

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	Technological and Higher Education Institute of Hong Kong (THEi)	
Implementation Agent(s) (if any)	:	N/A	
Project reference no.	:	T20 002 007	
Project title	:	Establishment of a Food Innovation Centre to support the food industry in developing new and innovative food products with applications of advanced taste sensing and analysis and shelf-life stability test	
Period covered in this report (whole project duration)	:	From 15/02/2021 (dd/mm/yyyy)	to 14/02/2024 (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

Throughout the project, the Food Innovation Centre (FIC) has been established aiming to bring more food innovation to the food industry as to enhance the overall competitiveness. Firstly, to equip the centre with capacity to collect sensory data in both objective and subjective way, the first-ever e-tongue in Hong Kong has been purchased. Promotional channels and materials have been created to connect with and share the latest information with the food industry. Sensory training workshops have been organized for equipping the food industry with practical knowledges and skills in performing standard sensory evaluation. A series of food symposiums have been organized for delivering the latest information on different food topics and offering a discussion platform. To further support the food industry, a practical guidebook on sensory evaluation has been published and freely distributed. Pilot study (in total 2 phases) has been provided to selected companies as to provide solutions to the stated problems or advancement to be achieved.

### Project objectives (in about 50 words)

The project aims to enhance the competitiveness of the food industry and to reinforce Hong Kong's reputation as a "Gourmet Paradise" of the world through the establishment of a Food Innovation Centre (FIC). The FIC will provide education and training services and conduct pilot studies to help the local food industry develop innovative products and processes.

### Collaborating Organisations (if any)

College of Agriculture Food & Rural Enterprise (CAFRE)

Hong Kong Food Council Limited

Hong Kong Food Professionals Association Limited

Institution of Dining Art Limited

### Key personnel

	Name	Post title and name of organisation
Project Coordinator	Dr. CHAN Shun Wan	Head of Department, Department of Food and Health Sciences, THEi
Deputy Project Coordinator	Dr CHOI Siu Mei	Assistant Professor, Department of Food and Health Sciences, THEi

### Project duration

	Commencement date (dd/mm/yyyy)	Completion date (dd/mm/yyyy)	Project duration (no. of months)
As stated in the project agreement	15/02/2021	14/08/2023	30 months
Revised (if applicable)	N/A	14/02/2024	36 months

## 2. Summary of Project Results

### Governance

Please state the composition of the steering committee (or other committees) formed under the project.  
Dr. KO Wing Man, Orthopedic specialist, the member of The Medical Council of Hong Kong, and the Chairman of The Hong Kong Anti-Cancer Society

Dr. Allen HO, Executive Vice President - Technical Services of Lee Kum Kee International Holdings Ltd

Prof. PUN Kwok Leung, Dean of Faculty of Science and Technology, THEi

Mr. Timothy CHEUNG, Chairman of Hong Kong Ganoderma Centre Ltd

Ms. Carol SIU, Director of Apple Sweet Ltd.

Mr. Andy YEUNG, Manager of Fu Kee Food Company

Mr. CK LAI, General Manager of Brand Fresh (Hong Kong) Company Ltd.

