Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	H. K. Gold & Silver Ornament Workers & Merchants General Union Limited
Implementation Agent(s) (if any)	:	(1) Hong Kong Productivity Council (2) Productivity (Shenzhen) Consulting Company Limited
Project reference no.	:	T20 001 004
Project title	:	To extend business opportunities in the second-tier cities of the Mainland by setting up "technology & craftsmanship & creativity pavilion of Hong Kong jewellery industry" in jewellery exhibitions
Period covered in this report (whole project duration)	:	From 15/10/2020 (dd/mm/yyyy) to 14/7/2023 (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

H.K. Gold & Silver Ornament Workers & Merchants General Union Limited (HKGSGU) set up Hong Kong pavilions in 4 major jewellery exhibitions in the Mainland, Chengdu, Chongqing, Xi'an and Kunming. The four exhibitions cover the geographical scope of Northern China, Western China and Southern China. Those are the major exhibitions of the regions and are the important stages to promote the collective image of Hong Kong jewellery industry. The participation in the exhibitions can benefit Hong Kong SMEs to arouse B2B buyers' awareness of Hong Kong jewellery brands, designs and products. It helps Hong Kong jewellery manufacturers to extend their business reaches in the Mainland.

In order to assist Hong Kong jewellery SME manufacturers in participating in the exhibitions and explore new businesses in the Mainland, HKGSGU prepares this proposal to apply for the funding support from HKSAR. This proposal targets to setup a high-end Pavilion of Hong Kong Jewellery Industry in the 4 exhibitions in Mainland. HKGSGU will bring Hong Kong jewellery manufacturers to demonstrate their products and competencies to the Mainland market. There will be series of promotional activities carried out along with the Pavilion to further promote Hong Kong jewellery industry so as to reinforce the image of fashionable design, excellent craftsmanship and smart manufacturing capabilities of Hong Kong manufacturers. And, strengthen the mid- to high-end position for Hong Kong jewellery manufacturers in the Mainland market.

Project objectives (in about 50 words)

To develop a high-end demonstration platform of Hong Kong jewelry and ornament in 4 major jewelry exhibitions in second - tier cities of Mainland for showcasing the capabilities of Hong Kong manufacturers to Mainland buyers in terms of design, craftsmanship and technology to strengthen the position of Hong Kong

To extend the promotion of Hong Kong jewelry and ornament industries in order to meet the potential business partners and learn more the business environment of the second - tier cities' jewelry market.

To demonstrate to the buyer in second - tier cities about the niches of Hong Kong jewellery manufacturing so as to be their first priority partners for supplying of jewelry and ornament products.

Collaborating Organisations (if any)

Hong Kong Trade Development Council
Hong Kong Gemstone Manufacturers' Association Ltd.
Hong Kong Pearl Association Ltd.
Hong Kong Jewelry Manufacturers' Association Limited
Federation of Hong Kong Brands Limited
The Chinese Manufacturers' Association of Hong Kong
The Hong Kong General Chamber of Small and Medium Business Limited
Asia Pacific Creator Association Limited
Design Council of Hong Kong

Key personnel

		Name	Post title and name of organisation
Project Coordinator	:	Mr. Li Man Chun	Honorary Consultant of Hifood Group Holdings Co., Limited
Deputy Project Coordinator	:	Mr. Lam Wai Kwong, Raymond	C.E.O. of Brilliant-Art Group

Project duration

	Commencement date (dd/mm/yyyy)	Completion date (dd/mm/yyyy)	Project duration (no. of months)
As stated in the project agreement	15/10/2020	31/03/2022	18
Revised	15/10/2020	14/09/2022	23
Revised (if applicable)	15/10/2020	14/10/2023	36

