

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	Hong Kong Educational Equipment Industry Association Limited
Implementation Agent(s) (if any)	:	1. Hong Kong Productivity Council 2. Productivity (Shenzhen) Consulting Company Limited
Project reference no.	:	T19 003 016
Project title	:	To enhance the competitiveness of Hong Kong's educational technology (EdTech) industry through the promotion of their technical capability in global market
Period covered in this report (whole project duration)	:	From 01/05/2020 to 31/10/2021 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

This is the era to use the educational technology (EdTech) tools to help the students learning the knowledge and inspire students through the artificial intelligence, blockchain technology, machine learning and analytics by big data.

Hong Kong government announced to provide fully support for the secondary school to purchase the information technology (IT) equipment, helping students to have a good IT foundation per the "The 2019-20 Budget". In addition, the global education market expenditure in 2019 was over US\$5.9 trillion dollars and estimated US\$10.0 trillion dollars in 2030 and around 2.6% of education was digitization, which was around US\$152 billion dollars. The trend for the digitalization of education to be increased to 4.4%, which is around US\$ 342 billion dollars in 2025.

Project objectives (in about 50 words)

HKEEIA would like to help the industry and SMEs to address the problems and captured the opportunities in worldwide through seminars, conference, workshops, exhibitions and business networking events. We believe this project could also enhance teachers' pedagogical knowledge to provide the efficient way on the development of STEM training courses to students.

Collaborating Organisations (if any)

Shenzhen Educational Equipment Industry Association; Cyberport Startup Alumni Association; Guangxi Educational Equipment Industry Association; Hong Kong History and Culture Educational Society; Association of I.T. Leaders in Education; The Hong Kong Association for Computer Education; Hong Kong Wireless Technology Industry Association Limited; Hong Kong Computer Emergency Response Team Coordination Centre; Hong Kong Internet of Things Alliance Limited; Online Learning and Teaching Association

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Marco WAN</u>	<u>Chairman, Hong Kong Education Equipment and Industry Association (HKEEIA)</u>
Deputy Project Coordinator	: <u>Rick MO</u>	<u>Head of Green and Smart Mobility, 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>01/05/2020</u>	<u>31/10/2021</u>	<u>18 months</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

2. Summary of Project Results

Governance

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

Mr Marco WAN, Chairman of HKEEIA (Chairman, Steering Committee)

Ms Loretta YIP, Senior Project Officer of HKPC (Member, Steering Committee)

Mr Simon LAU, Chairman of Online Learning and Teaching Association (Member, Steering Committee)

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 exhibition			
Pavilion 1 Name and place of exhibition: 深圳教育裝備博覽會 (Shenzhen / China) Date: 18/09/2020 – 20/09/2020 Size of pavilion: 200 sqm Selection criteria adopted: - the products should come from Hong Kong SMEs - the products should be free for exhibition - the SMEs should assign an engineer / representative for the onsite support, or educate the helpers for introduction of products - to set up the assessor panel for the selection of products in an open and transparent manner, the assessors would be the experts in the EdTech industry Other details: Nil	Target no. of products displayed: <u>30</u> products from 20 enterprises. Target size of pavilion: 200 sqm	Actual no. of products displayed: <u>30</u> products from 12 enterprises. Actual size of pavilion: 200 sqm	Due to the development of COVID-19, 14 days quarantine is mandatory when travelling to China, thus reducing the willingness of HK enterprises to join the exhibition.
2 Seminars / Workshops / Conferences			
Awareness Seminar: 提升香港創科教育 (EdTech) 產業研討會 Date: 21/01/2021 Time: 14:30 – 17:30 Venue: 香港九龍達之路 78 號生產力大樓一樓演講廳二及網上直播 Topics covered: 1. 未來教育，教育未來 - 匯基書院大坑東校長劉振華校長 2. 趣學中史，電子科技新領域 - 香港歷史及文化教育協會會長梁延敬老師 3. 連接各界資源，推動未來教育 - 香港數碼管理有限公司電競及青年組高級經理梁德明先生 4. 疫情中東盟國家的智慧教育市場及教學策略的變化 - 全球醍摩豆智慧教育研	Target no. of participants: 50 Target duration: 3 hours	Actual no. of participants: 69 Actual duration: 3 hours	

