

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Hong Kong Blockchain Industry Association Limited</u>
Implementation Agent(s) (if any)	:	<u></u>
Project reference no.	:	<u>T20 002 005</u>
Project title	:	<u>Blockchain blueprint for Hong Kong and Greater Bay Area digital transformation – Hong Kong</u>
Period covered in this report (whole project duration)	:	From <u>15/1/2021</u> to <u>14/2/2022</u> (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

The project is successfully finished although there are some changes due to COVID-19. The 12 months project (Extend to 13 months) reach the Aims and objective of the proposal. We have total invited 22 guest speaker to Share during the project and successfully reach total over 500 attendees from our target segment to join the Events and share the blockchain knowledge with them.

Project objectives (in about 50 words)

HKBIA aims to enlarge the technical talent pool of Blockchain technology in Hong Kong and establish a business platform to enable Hong Kong entrepreneurs and Greater Bay Area business and IT professionals to master the latest Blockchain technologies, bridging multiple industries in deploying Blockchain+ technologies in increasing their competitiveness, and ultimately serve the Belt and Road Initiatives.

Collaborating Organisations (if any)

The Chamber of Hong Kong Logistics Industry Limited; Guangzhou Blockchain Industry Association; Guangdong, Hong Kong and Macau Youth Entrepreneurship Incubator Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Rex Wong Chun Man</u>	<u>Chairman of HKBIA</u>
Deputy Project Coordinator	: <u>Frances Ng Yim Shan</u>	<u>Consultant of HKBIA</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>15/1/2021</u>	<u>14/1/2022</u>	<u>12</u>
Revised (if applicable)	<u>15/1/2021</u>	<u>14/2/2022</u>	<u>13</u>

2. Summary of Project Results

Governance

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

Hong Kong Blockchain Industry Association – Chairman, Mr. Rex Wong
 Hong Kong Blockchain Industry Association – Director, Mr. Cheung Kong Ting
 Hang Seng University of Hong Kong Innogration Hub representative
 The Chamber of Hong Kong Logistics Industry Limited – Chairman, Mr. Ken Chung

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. Awareness Seminar cum webinar			
Date: Jun 19 2021 Time: 10am-1pm (3 hours) Venue: The Hang Seng University of Hong Kong Topics covered: <ul style="list-style-type: none"> 訓練營和工作坊計劃 企業構建全方位區塊鏈服務以及大數據的機遇及策略 區塊鏈技術在數字化轉型中擔任的角色，區塊鏈在香港和大灣區的發展機遇 區塊鏈的應用實踐 - 如何改變香港社會和商業 Speakers: Keynote speaker: 何啟祥-香港華為雲業務總監 Panel guest: 鍾鴻興-香港物流商會主席 刁家駿-BC 科技集團執行董事 Other details: Professor HO Shun Man, Simon (何順文教授), the President of the The Hang Seng University of Hong Kong also attend to give the welcome speech.	Target no. of participants: 250	Actual no. of participants: 159 Number of the Offline attend: 87 people (Register 105) Number of the Online attend: 72 (Register 137) Total number of attendance (online and Offline) 159 (Total Register 242)	Our registration rate was higher than the actual attendance right Because is the first event and we have lots of feedback to say because the location is a bit far from the city.
2. Blockchain+ Acceleration Bootcamp			
1st Intake Date: 19/9,16/9, 2/10, 3/10, 9/10,10/10 Time: 12pm-6pm (6 hours) Venue: 1502, 15/F, Low Block, Grand Millennium Plaza, 181 Queen's Road Central, Sheung Wan, Hong Kong Other details:	Target no. of participants: 50	Actual no. of participants:50	
2nd Intake Date: 22/10,23/10, 24/10, 29/10, 30/10, 31/10 Time: 12pm-6pm (6 hours) Venue: 1502, 15/F, Low Block, Grand Millennium Plaza, 181 Queen's Road Central, Sheung Wan, Hong Kong Other details:	Target no. of participants: 50	Actual no. of participants:50	
3rd Intake	Target no. of	Actual no. of	

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)
Date: 6/11, 7/11, 13/11, 14/11, 20/11, 21/11 Time: 12pm-6pm (6 hours) Venue: 1502, 15/F, Low Block, Grand Millennium Plaza, 181 Queen's Road Central, Sheung Wan, Hong Kong Other details:	participants: 50	participants: 50	
3. Think-tank workshop (Virtual)			
Day 1 Date: Dec 4 2021 Time: 10am-1pm (3 hours) Venue: Zoom Topics covered: 區塊鏈賦能企業發展 - 國內(高精鍊博士) 探索區塊鏈應用的可能性(李穎懿) 區塊鏈在國內的商業應用及實例(田飛) Speakers: 高精鍊博士(中國安全產業協會-區塊鏈專委會會長) 李穎懿(Blockchain Solutions 區塊鏈科研- 高級市場經理) 田飛(中通服中睿科技有限公司-區塊鏈項目經理)	Target no. of participants: 30	Actual no. of participants: 35	
Day 2 Date: Dec 5 2021 Time: 10am-1pm (3 hours) Venue: ZOOM Topics covered: 元宇宙需要區塊鏈技術作為減低風險的有效手段(陳海峰) 區塊鏈藝術市場 - NFT 與線上畫廊(彭嘉麗) 基於區塊鏈的去中心化身份探討(毛賢平博士) Speakers: 毛賢平博士(ONTology 本體研究院院長並首席科學家) 彭嘉麗 (Artify- 商務及發展經理) 陳海峰(原布比區塊鏈技術研究院院長)	Target no. of participants: 30	Actual no. of participants: 30	
4. Blockchain+ Blueprint e-Guidebook			
Publishing date: 15/1/2022 Topics covered: <ul style="list-style-type: none"> 區塊鏈+商業環境 潛在區塊鏈+商業應用的好處 商業應用案例研究 香港及大灣區實施策略 “一帶一路”倡議：區塊鏈+角色與責任 No. of pages: 110 Distribution channels : Online Soft copy available at: [https://tsf.hkblockchainindustry.com/qukuailiantuiguangfuneng/] Other details:	Target no. of printed copies: 150	Actual no. of printed copies: 150	
5 Dissemination Seminar			
Date: 15/1/2022 Time: 10am – 1pm (4 hours) Venue: The Hang Seng University of Hong Kong Topics covered: Keynote topic: 區塊鏈 3.0 - 實現元宇宙世界的關鍵(譚家康)	Target no. of participants: 250	Actual no. of participants: Online: actually in 175 (Zoom record: 324) On-site: 35	we recommended” just say the people selected to attend online instead of