2. Summary of Project Results

Governance

Please state the composition of the steering committee (or other committees) formed under the project.
Mr Kan Kin Kwong, President, H. K. Gold & Silver Ornament Workers & Merchants General Union Limited (HKGSGU)
Mr LAM Wai Kwong, Vice President, HKGSGU
Ms Myra Mak, Manager of Product Promotion Department, HKTDC
Ms Catherine Chau, General Manager, Hong Kong Gemstone Manufacturers' Association Ltd.
Mr SZE Ho Yin, Chairman, Hong Kong Pearl Association Ltd.
Mr Benny Do, Chairman, Hong Kong Jewelry Manufacturers' Association Limited
Mr Wong Wai Kwong, Vice President, The Hong Kong General Chamber of Small and Medium Business Limited
Dr Ming Ge, General Manager, HKPC

Role: responsible for reviewing the project progress and selecting the products to showcase at 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: The 38th Chengdu International Jewelry Fair (第 38 屆成都國際珠寶展), Chengdu Venue: Chengdu New International Conference & Exhibition Center (成都世紀城新國際會展中心) Date: 24-27/3/2023 Size of pavilion: 108sqm Theme of the pavilions: Excellence of Hong Kong Jewellery Craftsmanship and Demonstration Selection criteria for products to be displayed in the Sector of Hall of Fame: (i) Award winning products in previous 5 years for local or international awards (ii) Products made from special gem or stone such as different colored stones like Tanzanite, Sapphire, Ruby, Emerald etc. (iii) Products that can demonstrate special craftsmanship such as different cutting facet of the stone for particular kind of shape and add value to the outlook of the stone, precise and layering structure of the jewelry etc.	Target no. of products displayed: Hall of Fame: 9 products Advanced Craftsmanship & Fashionable Design: 300 products from 15 Hong Kong manufacturers Smart Manufacturing: 4 high-end production facilities On-site promotion - 1 pull-up banner - 1 advertisement on exhibitor's official WeChat platform - 1 advertisement on exhibition invitation letter	Actual no. of products displayed: Hall of Fame: 9 products Advanced Craftsmanship & Fashionable Design: 301 products from 13 Hong Kong manufacturers Smart Manufacturing: 4 high-end production facilities On-site promotion - 1 pull-up banner was placed in the venue for business networking session - 2 advertisements were placed on exhibitor's official WeChat platform - no advertisement was placed on exhibition invitation letter	Although the quarantine requirements for travelling to Mainland had been lifted, some enterprises are still hesitant about participating in Mainland exhibitions, which led to the failure in achieving the target number of enterprises (15). The exhibition organiser no longer issue invitation letters after the COVID-19 pandemic, and an advertisement on the official WeChat platform of the exhibition

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)
(iv) Products that can demonstrate the use of advanced technology in production such as texturing, embedding, complexed shape laser cutting etc. (v) Enterprises who had not participated in previous BUD (OSP) project will be preferred. Selection criteria for products to be displayed in the Advanced Craftsmanship & Fashionable Design: same as (i) – (iv) above in the selection criteria for products in the Hall of Fame area Details: 4 high-end production facilities were displayed in the Smart Manufacturing area - 3D printed jewelry design program - Computer-aided design and product shaping with CNC 3D CAD Software - Smart warehouse and logistic using RFID (A RFID and sensor for Jewelry) apps - Smart Identification System for jewelry and antique (Smart Software) A TV panel was set up in the Sector of Hall of Fame area. Hologram Display Technology was used to display products in the Sector of Hall of Fame area.			organiser was placed instead. The relevant cost and in-kind sponsorship amount was taken out of the project.
Pavilion 2 Name and place of exhibition: The 19th China (Xi' an) International Jewellery and Jade Exhibition (第 19 屆中國(西安)國際珠寶玉石展覽會), Xi' an Venue: Xi'an International Convention & Exhibition Center (西安國際會展覽中心(滻灞)) Date: 2-5/6/2023 Size of pavilion: 108sqm Theme of the pavilions: Excellence of Hong Kong Jewellery Craftsmanship and Demonstration Selection criteria for products to be displayed: Same as Pavilion 1	Target no. of products displayed: Hall of Fame: 3 products Advanced Craftsmanship & Fashionable Design: 300 products from 15 Hong Kong manufacturers Smart Manufacturing: 4 high-end production facilities	Actual no. of products displayed: Hall of Fame: 3 products Advanced Craftsmanship & Fashionable Design: 310 products from 14 Hong Kong manufacturers Smart Manufacturing: 4 high-end production facilities	The duration of the exhibition has been reduced from 5 days (as stated in the proposal) to 4 days by the organizer due to availability of venue. After the quarantine requirements for travelling between Hong Kong and

