

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Hong Kong Apparel Machinery Association Limited</u>	
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council (HKPC)</u> <u>Productivity (Shenzhen) Consulting Co., Ltd (PC</u> <u>(Shenzhen))</u>	
Project reference no.	:	<u>T19 003 012</u>	
Project title	:	<u>A program to boost Mainland China market on smart</u> <u>apparel machinery with highlights on recent</u> <u>technological advancement</u>	
Period covered in this report (whole project duration)	:	From <u>16/03/2020</u> (dd/mm/yyyy)	to <u>15/12/2022</u> (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

This project is hosted jointly by the Hong Kong Apparel Machinery Association (HKAMA) and HKPC to promote the Hong Kong apparel machinery industry's recent technological advancement in the national arena. The platform is to showcase the latest products and technologies of the HK apparel manufacturing machinery industry and to emphasise the total solution, including the after-sales maintenance services, provided by the apparel machinery industry during the promotion.

Under this project, three "Grand Pavilions of the Hong Kong Apparel Manufacturing Machinery Industry" were set up at leading national industrial trade fairs in China with a high density of middle to high-class apparel product manufacturers in China. These leading exhibitions of the apparel machinery trade include the "Greater Bay Area International Textile & Clothing Industry Fair (DTC2021)" hold in Shenzhen, "Greater Bay Area International Textile & Clothing Industry Fair (DTC2022)" hold in Nanchang and "China International Sewing Machinery & Accessories Show (CISMA 2021)" hold in Ningbo.

Project objectives (in about 50 words)

To support local apparel machinery industry in exploring new opportunities in supply of smart apparel machinery with processing data collection, analysis and autonomous optimization capabilities and growing demand in Mainland China markets.

To build and foster the professional image of HK as a hub for supply and manufacturing of smart apparel machinery by showcasing the latest technological advancement and capabilities.

Collaborating Organisations (if any)

1. Ms Amy Kong, Chairlady of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
2. Mr Peter Kam, Vice Chairman of HKAMA and project deputy co-ordinator
3. Mr C H Cheung, Vice Chairman of Hong Kong (SME) Economic and Trade Promotional Association
4. Mr Raymond Chau, General Manager, Paper Communication Exhibition Services [third-party expert of exhibition]
5. Mr Francis Lai, Senior Consultant, Smart Manufacturing and Mainland Business Division, HKPC
6. Ms Heidi Pong, Secretary, HKAMA
7. Mr Wai-Shing Tong, Director, HKAMA
8. Mr Chen Tak Yuk, Director of 溢豐製衣實業有限公司 [end user of apparel machinery]

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	Ms. Amy KONG	Chairman, Hong Kong Apparel Machinery Association
Deputy Project Coordinator	Mr. Peter KAM	Vice-Chairman, Hong Kong Apparel Machinery Association

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	16/03/2020	15/12/2021	21
Revised (if applicable)	16/03/2020	15/12/2022	33