### 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. Establishment of the Food Innovation Centre (FIC)</b>			
a. Food Innovation Centre  Location: Food Processing Laboratory (165 m <sup>2</sup> ) in Room 801 in THEi (Tsing Yi).  Business hour: 0900 - 1800 (Mon – Fri excluding public holidays)	Duration: July 2021 – June 2023 (24 months)  Participants: 450 visitors  Flexible booking system Number of enterprises/ users: 150  Expected total no. of participants: 600 (450+150)	Duration: July 2021 – February 2024 (32 months)  Total no. of Participants: At least 964 visitors  Flexible booking system has been created on THEi webpage and FIC official website, publicly available. No. of users have been counted into the total no. of participants above.	N/A
b. Procurement of Electronic Taste Sensing System	1 set of Electronic Taste Sensing System (E-tongue), including: electronic taste sensing system, electronic tablets for sensory data collection software and PC for data analysis	Quantity: 1 set of Electronic Taste Sensing System (E-tongue), including electronic taste sensing system for sensory data collection software, and PC for data analysis	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)
<b>2. A 5-minute Introduction Video of Food Innovation Centre (FIC)</b>			
<p><b>Launching date:</b> 1<sup>st</sup> version [1:28 mins] launched on 10<sup>th</sup> Jan 2022</p> <p>2<sup>nd</sup> version [5:02mins] completed on 28<sup>th</sup> Feb 2022, launched on 12<sup>th</sup> Oct 2023</p> <p><b>Languages in voice-over:</b> Cantonese</p> <p><b>Languages in subtitles:</b> Chinese and English</p> <p><b>Broadcasting channels:</b> Youtube; Youtube video has been embedded or shared on FIC websites and social media platform as well.</p> <p>Softcopy available at: 1<sup>st</sup> version [1:28mins]: <a href="https://www.youtube.com/watch?v=2p1davp5zsw">https://www.youtube.com/watch?v=2p1davp5zsw</a> 2<sup>nd</sup> version [5:02mins]: <a href="https://www.youtube.com/watch?v=dltK4bo2KVk&amp;t=57s">https://www.youtube.com/watch?v=dltK4bo2KVk&amp;t=57s</a></p> <p><b>Content:</b> Introduction of FIC and its services; and testimonials and endorsements of the supporting organizations</p>	<p>Target length of video: 5 minutes</p> <p>No. of pages: 68 pages</p>	<p>Actual length of video: 5 minutes</p> <p>No. of pages: 76 pages (71 content pages, 2 covering pages, 3 back covering pages)</p>	N/A
<b>3. A Practical Guidebook of Sensory Evaluation Methods on Innovative Food</b>			
<p><b>Publishing date:</b> 30<sup>th</sup> Jun 2022</p> <p><b>Topics covered:</b></p> <ul style="list-style-type: none"> <li>Fundamental Sensory Science and Sensory Evaluation</li> <li>Step-by-step instructions on various types of experiments in sensory evaluation for different objectives</li> <li>Introduction on e-Tongue, its application and examples</li> <li>Specific terms and templates for different experiments in sensory evaluation</li> </ul> <p><b>Distribution channels:</b> Available free-of-charge to participants in food industry who join FIC workshops, opening ceremony, technical conference and symposiums. The e-version guidebook is available on FIC websites, and could be sent via email upon request as well.</p> <p><b>Soft copy available at:</b> FIC website</p>	<p>Target no. of printed copies: 500 units</p> <p>No. of pages: 68 pages</p>	<p>Actual no. of printed copies: 500 units</p> <p>No. of pages: 76 pages (71 content pages, 2 covering pages, 3 back covering pages)</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)
<a href="https://theifichk.wixsite.com/fichk/activities">https://theifichk.wixsite.com/fichk/activities</a>  <b>FIC webpage on THEI site</b> <a href="https://www.thei.edu.hk/departments/department-of-food-and-health-sciences/facilities/food-innovation-centre/fic-activities">https://www.thei.edu.hk/departments/department-of-food-and-health-sciences/facilities/food-innovation-centre/fic-activities</a>			
<b>4. One-day Opening Ceremony cum Technical Conference</b>			
