

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	<u>The Federation of Hong Kong Footwear Limited</u>
Implementation Agent(s) (if any)	:	<u>(i) Hong Kong Productivity Council</u> <u>(ii) Productivity (Shenzhen) Consulting Company Limited</u>
Project reference no.	:	<u>T19 003 010</u>
Project title	:	<u>Create and develop a new B2B model for Hong Kong footwear industry through Key Opinion Leaders (KOL) marketing</u>
Period covered in this report (whole project duration)	:	From <u>17/09/2020</u> to <u>16/04/2023</u> (dd/mm/yyyy) (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

Hong Kong footwear manufacturers are keen on developing the Chinese mainland market, which has its own unique retail environment. Influencer marketing has become a powerful tool for brands to communicate their messages to consumers, and Key Opinion Leaders (KOLs) are instrumental in most China marketing campaigns. KOLs will be potential business partners for Hong Kong footwear brands, helping to promote and resell products through their platforms. The Federation of Hong Kong Footwear Limited therefore proposes this project to promote Hong Kong footwear brands through influencer marketing to build the brand image and make the brands easily adopted by Chinese mainland consumers.

### Project objectives (in about 50 words)

To assist Hong Kong footwear brands to extend the reach in the market in Chinese mainland through KOL marketing and to promote the collective image of Hong Kong footwear brands in Mainland.

### Collaborating Organisations (if any)

The Hong Kong Chinese Importers' & Exporters' Association

The Hong Kong Hide & Leather Traders' Association Limited

Hong Kong Synthetic Leather & Metal Material Suppliers' Association Limited

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Mr Raymond Tang</u>	<u>Vice President of the Federation of Hong Kong Footwear Limited</u>
Deputy Project Coordinator	: <u>Mr Frank Leung</u>	<u>President of the Federation of Hong Kong Footwear Limited</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>17/09/2020</u>	<u>16/05/2022</u>	<u>19</u>
Revised (if applicable)	<u>17/09/2020</u>	<u>16/04/2023</u>	<u>31</u>

## 2. Summary of Project Results

### Governance

Please state the composition of the steering committee (or other committees) formed under the project.  
Mr Raymond Tang, Vice President of the Federation of Hong Kong Footwear Limited (FFHK), Project Co-ordinator

Mr Frank Leung, President of FFHK, Deputy Project Co-ordinator

Dr Ming Ge, General Manager of the Robotics and Artificial Intelligence Division of the Hong Kong Productivity Council

Prof Ching Chuen Chan, Executive Director of the Hong Kong Hide & Leather Traders' Association Limited

Mr Lung On Lam, Former President of the Hong Kong Chinese Importers' & Exporters' Association

Mr Shiu Ting Ou, Executive Vice President of the Hong Kong Synthetic Leather & Metal Material Suppliers' Association Limited

Mr Felix Chung Kwok Pan, Former member of the Legislative Council for the Textiles and Garment constituency

