

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Asian Licensing Association Company Limited</u>	
Implementation Agent(s) (if any)	:	<u>Emlyon Business School</u> <u>PolyU Technology and Consultancy Company</u> <u>Limited</u>	
Project reference no.	:	<u>T19 004 009</u>	
Project title	:	<u>Use of brand licensing strategy to grow business and</u> <u>consolidation of Hong Kong as a brand licensing and</u> <u>intellectual property (IP)hub in Asia</u>	
Period covered in this report (whole project duration)	:	From <u>01/08/2020</u> (dd/mm/yyyy)	To <u>30/11/2022</u> (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

This project explores the potential of employing brand licensing strategy to grow brands and IPs in China and SE Asia and the areas for improvement if Hong Kong would like to consolidate itself as the brand licensing and IP trading hub in Asia. To achieve these goals, the project involves both qualitative and quantitative studies to uncover licensors and licensees' views on how to strengthen Hong Kong's role as the brand licensing and IP Trading hub and on how to improve the quality of professional brand licensing management consultancy Service, characteristics of brand buying behavior and the perceptions of Hong Kong-based brands by local Consumers in mainland China, China Taiwan, Singapore, Thailand, Malaysia, and Indonesia, major challenges Encountered by Hong Kong companies when implementing and managing brand licensing strategies to grow their brands and business in the aforesaid geographical market. The project ends up with the publication of a Market report, a management guidebook on managing brand licensing business in Asia and policy implications, The project also disseminates brand licensing and IP trading and protection knowledge via management workshops and international summits.

Project objectives (in about 50 words)

- To enhance the professional standard of brand licensing and IP consultancy services.
- To provide policy implications that may affect the development of the licensing and creative industries in Hong Kong
- To explore business opportunities for Hong Kong Companies involved in brand licensing market in the Greater Bay Area and Southeast Asia region and provide insights on how to improve the management competence of Hong Kong's brand licensing industry,

Collaborating Organisations (if any)

Hong Kong Creative Industries Association Limited

Federation of Hong Kong Industries

Hong Kong Small and Medium Enterprises Associations

SME Global Alliance

Federation of Hong Kong Brands

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Sherriff T. K. LUK	Professor of Marketing, Emlyon Business School
Deputy Project Coordinator	: Ken WONG	Teaching Fellow, HK Polytechnic University

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>01/08/2020</u>	<u>28/02/2022</u>	19 months
Revised (if applicable)	<u>01/08/2020</u>	<u>30/11/2022</u>	28 months

2. Summary of Project Results

Governance

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

List of steering committee members:

1. Dr Toby Chan, Founding Chairman of Asian Licensing Association Company Limited (ALACL)
2. Dr Eddie Ng, Director of ALACL
3. Professor Luk Ting Kwong, Sherriff, Professor of Marketing of Emlyon Business School
4. Mr Tim Kondo, Director of ALACL
5. Ms Liz Yip, Manager of Federation of Hong Kong Industries
6. Mr Robert Lee, Chairman of Hong Kong Creative Industries Association Limited
7. Mr Jefferson Wat, Chairman of SME Global Alliance
8. Mr William Wong, Chairman of Federation of Hong Kong Brands
9. Ms Pam Mak Mei Yee, President of Hong Kong Small & Medium Enterprises Association Limited

[Note: The three steering committee members Mr Jefferson Wat, Mr William Wong and Ms Pam Mak Mei Yee are additional steering committee members as compared to the project proposal. ALACL invited more steering committee members so as to collect more useful suggestions from the steering committee members.]

