if any) :   <u>NA</u>

Project reference no.   :   <u>T19 001 008</u>

Project title   :   <u>Promotion of top Hong Kong smart city business in Mainland China – Internet of Things(IoT), financial technology(FinTech) and cyber security</u>

Period covered in this report   :   From <u>01/10/2019</u>   to <u>31/01/2021</u>

(whole project duration)   (dd/mm/yyyy)   (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

Smart City Consortium set up two Smart City Pavilions, in China Hi-Tech Fair (CHTF) in Shenzhen on 13-17 November 2019 and China Smart City Expo (CSCE) in Beijing on 3-5 December 2020 respectively, to reinforce Hong Kong's position as a leading smart city in the region. The products or services of 27 Hong Kong companies in IoT, FinTech and cyber security sectors at CHTF, and 26 at CSCE, were presented to mainland users. Collaborating organisations are Cyberport, Hong Kong Software Industry Association, and Hong Kong Information Technology Joint Council. Publicity efforts included event website, press releases and advertisements targeted at mainland media, event booklets and TV wall introducing the performance of Hong Kong ICT sectors.

The Smart City Pavilion in CHTF was awarded "Excellent Design" and "Excellent Organisation" awards, and 2 exhibitors in our pavilion were also awarded "Excellent Design for Product".

According to the questionnaire of HK Pavilion at CHTF, 98% of the exhibitors mentioned that the participation helped them to understand the situation and demand of mainland market and all exhibitors would like to join again if there is opportunity in future. According to the questionnaire of HK Pavilion at CSCE, all the exhibitors mentioned that the participation helped them to understand the situation and demand of mainland market and 96% exhibitors would like to join again if there is opportunity in future.

The Smart City Pavilions are sponsored by the Trade and Industrial Organisation Support Fund from the Trade and Industry Department, HKSAR Government.

Project objectives (in about 50 words)

With the rapid development of internet, ICT have become omnipresent in our daily lives. Many mainland cities are finding efficient ICT solutions to improve urban management. The proposed project aims to provide a platform at major exhibitions for HK's ICT sectors to establish business relationship with potential partners and return with innovative solutions and ideas, hence enhancement of HK's technology development.

Developing into Smart Cities is the present trend of advanced counties in the world. As a cosmopolitan city, Hong Kong strives to be a leader in this field through the consolidation of new technologies such as the Internet of Things (IoT), Fintech, cyber security, etc. The urban problems in Hong Kong, such as the land scarcity, pollution, and more, have brought valuable business opportunities and industrial development to Smart City enterprises, in order to find efficient solutions. The project is a combination of the online and offline promotion, to promote the business of Hong Kong's Smart City related IT businesses through the establishment of the Hong Kong Pavilion, business matching, and social applications.

Collaborating Organisations (if any)

1. Cyberport Management Company Limited　香港數碼港管理有限公司
2. Hong Kong Software Industry Association Limited　香港軟件行業協會有限公司
3. Hong Kong Information technology Joint Council Limited　香港資訊科技聯會有限公司

Key personnel

	Name	Post title and name of organisation
Project Coordinator	: YEUNG Man Yui, Gary, MH	President, Smart City Consortium
Deputy Project Coordinator	: LEUNG Man Ying, Phoebe	Executive Director, Smart City Consortium
Key Project Team Members	: YU Ka Shun, Kason	SCC Council Member, Smart City Consortium; Chairman, SCC Belt Road Smart City Alliance Committee, Smart City Consortium

Project duration

	Commencement date (dd/mm/yyyy)	Completion date (dd/mm/yyyy)	Project duration (no. of months)
As stated in the project agreement	01/10/2019	31/01/2021	16 months
Revised (if applicable)			

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2.   Summary of Project Results
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Governance

