

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	Hong Kong Electro-Plating Merchants Association Limited
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council (HKPC)
Project reference no.	:	T19 004 003
Project title	:	To promote Hong Kong electro-plating merchants' advanced electroplating and surface finishing technology to the high-value-added product markets in the Greater Bay Area and Yangtze River Delta Area
Period covered in this report (whole project duration)	:	From 15/07/2020 to 14/4/2022 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

The image of H. K. electro-plating merchants including their social responsibility, advanced electroplating technology and environmental friendly surface finishing process was promoted. Various electro-plating-related sectors were participated and demonstrated their products together in Hong Kong Pavilion of the exhibitions.

Showcase and video were presented in the H. K. Pavilion to demonstrate the high-quality electroplating products by using advanced electroplating technology. Professional technologist and technology partners of Hong Kong Electro-plating Merchants gave presentations about the advanced electroplating technology and environmental friendly surface finishing process in the seminars.

The Hong Kong Pavilion of the exhibitions provided the opportunities to participants for business networking, discussion and meeting with the technologist from H.K. Electro-plating Merchants Association and HKPC for technological and marketing exchange.

Project objectives (in about 50 words)

To promote Hong Kong's electro-plating industry in Greater Bay Area and Yangtze River Delta Economic Zone by demonstrating advanced electro-plating technology and surface finishing technology

To provide an opportunity for HK SMEs in Hong Kong's electro-plating industry to seize new business opportunities in high-value-added alternative markets.

Collaborating Organisations (if any)

The Hong Kong Metals Manufacturers Association Limited

Hong Kong Watch Manufacturers Association Limited

The Hong Kong Electronic Industries Association Limited

Hong Kong Surface Finishing Society Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>CHEUNG Kwok Tim</u>	<u>Chairman-WING YIP METAL ACCESSORIES MANUFACTORY LIMITED</u>
Deputy Project Coordinator	: <u>Suen Kwok Wai, Samson</u>	<u>General Manager of Smart Manufacturing Division - 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>15/07/2020</u>	<u>14/04/2022</u>	<u>21</u>
Revised (if applicable)	<u>NA</u>	<u>NA</u>	<u>NA</u>

2. Summary of Project Results

Governance

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

The steering committee comprise:

1 representative from the applicant - Hong Kong Electro-Plating Merchants Association Limited (HKEPMA):
Mr Lawrence Chan (Chairman);

2 representatives from the implementation agent - Hong Kong Productivity Council (HKPC):
Mr Samson Suen (General Manager) and Mr Chuck Fung (Senior Consultant);

1 representative from the collaborating organisations - Hong Kong Surface Finishing Society Limited (HKSFS):
Mr Nickolas Chang (Chairman);

2 representatives from industry members:
Mr Cheung Kwok Tim (Chairman, Wing Yip Metal Accessories Manufactory Ltd) and Mr Andy Chu (Chairman, Hung Kee Metal Stamping Factory).

Role: The steering committee is responsible for reviewing the project progress, selecting exhibition booth location, deciding on the design of the pavilion and the contents of the promotional materials. The steering committee will also take part in selecting the enterprises to display their display products during the exhibitions.

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. e.g. Hong Kong pavilions			
Pavilion 1 Name and place of exhibition: 2020 Greater Bay Area Industrial Expo, Shenzhen Date: 24-27 Nov 2020 Size of pavilion: ~300 sqm Selection criteria of enterprises adopted: Manufacture high value-added metal parts used in the decorative products, watches, jewellery, spectacles, toys, electronic components, motor vehicles and parts and consumer electronics industries. Selection criteria of product to be displayed: 1. Products produced by Hong Kong electro-plating companies;	Target no. of products displayed: <u>40</u> products from <u>30</u> enterprises	Actual no. of products displayed: <u>200</u> products from <u>30</u> enterprises	