<b>Date:</b> 23 <sup>rd</sup> July 2022 <b>Time:</b> 12:00 – 18:00 (6 hours) <b>Venue:</b> Charles K.Kao Auditorium and Pre-function Hall, 1/F, Building 10W, 10 Science Park West Avenue Hong Kong Science Park, Shatin, New Territories  <b>Topics covered:</b> <ol style="list-style-type: none"> <li>Contemporary Sensory and Consumer Research for Food Product Development</li> <li>Current Global Trend in Innovative Food Research and Development</li> <li>Future Direction of Innovative Food Development</li> <li>Professional Wine Tasting and e-tongue Application</li> <li>FIC Deliverables &amp; Future Plan</li> </ol> <b>Speakers:</b> <u>3 local industrial specialists</u> <ul style="list-style-type: none"> <li><b>Mr. Paolo Gorreri</b>, Manager (International Development), Hotel and Tourism Institute / Chinese Culinary Institute / International Culinary Institute</li> <li><b>Mr. Ricky TSUI</b>, Programme Manager (Western Catering &amp; Wine), Hotel and Tourism Institute / Chinese Culinary Institute / International Culinary Institute</li> <li><b>Mr. WAN Chi Ching, Keith</b>, Founder of Eggology, Muk Chai Kee Limited (China)</li> </ul> <u>2 overseas specialist from the CAFRE</u> <ul style="list-style-type: none"> <li><b>Mr. Peter Simpson</b>, Director, College of Agriculture Food &amp; Rural Enterprise, UK (CAFRE)</li> <li><b>Prof. Rebecca Bleibaum</b>, President, Sensory Intelligence Dragonfly Sensory &amp; Consumer Insights, Inc.(USA)</li> </ul> <u>1 THEi representative (included in</u>	Target no. of participants: <u>200</u>	Actual no. of participants: <u>369*</u>  *Calculated by the sum of the followings:  No. of face-to-face participants: <u>215</u>  No. of online participants on event day: <u>9</u>  In total, <u>154 online participants (estimated by view as of 14 Feb 2024) has attended the Opening Ceremony cum Technical Conference</u> , with the Youtube live remains public on FIC Youtube Channel and the link has been promoted to the public, including the registered participants.	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>one of local speakers)</p> <p>- <b>Dr MAN Ka Man, Carmen</b>, Lecturer &amp; FIC Project Manager, Faculty of Science and Technology, Technological and Higher Education of Hong Kong (THEi)</p> <p><b>Link of Youtube Live for re-watch:</b>  <a href="https://www.youtube.com/live/-oSfk0SDV5M?si=7xOetPTZtUrxMKfK">https://www.youtube.com/live/-oSfk0SDV5M?si=7xOetPTZtUrxMKfK</a></p> <p><b>Other details:</b>  Six exhibits have been displayed at the venue of the Conference:</p> <ol style="list-style-type: none"> <li>1. e-tongue Introduction and Industrial Liaison with THEi and FIC</li> <li>2. Wine Sensory Label</li> <li>3. Innovative Food Exhibits</li> <li>4. Innovative Food Packaging Exhibits</li> <li>5. Innovative Food Technology Exhibits</li> <li>6. Innovative Beverage Exhibits</li> </ol>			
<b>5. Training Workshops</b>			
<p><b>1<sup>st</sup> Training Workshop</b>  <b>Date:</b> 17<sup>th</sup> January 2022  <b>Time:</b> 13:00 – 17:00 (4 hours)  <b>Venue:</b> THEi Tsing Yi Campus</p> <p><b>Topics covered:</b></p> <ul style="list-style-type: none"> <li>• Introduction on e-tongue operation and application</li> <li>• Sensory evaluation method with practical sessions</li> </ul> <p><b>Facilitators and Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Dr MAN Ka Man, Carmen, Lecturer &amp; FIC Project Manager, Faculty of Science and Technology, Technological and Higher Education of Hong Kong (THEi)</li> <li>2. Mr. KAN Wing Fai, Ken, FIC Project Officer, Faculty of Science and Technology, Technological and Higher Education of Hong Kong (THEi)</li> </ol> <p><b>Other details:</b> Workshop was held in form of hybrid mode, i.e. face-to-face and online, due to social distancing policy under Covid-19.</p>	Target no. of participants: <u>50</u>	Actual no. of participants: <u>73</u> *  *Calculated by the sum of the followings:  <u>20</u> on-site participants  <u>53</u> online participants	N/A
