

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	Hong Kong Electrical Appliance Industries Association Limited (HKEAIA)
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council (HKPC)
Project reference no.	:	T20 001 029
Project title	:	Hong Kong electrical appliance industry enters ASEAN through online and offline
Period covered in this report (whole project duration)	:	From 20/10/2020 to 19/08/2023 (dd/mm/yyyy) (dd/mm/yyyy)

#### 1. Project Details

### Project summary (in about 150 words)

The project aims to facilitate the entry of Hong Kong electrical appliance enterprises into the ASEAN market through a combination of online and offline promotion strategies. By uniting the industry, the project seeks to create a collaborative platform where Hong Kong electrical appliance companies can work together to penetrate the ASEAN market more efficiently.

In addition to the online and offline promotion mix, the project includes exhibiting in ASEAN markets such as Malaysia, Thailand, and Vietnam. This involves participating in exhibitions in these countries.

By showcasing their products at these events, Hong Kong electrical appliance enterprises can directly engage with potential customers, establish business relationships, and gain exposure in the ASEAN market. Moreover, the project involves organizing seminar. These events provide a platform for industry professionals, potential businesses, and Hong Kong enterprises to come together and interact.

To enhance the project's online presence and communication, the deliverables include creating social media accounts on platforms such as Facebook, Google, and YouTube. These accounts can be utilized to share project activities, news, and other relevant content. By leveraging the reach and engagement potential of social media and website, the project can effectively promote its activities and engage with a wider audience.

Indeed, building a social platform and participating in ASEAN exhibitions can effectively address the problems faced by the Hong Kong electrical appliance industry and help achieve the objectives of the project.

---

### Project objectives (in about 50 words)

1. To assist Hong Kong electrical appliance manufacturers to extend the ASEAN market.
2. To gain exposure and build up a new O2O model for Hong Kong electrical appliance industry.
3. To express the collective image of smart design, high technology and high quality of Hong Kong brands of electrical appliance to the ASEAN markets.

### Collaborating Organisations (if any)

Federation of Hong Kong Industries

Hong Kong Trade Development Council

Design Council of Hong Kong

The Hong Kong Electronic Industries Association Limited

Hong Kong Printed Circuit Association Limited

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Ken Fung	Honorary President of Hong Kong Electrical Appliance Industries Association
Deputy Project Coordinator	: Herbert Lun	President of Hong Kong Electrical Appliance Industries Association

### 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	20/10/2020	19/06/2022	20 months
Revised (if applicable)	20/10/2020	19/08/2023	34 months

## 2. Summary of Project Results

### Governance

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

- (1) Mr Ken Fung, Honorary President of Hong Kong Electrical Appliance Industries Association
- (2) Mr Herbert Lun, President of Hong Kong Electrical Appliance Industries Association
- (3) Mr Jeff Fung, Senior Consultant of HKPC
- (4) Mr Vincent Fung, Executive Committee Member of Federation of Hong Kong Industries Group 4
- (5) Ms Wendy Luk, Manager, Product Promotion of Hong Kong Trade Development 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. ASEAN pavilions</b>			
<b>Pavilion 1</b> Name and place of exhibition: Modern Home Fair Kuala Lumpur in Malaysia Date: 8 – 10 April 2022 Size of pavilion: 72 sqm  <b>Pavilion 2</b> Name and place of exhibition: “Think Business, Think Hong Kong” in Bangkok, Thailand Date: 13-14 July 2023 Size of pavilion: 36 sqm  <b>Pavilion 3</b> Name and place of exhibition: Bangkok E&E 2022 – Bangkok Electric and Electronics 2022 Date: 7-10 Sept 2022 Size of pavilion: 72 sqm  <b>Pavilion 4</b> Name and place of exhibition: Vietnam Electrical Appliance Expo Date: 1-3 Dec 2022 Size of pavilion: 72 sqm  Selection criteria adopted: <ul style="list-style-type: none"> <li>To promote the brands of Hong Kong electrical appliance SME</li> </ul>	<b>Pavilion 1</b> Modern Home Fair Kuala Lumpur in Malaysia  Target no. of products displayed on Pavilion 1: _____ 75 _____ products from <u>15</u> enterprises Survey with 200 visitors  <b>Pavilion 2</b> “Think Business, Think Hong Kong” in Bangkok, Thailand  Target no. of products displayed on Pavilion 2: _____ 75 _____ products from <u>15</u> enterprises Survey with 200 visitors  <b>Pavilion 3</b> Bangkok Electrics and Electronics 2022	<b>Pavilion 1</b> Modern Home Fair Kuala Lumpur in Malaysia  Actual no. of products displayed on Pavilion 1: _____ 75 _____ products from <u>15</u> enterprises Survey with 204 visitors  <b>Pavilion 2</b> “Think Business, Think Hong Kong” in Bangkok, Thailand  Actual no. of products displayed on Pavilion 2: _____ 75 _____ products from <u>15</u> enterprises Survey with 233 visitors  <b>Pavilion 3</b> Bangkok Electrics and Electronics 2022	N.A.

