

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	<u>Hong Kong Plastic Machinery Association Limited</u>
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council</u>
Project reference no.	:	<u>T19 001 014</u>
Project title	:	<u>To promote the fiber-reinforced plastic processing machinery of Hong Kong plastic machinery manufacturers to automotive industry in China</u>
Period covered in this report (whole project duration)	:	From <u>01/11/2019</u> to <u>30/06/2021</u> (dd/mm/yyyy) (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

Hong Kong Plastic Machinery Association Limited has organized a series of promotional campaigns at DMP Greater Bay Area Industrial Expo and Chinaplas in Mainland China to promote the strong capability of Hong Kong plastic machinery manufacturers by demonstrating the fiber-reinforced plastic processing machinery and assist Hong Kong plastic machinery manufacturers to capture business opportunities through participation in international tradeshows and expand their business to Mainland China. The promotional campaigns included setting up Hong Kong pavilions, arranging business networking meetings with potential buyers, sharing to industry stakeholders and construction of the automatic plastic demonstration line at the two international plastic shows in Mainland China.

### Project objectives (in about 50 words)

To promote the fiber-reinforced plastic processing machinery of Hong Kong plastic machinery manufacturers to automotive industry in China.

To strengthen the brand image of Hong Kong plastic machinery industry as a cost-effective and one-stop solution provider for the automotive industry in China.

### Collaborating Organisations (if any)

Hong Kong Auto Parts Industry Association Limited

Society of Plastics Engineers Hong Kong Limited

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Jim LIU</u>	<u>Chairman, Hong Kong Plastic Machinery Association Limited</u>
Deputy Project Coordinator	: <u>Kwok Wai SUEN, Samson</u>	<u>General Manager, Hong Kong Productivity Council</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>01/11/2019</u>	<u>31/01/2021</u>	<u>15</u>
Revised (if applicable)	<u>N.A.</u>	<u>30/06/2021</u>	<u>20</u>

## 2. Summary of Project Results

### Governance

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

Mr. Zen Chan, Standing Vice-Chairman of Hong Kong Plastic Machinery Association Limited (HKPMA)