### 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)
<b>1. Seminars</b>			
<b>1<sup>st</sup> seminar</b> Date: 20 Jan 2021 Time: 14:00 – 17:00 (3 hours) Venue: Theatre 1, HKPC Building Mode: Hybrid (physical and zoom) Topic covered: KOL marketing in Mainland plus project introduction <ul style="list-style-type: none"> <li>Topics covered: KOL marketing in Mainland plus project introduction               <ol style="list-style-type: none"> <li>項目介紹</li> <li>內地新零售及行銷策略分享</li> <li>內地KOL網紅品牌行銷的個案分享</li> <li>KOL網紅的影響力及行銷</li> </ol> </li> <li>Speakers:               <ol style="list-style-type: none"> <li>Mr Raymond Tang, Vice President of FFHK</li> <li>Mr Leo Lam, Senior Business Strategy Manager, Pindoudou Inc.</li> <li>Ms Alison Wong, Assistant Marketing Manager, Mediaon Limited</li> <li>Mr Kelvin Lee, Founder &amp; CEO, Redspots Creative</li> </ol> </li> </ul> (Due to the concerns on the pandemic, Instagram Marketing & PR Co Ltd. and Daxue Consulting tentatively proposed in the project	Target no. of participants: 80 (both online and onsite)  Target duration: 3 hours  Target no. of speakers: 3	Actual no. of participants: 93 (71 online and 22 onsite)  Actual duration: 3 hours  Actual no. of speakers: 4	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)
proposal declined our invitations. We finally invited other industry experts from the field of digital marketing as replacements.)			
<u>2<sup>nd</sup> seminar</u> Date: 31 Aug 2021 Time: 14:00 – 17:00 ( <u>3</u> hours) Venue: Theatre 1, HKPC Building Mode: Hybrid (physical and zoom) Topic covered: What you need to know about KOL marketing <ul style="list-style-type: none"> <li>Topics covered: What you need to know about KOL Marketing <ol style="list-style-type: none"> <li>用數據促進 KOL 行銷策略</li> <li>電子商務平台與 KOL 文化</li> <li>新思維-新設計-新視覺</li> </ol> </li> <li>Speakers: <ol style="list-style-type: none"> <li>Mr Edmund Lee, The data geek and co-founder of theAnswr</li> <li>Ms Sabrina Yang, Senior Marketing Manager, Tmall</li> <li>Mr Simon Zou, Founder, ZOUDSIGN</li> </ol> </li> </ul> (Due to the concerns on the pandemic, Vfluencer and Dragon Social tentatively proposed in the project proposal declined our invitations. We finally invited other industry experts from the field of KOL marketing as replacements.)	Target no. of participants: 80 (both online and onsite)  Target duration: 3 hours  Target no. of speakers: 3	Actual no. of participants: 90 (73 online and 17 onsite)  Actual duration: 3 hours  Actual no. of speakers: 3	N.A.
<b>2. Catwalk Shows</b>			
<u>Catwalk Show 1</u> Date: 30 Oct 2021 Time: 15:00 – 16:00 (1 hour) Venue: Wong Tee Plaza, Shenzhen Theme: Dress up with Hong Kong Footwear Selection criteria adopted: <ul style="list-style-type: none"> <li>The footwear products should match with the theme of the Catwalk Shows</li> <li>The footwear products must be from Hong Kong footwear enterprise and brands</li> <li>The footwear products should demonstrate the fashion design, high quality and trendy-style of Hong Kong footwear</li> </ul> Other details: A full version (i.e. 30 mins) for each catwalk show and an extracted version in 1 minute for posting on social medias.  Video of the catwalk show was uploaded onto social media.	Target no. of products displayed: 100 branded footwear products from 10 enterprises  Target no. of KOLs attended: about 15 (different from other catwalk shows)  Target no. of models in catwalk show: 10  Target duration: 1 hour on Saturday  Target size: around 250 sqm	Actual no. of products displayed: 103 branded footwear products from 10 enterprises  Actual no. of KOLs attended: 15  Actual no. of models in catwalk show: 10  15 KOLs attended the show with 10 of them as models showcasing the footwear products on stage.  Actual duration: 1 hour on Saturday  Actual size: 260 sqm	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>Full version (35 mins):  <a href="https://www.youtube.com/watch?v=Ne252itADMg">https://www.youtube.com/watch?v=Ne252itADMg</a>            Extracted version (1 min):  <a href="https://www.youtube.com/watch?v=IJ0fyA_VcU">https://www.youtube.com/watch?v=IJ0fyA_VcU</a></p>	<p>Target: A full version in 30 mins and an extracted version in 1 minute</p>	<p>Actual: A full version in 35 mins and an extracted version in 1 minute</p>	