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>2. Products using advanced electro-plating technology such as Atomic Layer Deposition (ALD), Atmospheric Pressure Chemical Vapor Deposition (APCVD), and environmental friendly surface finishing process.</p> <p>1,500 pcs samples of ceramic coating fabricated by ALD were distributed to visitors for demonstration of Advanced electro-plating technology</p> <p>On-site promotion: 1 Straight popup banner, 1 hanging banner and 1,000 copies of leaflet were distributed in the exhibitions</p> <p>The following VIPs attended the opening ceremony: 1.Ms. Tang Sau Han, Vanessa (Dir, Shenzhen Liaison Unit, The Govt of the HKSAR); 2.Mr. Lee Yuen Fat (Chairman of Hong Kong Federation of Innovation Technologies and Manufacturing Industries, HKFITMI); 3.馬捷 (Chairman of China Surface Engineering Association); 4.Mr. Suen Fai Chuen (Chairman of The Hong Kong Metals Manufacturers Association Limited, HKMMA); 5.Mr. Richard Lee (Director of Hong Kong Watch Manufacturers Association Limited, HKWMA); 6. Mr. Tsoi Tsz Fong (Chairman of Hong Kong Foundry Association); 7. Mr. Cheung Kin Ming (Chairman of Hong Kong Screw & Fastener Council); and 8. Mr. Chang Chi Hang (Chairman of Hong Kong Surface Finishing Society Limited, HKSFS).</p> <p>Other details: HK pavilion was</p>	<p>Target no. of samples distributed: <u>1,500</u></p> <p>Target no. of straight popup banner distributed: <u>1</u></p> <p>Target no. of hanging banner distributed: <u>1</u></p> <p>Target no. of leaflet distributed: <u>1,000</u></p> <p>Target no. of representatives from HKMMA: <u>1</u></p> <p>Target no. of representatives from HKWMA: <u>1</u></p> <p>Target no. of representatives from HKFITMI: <u>1</u></p> <p>Target no. of representatives from HKSFS: <u>1</u></p> <p>Target no. of visitors invited: <u>100</u></p>	<p>Actual no. of samples distributed: <u>1,500</u></p> <p>Actual no. of straight popup banner distributed: <u>1</u></p> <p>Actual no. of hanging banner distributed: <u>1</u></p> <p>Actual no. of leaflet distributed: <u>1,000</u></p> <p>Actual no. of representatives from HKMMA: <u>1</u></p> <p>Actual no. of representatives from HKWMA: <u>1</u></p> <p>Actual no. of representatives from HKFITMI: <u>1</u></p> <p>Actual no. of representatives from HKSFS: <u>1</u></p> <p>Actual no. of visitors invited: <u>152</u></p>	



[illegible]

