

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee : The Chinese Manufacturers' Association of Hong Kong (CMA)

Implementation Agent(s) (if any) : Hong Kong Quality Assurance Agency (HKQAA)

Project reference no. : T20 001 019

Project title : To enhance the sustainable competitiveness of non-listed Hong Kong enterprises by utilising green financial instruments

Period covered in this report (whole project duration) : From 01/12/2020 to 31/03/2022
(dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

This project aims to address barriers and capacity challenges of local non-listed companies to access green finance.

CMA has created an online knowledge sharing platform (E-platform) that provides useful green financial information (e.g. self-assessment tools in readiness for green financing in terms of technical, management and financial aspects, sharing of successful cases and other green finance references, etc.) to SMEs. The platform would also facilitate companies to connect with key stakeholders (e.g. potential issuers and investors) and enable SMEs to seek for one-stop support from experts in different fields e.g. financial, environment and legal sectors for green bond / loan issuance.

In addition, we have developed five industry-specific green finance implementation guidebooks for enterprises from

- 1) Logistics Industry
- 2) Food & Beverage Industry
- 3) Food Manufacturing Industry
- 4) Environmental Industry
- 5) Property Management Industry

The tailored-made implementation guidebooks include practical, step-by-step and industry-specific guidance to the enterprises, facilitating them to access to green finance. Moreover, two seminars and an investor forum have been conducted to improve entrepreneurs' awareness of economic benefits of green investments, green finance knowledge and skills and enable them to network with potential investors.

Project objectives (in about 50 words)

- i) To develop a green finance E-platform providing useful information and tools for non-listed local enterprises to self-evaluate, learn and grab green investment opportunities;
- ii) To prepare five sets of industry-specific green finance implementation guidebooks leading enterprises to comply with different green finance issuance assessments (green bond and green loan);
- iii) To organize seminars and forum to connect potential issuers and investors.

Collaborating Organisations (if any)

1. CMA Industrial Development Foundation Limited (CMA Testing and Certification Laboratories)
 2. Hong Kong Institute of Certified Public Accountants
 3. The Chamber of Hong Kong Listed Companies
 4. The Hong Kong Institute of Directors Limited
 5. Hong Kong Professionals and Senior Executives Association Limited
 6. The Hong Kong Coalition of Professional Services Limited
 7. The Chamber of Hong Kong Logistics Industry Limited
 8. The Hong Kong Food Council Limited
 9. The Hong Kong Federation of Restaurants & Related Trades Limited
 10. The Hong Kong Association of Property Management Companies Limited
 11. Hong Kong Indoor Air Quality Association Limited
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Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Mr. Lam Chun Hong</u>	<u>Chief Operators Officer, CMA Testing of CMA</u>
Deputy Project Coordinator	: <u>Mr. Ting Kwok To</u>	<u>Assistant Director, Finance and Technology, Hong Kong Quality Assurance Agency</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>01/12/2020</u>	<u>31/03/2022</u>	<u>16 months</u>
Revised (if applicable)	<u>01/12/2020</u>	<u>30/09/2022</u>	<u>22 months</u>

2. Summary of Project Results

Governance

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

NA. Per the project proposal approved by TID, no steering committee shall be formed under this project. The project is managed by the key project team members. Regarding the particulars of the project team members, please refer to Section E of the approved project proposal.

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. Seminars			
1 st seminar Date: 26 Mar 2021 Time: 2 to 6 pm (4 hours) Venue: BEC Auditorium, G/F, 77 Tat Chee Ave, Kowloon Tong Topics covered: 1. Experience Sharing – Green Finance 2. A Closer Look at Green Finance to Drive Sustainable Development: How and Why 3. Green Finance – Investors’ Key Focus 4. Going Beyond Environmental Sustainability: Achieving Business Sustainability through Corporate Social Responsibility 5. ESG Implementation Sharing 6. Panel Discussion (Green Finance and Corporate Sustainability Development) Speakers: 1. Mr. KT Ting (Director of Strategic Services Development, HKQAA) 2. Mr. Dennis WU (Vice Chairman and Executive Director, Allied Sustainability and Environmental Consultants Group Limited) 3. Mrs. Sally WONG (Vice President, Hong Kong Green Finance Association; CEO, Hong Kong Investment Funds)	Target no. of participants: 60 (physical + virtual)	Actual no. of participants: 78 (20 physical attendance + 58 virtual attendance)	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)
<p>Association)</p> <p>4. Prof. Carlos LO (Head of Department of Government and Public Administration and the Director of Business Sustainability, The Chinese University of Hong Kong)</p> <p>5. Dr. Bernard CHENG (Independent Sustainability Consultant)</p> <p>Other details: NA</p>			
<p>2nd seminar Date: 29 Jul 2022 Time: 2 to 6 pm (4 hours) Venue: Co-working space of City University of Hong Kong, 8/F, United Centres, Admiralty Topics covered: 1. Green technologies applicable to various industries in Hong Kong 2. Case studies of local green financial instrument issuance</p> <p>Speakers: 1. Mr. Jason CHEN (Co-founder and CEO, Wada Bento) 2. Mr. Gordon TAM (CEO and Co-founder of Farm66 Investment Limited) and Mr. Billy LAM (COO and Co-founder of Farm 66 Investment Limited) 3. Ms. Carrie Ng (Head of Sustainable Finance for HSBC Hong Kong) 4. Mr. KT Ting (Director of Strategic Services Development, HKQAA) 5. Ms. Keilem NG (General Manager – Sustainability, LINK) 6. Ms. Esther TSANG (ESG Corporate Strategy Lead APAC, UBS)</p> <p>Panel Moderator: 1. Prof. Jeslie CHUI (Adjunct Professor of College of Business, City University of Hong Kong)</p> <p>Other details: NA</p>	<p>Target no. of participants: 60 (physical + virtual)</p>	<p>Actual no. of participants: 123 (33 physical attendance + 90 virtual attendance)</p>	<p>NA</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)

