

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Hong Kong Aviation Industry Association Limited (HKAIA)</u>	
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council (HKPC)</u>	
Project reference no.	:	<u>T20 001 022</u>	
Project title	:	<u>Product and service innovation in aviation industry: A key to strengthening Hong Kong's status as an international aviation hub</u>	
Period covered in this report (whole project duration)	:	From <u>01/09/2020</u> (dd/mm/yyyy)	to <u>31/08/2023</u> (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

The significance of Hong Kong as the prominent aviation hub in Asia is facing challenges from other neighbouring hubs, such as Singapore, Beijing, Shenzhen, Guangzhou, etc. The opening of new airports and the expansion of existing airports in these areas will draw passenger traffic and cargo traffic to their region. All related enterprises in the aviation industry in Hong Kong will definitely be affected. However, Hong Kong is still playing an important role in national development plan. The Chinese Government is fully behind Hong Kong taking a leading role as an air hub to help advance China's ambitious global trade and infrastructure strategy.

To catch up with the development opportunities, Hong Kong has to uphold its existing advantages in quality, reliability and safety compliance in the comprehensive chains of product and service provisions. Moreover, we need to move a step forward to further strengthen our status as "International Aviation Hub" by demonstrating our efforts in technology and service innovation.

The project aims at providing a platform to collectively showcase some innovative projects featuring new product and services developed by the aviation industry of Hong Kong. Setting up of Pavilion, together with business networking, in renowned aviation exhibition and other promotion activities (such as publication of industry directory and production of industry promotion video) will provide worldwide customers an overview on Hong Kong aviation industry in innovations for supporting the continuous development of the aviation industry.

Project objectives (in about 50 words)

To strengthen Hong Kong's status as an international aviation hub by promoting the adoption and application of innovation in Hong Kong's aviation industry, especially in the aviation service and aviation product manufacturing sectors

Collaborating Organisations (if any)

Hong Kong Surface Finishing Society Limited
Hong Kong Plastic Machinery Association Limited
Hong Kong Screw & Fastener Council Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Angus H.W. CHEUNG</u>	<u>President, Hong Kong Aviation Industry Association Ltd</u>
Deputy Project Coordinator	: <u>Samson K.W. SUEN</u>	<u>General Manager, Hong Kong Productivity Council</u>

Project duration

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	<u>01/09/2020</u>	<u>31/12/2022</u>	<u>28</u>
Revised (if applicable)	<u>01/09/2020</u>	<u>31/08/2023</u>	<u>36</u>

2. Summary of Project Results

Governance

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

Dr. Angus Cheung, President of HKAIA

Ms. Angel Cheung, Vice-President of HKAIA

Ir. Samson Suen, General Manager of Smart Manufacturing Division of HKPC

Prof. Jackson Ho, member of the China National Standardization Technical Committee for Air Cargo and Ground Support Equipment

Mr. Nicholas Chang, Chairman of Hong Kong Surface Finishing Society Limited

Mr. Cheung Kin Ming, Chairman of Hong Kong Screw and Fastener Council

Mr. Kenneth Lau, Vice-Chairman of Hong Kong Plastic Machinery Association Limited

