

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Hong Kong Design Trade Association Limited</u>
Implementation Agent(s) (if any)	:	<u>(1) Hong Kong Productivity Council</u> <u>(2) Productivity (Shenzhen) Consulting Co. Ltd</u>
Project reference no.	:	<u>T20 002 016</u>
Project title	:	<u>To promote smart Hong Kong product designs for</u> <u>caring community in the Greater Bay Area</u>
Period covered in this report (whole project duration)	:	From <u>01/02/2021</u> to <u>31/01/2024</u> (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

HKDTA has cooperated with Hong Kong Productivity Council (HKPC) and Canton Fair Product & Trade Production Centre (PDC) to organize “Made in China – Design in Hong Kong” in 2023 with positive feedback and fruitful results. Successfully organized a 15-day exhibition, three design forums and three business networking events at the 133rd and 134th Canton Fair, respectively.

With the collaboration with collaborating organizations and a series of targeted promotional events of Hong Kong Product Design industry as a whole, the problems of Hong Kong design houses and objectives of the project can be addressed and achieved effectively and will build more successful examples in the target market.

Project objectives (in about 50 words)

1. To introduce SME design houses to target clients in Greater Bay Area market
2. To extend the visibility of Hong Kong smart product designs in Greater Bay Area market
3. To link up Hong Kong smart products with great design in a business opportunity platform through participating in exhibitions and the networking events for the clients to communicate with Hong Kong Design Houses

Collaborating Organisations (if any)

1. Hong Kong Trade Development Council
2. Asian Licensing Association Company Limited
3. Hong Kong Optical Manufacturers Association Limited
4. Hong Kong 3D Printing Association Limited
5. Design Council of Hong Kong, Federation of Hong Kong Industries
6. Hong Kong Electrical Appliance Industries Association Limited
7. Hong Kong Design Centre Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Mr Alan YIP</u>	<u>Founder of Yip Design Ltd.</u>
Deputy Project Coordinator	: <u>Mr Norman TANG</u>	<u>Director of Ante International Limited</u>

Project duration

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	<u>01/02/2021</u>	<u>31/01/2024</u>	<u>36 months</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

2. Summary of Project Results

Governance

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

Mr Alan YIP, Chairman of Hong Kong Design Trade Association Limited

Dr Ming GE, General Manager, Robotics and Artificial Intelligence Division of Hong Kong Productivity Council

Mr Eddy LAM, Consultant, Robotics and Artificial Intelligence Division of Hong Kong Productivity Council

Mr Ken FUNG, Chairman of Design Council of Hong Kong, Federation of Hong Kong Industries

Prof. Eric YIM, Chairman of Hong Kong Design Centre Limited

Dr. Toby CHAN, Founding Chairman of Asian Licensing Association Company Limited

Ms Grace TAI, President of Hong Kong Optical Manufacturers Association Limited

Mr Patrick CHAN, President of Hong Kong Electrical Appliance Industries Association Limited

Mr Paco WU, Founding Chairman of Hong Kong 3D Printing Association Limited

Project deliverables

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

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
1. e.g. Hong Kong pavilions			
Pavilion 1 Name and place of exhibition: 133 rd China Import and Export Fair (Canton Fair), Guangzhou, China Date: 15 April – 5 May 2023 (15 days, 3 days break between each phase) Size of pavilion: 80 sqm <ul style="list-style-type: none"> Selection criteria adopted: Able to demonstrate smart features for caring community Able to demonstrate innovation, creativity and high quality design standard International award winning and outstanding entries in recent years, for example, iF award, RedDot award, etc. Designed by Hong Kong design houses Accord priority to the enterprises that had not participated in our previous BUD (OSP) project Other details: Promotional eDMs were sent by applicant and collaborating organisations for products recruitment	Target no. of products displayed: <u>35</u> products from <u>25</u> enterprises	Actual no. of products displayed: <u>39</u> products from <u>27</u> enterprises	

