

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Federation of Hong Kong Industries</u>
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council</u>
Project reference no.	:	<u>T19 001 011</u>
Project title	:	<u>To facilitate Hong Kong product sales in domestic and Mainland markets through enhancement of the public recognition and superiority of “Hong Kong Q-mark” and its product certification scheme in Greater Bay Area</u>
Period covered in this report (whole project duration)	:	From <u>01/09/2019</u> to <u>28/02/2022</u> (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

Hong Kong Q-Mark Council was established by the Federation of Hong Kong Industries in 1978 to pioneer quality and best practice in Hong Kong. The Hong Kong Q-Mark Product Scheme is a product certification scheme in which companies with production plants in Hong Kong, the mainland China or Macau can join. The scheme aims to endorse those companies with an effective quality management system capable of producing consistent quality products by the well-known scheme representing high quality. Promoting “Q-mark” is an effective way to promote Hong Kong brands, enhance awareness and therefore boost sales.

The recently establishment of the Hong Kong-Zhuhai-Macao Bridge and the High Speed Rail ease the transportation and logistics arrangement between Hong Kong and Mainland China. The demand of high quality products increased in the Mainland consumer market and global suppliers are also targeting this big market. It is a high priority for Q-Mark scheme and products to increase the awareness and stay competitive by maintaining high quality standard, followed by expanding to the Mainland.

Project objectives (in about 50 words)

1. To strengthen the superior image (good quality, reliable) of Hong Kong Brands with Excellent Quality through Hong Kong Q-Mark
2. To raise public recognition of “Hong Kong Brands with Excellent Quality: Hong Kong Q-Mark” and the importance of product certification Scheme in Greater Bay Area (9 cities in the mainland, Hong Kong and Macau) in both B2B and B2C aspects
3. To expand the distribution and sales network of Hong Kong product through joining different exhibitions organized (e.g. by HKTDC) in Greater Bay Area (GBA)

Collaborating Organisations (if any)

1. Hong Kong Q-mark Council
2. Hong Kong Trade Development Council (HKTDC)
3. Hong Kong Tailors Association (HKTA)
4. Hong Kong Mould and Product Technology Association Limited (HKMPTA)

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Mr. Tong Chi Wai, Billy	Manager, Hong Kong Q-Mark Council, Federation of Hong Kong Industries
Deputy Project Coordinator	: Ms. Lam Fung Wan, Margaret	Deputy Manager, Hong Kong Q-Mark Council, Federation of Hong Kong Industries

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>01/09/2019</u>	<u>31/08/2021</u>	<u>24</u>
Revised (if applicable)	<u>NA</u>	<u>28/02/2022</u>	<u>30</u>

2. Summary of Project Results

Governance

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

1. Mr. Bernie TING: Chairman of Hong Kong Q-Mark Council
2. Ms. Karen CHAN: Vice-Chairman of Hong Kong Q-Mark Council
3. Mr. Joseph LAU: Council Member of Hong Kong Q-Mark Council
4. Mr. Daniel FUNG: Council Member of Hong Kong Q-Mark Council

