

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	The Toys Manufacturers' Association of Hong Kong Limited (TMHK)
Implementation Agent(s) (if any)	:	Federation of Hong Kong Industries (FHKI)
Project reference no.	:	T19 001 012
Project title	:	To establish and promote the brand image of "Made by Hong Kong" toys in the Mainland and Greater Bay Area
Period covered in this report (whole project duration)	:	From 01/10/2019 to 31/12/2021 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

In the light of Hong Kong toy players' competitiveness in producing safe, high-quality and innovative toy products and huge business potentials in the Greater Bay Area and Mainland, this project was launched to establish and promote the brand image of "Made by Hong Kong" toys in the Greater Bay Area and Mainland. A series of events was planned to lead the project to a success, including "Made by Hong Kong" Toys Awards, toys tradeshow in Hong Kong and Shenzhen and a variety of promotional activities, helping local toy manufacturers to promote their brands and expand business portfolios in the Great Bay Area and Mainland.

Project objectives (in about 50 words)

1. To promote and enhance brand awareness of "Made by Hong Kong" toys in the Greater Bay Area and Mainland;
2. To increase and strengthen the brand image of "Made by Hong Kong" toys as safe and good quality toys to manufacturers and consumers in the Greater Bay Area and Mainland markets;
3. To provide platform for the local toy manufacturers to further promote their brands and increase the collaboration opportunities with manufacturers in the Greater Bay Area and Mainland.

Collaborating Organisations (if any)

Hong Kong Toys Council (HKTC)
Hong Kong Trade Development Council (HKTDC)
Design Council of Hong Kong

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Ms Becky To	Executive Officer of TMHK
Deputy Project Coordinator	: Ms Cindy Lau	Manager of FHKI

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>01/10/2019</u>	<u>31/03/2021</u>	<u>18 months</u>
Revised (if applicable)	<u>01/10/2019</u>	<u>31/12/2021</u>	<u>27 months</u>

2. Summary of Project Results

Governance

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

Mr Samson Ko (President of TMHK)

Mr CM Leung (Past President of TMHK)

Mr Dominic Tam (Past President of TMHK)

Ms Elizabeth Yip (Executive Vice President of TMHK)

Mr CK Yeung (Honorary Advisor of TMHK)

Mr Ivan Ting (Chairman of HKTC)

Ms Emily Cheung (Past Chairman of HKTC)

Role: i. to provide direction and advice for the project; ii. to screen the participating companies for exhibitions;
iii. to select the winning companies for the awards.

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. "Made by Hong Kong" Toys Awards			
Name: "Made by Hong Kong" Toys Awards Judging date: 13 November 2019 Selection criteria: (i) Proven record of license or original in Hong Kong: - Concept design/ originality; - Speciality (ii) Safety: -Product functionality/ in safe quality/ environmental friendliness (iii) Education element: - Concept design/ originality; - Speciality; - Marketability (iv) Innovative element: - Concept design/ originality; - Speciality; - Marketability (v) Design element: - Concept design/ originality; - Marketability; - Product functionality/ in safe quality/ environmental friendliness	Target no. of products participated: Over 30 products Target no. of awards: 10 awards	Actual no. of products participated: 79 products Actual no. of awards: 12 (gold and silver awards); 30 (merit awards) There were 6 categories in the award. In each category, 1 gold Award, 1 silver award and 5 merit awards were presented. Thus, 12 gold and silver awards were presented while the remaining 30 merit awards were presented as consolation prizes to increase the attractiveness of the award.	

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)
2. Hong Kong Pavilions (B2B Exhibition Promotion)			
Pavilion 1 Name and place of exhibition: Hong Kong Toys & Games Fair in Hong Kong Convention & Exhibition Centre (HKCEC) Date: 6-9 January 2020 Size of pavilion: 54 sqm Selection criteria adopted: All winning products (42 products)	Target size of pavilion: 54 sqm Target no. of products displayed: 40 products from 20 enterprises Target duration: 4 days Target on-site promotion: 1 advertisement in exhibition directory	Actual size of pavilion: 54 sqm Actual no. of products displayed: 42 products from 33 enterprises Actual duration: 4 days Actual on-site promotion: 1 advertisement in exhibition directory	
Pavilion 2 Name and place of exhibition: Shenzhen International Toy & Education Fair in Shenzhen World Exhibition & Convention Centre Date: 30 March-1 April 2021 Size of pavilion: 54 sqm Selection criteria adopted: All winning products (42 products)	Target size of pavilion: 50 sqm Target no. of products displayed: 40 products from 20 enterprises Target duration: 3 days Target on-site promotion: 1 advertisement in exhibition directory	Actual size of pavilion: 54 sqm Actual no. of products displayed: 42 products from 33 enterprises Actual duration: 3 days Actual on-site promotion: 1 advertisement in exhibition directory	
Pavilion 3 Name and place of exhibition: China Toys Expo in Shanghai New International Expo Centre Date: 19-21 October 2022 Size of pavilion: 50 sqm Selection criteria adopted: All winning products (42 products)	Target size of pavilion: 50 sqm Target no. of products displayed: 40 products from 20 enterprises Target duration: 3 days Target on-site promotion: 1 advertisement in exhibition directory	NA	The exhibition has been postponed to October 2022 that is out of the project period. Therefore, the exhibition is excluded from the project.
3. Promotion Video			
Launching date: 1 September 2020 Languages in voice-over: English, Cantonese and Putonghua Languages in subtitle: English, Traditional and Simplified Chinese Broadcasting channels: HKTC's	Target length of video: 10 minutes	Actual length of video: 15 minutes (long version), 5 minutes (short version)	