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. A series of workshops for licensors, licensees, professional service firms and their staff			
1st workshop (1st of the three workshops under this project) Date: 6 Nov 2020 Time: 2:30 PM – 5:40 PM (3 hours and 10 minutes) Format: Hybrid mode (physical venue with live streaming via Zoom) Venue: Lecture Theatre N001, The Hong Kong Polytechnic University Topics covered: <ul style="list-style-type: none"> 1. Global brand licensing industry overview, types and licensing methods 2. Hong Kong original IP development sharing 3. Cartoon character licensing business in Asian countries 4. Development, opportunities and challenges of brand licensing in the Chinese market 	Target no. of participants: 60 (on-site and online participants) Target no. of speakers: 1 local & 1 overseas/Mainland speakers	Actual no. of participants: 126 (including On-site: 7 Online via Zoom: 119) Actual no. of speakers: 2 local speakers and 1 Mainland speaker	<p>One of the speakers, Dr Eddie Ng has been living and operating his business in the Mainland for years, therefore, he is considered as a Mainland speaker. Dr Eddie Ng is the Director of ALACL. No speaker fee was paid to him.</p> <p>Two more local speakers were invited as ALACL would like to include more opinions from</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>Speakers:</p> <p>Three local speakers</p> <ol style="list-style-type: none"> 1. Dr Toby Chan, Founding Chairman, ALACL Topic 1 2. Mr Gordon Chin, CEO, Asia Animation Limited Topic 2 3. Mr Tim Kondo, General Manager, Animation International Ltd. Topic 3 <p>One Mainland speaker from Guangzhou</p> <ol style="list-style-type: none"> 1. Dr Eddie Ng, President, Guangzhou Art-land Holding Co., Ltd. Topic 4 <p>No speaker fee was paid to any of the speakers.</p> <p>The Q&A session was conducted via WeChat after presentations by all speakers. Participants could scan a QR code shown on the screen to join the WeChat group. They raised a number of questions in the WeChat group. The speakers discussed on several selected questions in the WeChat group.</p> <p>Other details: 20 copies of training materials were printed at the own cost of PolyU Technology and Consultancy Company Limited (PolyU).</p> <p>On-site promotion: 2 pull-up banners and one poster were placed at the venue of the workshop.</p>			<p>different experts in the workshop.</p> <p>No speaker fee was paid to any of the speakers.</p> <p>There was no cost implication for the extra local speakers.</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>2nd workshop (2nd of the three workshops under this project)</p> <p>Date: 18 Dec 2020</p> <p>Time: 2:30 PM – 5:30 PM (3 hours)</p> <p>Format: Hybrid mode (physical venue with live streaming via Zoom)</p> <p>Venue: Lecture Theatre N001, The Hong Kong Polytechnic University</p> <p>Topics covered:</p> <ol style="list-style-type: none"> How a licensor selects and manages a licensee -consideration and criteria Strategic power of brand licensing and management of brand licensing programmes – a win-win approach How to choose the right IP to empower the brand <p>Speakers:</p> <p>Two local speakers</p> <ol style="list-style-type: none"> Mr Chan Wai Ming, Roger, General Manager, Artip Limited Topic 1 (Speaker fee was paid to Mr Roger Chan) Professor Luk Ting Kwong, Sherriff, Professor of Marketing, Emlyon Business School Topic 2 <p>One Mainland speaker from Shanghai</p> <ol style="list-style-type: none"> Ms Bao Ya, Bella, Senior Brand Licensing Consultant Topic 3 (Speaker fee was paid to Ms Bella Bao) <p>The Q&A session was conducted via Zoom after presentations by all speakers.</p> <p>Other details: 10 sets of training materials were printed at the own cost of PolyU.</p>	<p>Target no. of participants: 60 (on-site and online participants)</p> <p>Target no. of speakers: 1 local & 1 overseas/Mainland speakers</p>	<p>Actual no. of participants: 69</p> <p>(including On-site: 0 Online via Zoom: 69)</p> <p>Actual no. of speakers: 2 local speakers & 1 Mainland speaker</p>	<p>One more local speaker (Professor Luk Ting Kwong, Sherriff) delivered presentations in the 2nd workshop as ALACL would like to include more opinions from different experts in the workshop. There was no cost implication as no speaker fee was paid to Professor Luk Ting Kwong, Sherriff.</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)
On-site promotion: 2 pull-up banners and one poster were placed at the venue of the workshop.			
<p>3rd workshop (3rd of the three workshops under this project)</p> <p>Date: 5 Feb 2021</p> <p>Time: 2:30 PM – 5:30 PM (3 hours)</p> <p>Format: Hybrid mode (physical venue with live streaming via Zoom and WeChat Live platform under MBAedu’s account)</p> <p>Venue: Lecture Theatre N001, The Hong Kong Polytechnic University</p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1. An anatomy of a license contract from a Hong Kong law perspective 2. 2020 global IP key cases review 3. Legal issues you have to consider when preparing a brand licensing agreement for China and Asia market 4. Process points and legal practices for IP license business in China <p>Speakers:</p> <p>Two local speakers</p> <ol style="list-style-type: none"> 1. Ms Anita Leung, Consultant Lawyer, David Lo & Partners Topic 1 2. Mr Yeung Ming Yuen, Edmond, Partner Lawyer, YEUNG & CO., EDMOND Topic 2 <p>One overseas speaker from Malaysia</p> <ol style="list-style-type: none"> 1. Mr William Tan (陳偉文), Senior Advisor, The Content Connected Company Topic 3 <p>One Mainland speaker from Shenzhen</p>	<p>Target no. of participants: 60 (on-site and online participants)</p> <p>Target no. of speakers: 2 local speakers</p>	<p>Actual no. of participants: 3,070</p> <p>(including On site: 0 Online via Zoom: 41 Online via WeChat Live platform under MBAedu’s account: 3,029)</p> <p>MBAedu’s website (http://www.mbaedu.cn)</p> <p>Actual no. of speakers: 2 local speakers, 1 overseas speaker and 1 Mainland speaker</p>	<p>Two more overseas speakers were invited because ALACL would like to include more opinions from overseas experts in the workshop. More suggestions/so lutions could be shared to the participants. There was no cost implication as no speaker fee was paid to the extra overseas speakers.</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. Mr Deng Hui, Senior Partner, Guangdong Shousheng Law Firm Topic 4 (Speaker fee was paid to Mr Deng Hui)</p> <p>The Q&A session was conducted via Zoom after presentations by all speakers. Other details: 10 copies of training materials were printed at the own cost of PolyU.</p> <p>On-site promotion: 2 pull-up banners and one poster were placed at the venue of the workshop.</p>			
2. Brand licensing and IP trading management summits			
