

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	Federation of Fur Manufacturers and Dealers (Hong Kong) Limited
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council
Project reference no.	:	T19 004 007
Project title	:	To enhance the competitiveness of Hong Kong fur industry by promoting its capability to potential buyers in Asia
Period covered in this report (whole project duration)	:	From 01/06/2020 to 31/12/2022 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

Hong Kong, claiming the world's third largest fur clothing exporter, is one of the world's major sources of quality fur garments and accessories. Seeing the opportunities in increasing demand of fur products in the world, it is crucial for Hong Kong fur enterprises to seize the moment, looking into the potential markets and new export chances, promoting its status as a one-stop solution in supply chain by demonstrating its advanced advantage in explored new techniques and excellent craftsmanship.

In this project, Hong Kong fur enterprises will demonstrate capabilities of providing trendy and high-end fur fashion products through participating in international fashion trade show in Japan. Activities including sharing workshop on sustainable technologies and business networking session, as well as promotional video and promotion activities such as online promotion and on-site advertisement, will also be developed.

Project objectives (in about 50 words)

- To enhance the awareness of applying sustainable technologies to the fur industry
- To assist Hong Kong fur enterprises to link up with potential buyers in international shows in Asia
- To further promote the capability of Hong Kong providing trendy and high-end fur fashion products with sustainable technologies

Collaborating Organisations (if any)

- Hong Kong Fashion Designers Association
- Hong Kong Trade Development Council
- The Chinese Manufacturers' Association of Hong Kong
- International Fur Federation – Beijing Representative Office

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Ms Ko Lai Fong, Rose</u>	<u>Chairman, Federation of Fur Manufacturers and Dealers (Hong Kong) Limited</u>
Deputy Project Coordinator	: <u>Ir Suen Kwok Wai, Samson</u>	<u>Principal Consultant, 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>01/06/2020</u>	<u>31/12/2022</u>	<u>31</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.

Name	Organisation
Ms. Rose Ko	Federation of Fur Manufacturers and Dealers (Hong Kong) Limited
Mr. Wong Yau Fai	Ace Fur Manufacturing Limited
Mr. Dennis Fong	International Fur (Holdings) Ltd
Ms. Portia To	Hong Kong Design Institute
Mr. YC KO	Hong Kong Productivity Council (HKPC)