Mr. S.S. Tse, Vice-Chairman of HKPMA

Mr. W.C. Leung, Vice-Chairman of HKPMA

Mr. Eddie Cheung, Vice-Chairman of HKPMA

Ms. Grace Tai, Vice-Chairman of HKPMA

Mr. Yiu Cho Ko, Senior Consultant of Hong Kong Productivity Council

Mr. Jeff Ho, Senior Engineering Specialist of Covestro (Hong Kong) Limited

Mr. Mike Lo, Strategic Development Manager of Milton Plastics Limited

### 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 in exhibitions			
<p>Hong Kong Pavilion 1</p> <p>Name and place of exhibition: Chinaplas 2021, Shenzhen</p> <p>Date: 13-16 Apr 2021 (4 days)</p> <p>Size of pavilion: 139.5 sqm</p> <p>The HK pavilion comprise of 3 areas: the demonstration area, the exhibition area and the discussion area.</p> <p>Size of demonstration area: 55 sqm</p> <p>Size of exhibition area: 55 sqm</p> <p>Size of discussion area: 29.5 sqm</p> <p>Other details:</p> <ul style="list-style-type: none"> <li>139.5 sqm raw space was booked and the booth location was assigned.</li> <li>Fiber-reinforced side mirror of vehicle was produced by the automatic plastic demonstration line.</li> <li>Hong Kong pavilion and automatic plastic demonstration line were set up.</li> <li>The following selection criteria was adopted for the products displayed at the pavilion:               <ul style="list-style-type: none"> <li>(i) Advancement of machinery/equipment e.g. special features, multifunctional</li> </ul> </li> </ul>	<p>Target size of pavilion: 140 sqm (including a demonstration area: 55 sqm, an exhibition area: 55 sqm and discussion area: 30 sqm)</p> <p>Target number of products to be displayed: 8-10 machinery or equipment from 3-5 enterprises for demonstration area and 50 exhibits from 7-10 enterprises for exhibition area</p> <p>Target duration: 4 days</p>	<p>Actual size of pavilion: 139.5 sqm (including a demonstration area: 55 sqm, an exhibition area: 55 sqm and discussion area: 29.5 sqm)</p> <p>Actual number of products displayed: 11 machinery and equipment from 5 enterprises for demonstration area and 157 exhibits from 7 enterprises for exhibition area</p> <p>Actual duration: 4 days</p>	<p>The exhibition organizer was only able to offer 139.5 sqm pavilion size instead of 140 sqm (as stated in the project proposal) to HKPMA. Therefore, the size of the discussion area was changed to 29.5 sqm instead of 30 sqm (as stated in the project proposal).</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)
(ii) Machine / equipment technical performance e.g. accuracy, repeatability, reliability (iii) Fabrication quality e.g. ISO 9000 (iv) Track record on offering FRP processing machinery / equipment / service			
<p>Hong Kong Pavilion 2</p> <p>Name and place of exhibition: 2020 DMP Greater Bay Area Industrial Expo (DMP 2020), Shenzhen  Date: 24-27 Nov 2020 (4 days)  Size of pavilion: 150 sqm  The HK pavilion comprise of 3 areas: the demonstration area, the exhibition area and the discussion area.  Size of demonstration area: 55 sqm  Size of exhibition area: 55 sqm  Size of discussion area: 40 sqm</p> <p>Other details:</p> <ul style="list-style-type: none"> <li>150 sqm raw space was booked and the booth location was assigned.</li> <li>Fiber-reinforced side mirror of vehicle was produced by the automatic plastic demonstration line.</li> <li>Hong Kong pavilion and automatic plastic demonstration line were setup.</li> <li>The following selection criteria was adopted for the products displayed at the pavilion: <ul style="list-style-type: none"> <li>(i) Advancement of machinery/equipment e.g. special features, multifunctional</li> <li>(ii) Machine / equipment technical performance e.g. accuracy, repeatability, reliability</li> <li>(iii) Fabrication quality e.g. ISO 9000</li> <li>(iv) Track record on offering FRP processing machinery / equipment / service</li> </ul> </li> </ul>	<p>Target size of pavilion: 140 sqm (including a demonstration area: 55 sqm, an exhibition area: 55 sqm and discussion area: 30 sqm)</p> <p>Target no. of products to be displayed: 8-10 machinery or equipment from 3-5 enterprises for demonstration area and 50 exhibits from 7-10 enterprises for exhibition area</p> <p>Target duration: 4 days</p>	<p>Actual size of pavilion: 150 sqm (including a demonstration area: 55 sqm, an exhibition area: 55 sqm and discussion area: 40 sqm)</p> <p>Actual no. of products displayed: 10 machinery and equipment from 4 enterprises for demonstration area and 168 exhibits from 7 enterprises for exhibition area</p> <p>Duration: 4 days</p>	<p>The exhibition organizer was only able to offer a pavilion of 150 sqm instead of 140 sqm (as stated in the project proposal) to HKPMA. Therefore, the size of the discussion area was changed to 40 sqm instead of 30 sqm (as stated in the project proposal).</p>