<p>1st Summit (1st out of the two summits under the project)</p> <p>(conducted after the reporting period)</p> <p>Date: 27 Jan 2022</p> <p>Time: 9:30 AM – 1:00 PM (3.5 hours)</p> <p>Format: Hybrid mode (physical venue with live streaming via Zoom, Bilibili, China Enterprise News Live, WeChat Live platform under the accounts of MBAedu and MBACHina)</p> <p>Venue: Lecture Theatre Z414, The Hong Kong Polytechnic University</p> <p>Theme: Effective management of brand licensing business under the new normal</p> <p>Topics covered:</p> <ol style="list-style-type: none"> How to use licensed brands to grow the Chow Tai Fook brand and enrich brand experience The development, opportunities and challenges of the brand licensing ecosystem in Asia and China Innovations in brand licensing IP integration and changes in 	<p>Target no. of participants: 300 (on-site and online participants)</p>	<p>Actual no. of participants: 76,929</p> <p>(including On-site: 8 Live streaming via the following platforms: 76,921)</p> <ul style="list-style-type: none"> - Zoom: 103 - Bilibili: 481 (https://www.bilibili.com/) - China Enterprise News Live: 51,000 (https://wx.vzan.com/live/pc/index?liveId=1608311281&shareuid=0) - WeChat Live platform under the account of MBAedu: 25,100 (https://wx.vzan.com/plugin-ins/?v=637805123911209281#/FixupIndex/786550431?shareuid=0) - WeChat Live platform under the account of MBACHina: 237 	<p>ALACL decided to organise the first summit in the Hong Kong Polytechnic University as it agreed to sponsor venue for the summit.</p> <p>ALACL only held the first summit in a lecture theatre (maximum capacity: 79 persons) as the Hong Kong Polytechnic University did not allow events to be organised in its larger venues due to the social distancing policy amid the COVID-19 pandemic.</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>innovation era</p> <p>5. Brand and IP protection: innovative approaches</p> <p>Speakers:</p> <p>Two local speakers</p> <p>1. Mr Wong Siu Kee, Kent, Managing Director, Chow Tai Fook Jewellery Group Topic 1</p> <p>2. Ms Wing Lee, Deputy General Manager (Hong Kong), Daniel & Co. (Gift) Ltd. Topic 2</p> <p>One overseas speaker from Singapore</p> <p>1. Mr Ben Peace, Senior Licensing Director, Hasbro Topic 3</p> <p>One Mainland speaker from Beijing</p> <p>1. Ms Lusi Zhuang, Director of IP Platform, JD.com Topic 4</p> <p>One Mainland speaker from Shanghai</p> <p>1. Mr Zhenjian Chen, Founder, Foridom IP Law Firm Topic 5</p> <p>The Q&A session was conducted via Zoom after presentations by all speakers.</p> <p>No speaker fee was paid to any of the speakers.</p> <p>On-site promotion: 4 pull-up banners and one poster were placed at the venue of the summit.</p>		<p>(https://www.mbachina.com/videos/list?type=&video_type=2&time=)</p> <p>Actual no. of speakers: 2 local speakers & 1 overseas speaker from Singapore and 2 Mainland speakers</p>	
<p>2nd Summit</p> <p>Date: 26 July 2022</p> <p>Time: 9:30 AM – 2:15 PM (4.75 hours)</p>	<p>Target no. of participants: 300 (on-site and online participants)</p>	<p>Actual no. of participants: 73,469</p> <p>(including On-site: 48 Live streaming via the following platforms:</p>	<p>ALACL decided to organise the second summit at the Hong Kong Polytechnic</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>Format: Hybrid mode (physical venue with live streaming via Zoom, MBACHina, Bilibili, MBAedu, National Business Daily, Tianfu Cultural and Creative Cloud WeChat Channel, emlyon business school WeChat Channel and China Enterprise News Live)</p> <p>Venue: Lecture Theatre N001, The Hong Kong Polytechnic University</p> <p>Theme: Capturing Brand Licensing and IP Business Opportunities to Grow Your Brands in Asia</p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1. Hong Kong as Brand Licensing and IP Trading and Management Hub – Resources-Based View and Policy Implications 2. Can Blockchain Technology Help Copyright Administration and Distribution? 3. How to extend your brand to SE Asia - Strategies and Hurdles 4. Develop and Manage Brand Licensing Business in SE Asia (Indonesia) 5. Brand Licensing and IP Business in Thailand: Market Characteristics, Protection, and Trends 6. Licensing Brands and IP Protection in China: Safeguard Tips 7. Issues in Brand Licensing – An Examination of Developments in Elite Professional Sport 8. Buying Behavior of Licensed Brands or IP Characters – Insights for Effective Promotion of Licensed Branded Products in Greater China and SE Asia <p>Speakers:</p> <p>Four local speakers</p> <ol style="list-style-type: none"> 1. Mr. Edmond Yeung, LLB, Hon Treasurer of Asian Licensing Association Topic 1 2. Mr. Michael Kwan, Hong 	<p>Target no. of speakers: 2 local & 3 overseas/Mainland speakers</p>	<p>73,421)</p> <p>Zoom: 54</p> <p>MBACHina: 13,596 (https://www.mbachina.com/video/xmft/202207/1793.html)</p> <p>Bilibili: 73 (https://www.bilibili.com/)</p> <p>WeChat Live platform under the account of MBAedu: 17,600 (https://wx.vzan.com/live/tvchat-696682317?v=1658729355395)</p> <p>National Business Daily: 26,268 (http://www.nbd.com.cn/corp/nbd_live/dist/index.html#/PC?id=2057)</p> <p>WeChat Live platform under the account “Tianfu Cultural and Creative Cloud (天府文创云)”: 566</p> <p>WeChat Live platform under the account “emlyonAsia”: 564</p> <p>China Enterprise News Live: 14,700 (https://wx.vzan.com/live/page/45B4049BA455F923184DBAE5EB585792?topicid=1250181923&shaid=oerJlsyskTAOK6J2F4dS5Q**&vprid=0&sharestamp=1658296647086&ver=7139c8fa447d4a6a9e751124f0599f43)</p> <p>Actual no. of speakers: 4 local speakers & 3</p>	<p>University as it agreed to sponsor free venue for the summit.</p> <p>ALACL held the second summit in a lecture theatre (maximum capacity: 79 persons) as the Hong Kong Polytechnic University did not allow events to be organised in its larger venues due to the social distancing policy amid the COVID-19 pandemic.</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>Kong Creative Industries Association Topic 2</p> <p>3. Ms. Tina Chow, Consultant - Brand Management Department, Guangzhou Art-land Holding Company Limited Topic 3</p> <p>4. Prof. Sherriff LUK, Professor of Marketing, emlyon business school Topic 8</p> <p>One overseas speaker from Indonesia</p> <p>5. Ms. Susanty Widjaya, President of Indonesia Licensing Association (ASENSI) Topic 4</p> <p>One overseas speaker from Thailand</p> <p>6. Ms. Michelle Ray-Jones, President of Licensing Executives Society of Thailand Topic 5</p> <p>One overseas speaker from Paris</p> <p>7. Prof. Simon Chadwick, Director of the Centre for Eurasian Sport Industry, emlyon business school Topic 7</p> <p>One Mainland speaker from Beijing</p> <p>8. Ms. Zhang Yuemei, Trademark brand expert, founder of Yuemei Studio, independent writer of WeChat public account "Zhang Yuemei's Trademark Articles" Topic 6</p> <p>The Q&A session was conducted via Zoom after presentations by speaker 1 to 3.</p>		<p>overseas speakers from Thailand/Indoensia/France and 1 Mainland speaker</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)
On-site promotion: 6 pull-up banners and one poster were placed at the venue of the summit.			
3. Market survey – Qualitative study			