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>2. 莊志東 (原副局長,北京市生態環境保護局)</p> <p>3. 黃國偉 (副會長,上海市工業經濟聯合會黨委)</p> <p>4. Mr. Chang Chi Hang (Chairman of Hong Kong Surface Finishing Society Limited, HKSFS).</p> <p>5.王國祥 (名譽理事長, China Surface Engineering Association)</p> <p>6. 上海市經濟和資訊化委員會 趙廣君 處長</p> <p>7. 王新國 (秘書長, China Surface Engineering Association)</p> <p>8. 汪鋒 (副秘書長, 浙江省電鍍行業協會)</p> <p>9. 葛俊 (部長, 北京新能源汽車股份有限公司)</p> <p>10. 林安 (副理事長、科技委主任, China Surface Engineering Association)</p> <p>Other details: HK pavilion was promoted through Weibo and WeChat. HK pavilion was introduced and promoted through e-mail distributed by the Hong Kong Electro-plating Merchants Association.</p>	<p>Target no. of representatives from HKWMA: <u>1</u></p> <p>Target no. of representatives from HKFITMI: <u>1</u></p> <p>Target no. of representatives from HKSFS: <u>1</u></p> <p>Target no. of visitors invited: <u>100</u></p>	<p>Actual no. of representatives from 北京市生態環境保護局: <u>1</u></p> <p>Actual no. of representatives from 上海市工業經濟聯合會黨委: <u>1</u></p> <p>Actual no. of representatives from HKSFS: <u>1</u></p> <p>Actual no. of visitors invited: <u>over 100</u></p>	
2. Seminars			
<p>1st seminar Date: 24 Nov 2020 Time: 14:00 – 17:00 (3 hours) Venue: inside the Hong Kong pavilion</p> <p>Topics covered: (i)三價鉻技術在汽車裝飾及硬鉻上的新發展 (ii)電鍍廢水零排放技術與應用 (iii)原子層沉積法</p>	<p>Target no. of participants: <u>50 (10 participants from HK; 40 participants from Mainland)</u></p>	<p>Actual no. of participants: <u>66 (12 participants from HK; 54 participants from Mainland)</u></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>(iv)等離子拋光技術</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Mr. Chang Chi Hang (Winstar Chemicals Co., Ltd.) 2. 劉迎偉 (Win-Chance Metal Factory Limited) 3. Mr. Cheung Chi Hang (Hong Kong Productivity Council) 4. Mr. Wong Kwan Pang (Hong Kong Productivity Council) <p>Other details:</p> <ol style="list-style-type: none"> 1. The seminar was conducted in Putonghua. 2. 60 copies of promotion leaflet and e-version were produced to introduce the seminar and deliver the seminar details such as date, time, location, speaker, rundown, and introduction of topics. 			
<p>2nd seminar</p> <p>Date: 8 July 2020</p> <p>Time: 10:00-15:45 (5.75hours)</p> <p>Venue:</p> <p>Inside the Hong Kong pavilion :</p> <p>(i)電鍍廢水處理技術</p> <p>(ii)汽車上的裝飾性表面處理技術</p> <p>新一代的三價黑鉻</p> <p>&</p> <p>Seminar room of ProSF International Surface Finishing Exhibition:</p> <p>(iii)環保表面處理工藝</p> <p>(iv)功能性塗層技術及應用 "金剛石塗層技術及化學氣相滲透技術"</p> <p>Topics covered:</p> <p>(i)電鍍廢水處理技術</p> <p>(ii)汽車上的裝飾性表面處理技術</p> <p>新一代的三價黑鉻</p> <p>(iii)環保表面處理工藝</p> <p>(iv)功能性塗層技術及應用 "金剛石塗層技術及化學氣相滲透技術"</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Mr. Ho Chun Man (Technic (China-HK) Limited) 2. 范勇先生 (Winstar Chemicals Co., Ltd.) 3. Mr. Wong Kwan Pang (Hong Kong Productivity Council) 4. Mr. Yick Man Lung (Hong Kong Productivity Council) <p>Other details:</p>	<p>Target no. of participants: <u>50 (10 participants from HK; 40 participants from Mainland)</u></p>	<p>Actual no. of participants: <u>89 (5 participants from HK; 84 participants from Mainland)</u></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>1. The seminar was conducted in Putonghua.</p> <p>2. 60 copies of promotion leaflet and e-version were produced to introduce the seminar and deliver the seminar details such as date, time, location, speaker, rundown, and introduction of topics.</p>			
3. Technical Video			
<p>Launching date: 24 Nov 2020 & 7 July 2021 (Production of technical video was completed on 12 Oct 2020) Languages in voice-over: Putonghua and Cantonese Languages in subtitle: Simplified Chinese and English</p> <p>The content of technical video filmed advanced electro-plating technology such as ALD, Physical Vapor Deposition and APCVD; environmental friendly surface finishing process such as plasma polishing process</p> <p>Broadcasting channels: The technical video was broadcast in Hong Kong pavilion 1 & 2</p> <p>The technical video was also launched at the following social media and project website: 1. https://youtu.be/Ify8B3kx-HM (Cantonese) 2. https://www.youtube.com/watch?v=EPRv6nVIJLs&feature=youtu.be (Putonghua) 3. https://haokan.baidu.com/v?vid=3711041367324437321&bfe=1 (Putonghua) (i) Project website: http://www.tsfhkepma.com</p>	<p>Target length of video: <u>10</u> minutes</p>	<p>Actual length of video: <u>10</u> minutes</p>	
4. Website			
<p>1st Website Launching date: 24 Oct 2020 (Production of project website was completed on 5 Oct 2020) Web address: http://www.tsfhkepma.com</p> <p>The project website is as a channel to promote the capabilities of Hong Kong electro-plating SMEs. The content is included the following; 1. Introduction of HK pavilion in DMP2020; 2. Introduction of advanced</p>	<p>Target no. of website: <u>1</u></p>	<p>Actual no. of website: <u>1</u></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)
electro-plating technology and environmental friendly surface finishing process; 3. Introduction of exhibitors; and 4. E-version of promotional leaflets and directory of Hong Kong electro-plating SMEs			
<p>2nd Website Launching date: 31 May 2021 Web address: http://www.tsfhkepma.com</p> <p>The project website is as a channel to promote the capabilities of Hong Kong electro-plating SMEs. The content is included the following; 1. Introduction of HK pavilion in ProSF2021 2. Introduction of advanced electro-plating technology and environmental friendly surface finishing process; 3. Introduction of exhibitors; and 4. E-version of promotional leaflets and directory of Hong Kong electro-plating SMEs</p>	<p>Target no. of website: <u>1</u></p>	<p>Actual no. of website: <u>1</u></p>	
5. Leaflets			
<p>Leaflets for HK pavilion in DMP2020</p> <p>Contents: 1. Introduction of Hong Kong electro-plating industry including the general situation of the Hong Kong Electro-Plating industries and the services; 2. List of Hong Kong electro-plating industry SMEs by using QR code;</p>	<p>Target no. of printed copies: <u>1,000</u></p>	<p>Actual no. of printed copies: <u>1,000</u></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>3. Introduction of exhibitors; 4. To promote Hong Kong Pavilion in DMP2020 including exhibition activities and business matching</p> <p>Distribution on: 24-27 Nov 2020 Distribution channels: 1. 1,000 hard copies were distributed in Hong Kong pavilion 1 during Greater Bay Area Industrial Expo, Shenzhen 2020; 2. E-version was uploaded to the project website and Weibo to reach out more overseas industry stakeholders.</p> <p>Leaflets for HK pavilion in ProSF2021</p> <p>Contents: 1. Introduction of Hong Kong electro-plating industry including the general situation of the Hong Kong Electro-Plating industries and the services; 2. List of Hong Kong electro-plating industry SMEs by using QR code;</p>  <p>3. Introduction of exhibitors; 4. To promote Hong Kong Pavilion in ProSF2021 including exhibition activities and business matching</p>	<p>Target no. of printed copies: <u>1,000</u></p>	<p>Actual no. of printed copies: <u>1,000</u></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>Distribution on: 7-9 July 2021</p> <p>Distribution channels:</p> <p>1. 1,000 hard copies were distributed in Hong Kong pavilion 2 during ProSF International Surface Finishing Exhibition 2021, Shanghai;</p> <p>2. E-version was uploaded to the project website and Weibo to reach out more overseas industry stakeholders.</p>			
<p>Leaflets for 1st seminar</p> <p>Content:</p> <p>Introduces the seminar and delivers the seminar details such as date, time, location, speaker, rundown, and introduction of topics.</p> <p>Distribution on: 24 Nov 2020</p> <p>Distribution channels:</p> <p>1. 60 hard copies were distributed in Hong Kong pavilion 1 during Greater Bay Area Industrial Expo, Shenzhen 2020.</p> <p>2. E-version was uploaded to the project website and Weibo to reach out more overseas industry stakeholders.</p>	<p>Target no. of printed copies: <u>60</u></p>	<p>Actual no. of printed copies: <u>60</u></p>	
<p>Leaflets for 2nd seminar</p> <p>Content:</p> <p>Introduces the seminar and delivers the seminar details such as date, time, location, speaker, rundown, and introduction of topics.</p> <p>Distribution on: 7 July 2021</p> <p>Distribution channels:</p> <p>1. 60 hard copies were distributed in Hong Kong pavilion 2 during ProSF International Surface Finishing Exhibition 2021, Shanghai</p> <p>2. E-version was uploaded to the project website and Weibo to reach out more overseas industry stakeholders.</p>	<p>Target no. of printed copies: <u>60</u></p>	<p>Actual no. of printed copies: <u>60</u></p>	
6. Advertisements			
<p>Online advertisements on Weibo and WeChat</p> <p>Contents:</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)
1. Introduction of Hong Kong electro-plating industry including the general situation of the Hong Kong Electro-Plating industries and the services; 2. List of Hong Kong electro-plating industry SMEs; 3. Introduction of advanced electro-plating technology and environmental friendly surface finishing process; 4. Introduction of exhibitors; 5. To promote Hong Kong Pavilion in DMP2020 including exhibition activities and business matching.	Target duration of on-line advertisement: <u>1.5</u> months	Actual duration of on-line advertisement: <u>1.5</u> months (3 Nov 2020 – 18 Dec 2020)	
6. To promote Hong Kong Pavilion in ProSF2021 including exhibition activities and business matching.	Target duration of on-line advertisement: <u>1.5</u> months	Actual duration of on-line advertisement: <u>1.5</u> months (23 Jun 2021 – 8 Aug 2021)	