<b>2. Business networking sessions</b>			
<p>Business networking session at the Chinaplas (Shenzhen)</p> <p>Date: 15/4/2021  Time: 11:00 – 12:00 (1 hour)  The business networking session was</p>	<p>Target duration: 1 hour</p> <p>Target number of participants from Hong Kong: 25</p>	<p>Duration: 1 hour</p> <p>Actual number of participants from Hong Kong: 15</p>	<p>Due to the COVID-19 pandemic, fewer Hong Kong participants and Mainland</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)
conducted in the discussion area in Hong Kong Pavilion 1.	Target number of Mainland buyers: 25	Actual number of Mainland buyers: 23  The business networking session was held physically. Most of the participants from Hong Kong were company representatives who worked in the Mainland branches of the Hong Kong enterprises. The remaining participants from Hong Kong completed the quarantine to participate in the business networking session.	buyers participated in the exhibition, hence the number of Hong Kong participants and Mainland buyers participating in the business networking session was lower than the target.
Business networking session at the DMP 2020 (Shenzhen) Date: 25/11/2020 Time: 11:00 – 12:00 (1 hour) The business networking session was conducted in the discussion area in Hong Kong Pavilion 2.	Target duration: 1 hour  Target number of participants from Hong Kong: 25  Target number of Mainland buyers: 25	Actual duration: 1 hour  Actual number of participants from Hong Kong: 19  Actual number of Mainland buyers: 23  The business networking session was held physically. Most of the participants from Hong Kong were company representatives who worked in the Mainland branches of the Hong Kong enterprises. The remaining participants from Hong Kong completed the quarantine to participate in the business networking session in the Mainland.	Due to the COVID-19 pandemic, fewer Hong Kong participants and Mainland buyers participated in the exhibition, hence the number of Hong Kong participants and Mainland buyers participating in the business networking session was lower than the target.
<b>3. Promotional video</b>			
Storyboard completion date: 6/4/2020 Publication date: 31/10/2020 Languages in voice-over: Putonghua Languages in subtitle: Simplified Chinese	Target length of video: 5 minutes	Actual length of video: 5:06 minutes	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>Broadcasting channels: The promotional video was played during the Hong Kong pavilions in the two exhibitions and was uploaded to the project website.</p> <p>Softcopy available at:  <a href="https://www.hkpmatsf.com/en/technology_sharing_library/videos/">https://www.hkpmatsf.com/en/technology_sharing_library/videos/</a></p> <p>Other details:  The video includes:</p> <ul style="list-style-type: none"> <li>• Background of fiber-reinforced plastic processing technology</li> <li>• Real operation of the automatic plastic demonstration line</li> <li>• Conclusion and future prospect</li> </ul>			
<b>4. Project website</b>			
<p>Framework completion date: 3/4/2020</p> <p>Launching date: 29/7/2020</p> <p>Web address: <a href="http://www.hkpmatsf.com">www.hkpmatsf.com</a></p> <p>Other details:</p> <ul style="list-style-type: none"> <li>• The website includes 4 sub-pages: main homepage, project introduction, technology sharing library and contact us.</li> <li>• The project deliverable materials in electronic format such as photos, advertisement and leaflets of two exhibitions were uploaded into the project website for public access.</li> </ul>	<p>Target no. of website: 1</p>	<p>Actual no. of website: 1</p>	N/A
