

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	<u>Hong Kong Chapstart Chamber</u>
Implementation Agent(s) (if any)	:	<u>(1) Hong Kong Productivity Council</u> <u>(2) Productivity (Shenzhen) Consulting Company Limited</u>
Project reference no.	:	<u>T20 001 023</u>
Project title	:	<u>To promote the capability of Hong Kong fashion designer labels and to showcase Hong Kong's diversified fashion designs and technical strengths to potential buyers</u>
Period covered in this report (whole project duration)	:	From <u>01/09/2020</u> to <u>31/03/2022</u> (dd/mm/yyyy) (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

Hong Kong's fashion designers have been gaining worldwide reputation for their professional expertise, sensitivity to fashion trends and ability to blend commercialism with innovation. Although there are some emerging Hong Kong fashion labels being noticed in the global market, the fashion design industry in Hong Kong still lacks recognition. Young/new designers, who own their designer labels, have their own capability in fashion design but are not able to reach potential buyers by their own resources.

In order to demonstrate Hong Kong fashion designers' capabilities to their potential clients in the international markets, Hong Kong Chapstart Chamber participated in exhibitions in Shanghai and Shenzhen through this project. Besides, Hong Kong Chapstart Chamber cultivated local fashion design talents and enhanced the competitiveness of Hong Kong fashion designer labels by organising training workshops in brand building and business operations.

### Project objectives (in about 50 words)

- Enhance fashion designers' competitiveness in the commercial market by joining international exhibitions in China
- Enhance fashion designers' capabilities in brand building and business operations by comprehensive hands on training

### Collaborating Organisations (if any)

1. Hong Kong Design Institute

2. Hong Kong Apparel Society Limited

3. Hong Kong Footwear Association Limited

4. Federation of Fur Manufacturers and Dealers (Hong Kong) Limited

5. Caritas Bianchi College of Careers

6. Hong Kong Designers Association Limited

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Mr Lee Chak Lam, Tommy	Chairman, Hong Kong Chapstart Chamber
Deputy Project Coordinator	: Ir Suen Kwok Wai, Samson	General Manager, Smart Manufacturing, Hong Kong Productivity Council

### Project duration

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	01/09/2020	31/03/2022	19
Revised (if applicable)			

## 2. Summary of Project Results

### Governance

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

1. Mr. Tommy Lee, Chairman of Hong Kong Chapstart Chamber
2. Mr. Kenneth Lam, Treasurer of Hong Kong Chapstart Chamber
3. Mr. Banny Yu, Chairman of Hong Kong Apparel Society Limited
4. Ms. Portia To, Senior Lecturer of Hong Kong Design Institute
5. Mr. YC Ko, Senior Consultant of Hong Kong Productivity Council

### Project deliverables

Please list out the project deliverables carried out during the project duration in accordance with the approved project proposal and provide details on the actual result achieved for each deliverable.