2. Investor Forum			
<p>Investor Forum Date: 24 Sep 2021 Time: 2 to 6 pm (4 hours) Venue: Bauhinia & Orchid Room, 4/F, Marco Polo Hong Kong Hotel, Tsim Sha Tsui Topics covered:</p> <ol style="list-style-type: none"> 1. Opening Remarks – Sharing green finance related strategic policies 2. Keynote Speech 1 – Strengthening Hong Kong’s position as a regional green and sustainable financial hub 3. Plenary Session 1 – Green Loan: Business Growth Driver for the Low Carbon Economy 4. Keynote Speech 2 – Be a SME winner in green finance 5. Plenary Session 2 – Good Investing: Just how Good an investment is Green Project? <p>Speakers:</p> <ol style="list-style-type: none"> 1. Mr. Kenneth HUI (Head of Market Development Division, Hong Kong Monetary Authority) 2. Mr. Paul Pong (Managing Director, Pegasus Fund Managers Limited; Founder, Institute of ESG & Benchmark) 3. Ms. Ophelia LIN (Founding President, SME Sustainability Society; Board Member, Friends of the Earth (HK)) <p>Panel Moderator and Panelists:</p> <p><u>Panel 1</u></p> <ol style="list-style-type: none"> 1. Mr. KT Ting (Director of Strategic Services Development, HKQAA) 2. Mr. Stephen WONG (Vice President, Hong Kong Green Finance Association; Senior Vice President and Executive Director of Public Policy Institute, Our Hong Kong Foundation) 3. Mr. Eugene LAU (Head of Capital Markets, China Construction Bank (Asia) Corporation Limited; Vice 	<p>Target no. of participants:</p> <p>200 (physical + virtual)</p>	<p>Actual no. of participants:</p> <p>246 (66 physical attendance + 176 virtual attendance)</p>	<p>NA</p>