Details of the deliverable conducted	Quantifiable target (as stated in the approved project proposal)	Actual result achieved	Reasons for not achieving the target (if applicable)
<p>Pavilion 2</p> <p>Name and place of exhibition: 134th China Import and Export Fair (Canton Fair), Guangzhou, China</p> <p>Date: 15 Oct – 4 Nov 2023 (15 days, 3 days break between each phase)</p> <p>Size of pavilion: 80 sqm</p> <ul style="list-style-type: none"> • Selection criteria adopted: Able to demonstrate smart features for caring community • Able to demonstrate innovation, creativity and high quality design standard • International award winning and outstanding entries in recent years, for example, iF award, RedDot award, etc. • Designed by Hong Kong design houses • Accord priority to the enterprises that had not participated in our previous BUD (OSP) project <p>Other details: Promotional eDMs were sent by applicant and collaborating organisations for products recruitment</p>	<p>Target no. of products displayed: <u>35</u></p> <p>products from <u>25</u> enterprises</p>	<p>Actual no. of products displayed: <u>45</u></p> <p>products from <u>26</u> enterprises</p>	
2. e.g. Business networking sessions			
<p>1st session</p> <p>Date: 16 April 2023</p> <p>Time: 15:30 - 16:30 (<u>1</u> hour)</p> <p>Venue: Meeting room 4 - 5 Canton Fair Area A</p> <p>Other details: eDM was sent to design house for the invitation</p>	<p>Target number of participants from Hong Kong for each session: <u>20</u></p> <p>Target number of overseas / Mainland buyers for each session: <u>100</u></p>	<p>Actual number of participants from Hong Kong for each session: <u>20</u></p> <p>Actual number of overseas / Mainland buyers for each session: <u>100</u></p>	The 1st and 2nd business networking sessions were held right after the forums at the meeting room 4-5 at 15:30 – 16:30, and then move to the Hong Kong pavilion for further discussion.
<p>2nd session</p> <p>Date: 24 April 2023</p> <p>Time: 15:30 - 16:30 (<u>1</u> hour)</p> <p>Venue: Meeting room 4 - 5 Canton Fair Area A</p> <p>Other details: eDM was sent to design house for the invitation</p>	<p>Target number of participants from Hong Kong for each session: <u>20</u></p> <p>Target number of overseas / Mainland buyers for each session: <u>100</u></p>	<p>Actual number of participants from Hong Kong for each session: <u>20</u></p> <p>Actual number of overseas / Mainland buyers for each session: <u>100</u></p>	
<p>3rd session</p> <p>Date: 2 May 2023</p> <p>Time: 12:30 - 13:30 (<u>1</u> hour)</p>	<p>Target number of participants from Hong Kong for each session: <u>20</u></p>	<p>Actual number of participants from Hong Kong for each session: <u>20</u></p>	The 3rd business networking session was held after the 3rd forum at the meeting room 4-5 at 12:30 – 13:30, and then

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>Venue: Meeting room 4 - 5 Canton Fair Area A</p> <p>Other details: eDM was sent to design house for the invitation</p>	<p>Target number of overseas / Mainland buyers for each session: <u>100</u></p>	<p>Actual number of overseas / Mainland buyers for each session: <u>100</u></p>	<p>move to the Hong Kong pavilion for further discussion.</p> <p>The time is not the same as on the leaflet due to the unavailability of the venue. The Canton Fair Product & Trade Production Centre (PDC), the venue sponsor, could not provide the venue at the original time, so we have to change our event schedule to accommodate the updated arrangement.</p>
<p>4th session Date: 25 Oct 2023 Time: 14:10 - 15:10 (<u>1</u> hour) Venue: Meeting room 202, Canton Fair Area D</p> <p>Other details: eDM was sent to design house for the invitation</p>	<p>Target number of participants from Hong Kong for each session: <u>20</u></p> <p>Target number of overseas / Mainland buyers for each session: <u>100</u></p>	<p>Actual number of participants from Hong Kong for each session: <u>20</u></p> <p>Actual number of overseas / Mainland buyers for each session: <u>100</u></p>	
<p>5th session Date: 25 Oct 2023 Time: 16:40 - 17:40 (<u>1</u> hour) Venue: Meeting room 202, Canton Fair Area D</p> <p>Other details: eDM was sent to design house for the invitation</p>	<p>Target number of participants from Hong Kong for each session: <u>20</u></p> <p>Target number of overseas / Mainland buyers for each session: <u>100</u></p>	<p>Actual number of participants from Hong Kong for each session: <u>20</u></p> <p>Actual number of overseas / Mainland buyers for each session: <u>100</u></p>	
<p>6th session Date: 1 Nov 2023 Time: 15:10 - 16:10 (<u>1</u> hour) Venue: Meeting room 202, Canton Fair Area D</p> <p>Other details: eDM was sent to design house for the invitation</p>	<p>Target number of participants from Hong Kong for each session: <u>20</u></p> <p>Target number of overseas / Mainland buyers for each session: <u>100</u></p>	<p>Actual number of participants from Hong Kong for each session: <u>20</u></p> <p>Actual number of overseas / Mainland buyers for each session: <u>100</u></p>	
3. Design Forums			