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<b>1. Briefing session</b>			
1 <sup>st</sup> Briefing session for CHIC (hybrid mode) Date: 29 Jan 2021 Time: 14:00-15:00 (1 hour) Venue: WeSpace (plus online broadcast) <a href="https://zoom.us/j/92857815398">https://zoom.us/j/92857815398</a> Speakers: Ms Carol Chan, Consultant of Hong Kong Productivity Council and Mr Tommy Lee, Chairman of Hong Kong Chapstart Chamber	Target no. of participants: 25  Target duration: 1 hour	Actual no. of participants: 35 (0 on-site and 35 online)  Actual duration: 1 hour	
2 <sup>nd</sup> Briefing session for Fashion Shenzhen Show (hybrid mode) Date: 13 May 2021 Time: 15:30-16:30 (1 hour) Venue: WeSpace (plus online broadcast) <a href="https://zoom.us/j/93573595628">https://zoom.us/j/93573595628</a> Speakers: Ms Carol Chan, Consultant of Hong Kong Productivity Council and Mr Tommy Lee, Chairman of Hong Kong Chapstart Chamber	Target no. of participants: 25  Target duration: 1 hour	Actual no. of participants: 36 (0 on-site and 36 online)  Actual duration: 1 hour	
<b>2. Hong Kong Fashion Designer Pavilion at 2 International Fashion Exhibitions</b>			
The China International Fashion Fair (CHIC), Shanghai Date: 17-19 Mar 2021 Size of pavilion: 90 sqm Venue: the National Convention Center (Shanghai) (Booth number: 4.1F586) Other details: On-site advertisement (four hanging	Target no. of products displayed: 50 products from 10 enterprises	Actual no. of products displayed: 224 products from 10 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)
banners) was placed to draw visitors' attention. The promotion video was played on site.			
Fashion Shenzhen Show, Shenzhen Date: 30 Jul – 1 Aug 2021 Size of pavilion: 90 sqm Venue: Shenzhen Futian Convention and Exhibition Center (Booth number: 4D08) Other details: On-site advertisement (one hanging banner) was placed to draw visitors' attention. The promotion video was played on site.	Target no. of products displayed: 50 products from 10 enterprises	Actual no. of products displayed: 200 products from 12 enterprises	
<b>3. Catwalk Shows</b>			
Catwalk show at CHIC, Shanghai Date: 18 Mar 2021 Time: 13:00-13:20 (20 minutes) Venue: the National Convention Center (Shanghai) (North Hall) Other details: Over 100 visitors were attracted in the show. The catwalk show was promoted via the show organizer's WeChat and official show website.	Target no. of products demonstrated: 30  Target no. of visitors: 100  Target duration: 15 minutes	Actual no. of products demonstrated: 77  Actual no. of visitors: over 100  Actual duration: 20 minutes	
Catwalk show at Fashion Shenzhen Show, Shenzhen Date: 30 Jul 2021 Time: 12:10-12:30 (20 minutes) Venue: Shenzhen Futian Convention and Exhibition Center (Hall 5) Other details: Over 100 visitors were attracted in the show. The catwalk show was promoted via the show directory.	Target no. of products demonstrated: 30  Target no. of visitors: 100  Target duration: 30 minutes	Actual no. of products demonstrated: 56  Actual no. of visitors: over 100  Actual duration: 20 minutes	The duration of the catwalk show was reduced from 30 minutes to 20 minutes by the show organiser.
<b>4. Business networking sessions</b>			
Business networking session at CHIC, Shanghai Date: 18 Mar 2021 Time: 13:30-14:30 (1 hour) Venue: Inside the Hong Kong Fashion Designer Pavilion at CHIC in the National Convention Center (Shanghai) (Booth number: 4.1F586) Other details: The invitation message was broadcasted in the exhibition hall. After the catwalk show, promotional image of business networking session was projected to the on-site screen to invite potential B2B buyers visiting our pavilion for business networking. On-site helpers then	Target no. of participants: Approximately 20 participants including 5 Hong Kong representatives and 15 potential B2B buyers  Target duration: 1 hour	Actual no. of participants: 30 participants including 0 Hong Kong representatives (attended physically) and 30 potential B2B buyers  Actual duration: 1 hour	Due to COVID-19 pandemic, Hong Kong representatives were unable to attend the business networking session at the Hong Kong Fashion Designer Pavilion in person despite they really wished to. The Grantee arranged 10 Hong Kong representatives to attend the session remotely with live communication with the attending potential B2B buyers. As no Hong Kong