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>manufacturers and to explore new opportunities in the ASEAN markets.</p> <ul style="list-style-type: none"> <li>HKEAIA will unite the manufacturers to express the collective image of smart design, high technology, and high quality of Hong Kong brands of electrical appliance which meet the safety and energy efficiency requirements in ASEAN market.</li> <li>Exhibiting at a trade show allows brands, suppliers, and traders to meet prospective customers or partners or reconnect with former clients.</li> </ul> <p>Other details: Pavilion theme: Supreme Home Appliances Hong Kong</p>	<p>Target no. of products displayed on Pavilion 3:  <u>75</u> products from <u>15</u> enterprises  Survey with 200 visitors</p> <p>Pavilion 4  Vietnam Electrical Appliance Expo</p> <p>Target no. of products displayed on Pavilion 4:  <u>75</u> products from <u>15</u> enterprises  Survey with 200 visitors</p>	<p>Actual no. of products displayed on Pavilion 3:  <u>75</u> products from <u>18</u> enterprises  Survey with 205 visitors</p> <p>Pavilion 4  Vietnam Electrical Appliance Expo</p> <p>Actual no. of products displayed on Pavilion 4:  <u>75</u> products from <u>18</u> enterprises  Survey with 202 visitors</p>	
<b>2. Seminar on air</b>			
<p>1<sup>st</sup> seminar on air (Malaysia)  Date: 9 April 2022(1 hour)  Time:15:00 – 16:30 (1.5 hours)  Venue: Mid Valley Exhibition Centre and Hong Kong “THE FACTORY” – Flat 2B, Chin Fat Factory Building  Topics covered: Global Perspectives and Innovation – Supreme Home Appliances Hong Kong  1 speaker: Mr Ken Fung, President of HKEAIA (Representative from HKEAIA)  Recording available at:  <a href="https://youtu.be/khPqSvSomag">https://youtu.be/khPqSvSomag</a></p> <p>2<sup>nd</sup> seminar on air (TBTHK, Thailand)  Date: 14 July 2023  Time:12:15 – 13:15 (1 hour)  Venue: Mid Valley Exhibition Centre and Hong Kong “THE FACTORY” – Flat 2B, Chin Fat Factory Building  Topics covered: Trending Now – Supreme Home Appliances from Hong Kong  1 speaker: Mr Thomas Ting, Standing Vice-President of HKEAIA (Representative from HKEAIA)  Recording available at:  <a href="https://youtu.be/A7OECI-a3Zk">https://youtu.be/A7OECI-a3Zk</a></p>	<p>Target no. of participants: 80 for onsite and 40 for online</p> <p>One Hong Kong speaker</p> <p>Target no. of participants: 80 for onsite and 40 for online</p> <p>One Hong Kong speaker</p>	<p>Actual no. of participants: 86 for onsite and 532 for online</p> <p>Ken Fung is the Hong Kong speaker</p> <p>Actual no. of participants: 100 for onsite and 74 for online</p> <p>Thomas Ting is the Hong Kong speaker</p>	N.A.

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>3<sup>rd</sup> seminar on air (Thailand)  Date: 7 September 2022  Time: 15:00 – 16:30 (1.5 hours)  Venue: BITEC Exhibition and Convention Centre Bangna and Hong Kong “THE FACTORY” – Flat 2B, Chin Fat Factory Building  Topics covered: Creative design of Hong Kong electrical appliance  1 speaker: Mr Hebert Lun, President of HKEAIA  (Representative from HKEAIA)  Recording available at:  <a href="https://youtu.be/NA8LW0cQpxo">https://youtu.be/NA8LW0cQpxo</a></p>	<p>Target no. of participants: 80 for onsite and 40 for online</p> <p>One Hong Kong speaker</p>	<p>Actual no. of participants: 80 for onsite and 109 for online</p> <p>Hebert Lun is the Hong Kong speaker</p>	
<p>4<sup>th</sup> seminar  Date: 1 December 2022  Time: 12:00 – 13:30 (1.5 hours)  Venue: Topics covered:  Manufacturing of the Hong Kong electrical industry and Hong Kong “THE FACTORY” – Flat 2B, Chin Fat Factory Building  Topics covered: Manufacturing of the Hong Kong electrical industry  1 speaker: Mr Hebert Lun, President of HKEAIA  (Representative from HKEAIA)  Recording available at:  <a href="https://youtu.be/CQTzofPOeO0">https://youtu.be/CQTzofPOeO0</a></p>	<p>Target no. of participants: 80 for onsite and 40 for online</p> <p>One Hong Kong speaker</p>	<p>Actual no. of participants: 87 for onsite and 96 for online</p> <p>Hebert Lun is the Hong Kong speaker</p>	
<b>3. Seminars + Webinar</b>			
<p>1<sup>st</sup> Seminar + Webinar  Date: 24 Nov 2021  Time: 14:30 -17:30 (3 hours)  Venue: HKPC Theatre 1  Topics covered:</p> <ol style="list-style-type: none"> <li>TSF Project Introduction – Hong Kong electrical appliance industry goes ASEAN</li> <li>The development of Hong Kong Electrical Appliance Industries in ASEAN market</li> <li>Introduction of the FTA between Hong Kong and the ASEAN</li> <li>Overview on Malaysia’s business landscape and latest trade promotion policy</li> <li>Overview on Philippines’s business landscape and latest trade promotion policy</li> <li>Case studies of E-Commerce marketing in ASEAN for brand promotion</li> </ol>	<p>Target no. of participants: 120</p>	<p>Actual no. of participants: 166 (40 for onsite and 126 for online)</p>	N.A.