<p>(to be completed after the reporting period)</p> <p>Methodology:</p> <ul style="list-style-type: none"> In-depth interviews and archival study to analyse the experiences of 18 firms (6 licensors and 12 licensees) In-depth interviews with at least 8 brand licensing agents In-depth interviews with at least 8 experts: <p>Major selection criteria included: The informants must be at senior positions of the organisations/companies with at least 5-year experience in brand licensing business or services, and knowledge of the brand licensing market in the Mainland and/or Southeast Asia.</p> <p>The selected informants were endorsed by the Steering Committee prior to the interviews.</p> <p>Other details: Project team members conducted some of the interviews online due to the COVID-19 pandemic. Some of the interviews were conducted in Shanghai, Shenzhen, Guangzhou and Hong Kong according to interviewees' requests.</p>	<p>Target no. of interviews: 34</p> <p>Including:</p> <p><u>a) In-depth interviews and archival study - 18 firms (6 licensors and 12 licensees)</u></p>	<p>Completed</p> <p>Actual no. of interviews (as at November 30, 2022): 40 (including 9 interviews conducted during the reporting period and 29 interviews conducted after the reporting period.)</p> <p>Including:</p> <p><u>a) In-depth interviews and archival study with 6 licensors</u></p> <ol style="list-style-type: none"> Tango, Comic artist# (from Shanghai) Date: 16 Aug 2021* Venue: Shanghai Mr Stanley Cheung, Former Chairman, Disney China (from Hong Kong) Date: 7 Mar 2022* Format: Zoom Mr Andy Toyama, Managing Director Sanrio Far East Company Limited (from Japan) Date: 24 Feb 2022* Format: Zoom Ms Rachel Foo, Marketing Manager, 	<p>Due to the social distancing measures and quarantine arrangement in many countries amid the COVID-19 pandemic, the project team has difficulty in travelling overseas or to the Mainland to conduct the interviews. Many potential interviewees also hesitated to participate in onsite interviews. All these resulted in delay in completing the qualitative study. Therefore, the project team conducted some of the interviews via Zoom. TID's approval was granted on 29 Mar 2022 for conducting some of the interviews via Zoom.</p> <p>The project team ultimately invited more interviewees and the total number of interviews is</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>Hong Leung Shoe Sdn Bhd (from Malaysia) Date: 1 Jul 2022* Format: Zoom</p> <p>5. Mr Dennis Tan, Vice President (Brand & Retail Marketing ASIA), Paramount Consumer Products & Experiences Date: 28 Jun 2022* Format: by emails (the interviewee requested to conduct the interview via emails, but the content of the interview conducted via emails is similar to those conducted physically or online despite its format)</p> <p>6. Ms Tina Chow, Consultant, Brand Management Department Guangzhou Art-land Holding Company Limited Date: 26 Jul 2022* Venue: Hong Kong</p> <p><u>In depth interviews and archival study with 14 firms that act as both licensor and licensee</u></p> <p>1. Mr Li Guannan, Founder Shenzhen Xunyang Art and Culture Communication</p>	<p>39 and covered 40 interviewees (two interviewees from Thailand attended the interview together).</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>Co., Ltd. Date: 21 Mar 2021 Venue: Shenzhen</p> <p>2. Mr Tommy Cheung, General Manager, Retail (China) Trinity Limited (from Shanghai) Date: 17 Aug 2021* Venue: Shanghai</p> <p>3. Mr Chen Xuepin, Founder & CEO, Smart Cloud Leadership Development Agency Date: 18 Aug 2021* Venue: Shanghai</p> <p>4. Mr Shen Yang, Business Innovation Strategy Expert, Beijing Haiyun Internet Technology Co., Ltd. Date: 20 Aug 2021* Format: WeChat call</p> <p>5. Mr Bao Junchuan, General Manager, Landmark Business Innovation (Shenzhen) Co., Ltd. Date: 10 Oct 2021* Format: WeChat call</p> <p>6. Ms Zhang Fan, Member of Creative China Design Confederation Date: 10 Oct 2021* Venue: Shanghai</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>7. Mr Ben Peace, Senior Licensing Director, Hasbro Date: 27 Jan 2022* Format: Zoom</p> <p>8. Ms Wing Lee, Deputy General Manager (Hong Kong), Daniel & Co. (Gift) Ltd. Date: 27 Jan 2022* Format: Zoom</p> <p>9. Mr Nyoj Soji, Managing Director, Sanrio Far East Company Limited (from Taipei) Date: 24 Feb 2022* Format: Zoom</p> <p>10. Mr Di Liang, Co-founder, Beijing Zhongchuang Cultural Tourism Industry Group Co., Ltd. Date: 6 Mar 2022* Format: WeChat call</p> <p>11. Ms Rebecca Fung, Senior Marketing, Director A-Fontane Co., Ltd. (from Hong Kong) Date: 10 May 2022* Format: Zoom</p> <p>12. Mr Michael Kwan, Senior IP Enforcement Advisor of TVB and Member of Hong Kong Creative Industries Association Date: 26 Jul 2022*</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>b) <u>In-depth interviews with at least 8 brand licensing agents</u></p>	<p>Venue: Hong Kong</p> <p>13. Mr Dick Lo, Owner of Taibon Company Limited Date: 17 Oct 2022 Format: Zoom</p> <p>14. Mr Henry Chung, Director of brilliant linkage Ltd Date: 21 Oct 2022 Format: Zoom</p> <p><u>b) In-depth interviews with 10 brand licensing agents</u></p> <p>1. Mr Chan Wai Ming, Roger, General Manager, Artip Limited (from Hong Kong) Date: 10 Dec 2020 Venue: Hong Kong</p> <p>2. Ms. Bao Ya, Bella, Senior Brand Licensing Consultant# (from Shanghai) Date: 13 Dec 2020 Format: WeChat call</p> <p>3. Mr Xiao Huilai, Consultant, CBGC Growth Brand Marketing Consulting Agency (from Shenzhen) Date: 10 Jan 2021 Format: WeChat call</p> <p>4. Mr William Tan, Senior Advisor, The Content Connected Company (from Malaysia) Date: 18 Jan 2021 Venue: Shanghai</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>c) In-depth interviews with at least 8 experts:</p>	<p>5. Mr Yu Bo, Independent China-chic IP trader (from Beijing) # Date: 23 Aug 2021* Format: WeChat call</p> <p>6. Mr Wei Jiadong, CEO, Dongshi Brand Consulting (Beijing) Co., Ltd. Date: 1 Sep 2021* Format: WeChat call</p> <p>7. Mr Greg Holtzman, Director, Partnership Marketing & Communications, Brainbase Date: 13 Jan 2022* Format: Zoom</p> <p>8. Mr Neal Rudge, Partner, Pacific Licensing Studio (from Singapore) Date: 25 Feb 2022* Format: Zoom</p> <p>9. Mr David Ward Founder, CEO, Creative Engine of The Nurturing Co. (from Singapore) Date: 4 Apr 2022* Format: Zoom</p> <p>10. Mr Sherlock Lu, Director, L.E. International Corp. (from Taiwan) Date: 4 May 2022* Format: WeChat call</p> <p>c) In-depth interviews</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>with 10 experts:</p> <ol style="list-style-type: none"> 1. Mr Deng Hui, Senior Partner, Guangdong Shousheng Law Firm (from Shenzhen) Date: 7 Nov 2020 Venue: Shenzhen 2. Dr Eddie Ng, President, Guangzhou Art-land Holding Co., Ltd. Date: 17 Oct 2020 Venue: Guangzhou 3. Mr Tim Kondo, General Manager, Animation International Ltd. (from Hong Kong) Date: 16 Nov 2020 Venue: Hong Kong 4. Ms Anita Leung, Consultant Lawyer, David Lo & Partners (from Hong Kong) Date: 25 Jan 2021 Format: Zoom 5. Mr Chen Zhenjian, Founder, Foridom IP Law Firm (from Shanghai) Date: 27 Jan 2022* Format: Zoom 6. Ms Michelle Ray Jones, Partner, Tilleke & Gibbins and President of Licensing Executives Society (from Thailand) Date: 4 Apr 2022* Format: Zoom 7. Ms Wongrat Ratanaprayul, Director of Tilleke 	