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 session			
Briefing session for Fashion World Tokyo Date: 10 Sep 2020 Time: 11:00-12:00 (1 hour) Format: Online broadcast Topics: (i) Introduction of the project and (ii) Introduction of Hong Kong Fur Pavilion in Fashion World Tokyo Speakers: Ms Rose Ko, Chairman of HKFF and Ms Carol Chan, Consultant of HKPC	Target no. of participants: 30 Target duration: 1 hour	Actual no. of participants: 37 Actual duration: 1 hour	
2. Sharing workshop on sustainable technologies			
Date: 10 Sep 2020 Time: 15:00-18:00 (3 hours) Format: Online broadcast Topics: Sustainable technologies for the fur industry 1. 毛皮業界對原料追溯系統的需求 2. 可應用於毛皮業的追溯系統 3. 利用區塊鏈技術強化系統追蹤性 4. 遠程在線污水處理系統監控 Speakers: 1. 王博文先生 香港毛皮業協會榮譽會長 2. 黃宇虔工程師 HKPC顧問	Target no. of participants: 30 Target duration: 3 hours	Actual no. of participants: 40 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)
3. 陳偉強先生 HKPC資深顧問 4. 張國華先生 HKPC高級顧問			
3. Hong Kong Fur Pavilion			
<p>Hong Kong Fur Pavilion in Fashion World Tokyo Date: 18-20 Oct 2022 Size of pavilion: 97.2 sqm Venue: Tokyo Big Sight, Tokyo (Booth number: A3-6)</p> <p>Selection criteria adopted: A selection committee has carried out selection for appropriate candidates based on criteria such as business nature, quality of displayed items and reputation of enterprises.</p> <p>Other details: An eco zone of about 10 sqm was set-up in the Hong Kong Fur Pavilion showing sustainability technologies on sewage treatment, dyeing, dressing, etc. to promote the sustainable elements of the fur industry.</p>	<p>Target no. of products displayed: about 50 products from 8 enterprises</p> <p>Target size of pavilion: approximately 100 sqm</p>	<p>Actual no. of products displayed: 260 products from 8 enterprises</p> <p>Actual size of pavilion: 97.2 sqm</p>	
4. Business networking session			
<p>Date: 19 Oct 2022 Time: 11:00 – 12:00 (Japan Time) Venue: Hong Kong Fur Pavilion in Fashion World Tokyo</p> <p>Other details: e-networking facilities were set-up in the Hong Kong Fur Pavilion to connect overseas potential buyers with Hong Kong fur enterprises who were not able to join the exhibition on-site</p>	<p>Target no. of participants: approximately 20 participants including 5 Hong Kong representatives and 15 potential buyers</p> <p>Target duration: 1 hour</p>	<p>Actual no. of participants: 21 participants including 9 Hong Kong representatives (6 on-site and 3 online) and 15 potential buyers (on-site)</p> <p>Actual duration: 1 hour</p>	
5. Leaflet			
<p>Content: Promotion of Hong Kong Fur Pavilion in Fashion World Tokyo 2022 Languages: English and Japanese</p> <p>Completion date: 7 Oct 2022 Distribution channel: Distributed at the exhibition to draw visitors to the Hong Kong Fur Pavilion</p> <p>Other details: QR code linking to the video was included in leaflet.</p>	<p>Target no. of designs: 1 Target no. of printed copies: 1,000</p>	<p>Actual no. of designs: 1 Actual no. of printed copies: 1,000</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)
6. Promotional video			
<p>Launch date: 10 June 2021 for English version; 17 June 2021 for Japanese and Russian versions</p> <p>Languages in voice-over: English, Japanese and Russian</p> <p>Languages in subtitle: English, Japanese and Russian</p> <p>Broadcasting channel: uploaded to YouTube</p> <p>English: https://www.youtube.com/watch?v=HvMPafpITNU</p> <p>Japanese: https://www.youtube.com/watch?v=DpQocGBf8pQ</p> <p>Russian: https://www.youtube.com/watch?v=2p1U7b_B_xg</p>	<p>Target length of video: Approximately 3 minutes</p>	<p>Actual length of video: English: 2 minutes and 44 seconds</p> <p>Japanese: 2 minutes and 45 seconds</p> <p>Russian: 2 minutes and 45 seconds</p>	
7. Dissemination seminar			
<p>Date: 25 Nov 2022</p> <p>Time: 10:00-12:00 (2 hours)</p> <p>Venue: Kowloon Shangri-La, Hong Kong</p> <p>Topics: Sustainable technologies for the fur industry</p> <p>1. 香港皮草館盛況</p> <p>2. 毛皮業市場和發展商機</p> <p>3. 香港皮草館見聞及經驗分享</p> <p>Speakers:</p> <p>1. 林沛欣女士 HKPC顧問</p> <p>2. 高麗芳女士 香港毛皮業協會榮譽會長</p> <p>3. 蔡景如先生 信力貿易有限公司董事</p> <p>4. 孫景謙先生 香港皮草廠有限公司董事</p>	<p>Target no. of participants: 60</p> <p>Target duration: 2 hours</p>	<p>Actual no. of participants: 52</p> <p>Actual duration: 2 hours</p>	<p>The total number of enrolments was 68 which met the target in proposal. However, some enrolled participants did not show up eventually. To minimise the difference between enrolled participants and attendees, reminder will be sent out before the event.</p>
8. Promotional activities			
<p>Online advertisement</p> <ul style="list-style-type: none"> - One online advertisement on the exhibition official website of Fashion World Tokyo (from 14 Sep 2022 to 20 Oct 2022) - One online advertisement on Japan website (織研plus) (from 20 Sep 2022 to 20 Oct 2022) - One advertisement on the online exhibitor directory 	<p>Target duration: 1 month</p> <p>Target duration: 1 month</p> <p>Target: 1 time</p>	<p>Actual duration: 1 month</p> <p>Actual duration: 1 month</p> <p>Actual: 1 time</p>	
<p>On-site advertisement</p> <ul style="list-style-type: none"> - Show entrance floor advertisement at Fashion World Tokyo 	<p>Target: 1 time</p>	<p>Actual: 1 time</p>	