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

1.   Mr. Eric Yeung, Chairman of Vetting Committee, Smart City Consortium Limited; President, Hong Kong United Youth Association
2.   Mr. Gary Yeung, MH, President, Smart City Consortium Limited
3.   Ir. Antony Chan, Senior Manager, Ecosystem and Collaboration, Senior Manager, Stakeholder Development, Cyberport Management Company Limited
4.   Mr. Kenny Chien Kwok Keung, Chairman, Hong Kong Software Industry Association
5.   Mr Kenneth Chan, Vice President & Hon. Secretary, Hong Kong Information Technology Joint Council

Role: project governance, decision making (constructer, tendering, etc.), screening participants of project events, strategic planning

Project deliverables

Please list out the project deliverables carried out <u>during the project duration</u> 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: China Hi-Tech Fair 2019, Shenzhen, China Date: Nov 13, 2019 – Nov 17, 2019 (5 days) Size of pavilion: 247.5 sqm Selection criteria adopted: 1) HK-registered company 2) ICT products and services focusing on IoT, cyber security or FinTech 3) Originality and creativity 4) Quality of presentation 5) The below applicants will be given higher priority: −Applicants registered business entities in Hong Kong with less than 5 years −Products showcase or services have gained awards	Target no. of products displayed: __30__ products from _30_ enterprises	Actual no. of products displayed: __44__ products from _27_ enterprises	The number of enterprises does not achieve the target due to the less favourable business climate in 2019. There had been another 4 companies applying (eWalker Consulting, Infineon Technologies, Thales, and Magnum Research) but they withdrew at the end.
Pavilion 2 Name and place of exhibition: China Smart City Expo 2020, Beijing, China Date: Dec 3, 2020 – Dec 5, 2020 (3 days) Size of pavilion:134 sqm Selection criteria adopted: 1) HK-registered company 2) ICT products and services focusing on IoT, cyber security or FinTech 3) Originality and creativity 4) Quality of presentation 5) The below applicants will be	Target no. of products displayed: __30__ products from _30_ enterprises	Actual no. of products displayed: __35__ products from _26_ enterprises	The number of enterprises does not achieve the target due to the global pandemic situation in 2020. Some enterprises are reluctant to send their staff aboard from HK due to 14 days quarantine in both Beijing and

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)
given higher priority: −Applicants registered business entities in Hong Kong with less than 5 years −Products showcase or services have gained awards			Hong Kong for precautionary measures.
2. Business networking sessions			
1st session Date: Nov 13, 2019 Time: 2:30pm – 3:30pm (_1_hour) Venue: Inside the HK Pavilion For more details, please see "2.2 Project Deliverables"	Target no. of participants from Hong Kong: 15 Target no. of Mainland buyers: 15	Actual no. of participants from Hong Kong: 13 Actual no. of Mainland buyers: 20	The number of Hong Kong participants does not achieve the target due to less favourable business climate and the traffic disruption in HK on Nov 13, 2019 due to the social event.
2nd session Date: Dec 3, 2020 (cancelled)			The business networking session is cancelled due to the global pandemic situation in 2020. Some enterprises are reluctant to send their staff aboard from HK due to 14 days quarantine in both Beijing and Hong Kong for precautionary measures.
3. Opening Ceremony			
For Pavilion 1 Date: 13 Nov 2019 Time: 12:15 – 13:00 (45 mins) Venue: Inside the HK Pavilion Speakers: 1.　智慧城市聯盟會長楊文銳先生 2.　深圳市電子商務協會執行會長郝建強先生 Other details: Ribbon cutting ceremony was conducted by: 1.　香港特別行政區政府駐深圳聯絡處主任鄧月容先生 2.　深圳市電子商務協會執行會長郝建強先生 3.　智慧城市聯盟會長楊文銳先生 4. 香港資訊科技聯會副會長陳煒國先生	Target no. of participants: 50-60 people	Actual no. of participants: 50 people	
For Pavilion 2 Date: 3 Dec 2020 Time: 12:15 – 12:30 (15 mins) Venue: Inside the HK Pavilion	Target no. of participants: 50-60 people	Actual no. of participants: 30 people	The number of participants does not achieve the target due to