<p><b>Catwalk Show 2</b>            Date: 21 May 2022            Time: 15:00 – 16:00 (1 hour)            Venue: Wong Tee Plaza, Shenzhen            Theme: Summer Get! Set! Go!            Selection criteria adopted:</p> <ul style="list-style-type: none"> <li>The footwear products should match with the theme of the Catwalk Shows</li> <li>The footwear products must be from Hong Kong footwear enterprise and brands</li> <li>The footwear products should demonstrate the fashion design, high quality and trendy-style of Hong Kong footwear</li> </ul> <p>Other details: A full version (i.e. 30 mins) for each catwalk show and an extracted version in 1 minute for posting on social medias.</p> <p>Video of the catwalk show was uploaded onto social media.            Full version (46 mins):  <a href="https://www.youtube.com/watch?v=2Q4AWy3CPKs">https://www.youtube.com/watch?v=2Q4AWy3CPKs</a>            Extracted version (1 min):  <a href="https://www.youtube.com/watch?v=A-Cg5MCakjI">https://www.youtube.com/watch?v=A-Cg5MCakjI</a></p>	<p>Target no. of products displayed: 100 branded footwear products from 10 enterprises</p> <p>Target no. of KOLs attended: about 15 (different from other catwalk shows)</p> <p>Target no. of models in catwalk show: 10</p> <p>Target duration: 1 hour on Saturday</p> <p>Target size: around 250 sqm</p> <p>Target: A full version in 30 mins and an extracted version in 1 minute</p>	<p>Actual no. of products displayed: 104 branded footwear products from 9 enterprises</p> <p>Actual no. of KOLs attended: 13 (3 also attended catwalk show 1)</p> <p>Actual no. of models in catwalk show: 8</p> <p>13 KOLs attended the show with 8 of them as models showcasing the footwear products on stage.</p> <p>Actual duration: 1 hour on Saturday</p> <p>Actual size: 260 sqm</p> <p>Actual: A full version in 46 mins and an extracted version in 1 minute</p>	<p>Products from 10 enterprises were selected but only 9 enterprises were counted as we had misinterpreted the proposal and selected handbag products from a footwear enterprise for the catwalk show. We will ensure only footwear products are to be displayed at the 3rd and 4th catwalk shows.</p> <p>Due to COVID-19 lockdown suddenly imposed on some residential regions in Shenzhen, 2 of the 15 KOLs, who also served as models for the catwalk show were not able to attend.</p> <p>The Grantee explained that the supply of model is limited during the pandemic when the residential regions were locked down. Therefore three most popular KOLs in catwalk show 1, who were also</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)
			reachable, were invited in catwalk shows 2 as well.
<p><b>Catwalk Show 3</b>  Date: 5 Nov 2022  Time: 15:00 – 16:00 (1 hour)  Venue: Wong Tee Plaza, Shenzhen  Theme: Footwear in the Fall  Selection criteria adopted:</p> <ul style="list-style-type: none"> <li>The footwear products should match with the theme of the Catwalk Shows</li> <li>The footwear products must be from Hong Kong footwear enterprise and brands</li> <li>The footwear products should demonstrate the fashion design, high quality and trendy-style of Hong Kong footwear</li> </ul> <p>Other details: A full version (i.e. 30 mins) for each catwalk show and an extracted version in 1 minute for posting on social medias.</p> <p>Video of the catwalk show was uploaded onto social media.  Full version (58 mins):  <a href="https://www.youtube.com/watch?v=G7f5cCY6iOE">https://www.youtube.com/watch?v=G7f5cCY6iOE</a></p> <p>Extracted version (1 min):  <a href="https://www.youtube.com/watch?v=YNNWOXIM-P4">https://www.youtube.com/watch?v=YNNWOXIM-P4</a></p>	<p>Target no. of products displayed: 100 branded footwear products from 10 enterprises</p> <p>Target no. of KOLs attended: about 15 (different from other catwalk shows)</p> <p>Target no. of models in catwalk show: 10</p> <p>Target duration: 1 hour on Saturday</p> <p>Target size: around 250 sqm</p> <p>Target: A full version in 30 mins and an extracted version in 1 minute</p>	<p>Actual no. of products displayed: 112 branded footwear products from 11 enterprises</p> <p>Actual no. of KOLs attended: 15</p> <p>Actual no. of models in catwalk show: 10</p> <p>15 KOLs attended the show with 10 of them as models showcasing the footwear products on stage.</p> <p>Actual duration: 1 hour on Saturday</p> <p>Actual size: 260 sqm</p> <p>Actual: A full version in 58 mins and an extracted version in 1 minute</p>	N.A.