<p><b>2<sup>nd</sup> Training Workshop</b>  <b>Date:</b> 30<sup>th</sup> June 2022  <b>Time:</b> 13:00 – 17:00 (4 hours)</p>	Target no. of participants: <u>50</u>	Actual no. of participants: <u>65</u> *	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><b>Venue:</b> THEi Tsing Yi Campus</p> <p><b>Topics covered:</b></p> <ul style="list-style-type: none"> <li>• Introduction on e-tongue operation and application</li> <li>• Sensory evaluation method with practical sessions</li> <li>• Lab tour in Food Processing Laboratory and Sensory Laboratory</li> </ul> <p><b>Speakers:</b> Dr MAN Ka Man, Carmen, Lecturer &amp; FIC Project Manager, Faculty of Science and Technology, Technological and Higher Education of Hong Kong (THEi)</p> <p><b>Other details:</b> Workshop was held in form of hybrid mode, i.e. face-to-face and online, as to increase the capacity of workshops.</p>		<p>*Calculated by the sum of the followings:</p> <p><u>50</u> on-site participants</p> <p><u>15</u> online participants</p>	
<b>6. Symposium (Face-to-face &amp; Online)</b>			
<p><b>Food Symposium 1 – Food Sensory and Neuro-gastronomy</b>  <b>Date:</b> 19<sup>th</sup> November 2022  <b>Time:</b> 12:00 – 18:00 (6 hours)  <b>Venue:</b> Charles K.Kao Auditorium, 1/F, Building 10W, 10 Science Park West Avenue Hong Kong Science Park, Shatin, New Territories</p> <p><b>Topics covered:</b></p> <ul style="list-style-type: none"> <li>• Neuro-gastronomy</li> <li>• Introduction of Electronic Sensing System - Electronic Nose/Eye/Tongue and Its Application</li> <li>• Sensory Evaluation Methods in New Food Product Development</li> </ul> <p><b>Speakers:</b>  <u>3 local speakers</u>  1. <b>Dr. CHAN Tat Ming, Danny</b>, Head of Division of Neurosurgery, Prince of Wales Hospital  2. <b>Dr. Desmond HAU</b>, Director of Marketing, Bio-Gene Technology Limited  3. <b>Mr. Sid LI</b>, Technical Support Manager, Alpha MOS China</p> <p><u>1 overseas speaker from CAFRE</u>  <b>Dr. Emanuele Armaforte</b>, Senior Food Technologist, College of Agriculture Food &amp; Rural Enterprise, UK (CAFRE)</p>	<p>Expected total no. of participants: <u>250 participants</u></p> <p><u>150 face-to-face participants</u></p> <p><u>100 online participants</u></p>	<p>Total no. of participants: <u>180 (47 + 133) participants</u></p> <p>102 registered participants</p> <p><u>47 face-to-face participants</u></p> <p><u>18 online participants on the event day.</u></p> <p>In total, <u>133 online participants (estimated by view as of 14 Feb 2024) attended the Food Symposium 1</u>, with the Youtube live remains public on FIC Youtube Channel and the link has been promoted to the public, including the registered participants.</p>	<p>Both face-to-face and online participations did not achieve the target. It might be due to the followings:</p> <p>1/ Insufficient promotional period (~34 days). Longer promotional period should be planned as to reach more potential audience.</p> <p>2/ Affected by the pandemic, participants might have preferred to join Symposium 1 online at their own comfort and convenience. With this change in participation preference, participants for</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><b>Link of Youtube Live for re-watch:</b>  <a href="https://www.youtube.com/live/6obQy37EkBg?si=6kaeDebE6JoUCJN9">https://www.youtube.com/live/6obQy37EkBg?si=6kaeDebE6JoUCJN9</a></p>			<p>the online mode should be more than face-to-face mode. The team speculated this pattern might occur for the following two Symposiums. To address this change of mode, Youtube Live is set to be publicly available.</p>
<p><b>Food Symposium 2 - New Food Ingredients and Packaging Design</b>  <b>Date:</b> 13<sup>th</sup> May 2023  <b>Time:</b> 12:00 – 18:00 (6 hours)  <b>Venue:</b> Function Hall at 1/F, Building 12W, Hong Kong Science Park</p> <p><b>Topics covered:</b></p> <ul style="list-style-type: none"> <li>• New Trends in Food Ingredients</li> <li>• Advanced Food Processing and Packaging Solution for Future</li> <li>• The Importance of Materials Testing in Implementing New Sustainable Adhesives</li> </ul> <p><b>Speakers:</b>  <u>2 local speakers</u></p> <ol style="list-style-type: none"> <li>1. <b>Mr. Chester HONG</b>, Sales Development Manager, Hong Kong Packing Equipment Centre Ltd.</li> <li>2. <b>Mr. Devin TANG</b>, Assistant Sales Manager, Hong Kong Packing Equipment Centre Ltd.