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>Panel discussion: 區塊鏈技術的方向以及商業機會 & 區塊鏈案例分享</p> <p>Topic & Speakers:</p> <p>Topic: 區塊鏈 3.0- 實現元宇宙世界的關鍵</p> <p>Keynote speaker:</p> <p>譚家康</p> <p>Discussion topic 區塊鏈技術的方向以及商業機會 & 區塊鏈案例分享</p> <p>Panel guest:</p> <p>李彬(SGS 集團南中國區業務拓展部副總監)</p> <p>方純 (HKD.com 首席加密貨幣顧問)</p> <p>周曉殷(BC 科技集團 - 市場發展部主管)</p>			offline also changed from online to offline because of the covid
6. Webpages			
<p>Launching date:</p> <p>Web address: https://tsf.hkblockchainindustry.com/</p> <p>Other details:</p> <p>The webpage is use of introduce the project and to let people for register the event. Visitor can get the update information on the website. Also the bootcamp student can download the course materials. Also the e-guidebook can download on the website as well.</p>	Target no. of website / webpages:1	Target no. of website / webpages:1	
7. Promotional activities			
<p>e- Advertisement for awareness seminar</p> <p>Name of the website: LinkedIn</p> <p>Date of publication: 10 Jan 2021</p> <p>Period of on-line advertisement: 1 week</p> <p>Other details:</p> <p>https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:share:6808703660852416512,urn:li:sponsoredCreative:126013386)/?actorCompanyId=14545613&viewContext=REVIEWER</p>	Target duration of on-line advertisement : _1 _ week	Actual duration of on-line advertisement: <u>1 week</u>	
<p>e- Advertisement for Blockchain + Acceleration Bootcamp</p> <p>Date of publication: 11 Oct 2022</p> <p>Name of website: LinkedIn</p> <p>Period of on-line advertisement: 4 weeks</p> <p>Other details:</p> <p>https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:share:6853172002606456832,urn:li:sponsoredCreative:143908826)/?actorCompanyId=14545613&viewContext=REVIEWER</p> <p>https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:share:6858327649870315521,urn:li:sponsoredCreative:146311086)/?actorCompanyId=14545613&viewContext=REVIEWER</p>	Target duration of on-line advertisement : _4 _ weeks	Actual duration of on-line advertisement: <u>4 weeks</u>	
<p>e- Advertisement for think-tank workshop</p> <p>Date of publication:</p> <p>Period of on-line advertisement:</p> <p>Other details:</p>	Target no. of pages (printed advertisement): Target duration of on-line	Actual no. of pages (printed advertisement): Actual duration of on-line advertisement:	

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)
	advertisement : _____ months	months	
e- Advertisement for dissemination seminar Date of publication: 2 weeks Name of website: LinkedIn Period of on-line advertisement: Other details: https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:share:6883397344386273280,urn:li:sponsoredCreative:157498126)/?actorCompanyId=14545613&viewContext=REVIEWER https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:share:6886936040872005632,urn:li:sponsoredCreative:159339696)/?actorCompanyId=14545613&viewContext=REVIEWER	Target duration of on-line advertisement : _ 2 _ weeks	Actual duration of on-line advertisement: <u>2 weeks</u>	
Name of magazine : 投資先機 商業月刊 Date of publication: 7 th Feb 2022	Target no. of pages (printed 4 summary of the event):	Actual no. of pages (printed advertisement): 4 pages	The original plan was “Capital” however, the price for the proposal was no longer exist, therefore, we requested to change the other similar magazine also target our 投資先機 商業月刊

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 (if applicable)	Status (C/D/N)	Reasons for not meeting the original target completion date
(a) Formation of steering committee	14/2/2021		C	
(b) Training materials preparation	14/6/2021		C	
(c) Project webpage	14/6/2021	1/5/2021	C	

¹ As stated in the approved project proposal.

(d)	Awareness seminar	30/6/2021	19/6/2021	C	
(e)	Blockchain+ Acceleration Bootcamp - 3 In-takes	30/9/2021	21/11/2021	D	Changed request made.
(f)	Think-tank workshop (Virtual)	31/12/2021	4/12/2022 to 5/12/2022	D	Changed request made.
(g)	Blockchain+ Blueprint e-Guidebook	31/1/2022	15/1/2022	C	
(h)	Dissemination seminar and e-Guidebook publish	14/2/2022	15/1/2022	C	Changed request made.

Note:

(i)

(ii)