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)
Speakers: Mr Gary Yeung, President of Smart City Consortium Other details: conducted by SCC President Mr Gary Yeung's video greeting Video: https://youtu.be/TvaZmg3kEa0			limited flow of visitors from Beijing Government. Visitor flow in exhibition is limited to 5,000 persons each day.
4. Website			
Launching date: 8 Nov 2019 Web address: https://smartcity.org.hk/china-hi-tech-fair/en/ Other details: Pages include: — List of Participating companies — Booklet (E-version) — Recruitment — Photo Album (Upload of event photos)	Target no. of website: 1	Actual no. of website: 1	
Launching date: 16 Nov 2020 Web address: https://smartcity.org.hk/hkpavilion-in-beijing/en/ Other details: Pages include: — List of Participating companies — Booklet (E-version) — Recruitment — Photo Album (Upload of event photos)	Target no. of website: 1	Actual no. of website: 1	
5. Event Booklet (500 copies per version)			
Publishing date: 13 Nov 2019 Distribution channels: 1. On-site distribution, project website, eDM 2. A QR code has been printed on the booklet to link to the project website with more information. 3. E-version of the booklet has been uploaded to Smart City Consortium's Facebook, WeChat, Weibo and project website. Soft copy available at: https://smartcity.org.hk/china-hi-tech-fair/en/uploads/exhibitors.pdf Other details: 4 pages plus 4 cover pages	Target no. of printed copies: 500	Actual no. of printed copies: 1,000	The prices quoted for printing 500 copies and 1,000 copies were the same. Therefore, more copies were printed to attract visitors (563 thousand visitors in 2018).
Publishing date: 16 Nov 2020 Distribution channels: 1. On-site distribution, project website, eDM 2. QR code has been printed on the booklet to link to the project website with more information. 3. E-version of the booklet has been uploaded to Smart City	Target no. of printed copies: 500	Actual no. of printed copies: 500	

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)
Consortium's Facebook, WeChat, Weibo and project website. Soft copy available at: https://smartcity.org.hk/hkpavilion-in-beijing/cn/uploads/OL_SCC_CSCE_book.pdf Other details: 4 pages plus 4 cover pages			
6. Video *(Total: 20 mins)*			
Topic: **The performance of FinTech, IoT, and Cyber Security industries in Hong Kong** (for Pavilion 1) Launching date: 7 Nov 2019 Languages in voice-over: Putonghua Languages in subtitle: Simplified Chinese and English Broadcasting channels: at Pavilion LED TV, SCC website, project website Soft copy available at: Putonghua: [https://youtu.be/VVwiYAgUGEY]	Target length of video: ____20____ minutes Actual length of video in Putonghua: 19:28 minutes Actual length of video in Cantonese: 20:42 minutes	Video production: Actual length of video: 3:54 minutes	The video was separated into different parts but the total length of all the videos was around 20 minutes. English subtitle and Putonghua voiceover were added back to all the videos produced before the last pavilion.
Topic: **The performance of FinTech, IoT, and Cyber Security industries in Hong Kong** (for Pavilion 2) Launching date: 26 Nov 2020 Languages in voice-over: Putonghua and Cantonese Languages in subtitle: Simplified Chinese and English Broadcasting channels: at Pavilion LED TV, SCC website, SCC Facebook, project website Soft copy available at: Putonghua: [https://youtu.be/TvaZmg3kEa0] Cantonese: [https://youtu.be/FoILpxVaWMU]		Actual length of video in Putonghua: ____5:56____ minutes Actual length of video in Cantonese: ____5:46____ minutes	
Topic: **SCC IoT Committee Chairman K F TSANG introduces IoT development in Hong Kong** (for Pavilion 1&2) Launching date: 12 Nov 2019 Languages in voice-over: Putonghua and Cantonese Languages in subtitle: Simplified Chinese and English Broadcasting channels: at Pavilion LED TV, SCC website, SCC Facebook, project website Soft copy available at:		Actual length of video in Putonghua: ____3:07____ minutes Actual length of video in Cantonese: ____3:30____ minutes	