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 and Shenzhen International Toy & Education Fair</p> <p>Softcopy available at: https://www.toyshk.org/zh-hant/</p>			
4. Leaflets			
<p>Contents: Promoting the overall project and award results in 10 pages with 2 versions (Traditional Chinese & English version, Simplified Chinese & English version)</p> <p>Distribution channels: All HKTC and TMHK activities, meetings with external parties and exhibitions</p>	<p>Target no. of designs: 2 versions</p> <p>Target no. of printed copies: 1,000 copies for each exhibition (3,000 copies in total)</p>	<p>Actual no. of designs: 2 versions</p> <p>Actual no. of printed copies: 1,000 copies for exhibitions in Hong Kong and Shenzhen respectively (2,000 copies in total)</p>	<p>Since the exhibition in Shanghai has been postponed to October 2022 that is out of the project period, the remaining 1000 copies for this exhibition have not been distributed.</p>
5. eDM			
<p>Contents: Promoting each exhibition and inviting buyers (2 times x 3 exhibitions), 4 times for calling award entries and results announcement (10 times in total)</p> <p>Language: Traditional Chinese</p> <p>Distribution channels: Databases of FHKI, HKTC, TMHK and other collaborating organisations</p>	<p>Target no. of eDM: 10 times</p>	<p>Actual no. of eDM: 8 times (2 times x 2 exhibitions), 4 times for calling award entries and results announcement</p>	<p>Since the exhibition in Shanghai has been postponed to October 2022 that is out of the project period, the remaining 2 eDMs for this exhibition have not been produced.</p>
6. Advertisement in TMHK & HKTC annual publication			
<p>Name of newspaper / magazine / website: Publication for 2019 Hong Kong Toy Industry Dinner (2019 年香港玩具業週年晚會)</p> <p>Content: Promoting the overall project and upcoming events</p> <p>Language: Traditional Chinese</p> <p>Distribution channels: TMHK and HKTC annual dinner</p> <p>Date of publication: 9 December 2019</p> <p>Period of on-line advertisement: NA</p>	<p>Target no. of pages (printed advertisement): 2 issues and 2 ROPs for each</p> <p>Target duration of on-line advertisement: NA</p>	<p>Actual no. of pages (printed advertisement): 1 issue and 2 ROPs</p> <p>Actual duration of on-line advertisement: NA</p>	<p>Since the 2020 Toy Industry Dinner was cancelled due to COVID-19, so did the publication and 2nd issue of the advertisement.</p>
7. Advertisement in FHKI publication			
<p>Name of newspaper / magazine / website: HK Industrialist</p> <p>Content: Promoting the overall project and upcoming events</p>	<p>Target no. of pages (printed advertisement): 4 issues and 5 ROPs in total (2 ROPs for</p>	<p>Actual no. of pages (printed advertisement): 3 issues and 4 ROPs in total (2 ROPs for</p>	<p>Since the exhibition in Shanghai has been postponed to October 2022</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)
Language: Bilingual (English and Traditional Chinese) Distribution channels: FHKI and collaborating organisations Date of publication / issue period: Jan – Feb 2020 (31 Jan 2020) Apr – Jun 2020 (30 Apr 2020) May – Jul 2021 (31 May 2021) Period of on-line advertisement: NA	awards promotion, 3 ROPs for exhibition promotion) Target duration of on-line advertisement: NA	awards promotion, 2 ROPs for exhibition promotion) Actual duration of on-line advertisement: NA	that is out of the project period, the advertisement with 1 ROP for this exhibition has not been issued.
8. e-banner on HKTC website			
Contents: Promoting the overall project and upcoming events Language: Traditional Chinese Distribution channels: HKTC's website	Target duration: 18 months (from October 2019 to March 2021)	Actual duration: 27 months (from October 2019 to December 2021)	

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) “Made by Hong Kong” Toys Awards	31/03/2020	-	C	-
(b) Production of toys industry video	31/03/2020	01/09/2020	D	Note (i)
(c) Promoting the award & tradeshow in Hong Kong and Mainland	31/03/2021	31/12/2021	D	Note (ii)
(d) Set up booth and establish a Hong Kong toys brand zone in Hong Kong	31/01/2020	-	C	
(d) Toys & Games Fair in Hong Kong				
Set up booth and establish a Hong Kong toys brand zone in Shenzhen International Toy & Education Fair in	31/03/2020	31/03/2021	D	Note (iii)
(e) Shenzhen				
Set up booth and establish a Hong Kong toys brand zone in China Toys	31/10/2020	NA	N	Note (v)
(f) Expo in Shanghai				
Note:				
(i) The interviewees were unable to conduct interviews for the video due to COVID-19 that caused delay.				
(ii) Exhibitions in Shenzhen and Shanghai were postponed due to COVID-19 that caused delay.				
(iii) Exhibition was postponed from Mar 2020 to Mar 2021 due to outbreak of COVID-19 that caused delay.				

¹ As stated in the approved project proposal.

- (iv) Exhibition was postponed from Oct 2020 to Oct 2021 and further to Oct 2022 due to outbreak of COVID-19 that is out of the project period, and has been excluded from the project.