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>& Gibbins (from Thailand) Date: 4 Apr 2022* Format: Zoom</p> <p>8. Ms Zhang Yuemei, Trademark brand expert, founder of Yuemei Studio, independent writer of WeChat public account "Zhang Yuemei's Trademark Articles" (from Mainland) Date: 26 Jul 2022* Format: Voov-Tencent online meeting</p> <p>9. Ms Susanty Widjaya, President of Indonesia Licensing Association (ASENSI) Date: 26 Jul 2022* Format: Zoom</p> <p>10. Mr Yeung Ming Yuen, Edmond, Partner Lawyer, YEUNG & CO., EDMOND and Hon Treasurer of Asian Licensing Association Date: 26 Jul 2022* Venue: Hong Kong</p> <p><u>Note</u> * interviews conducted after the reporting period # interviewees who do not belong to any company</p> <p>Completion date: October 1, 2022</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)
4. Market survey – Quantitative study			
Completed	To conduct surveys in 6 target cities (Bangkok, Singapore, Jakarta, Kuala Lumpur, Taipei, Guangzhou)	The surveys in all 6 target cities (Bangkok, Singapore, Jakarta, Kuala Lumpur, Taipei, Guangzhou) had been completed.	
1. Bangkok: Conducted by MOCAP Limited Date of training: 23 May 2022 Date of conducting the survey: 2-29 Jun 2022 Venue: Siam Paragon Shopping Mall	Target no. of respondents: 250 in each city	Actual no. of respondents: 1. Bangkok: 250	
2. Singapore: Conducted by Singapore University of Social Sciences Date of training: 20 May 2022 Date of conducting the survey: 8-26 Jun 2022 Venue: ION Orchard		2. Singapore: 267	
3. Jakarta: Conducted by BINUS University Date of training: 26 May 2022 Date of conducting the survey: 30 May – 15 Jun 2022 Venue: Grand Indonesia Shopping Mall		3. Jakarta: 250	
4. Kuala Lumpur Conducted by BINUS University Date of training: 26 May 2022 Date of conducting the survey: 27 May – 4 Jul 2022 Venue: Sunway Pyramid Shopping Mall		4. Kuala Lumpur: 250	
5. Taipei: Conducted by Designtech Machinery Co. Ltd Date of training: 17 May 2022 Date of conducting the survey: 3, 7 & 11 Jun 2022 Venue: Eslite Bookstore Xinyi		5. Taipei: 250	
6. Guangzhou: Conducted by the implementation agents in Guangzhou		6. Guangzhou: 253	
		During the reporting period, the implementation agents designed the questionnaire via the following method. The implementation agents conducted research and produced 10 consumer protocol and licensed brands reports to explore the concept and determinants of perceived authenticity. The implementation agents conducted group discussions by teaming up 10 groups of consumers, which are in the 24 - 40 age group. The total no. of participants is 62, with 6 - 7 people in each group. Each group selected a popular brand that adopted brand licensing	