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)
Details: 4 high-end production facilities (same as Pavilion 1) were displayed in the Smart Manufacturing area A TV panel was set up in the Sector of Hall of Fame area. Hologram Display Technology was used to display products in the Sector of Hall of Fame area.	On-site promotion - 1 pull-up banner - 1 advertisement on exhibitor's official WeChat platform - 1 advertisement on exhibition directory	On-site promotion - 1 pull-up banner was placed in the venue for business networking session - 1 advertisement was placed on exhibitor's official WeChat platform - no advertisement was placed on exhibition invitation letter	Mainland had been lifted, many exhibitions related to jewellery were held simultaneously in both Hong Kong and the Mainland, which led to the failure in achieving the target number of enterprises (15). The exhibition organiser no longer publish an exhibition directory, and a 2-minute video for introducing the Hong Kong pavilion was posted on the exhibition organiser's WeChat platform instead. The relevant cost and in-kind sponsorship amount was taken out of the project.
Pavilion 3 Name and place of exhibition: China Kunming International Stone Expo 2023 (中國昆明國際石博覽會), Kunming Venue: Kunming Dianchi International Convention and Exhibition Center (昆明滇池國際會展中心) Date: 6-10/7/2023 Size of pavilion: 108sqm Theme of the pavilions: Excellence of Hong Kong Jewellery Craftsmanship and Demonstration Selection criteria for products to be displayed: Same as Pavilion 1 Details: 4 high-end production facilities (same as Pavilion 1) were displayed in the	Target no. of products displayed: Hall of Fame: 3 products Advanced Craftsmanship & Fashionable Design: 300 products from 15 Hong Kong manufacturers Smart Manufacturing: 4 high-end production facilities On-site promotion - 1 pull-up banner - 1 advertisement	Actual no. of products displayed: Hall of Fame: 3 products Advanced Craftsmanship & Fashionable Design: 312 products from 14 Hong Kong manufacturers Smart Manufacturing: 4 high-end production facilities On-site promotion - 1 pull-up banner was placed in the venue for business	The duration of the exhibition has been increased from 4 days (as stated in the proposal) to 5 days by the organizer due to availability of venue. After the quarantine requirements for travelling between Hong Kong and Mainland had been lifted, many exhibitions

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)
Smart Manufacturing area A TV panel was set up in the Sector of Hall of Fame area. Hologram Display Technology was used to display products in the Sector of Hall of Fame area.	on exhibitor's official WeChat platform - 1 advertisement on exhibition directory	networking session - 1 advertisement was placed on exhibitor's official WeChat platform - 1 advertisement was placed on exhibition e-directory	related to jewellery were held simultaneously in both Hong Kong and the Mainland, which led to the failure in achieving the target number of enterprises (15). The exhibition organiser no longer print hardcopy of the exhibition directory after the COVID-19 pandemic, and an advertisement on the e-directory was placed instead. The in-kind sponsorship amount was reduced from $15,000 to $5,000 accordingly.
Pavilion 4 Name and place of exhibition: Chongqing International Jewelry Exhibition (重慶國際珠寶展), Chongqing Venue: Chongqing International Convention & Exhibition Center (國際會議展覽中心) Date: 26-29/5/2023 Size of pavilion: 108sqm Selection criteria for products to be displayed: Same as Pavilion 1 Details: 4 high-end production facilities (same as Pavilion 1) were displayed in the Smart Manufacturing area A TV panel was set up in the Sector of Hall of Fame area. Hologram Display Technology was used to display products in the Sector of Hall of Fame area.	Target no. of products displayed: Hall of Fame: 3 products Advanced Craftsmanship & Fashionable Design: 300 products from 15 Hong Kong manufacturers Smart Manufacturing: 4 high-end production facilities On-site promotion - 1 pull-up banner - 1 advertisement on exhibitor's official WeChat platform - 1 advertisement on exhibition	Actual no. of products displayed: Hall of Fame: 3 products Advanced Craftsmanship & Fashionable Design: 305 products from 12 Hong Kong manufacturers Smart Manufacturing: 4 high-end production facilities On-site promotion - 1 pull-up banner was placed in the venue for business networking session - 1 advertisement on exhibitor's official WeChat platform - 1 advertisement	The exhibition name was changed from "China (Chongqing) International Jewelry & Jade & Collectibles Expo" to "Chongqing International Jewelry Exhibition". However, due to short notice of the organizer, we did not have sufficient time to submit a change request to update the exhibition name. Many exhibitions