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. Q-Mark pavilions			
Pavilion 1: Name of exhibition: CHIC Hong Kong Venue: Nan Fung International Convention & Exhibition Centre, Guangzhou Date: 9/1/2020 – 13/1/2020 Size of pavilion: 45sqm Selection criteria adopted: Q-Mark certified products, e-mail invitations sent to Q-Mark licensees, final approval by steering committee Other details: Leaflets distribution, Border advertisement in Lo Wu and Lok Ma Chau, website advertisement in Q-Mark website as promotion channels	Target no. of products displayed: 30 products from 15 enterprises Target size of pavilion: 45sqm Target promotion channels: Leaflets distribution, Border advertisement in Lo Wu and Lok Ma Chau, Website advertisement in Q-Mark website were planned to deploy	Actual no. of products displayed: 99 products from 18 enterprises Actual size of pavilion: 45sqm Actual promotion channels: Leaflets distribution, Border advertisement in Lo Wu and Lok Ma Chau, Website advertisement in Q-Mark website were deployed	
Pavilion 2: Name and exhibition: HKTDC Food Expo 2021 Venue: HKCEC, Hong Kong Date: 12/8/2021 – 16/8/2021 Size of pavilion: 24sqm Selection criteria adopted: Q-Mark certified food or food related products, final approval by steering committee Other details: Leaflets distribution, broadcasting promotional video as promotion channels	Target no. of products displayed: 30 products from 15 enterprises Target size of pavilion: 24 sqm Target promotion: Leaflets distribution, E-banner advertisement in FoodExpo 2021 website, Website advertisement in Q-Mark website were planned to deploy	Actual no. of products displayed: 132 products from 23 enterprises Actual size of pavilion: 24sqm Target promotion: Leaflets distribution, E-banner advertisement in FoodExpo 2021 website, Website advertisement in Q-Mark website 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)
		planned to deploy	
2. Promotional Video			
<p>The video was produced in two versions: Long-version (full version); Short-version (Cut-down version)</p> <p>Selection criteria adopted interviewees: final approval of licensee list by steering committee</p> <p>Other details: The video was broadcasted during Exhibition 2 (HKTDC Food Expo 2021), and launched in social media</p>	<p>Target length of video: Full version: 6 min Cut-down version: 1 min</p> <p>No. of interviewees: 4 – 6</p> <p>Languages in voice-over: Cantonese and Mandarin</p> <p>Languages in subtitle: Traditional and Simplified Chinese</p> <p>Target launching channel of Full version: Broadcasting in Exhibition 2 (HKTDC Food Expo 2021)</p> <p>Target launching channel of cut-down version: Youku, Tencent video, YouTube were planned to deploy</p>	<p>Actual length of video: Full version: 6:28 Cut-down version: 2:05</p> <p>No. of interviewees: 6</p> <p>Softcopy available at: https://www.youtube.com/channel/UCu4ZUqEW0NCviYvj-m-RrSA/videos (Q-Mark channel in YouTube)</p> <p>Actual Languages in voice-over and subtitle: 1. Cantonese voice-over with Traditional Chinese subtitle 2. Mandarin voice-over with Simplified Chinese subtitle</p> <p>Actual launching channel of Full version: Broadcasting in Exhibition 2 (HKTDC Food Expo 2021)</p> <p>Actual launching channel of cut-down version: Youku, Tencent video, YouTube were deployed</p>	
3. Leaflets			
<p>Contents: Introduction of Hong Kong Q-Mark Product Scheme</p> <p>Distribution channels: 1. In Exhibition 1 2. In Exhibition 2 3. To FHKI members</p>	<p>Target no. of printed copies: 3500 (1000 for Exhibition 1, 1500 for Exhibition 2, 1000 for FHKI members)</p>	<p>Actual no. of printed copies: 3000 (1000 for Exhibition 1, 1500 for Exhibition 2, 500 for FHKI members)</p>	<p>Exhibition 3 (HKBPE, Macau) was approved to be taken out in 4th change request. Leaflet version for exhibition 3 was supposed</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)
			to have 1500 copies distributing during exhibition and 500 copies to FHKI members. As the exhibition 3 was removed, the version wasn't printed out.
4. Online Advertisement			
Middle website banner promotion in HKTDC Food Expo 2021 website: Website of the online advertisement: https://event.hktdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo/	Target duration: 3 months	Actual duration: 3 months (93 days) Schedule breakdown: 3/Jun/2020-16/Jul/2020 (44days, for Food Expo 2020 promotion, which was then postponed to 2021); 6/Jul/2021-23/Aug/2021 (49days, for Food Expo 2021 promotion, the remaining entitlement days were consumed)	
Q-mark Council website advertisement: Website of the online advertisement: http://www.qmark.org.hk Size: 330Wx220H	Launching period: 9 months (36 weeks) Schedule breakdown: 24weeks for Exhibition 1 promotion, 12 weeks for Exhibition 2 promotion	Launching period: 9 months (36 weeks) Schedule breakdown: For Exhibition 1: 24 weeks (13/Dec/2019 – 28/May/2020) For Exhibition 2: 12 weeks: i) 9/Jun/2020 – 4/Aug/2020 (8 weeks, for Food Expo 2020, which was then postponed to 2021); ii) 20/Jul/2021 – 16/Aug/2021 (4 weeks, for Food Expo 2021, the remaining entitlement days were consumed)	