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>Date of training: 5 Jun 2022 Date of conducting the survey: 5-10 Jun 2022 Venue: K11 Art Mall</p> <p>Methodology:</p> <ul style="list-style-type: none"> The survey was conducted in Guangzhou (Greater Bay Area), Singapore, Taipei (Taiwan), Bangkok (Thailand), Jakarta (Indonesia), and Kuala Lumpur (Malaysia) with a sample of around 250 consumers in each city. Respondents were sampled from major shopping malls (according to the project proposal) through convenience sampling approach Local universities or consultancy companies were engaged to conduct the surveys of the quantitative study <p>Training for the local universities/consultancies which helped conduct the survey was conducted via Zoom.</p>		<p>strategy and shared their views on how they assess the authenticity of the licensed brands and how their assessment would affect their attitudes towards, trust in, and purchase intention of the licensed brands.</p> <p>The questionnaire of the quantitative study was designed based on the consumer protocol and license brand reports and group discussions.</p>	
5. Brand licensing and IP trading and management guidebook & market report			
<p>Date of publication: 30 November 2022</p> <p>Topics covered:</p> <p>Part 1: Market overview of the following countries/regions (China, Singapore, Taiwan, Thailand, Indonesia, Kuala Lumpur)</p> <p>Part 2: Characteristics of the licensed brand and IP market of the following countries/regions (China, Singapore, Taiwan, Thailand, Indonesia, Kuala Lumpur)</p> <p>Part 3: Buying and perception of licensed brands</p> <p>Part 4: Manage licensed brands: Issues, opportunities, and strategies</p> <p>Part 5: Professional support to the purchase and management of licensed brands and IP</p> <p>Part 6: Development of professional</p>	<p>Target no. of printed copies: 500</p>	<p>Actual no. of printed copies: 140 Not yet printed: 360.</p> <p>During the reporting period, some work of the early stage was done by the implementation agents, including conducting research on the Asian brand licensing markets and drafting the framework of the guidebook and market report.</p> <p>20 copies of the first draft were printed in October 2022 and the report was further revised based on the</p>	<p>See note (ii) in Section 1.3.</p> <p>TID advised us that no further copies should be printed because the project was completed in November 2022. Instead we can disseminate the report online. As such the report was uploaded to the website of ALA, emlyon business and the links were</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)
code of practice to guide licensed brands and IP trading activities		request of ALA. 120 copies of the revised version were printed in November 2022.	passed to all supporting organizations.
6. Website – BrandGrowth			
Launching date: 23 May 2022 Link: https://www.brandlicensing.asia/zh	Target no. of website: 1	Actual no. of website: 1 During the reporting period, the implementation agents drafted the content of the website and liaised with the in-kind sponsor regarding the design of the website	See note (i) in Section 1.3.
7. Promotional activities			
Printed advertisements on newspaper - Hong Kong Economic Times Limited (HKET)	Target no. of advertisement: Quarter page advertorials in HKET, 5 issues - 1st issue (1st workshop): 01/10/2020-31/10/2020 - 2nd issue (2nd workshop): 01/11/2020-30/11/2020 - 3rd issue (3rd workshop): 01/12/2020-31/12/2020 - 4th issue (1st summit): 01/02/2021-28/02/2021 - 5th issue (2nd summit): 01/07/2022-31/07/2022	Actual no. of advertisement: Quarter page advertorials in HKET, 5 issues Printed advertisements issued during the reporting period: 1st issue (1st workshop): 03/11/2020 2nd issue (2nd workshop): 14/12/2020 3rd issue (3rd workshop): 29/01/2021 Printed advertisement issued after the reporting period: 4th issue (1st summit): 19/01/2022 5th issue (2nd summit): 19/07/2022 Expected completion date: 31 Jul 2022	See note (iii) in Section 1.3.
Online advertisements on Facebook page of HKET	5 online advertisements on Facebook	5 online advertisements on Facebook page of HKET	See note (iii) in Section 1.3.