<p>Chair and China Committee Chair, Asia Pacific Loan Market Association)</p> <p>4. Mr. Tom Chik (CEO, LHC New Energy Company Limited)</p> <p>5. Dr. Hei WONG (Managing Director, Charter Gilman Insurance Holdings Limited)</p> <p><i>Panel 2</i></p> <p>6. Mr. Roy Fung (CEO, Hexon Green Capital Limited)</p> <p>7. Mrs. Sally WONG (Vice President, Hong Kong Green Finance Association; CEO, Hong Kong Investment Funds Association)</p> <p>8. Ms. Jennifer CHAN (Chairman, DT Capital Limited; General Committee Member, Hong Kong General Chamber of Commerce)</p> <p>9. Dr. Amen LEE (Co-Chair, Missions Action Group (Philanthropy and Legacy), Association of Family Offices in Asia)</p> <p>10. Mr. Jeffery POON (CEO, ECO Oil Company Limited)</p> <p>11. Mr. Kelvin CHAN (CEO, Keystone Capital Limited)</p> <p>12. Ms. Cathy LO (Senior Manager, Corporate Development Division, Hong Kong Science & Technology Parks Corporation)</p> <p>13. Mr. Bernard NG (Senior Manager, Corporate Development Division, Hong Kong Science & Technology Parks Corporation)</p> <p>Other details: NA</p>			
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3. Guidebooks			
<p>Publishing date: Green finance implementation guidebooks: 31 Dec 2021</p> <p>Topics covered: Green finance implementation guidebooks for 5 target industries (logistics, food & beverage, food manufacturing, environmental and property management):</p> <ul style="list-style-type: none"> • Chapter 1 – self assessment procedure and criteria • Chapter 2 – application of conventional and newly developed green technologies (at least one e.g. enhanced photocatalytic oxidation) for each selected industry in Hong Kong, and guidance for green projects and project evaluation and selection criteria • Chapter 3 application notes of applicable green technologies and guideline for establishment of green finance framework • Chapter 4 operation and maintenance manuals for applicable green technologies as well as project and proceeds management guidelines <p>No. of pages: Chinese Version - 33 to 37 pages; English Version - 35 to 40 pages</p> <p>Distribution channels: Green finance e-platform website (www.greenfinance.hk) Soft copy available at: Green finance e-platform website (www.greenfinance.hk) Other details: NA</p>	<p>Target no. of printed copies: NA</p> <p>5 guidebooks [e-version (pdf)] shall be prepared and uploaded to the green finance e-platform for public sharing.</p>	<p>Actual no. of printed copies: NA</p> <p>The preparation of green finance implementation guidebook has been completed as scheduled. Comments on the guidebooks by the potential users from for 5 target industries was collected on late Dec 2021. Based on the users' comment collected, further revision of the guidebooks were not required at all. The finalized version was uploaded to the green finance e-platform by 31 Dec 2021.</p>	<p>NA</p>
4. Video			
<p>Launching date: 1st Green Finance Seminar Video: publicly available on 31 Dec 2021</p> <p>Languages in voice-over: Cantonese and/or English (subject to languages of speakers)</p> <p>Languages in subtitle: Chinese and/or English (subject to languages of speakers)</p> <p>Broadcasting channels: Green finance e-platform website Soft copy available at: Green finance e-platform website (www.greenfinance.hk) Other details: NA</p>	<p>Target length of video: <u>240</u> minutes</p>	<p>Actual length of video: <u>347</u> minutes</p> <p><u>9 Individual Videos</u></p> <ul style="list-style-type: none"> • Welcome speech: 8 min 2 s • Opening ceremony: 1 min 39 s • KT Ting: 37 min 49 s • Dennis WU: 21 min 52 s • Sally WONG: 12 min 38 s 	<p>NA</p>

		<ul style="list-style-type: none"> • Carols LO: 28 min 33s • Bernard CHENG: 22 min 33s • Panel Discussion: 32 min 50s • Closing Remark & Conclusion: 4 min 5 s) <p><u>1 Full Video</u>: 2 hr 56 min 59s</p>	
<p>Launching date: Green Finance Investor Forum Video: publicly available on 31 Dec 2021</p> <p>Languages in voice-over: Cantonese and/or English (subject to languages of speakers)</p> <p>Languages in subtitle: Chinese and/or English (subject to languages of speakers)</p> <p>Broadcasting channels: Green finance e-platform website (www.greenfinance.hk)</p> <p>Soft copy available at: Green finance e-platform website (www.greenfinance.hk)</p> <p>Other details: NA</p>	<p>Target length of video: <u>240 minutes</u></p>	<p>Actual length of video: <u>394 minutes</u></p> <p><u>7 Individual Videos</u></p> <ul style="list-style-type: none"> • Welcome speech: 3 min 30 s • Opening Remarks: 8 min 16 s • Paul PONG: 26 min 16 s • Plenary Session 1: 59 min 25 s • Ophelia LIN: 15 min 5 s • Plenary Session 2: 1 hour 3 min 6 s • Closing Remark & Conclusion: 4 min 33 s <p><u>1 Full Video</u> (3 hr 34 min 32 s)</p>	NA
<p>Launching date: 2nd Green Finance Seminar Video: publicly available on 15 DEC 2022</p> <p>Languages in voice-over: Cantonese and/or English (subject to languages of speakers)</p> <p>Languages in subtitle: Chinese and/or English (subject to languages of speakers)</p> <p>Broadcasting channels: Green finance e-platform website (www.greenfinance.hk)</p> <p>Soft copy available at: Green finance e-platform website (www.greenfinance.hk)</p> <p>Other details: NA</p>	<p>Target length of video: <u>240 minutes</u></p>	<p>Actual length of video: <u>169 minutes</u></p> <p><u>12 Individual Videos</u></p> <ul style="list-style-type: none"> • Welcome speech: 9 min 1 s • Opening Remarks: 10 min 56 s • Keynote Speech: 9 min 46 s • Jason Chan: 12 min 47 s • Gordon TAM & Billy LAM: 19 min 42 s • KT Ting: 20 min 33 s • Keilem NG: 18 min 49 s • Esther TSANG: 20 min 22 s • Carrie NG: 17 mins 27 s • Panel Discussion: 24 min 12 s • Closing Remark & 	NA

		Conclusion: 6 min 3 s	
		<u>1 Full Video</u> (2 hr 49 min ? s)	

