

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	Asia Branding and Franchising Association (ABFA)
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council (HKPC)
Project reference no.	:	T19 004 008
Project title	:	To expedite business growth through franchising activities
Period covered in this report (whole project duration)	:	From 01/07/2020 to 31/1/2023 (dd/mm/yyyy) (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

In light of the mentioned difficulties and opportunities faced, it is crucial for Hong Kong enterprises, particularly SMEs and startups, to integrate IP in their business strategy and leverage Hong Kong's potential status as a franchising hub so as to enhance business growth through franchising and licensing activities in the Asian markets.

This can be achieved through an integrated programme that includes activities to deepen their competence in IP, franchising and licensing through a series of training workshops, industry publicity, dissemination seminar, as well as a series of industry connect activities to demonstrate their capabilities and relationships building in international trade shows.

### Project objectives (in about 50 words)

To enhance the awareness of intellectual property as a strategy for business growth

To promote the capability of Hong Kong franchising industry in Mainland China and ASEAN countries

To assist Hong Kong enterprises to link up with potential buyers in international trade shows

### Collaborating Organisations (if any)

Hong Kong Small and Medium Enterprises Association Limited

Hong Kong Trade Development Council (HKTDC)

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Ms. Karen Kwan	Chairlady, Asia Branding and Franchising Association
Deputy Project Coordinator	: Ms. Ng Ting Yan, Peggy	Lead Consultant, Hong Kong Productivity Council

### 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	01/07/2020	31/01/2022	19
Revised (if applicable)	01/07/2020	31/01/2023	31

## 2. Summary of Project Results

### Governance

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

No steering committee was formed but a selection committee was formed with the following members:	
Name	Organisation/ Company
Ms. Karen Kwan	Chairlady of Asia Branding and Franchising Association
Ms. Peggy Ng	Lead Consultant of Hong Kong Productivity Council
Dr. Lewis Luk	President of Hong Kong Institute of Patent Attorneys Limited / Adjunct Professor, Faculty of Engineering, Hong Kong Polytechnic University
Mr. Eddy Chen	Vice Chairman of Hong Kong Franchise Development Association
Ms. Carmen Pang	Judge of APAC Market Development Awards
Ms. Pamela Mak	Chairlady of Hong Kong Small and Medium Enterprises Association

### 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. Training workshops cum webinar</b>			
<b>Training workshop (I) in IP protection</b>  <u>Date:</u> 22 February 2021 <u>Time:</u> 14:30 – 17:30 (3hours) <u>Venue:</u> HKPC Building with Zoom Live Broadcast <u>Topics covered:</u> IP protection and product design/development, from the perspective of IP management <u>Speakers:</u> Dr Lewis LUK (President of Hong Kong Institute of Patent Attorneys) <u>Other details:</u> delivered in Cantonese	Target no. of participants:  30 participants	Actual no. of participants:  29 online participants and 4 on-site participants (33 participants in total)	The on-site attendance was unexpectedly low due to COVID-19. In the future, in order to attract more on-site participants, more explicit promotion of the physical venues through various channels will be made before the event.
<u>Date:</u> 23 February 2021 <u>Time:</u> 16:00 – 19:00 (3hours) <u>Venue:</u> HKPC Building with Zoom Live Broadcast <u>Topics covered:</u> Global IP trend and valuation through data analytics <u>Speakers:</u> Dr Andreas ZAGOS (Managing Partner of IP Business Information B.V.) <u>Other details:</u> delivered in English	30 participants	38 online participants and 2 on-site participants (40 participants in total)	
<u>Date:</u> 24 February 2021 <u>Time:</u> 14:30 – 17:30 (3hours) <u>Venue:</u> HKPC Building with Zoom Live Broadcast	30 participants	35 online participants and 2 on-site participants (37 participants in total)	