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>究院亞太區秘書長及首席教育顧問李躍漢先生</p> <p>Other details: Nil</p>			
<p>Dissemination Seminar: 創科教育發展前景及策略研討會 Date: 19/10/2021 Time: 14:30 – 17:30 (3 hours) Venue: 九龍達之路 78 號生產力大樓 1 樓會議廳一及網上直播 Topics covered and speakers: 1. 教育新常態 - 混合式學習的新方向 - 香港理工大學客席講師尹繼賢先生 2. 疫情造就的混合式教學新契機 - 全球醞摩豆智慧教育研究院亞太區秘書長及首席教育顧問李躍漢先生 3. 學新常態：中史科如何從「靜」去「動」 - 香港歷史及文化教育協會會長梁延敬老師 4. STEM 教學實例分享及契機 - 香港教育裝備行業協會主席尹繼賢先生 5. 項目回顧 - 香港生產力促進局智慧城市部資深顧問李崑霞女士 Other details: Nil</p>	<p>Target no. of participants: 50 Target duration: 3 hours</p>	<p>Actual no. of participants: 106 Actual duration: 3 hours</p>	
<p>1st workshop 大灣區教育產業機遇及發展趨勢工作坊 Date: 23/08/2021 Time: 14:30 – 17:30 Venue: 香港九龍達之路 78 號生產力大樓一樓 123 課室及網上直播 Topic covered and speakers: 1. 大灣區教育產業機遇及發展趨勢 - 華南師範大學教育信息技術學院教育技術學教授，博士研究生導師焦建利教授 2. 內地大灣區的教育創業政策及未來大灣區教育的風向 - 中山大學新華學院創業導師陳金耀先生及團隊 Other details: The workshop highlights (event summaries and photos) to be shared by the HKEEIA website for free access: http://www.hkeeia.org/review/021/</p>	<p>Target no. of participants: 30 Target duration: 3 hours</p>	<p>Actual no. of participants: 62 Actual duration: 3 hours</p>	
<p>2nd workshop 區塊鏈技術在教育領域的應用工作坊 Date: 30/08/2021 Time: 14:30 – 17:30 Venue: 香港九龍達之路 78 號生產力大樓一樓 121 課室及網上直播 Topic covered and speakers: 1. 區塊鏈技術在教育領域的應用 - 基石策略顧問有限公司執行董事何威廉先生 2. 區塊鏈技術在教育領域的應用 - Dr WMS Ltd 創始人鍾少權博士 Other details: The workshop highlights (event summaries and photos) to be shared</p>	<p>Target no. of participants: 30 Target duration: 3 hours</p>	<p>Actual no. of participants: 69 Actual duration: 3 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)
by the HKEEIA website for free access: http://www.hkeeia.org/review/022/			
3 rd workshop XR 技術發展趨勢和機遇工作坊 Date: 15/09/2021 Time: 14:30 – 17:30 Venue: 香港九龍達之路 78 號生產力大樓一樓 123 課室及網上直播 Topic covered and speakers: 1. Expanding your education business outside HK – Mr Ken FAN, Managing Director of Linkpath CPA Limited 2. XR Technology: Trend and Opportunity - Mr Scott MIDDLETON, Global lead cloud infrastructure & product architect of UK ISO committee member for cloud, AI and robotics Other details: The workshop highlights (event summaries and photos) to be shared by the HKEEIA website for free access: http://www.hkeeia.org/review/023/	Target no. of participants: 30 Target duration: 3 hours	Actual no. of participants: 90 Actual duration: 3 hours	
4 th workshop 大學支援初創企業發展工作坊 Date: 29/09/2021 Time: 14:30 – 17:30 Venue: 香港九龍達之路 78 號生產力大樓一樓 121 課室及網上直播 Topic covered: 1. Start-up Support by University – Dr Harrison EVANS, Collaboration Manager of Nexus at University of Leeds 2. On Gamification and New Technologies Opportunities and Challenges in Education – Dr Francisco QUEIROZ, Lecturer in Digital Innovation Design of University of Leeds 3. Business Development in UK to EdTech Start-up and SMEs – Mr Ken FAN, Managing Director of Linkpath CPA Limited Other details: The workshop highlights (event summaries and photos) to be shared by the HKEEIA website for free access: http://www.hkeeia.org/review/024/	Target no. of participants: 30 Target duration: 3 hours	Actual no. of participants: 53 Actual duration: 3 hours	
Conference 創科教育高峰論壇 Date: 20/05/2021 Time: 09:30 – 17:30 Venue: 九龍達之路 78 號生產力大樓 4 樓會議廳及網上直播 Topic covered: 1. 欠缺課程規劃與實證研究的創科教育，將何去何從？ - 香港中文大學香港教育研究所講師高慕蓮博士 2. 創科教育的新格局 - 香港新興科技教育協會副主席（教育科技）何樂新博	Target no. of participants: 200 Target duration: 8 hours	Actual no. of participants: 289 Actual duration: 7 hours + 1 hour preparation	