<b>5. Leaflets for pavilions and business networking meetings</b>			
<p>Leaflets for the pavilions and business networking sessions</p> <p>Details:  The content of leaflet is as follows:</p> <ul style="list-style-type: none"> <li>• Introduction of project background including information of business matching session</li> <li>• Technical information of automatic plastic demonstration line</li> <li>• Development trend of fiber-reinforced plastic processing machinery and technology of HK manufacturers</li> </ul> <p>Distribution channels:</p> <ul style="list-style-type: none"> <li>• Hardcopies were distributed at Hong Kong pavilions during the DMP 2020 (24-27 Nov 2020) and Chinaplas 2021 (13-16 April 2021)</li> </ul>	<p>Target no. of version: 1 version for each pavilion, 2 versions in total</p> <p>Target no. of printed copies: 1,000 copies for each pavilion, 2,000 copies in total</p>	<p>Actual no. of design: 1 version for each pavilion, 2 versions in total</p> <p>Actual no. of printed copies: 1,000 for each pavilion, 2,000 copies in total</p>	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)
<ul style="list-style-type: none"> <li>E-version of the leaflets was uploaded to the project website and HKPMA's website</li> </ul> <p>Links to the relevant webpages on the project website:</p> <ul style="list-style-type: none"> <li>Chinaplas 2021 (Hong Kong Pavilion 1) <a href="https://www.hkpmatsf.com/en/template/detail/5/">https://www.hkpmatsf.com/en/template/detail/5/</a></li> <li>DMP 2020 (Hong Kong Pavilion 2) <a href="https://www.hkpmatsf.com/en/template/detail/4/">https://www.hkpmatsf.com/en/template/detail/4/</a></li> </ul> <p>Links to the relevant webpage on HKPMA's website:</p> <ul style="list-style-type: none"> <li>Chinaplas 2021 (Hong Kong Pavilion 1) Page 1: <a href="http://www.hkpma.com/tc/news_details.php?id=141&amp;page=1&amp;cid=13">http://www.hkpma.com/tc/news_details.php?id=141&amp;page=1&amp;cid=13</a> Page 2: <a href="http://www.hkpma.com/tc/news_details.php?id=144&amp;page=1&amp;cid=13">http://www.hkpma.com/tc/news_details.php?id=144&amp;page=1&amp;cid=13</a></li> <li>DMP 2020 (Hong Kong Pavilion 2) Page 1 <a href="http://www.hkpma.com/tc/news_details.php?id=150&amp;page=1&amp;cid=13">http://www.hkpma.com/tc/news_details.php?id=150&amp;page=1&amp;cid=13</a> Page 2 <a href="http://www.hkpma.com/tc/news_details.php?id=147&amp;page=1&amp;cid=13">http://www.hkpma.com/tc/news_details.php?id=147&amp;page=1&amp;cid=13</a></li> </ul>			
<b>6. Printed advertisements in exhibition official publications</b>			
<p>Printed advertisement in exhibition official publication of Chinaplas 2021</p> <ul style="list-style-type: none"> <li>Name of publication: Exhibition Catalogue (大會會刊)</li> <li>Date of publication: 13 Apr 2021</li> </ul> <p>Printed advertisement in exhibition official publication for DMP 2020</p> <ul style="list-style-type: none"> <li>Name of publications: Show Daily (展會快報)</li> <li>Date of publication: 24-26 Nov 2020</li> <li>There are three different versions of Show Daily published on 24, 25 and 26 Nov 2020 respectively, but the design of the printed advertisement for Pavilion 2 is the same.)</li> </ul>	<p>Target no. of page: 1 page for each exhibition, 2 pages for the two exhibitions</p>	<p>Actual no. of page: 1 page for each exhibition, 2 pages for the two exhibitions</p>	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)
Other details: Information of the Hong Kong pavilions and business networking sessions was included in the advertisements.			
<b>7. Invitation of exhibits in eDM format</b>			