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>1st forum Date: 16 April 2023 Time: 14:00 - 15:30 (1.5 hours) Venue: Meeting room 4 - 5 Canton Fair Area A Topics: Digital design, creating new business opportunities Hong Kong Speakers: Mr. Leung Ka Wing, Director of Dr. Kong Footcare Limited</p> <p>Mainland Speakers: Mr. Zhou Ligang, President of Hangzhou Industrial Design Association</p> <p>Other details: NA</p>	<p>Target number of participants for each forum: 100</p> <p>1 local speaker and 1 Mainland speaker will be invited</p>	<p>Actual no. of participants in total : 100</p> <p>1 local speaker and 1 Mainland speaker were invited</p>	<p>Dr. Kong Ping Lam, Chairman and President of Dr Kong Footcare Limited, was the original invited guest, but Dr Kong changed his schedule and was unable to attend the forum. Finally, Mr Leung Ka Wing, Director of Dr Kong Footcare Limited, was invited to give a speech at the forum. The project team verbally informed participants of the changes when distributing the brochures.</p>
<p>2nd forum Date: 24 April 2023 Time: 14:00 - 15:30 (1.5 hours) Venue: Meeting room 4 - 5 Canton Fair Area A Topics covered: Innovative trendy gifts and travel accessories Hong Kong Speaker: Mr. Richard Li, Creative Director of Mindesign Creations Limited</p> <p>Mainland Speaker: Ms. Dou Na, Executive Vice President of MINISO</p> <p>Other details: NA</p>	<p>Target number of participants for each forum: 100</p> <p>1 local speaker and 1 Mainland speaker will be invited</p>	<p>Actual no. of participants in total : 100</p> <p>1 local speaker and 1 Mainland speaker were invited</p>	
<p>3rd forum Date: 2 May 2023 Time: 10:30 - 12:00 (1.5 hours) Venue: Meeting room 4 - 5 Canton Fair Area A Topics covered: Inclusive innovation Hong Kong Speaker: Ms. Mary Yu, Director of Mary Yu Design Company</p> <p>Mainland Speaker: Mr. David Xiao, Sales Consultant of Zhejiang Linctex Digital Technology Limited</p> <p>Other details: NA</p>	<p>Target number of participants for each forum: 100</p> <p>1 local speaker and 1 Mainland speaker will be invited</p>	<p>Actual no. of participants in total : 100</p> <p>1 local speaker and 1 Mainland speaker were invited</p>	<p>The time is not the same as on the leaflet due to the unavailability of the venue. The Canton Fair Product & Trade Production Centre (PDC), the venue sponsor, could not provide the venue at the original time, so we have to change our event schedule to accommodate the updated arrangement. Mr. Liu Shifeng, Founder and Chairman of EASTREME, was the original invited guest, but Mr. Liu changed his schedule and was unable to attend the forum. Finally, Mr. David Xiao, Sales Consultant of Zhejiang Linctex Digital Technology Limited, was invited to give a speech at the forum.</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)
			The project team verbally informed participants of the changes when distributing brochures.
<p>4th forum Date: 25 Oct 2023 Time: 13:10 - 14:10 (_1_hours) Venue: Meeting room 202 Canton Fair Area D Topics: Perfume Trends Hong Kong Speakers: Li Kwok Wa - Creative Director of Mindesign Creations Limited</p> <p>Mainland Speakers: Yiming Wang - GALACHY CREATIVE Design Founder</p> <p>Other details: NA</p>	<p>Target number of participants for each forum: _100_</p> <p>_1_ local speaker and _1_ Mainland speaker will be invited</p>	<p>Actual no. of participants in total : _100_</p> <p>_1_ local speaker and _1_ Mainland speaker were invited</p>	
<p>5th forum Date: 25 Oct 2023 Time: 15:40 - 16:40 (_1_hours) Venue: Meeting room 202 Canton Fair Area D Topics covered: The Cultural Impact of Trendy Toys: The Power Beyond Toys Hong Kong Speaker: Mr. Yo Yau - Designer of ZENS Design</p> <p>Mainland Speaker: Mr. Ao Lian, Design Director of Milon Design</p> <p>Other details: NA</p>	<p>Target number of participants for each forum: _100_</p> <p>_1_ local speaker and _1_ Mainland speaker will be invited</p>	<p>Actual no. of participants in total : _100_</p> <p>_1_ local speaker and _1_ Mainland speaker were invited</p>	
<p>6th forum Date: 1 Nov 2023 Time: 14:10 - 15:10 (_1_hours) Venue: Meeting room 202 Canton Fair Area D Topics covered: How Patterns Integrated into Fashion Design Hong Kong Speaker: Ms. Mary Yu, Director of Mary Yu Design Company</p> <p>Mainland Speaker: Mainland Representative of Travel Sentry Inc.</p> <p>Other details: NA</p>	<p>Target number of participants for each forum: _100_</p> <p>_1_ local speaker and _1_ Mainland speaker will be invited</p>	<p>Actual no. of participants in total : _100_</p> <p>_1_ local speaker and _1_ Mainland speaker were invited</p>	
4. E-book			
<p>Publishing date: 15 April 2023 Languages: Simplified Chinese and</p>	<p>Target: 2 e-</p>	<p>Actual: 1 e-book was published for</p>	<p>Two rounds of exhibits recruitment for two</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>English</p> <p>Distribution channels: At the dedicated project webpages as well as on the WeChat and Weibo platforms. A link to the e-book was printed on the promotional leaflets.</p> <p>E-version available at project's website and Weibo: http://hkdesigntrade.com/doc/Ebook_v07_S%20final.pdf https://weibo.com/u/7832548348</p> <p>Publishing date: 15 Oct 2023 Languages: Simplified Chinese and English</p> <p>Distribution channels: At the dedicated project webpages as well as on the WeChat and Weibo platforms. A link to the e-book was printed on the promotional leaflets.</p> <p>E-version available at project's website and Weibo: http://hkdesigntrade.com/doc/Ebook_134.pdf https://weibo.com/u/7832548348</p>	<p>books</p> <p>Target <u>25</u> successful stories sharing for each Canton Fair</p>	<p>133rd Canton Fair and the design of the e-book for 134th Canton Fair was finalised</p> <p>Actual <u>31</u> successful stories sharing for 133rd Canton Fair</p> <p>Actual <u>31</u> successful stories sharing for 134th Canton Fair</p>	<p>editions of Canton Fair were done in February 2023 and July 2023 respectively and the e-book for the 133rd Canton Fair was compiled in April 2023.</p> <p>The design of the e-book for the 134th Canton Fair was finalised in May 2022. The vendor considered that it had completed its part of the work as the e-book content would be provided by us, so the cost of the 2nd e-book is included in this reporting period.</p> <p>The e-book for the 134th Canton Fair was compiled in September 2023.</p>
5. Video			
<p>Launching date: 30 Nov 2023 Languages in voice-over: NA Languages in subtitle: English and Simplified Chinese Broadcasting channels: NA Softcopy available at: http://www.hkdesigntrade.com/news-video-detail-tc.php?id=8 Other details: including 133rd and 134th</p>	<p>Target length of video: <u>3</u> minutes</p>	<p>Actual length of video: <u>3</u> minutes</p>	
6. Project webpages			
<p>Publishing date: 1 February 2021 Web address: http://hkdesigntrade.com/main.php</p> <p>Other details: To promote the project activities and disseminate the project deliverables such as eBooks, video, etc. Serve the purpose of activities registration</p>	<p>Target no. of webpages: 1</p>	<p>Actual no. of webpages: 1</p>	
8. Promotional activities			