2. Summary of Project Results

Governance

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

1. Ms Amy Kong, Chairlady of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
2. Mr Peter Kam, Vice Chairman of HKAMA and project deputy co-ordinator
3. Mr C H Cheung, Vice Chairman of Hong Kong (SME) Economic and Trade Promotional Association
4. Mr Raymond Chau, General Manager, Paper Communication Exhibition Services [third-party expert of exhibition]
5. Mr Francis Lai, Senior Consultant, Smart Manufacturing and Mainland Business Division, HKPC
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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. Awareness Seminar			
Awareness Seminar 《在中國大陸市場推廣香港智能製衣機械的嶄新技術》 – 項目簡介會 Date: 28 October 2020 Time: 12:00 – 15:00 (3 hours) Venue: Theatre 1, HKPC Building Topics covered: <ul style="list-style-type: none"> 簡介項目 參展經驗分享及注意事項 Speakers: <ul style="list-style-type: none"> Ms Amy Kong, Chairlady, HKAMA Mr Francis Lai, Senior Consultant, HKPC Mr Michael Hung, Hung Tat A.I. Garment Machinery Co., Ltd. Mr Yiu Chi Yip, Royal First Sewing Equipment Limited Other details: N/A	1 time Target no. of participants: 60 Duration: <u>3</u> hours	1 time Actual no. of participants: 61 Duration: <u>3</u> hours	N/A
2. Hong Kong pavilions in exhibitions			
<u>Pavilion 1</u> Name and place of exhibition: 2021 Greater Bay Area International Textile & Clothing Industry Fair (DTC2021) Address: Shenzhen World Exhibition & Convention Center (Hall 17) 1 Zhancheng Rd, Fuhai Street, Baoan District, Shenzhen, China Date: 17 – 20 March 2021 (4 days) Size of pavilion: 320 sqm	3 Times Target for each of the 3 pavilions - No. of products displayed: <u>20</u> machines from <u>20</u> enterprises	3 Times <u>Pavilion 1</u> - Actual no. of products displayed: <u>22</u> machines from <u>20</u> enterprises	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><u>Pavilion 2</u></p> <p>Name and place of exhibition: China International Sewing Machinery & Accessories Show (CISMA 2021) hold in Ningbo</p> <p>Address: Ningbo International Convention and Exhibition Center (Hall 7) No. 181, Huizhan Road, Ningbo, China</p> <p>Date: 29 July - 1 Aug, 2022 (4 days)</p> <p>Size of pavilion: 320 sqm</p> <p><u>Pavilion 3</u></p> <p>Name and place of exhibition: Greater Bay Area International Textile & Clothing Industry Fair (DTC2022) hold in Nanchang</p> <p>Address: Nanchang Greenland International Expo Center (Hall 5) No.1315, Huayushan Dadao, Honggutan Xinqu, Nanchang, Jiangxi, China</p> <p>Date: 12 - 14 August 2022 (3 days)</p> <p>Size of pavilion: 320 sqm</p> <p>Selection criteria adopted:</p> <p>(i) Demonstrated the recent innovation, latest technology, interconnectivity, predictive maintenance capabilities, workflow adjustment effectiveness, outstanding quality and high flexibility of local smart apparel machinery.</p> <p>(ii) Selected by the project steering committee under an evaluation and scoring system.</p> <p>(iii) Smart apparel machinery that can demonstrate high standard of technological competence, sensing, data and processing parameters capturing capabilities, predictive analytics functionalities, machine learning competence, operations autonomous optimization, machines wireless interconnectivity and efficiency of machines were selected.</p> <p>Other details:</p> <ul style="list-style-type: none"> - A special innovation and technology corner was set up in HK Pavilion to showcase local smart apparel machinery. - 4 temporary helpers and promoters (speaking Putonghua and Cantonese) for Pavilion - 4 temporary apparel machinery operators preparing knitwear samples with a series of smart apparel machinery at the Pavilion for distribution to visitors 	<ul style="list-style-type: none"> - Around <u>150</u> pieces of apparel product samples from <u>70</u> SMEs - Questionnaires survey on <u>100</u> local visitors - <u>1,500</u> knitwear samples for distribution 	<ul style="list-style-type: none"> - <u>150</u> pieces of apparel product samples from <u>72</u> SMEs - Questionnaires survey on <u>102</u> local visitors - <u>1,500</u> samples distributed <p><u>Pavilion 2</u></p> <ul style="list-style-type: none"> - Actual no. of products displayed: <u>22</u> machines from <u>21</u> enterprises - <u>150</u> pieces of apparel product samples from <u>72</u> SMEs - Questionnaires survey on <u>101</u> local visitors - <u>1,500</u> samples distributed <p><u>Pavilion 3</u></p> <ul style="list-style-type: none"> - Actual no. of products displayed: <u>22</u> machines from <u>22</u> enterprises - 150 pieces of apparel product samples from <u>72</u> SMEs - Questionnaires survey on <u>103</u> local visitors - <u>1,500</u> samples distributed 	