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)
	invitation letter	on the exhibition e-ticket	related to jewellery were held simultaneously after the quarantine requirements were lifted, which led to the failure in achieving the target number of enterprises (15). As the exhibition organiser no longer issue invitation letters after the COVID-19 pandemic, the organiser placed an advertisement on the e-ticket to promote the Hong Kong pavilion. Although only "invitation letter" was mentioned in the approved project proposal, in the sponsorship letter, it was stated that the exhibition organiser will place an advertisement on the exhibition invitation letter or exhibition ticket. Hence, the relevant in-kind sponsorship is counted as materialised
2. e.g. Business networking sessions			
Business networking session in The 38th Chengdu International Jewelry Fair (第38屆成都國際珠寶展) Event Date: 25/3/2023 Time: 11:00 – 13:00 (2 hours)	Target no. of participants from Hong Kong: 30 Target no. of Mainland buyers: 70	Actual no. of participants from Hong Kong: 26 Actual no. of Mainland buyers: 81	Many exhibitions related to jewellery were held

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)
Venue: Chengdu New International Conference & Exhibition Center On-site promotion: A pull-up banner was placed at the venue.	Total target no. of participants: 100	Total actual no. of participants: 107	simultaneously after the quarantine requirements were lifted, which led to the failure in achieving the target number of Hong Kong participants (30).
Business networking session in The 19th China (Xi'an) International Jewellery and Jade Exhibition (第19屆中國(西安)國際珠寶玉石展覽會) Event Date: 2/6/2023 Time: 10:00 – 12:00 (2 hours) Venue: Xi'an International Convention & Exhibition Center On-site promotion: A pull-up banner was placed at the venue.	Target no. of participants from Hong Kong: 30 Target no. of Mainland buyers: 70 Total target no. of participants: 100	Actual no. of participants from Hong Kong: 28 Actual no. of Mainland buyers: 73 Total actual no. of participants: 101	Many exhibitions related to jewellery were held simultaneously after the quarantine requirements were lifted, which led to the failure in achieving the target number of Hong Kong participants (30).
Business networking session in China Kunming International Stone Expo 2023 (中國昆明國際石博覽會) Event Date: 6/7/2023 Time: 10:00 – 12:00 (2 hours) Venue: Kunming Dianchi International Convention and Exhibition Center On-site promotion: A pull-up banner was placed at the venue.	Target no. of participants from Hong Kong: 30 Target no. of Mainland buyers: 70 Total target no. of participants: 100	Actual no. of participants from Hong Kong: 28 Actual no. of Mainland buyers: 76 Total actual no. of participants: 104	Many exhibitions related to jewellery were held simultaneously after the quarantine requirements were lifted, which led to the failure in achieving the target number of Hong Kong participants (30).
Business networking session in Chongqing International Jewelry Exhibition (重慶國際珠寶展) Event Date: 26/5/2023 Time: 11:00 – 13:00 (2 hours) Venue: Chongqing International Convention & Exhibition Center On-site promotion: A pull-up banner was placed at the venue.	Target no. of participants from Hong Kong: 30 Target no. of Mainland buyers: 70 Total target no. of participants: 100	Actual no. of participants from Hong Kong: 24 Actual no. of Mainland buyers: 76 Total actual no. of participants: 100	Many exhibitions related to jewellery were held simultaneously after the quarantine requirements were lifted,