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>133rd Brochure Contents: To promote the Hong Kong Product Design industry as a whole and provide a link to the eBooks for the buyers. Distribution channels: At exhibition halls and through collaborating organisations Other details: Softcopy was uploaded to the project webpages. http://hkdesigntrade.com/doc/Brochure_133.pdf</p> <p>134th Brochure Contents: To promote the Hong Kong Product Design industry as a whole and provide a link to the eBooks for the buyers. Distribution channels: At exhibition halls and through collaborating organisations Other details: Softcopy was uploaded to the project webpages. http://www.hkdesigntrade.com/doc/Brochure_134.pdf</p>	<p>Target no. of brochure per fair: <u>3,000</u> copies in Simplified Chinese and English</p>	<p>Actual no. of brochure for the 133rd Canton Fair: <u>3,000</u> copies in Simplified Chinese and English. All of them were distributed.</p> <p>Actual no. of brochure for the 134th Canton Fair: <u>3,000</u> copies in Simplified Chinese and English. All of them were distributed.</p>	
Leaflets for forums and business networking sessions	Target no. 100 copies per forum (6 forums)	<p>Actual no. 100 copies per forum (3 forums in the 133rd Canton Fair). All of them were distributed.</p> <p>Actual no. 100 copies per forum (3 forums in the 134th Canton Fair). All of them were distributed.</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>Online advertisements</p> <p>Maintaining WeChat and Weibo account (香港好設計) for 18 months</p> <p>Date of publication for WeChat: 133rd 4 April 2023 – 3 May 2023 134th 5 Sep 2023 – 9 Nov 2023</p> <p>Date of publication for Weibo: 133rd 11 April 2023 – 4 May 2023 134th 5 Sep 2023 – 9 Nov 2023</p> <p>Other details: Posting localized posts with graphic design on the above accounts for 18 months</p> <p>WeChat link: https://mp.weixin.qq.com/s/Y3NmQ3x4TsyYO-xjegIW_g</p> <p>Weibo link: https://weibo.com/u/7832548348</p>	<p>Target <u>2</u> time per week in the exhibition periods (1.5 months each) (Around 6.5 weeks in 1.5 months, i.e. 13 posts should be posted)</p>	<p>Actual <u>2-4</u> time per week in the exhibition periods for around one month. (WeChat: total 13 posts from 4 April 2023 to 3 May 2023; Weibo: total 13 posts from 11 April 2023 to 04 May 2023.)</p> <p>Actual <u>2-4</u> time per week in the exhibition periods for around one month. (WeChat: total 15 posts from 5 Sep 2023 to 9 Nov 2023; Weibo: total 13 posts from 5 Sep 2023 to 9 Nov 2023.)</p>	<p>The content of the 133rd promotion was confirmed around 2 weeks before the exhibition, so the promotion period could not meet the proposed period of 1.5 months but a more intensive promotion schedule was adopted to meet the number of posts. A more suitable post timeline has been arranged for the 134th Canton Fair.</p>
<p>Advertisement on official show catalogue of Canton Fair</p> <p>https://www.pdconline.org.cn/zh-CN/#</p>	<p>Target <u>A5</u> size each, <u>2</u> issues</p>	<p>Actual <u>A5</u> size each, <u>2</u> issue for 133rd and 134th Canton Fair</p>	<p>Under the influence of COVID 19, Canton Fair PDC has launched the online PDC as a regular site, which includes the information of previous design companies (i.e. online design company catalog), so as to facilitate the audience to understand and consult at any time and any place. Therefore, no longer publish the Canton Fair PDC official show catalogue.</p>
<p>Advertisements on TV in Canton Fair</p>	<p>Target <u>15s</u> advertisement showing on TV</p> <p>Duration: <u>15</u> days per fair</p>	<p>Actual <u>15s</u> advertisement showing on TV</p> <p>Duration: <u>15</u> days per fair</p>	