<p><b>Catwalk Show 4</b>  Date: 11 Feb 2023  Time: 15:00 – 16:00 (1 hour)  Venue: Wong Tee Plaza, Shenzhen  Theme: Draw your Dream  Selection criteria adopted:</p> <ul style="list-style-type: none"> <li>The footwear products should match with the theme of the Catwalk Shows</li> <li>The footwear products must be from Hong Kong footwear enterprise and brands</li> <li>The footwear products should demonstrate the fashion design, high quality and trendy-style of Hong Kong footwear</li> </ul> <p>Other details: A full version (i.e. 30 mins) for each catwalk show and an extracted version in 1 minute for posting on social medias.</p>	<p>Target no. of products displayed: 100 branded footwear products from 10 enterprises</p> <p>Target no. of KOLs attended: about 15 (different from other catwalk shows)</p> <p>Target no. of models in catwalk show: 10</p> <p>Target duration: 1 hour on Saturday</p>	<p>Actual no. of products displayed: 142 branded footwear products from 11 enterprises</p> <p>Actual no. of KOLs attended: 15</p> <p>Actual no. of models in catwalk show: 10</p> <p>15 KOLs attended the show with 10 of them as models showcasing the footwear products on stage.</p> <p>Actual duration: 1 hour and 34 minutes on Saturday</p> <p>Actual size: 260 sqm</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)
Video of the catwalk show was uploaded onto social media. Full version (1hr 23mins): <a href="https://youtu.be/nvFzXb5RVWo">https://youtu.be/nvFzXb5RVWo</a> Extracted version (1 min): <a href="https://youtu.be/k2u2AmZqkSM">https://youtu.be/k2u2AmZqkSM</a>	Target size: around 250 sqm  Target: A full version in 30 mins and an extracted version in 1 minute	Actual: A full version in 1hr 23mins and an extracted version in 1 minute	
<b>3. WeChat account</b>			
(1) Launch date: 29 January 2021 (2) WeChat campaign by external marketing agency (3) Posts about the news of Hong Kong Footwear, such as some exhibitions or events that the Hong Kong footwear companies will be participating to promote the collective image of Hong Kong footwear as a whole (4) Sharing of posts of KOLs with mentioning of the activities in this project WeChat account: <a href="http://mp.weixin.qq.com/mp/homepage?__biz=Mzg4MjU2NzAzNQ==&amp;hid=2&amp;sn=bc9876b724452556abcd9250fc790040&amp;scene=18#wechat_redirect">http://mp.weixin.qq.com/mp/homepage?__biz=Mzg4MjU2NzAzNQ==&amp;hid=2&amp;sn=bc9876b724452556abcd9250fc790040&amp;scene=18#wechat_redirect</a>	Target duration: 18 months  Target no. of posts: 144 (minimum 2 posts per week)	Actual duration: 29 months (Mar 2021 – Jul 2023)  Actual no. of posts: 158 promotional articles, including 154 posts by external marketing agency and 4 posts by the part-time project officer (Note)	N.A.
<b>4. Webpages</b>			
Launch date: 30 Sep 2020 Web address: <a href="http://www.footwear.org.hk/en/tsf_en.html">http://www.footwear.org.hk/en/tsf_en.html</a>	Target no. of webpages: 1 set	Target no. of webpages: 1 set	N.A.
<b>5. e.g. Promotional activities</b>			
(a) eDMs  Contents: One eDM will be sent out for participant recruitment and event promotion for the two seminars, four catwalk shows and official WeChat account. Distribution channels: FFHK and other supporting organisations to local footwear enterprises.	Target no. of eDMs: 7	Actual no. of eDMs: 7  Seven eDMs have been issued respectively by FFHK and HKPC.  1. Date: 13 Jan 2021 (for the 1 <sup>st</sup> seminar), 2. Date: 16 Aug 2021 (for the 2 <sup>nd</sup> seminar), 3. Date: 30 Oct 2021 (for the 1 <sup>st</sup> catwalk show), 4. Date: 10 May 2022 (for the 2 <sup>nd</sup> catwalk show), 5. Date: 28 Oct 2022 (for the 3 <sup>rd</sup> catwalk show), 6. Date: 30 Jan 2023 (for the 4 <sup>th</sup> catwalk	