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>8 speakers:</p> <ol style="list-style-type: none"> <li>1. Mr Ken Fung, President, HKEAIA (Representative from HKEAIA)</li> <li>2. Mr. Jim Wong, Trade Officer, Trade &amp; Industry Department, HKSAR (Hong Kong and ASEAN- Trade and industry section)</li> <li>3. Mr. Leo Lam, Senior Business Development Manager, Pindoudou Inc. (Hong Kong business environment)</li> <li>4. Ms. Ezzwanee Ahmad, Malaysian Trade Commissioner, MATRADE Hong Kong, Consulate General of Malaysia (Trade Section) (Malaysian government official)</li> <li>5. Mr. Thomas Man, Business &amp; Operations Manager, Alibaba.com B2B, Hong Kong, Alibaba.com Hong Kong Limited (B2B business environment in ASEAN)</li> <li>6. Mr. Roberto B. Mabalot Jr, Vice Consul (Commercial) and Commercial Attache of Philippine Consulate General (Philippine business environment)</li> <li>7. Mr. Freeman Cheng, Partner, CBI Changen Business Incubator (E-Commerce marketing in Hong Kong and ASEAN)</li> <li>8. Mr. Herbert Lun, Standing Vice President, HKEAIA (Representative from HKEAIA)</li> </ol> <p>Recording available at:  <a href="https://youtu.be/zGbQXJNBK7c">https://youtu.be/zGbQXJNBK7c</a></p> <p>2<sup>nd</sup> Seminar + webinar  Date: 13 March 2023  Time: 14:00 -17:00 (<u>3</u> hours)  Venue: HKPC Theatre 1  Topics covered:</p> <ol style="list-style-type: none"> <li>i. Sharing of Malaysia, Thailand and Vietnam exhibition experience</li> <li>ii. Leveraging ASEAN social media marketing</li> <li>iii. Brand Building in ASEAN</li> <li>iv. ASEAN Economic Outlook 2023 and Opportunities in</li> </ol>	<p>Target no. of participants: 120</p>	<p>Actual no. of participants: 280 (36 for onsite and 244 for online)</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 Thailand Consumer Market</p> <p>4 speakers:</p> <ol style="list-style-type: none"> <li>1. Mr Herbert Lun, President, HKEAIA (Representative from HKEAIA)</li> <li>2. Mr. Zhou, CEO, ZOU Design</li> <li>3. Mr. Charles Ng, Vice Chairman, Design Council of Hong Kong</li> <li>4. Mr. Corey To, Economist (Asian and Emerging Markets), Research Department, Hong Kong Trade Development Council</li> </ol> <p>Soft copy available at:  <a href="https://youtu.be/otu4Str8RoE">https://youtu.be/otu4Str8RoE</a></p> <p>3<sup>rd</sup> Seminar + Webinar  Date: 8 August 2023  Time: 10:00 -13:00 (<u>3</u> hours)  Venue: HKPC T1  Topics covered:</p> <ol style="list-style-type: none"> <li>i. Overview on ASEAN's Business Landscape</li> <li>ii. How IoT-based Smart Electrical Appliances Reshape the Industry Landscape</li> <li>iii. The next revolution of Electrical Appliance Industry</li> <li>iv. XR+Human: Extended Reality for Human-Machine Experience</li> <li>v. Report on "Think Business, Think Hong Kong" Campaign in Bangkok</li> <li>vi. Panel Discussion – Expand ASEAN market sharing and the Future development of the Hong Kong electrical appliance industry</li> </ol> <p>6 speakers:</p> <ol style="list-style-type: none"> <li>1. Mr Herbert Lun, President, HKEAIA (Representative from HKEAIA)</li> <li>2. Mr. Charles Fung, Senior Consultant, Intelligent Applications, RAD, HKPC</li> <li>3. Ms. Glory Gong, Regional Director, TUYA</li> <li>4. Mr. Tylor Ng, Technical Project Manager, Rice Robotics</li> <li>5. Mr. William Ng, Co-Founder</li> </ol>	<p>Target no. of participants: 120</p>	<p>Actual no. of participants: 164 (30 for onsite and 134 for online)</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)
& Producer, Fight4Dream 6. Mr. Wilson Tsang, Section Head, MTI, Hong Kong Trade Development Council Soft copy available at: <a href="https://youtu.be/URJNW9-hmHo">https://youtu.be/URJNW9-hmHo</a>			
4. Promotion video			



