

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Hong Kong Footwear Association Limited</u>
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council</u>
Project reference no.	:	<u>T19 002 015</u>
Project title	:	<u>To illustrate technical strengths of Hong Kong footwear SMEs to potential Asia markets</u>
Period covered in this report (whole project duration)	:	From <u>01/12/2019</u> to <u>30/11/2022</u> (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

Facing the problem of declining sales turnover in exporting markets, it is crucial for Hong Kong footwear SMEs to learn the most updated market information and look into the possible regional cooperation within Asia regions, promote its status as a one-stop service hub and explore new export opportunities by demonstrating its advanced advantage in supply chain and finished products together with high research and development ability on footwear raw-materials and machinery manufacturing.

With reference to increasing demand on innovation in the Mainland, Hong Kong Footwear Association will set up a Hong Kong Pavilion in Guangzhou to promote components and machinery for manufacturing and reinforce the role of Hong Kong in the footwear industry. Besides, International Footwear Conference will be organised to provide the most updated and direct market information of the Asia regions, helping SMEs in future planning of their business in terms of trade as well as production.

Project objectives (in about 50 words)

- To enhance the competitiveness of Hong Kong enterprises by promoting the capability of Hong Kong footwear value chain in the Mainland and Asia
- To assist Hong Kong footwear enterprises to link up with potential buyers in Mainland trade show
- To facilitate Hong Kong footwear enterprises better understand the potential Asian markets

Collaborating Organisations (if any)

1. Federation of Hong Kong Industries

2. The Hong Kong Hide & Leather Traders' Association Limited

3. Hong Kong Synthetic Leather & Metal Material Suppliers' Association Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	Mr. Eddie Lam	President, Hong Kong Footwear Association Limited
Deputy Project Coordinator	Ir. Suen Kwok Wai, Samson	Principal 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	01/12/2019	31/01/2021	14
Revised (if applicable)	01/12/2019	30/11/2022	36

2. Summary of Project Results

Governance

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

Selection committee:

1. Mr. Jacky Lam, Hong Kong Footwear Association
2. Mr. Ben Cheung, Hong Kong Footwear Association
3. Mr. William Wong, Goddess International Limited
4. Mr. Lo Chung Pak, Luen Hing Metal manufacturing Co. Ltd.
5. Mr. Fong Ching, Peninsula Shoes Co. Ltd.
6. Ms. Amy Lau, Hong Kong Design Institute
7. Mr. YC KO, Hong Kong Productivity 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. Briefing sessions			
Briefing session for Shoes and Leather - Guangzhou Date: 6 Jan 2020 Time: 17:00 – 18:00 Venue: Choi Fook Royal Banquet (Auto Plaza) in Tsim Sha Tsui Topics: (i) Introduction of footwear market in the Mainland (ii) Review of Hong Kong Pavilion set up at Shoes and Leather – Guangzhou 2019 (iii) Introduction of Hong Kong Pavilion and Shoes and Leather – Guangzhou 2020 Speakers: Ms. Carol Chan, Consultant of Hong Kong Productivity Council	Target no. of participants: Approximately 40	Actual no. of participants: 43	
Briefing session for Mini Showcase (Hybrid mode) Date: 27 Oct 2022 Time: 14:30 – 15:30 Venue: Class room 122, HKPC Building with online broadcast https://hkpc.zoom.us/j/82637557574?pwd=T0srUmJpaGV6TDZyZUJ5YWpRdE10Zz09 Topics: (i) Introduction of Mini Showcase (ii) Review of International Footwear	Target no. of participants: Approximately 30	Actual no. of participants: 42 (10 physical participants and 32 online participants)	