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)
Putonghua: [https://youtu.be/1lbX54hMgQc] Cantonese: [https://youtu.be/1QxFiIUI64s]			
Topic: **SCC IT Governance Committee Chairman Ronald PONG introduces HK Cyber Security development** (for Pavilion 1&2) Launching date: 12 Nov 2019 Languages in voice-over: Putonghua and Cantonese Languages in subtitle: Simplified Chinese and English Broadcasting channels: at Pavilion LED TV, SCC website, SCC Facebook, project website Soft copy available at: Putonghua: [https://youtu.be/KBGS73lFjSI] Cantonese: [https://youtu.be/pSw4fvtIqgc]		Actual length of video in Putonghua: _____3:00___ minutes Actual length of video in Cantonese: _____3:09___ minutes	
Topic: **SCC FinTech Committee Chairman Emil CHAN introduces Hong Kong FinTech development** (for Pavilion 1&2) Launching date: 20 Nov 2019 Languages in voice-over: Putonghua and Cantonese Languages in subtitle: Simplified Chinese and English Broadcasting channels: at Pavilion LED TV, SCC website, SCC Facebook, project website Soft copy available at: Putonghua: [https://youtu.be/9Il9QNQNxvc] Cantonese: [https://youtu.be/dhmLOMNPA98]		Actual length of video in Putonghua: _____3:31___ minutes Actual length of video in Cantonese: _____4:23___ minutes	
7. Promotional activities (one advertisement on WeChat and Weibo for each pavilion)			
For Pavilion 1 Name of website: (online) WeChat channel: 高交会 Date of publication: 20 Nov 2019 Web address: https://mp.weixin.qq.com/s/7-rbu84xcVAQEbQs5RAiEw	Target duration of on-line advertisement: _1_ months	Actual duration of on-line advertisement: _more than 1.5_ months (Longer duration as the advertisement was not removed from the websites after publication)	The delay of publishing date is that we found out that we were not able to set up an official WeChat account as SCC is not a company registered in the Mainland China. We adopted CHTF official WeChat

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)
			channel to publish the advertisement. However, the channel holder posted the advertisement late. The acknowledge of support and disclaimer were overlooked and therefore not included. Have included the acknowledgement and disclaimer in the next event.
For Pavilion 1 Name of website: (online) Weibo channel: 财经撰稿人Martin Date of publication: 7 Nov 2019 Web address: https://www.weibo.com/3250779331/If5x7jV1W?type=comment#_rnd1603352119913 2. The followings were additional promotions done by SCC: a) (online) Weibo channel: 商业财经观察 Date of publication: 7 Nov 2019 Other details: complimentary by CHTF organizer Web address: https://www.weibo.com/3158653691/If5x8xvxf?ref=home&rid=0_0_202_2667396792175460192_0_0_0&type=comment#_rnd1603352220472 b) (online) Weibo channel: 财经杂志记者 Date of publication: 7 Nov 2019 Other details: complimentary by CHTF organizer Web address: https://www.weibo.com/3223886944/If5x7m7De?from=page_1005053223886944_profile&wvr=6&mod=weibotime&type=comment#_rnd1603352101714	Target duration of on-line advertisement: _1_ months	Actual duration of on-line advertisement: _more than 1.5_ months (Longer duration as the advertisement was not removed from the websites after publication)	The package offered by the vendor included three promotion channels at the same price (i.e. 财经撰稿人, 商业财经观察 and财经杂志记者).
For Pavilion 2 Name of website: (online) WeChat channel: CSCE智慧城市国际博览会	Target duration of on-line advertisement:	Actual duration of on-line advertisement: _more than 1.5_	