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> ¹	<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) -Form a steering committee	28/02/2021	N.A.	C	N.A.
-Construct project plan and key (b) program schedule	28/02/2021	N.A.	C	N.A.
-Launch the 1 st project recruitment (c) programme	30/06/2021	N.A.	C	N.A.
-Establish the project webpages	30/06/2021	N.A.	C	N.A.
-Maintain WeChat and Weibo account and update the news throughout the (e) project period	31/08/2021	28/02/2023	C	(i)
-Produce the eBook and brochure of successful stories for the 133 rd Canton (f) Fair	31/08/2021	28/02/2023	C	(i)
-Setup the “Hong Kong Design” (g) pavilion in the 133 rd Canton Fair	31/12/2021	31/05/2023	C	(i)
-Organize three design forums and three business networking sessions in (h) Canton Fair	31/12/2021	31/05/2023	C	(i)
-Launch the 2nd project recruitment (i) programme	31/12/2021	31/05/2023	C	(i)
Produce the eBook and brochure of successful stories for the 134 th (j) Canton Fair	31/03/2022	30/09/2023	C	(i)
-Setup the “Hong Kong Design” (k) pavilion in the 134 th Canton Fair	31/05/2022	30/11/2023	C	(i)
-Organize the other three design forums and three business networking (l) sessions in Canton Fair	31/05/2022	30/11/2023	C	(i)
(m) Produce the promotional video	30/09/2022	31/12/2023	C	(i)
Dissemination of the project results in (n) project webpages	30/11/2022	31/01/2024	C	(i)

Note:

(i) Due to the COVID-19 pandemic, the exhibition organiser announced that the Canton Fair would be held online (130th - 132nd editions), therefore the grantee requested to reschedule the timing of participation in the fairs and the first project amendment was approved on 21 September 2021 for rescheduling the timing of participation in the 131st and 132nd editions of the Canton Fair. The second project amendment was approved on 12 April 2022 for rescheduling the timing of participation in the 132nd and 133rd editions of the Canton Fair. The third project amendment was approved on 22 September 2022 for rescheduling the timing of participation in the 133rd and 134th editions of the Canton Fair.

¹ As stated in the approved project proposal.