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)
			which led to the failure in achieving the target number of Hong Kong participants (30).
3. Catwalk Show			
Date: 25/3/2023 Time: 14:00 – 14:35 (35 mins) Venue: Chengdu New International Conference & Exhibition Center 成都世紀城新國際會展中心 Details: Video shooting with live feed at the TV panel at the sector of advanced craftsmanship & fashionable design was arranged for the catwalk show.	Target no. of products displayed: 60 products Target no. of participants: 100 Target duration: 20 minutes Target no. of video produced: One 20-minute video and one 1-minute video of the catwalk show to be posted on the project webpages, and other free video channels such as Baidu and Youtube.	Actual no. of products displayed: 60 products Actual no. of participants: 100 Actual duration: 35 minutes Actual no. of video produced: Only one video of 37 minute 25 seconds of the catwalk show was produced. The 1-minute video was not produced. The 37-minute video was not posted on the project webpages, or other free video channels such as Baidu and Youtube.	The duration of the catwalk show and the video was longer due to overrun of the catwalk show. The project staff did not produce a one-minute video of the catwalk show and did not upload the 37-minute video of the catwalk show to the project webpages or other channels as committed in the project proposal due to misunderstanding of the staff. The project staff also forgot to add the TSF logo and disclaimer in the video. No cost was incurred for the video production.
4. Training Session			
Session 1 Date: 27/9/2021 Time: 14:00 – 17:00 (3 hours) Venue: Block A, Foco Industrial Center, 21 Man Lok Street, Hung Hom, Hong Kong Topics covered: 1. Introduction of TSF funded events 2. Market analysis of second-tier cities in China 3. Creative jewelry design and sales strategy 4. The concept, application and	Target no. of participants: 50 on-site and online participants	Actual no. of participants: 70 (including 66 online and 4 on-site participants)	NA

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)
cases sharing of KOL economy and e-commerce Speakers: 1. Mr. Raymond Lam, Vice Chairman of HKGSGU 2. Ms Charlotte Man, Economist of Hong Kong Trade Development Council 3. Ms Sarah Zhuang, Founder of Sarah Zhuang Jewelry 4. Mr Kenny Siu, Corporate Strategy Consultant of The Asian General Chamber of New Retail Format: On-site and Zoom			
Session 2 Date: 30/6/2023 Time: 14:00-17:00 (3 hours) Venue: Block A, Foco Industrial Center, 21 Man Lok Street, Hung Hom, Hong Kong Topics covered: 1. Hong Kong jewelry - brand value ceation 2. Exploring new markets in China and sharing experience 3. Popularization trend of jewelry 3D design and printing 4. New opportunities in second-tier Mainland cities Speakers: 1. Mr Banky Lau, Chairmand & CEO of Hong Kong Jewellery Alliance 2. Mr Cooper Ke, Founder of Ein Stein 3. Mr. Ivan Fung, JIE Technology Co. Ltd. 4. Mr. Raymond Lam, Vice Chairman of HKGSGU Format: On-site and Zoom	Target no. of participants: 50 on-site and online participants Target no. of speakers: 4 local speakers	Actual no. of participants: 115 (including 104 online and 11 on-site participants) Actual no. of speakers: 4 local speakers	NA
Session 3 Date: 11/10/2023 Time: 14:00 – 17:00 (3 hours) Venue: Block A, Foco Industrial Center, 21 Man Lok Street, Hung Hom, Hong Kong Topic covered: 1. Experience Sharing: Hong Kong Market vs. Domestic Market Design Requirements 2. The AI Transformation Trend in Jewelry Design and Sales	Target no. of participants: 50 on-site and online participants Target no. of speakers: 4 local speakers	Actual no. of participants: 60 (including 52 online and 8 on-site participants) Actual no. of speakers: 4 local speakers	NA