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)
5. Social Media (Mainland China)			
Media platform: Wechat Account will be set up, advertisement/articles/news feed will pop up continuously throughout the project implementation period	Account for Q-Mark promotion would be set up in Wechat. Content: H5 games: designed for promoting Q-mark WeChat advertisement, pop up articles would be launched periodically, normally once a week	Account for Q-Mark has been setup in Wechat 微信公眾號 Content breakdown: No. of H5 games launched: 6 No. of pop up articles/advertisement : 42 (Please refer to supplementary document <u>"Promotion material for Social Media (Mainland)"</u> for details)	
Media platform: Youku Content: Cut-down version of promotional video	Upload and launch the Cut-down version of promotional video	The video was launched: https://v.youku.com/v_show/id_XNTg0NDQ3NzcxNg==.html	
Media platform: Tencent Video Content: Cut-down version of promotional video	Upload and launch the Cut-down version of promotional video	The video was launched: https://v.qq.com/x/page/m3153kgaxzz.html	
6. Social Media (Hong Kong)			
Media platform: Facebook Content: Facebook page maintenance, pop-up articles	Facebook page maintenance, pop-up articles Target no. of newsfeed: NA	The facebook page was being maintenance and launch pop-up articles throughout the whole project implementing period Actual no. of newsfeed: 6 (Please refer to supplementary document <u>"Promotion material for Social Media (HongKong)"</u> for details)	
Media platform: YouTube Content: Cut-down version of promotional video	Upload and launch the Cut-down version of promotional video	The video was launched: https://www.youtube.com/watch?v=ggP2yH3PWtQ	

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)
7. Border Advertisement			
Border Advertisement: Location: Lo Wu and Lok Ma Chau Size: 12-sheet (6m(W) x 1.5m(H))	Target no. of pages (printed advertisement): 1 for Lo Wu and 1 for Lok Ma Chau Target duration: 4 weeks Target Size: 12-sheet (6m(W) x 1.5m(H))	Actual no. of pages (printed advertisement): 1 for Lo Wu Station Departure Hall T001, and 1 for Lok Ma Chau Station Railway Platform 2/F, Panel TS009 Actual duration : 20/12/2019 to 16/1/2020 (4 weeks) Actual Size: 12-sheet (6m(W) x 1.5m(H))	

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) Roadmap and schedule setting of the series promotion activities	10/9/2019		C	
(b) Production of leaflet	31/1/2020		C	
Set up WeChat account and promotions on social media in HK and the Mainland	31/1/2020	18/03/2020	C	See note (i)
(d) Preparation for Exhibition 1 ("Chic Hong Kong" in Guangzhou)	31/1/2020		C	
(e) Cross border advertisement in the period of exhibition 1	31/1/2020		C	
Advertisement promotion in the period of exhibition in the websites of Hong Kong Q-mark Council	31/1/2020	28/05/2020	C	See note (ii)
(g) Production of video	30/9/2020		C	
(h) All social media promotion	30/9/2020		C	
(i) Preparation for Exhibition 2 (HKTDC Food Expo 2021)	30/9/2020	31/08/2021	C	See note (iii) and (iv)
(j) Top Banner in HKTDC Food Expo 2021 Website	30/9/2020	31/08/2021	C	See note (iii) and (iv)
Advertisement promotion in the period of exhibition in the websites of Hong Kong Q-mark Council	30/9/2020	31/08/2021	C	See note (iii) and (iv)

¹ As stated in the approved project proposal.

	Launch social media promotions in				
(l)	HK and the Mainland	30/4/2021	31/08/2021	C	See note (iii) and (iv)
	Launch social media promotions in				
(m)	HK and the Mainland	30/8/2021	28/02/2022	C	See note (iii)

Note:

- (i) The WeChat account was set up on 17 January 2020. There was a delay in publishing the promotional articles as the service supplier in the Mainland was not able to provide service during Lunar New Year holiday.
- (ii) The floor plan and booth location was confirmed in late November 2019. The website advertisement with all exhibition details was launched on 13 December 2019 after confirming the details of the booth.
- (iii) Due to the COVID-19 epidemic, the project experienced a general delay. Project amendment has been approved to extend the project period for 6 months (from 31/08/2021 to 28/02/2022) to complete the deliverables.
- (iv) The Food Expo was rescheduled from November 2020 to 12-16 August 2021 due to the COVID-19 epidemic and renamed as Hong Kong Trade Development Council Food Expo 2021.