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)
		show) 7. Date: 10 Oct 2022 (for the promotion of WeChat account).	
(b) Online advertisements  Contents: a total of 8 articles on the newly created official WeChat account of the project for pre-event and post-event promotion of the 4 catwalk shows.	Target: 8 articles	Actual: 8 articles  1. Date: 30 Oct 2021, pre-event promotion of 1 <sup>st</sup> catwalk show 2. Date: 25 Nov 2021, post-event review of 1 <sup>st</sup> catwalk show 3. Date: 10 May 2022, pre-event promotion of 2 <sup>nd</sup> catwalk show 4. Date: 18 Nov 2022, post-event promotion of 2 <sup>nd</sup> catwalk show 5. Date: 26 Oct 2022, pre-event promotion of 3 <sup>rd</sup> catwalk show 6. Date: 30 Jan 2023, post-event promotion of 3 <sup>rd</sup> catwalk show 7. Date: 31 Jan 2023, pre-event promotion of 4 <sup>th</sup> catwalk show 8. Date: 14 Mar 2023, post-event promotion of 4 <sup>th</sup> catwalk show	

### Note

#### **WeChat articles posted by part-time officer**

No.	Date of release	Nature
1.	6 May 2021	Industry news (Global)
2.	18 May 2021	Industry news (China)
3.	22 September 2021	Industry news (HK)
4.	21 December 2021	Industry news (HK)

#### **WeChat articles posted by external marketing agency**

No.	Date of release	Nature	No.	Date of release	Nature
1	10-Mar-21	Industry news (KOL)	78	19-Oct-21	Industry news (HK)
2	11-Mar-21	Industry news (China)	79	19-Oct-21	Industry news (China)
3	12-Mar-21	Industry news (HK)	80	30-Oct-21	Industry news (HK)
4	12-Mar-21	Industry news (China)	81	30-Oct-21	Industry news (HK)
5	12-Mar-21	Industry news (China)	82	31-Oct-21	Industry news (HK)
6	16-Mar-21	Industry news (HK)	83	31-Oct-21	Industry news (China)
7	16-Mar-21	Industry news (Global)	84	10-Nov-21	Industry news (HK)



8	1-Apr-21	Industry news (Global)	85	10-Nov-21	Industry news (HK)
9	9-Apr-21	Industry news (China)	86	10-Nov-21	Industry news (China)
10	15-Apr-21	Industry news (HK)	87	22-Nov-21	Industry news (China)
11	15-Apr-21	Industry news (HK)	88	22-Nov-21	Industry news (Global)
12	20-Apr-21	Industry news (Global)	89	22-Nov-21	Industry news (Global)
13	25-Apr-21	Industry news (China)	90	25-Nov-21	Industry news (HK)
14	28-Apr-21	Industry news (Global)	91	27-Nov-21	Industry news (HK)
15	28-Apr-21	Industry news (Global)	92	10-Dec-21	Industry news (China)
16	6-May-21	Industry news (Global)	93	10-Dec-21	Industry news (HK)
17	18-May-21	Industry news (China)	94	12-Dec-21	Industry news (Global)
18	18-May-21	Industry news (China)	95	16-Dec-21	Industry news (China)
19	19-May-21	Industry news (HK)	96	16-Dec-21	Industry news (China)
20	23-May-21	Industry news (Global)	97	16-Dec-21	Industry news (China)
21	1-Jun-21	Industry news (China)	98	21-Dec-21	Industry news (Global)
22	1-Jun-21	Industry news (HK)	99	24-Dec-21	Industry news (Global)
23	3-Jun-21	Industry news (Global)	100	24-Dec-21	Industry news (Global)
24	3-Jun-21	Industry news (Global)	101	24-Dec-21	Industry news (Global)
25	3-Jun-21	Industry news (China)	102	28-Dec-21	Industry news (HK)
26	8-Jun-21	Industry news (HK)	103	28-Dec-21	Industry news (Global)
27	9-Jun-21	Industry news (Global)	104	28-Dec-21	Industry news (Global)
28	9-Jun-21	Industry news (Global)	105	9-Jan-22	Industry news (China)
29	9-Jun-21	Industry news (China)	106	9-Jan-22	Industry news (HK)
30	15-Jun-21	Industry news (HK)	107	20-Jan-22	Industry news (China)
31	15-Jun-21	Industry news (HK)	108	20-Jan-22	Industry news (China)
32	15-Jun-21	Industry news (HK)	109	20-Jan-22	Industry news (China)
33	15-Jun-21	Industry news (HK)	110	20-Jan-22	Industry news (China)
34	1-Jul-21	Industry news (Global)	111	27-Jan-22	Industry news (HK)
35	2-Jul-21	Industry news (Global)	112	27-Jan-22	Industry news (HK)
36	4-Jul-21	Industry news (HK)	113	29-Jan-22	Industry news (China)
37	11-Jul-21	Industry news (China)	114	29-Jan-22	Industry news (HK)
38	13-Jul-21	Industry news (Global)	115	12-Feb-22	Industry news (Global)
39	19-Jul-21	Industry news (HK)	116	25-Feb-22	Industry news (Global)
40	21-Jul-21	Industry news (HK)	117	25-Feb-22	Industry news (Global)
41	21-Jul-21	Industry news (Global)	118	3-Mar-22	Industry news (China)
42	21-Jul-21	Industry news (HK)	119	3-Mar-22	Industry news (Global)
43	25-Jul-21	Industry news (HK)	120	3-Mar-22	Industry news (China)
44	25-Jul-21	Industry news (HK)	121	9-Mar-22	Industry news (HK)
45	30-Jul-21	Industry news (Global)	122	9-Mar-22	Industry news (HK)
46	2-Aug-21	Industry news (Global)	123	12-Mar-22	Industry news (HK)
47	2-Aug-21	Industry news (HK)	124	12-Mar-22	Industry news (Global)
48	2-Aug-21	Industry news (HK)	125	19-Mar-22	Industry news (Global)
49	9-Aug-21	Industry news (Global)	126	19-Mar-22	Industry news (Global)
50	9-Aug-21	Industry news (Global)	127	2-Apr-22	Industry news (HK)
51	9-Aug-21	Industry news (China)	128	2-Apr-22	Industry news (HK)
52	23-Aug-21	Promotion of the 2 <sup>nd</sup> seminar	129	3-Apr-22	Industry news (Global)