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. Sharing of Domestic Marketing Experience 4. Project Experience Summary and Future Outlook Speakers: 1. Mr. Yu Wo Rong, Creative Director of Asia Pacific Creator Association 2. Mr Wayne Yung, Consultant of Intelligent Applications, Hong Kong Trade Development Council 3. Mr. Liu Sheng Ta, Founder of Niu Keke 4. Mr. Raymond Lam, Vice Chairman of HKGSGU Format: On-site and Zoom			
5. Video			
Launching date: 25/2/2023 Languages in voice-over: Putonghua Languages in subtitle: Simplified Chinese Broadcasting channels: project webpages, HKGSGU Wechat platform, free online channel Soft copy available at: [http://www.hkgsgu.com] [https://mp.weixin.qq.com/s?__biz=MzU2NTkwMzA5OA==&mid=2247483760&idx=1&sn=1218d71d05001c940f4b6e3d86a7bb24&chksm=fcb5eae5cbc263f356dbc5cae776e25ec646ee944fe4ffba49b43042d3b0c672bd226f4e856f&token=919449914&lang=zh_CN#rd]	Target length of video: 8 minutes	Actual length of video: 8 minutes 37 seconds	NA
6. Webpages			
Launching date: 25/2/2023 Web address: http://www.hkgsgu.com	Target no. of webpages: 1	Target no. of webpages: 1	NA
7. eDMs			
1st eDM was sent on 13 August 2021 for recruiting participant for the first training session 2nd eDM was sent on 9 August 2022 for recruiting enterprise for Hong Kong Pavilion 2 in (Xi'an) International Jewellery and Jade Exhibition 3rd eDM was sent on 13 September 2022 to notify the enterprise about the latest exhibition schedule arrangement. 4th eDM was sent on 7 February 2023	No. of eDM: 8	No. of eDM: 10	Due to the COVID-19 pandemic, the four exhibitions were postponed, hence more eDMs were sent to inform enterprises the change of schedules of the exhibitions and recruit enterprises after the dates of exhibitions are

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)
for recruiting enterprise for Hong Kong Pavilion 1 in The 38th Chengdu International Jewelry Fair 5th eDM was sent on 7 February 2023 for recruiting participant and enterprise for catwalk show and business networking session in The 38th Chengdu International Jewelry Fair 6th eDM was sent on 3 April 2023 for recruiting enterprise for Hong Kong Pavilion 2 in The 19th China (Xi'an) International Jewellery and Jade Exhibition; Hong Kong Pavilion 3 in China Kunming International Stone Expo 2023 and Hong Kong Pavilion 4 in Chongqing International Jewelry Exhibition 7th eDM was sent on 17 April 2023 for recruiting participant and enterprise for business networking session in Chongqing International Jewelry Exhibition 8th eDM was sent on 24 April 2023 for recruiting participant and enterprise for business networking session in The 19th China (Xi'an) International Jewellery and Jade Exhibition 9th eDM was sent on 15 May 2023 for recruiting participant and enterprise for business networking session in China Kunming International Stone Expo 2023 10th eDM was sent on 8 June 2023 for recruiting participant for the second training session			finalised. The 1st and 10th eDMs were sent via the whatsapp group of HKGSGU to its members as it considered that it was more effective in promoting the training sessions.

Key implementation stages

Please indicate in the status below if the deliverable is completed according to schedule (C), completed but delayed (D) or not achieved (N). If it is delayed or not achieved, please indicate the actual completion date (if applicable) and provide the reasons.

Project deliverable (all deliverables as set out in the approved project proposal)	Original target completion date [1]	Actual completion date	Status	Reasons for not meeting the original target completion date

[1] As stated in the approved project proposal.