<p>Content:</p> <ul style="list-style-type: none"> <li>To introduce the Hong Kong pavilions in DMP 2020 and Chinaplas 2021 and to recruit exhibitors for the pavilions</li> </ul> <p>Distribution channels: Via the network of HKPMA and the collaborating organisations</p> <p>eDMs sent by HKPMA:  <u>DMP 2020:</u>  Date: 13 July 2020 (1<sup>st</sup> round)  Date: 20 October 2020 (2<sup>nd</sup> round)  <u>Chinaplas 2021:</u>  Date: 22 December 2020</p> <p>eDMs sent by HKPMA to Hong Kong Auto Parts Industry Association Limited (one of the collaborating organisations)  <u>DMP 2020:</u>  Date: 13 July 2020 (1<sup>st</sup> round)  Date: 20 October 2020 (2<sup>nd</sup> round)  <u>Chinaplas 2021:</u>  Date: 22 December 2020</p> <p>eDMs sent by HKPMA to Society of Plastics Engineers Hong Kong Limited (one of the collaborating organisations)  <u>DMP 2020:</u>  Date: 13 July 2020 (1<sup>st</sup> round)  Date: 20 October 2020 (2<sup>nd</sup> round)  <u>Chinaplas 2021:</u>  Date: 22 December 2020</p>	Target no. of page: 1 page for each exhibition, 2 pages for 2 exhibitions	Actual no. of page: 4 pages for each exhibition, 8 pages for 2 exhibitions	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)	<u>Original target completion date</u> <sup>1</sup>	<u>Actual completion date</u>	<u>Status</u> (C/D/N)	<u>Reasons for not meeting the original target completion date</u>
			(if applicable)		
(a)	To develop the project website.	31/01/2020	29/07/2020	D	Refer to note (i)
(b)	To identify and design an appropriate plastic sample that is suitable to showcase the production of plastic part for technology demonstration to the automotive industry.	31/01/2020		C	
(c)	To prepare the scripts and produce the promotional video.	31/01/2020	31/10/2020	D	Refer to note (ii)
(d)	To develop the mould, jig and fixtures and the infrared heating system for the tailor-made fiber-reinforced product for demonstration line.	31/01/2020	31/10/2020	D	Refer to note (ii)
(e)	To line up with Hong Kong plastic machinery manufacturers for setting up the 1 <sup>st</sup> demonstration line and form the “Hong Kong pavilion” participating group.	31/03/2020	31/10/2020	D	Refer to note (ii)
(f)	To conduct trial run for the 1 <sup>st</sup> demonstration line.	31/03/2020	31/10/2020	D	Refer to note (ii)
(g)	To design and produce leaflets for Hong Kong pavilion at DMP 2020.	31/10/2020		C	
(h)	To organize the Hong Kong pavilion, business networking activity at DMP 2020.	31/01/2021	30/11/2020	C	
(i)	To upload the project deliverables to the project website.	31/05/2020	30/11/2020	D	Refer to note (iii)
(j)	To line up with Hong Kong plastic machinery manufacturers for setting up the 2 <sup>nd</sup> demonstration line and form the “Hong Kong pavilion” participating group.	31/10/2020	31/03/2021	D	Refer to note (ii)
(k)	To conduct trial run for the 2 <sup>nd</sup> demonstration line.	31/10/2020	31/03/2021	D	Refer to note (ii)
(l)	To design and produce leaflets for Hong Kong pavilion at Chinaplas 2021.	31/03/2020	31/03/2021	D	Refer to note (iii)
(m)	To organize the Hong Kong pavilion, business networking activity at Chinaplas 2021.	31/05/2020	30/06/2021	D	Refer to note (iii)
(n)	To upload the project deliverables to the project website.	31/01/2021	30/06/2021	D	Refer to note (iii)

Note:

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

- (i) Due to the COVID-19 pandemic, the Chinaplas 2020 exhibition was postponed without a definite revised exhibition date. The grantee considered that there was insufficient information to be posted by the original deadline for the launch of the project website on 31 January 2020, therefore, the grantee decided to postpone the launching of the project website. In this connection, the project website was launched on 29 July 2020.
- (ii) Due to the social distancing measures amid the COVID-19 pandemic, the set-up of the first automatic demonstration line was delayed. Since the automatic demonstration line was a core part of the promotional video, the production of the promotional video was also delayed and it was only produced on 31 October 2020.
- (iii) Due to the COVID-19 pandemic, the exhibition organiser announced that Chinaplas 2020 was rescheduled from April 2020 to August 2020. Project amendment was approved in March 2020 for rescheduling the timing of participating in Chinaplas. Subsequently, the exhibition organiser announced that Chinaplas 2020 was rescheduled from August 2020 to April 2021. The second project amendment was approved in June 2020 for rescheduling the timing of participation in Chinaplas from August 2020 to April 2021 and to extend the project duration for five months until 30 June 2021, amongst other changes. The implementation timeline of relevant deliverables was updated accordingly.