53	23-Aug-21	Industry news (Global)	130	10-Apr-22	Industry news (HK)
54	23-Aug-21	Industry news (HK)	131	17-Apr-22	Industry news (HK)
55	1-Sep-21	Industry news (China)	132	20-Apr-22	Industry news (HK)
56	1-Sep-21	Industry news (China)	133	1-May-22	Industry news (HK)
57	1-Sep-21	Industry news (HK)	134	6-May-22	Industry news (Global)
58	6-Sep-21	Industry news (Global)	135	10-May-22	Industry news (Global)
59	6-Sep-21	Industry news (Global)	136	10-May-22	Industry news (HK)
60	6-Sep-21	Industry news (China)	137	14-May-22	Industry news (China)
61	6-Sep-21	Industry news (China)	138	14-May-22	Industry news (China)
62	22-Sep-21	Industry news (Global)	139	17-May-22	Industry news (HK)
63	22-Sep-21	Industry news (Global)	140	17-May-22	Industry news (HK)
64	22-Sep-21	Industry news (Global)	141	20-May-22	Industry news (Global)
65	29-Sep-21	Industry news (Global)	142	21-May-22	Industry news (HK)
66	29-Sep-21	Industry news (HK)	143	21-May-22	Industry news (Global)
67	7-Oct-21	Industry news (Global)	144	21-May-22	Industry news (China)
68	7-Oct-21	Industry news (HK)	145	25-May-22	Industry news (HK)
69	7-Oct-21	Industry news (China)	146	25-May-22	Industry news (Global)
70	8-Oct-21	Industry news (Global)	147	29-May-22	Industry news (Global)
71	8-Oct-21	Industry news (Global)	148	29-May-22	Industry news (China)
72	8-Oct-21	Industry news (Global)	149	26-Oct-22	Industry news (HK)
73	12-Oct-21	Industry news (China)	150	5-Nov-22	Industry news (HK)
74	12-Oct-21	Industry news (HK)	151	18-Nov-22	Industry news (HK)
75	12-Oct-21	Industry news (HK)	152	30-Jan-23	Industry news (HK)
76	12-Oct-21	Industry news (China)	153	31-Jan-23	Industry news (HK)
77	19-Oct-21	Industry news (HK)	154	14-Mar-23	Industry news (HK)

### 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> (if applicable)	<u>Status</u> (C/D/N)	<u>Reasons for not meeting the original target completion date</u>
(a)	Formation of Steering Committee	16/11/2020		C	N.A.
	Define and confirm the selection criteria for the participating enterprise and products for the catwalk shows	16/11/2020		C	N.A.
(b)	Construct project webpages in FFHK's website, create project plan and key program schedule	16/11/2020		C	N.A.
(c)	Preparation for the recruitment of participating enterprises	16/11/2020		C	N.A.
(d)	Start the promotion and invitation for the 1 <sup>st</sup> Seminar	16/02/2021		C	N.A.
(e)					