</li> </ol> <p><u>2 oversea speaker from CAFRE</u></p> <ol style="list-style-type: none"> <li>1. <b>Mr. Ron GARDINER</b>, Food Packaging Testing Technologist, Eva-Tec</li> <li>2. <b>Ms. Peggy McVey</b>, Food Packaging Testing Technologist, CAFRE</li> </ol> <p><u>1 THEi representative (included in one of local speakers)</u>  <b>Dr. FONG Lai Ying</b>, Associate Professor &amp; FIC Project Leader, Faculty of Science and Technology, THEi</p> <p><b>Link of Youtube Live for re-watch:</b>  <a href="https://www.youtube.com/live/U-T7rt">https://www.youtube.com/live/U-T7rt</a></p>	<p>Expected total no. of participants: <u>250 participants</u></p> <p><u>150 face-to-face participants</u></p> <p><u>100 online participants</u></p>	<p>Total no. of participants: <u>154 (50 + 104) participants</u></p> <p>102 registered participants</p> <p><u>50 face-to-face participants</u></p> <p><u>7 online participants on the event day.</u></p> <p>In total, <u>104 online participants (estimated by view as of 14 Feb 2024) attended the Food Symposium 2</u>, with the Youtube live remains public on FIC Youtube Channel and the link has been promoted to the public, including the registered participants.</p>	<p>Both face-to-face and online participations did not achieve the target. It might be due to the followings:</p> <p>1/ Insufficient promotional period (~15 days). Longer promotional period should be planned to reach more potential audience.</p> <p>2/ Change in participation preference after pandemic..</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)
GIST0?si=MFNwfT1N_TEZuNyJ			
<p><b>Food Symposium 3</b>  <b>Date:</b> 30<sup>th</sup> January 2024  <b>Time:</b> 12:00 – 18:00 (6 hours)  <b>Venue:</b> Charles K.Kao Auditorium, 1/F, Building 10W, 10 Science Park West Avenue Hong Kong Science Park, Shatin, New Territories</p> <p><b>Topics covered:</b></p> <ul style="list-style-type: none"> <li>• 3D printing technology for food industry</li> <li>• Elderly nutritional care and swallowing management</li> <li>• Care food ecosystem and development</li> <li>• Super food technology</li> </ul> <p><b>Speakers:</b>  <u>8 local speakers</u></p> <ol style="list-style-type: none"> <li>1. <b>Dr Dr. Karen CHAN</b>, Director of Swallowing Research Laboratory (HKU)</li> <li>2. <b>Dr. Ewe Joo Ann</b>, Technical Manager, NAMI</li> <li>3. <b>Mr. Gordon CHEUNG</b>, Immediate Past President of Hong Kong Nutrition Association</li> <li>4. <b>Prof Lorna Kwai Ping SUEN</b>, Dean &amp; Professor, School of Nursing, Tung Wah College</li> <li>5. <b>Mr. Johnson LO</b>, Co-founder &amp; CEO of KOLB LIFE Limited</li> <li>6. <b>Mr. Jim Cheung</b>, Manager in Solutions Hub Co-Creation, Hong Kong Council of Social Service</li> <li>7. <b>Mr. Kim Leung</b>, Business Co-ordinating Manager, CookEasy, Tung Wah Group of Hospitals</li> </ol> <p><u>1 overseas speaker</u>  <b>Dr. Nicola Stanley</b>, Global Harmonization Initiative Board</p> <p><u>2 THEi representative (included in one of local speakers)</u></p> <ol style="list-style-type: none"> <li>1. <b>Prof. Alan Kin Tak LAU</b>, President, Technological and Higher Education of Hong Kong (THEi)</li> <li>2. <b>Dr. CHOI Siu Mei, Emily</b>, Assistant Professor &amp; FIC Project Manager, Department of Food and Health Sciences, THEi</li> </ol>	<p>Expected total no. of participants: <u>250 participants</u></p> <p><u>150 face-to-face participants</u></p> <p><u>100 online participants</u></p>	<p>Total no. of participants: <u>267 (56 + 211) participants</u></p> <p>In total, there are 201 registered participants, where 87 indicated they will participate onsite and 114 indicated they will participate online.</p> <p><u>56 face-to-face participants</u></p> <p><u>20 online participants on the event day.</u></p> <p>In total, <u>211 online participants (estimated by view as of 14 Feb 2024) attended the Food Symposium 2</u>, with the Youtube live remains public on FIC Youtube Channel and the link has been promoted to the public, including the registered participants.</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)
<b>Link of Youtube Live for re-watch:</b> <a href="https://www.youtube.com/live/WDzE5xC1RU4?si=eoRXdYqwm03xsKqI">https://www.youtube.com/live/WDzE5xC1RU4?si=eoRXdYqwm03xsKqI</a>			
<b>7. Webpages building on existing THEi website</b>			