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>Topics covered:</u> (1) Ways to protect your brands from intellectual property theft; (2) Value creation and exploitation of IP</p> <p><u>Speakers:</u> (1) Mr Benny KONG (Senior Partner of Benny Kong &amp; Tsai Solicitors); (2) Mr Eddie HUI (Managing Director &amp; CEO of Semk Products Limited)</p> <p><u>Other details:</u> delivered in Cantonese</p> <p><u>Date:</u> 25 February 2021  <u>Time:</u> 14:30 – 17:30 (3hours)  <u>Venue:</u> HKPC Building with Zoom Live Broadcast</p> <p><u>Topics covered:</u> New developments of HK IP laws and influence thereof on business decisions</p> <p><u>Speakers:</u> Dr Lewis LUK (President of Hong Kong Institute of Patent Attorneys)</p> <p><u>Other details:</u> delivered in Cantonese</p>	30 participants	39 online participants and 2 on-site participants (41 participants in total)	
<p>Training workshop (II) in hands-on experience in franchising and licensing</p> <p><u>Date:</u> 17 February 2021  <u>Time:</u> 14:30 – 17:30 (3hours)  <u>Venue:</u> HKPC Building with Zoom Live Broadcast</p> <p><u>Topics covered:</u> You can't really franchise when your IP, mainly your brand is not protected or properly managed</p> <p><u>Speakers:</u> Mr Albert KONG (CEO of Asiawide Franchise Consultants)</p> <p><u>Other details:</u> delivered in English</p> <p><u>Date:</u> 18 February 2021  <u>Time:</u> 14:30 – 17:30 (3hours)  <u>Venue:</u> HKPC Building with Zoom Live Broadcast</p> <p><u>Topics covered:</u> Success stories and approaches in franchising and licensing</p> <p><u>Speakers:</u> Mr Affandy FAIZ (President/CEO of Francorp Malaysia)</p> <p><u>Other details:</u> delivered in English</p> <p><u>Date:</u> 19 February 2021  <u>Time:</u> 14:30 – 17:30 (3hours)  <u>Venue:</u> HKPC Building with Zoom Live Broadcast</p> <p><u>Topics covered:</u> (1) Keys to success of corporate brand management; (2) Brand development case sharing</p>	<p>Target no. of participants:</p> <p>30 participants</p> <p>30 participants</p> <p>30 participants</p>	<p>Actual no. of participants:</p> <p>32 online participants and 2 on-site participants (34 participants in total)</p> <p>38 online participants and 4 on-site participants (42 participants in total)</p> <p>37 online participants and 4 on-site participants (41 participants in total)</p>	<p>The on-site attendance was unexpectedly low due to COVID-19. In the future, in order to attract more on-site participants, more explicit promotion of the physical venues through various channels will be made before the event.</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><u>Speakers:</u> Dr Wendy LAM (Director of Yue Lan International Development Company Limited); Mr William SHUM (CEO of Memorigin Watch Company Limited)</p> <p><u>Other details:</u> Delivered in Cantonese</p> <p><u>Date:</u> 26 February 2021  <u>Time:</u> 15:00 – 18:00 (3hours)  <u>Venue:</u> HKPC Building with Zoom Live Broadcast  <u>Topics covered:</u> Useful kit on IP franchising/licensing  <u>Speakers:</u> Mr Affandy FAIZ (President/CEO of Francorp Malaysia)  <u>Other details:</u> delivered in English</p>	30 participants	35 online participants and 2 on-site participants (37 participants in total)	
<b>2. Promotional sessions cum webinar</b>			
<p>Promotional sessions cum webinar for Guangzhou exhibition  Date: 8 Feb 2021  Time: 14:00 - 15:00 (1 hour)  Venue: HKPC Building and webinar via zoom</p>	Approximately 30 participants to attend the session	38 online participants and 5 on-site participants (43 participants in total)	
<p>Promotional sessions cum webinar for Indonesia exhibition  Date: 21 Sep 2022  Time: 10:00 – 11:00 (1 hour)  Venue: HKPC Building and webinar via zoom  <a href="https://hkpc.zoom.us/j/3419258827?pwd=Z09CMGUwdFBPK1hublU5dXdRDRUZz09">https://hkpc.zoom.us/j/3419258827?pwd=Z09CMGUwdFBPK1hublU5dXdRDRUZz09</a></p>	Approximately 30 participants to attend the session	21 online participants and 26 on-site participants (47 participants in total)	
<b>3. International trade shows</b>			
<p>Hong Kong Pavilion  Name and place of exhibition: Guangzhou International Franchise Exhibition, Guangzhou, China  Date: 4-6 Mar 2021  Size of pavilion: 54sqm  Selection criteria adopted: business nature (i.e. Hong Kong brands, franchising &amp; licensing enterprises, brand building partners), quality of the displayed items and reputation of the enterprises (company's history - date of establishment and record – any business-related disputes or fraudulent activity)</p>	Target no. of products displayed: 100 products from 20 enterprises	Actual no. of products displayed: 100 products from 28 enterprises	
<p>Hong Kong Pavilion  Name and place of exhibition: Franchise &amp; License Expo Indonesia, Jakarta, Indonesia  Date: 18 – 20 Nov 2022</p>	Target no. of products displayed: 100 products from 20 enterprises	Actual no. of products displayed: 100 products from 25 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)
Size of pavilion: 60sqm Selection criteria adopted: business nature (i.e. Hong Kong brands, franchising & licensing enterprises, brand building partners), quality of the displayed items and reputation of the enterprises (company's history - date of establishment and record - any business-related disputes or fraudulent activity)			
<b>4. Business networking and sharing sessions</b>			
Date: 4 & 5 Mar 2021 Time: 14:30 – 15:30 (1 hour x 2 times) Venue: Inside the Hong Kong Pavilion of Guangzhou International Franchise Exhibition	Target no. of participants from Hong Kong: 10 Target no. of Mainland buyers: 20	Actual no. of participants from Hong Kong: 10 Actual no. of overseas / Mainland buyers: 20	
Date: 18 & 19 Nov 2022 Time: 15:00 – 16:00 (1 hour x 2 times) Venue: Inside the Hong Kong Pavilion of Franchise & License Expo Indonesia Other details: delivered in Cantonese	Target no. of participants from Hong Kong: 10 Target no. of overseas buyers: 20	Actual no. of participants from Hong Kong: 13 Actual no. of overseas / Mainland buyers: 20	
<b>5. Video</b>			
Languages in voice-over: Putonghua and English Languages in subtitle: Chinese and English Broadcasting channels: Soft copy available at: Chinese version: <a href="https://v.youku.com/v_show/id_XNTUwMDUzNjcxNg==.html">https://v.youku.com/v_show/id_XNTUwMDUzNjcxNg==.html</a> English version: <a href="https://v.youku.com/v_show/id_XNTUwMDU0MTQyNA==.html?spm=a2hbt.13141534.app.5~5!2~5!2~5~5~5!2~5~5!2~5!2~5!2~5~5!2~A">https://v.youku.com/v_show/id_XNTUwMDU0MTQyNA==.html?spm=a2hbt.13141534.app.5~5!2~5!2~5~5~5!2~5~5!2~5!2~5!2~5~5!2~A</a>	Approximately 3 minutes	Actual length of video: 3 minutes	
<b>6. Leaflets</b>			
Languages: Simplified Chinese and English	1,000 copies for Guangzhou exhibition	1,000 copies	
<b>7. Dissemination seminar</b>			
Date: 14 December 2022 Time: 10:00 – 12:00 (2 hours) Venue: HKPC building and webinar via zoom <a href="https://hkpc.zoom.us/j/82243106366?tk=jyzzBdbIbdzmy8Yvf_MJ35W1guSR3ynLRVj4z9_aCqc.DQMAAAATJhI2PhZOaDhNQi1Ba1RSYVEwTl">https://hkpc.zoom.us/j/82243106366?tk=jyzzBdbIbdzmy8Yvf_MJ35W1guSR3ynLRVj4z9_aCqc.DQMAAAATJhI2PhZOaDhNQi1Ba1RSYVEwTl</a>	Target no. of participants: approximately 60	Actual no. of participants: 68 online participants and 18 on-site participants (86 participants in total)	