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>Launching date: 31 October 2021  Languages in voice-over: English, Thailand, Filipino, Malaysia, Vietnam  Languages in subtitle: English, Thailand, Filipino, Malaysia, Vietnam  Broadcasting channels: Broadcasted at pavilion and online platforms (Facebook, Youtube, Google, Project website)  Video available at:  <b><u>EP1: Creative design of Hong Kong electrical appliance</u></b>  <b>Eng:</b> <a href="https://youtu.be/OqiJRHPGhlg">https://youtu.be/OqiJRHPGhlg</a>  <b>Malay:</b> <a href="https://youtu.be/XmCGQOfbAeE">https://youtu.be/XmCGQOfbAeE</a>  <b>Thai:</b> <a href="https://youtu.be/JGLpWnFuLxw">https://youtu.be/JGLpWnFuLxw</a>  <b>Viet:</b> <a href="https://youtu.be/4HsS-75N2qY">https://youtu.be/4HsS-75N2qY</a>  <b>Filip:</b> <a href="https://youtu.be/TQC4tbtJJfU">https://youtu.be/TQC4tbtJJfU</a></p> <p><b><u>EP2: Manufacturing of Hong Kong electrical appliance industry</u></b>  <b>Eng:</b> <a href="https://youtu.be/FjL2oxYTijw">https://youtu.be/FjL2oxYTijw</a>  <b>Malay:</b> <a href="https://youtu.be/CpesI2w3WgA">https://youtu.be/CpesI2w3WgA</a>  <b>Thai:</b> <a href="https://youtu.be/-xp3z6qHxNo">https://youtu.be/-xp3z6qHxNo</a>  <b>Viet:</b> <a href="https://youtu.be/3CPO5lTaQV0">https://youtu.be/3CPO5lTaQV0</a>  <b>Filip:</b> <a href="https://youtu.be/Pm8OTMI_YCE">https://youtu.be/Pm8OTMI_YCE</a></p> <p><b><u>EP3: The high-quality of Hong Kong electrical appliance</u></b>  <b>Eng:</b> <a href="https://youtu.be/Ezva7A22CpM">https://youtu.be/Ezva7A22CpM</a>  <b>Malay:</b> <a href="https://youtu.be/3JT6gNf4JjU">https://youtu.be/3JT6gNf4JjU</a>  <b>Thai:</b> <a href="https://youtu.be/EuptA1gdsJc">https://youtu.be/EuptA1gdsJc</a>  <b>Viet:</b> <a href="https://youtu.be/Ztv2rnC5MAI">https://youtu.be/Ztv2rnC5MAI</a>  <b>Filip:</b> <a href="https://youtu.be/LoW2QbmWaeg">https://youtu.be/LoW2QbmWaeg</a></p> <p><b><u>EP4: Safety and Compliance</u></b>  <b>Eng:</b> <a href="https://youtu.be/e7U_IzCcVLw">https://youtu.be/e7U_IzCcVLw</a>  <b>Malay:</b> <a href="https://youtu.be/SOBcbrkzGrI">https://youtu.be/SOBcbrkzGrI</a>  <b>Thai:</b> <a href="https://youtu.be/XI5H3blv5PQ">https://youtu.be/XI5H3blv5PQ</a>  <b>Viet:</b> <a href="https://youtu.be/0c9aeXmKuH0">https://youtu.be/0c9aeXmKuH0</a>  <b>Filip:</b></p>	<p>Target length of video: _____5 minutes x5 episodes</p> <p>5 Episodes:</p> <ul style="list-style-type: none"> <li>• Creative design of Hong Kong electrical appliance</li> <li>• Manufacturing of Hong Kong electrical appliance industry</li> <li>• The high-quality of Hong Kong electrical appliance</li> <li>• Safety and Compliance</li> <li>• User experience with Hong Kong electrical appliance</li> </ul>	<p>Actual length of video: _____5 minutes x5 episodes</p> <p>5 Episodes:</p> <ol style="list-style-type: none"> <li>1. Creative design of Hong Kong electrical appliance</li> <li>2. Manufacturing of Hong Kong electrical appliance industry</li> <li>3. The high-quality of Hong Kong electrical appliance</li> <li>4. Safety and Compliance</li> <li>5. User experience with Hong Kong electrical appliance</li> </ol>	N.A.