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)
士 3. AI 教育，教育 AI - 華南師範大學教育資訊技術學院學術分委員會主任焦建利教授 4. Innovation Education in US - 紐約主音社教育中心總監譚愛麗女士 5. Gamification and Digital Design - Dr Francisco Queiroz, Lecturer in Digital Innovation Design of University of Leeds 6. Essential Skills in Digital Design - Ms Sophie McKee, Creative Director of Slingshot simulation Limited 7. Impact of XR Technology - Ms Anna Goldson, President of Leeds XR society 8. Entrepreneurial Education by International Competition - Mr Andrew Denford, Founder and Chairman of F1 in Schools Other details: The conference highlights (event summaries and photos) to be shared in HKEEIA website for free access. http://www.hkeeia.org/review/027/			
3 Booklet			
Publishing date: 18-20/09/2020 Distribution channels: 深圳教育裝備博覽會 (Shenzhen / China) No. of pages: 20 Soft copy available at: http://www.hkeeia.org/doc/TSF%20EdTech%20Booklets.pdf	Target no. of printed copies: 500 electronic version Target no. of pages: 20 Target no. of enterprises include: 20	Actual no. of printed copies: 500 and electronic version Actual no. of pages: 20 Actual no. of enterprises included: 12	Due to the development of COVID-19, 14 days quarantine is mandatory when travelling to China, thus reducing the willingness of HK enterprises to join the exhibition.

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) Steering Committee	31/05/2020	31/05/2020	C	
(b) Awareness Seminar	31/07/2020	21/01/2021	D	Note (i)
(c) 500 copies of booklets	30/09/2020	20/09/2020	C	

¹ As stated in the approved project proposal.

(d)	Hong Kong Pavilion in China exhibition	30/09/2020	20/09/2020	C	
(e)	1-day Conference	31/05/2021	20/05/2021	C	
(f)	1 st experience sharing workshop	30/09/2021	23/08/2021	C	
(g)	2 nd experience sharing workshop	30/09/2021	30/08/2021	C	
(h)	3 rd experience sharing workshop	30/09/2021	15/09/2021	C	
(i)	4 th experience sharing workshop	30/09/2021	29/09/2021	C	
(j)	Dissemination Seminar	31/10/2021	19/10/2021	C	

Note:

(i) Postponed due to the development of COVID-19. Also, the approved changed request was received on 26 November 2020 for the change of format to dual modes.