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>U2Mk1ubmRBAAAAAAAAAAAAAA</u>  <u>AAAAAAAAAAAAAAAAAAAA&amp;pw</u>  <u>d=czYzZ1BsekRYbmF0SjBnZm56M</u>  <u>klPQT09</u></p> <p>Topics covered:</p> <ol style="list-style-type: none"> <li>(1) Introduction about Asia Branding and Franchising Association (ABFA)</li> <li>(2) Sharing of Hong Kong Pavilion in Guangzhou Franchise Exhibition and Franchise &amp; License Expo Indonesia</li> <li>(3) Sharing about Guangzhou International Franchise Exhibition (GFE)</li> <li>(4) Sharing about the market and development opportunities of Mainland China</li> <li>(5) Sharing about Franchise &amp; License Expo Indonesia (FLEI)</li> <li>(6) Sharing about the market and development opportunities of Indonesia</li> </ol> <p>Speakers:</p> <ol style="list-style-type: none"> <li>(1) Ms Karen Kwan, Asia Branding and Franchising Association</li> <li>(2) Ms Prudence Lam, Hong Kong Productivity Council</li> <li>(3) Ms Nicole Chan, Aplus Creation Limited</li> <li>(4) Mr Eric Ng, Shengyang (Hong Kong) Trading Co. Limited</li> <li>(5) Mr Johnny Ho, Nanos Technologies Co., Ltd</li> <li>(6) Ms April Lam, Aello Consulting Company Ltd</li> </ol> <p>Other details: delivered in Cantonese</p>			
<b>8. Promotional activities</b>			
Promotional activities for Guangzhou exhibition	<ul style="list-style-type: none"> <li>- 1 directory advertisement (e-version)</li> <li>- 1 signboard on information desk</li> </ul>	<ul style="list-style-type: none"> <li>- 1 directory advertisement (e-version)</li> <li>- 1 signboard on information desk</li> </ul>	
<b>9. Promotional activities for Indonesia exhibition</b>			
Online advertisement	<ul style="list-style-type: none"> <li>- 1 EDM sent from the show organiser</li> <li>- 1 Instagram post at show organiser's account</li> </ul>	<ul style="list-style-type: none"> <li>- 1 EDM sent from the show organiser</li> <li>- 1 Instagram post at show organiser's account</li> </ul>	