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. Hong Kong pavilions			
Pavilion 1 Name and place of exhibition: China International Aviation & Aerospace Exhibition (Airshow China) in Zhuhai, China Date: 8 - 13 November 2022 Size of pavilion: 60 sqm Selection criteria adopted: 1. Novelty of the product/service 2. Uniqueness of the innovations 3. Awards/merits of the innovations Other details: Nil	Target no. of products displayed: <u>8</u> innovation services/products from <u>8</u> enterprises	Actual no. of products displayed: <u>8</u> innovation services/products from <u>8</u> enterprises	
Pavilion 2 Name and place of exhibition: Paris Air Show in Paris, France Date: 19-25 June 2023 Size of pavilion: 60 sqm Selection criteria adopted: 1. Novelty of the product/service 2. Uniqueness of the innovations 3. Awards/merits of the innovations Other details: Nil	Target no. of products displayed: <u>8</u> innovation services/products from <u>8</u> enterprises	Actual no. of products displayed: <u>8</u> innovation services/products from <u>8</u> enterprises	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
2. Business networking sessions			
Session 1 Date: 9 November 2022 Time: 11:00 - 12:00 (<u>1</u> hour) Venue: at the Hong Kong Pavilion in the 2022 Airshow China Other details: Invitations for overseas/Mainland buyers were sent through the network of HKAIA and the cooperation with the exhibition organiser.	Target no. of participants from Hong Kong: <u>20</u> Target no. of overseas / Mainland buyers: <u>40</u> Duration: 1 hour	Actual no. of participants from Hong Kong: <u>11</u> Actual no. of overseas / Mainland buyers: <u>34</u> Duration: 1 hour Invitations were sent to Hong Kong Aviation Industry Association and the collaborating organizations (the Hong Kong Surface Finishing Society, the Hong Kong Screw and Fastener Council and the Hong Kong Plastic Machinery Association) for inviting their members to join the event.	The actual number of participants was less than the target number as there were still quarantine measurement for visitors from Hong Kong, overseas and certain regions in the Mainland during the show.
Session 2 Date: 20 June 2023 Time: 11:00 - 12:00 (<u>1</u> hour) Venue: at the Hong Kong Pavilion in the Paris Air Show 2023 Other details: Invitations for overseas/Mainland buyers were sent through the network of HKAIA	Target no. of participants from Hong Kong: <u>20</u> Target no. of overseas / Mainland buyers: <u>40</u> Duration: 1 hour	Actual no. of participants from Hong Kong: <u>7</u> Actual no. of overseas / Mainland buyers: <u>46</u> Duration: 1 hour Invitations were sent to Hong Kong Aviation Industry Association and the collaborating organizations (the Hong Kong Surface Finishing Society, the Hong Kong Screw and Fastener Council and the Hong Kong Plastic Machinery Association) for inviting their members to join the event.	
3. Directory			
Publishing date: 8 November 2022 Distribution channels: Hard copies distributed on-site in the exhibitions. Soft copy uploaded at HKAIA website (Link:	Target no. of Hong Kong enterprises included in the directory: <u>100</u> Target no. of copies: e-version and <u>600</u>	Actual no. of Hong Kong enterprises included in the directory: <u>121</u> Actual no. of copies:	

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)
http://www.hkaia.org.hk/publications.php?page_title=publications Other details: The directory is consisted of two parts. One part is for introducing the products and service innovative technologies of the Hong Kong aviation industry. The other part is for listing out the company information of Hong Kong aviation related enterprises by classifying into different product and service natures.	hardcopies	e-version and <u>600</u> hardcopies	
4. Video			
Launching date: 19 June 2023 Languages in voice-over: English and Putonghua Languages in subtitle: English, Traditional Chinese, Simplified Chinese Broadcasting channels: played at the pavilions (a screen will be rented to play the video) and uploaded onto the website of HKAIA Other details: Nil	Target length of video: <u>5</u> minutes	Actual length of video: <u>6</u> minutes	

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)	• Preparation work - To form a steering committee	31/12/2020		D	Note (i)
	• Production of Directory				
	• Production of Video				
(b)	• Organisation of the exhibition in Singapore (February 2022)	31/03/2022		NA	Note (ii)
	• Organisation of business networking session during the exhibition in Singapore				
	• Organisation of the exhibition in Zhuhai, China (November 2022)	31/12/2022		C	
(c)	• Organisation of business networking session during the exhibition in Zhuhai, China				

¹ As stated in the approved project proposal.

	• Organisation of the exhibition in Paris (June 2023)	31/08/2023		C	
	• Organisation of business networking session during the exhibition in Paris				
(d)					
(e)					
(f)					
(g)					

Note:

- (i) Approval was granted on 17 June 2021 and 10 March 2022 respectively to postpone the participation in the exhibition in Paris and to take out the participation in the exhibition in Singapore. As a result, the production of the directory and the video was postponed in order to provide the most updated information of the industry. The directory was published on 8 November 2022 for distribution at the exhibition in Zhuhai. The video was broadcasted during the Paris Air Show on 19-25 Jun 2023.
- (ii) Approval was granted on 10 March 2022 to take out the participation in the exhibition in Singapore and related deliverables due to the difficulties in attending the event as a result of the quarantine requirements for cross-border travel amid the COVID-19 pandemic.