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)
3. Dissemination and Experience Sharing Seminars			
<p><u>1st Dissemination seminar</u></p> <p>《在中國大陸市場推廣香港智能製衣機械的嶄新技術》 - 大灣區製衣機械業市場拓展及設展經驗分享會</p> <p>Date: 13 April 2021</p> <p>Time: 15:00 – 18:00 (3 hours)</p> <p>Venue: Theatre 1, HKPC Building</p> <p>Topics covered:</p> <ul style="list-style-type: none"> • 大灣區製衣機械業的市場資訊及業務拓展機遇 • 大灣區國際智能紡織製衣工業設備展之參展成果及市場啟示 <p>Speakers:</p> <ul style="list-style-type: none"> • Ms Amy Kong, Chairlady, HKAMA • Mr Francis Lai, Senior Consultant, HKPC • Mr Peter Kam, Hoi Fung Sewing Machine Co., Ltd. • Ms Heidi Pong, Kam Full Sewing Machine Co. <p><u>2nd Dissemination seminar</u></p> <p>《在中國大陸市場推廣香港智能製衣機械的嶄新技術》 - 華東製衣機械業市場拓展及設展經驗分享會</p> <p>Date: 18 August 2022</p> <p>Time: 14:00 – 17:00 (3 hours)</p> <p>Venue: Classroom 122, HKPC Building</p> <p>Topics covered:</p> <ul style="list-style-type: none"> • 華東製衣機械業的市場資訊及業務拓展機遇 • 中國國際縫製設備展覽會之參展成果及市場啟示 <p>Speakers:</p> <ul style="list-style-type: none"> • Mr Francis Lai, Senior Consultant, HKPC • Ms Liang Yan, Kenlen Enterprise (Development) Co. Ltd. • Mr Lee Kin Ming, Gosew Automatic Technology Co., Ltd. • Mr Kam Ming Fai, GWF Embroidery Machines Ltd. <p><u>3rd Dissemination seminar</u></p> <p>《在中國大陸市場推廣香港智能製衣機械的嶄新技術》 - 大灣區製衣機械業市場拓展及設展經驗分享會</p> <p>Date: 20 September 2022</p> <p>Time: 15:00 – 18:00 (3 hours)</p> <p>Venue: Classroom 126, HKPC Building</p> <p>Topics covered:</p> <ul style="list-style-type: none"> • 大灣區製衣機械業的市場資訊及業務拓展機遇 • 2022 大灣區國際智能紡織製衣工業設備展之參展成果及市場啟示 	<p>3 times</p> <p>Target for each of the 3 seminars</p> <p>No. of participants: <u>60</u></p> <p>Duration: <u>3</u> hours</p>	<p>3 times</p> <p><u>1st Dissemination seminar</u></p> <p>Actual no. of participants: 62 (28 onsite and 34 online)</p> <p>Duration: <u>3</u> hours</p> <p><u>2nd Dissemination seminar</u></p> <p>Actual no. of participants: 95 (44 onsite and 51 online)</p> <p>Duration: <u>3</u> hours</p> <p><u>3rd Dissemination seminar</u></p> <p>Actual no. of participants: 75 (37 onsite and 38 online)</p> <p>Duration: <u>3</u> hours</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)
Speakers: <ul style="list-style-type: none"> Mr Francis Lai, Senior Consultant, HKPC Mr Peter Kam, Chairman, HKAMA cum Hoi Fung Sewing Machine Co., Ltd. Mr Cheung Sang, Kam Full Sewing Machine Co. Mrs Mandy Ma, Lee Hoi Tailor Facilities Trading CO. 			
4. Industry Promotional Video with update on Smart Manufacturing Capabilities and Technologies			
Launching date: 5 March 2021 Languages in voice-over: Putonghua and Cantonese Languages in subtitle: Simplified Chinese and Traditional Chinese Broadcasting channels: Grantee website and the industry website Title: 在中國大陸市場推廣香港智能製衣機械的嶄新技術 Soft copy available at: https://hkama.com.hk/video/ (Grantee's website) https://hkama.org.hk/media/video/ (Industry website) Other details: QR code of this new industry video has been printed on leaflets distributed in DTC2021	Target length of video: <u>3 minutes</u>	Actual length of video: <u>3 minutes 38 seconds</u>	N/A
5. Industry Website with update on Smart Apparel Machinery			
Launching date: 5 March 2021 Web address: https://hkama.org.hk/ Other details: <ul style="list-style-type: none"> Modified from industry website of previous SDF project (D17 004 010) in Traditional Chinese, Simplified Chinese and English 	Target no. of website : 1	Actual no. of website : 1	N/A
6. Comprehensive project report			
<ul style="list-style-type: none"> Languages: Traditional Chinese Upload to grantee website, mail to members of the grantee, collaborating organisations and other industry stakeholders and universities libraries via HKPC 	<u>1</u> e-version and <u>200</u> hard copies	<u>1</u> e-version and <u>200</u> hard copies	N/A
7. Promotional activities			
Leaflet for awareness seminar (electronic version) Contents: Information of 《在中國大陸市場推廣香港智能製衣機械的嶄新技術》- 項目簡介會 Distribution channels: Through database of the applicant, HKPC, as well as collaborating organisation, Wechat and Whatsapp group of project applicant and collaborating organisations Other details: N/A	Target no. of designs: 1 version (softcopy only)	Actual no. of designs: 1 e-version (softcopy only)	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)
Leaflet for promoting HK Pavilion (hardcopies) Contents: Information of Hong Kong Pavilion Distribution channels: Distributed onsite in 3 Hong Kong Pavilions in the 3 exhibitions Other details: N/A	Target no. of designs: 3 version, 1 version each exhibition Target no. of printed copies: 3,000 copies, <u>1,000</u> copies each exhibition	Actual no. of designs: 3 version Actual no. of printed copies: <u>1,000</u> copies produced and distributed in Pavilion 1 in DTC2021 <u>1,000</u> copies produced and distributed in Pavilion 2 in CISMA2021 <u>1,000</u> copies produced and distributed in Pavilion 3 in DTC2022	N/A