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)
On-site advertisement	<ul style="list-style-type: none"> <li>- 2 hanging banners at pre-function hall</li> <li>- 1 hanging banner at lobby</li> </ul>	<ul style="list-style-type: none"> <li>- 2 hanging banners at pre-function hall</li> <li>- 1 hanging banner at lobby</li> </ul>	

### 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 <sup>1</sup>	Actual completion date (if applicable)	Status (C/D/N)	Reasons for not meeting the original target completion date
(a) - To form a selection committee	31/08/2020		C	
- To line up with various Hong Kong enterprises for video shooting	28/02/2021		C	
(b) - To finalize the version of promotion video				
- To organise 8 sessions of training workshops	28/02/2021		C	
(c) - To promote the promotional session for Guangzhou exhibition 2021 in various channels and recruit participants	28/02/2021		C	
(d) - To organize the promotional session for Guangzhou exhibition 2021				
- To line up various products and services from different sectors in the Hong Kong franchising industry for forming the pavilion set up in Guangzhou	28/02/2021		D	HKPC reported to the Secretariat on 15/07/2020 verbally that the Guangzhou exhibition would be held on 4-6 Mar 2021, and will be reported in final report
- To design the advertisement for Guangzhou exhibition 2021				
- To liaise with the vendor for the design and production of on-site advertisements (e.g. signboards, etc.)				
- To design, set up and manage Hong Kong pavilion and organise business matching and sharing sessions at Guangzhou exhibition 2021				
(e) - To compile a leaflet for Guangzhou exhibition 2021	28/02/2021		C	
(f) exhibition 2021	1			

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



	- To promote the promotional session for Indonesia exhibition in various channels and recruit participants	31/10/2022		C	
(g)	- To organize the promotional session for Indonesia exhibition				
	- To line up various products and services from different sectors in the Hong Kong franchising industry for forming the pavilion set up in Indonesia exhibition	30/11/2022		C	
	- To design the advertisement for Indonesia exhibition				
	- To liaise with the vendor for the design and production of on-site advertisements (e.g. banner, etc.)				
(h)	- To design, set up and manage Hong Kong pavilion and organise business matching and sharing sessions at Indonesia exhibition				
(i)	To compile a leaflet for Indonesia exhibition	30/11/2022		C	
	- To identify and invite speakers to deliver the dissemination seminar	31/01/2023		C	
	- To promote and invite participants to the dissemination seminar				
(j)	- To organize the dissemination seminar				
<u>Note:</u>					
(i)					
(ii)					