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)
Conference Speakers: (1) Ms Prudence Lam, Senior Consultant of Hong Kong Productivity Council (2) Dr Ben Cheung, Chairman of Hong Kong Footwear Association			
2. Hong Kong Footwear Pavilion in Shoe & Leather – Guangzhou (June 2021)			
Two pavilions in Shoes and Leather – Guangzhou Date: 31 May – 2 Jun 2021 (Raw Material Hall); 31 May – 3 Jun 2021 (Machinery Hall) Size of pavilion: 150 sqm in Raw Material hall and about 150 sqm in Machinery hall Selection criteria adopted: business nature (i.e. Hong Kong footwear enterprises), quality of the displayed items and reputation of the enterprises (company's history - date of establishment and record – any business-related disputes or fraudulent activity)	Target no. of products to be displayed: About 300 pieces of footwear items and at least 5 units of machinery from 30 footwear enterprises along the supply chain	Actual no. of products displayed: 350 pieces of footwear items and 24 units of machinery from 30 footwear enterprises along the supply chain	
3. Business networking sessions			
4 sessions held in Hong Kong footwear pavilions in Shoes and Leather – Guangzhou <u>Session 1</u> Date: 31 May 2021 Time: 11:00 -12: 00 (1 hour) Venue: Machinery Hall <u>Session 2</u> Date: 31 May 2021 Time:15:00 – 16:00 (1 hour) Venue: Machinery Hall <u>Session 3</u> Date: 31 May 2021 Time: 11:00 -12: 00 (1 hour) Venue: Material Hall <u>Session 4</u> Date: 31 May 2021 Time: 15:00 – 16:00 (1 hour) Venue: Material Hall	Target no. of participants: 30 participants from Hong Kong footwear SMEs and with 15 potential local buyers during each session	Session 1: 31 HK participants with 17 Mainland buyers; Session 2: 31 HK participants with 15 Mainland buyers; Session 3: 32 HK participants with 20 Mainland buyers; Session 4: 32 HK participants with 18 Mainland buyers	
4. International Footwear Conference			
Date: 14 Nov 2022 Venue: 3/F, Sheraton Hong Kong Hotel & Towers Time: 10:00 – 19:30 (9.5 hours) Broadcast: (a) Tencent: https://meeting.tencent.com/dw/buleqXjSSXBC (b) Zoom: https://us06web.zoom.us/j/87851519196	Target no. of participants: About 140 participants (40 overseas participants, 100 representatives from HK SMEs) will physically attend the conference and about 140 participants (40 overseas participants, 100 representatives	Actual no, of participants: 365 participants (Physical: 207 participants, including 185 HK SMEs and 22 overseas participants, Online: 158 participants, including 40 HK SMEs and 118 overseas participants)	

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>Topics covered:</p> <p>(1) Opening speech</p> <p>(2) Presentation of 14 Regional reports</p> <p>(3) Open discussion forum</p> <p>(i) Smart Manufacturing & Industry 4.0</p> <p>(ii) The Regional Comprehensive Economic Partnership (RCEP) and other agreement (e.g. CEPA)</p> <p>(iii) New sustainability metrics in footwear industry in APAC</p> <p>(iv) Post Covid-19 Business strategies in APAC</p> <p>(4) Visit mini showcase and networking session</p> <p>(i) E-networking Room 1 – Soles https://us06web.zoom.us/j/81623712051?pwd=NCTwTytpK3p5ZHVTK1BEQ1ZxZXJmUT09</p> <p>(ii) E-networking Room 2 – Chemicals https://us06web.zoom.us/j/86338471830?pwd=c2ZJZGs3SXR0NjRM0Xl1am04OXlkQT09</p> <p>(iii) E-networking Room 3 - Plastics and leather materials https://us06web.zoom.us/j/82255530833?pwd=RGJ5ZVZCbitWT25ZcKRaRzhHQ3Qrdz09</p> <p>(iv) E-networking Room 4 - Shoes accessories and embellishments https://us06web.zoom.us/j/83161709422?pwd=MzRUbk5KdXJ5MUZ3OFI4OE9jSzcvdz09</p> <p>Speakers:</p> <ol style="list-style-type: none"> Mr. Syed Nasim Manzur, Leathergoods & Footwear Manufacturers & Exporters Association of Bangladesh Mr Ben Kao, Cambodia Footwear Association Mr Chen Zhanguang & Mr Li Yuzhong, China Leather Industry Association Mr. Liu Sui Long, The Association of Guangdong Shoes 	from HK SMEs) will join the conference in virtual format		