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)
<a href="https://youtu.be/NO-2ptS4Htk">https://youtu.be/NO-2ptS4Htk</a> <b>EP5: User experience with Hong Kong electrical appliance</b> <b>Eng:</b> <a href="https://youtu.be/QTj6dajZwP8">https://youtu.be/QTj6dajZwP8</a> <b>Malay:</b> <a href="https://youtu.be/MX471HWafEw">https://youtu.be/MX471HWafEw</a> <b>Thai:</b> <a href="https://youtu.be/AJY8_SDjVj0">https://youtu.be/AJY8_SDjVj0</a> <b>Viet:</b> <a href="https://youtu.be/sz2qoMPpJ2I">https://youtu.be/sz2qoMPpJ2I</a> <b>Filip:</b> <a href="https://youtu.be/BXBzhaCA6lc">https://youtu.be/BXBzhaCA6lc</a>			
<b>5. Website</b>			
Launching date: 31 Aug 2021 Web address: <a href="https://tsf.hkeiaa.org/?page_id=218&amp;lang=zh">https://tsf.hkeiaa.org/?page_id=218&amp;lang=zh</a> Languages: English, Traditional Chinese and Simplified Chinese Other details: Update of the project activities and deliverable disseminations.	Target no. of website: 1 A directory of 200 manufacturers	Actual no. of website: 1 A directory of 200 manufacturers	N.A.
<b>6. Activity report</b>			
Launching date: 19 Aug 2023 Languages: Traditional Chinese Other details: Update of the project activities and deliverable disseminations.	Target no. of pages in magazine: <u>6 pages</u>	Actual no. of pages in magazine: <u>6 pages</u>	NA
<b>7.1 Promotional activities: Advertisement on magazine</b>			
Advertisements on HKEAIA's seasonal magazine Date of publication: Oct 2021 Contents: Recruit Hong Kong manufacturers to join the four exhibitions and video shooting.	Target no. of pages: 2 pages x 1 issue	Actual no. of pages: 2 pages x 1 issue	NA
Advertisements on FHKI's magazine Date of publication: Feb 2022 Contents: Recruit Hong Kong manufacturers to join the four exhibitions and video shooting.	Target no. of pages: 1 page x 1 issue	Actual no. of pages: 1 page x 1 issue	NA
<b>7.2. Promotional activities: Online Advertisements</b>			
Advertisement on Google Ads	Target no. of advertisement: 4 Period of on-line advertisement: 4 months	Actual no. of advertisement: 4 Period of on-line advertisement: 4 months  Malaysia: 8 Mar 2022 to 10 April 2022 TBTHK, Thailand: 12 Jun 2023 to 14 July 2022 Thailand:	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)
		27 July 2022 to 10 Sept 2022 Vietnam: 24 Nov 2022 to 2 Dec 2022	
Advertisement on Facebook Ads	Target no. of advertisement: 4 Period of on-line advertisement: 4 months	Actual no. of advertisement: 4 Period of on-line advertisement: 4 months  Malaysia: 8 Mar 2022 to 10 April 2022 TBTHK, Thailand: 12 Jun 2023 to 14 July 2022 Thailand: 28 July 2022 to 10 Sept 2022 Vietnam: 24 Nov 2022 to 2 Dec 2022	NA
Advertisement videos on YouTube Ads  <b>Malaysia:</b> <a href="https://youtu.be/8aXjKZ37MNw">https://youtu.be/8aXjKZ37MNw</a> <b>TBTHK, Thailand,</b> <a href="https://youtu.be/UpsC2Xg9h_E">https://youtu.be/UpsC2Xg9h_E</a> <b>Thailand:</b> <a href="https://youtu.be/-tChuoGHfbk">https://youtu.be/-tChuoGHfbk</a> <b>Vietnam:</b> <a href="https://youtu.be/Iae3mAD4dt0">https://youtu.be/Iae3mAD4dt0</a>	Target no. of video: 4, 15 seconds Period of on-line advertisement: 4 months	Actual no. of video: 4, 18 – 21 seconds Period of on-line advertisement: 4 months  Malaysia: 8 Mar 2022 to 10 April 2022 TBTHK, Thailand: 12 Jun 2023 to 14 July 2022 Thailand: 27 July 2022 to 10 Sept 2022 Vietnam: 24 Nov 2022 to 2 Dec 2022	N.A.
<b>7.3. Promotional activities: Advertisements on Show directory</b>			
Contents: Promote Hong Kong electrical appliance industry in ASEAN market.  Other details: NA	Target no. of ads on show directory: 4  <u>1</u> page each, <u>1</u> issue/exhibition, <u>4</u> exhibitions	Actual no. of ads on show directory: 4  <u>1</u> page each, <u>1</u> issue/exhibition, <u>4</u> exhibitions	The organiser of Malaysia exhibition did not offer show directory for the exhibition.  As a remedy, the advertisement was later posted on HKEAIA's Facebook page on 4 April 2022. Since organiser informed could not offer show

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)
			directory less than 2 weeks before the exhibition, we didn't inform the Secretariat in advance.

#### Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

##### a) ASEAN pavilions in exhibitions

###### Pavilion 1: Modern Home Fair Kuala Lumpur in Malaysia

- 72spm Modern Home Fair Kuala Lumpur on 8-10 April 2022
- Number of products to be displayed 75 products from 15 enterprises
- Strengths / capabilities of the sectors to be showcased: To promote the brands of Hong Kong electrical appliance SME manufacturers and to explore new opportunities in the ASEAN markets, Hong Kong Electrical Appliance Industries Association will unite the manufacturers to express the collective image of smart design, high technology and high quality of Hong Kong brands of electrical appliance. Exhibiting at a trade show allows brands, suppliers, and traders to meet prospective customers or partners or reconnect with former clients.

###### Pavilion 2 “Think Business, Think Hong Kong” in Bangkok, Thailand

- 36spm “Think Business, Think Hong Kong” in Bangkok, Thailand on 13-14 July 2023
- Number of products to be displayed 75 products from 15 enterprises
- Strengths / capabilities of the sectors to be showcased: To promote the brands of Hong Kong electrical appliance SME manufacturers and to explore new opportunities in the ASEAN markets, Hong Kong Electrical Appliance Industries Association will unite the manufacturers to express the collective image of smart design, high technology and high quality of Hong Kong brands of electrical appliance. Exhibiting at a trade show allows brands, suppliers, and traders to meet prospective customers or partners or reconnect with former clients.

###### Pavilion 3 Bangkok E&E 2022 – Bangkok Electric and Electronics 2022

- 72spm Bangkok Electric and Electronics 2022 on 7-10 September 2022
- Number of products to be displayed 75 products from 18 enterprises
- Strengths / capabilities of the sectors to be showcased: To promote the brands of Hong Kong electrical appliance SME manufacturers and to explore new opportunities in the ASEAN markets, Hong Kong Electrical Appliance Industries Association will unite the manufacturers to express the collective image of smart design, high technology and high quality of Hong Kong brands of electrical appliance. Exhibiting at a trade show allows brands, suppliers, and traders to meet prospective customers or partners or reconnect with former clients.

###### Pavilion 4 Vietnam Electrical Appliance Expo

- 72spm Vietnam Electrical Appliance Expo on 1-3 December 2022
- Number of products to be displayed 75 products from 18 enterprises
- Strengths / capabilities of the sectors to be showcased: To promote the brands of Hong Kong electrical appliance SME manufacturers and to explore new opportunities in the ASEAN markets, Hong Kong Electrical Appliance Industries Association will unite the manufacturers to express the collective image of smart design, high technology and high quality of Hong Kong brands of electrical appliance. Exhibiting at a trade show allows brands, suppliers, and traders to meet prospective customers or partners or reconnect with former clients.