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)
Date of publication: 25 Nov 2020 Other details: complimentary by CSCE organizer Web address: https://mp.weixin.qq.com/s/eJIw4nss MEwWseP_jlc9Yw 2. The followings were additional promotions done by SCC: a) (online) WeChat channel: SCDA 智慧城市发展联盟 Date of publication: 21 Nov 2020 Other details: complimentary by CSCE organizer Web address: https://mp.weixin.qq.com/s/kDqU FJbn7XrHSkxlKf0FEw	_1_ months	months (Longer duration as the advertisement was not removed from the websites after publication)	
For Pavilion 2 Name of website: (online) Weibo channel: 中国智慧城市国际博览会 Other details: complimentary by CSCE organizer Date of publication: 25 Dec 2020 Web address: https://weibo.com/6293278221/JvwIS u4XW?from=page_100606629327822 1_profile&wvr=6&mod=weibotime&t ype=comment#_rnd1611305703184	Target duration of on-line advertisement: _1_ months	Actual duration of on-line advertisement: _more than 1.5_ months (Longer duration as the advertisement was not removed from the websites after publication)	
8. After event report			
For Pavilion 1 A report to be created to assess how well it was organised and gain feedback from participants	Target no. of report: 1	Actual no. of report:1 - report was created and distributed at: e-Newsletter (on website and by eDM): https://smartcity.org.hk/ en/info-enews-detail.ph p?id=10	The acknowledge of support and disclaimer are overlooked and therefore not included. Have included the acknowledgement and disclaimer in the next event.
For Pavilion 2 A report to be created to assess how well it was organised and gain feedback from participants	Target no. of report: 1	Actual no. of report:1 - report was created and distributed at: SCC website, SCC Facebook	

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.

	Project deliverable (all deliverables as set out in the approved project proposal)	Original target completion date [1]	Actual completion date (if applicable)	Status (C/D/N)	Reasons for not meeting the original target completion date
(a)	Preparation work – Hiring, set up steering committee, confirm collaborators. Prepare and work towards China Hi-Tech Fair 2019 on Nov 13-18. Promotion, website, and preparing for opening ceremony, logistics, invitations, pre-event video production etc.	01/12/2019		C	
	China Hi-Tech Fair 2019, Shenzhen, China (13-17 Nov 2019)				
(b)	Preparation – Hiring, set up co-organising committee, confirm collaborators, invite quotations from services providers for video and booklet	10/10/2019		C	
(c)	Promotion – Exhibitors' recruitment, video production (part 1) and booklet	15/10/2019		C	
(d)	Promotional Activities – webpage development, Weibo and WeChat ad designs within the month of October: Roll-out of Webpage and Weibo and WeChat ads during first two weeks of November.	13/11/2019		C	
(e)	Implementation – Confirming exhibitors, logistics arrangements towards China Hi-Tech Fair 2019 on Nov 13-17, and preparing for opening ceremony and forum, visit programme of HK delegation	30/11/2019		C	
(f)	Dissemination – Write post-event report; share with Members on SCC Website, e-Newsletter and Publication	31/12/2019		C	
	China Smart City International Expo (December 2020)				
(g)	Preparation – Hiring, set up co-organising committee, confirm collaborators, invite quotations from services providers for video and booklet	15/06/2020		C	
(h)	Promotion – Exhibitors recruitment, video production (part 2) and booklet	19/07/2020		C	
(i)	Promotional Activities – webpage development, Weibo and WeChat ad designs within the month of August: Roll out of webpage and Weibo and WeChat ads during first two weeks of September.	14/09/2020		C	
(j)	Implementation – Confirming exhibitors, logistics arrangements towards Smart City International Expo 2020 in September, and preparing for opening ceremony and forum, visit programme of HK delegation	14/12/2020		C	
(k)	Dissemination – Write post-event report; share with Members on SCC Website, e Newsletter and Publication.	30/12/2020		C	

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[1] As stated in the approved project proposal.

(l)	Report for the whole project and follow up (including contacting attendees for survey feedback, interviewing attendees for qualitative feedback and ways of improvement and more).	31/01/2021		C	
(m)					

Note:
(i)
(ii)