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

	Setup the official WeChat account and launch the promotion campaign on WeChat	16/02/2021		C	N.A.
(f)	Organize the 1 <sup>st</sup> Seminar	16/02/2021		C	N.A.
(g)	Start the promotion and invitation of the 2 <sup>nd</sup> Seminar	16/02/2021		D	Note (i)
(h)	Organize the 2 <sup>nd</sup> Seminar	16/02/2021		D	Note (i)
(i)	Recruitment of the participating enterprises and products for the 1 <sup>st</sup> catwalk show	16/06/2021	16/11/2021 (i)	C	Note (ii)
(j)	Start the promotion and invitation for the 1 <sup>st</sup> catwalk show	16/06/2021	16/11/2021 (i)	C	Note (ii)
(k)	Send KOL invitation for the 1 <sup>st</sup> catwalk	16/06/2021	16/11/2021 (i)	C	Note (ii)
(l)	Organise of the 1 <sup>st</sup> catwalk show	16/06/2021	16/11/2021 (i)	C	Note (ii)
(m)	Compose the event video of the 1 <sup>st</sup> catwalk show to share on WeChat and other social media	16/06/2021	16/11/2021 (i)	C	Note (ii)
(n)	Recruitment of the participating enterprises and products for the 2 <sup>nd</sup> catwalk show	16/09/2021	16/06/2022 (ii)	C	Note (ii)
(o)	Start the promotion and invitation for the 2 <sup>nd</sup> catwalk show	16/09/2021	16/06/2022 (ii)	C	Note (ii)
(p)	Send KOL invitation for the 2 <sup>nd</sup> catwalk	16/09/2021	16/06/2022 (ii)	C	Note (ii)
(q)	Organise of the 2 <sup>nd</sup> catwalk show	16/09/2021	16/06/2022 (ii)	C	Note (ii)
(r)	Compose the event video of the 2 <sup>nd</sup> catwalk show to share on WeChat and other social media	16/09/2021	16/06/2022 (ii)	C	Note (ii)
(s)	Recruitment of the participating enterprises and products for the 3 <sup>rd</sup> catwalk show	16/12/2021	16/12/2022 (iii)	C	Note (iii)
(t)	Start the promotion and invitation for the 3 <sup>rd</sup> catwalk show	16/12/2021	16/12/2022 (iii)	C	Note (iii)
(u)	Send KOL invitation for the 3 <sup>rd</sup> catwalk	16/12/2021	16/12/2022 (iii)	C	Note (iii)
(v)	Organise of the 3 <sup>rd</sup> catwalk show	16/12/2021	16/12/2022 (iii)	C	Note (iii)
(w)	Compose the event video of the 3 <sup>rd</sup> catwalk show to share on WeChat and other social media	16/12/2021	16/12/2022 (iii)	C	Note (iii)
(x)	Recruitment of the participating enterprises and products for the 4 <sup>th</sup> catwalk show	16/04/2022	16/3/2023 (iii)	C	Note (iii)
(y)	Start the promotion and invitation for the 4 <sup>th</sup> catwalk show	16/04/2022	16/3/2023 (iii)	C	Note (iii)
(z)	Send KOL invitation for the 4 <sup>th</sup> catwalk	16/04/2022	16/3/2023 (iii)	C	Note (iii)
(aa)	Organise of the 4 <sup>th</sup> catwalk show	16/04/2022	16/3/2023 (iii)	C	Note (iii)
(bb)	Compose the event video of the 4 <sup>th</sup> catwalk show to share on WeChat and other social media	16/04/2022	16/3/2023 (iii)	C	Note (iii)
(cc)	Dissemination of project result on FFHK's website and the WeChat account in the project	16/05/2022	16/4/2023 (iii)	C	Note (iii)
(dd)					

Note:

(i) Approval was granted on 17 Jun 2021 to extend the target completion date to 16/11/2021.

(ii) Approval was granted on 29 Mar 2022 to extend the target completion date to 16/06/2022.

(iii) Approval was granted on 2 Nov 2022 to extend the target completion dates to 16/12/2022, 16/03/2023 and

16/04/2023 respectively.