<b>a. FIC webpage in existing THEi website</b> <b>Launching date:</b> 31/07/2021  <b>Web address:</b> <a href="https://www.thei.edu.hk/departments/department-of-food-and-health-sciences/facilities/food-innovation-centre/about-us">https://www.thei.edu.hk/departments/department-of-food-and-health-sciences/facilities/food-innovation-centre/about-us</a>  <b>Contents:</b> FIC background, latest news on events and activities and food news.  <b>b. FIC Website (Closed)</b> <b>Launching date:</b> 07/10/2021  <b>Web address:</b> <a href="https://www.fichk.com">https://www.fichk.com</a>  <b>Contents:</b> FIC background, latest news on events and activities and food news.  <b>c. FIC website (Latest version)</b> <b>Launching date:</b> operation started on 08 Nov 2023 and officially announced on 30 Nov 2023  <b>Web address:</b> <a href="https://theifichk.wixsite.com/fichk">https://theifichk.wixsite.com/fichk</a>  <b>Contents:</b> FIC background, latest news on events and activities and food news.  <b>Other details:</b> Website (a) and (c) will be maintained for at least 6 months after the project period until 14 August 2024.	Target no. of website / webpages: <u>1 set</u>	Target no. of website / webpages: <u>1 set</u> , including: (a) 1 webpage in existing THEi website  (c) 1 FIC website built on WIX.	N/A
<b>8. Pilot studies</b>			
<b>Date of competition:</b> 14 Feb 2024  <b>Vetting parties:</b> Steering committee of this project  <b>Vetting criteria:</b> 1. The participating should be in operation and the company must be on registered list of food licence holders of FEHD. 2. The pilot studies should have	Target no. of participating enterprises: 6	Actual no. of valid participating enterprises: 7  No. of registered enterprises: 49	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>clear objectives and implementation plan, strong potential for impactful results to the food industry, substantial level of technology content in the investigation, and high-value-added end-products.</p> <p>3. The participating companies are required to share the result findings and experiences of the pilot study with the local food industry. The result will be shared on the FIC's webpage, which will be maintained for at least 6 months after the project period until 14 August 2024, and Facebook page.</p> <p><b>Methodology:</b></p> <ol style="list-style-type: none"> <li>1. The participating companies are screened by the selection criteria.</li> <li>2. Individual meetings will be arranged for each participating company. FIC representatives from THEi will provide professional consultation service tailored for each participating company. The objectives and expected outcomes of the pilot studies will be examined. One representative food product from each applicant is conducted to meet the objectives and outcomes.</li> <li>3. The experimental design, materials and instruments will be delivered and conducted the assessment with appropriate modification to achieve the objective and outcomes.</li> <li>4. Interim report and discussion meeting will be arranged mandatorily after 12 months to update the progress of each pilot study.</li> <li>5. Each pilot study will come to an end when the objectives and outcomes have been achieved.</li> </ol> <p><b>Other details:</b> It is a free of charge service.</p>			
<b>9. Promotional activities</b>			
<p><b>a. Leaflets</b></p> <p><b>Contents:</b></p> <ul style="list-style-type: none"> <li>• Background and service of FIC</li> <li>• Promotion on FIC Facebook, Instagram and website</li> </ul>	<p>Target no. of designs: <u>1 set</u> (Chinese and English version)</p> <p>Target no. of printed copies: <u>500 pcs</u> (250</p>	<p>Actual no. of designs: <u>1 set</u> (Chinese and English version)</p> <p>Actual no. of printed copies: <u>500 pcs</u> (250</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)
<b>Distribution channels:</b> e-leaflet was sent via email to all licensed food manufacturers, caterers and related food traders. Hard copies were delivered by hand to food manufacturers and traders and as a promotion information to deliver during FIC activities	pcs Chinese version and 250 pcs English version)	pcs Chinese version and 250 pcs English version)	