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)
led the potential buyers to the Hong Kong Fashion Designer Pavilion and connect them at the spot with Hong Kong representatives via WeChat.			representatives attended the session physically, we agreed to absorb the costs of this event.
<p>Business networking session at Fashion Shenzhen Show, Shenzhen Date: 30 Jul 2021 Time: 12:30-13:30 (1 hour) Venue: Inside the Hong Kong Fashion Designer Pavilion at Fashion Shenzhen Show in Shenzhen Futian Convention and Exhibition Center (Booth number: 4D08)</p> <p>Other details: After the catwalk show, the invitation message was broadcasted in the exhibition hall to invite potential B2B buyers visiting our pavilion for business networking. On-site helpers then led the potential buyers to the Hong Kong Fashion Designer Pavilion and connect them at the spot with Hong Kong representatives via WeChat.</p>	<p>Target no. of participants: Approximately 20 participants including 5 Hong Kong representatives and 15 potential B2B buyers</p> <p>Target duration: 1 hour</p>	<p>Actual no. of participants: 34 participants including 4 Hong Kong representatives (4 attended physically) and 30 potential B2B buyers</p> <p>Actual duration: 1 hour</p>	<p>Due to COVID-19 pandemic, not all Hong Kong representatives were able to attend the business networking session at the Hong Kong Fashion Designer Pavilion in person despite they really wished to.</p> <p>4 Hong Kong representatives attended the business networking session on-site. The Grantee arranged 10 other Hong Kong representatives to attend the session remotely with live communication with the attending potential B2B buyers.</p>
<b>5. Promotion video</b>			
<p>Launching date: 12 Mar 2021 Languages in voice-over: English and Putonghua Languages in subtitle: English and Simplified Chinese Broadcasting channels: Hong Kong Fashion Designer Pavilion at CHIC and Youku. English version: <a href="https://v.youku.com/v_show/id_XNTE1NjQwMTc1Ng==.html?spm=a2hbt.13141534.app.5~5!2~5!2~5~5~5!2~5~5!2~5!2~5!2~5~5~A">https://v.youku.com/v_show/id_XNTE1NjQwMTc1Ng==.html?spm=a2hbt.13141534.app.5~5!2~5!2~5~5~5!2~5~5!2~5!2~5!2~5~5~A</a> Chinese version: <a href="https://v.youku.com/v_show/id_XNTEyMDAwMjI4NA==.html?spm=a2hbp.8244740.0.0">https://v.youku.com/v_show/id_XNTEyMDAwMjI4NA==.html?spm=a2hbp.8244740.0.0</a> Other details: QR code of the video was generated and promoted through leaflet.</p>	Target length of video: Around 5 minutes	Actual length of video: 5 minutes and 53 seconds	
<b>6. Leaflets</b>			
<p>Languages: English and Simplified Chinese Other details: QR code linking to the video was included in leaflets.</p>	1,000 copies for Shanghai exhibition and 1,000 copies for Shenzhen exhibition	1,000 copies distributed at the Shanghai exhibition and 1,000 copies distributed at the Shenzhen 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)
7. Training workshops			
1 <sup>st</sup> Training Workshop (Part 1) Date: 29 Jan 2021 Time: 15:30-18:30 (3 hours) Venue: WeSpace (with online broadcast) <a href="https://zoom.us/j/92698369393">https://zoom.us/j/92698369393</a> Topics: Operation management dedicated to the fashion design industry Trainers: Ms Mary Yu, Founder of Mary Yu Design and Ms Charlotte Ng, Founder of Charlotte Ng Studio	Target no. of participants: 30	Actual no. of participants: 50 (2 on-site and 48 online)	
1 <sup>st</sup> Training Workshop (Part 2) Date: 02 Feb 2021 Time: 14:00-17:00 (3 hours) Venue: WeSpace (with online broadcast) <a href="https://zoom.us/j/95709640137">https://zoom.us/j/95709640137</a> Topics: Operation management and e-commerce dedicated to the fashion design industry Trainers: Mr Tommy Lee, Chairman of Hong Kong Chapstart Chamber and Mr Dominic Cheng, General Manager of Yintak Intex Co. Ltd.	Target no. of participants: 30	Actual no. of participants: 43 (1 on-site and 42 online)	
2 <sup>nd</sup> Training Workshop (Part 1) Date: 26 Feb 2021 Time: 14:30-17:30 (3 hours) Venue: WeSpace (with online broadcast) <a href="https://zoom.us/j/91828409269">https://zoom.us/j/91828409269</a> Topics: Intellectual property protection and business law Trainers: Ms Cherrie Chong, Managing Director of HUYI Global Information Hong Kong Limited and Mr Roy Yiu, Principal of Yiu & Associates, Solicitors	Target no. of participants: 30	Actual no. of participants: 42 (2 on-site and 40 online)	
2 <sup>nd</sup> Training Workshop (Part 2) Date: 05 Mar 2021 Time: 15:30-18:30 (3 hours) Venue: WeSpace (with online broadcast) <a href="https://zoom.us/j/98559842614">https://zoom.us/j/98559842614</a> Topics: Brand building for the Hong Kong fashion industry Trainers: Mr Eddie Hui, Managing Director & CEO of Semk Products Limited, Mr Chris Chan, Founder of e-banner Limited and Dr Angie Lee, General Manager of Detour A Fa Limited	Target no. of participants: 30	Actual no. of participants: 47 (1 on-site and 46 online)	