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>Duration: 17-month (according to the dates of the workshops and summits)</p> <ul style="list-style-type: none"> - 1st advertisement (1st workshop): 01/10/2020-31/10/2020 - 2nd advertisement (2nd workshop): 01/11/2020-30/11/2020 - 3rd advertisement (3rd workshop): 01/12/2020-31/12/2020 - 4th advertisement (1st summit): 01/02/2021-28/02/2021 - 5th advertisement (2nd summit): 01/07/2022-31/07/2022 	<p>Online advertisements issued during the reporting period:</p> <p>1st advertisement (1st workshop): 03/11/2020 to now Link: https://www.facebook.com/113816764690/posts/10160027306619691/</p> <p>2nd advertisement (2nd workshop): 14/12/2020 to now Link: https://www.facebook.com/hketpage/posts/10160120746874691</p> <p>3rd advertisement (3rd workshop): 29/01/2021 to now Link: https://www.facebook.com/113816764690/posts/10160234366229691/</p> <p>Online advertisement issued after the reporting period: 4th advertisement (1st summit): 19/01/2022 to now Link: https://www.facebook.com/113816764690/posts/10160966625109691/</p> <p>Online advertisement issued after the reporting period: 5th advertisement (2nd summit): 19/07/2022 to now Link: https://www.facebook.com/113816764690/posts/pfbid031PhqEAdTjPxUiJ5F1V8VC18cD5QwNjFxxvUJiX654iobmgxqkbizzFqfzayvWe7351/?d=n</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>The Facebook advertisements will not be deleted once they are posted. All of them still remain on the Facebook page of HKET as of now.</p> <p>Expected completion date: 31 Jul 2022</p>	
<p>Direct Mail Advertising conducted by Regent Lane Limited</p> <p>eDMs were sent by Regent Lane Limited to the members of ALACL and business partners and friends of the Regent Lane Limited who may be interested in brand licensing</p>	<ul style="list-style-type: none"> - 1st advertisement (1st workshop): 01/10/2020-31/10/2020 - 2nd advertisement (2nd workshop): 01/11/2020-30/11/2020 - 3rd advertisement (3rd workshop): 01/12/2020-31/12/2020 - 4th advertisement (1st summit): 01/02/2021-28/02/2021 - 5th advertisement (2nd summit): 01/07/2022-31/07/2022 <p>Target no. of receivers: 40,000 receivers for each workshop 50,000 receivers for each summit</p>	<p>eDMs issued during the reporting period</p> <p>1st ad (1st workshop): 02/11/2020</p> <p>2nd ad (2nd workshop): 14/12/2020</p> <p>3rd ad (3rd workshop): 27/01/2021</p> <p>eDMs issued after the reporting period</p> <p>4th ad (1st summit): 06/01/2022</p> <p>5th ad (2nd summit): 19/07/2022</p> <p>Actual no. of receivers: 1st workshop: 53,364 2nd workshop: 53,364 3rd workshop: 53,364 1st summit: 53,364 2nd summit: 53,364 (The 53,564 receivers include 104 members of ALACL and 53,260 of the business partners and friends of Regent Lane Limited)</p>	<p>In the confirmation letter, it also confirmed the actual number of receivers were all 53,260 for all five eDMs for the three workshops and two summits.</p> <p>See note (iii) in Section 1.3.</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)		Original target completion date ¹	Actual completion date (if applicable)	Status (C/D/N)	Reasons for not meeting the original target completion date
(a)	BrandGrowth, an independent website	31/12/2021	31/03/2022	D	e.g. Note (i)
(b)	Quantitative survey - market research in the Greater Bay Area (Guangzhou), Singapore, Taipei (Taiwan), Bangkok (Thailand), Jakarta (Indonesia), and Kuala Lumpur (Malaysia)	28/02/2021	31/05/2022	D	e.g. Note (ii)
(c)	Promotional activities	30/11/2021	31/07/2022	D	Note (iii)
(d)	First workshop	31/10/2020		D	Note (ii)
(e)	Second workshop	30/11/2020		D	Note (ii)
(f)	Third workshop	31/12/2020		D	Note (ii)
(g)	Qualitative survey - in-depth interview (licensors, licensees, brand licensing agents and experts)	30/04/2021	31/10/2022	D	Note (ii)
(h)	First Summit	31/03/2021		D	Note (ii)
(i)	Second Summit	30/11/2021	31/07/2022	D	Note (ii)
(j)	Brand Licensing and IP Trading and Management Guidebook & Market Report	28/02/2022	30/11/2022	D	Note (ii)