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>Manufacturers</p> <p>5. Mr. William Wong, Hong Kong Footwear Association</p> <p>6. Mr Sanjay Leekha, Council for Leather Exports – India</p> <p>7. Mr Eddy Widjanarko, Indonesian Footwear Association</p> <p>8. Mr Chan Yong NOH, Korean Footwear Industries Association</p> <p>9. Ms. Rachel Foo, Malaysian Footwear Manufacturers Association</p> <p>10. Mr Aung Min ,Myanmar Footwear Manufacturing Association</p> <p>11. Mr Roger S. Py, Philippine Footwear Federation Inc.</p> <p>12. Mr Lai Chi-Chien,Taiwan Footwear Manufacturers Association</p> <p>13. Ms. Siri-on Isarangkul na Ayuthaya, Footwear Industry Club, Federation of Thai Industries</p> <p>14. Mr. Diep Thanh Kiet, Vietnam Leather And Footwear Association</p> <p>15. Mr Lyan Law, Hong Kong Productivity Council</p> <p>16. Mr David Sit, Hong Kong Trade Development Council</p> <p>17. Dr Michael Kwong, Asia Branding and Franchising Association</p>			
5. Regional Report			
<p>Publishing date: 14/11/2022</p> <p>Topics covered:</p> <p>(1) Regional report of 14 countries and regions</p> <p>(2) Speaker introduction (Open Discussion Forum)</p> <p>No. of pages: 136</p> <p>Distribution channels: distributed to participants during IFC and other industrial occasions through HKFA</p> <p>Soft copy available at: http://hongkongfootwear.org/39th-international-footwear-conference/ </p>	<p>Target no. of printed copies: 500</p>	<p>Actual no. of printed copies: 500</p>	
6. Mini Showcase			
<p>Hong Kong Innovation Pavilion</p> <p>Date: 14 Nov 2022</p> <p>Time: 10:00 – 19:30 (9.5 hours)</p> <p>Size of pavilion: 150 sqm in 3/F, Sheraton Hong Kong Hotel & Towers</p> <p>Selection criteria adopted: business</p>	<p>Target no. of products to be displayed:</p> <p>About 100 pieces of footwear items from 15 footwear enterprises along the</p>	<p>Actual no. of products displayed: 100 pieces of footwear from 14 footwear enterprises along the supply chain</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)
<p>nature (i.e. Hong Kong footwear enterprises), quality of the displayed items and reputation of the enterprises (company's history - date of establishment and record - any business-related disputes or fraudulent activity)</p> <p>Other details: A live guided tour for online audience was arranged</p> <p>Tencent: https://meeting.tencent.com/dw/buleqXjSSXBC</p> <p>Zoom: https://us06web.zoom.us/j/87851519196</p>	supply chain		
7. Leaflet			
<p>Content: Promoting the capability of Hong Kong footwear supply chain</p> <p>Distribution Channel: to potential buyers during Guangzhou exhibition</p> <p>Languages: Simplified Chinese and English</p>	<p>Target no. of designs: 1</p> <p>Target no. of printed copies: 2,000</p>	<p>Actual no. of designs: 1</p> <p>Actual no. of printed copies: 2,000</p>	
8. Dissemination Seminar			
<p>Date: 16 Jul 2021</p> <p>Time: 15:00 – 17:00 (2 hours)</p> <p>Venue: Zoom https://us06web.zoom.us/j/87563094439</p> <p>Topics covered:</p> <p>(i) 內地頂尖鞋履舞台：「廣州國際鞋類、皮革及工業設備展覽會」之香港創造廊盛況</p> <p>(ii) 關於鞋業未來的幾點思考</p> <p>(iii) 疫情發生後的市場和行業新動向展開和啓示</p> <p>(iv) 鞋材新方向：創新物料與加工技術</p> <p>(v) 3D 技術在鞋業的應用</p> <p>Speakers:</p> <p>(i) 林吉星先生 香港鞋業商會會長</p> <p>(ii) 陳麗貞小姐 香港生產力促進局顧問</p> <p>(iii) 伍達志先生 香港俊達集團有限公司董事長</p> <p>(iv) 吳克先生 英特意信國際有限公司執行董事</p> <p>(v) 鄭嘉麗小姐 香港生產力促進局顧問</p> <p>(vi) 侯展鵬先生</p>	<p>Target no. of participants: 60</p>	<p>Actual no. of participants: 72</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)
Virtual Touch 伙伴及品牌主管			
9. Promotional activities			
Promotional activities for Shoes & Leather – Guangzhou	- 1 full page on the back cover of visitor guide - 1 website banner on the main page of Shoes & Leather – Guangzhou for 1 month - 1 streamer and 2 signboards at hall entrances	- 1 full page on the back cover of visitor guide - 1 website banner on the main page of Shoes & Leather – Guangzhou for 1 month - 1 streamer and 2 signboards at hall entrances	

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)	• To form a selection committee	31/01/2020		C	e.g. Note (i)
	• To promote the briefing session for Guangzhou exhibition in various channels and recruit participants	30/04/2020		C	
(b)	• To organize the briefing session for Guangzhou exhibition				
	• To liaise with representatives from 15 associations and CIFA	30/11/2022		C	
(c)	• To prepare market report for each region				
	• To organise the International Footwear Conference (Nov 2022)				
(d)	• To line up various products and services from different sectors in the Hong Kong footwear industry for the mini showcase in IFC	30/11/2022		C	
	• To design, set up and manage the mini showcase in IFC				
(e)	• To promote the briefing session for mini showcase in IFC in various channels and recruit participants	31/10/2022		C	
	• To organize the briefing session for mini showcase in IFC				

¹ As stated in the approved project proposal.

	<ul style="list-style-type: none"> To line up various products and services from different sectors in the Hong Kong footwear industry for forming the pavilion set up in Guangzhou To design the advertisement for Guangzhou exhibition To coordinate with show organiser and launch the web banner 1 month before Guangzhou exhibition To liaise with the vendor for the design and production of on-site advertisements (e.g. banner, signboards, etc.) To design, set up and manage Hong Kong pavilion and organise business matching sessions at Guangzhou exhibition 	30/06/2021		C	
	(f)				
	<ul style="list-style-type: none"> To compile a leaflet for Guangzhou exhibition 	30/06/2021		C	
	(g)				
	<ul style="list-style-type: none"> To identify and invite speakers to deliver the dissemination seminar To promote and invite participants to the dissemination seminar To organize the dissemination seminar 	31/07/2021		C	
	(h)				
<u>Note:</u>					
(i)					
(ii)					