##### b) Seminar on air



#### 1<sup>st</sup> Seminar on Air

- Date: 9 April 2022
- Duration: 1 hour
- Speaker: Ken Fung, President of Hong Kong Electrical Appliance Industries Association
- Topic discussed: Global Perspectives and Innovation – Supreme Home Appliances Hong Kong
- Actual no. of participants: 86 for onsite and 532 for online

#### 2<sup>nd</sup> Seminar on Air

- Date: 14 July 2023
- Duration: 1 hour
- Speaker: Herbert Lun, President of Hong Kong Electrical Appliance Industries Association
- Topic discussed: Trending Now – Supreme Home Appliances from Hong Kong
- Actual no. of participants: 100 for onsite and 74 for online

#### 3<sup>rd</sup> Seminar on Air

- Date: 7 September 2022
- Duration: 1 hour
- Speaker: Herbert Lun, President of Hong Kong Electrical Appliance Industries Association
- Topic discussed: Creative design of Hong Kong electrical appliance
- Actual no. of participants: 80 for onsite and 109 for online

#### 4<sup>th</sup> Seminar on Air

- Date: 1 December 2022
- Duration: 1 hour
- Speaker: Herbert Lun, President of Hong Kong Electrical Appliance Industries Association
- Topic discussed: Manufacturing of the Hong Kong electrical industry
- Actual no. of participants: 87 for onsite and 96 for online

#### c) Seminars + Webinar

##### 1st Seminar+ Webinar

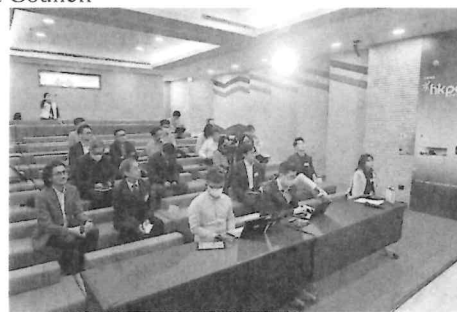
- Date: 24 Nov 2021
- Time: 14:30 -17:30 (3 hours)
- Venue: HKPC TI
- Topics covered: new trend of Hong Kong electrical appliance industries
  - vii. “TSF Project Introduction – Hong Kong electrical appliance industry goes ASEAN”
  - viii. “The development of Hong Kong Electrical Appliance Industries in ASEAN market”
  - ix. “Introduction of the FTA between Hong Kong and the ASEAN”
  - x. “Overview on Malaysia’s business landscape and latest trade promotion policy”
  - xi. “Overview on Philippines’s business landscape and latest trade promotion policy”
  - xii. Case studies of E-Commerce marketing in ASEAN for brand promotion
    -
- Speakers:
  - Mr. Ken Fung, President, HKEAIA
  - Mr. Jim Wong, Trade Officer, Hong Kong Trade & Industry Department
  - Mr. Leo Lam, Senior Business Development Manager, Pindoudou Inc.
  - Ms. Ezzwanee Ahmad, Malaysian Trade Commissioner, MATRADE Hong Kong, Consulate General of Malaysia (Trade Section)
  - Mr. Thomas Man, Senior Business & Operation Manager, Alibaba.com B2B, Hong Kong, Alibaba.com Hong Kong Limited
  - Mr. Roberto B. Mabalot Jr, Vice Consul (Commercial) and Commercial Attaché of Philippine Consulate General
  - Mr. Freeman Cheng, Partner, CBI Changen Business Incubator

- Mr. Herbert Lun, Standing Vice President, HKEAIA



## 2<sup>nd</sup> Seminar+ Webinar

- Date: 13 March 2023
- Time: 14:00 -17:00 (\_3\_hours)
- Venue: HKPC T1
- Topics covered: Experience on going into ASEAN of Hong Kong electrical appliance industries
  - “Sharing of Malaysia, Thailand and Vietnam exhibition experience”
  - “Leveraging ASEAN social media marketing”
  - “Introduction of the FTA between Hong Kong and the ASEAN”
  - “Brand Building in ASEAN”
  - “ASEAN Economic Outlook 2023 and Opportunities in the Thailand Consumer Market”
- Speakers:
  - Mr. Herbert Lun, President, HKEAIA
  - Mr. Zou, CEO, ZOU design
  - Mr. Charles Ng, Vice Chairman, Design Council of Hong Kong
  - Mr. Corey To, Economist (Asian and Emerging Markets) Research Department, Hong Kong Trade Development Council



## 3<sup>rd</sup> Seminar+ Webinar






- Date: 8 August 2023
- Time: 10:00 -13:00 (\_3\_hours)
- Venue: HKPC T1
- Topics covered: Overview on ASEAN’s business landscape of Hong Kong electrical appliance industries
  - Overview on ASEAN’s Business Landscape
  - How IoT-based Smart Electrical Appliances Reshape the Industry Landscape
  - The next revolution of Electrical Appliance Industry
  - XR+Human: Extended Reality for Human-Machine Experience
  - Report on “Think Business, Think Hong Kong” Campaign in Bangkok
  - Panel Discussion - Expand ASEAN market sharing and the Future development of the Hong Kong electrical appliance industry