Note:

- (i) The launching of the project website was seriously delayed due to the resignation of the staff of the implementation agents (the PolyU and Emlyon Business School). Much time was spent on recruiting new staff to take up the duties of the resigned staff. Due to the lack of manpower, the project website was only launched on 23 May 2022.
- (ii) The project implementation was also seriously delayed due to the COVID-19 pandemic. The project team has difficulty in travelling overseas to conduct the quantitative study and some of the interviews for the qualitative study due to quarantine requirements amid the COVID-19 pandemic. The production of the guidebook cum market report was also delayed as it would report the result of the market surveys. The three workshops and the first summit were also delayed due to the social distancing policies amid the COVID-19 pandemic. The first project amendment for changing the format of the workshops and summits from physical to hybrid mode was approved on 6 Nov 2020. The second project amendment (for extending the project duration for six months until 31 Aug 2022, updating the implementation timelines of qualitative and quantitative studies, second summit, project website, guidebook cum market report and related promotional activities, among other changes) was approved on 29 Mar 2022. The three workshops and the first summit were organised on 6 Nov 2020, 18 Dec 2020, 5 Feb 2021 and 27 Jan 2022 respectively. The quantitative study was completed by 4 Jul 2022. The third project amendment (for extending the project duration for two more months until 31 Oct 2022, updating the implementation timelines of qualitative study and the guidebook cum market report, among other changes) was approved on 22 Aug 2022. The fourth project amendment (for extending the project duration for one more month until 30 Nov 2022, updating the implementation timelines of qualitative study and the guidebook cum market report, among other changes) was approved on 24 Oct 2022. The second summit was organised on 26 July 2022. The qualitative study was completed by 21 Oct 2022. The guidebook cum market report was published on 30 Nov 2022.

¹ As stated in the approved project proposal.

- (iii) The following promotional activities were delayed due to the postponement of the three workshops and the two summits:
- (a) The newspaper advertisements for the three workshops and the two summits were published on the HKET newspaper on 3 Nov 2020, 14 Dec 2020, 29 Jan 2021, 19 Jan 2022 and 19 July 2022 respectively.
 - (b) The Facebook advertisements for the three workshops and the two summits were published on the Facebook page of HKET on 3 Nov 2020, 14 Dec 2020, 29 Jan 2021, 19 Jan 2022 and 19 July 2022 respectively.
 - (c) The eDMs for the three workshops and the two summits were issued on 2 Nov 2020, 14 Dec 2020, 27 Jan 2021, 6 Jan 2022 and 19 Jul 2022 respectively.