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)
8. Dissemination Seminar			
2-hour dissemination seminar Date: 25 Nov 2021 Time: 16:00-18:00 (2 hours) Venue: WeSpace Speakers: Mr Tommy Lee, Chairman of Hong Kong Chapstart Chamber, Ms Carol Chan, Consultant of Hong Kong Productivity Council, Ms Mary Yu, Founder of Mary Yu Design, Ms Lubee Chak, Founder of Louise Castle and Mr Kenny Li, Founder of FAVEbyKennyLi Other details: Market information collected at both Shanghai and Shenzhen exhibitions was shared with audience.	Target no. of participants: 40  Target duration: 2 hours	Actual no. of participants: 39  Actual duration: 2 hours	A total of 52 participants enrolled for the seminar, but some of them did not show up.
9. Promotional activities			
Printed advertisement	An advertisement will be placed on show directory (one page) for the Shenzhen exhibition	Printed advertisement was placed on the show directory (one page) for the Shenzhen exhibition	
Online advertisement	Online advertisements will be placed on the show website and WeChat of CHIC (for one month) for the Shanghai exhibition	Online advertisements were placed on the show website and WeChat of CHIC on 25 Feb 2021 for the Shanghai exhibition for one month	Due to COVID-19 pandemic, the exhibition date of CHIC had been fluid. The organiser finally announced on 23 Feb 2021 that the exhibition date would be fixed on 17-19 Mar 2021. The advertisement was arranged immediately after the announcement although it was already less than 1 month before the actual exhibition date.
On-site advertisement	<ul style="list-style-type: none"> <li>four hanging banners for the Shanghai exhibition</li> <li>one hanging banner for the Shenzhen exhibition</li> </ul>	<ul style="list-style-type: none"> <li>four hanging banners for the Shanghai exhibition</li> <li>one hanging banner for the Shenzhen exhibition</li> </ul>	

## Key implementation stages

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

	<u>Project deliverable</u> (all deliverables as set out in the approved project proposal)	<u>Original target completion date</u> <sup>1</sup>	<u>Actual completion date</u> (if applicable)	<u>Status</u> (C/D/N)	<u>Reasons for not meeting the original target completion date</u>
(a)	<ul style="list-style-type: none"> <li>To form a selection committee</li> <li>To promote and organize the briefing session for Shanghai exhibition</li> </ul>	31/10/2020		C	
(b)	<ul style="list-style-type: none"> <li>To line up with various sectors for video shooting</li> <li>To finalize the version of promotion video</li> </ul>	31/01/2021		C	
(c)	<ul style="list-style-type: none"> <li>To compile a leaflet for Shanghai exhibition</li> </ul>	31/03/2021		C	
(d)	<ul style="list-style-type: none"> <li>To line up various products and services from different Hong Kong fashion designer labels for forming the pavilion and the catwalk show set up in Shanghai</li> <li>To design and produce advertisement for Shanghai exhibition</li> <li>To design, set up and manage Hong Kong pavilion and the catwalk show and organize business networking session at Shanghai exhibition</li> </ul>	28/02/2021		C	
(e)	<ul style="list-style-type: none"> <li>To promote and organize the training workshops</li> </ul>	31/03/2021		C	
(f)	<ul style="list-style-type: none"> <li>To promote and organize the briefing session for Shenzhen exhibition</li> </ul>	31/03/2021		C	
(g)	<ul style="list-style-type: none"> <li>To compile a leaflet for Shenzhen exhibition</li> </ul>	31/05/2021*		C	
(h)	<ul style="list-style-type: none"> <li>To line up various products and services from different Hong Kong fashion designer labels for forming the pavilion and the catwalk show set up in Shenzhen</li> <li>To design and produce advertisement for Shenzhen exhibition</li> <li>To design, set up and manage Hong Kong pavilion and the catwalk show and organize business networking session at Shenzhen exhibition</li> </ul>	30/06/2021*		C	
(i)		31/07/2021*		C	

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



<ul style="list-style-type: none"> <li>• To identify and invite speakers to deliver the dissemination seminar</li> <li>• To promote and invite participants to the dissemination seminar</li> <li>• To organize the dissemination seminar</li> </ul>	31/03/2022		C	
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\* Approval was granted on 29 January 2021 to revise the target completion dates.