- Speakers:
  - Mr. Herbert Lun, President, HKEAIA
  - Mr. Charles Fung, Senior Consultant, HKPC
  - Ms. Glory Gong, Regional Director, TUYA
  - Mr. Tylor Ng, Technical Project Manager, Rice Robotics
  - Mr. William Ng, Co-Founder & Producer, Fight4Dream
  - Mr. Wilson Tsang, Section Head, MTI, Hong Kong Trade Development Council








d) Promotion Video

- Promotion videos are produced to deliver the collective image of smart design, high technology, and high quality of Hong Kong electrical appliances.
- 5 series of promotion video for promote Hong Kong electrical appliance.
  - Creative design of Hong Kong electrical appliance

English	Thailand	Filipino	Malaysia	Vietnam
				






○ Manufacturing of Hong Kong electrical appliance industry

English	Thailand	Filipino	Malaysia	Vietnam
				






○ The high-quality of Hong Kong electrical appliance

English	Thailand	Filipino	Malaysia	Vietnam
				

○ Safety and Compliance

English	Thailand	Filipino	Malaysia	Vietnam
				

○ User experience with Hong Kong electrical appliance

English	Thailand	Filipino	Malaysia	Vietnam
				

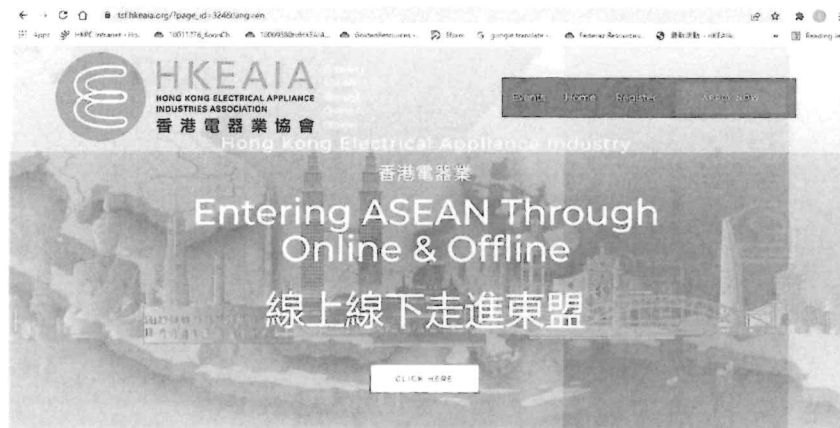
- Broadcast at each pavilion and uploaded to online platforms.



- Languages in subtitle: English, Thailand, Filipino, Malaysia, Vietnam.
- Broadcasting: <https://youtu.be/c1qBbM-9GhY>

e) Project website

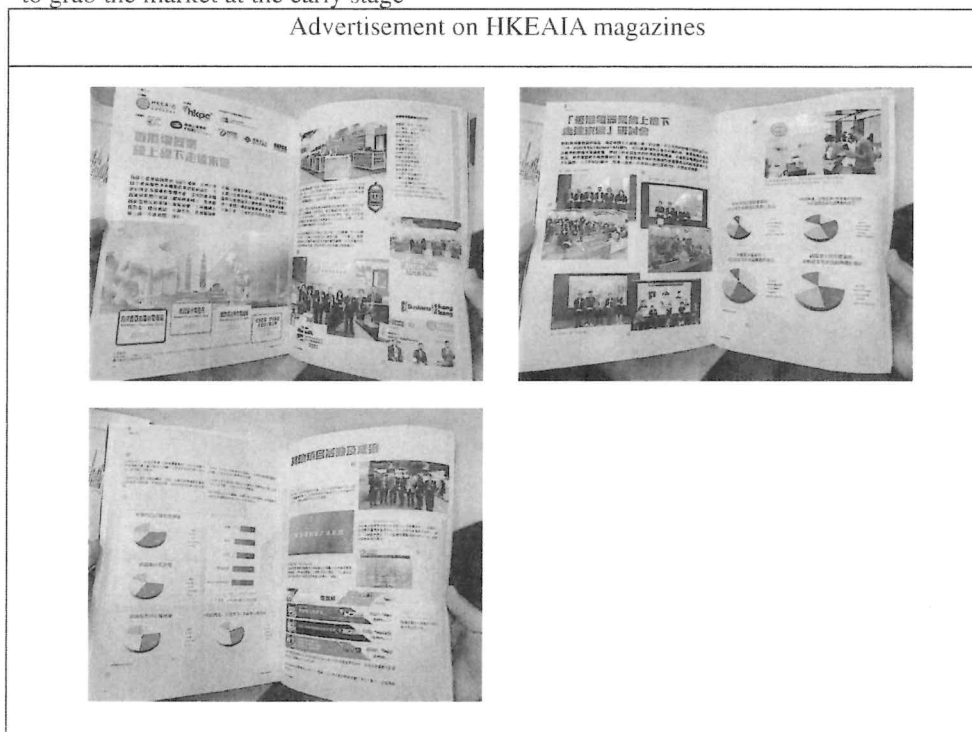
- A website is produced to promote the project activities and disseminate the project deliverables such as the press release, video. Serve the purpose of activities registration
- Launching date: 31 Aug 2021
- Web address: [https://tsf.hkeaia.org/?page\\_id=218&lang=zh](https://tsf.hkeaia.org/?page_id=218&lang=zh)



f) Activity report

- The activity report will provide more information for the practitioners to receive the market update, policy update and business strategy in the ASEAN market. It is very important for Hong Kong manufacturers to grab the market at the early stage

Advertisement on HKEAIA magazines



g) Promotional activities

- Advertisement on HKEAIA and FHKI's magazines are to recruit Hong Kong manufacturers to join the four exhibitions and video shooting.