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)	Status (C/D/N)	Reasons for not meeting the original target completion date
- Design and production of promotional leaflet (Greater Bay Area Industrial Expo, Shenzhen) - Design and production of the technical video - Design and production of project website - Design the Hong Kong pavilion (Greater Bay Area Industrial Expo, Shenzhen)	14/10/20		C	
(a)				

¹ As stated in the approved project proposal.

	- Promotion on social media platforms in Hong Kong and Mainland	31/12/20		C	
	- Build the Hong Kong pavilion (Greater Bay Area Industrial Expo, Shenzhen)				
	- Organization of the 1st exhibition (Greater Bay Area Industrial Expo, Shenzhen)				
	- Organization of the 1st seminar (Greater Bay Area Industrial Expo, Shenzhen)				
(b)	- Report and evaluation	31/05/21		C	
(c)	- Update of project website				
(d)	- Design and production of promotional leaflet (ProSF, Shanghai)	31/07/21	17/06/21	C	
	- Design the Hong Kong Pavilion (ProSF, Shanghai)	30/09/21	15/06/21	C	
(e)	- Promotion on social media platforms in Hong Kong and Mainland	31/12/21	08/08/21	C	
	- Build the Hong Kong pavilion (ProSF, Shanghai)				
	- Organization of the 2 nd exhibition (ProSF, Shanghai)				
	- Organization of the 2 nd seminar (ProSF, Shanghai)				
	- Update of project website	14/04/22	08/08/21	C	
(g)	- Report and evaluation				