5 Website			
<p>Launching date: Green finance e-platform website: 31 Dec 2021 Web address: www.greenfinance.hk Other details: NA</p>	Target no. of website: 1	Target no. of website: 1 The construction and launch of the green finance e-platform website is completed as scheduled.	NA
6. Leaflets / Posters			
<p>Contents: 1st seminar leaflet (e-copy) Distribution channels: The leaflet was emailed to CMA, HKQAA, 12 collaborating partners, the project sponsor BOAISL and their members for event promotion Other details: NA</p>	Target: two-page design Target no. of printed copies: NA	Actual: two-page design (English and Chinese respectively) Actual no. of printed copies: NA	NA
<p>Contents: Investor forum leaflet (e-copy) Distribution channels: The leaflet was emailed to CMA, HKQAA, 12 collaborating partners, the project sponsor BOAISL and their members for event promotion Other details: NA</p>	Target: two-page design Target no. of printed copies: NA	Actual: two-page design (English and Chinese respectively) Actual no. of printed copies: NA	NA
<p>Contents: 2nd seminar leaflet (e-copy) Distribution channels: The leaflet was emailed to CMA, HKQAA, 12 collaborating partners, the project sponsor BOAISL and their members for event promotion The seminar was also announced in the Green finance e-platform website (www.greenfinance.hk) Other details: NA</p>	Target: two-page design Target no. of printed copies: NA	Actual: two-page design (English and Chinese respectively) Actual no. of printed copies: NA	NA
11. Advertisements			
<p>Name of magazine: Hong Kong Economic Journal Date of publication: Nov 2021, Jan 2022 and Mar 2022 Other details: NA</p>	Target no. of pages (printed advertisement): 1	Actual no. of pages (printed advertisement): 1	NA
<p>Name of website: CSj (monthly journal of The Hong Kong Chartered Governance Institute) Period of on-line advertisement: Nov 2021 to Apr 2022 Other details: NA</p>	Target no. of pages (printed advertisement): 1 Target duration of on-line advertisement: <u>3</u> months	Actual duration of on-line advertisement: <u>6</u> months* *CSj offer CMA extra 3 months for on-line advertisement while we only paid for a 3-month online advertisement.	NA

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>Revised target completion date</u> (if applicable)	<u>Status</u> (C/P/D/NA)	<u>Reasons for not meeting the original target completion date</u>
(a) To establish project team	02/12/2020		C	
(b) To invite quotation “develop a green finance e-platform”, and select qualified bidder	31/12/2020		C	
(c) To invite quotation “organization and management of seminars and investor forum”, and select qualified bidder	31/12/2020		C	
(d) To invite quotation “ video production of green financial implementation guidebooks”, and select qualified bidder	31/12/2020		C	
<i>I. Preparation of a green finance implementation guidebook</i>				
(e) To prepare green finance implementation guidebooks	31/08/2021	31/10/2021	C	HKQAA requested for extra time to prepare and touch-up the first draft of the green finance implementation guidebooks
(e) To invite enterprises from selected industry sectors to make use of the draft green finance implementation guidebook	31/12/2021		C	
(f) To finalize the green finance implementation guidebook				
<i>II. Development of a green finance e-platform website</i>				
(g) To develop green finance e-platform (1 st Draft)	30/09/2021		C	
(h) To provide professional advice on the e-platform contents (technical and management aspects)	30/09/2021		C	
(i) To finalize the green finance e-platform	30/11/2021		C	
(j) To upload the green finance implementation guidebooks to the green finance e-platform	31/12/2021		C	
(k) To accept and public launch of the green finance e-platform	31/12/2021		C	

III. Seminars

¹ As stated in the approved project proposal.

	To invite speakers, prepare and conduct seminar #1	31/03/2021		C	
(l)					
	To invite speakers, prepare and conduct seminar #2	30/06/2022		C	
(m)					
<i>IV. Investor forum</i>					
	To invite speakers, prepare and conduct investor forum	30/09/2021		C	
(n)					
<i>V. Promotional activities</i>					
	To invite quotation for placing advertisements on trade magazine and trade online platform	31/07/2021		C	
(o)					
	To invite quotation “advertisement design to promote green finance e-platform and implementation guidebooks”, and select qualified bidder	31/08/2021		C	
(p)					
	To review and finalize the advertisement design	30/09/2021		C	
(q)					
	To place advertisement to the selected trade magazine on October 2021, December 2021 and February 2022 (3 issues)	28/02/2022	31/03/2022	C	Advertising on the target magazine (HKEJ) on Oct 2021 was fully booked and therefore the release of the first printed was postponed. The advertisements were finally posted on Dec 2021, Jan and Mar 2022 accordingly.
(r)					
	To place advertisement to the selected trade online platform on November 2021, January 2022 and March 2022 (3 months)	31/03/2022		C	
(s)					