Advertisement on HKEAIA magazines

Advertisement on FHKI's magazines







- Advertisement on Google Ads and Facebook Ads are to promote Hong Kong electrical appliance via Google Ads and Facebook Ads for each exhibition.

	Google Ads	Facebook Ads
Pavilion 1		
Pavilion 2		
Pavilion 3		
Pavilion 4		

- Advertisement video on YouTube Ads is to attract local audience to visit Hong Kong Pavilions and see the exhibiting products in person during the exhibition.
  - Pavilion 1: <https://youtu.be/8aXjKZ37MNw>
  - Pavilion 2: [https://youtu.be/UpsC2Xg9h\\_E](https://youtu.be/UpsC2Xg9h_E)
  - Pavilion 3: <https://youtu.be/-tChuoGHfbk>
  - Pavilion 4: <https://youtu.be/Iae3mAD4dt0>
- Advertisements on show directory of the exhibitions is to promote Hong Kong electrical appliance.

	Show directory
--	----------------

Pavilion 1	
Pavilion 2	
Pavilion 3	
Pavilion 4	

## 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 <u>date</u> <sup>1</sup>	Revised target completion <u>date</u> (if applicable)	<u>Status</u> (C/P/D/NA)	Reasons for not meeting the original target completion <u>date</u>
a	Formation of project committee	14/11/2020	14/12/2020	C	Note (1)
	Work out the detailed project plan	14/12/2020	14/12/2020	C	Note (1)
	Start the speaker invitation for the seminars	14/12/2020	14/12/2020	C	Note (1)
	Carry out desktop research of the target markets	14/12/2020	14/12/2020	C	Note (1)

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

b	Construct project website	14/12/2020	31/08/2021	C	Note (1)
	Recruitment of Hong Kong electrical appliances manufacturers	14/12/2020	31/10/2021	C	Note (1)
c	Launch the 5 promotional videos	14/12/2020	31/10/2021	C	Note (1)
	Organize the 1 <sup>st</sup> seminar + webinar	14/12/2020	31/10/2021	D	Completed on 24 November 2021. Note (2)
	Advertisements on HKEAIA's magazine	28/02/2021	31/10/2021	C	Note (3)
	Launching of the promotion video on social platforms	30/04/2021	31/10/2021	C	Note (3)
	Advertisements on FHKI's magazine	28/02/2021	31/12/2021	D	Completed in February 2022. Note (4)
d	Organize the 2 <sup>nd</sup> seminar + webinar	31/10/2021		D	Completed on 13 March 2023. Note (7)
e	- Participate in Malaysia Show	30/04/2021	30/04/2022	C	Note (5)
	- Organise the 1 <sup>st</sup> "Seminar on Air"				
	- Conduct survey in the show				
	- Online promotion				
	- Participate in Thailand Show (Bangkok Electric and Electronics)	31/10/2021	30/09/2022	C	Note (1)
	- Organise the 2 <sup>nd</sup> "Seminar on Air"				
	- Conduct survey in the show				
f	- Online promotion				
	- Participate in Vietnam Show	31/12/2021	31/12/2022	C	Note (8)
	- Organise the 3 <sup>rd</sup> "Seminar on Air"				
	- Conduct survey in the show				
g	- Online promotion				
	- Participate in Thailand Show (Think Business, Think Hong Kong)	31/08/2021	31/07/2023	C	Note (6)
	- Organise the 4 <sup>th</sup> "Seminar on Air"				
	- Conduct survey in the show				
h	- Online promotion				
	- Organize the 3rd seminar + webinar	19/06/2022	19/08/2023	C	Note (9)
i	- Report on HKEAIA's magazine for the dissemination of project result				

**Note:**

- (1) Approval of change request was granted on 2 September 2021 to extend the period.
- (2) Approval of change request was granted on 2 September 2021 to extend the period to 31 October 2021. However, the 1<sup>st</sup> seminar + webinar was further delayed as there was no suitable venue available under the COVID-19 pandemic and government disease prevention measures. It was organised on 24 November 2021.
- (3) Approval of change request was granted on 26 March 2021 and 2 September 2021 to extend the period.
- (4) Approval of change request was granted on 26 March 2021 and 2 September 2021 to extend the period to 31 December 2021. However, it was further delayed and completed in February 2022. Due to the impact of COVID-19, the publishing date of magazine has become busy and tight, causing a delay.
- (5) Approval of change request was granted on 26 March 2021 to extend the period.
- (6) Approval of change request was granted on 26 March 2021 and 14 April 2023 to extend the period. Approval was also granted to participate in the "Think Business, Think Hong Kong" exhibition

organised by the Hong Kong Trade Development Council (HKTDC) in Bangkok in July 2023 instead of the “In Style Hong Kong Expo” originally planned to be organised by HKTDC in the Philippines.

- (7) For 2<sup>nd</sup> seminar + webinar, the speakers and participants were hesitated to participate due to mass outbreak of COVID-19 in that period. It was organised on 13 March 2023.
- (8) Approval of change request was granted on 3 December 2021 to extend the period.
- (9) Approval of change request was granted on 26 March 2021 and 14 April 2023 to extend the period.