<b>b. Posters</b>  <b>Contents:</b> <ul style="list-style-type: none"> <li>Background and service of FIC</li> <li>Promotion on FIC Facebook, Instagram and website</li> <li>Promotion on FIC Opening Ceremony cum Technical Conference</li> </ul> <b>Distribution channels:</b> e-poster was sent via email to all licensed food manufacturers, caterers and related food traders. Hard copies were delivered by hand to food manufacturers and traders and as a promotion information to deliver during FIC activities	Target no. of designs: <u>1 set</u> (Chinese and English version)  Target no. of printed copies: <u>200 pcs</u> (100 pcs Chinese version and 100 pcs English version)	Actual no. of designs: <u>1 set</u> (Chinese and English version)  Actual no. of printed copies: <u>200 pcs</u> (100 pcs Chinese version and 100 pcs English version)	N/A
<b>c. Online Advertisements</b>  <b>Online Advertisement 1</b> <b>Content:</b> Promotion on Opening Ceremony <b>Total promotion period:</b> 12 days  <b>Online Advertisement 2</b> <b>Content:</b> Promotion on Pilot study (1 <sup>st</sup> phase) <b>Total promotion period:</b> 36 days  <b>Online Advertisement 3</b> <b>Content:</b> Promotion on Food Symposium 1 <b>Total promotion period:</b> 34 days  <b>Online Advertisement 4</b> <b>Content:</b> Promotion on Food Symposium 2 <b>Total promotion period:</b> 15 days  <b>Online Advertisement 5</b> <b>Content:</b> Promotion on FIC <b>Total promotion period:</b> 109 days  <b>Online Advertisement 6</b> <b>Content:</b> Promotion on Guidebook <b>Total promotion period:</b> 111 days	Target no. of online advertisements: <u>12-15</u> on FIC's Facebook page  Total promotion period for all online advertisement: <u>20 months (around 600 days)</u>	Actual no. of online advertisements: <u>15</u> on FIC's Facebook page  Total promotion period for all online advertisement: Around <u>22 months (648 days)</u>	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)
<b>Online Advertisement 7</b> <b>Content:</b> Promotion on FIC Video <b>Total promotion period:</b> 29 days  <b>Online Advertisement 8</b> <b>Content:</b> Promotion on Food Symposium 3 <b>Total promotion period:</b> 76 days  <b>Online Advertisement 9</b> <b>Content:</b> Promotion on Pilot study (2 <sup>nd</sup> phase) <b>Total promotion period:</b> 16 days  <b>Online Advertisement 10</b> <b>Content:</b> Promotion on Guidebook Evaluation (for post-project evaluation) <b>Total promotion period:</b> 61 days  <b>Online Advertisement 11</b> <b>Content:</b> Pilot Study Outcome Sharing 1 <b>Total promotion period:</b> 30 days  <b>Online Advertisement 12</b> <b>Content:</b> Promotion on FIC new website <b>Total promotion period:</b> 60 days  <b>Online Advertisement 13</b> <b>Content:</b> Pilot Study Outcome Sharing 2 <b>Total promotion period:</b> 30 days  <b>Online Advertisement 14</b> <b>Content:</b> Promotion on Food Symposium 3 (poster) <b>Total promotion period:</b> 15 days  <b>Online Advertisement 15</b> <b>Content:</b> Promotion on Food Symposium 3 (Post-event) <b>Total promotion period:</b> 14 days			

## 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) Establishment of the FIC – Procurement of the taste sensing system, appointment of a Project Manager and recruitment of a Project Officer, and design and production of the FIC website	31/07/2021	N/A	C	N/A
(b) Establishment of the FIC – Design and production of the FIC promotional video	31/07/2021	28/2/2022	D	Note (i)
(c) Updating of the webpages and sharing of latest information with practitioners in the food industry	14/8/2023	14/02/2024	C	Note (ii)
(d) Preparation of the practical guidebook of sensory evaluation methods on food design	30/06/2022	N/A	C	N/A
(e) Opening ceremony cum the first technical conference of FIC	31/12/2022	N/A	C	N/A
(f) Six pilot studies with food industry	30/06/2023	14/02/2024	C	Note (ii)
(g) Two training workshops	14/08/2023	N/A	C	Note (ii)
(h) Three Symposiums	14/08/2023	31/01/2024	C	Note (ii)

### Note:

(i) : Since the project officer was on-board in May 2021, the procurement process for the video was delayed.

(ii) : Approval of change request was granted on 13 October 2023 to extend the period.