			(if applicable)	(C/D/N)	
(a)	Formation of project steering committee	14/11/2020		C	
(b)	Construct the project plan and key program schedule	14/11/2020		C	
(c)	Build the microsite of the project	31/01/2021		D	Please see note (i)
(d)	Start the recruitment of Hong Kong jewelry SME manufacturers to join the first two exhibitions	31/01/2021	30/06/2023	D	Please see note (ii)
(e)	Organize the first training session	31/01/2021		D	Please see note (iii)
(f)	Production of the promotional video	31/01/2021	30/06/2023	D	Please see note (ii)
(g)	Setup Hong Kong Pavilion in Chengdu International Jewelry Fair in Chengdu	30/04/2021	30/06/2023	D	Please see note (ii)
(h)	Organize the first Networking Event in Chengdu Fair	30/04/2021	30/06/2023	D	Please see note (ii)
(i)	Production of Catwalk Show in Chengdu Fair	30/04/2021	30/06/2023	D	Please see note (ii)
(j)	Regular news posting on Wechat	30/04/2021	30/06/2023	D	Please see note (ii)
(k)	Organize the second training session	30/06/2021	31/05/2023	D	Please see note (iv)
(l)	Start the recruitment of Hong Kong jewelry SME manufacturers to join the last two exhibitions	30/06/2021	31/07/2023	D	Please see note (ii)
(m)	Setup Hong Kong Pavilion in China (Xi'an) International Jewellery and Jade Exhibition in Xi'an	30/06/2021	31/07/2023	D	Please see note (ii)
(n)	Organize the second Networking Event in Xi'an Fair	30/06/2021	31/07/2023	D	Please see note (ii)
(o)	Regular news posting on Wechat	30/06/2021	31/07/2023	D	Please see note (ii)
(p)	Setup Hong Kong Pavilion in China Kunming International Stone Expo in Kunming	30/11/2021	14/10/2023	D	Please see note (ii)
(q)	Organize the third Networking Event in Kunming Fair	30/11/2021	14/10/2023	D	Please see note (ii)
(r)	Setup Hong Kong Pavilion in China (Chongqing) International Jewelry & Jade & Collectibles Expo in Chongqing	30/11/2021	31/05/2023	D	Please see note (ii)
(s)	Organize the fourth Networking Event in Chongqing Fair	30/11/2021	31/05/2023	D	Please see note (ii)
(t)	Regular news posting on Wechat	NA	31/05/2023	D	Please see note (ii)
(u)	Organize the third training session	14/04/2022	14/10/2023	D	
(v)	Regular news posting on Wechat	NA	14/10/2023	D	
(w)	Project Dissemination	14/04/2022	14/10/2023	D	

Note:

(i) The time spent in the design stage and on the user acceptance tests before the launch of the webpages was longer than expected. Therefore, the project webpages were only launched on 25 Feb 2023.

(ii) Due to the COVID-19 pandemic, the exhibitions were postponed. The first change request was approved in April 2021 for extending the project duration for 5 months until 14 September 2022 and postponing the participation in the three exhibitions in Chengdu, Xi'an and Kunming from 2021 to 2022.

The second change request was approved in June 2022 for extending the project duration for 13 more months until 14 October 2023; postponing the participation in the four exhibitions in Chengdu (from April 2022 to Nov 2022), Xi'an (from May to Oct 2022), Kunming (from Jul 2022 to Jul – Sep 2023) and Chongqing (from Nov 2021 to Apr – May 2023).

The third change request was approved in December 2022 for postponing the participation in the two exhibitions in Xi'an (from Oct 2022 to Jun – Jul 2023) and Chengdu (from Nov 2022 to Mar – Jun 2023).

(iii) The first training session was delayed and held on 27 Sep 2021 due to the COVID-19 pandemic.

(iv) The second training session was delayed and held on 30 Jun 2023 due to unavailability of speakers.