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> ¹	<u>Actual completion date</u> (if applicable)	<u>Status</u> (C/D/N)	<u>Reasons for not meeting the original target completion date</u>
	<ul style="list-style-type: none"> To form a selection committee To promote and organize the briefing session for Tokyo exhibition To promote and organize the sharing workshop 	31/08/2020		D	In view of the availability of speakers, we could only conduct the briefing session for Fashion World Tokyo and the sharing workshop on sustainable technologies on 10 Sep 2020.
(a)	<ul style="list-style-type: none"> To line up with various sectors for video shooting To finalize the version of promotion video 	30/09/2020	28/02/2021*	D	With the participation in Fashion World Tokyo being postponed due to COVID-19 pandemic, although the video was completed in Oct 2020, it was only launched on 10 Jun 2021.
(b)	<ul style="list-style-type: none"> To compile a leaflet for Tokyo exhibition 	31/10/2020	31/10/2022**	C	
(c)	<ul style="list-style-type: none"> To line up various products and services from different sectors in the Hong Kong fur industry for forming the pavilion set up in Tokyo To design and produce advertisement for Tokyo exhibition To design, set up and manage Hong Kong pavilion and organize business networking sessions at Tokyo exhibition 	31/10/2020	31/10/2022**	C	
(d)	<ul style="list-style-type: none"> To promote and organize the briefing session for Moscow exhibition 	31/07/2021	31/07/2022***	N	
(e)	<ul style="list-style-type: none"> To compile a leaflet for Moscow exhibition 	30/09/2021	30/09/2022***	N	
(f)					

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 fur industry for forming the pavilion set up in Moscow To design and produce advertisement for Moscow exhibition To design, set up and manage Hong Kong pavilion and organize business networking sessions and at Moscow exhibition 	30/09/2021	30/09/2022***	N	
(g)					
	<ul style="list-style-type: none"> To identify and invite speakers to deliver the dissemination seminar To promote and organize the dissemination seminar 	28/02/2022	31/12/2022**	C	
(h)					

* After the change requests approved on 21 Oct 2020, the target completion date for (b) was extended to 28 Feb 2021 to tie in with the postponement of participation in Fashion World Tokyo from Oct 2020 to Mar 2021 due to the COVID-19 pandemic.

** After the change requests approved on 21 Oct 2020, 21 Jan 2021, 11 Aug 2021 and 8 Apr 2022, the participation in Fashion World Tokyo was postponed from Oct 2020 to Oct 2022 due to the COVID-19 pandemic. The target completion dates for (c) and (d) were postponed from 31 Oct 2020 to 31 Oct 2022, and the target completion date for (h) was postponed from 28 Feb 2022 to 31 Dec 2022.

*** After the change request approved on 11 Aug 2021, the participation in Collection Premiere Moscow was postponed from Sep 2021 to Sep 2022 due to the COVID-19 pandemic. The target completion dates for (e) was postponed from 31 Jul 2021 to 31 Jul 2022, and the target completion dates for (f) and (g) were postponed from 30 Sep 2021 to 30 Sep 2022. After another change request approved on 6 Sep 2022, the participation in Collection Premiere Moscow and related deliverables were taken out from the project in view of the political and economic uncertainties in Russia.