Leaflet for dissemination and experience sharing seminar (electronic version) Contents: Information of 大灣區製衣機械業市場拓展及設展經驗分享會(2021/04/13) 華東製衣機械業市場拓展及設展經驗分享會 (2022/08/18) 大灣區製衣機械業市場拓展及設展經驗分享會(2022/09/20) Distribution channels: Through database of the applicant, HKPC, as well as collaborating organisation, Wechat and Whatsapp group of project applicant and collaborating organisations Other details: N/A	Target no. of designs: 3 version (softcopy only), 1 version each dissemination and experience sharing seminar	Actual no. of designs: 3 version (softcopy only) 1 e-version for 1 st Dissemination seminar on 13 April 2021 1 e-version for 2 nd Dissemination seminar on 18 August 2022 1 e-version for 3 rd Dissemination seminar on 20 September 2022	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)		Original target completion date ¹	Actual completion date (if applicable)	<u>Status</u> (C/D/N)	Reasons for not meeting the original target completion date N/A
(a)	To form a project steering committee. To organise a half-day awareness seminar.	15/06/2020		D	Note (i)
(b)	To update and upgrade the industry video for inclusion of latest smart manufacturing apparel machinery technology and solutions.	31/07/2020		D	Note (ii)
(c)	To modify the industry website by amending the layout of cover page according to theme of this project, adding smart machinery information and pictures. To maintain the website and update machinery information.	15/12/2021	15/12/2022	C	Note (iii)
(d)	To set up 1st HK Pavilion in 2021 Greater Bay Area International Textile & Clothing Industry Fair. To prepare leaflet and collect smart machinery brochures and knitwear for distribution to visitors in promoting the HK Pavilion in ShenZhen. To consolidate and analyse the information collected from HK Pavilion visitors and potential buyers.	31/08/2020	30/04/2021	C	Note (iii)
(e)	To promote and hold 1st half-day dissemination and experience sharing seminar.	31/10/2020	30/06/2021	C	Note (iii)
(f)	To set up 2nd HK Pavilion in China International Sewing Machinery & Accessories Show in Shanghai (CISMA 2021). To prepare leaflet and collect smart machinery brochures and knitwear for distributing to visitors in promoting the HK Pavilion in Shanghai. To consolidate and analyse the information collected from HK Pavilion visitors and potential buyers.	31/08/2021	31/08/2022	C	Note (iii)
(g)	To promote and hold 2nd half-day dissemination and experience sharing seminar.	31/10/2021	15/09/2022	C	Note (iii)
(h)	To set up 3rd HK Pavilion in 2022 Greater Bay Area International Textile & Clothing Industry Fair. To prepare leaflet and collect smart machinery brochures and knitwear for distribution to visitors in promoting the 2nd HK Pavilion in ShenZhen. To consolidate and analyse the information collected from HK Pavilion visitors and potential buyers.	31/10/2021	31/08/2022	C	Note (iii)
(i)	To promote and hold 3rd half-day dissemination and experience sharing seminar	15/11/2021	31/10/2022	C	Note (iii)
(j)	To compile a comprehensive project report and disseminate hardcopies and softcopy on applicant's website and other channels to targeted Hong Kong SMEs	15/12/2021	30/11/2022	C	Note (iii)

Note:

- (i) Due to the serious outbreak of COVID-19 in Hong Kong and the social distancing measures in effect, the half-day awareness seminar has to be postponed. Subsequently, the "Greater Bay Area International Textile & Clothing Industry Fair (DTC)" announced in October 2020 that it would be held in March 2021. We therefore conducted the awareness seminar on 28 October 2020 to start drawing the industry's attention to this event.
- (ii) Due to COVID-19 epidemic, it was hard for the service provider to send crew across the border to take new footage in the mainland factories of the Grantee organisation's members' companies. Also, DTC 2020 was postponed to 2021, which allowed more time for production. The video was eventually completed on 5 March 2021 and played in the Hong Kong Pavilion at DTC 2021 during 17 to 20 March 2021. The deferred completion has not caused adverse effect to the publicity effect.
- (iii) Due to COVID-19 epidemic, the organisers of both the Greater Bay Area International Textile & Clothing Industry Fair (DTC) and the China International Sewing Machinery & Accessories Show (CISMA) was postponed to August 2022. Change request has been approved on 27 April 2022 for changing the target completion date.

¹ As stated in the approved project proposal.