

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	HK3C Association Limited
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council
Project reference no.	:	T20 002 019
Project title	:	To enhance the recognition of Hong Kong original toys – creative design with cutting-edge technology through exhibitions in the Greater Bay Area and Mainland China
Period covered in this report (whole project duration)	:	From 1/12/2020 to 31/12/2022 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

To provide an opportunity for ODM & OBM to promote and further expand high quality, safer and creative toys to Mainland China market and seize new business in preschool education/preschool education through potential exhibition, this project would assist the toys companies and manufacturers to participate in well-known toys exhibitions that targets organization, distributors and agents in Mainland China. The purpose of the project is to boost the exposure of Hong Kong high quality and high technologies toys (e.g: AR, 3D tech/ customized products etc.) and facilitate the ODM & OBM in Hong Kong to further promote and build up their brands in Mainland China.

Project objectives (in about 50 words)

To provide an opportunity for ODM & OBM in toy industry to promote and further expand high quality and safer toys to Mainland China market.

To seize new business in preschool education through potential exhibition.

Collaborating Organisations (if any)

The Toys Manufacturers' Association of Hong Kong Limited

Federation of Hong Kong Brands Limited

Innovative Entrepreneur Association Company Limited

SME Global Alliance Limited

Hong Kong Federation of Innovative Technologies and Manufacturing Industries Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	Mrs. Ann Kwong	Chairlady of HK3C Association Limited
Deputy Project Coordinator	Ir. Suen Kwok Wai, Samson	General Manager of Hong Kong Productivity Council

Project duration

	<u>Commencement date</u> (dd/mm/yyyy)	<u>Completion date</u> (dd/mm/yyyy)	<u>Project duration</u> (no. of months)
As stated in the project agreement	01/12/2020	31/05/2022	18 months
Revised (if applicable)	01/12/2020	31/12/2022	25 months

2. Summary of Project Results

Governance

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

Compositions: 2 representatives from the applicant (HK3C), 2 representatives from the implementation agent (HKPC), 6 representatives from collaborating organisations/ industry members.

Role	Organization	Representative	Title
Applicant	HK3C	Ms. Anmy LIU	Honorable Chairlady
Applicant	HK3C	Mrs. Ann Kwong	Chairlady
Implementation Agent	HKPC	Ir. Samson SUEN	General Manager
Implementation Agent	HKPC	Mr. Chuck FUNG	Senior Consultant
Collaborating organisations/ industry members	Sam & Partners Limited	Mr. Samuel Ho	Managing Director
	The Toys Manufacturers' Association of Hong Kong Limited	Ms. Emily Cheung	Vice President
	Amazing Creative Co. Limited	Mr. David Leung	Director
	Sing Hing Toys Limited	Mr. Calvin Wu	Director
	Mings 3D Production Limited	Mr. Paco Wu	General manager
	Eurofins Product Testing Hong Kong Limited	Mr Jody Yam	Director of Sales Consumer Products (South China)

Role: The steering committee is responsible for reviewing the project progress, selecting exhibition booth location, deciding on the design of the Pavilion and the contents of the promotional materials. The Steering committee will also take part in selecting the enterprises to display their display products during the exhibitions.

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. Original Design and Brand Hong Kong Pavilion			
<u>Pavilion 1</u> Name and place of exhibition: Beijing International Kindergarten Supplies Exhibition (BJKSE) Date: 12 - 14/5/2021 Location: 5號館 (A538) Size of pavilion: 210sqm	Target no. of products displayed: <u>100</u> products from <u>15</u> enterprises.	Actual no. of products displayed: <u>500</u> products from <u>16</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><u>On-site promotion</u> One billboard advertisement in exhibition.</p> <p><u>Leaflets</u> Contents: To promote high quality and safer toys made from Hong Kong ODM and OBM, and the manufacturing, experience in creative, innovative design and high-tech. Distribution channels: In Hong Kong Pavilion.</p> <p><u>eDM</u> Contents: To introduce and promote the exhibition. Distribution channels: E-version such as eDM distributed by HK3C Association Limited and collaborating organizations.</p> <p><u>Online promotional media</u> Contents: To promote Hong Kong Pavilion before the exhibition. Name of platform: Toutiao (今日頭條) Date of publication: - 24 March 2021 - 30 March 2021 - 07 April 2021 - 14 April 2021</p> <p><u>Business networking area</u> A networking area set-up for HK ODM & OBM to expand business network and identifying new cooperation opportunity with regional distributor, learning centre, educational institutes etc. in Mainland China.</p>	<p>Target no. of designs: <u>1 design</u>.</p> <p>Target no. of printed copies: <u>1 copy</u>.</p> <p>Target no. of designs: <u>1 design</u>.</p> <p>Target no. of printed copies: <u>1,000 copies</u>.</p> <p>Target: 1 e-version</p> <p>Target: 1 on-line promotional media before the exhibition.</p> <p>Target: 50 sqm</p>	<p>Actual no. of designs: <u>1 design</u>.</p> <p>Actual no. of printed copies: <u>1 copy</u>.</p> <p>Actual no. of designs: <u>1 design</u>.</p> <p>Actual no. of printed copies: <u>1,000 copies</u>.</p> <p>Actual: 1 e-version</p> <p>Actual: 1 on-line promotional media before the exhibition.</p> <p>Actual: 50 sqm</p>	
<p><u>Pavilion 2</u> Name and place of exhibition: China International Preschool Education Expo (CPE Expo) Date: 1 - 3/11/2022 Location: 5號館 (05G02) Size of pavilion: 210sqm</p> <p><u>On-site promotion</u> One page directory in exhibition and one hanging banner (4 x 6 sqm).</p>	<p>Target no. of products displayed: <u>100</u> products from <u>15</u> enterprises.</p> <p>Target no. of designs: <u>1 design</u> for one page directory and <u>1 design</u> for hanging banner (4 x 6 sqm).</p>	<p>Actual no. of products displayed: <u>300</u> products from <u>16</u> enterprises.</p> <p>Actual no. of designs: <u>1 design</u> for one page directory and <u>1 design</u> for hanging banner (4 x 6 sqm).</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><u>Leaflets</u> Contents: To promote high quality and safer toys made from Hong Kong ODM and OBM, and the manufacturing, experience in creative, innovative design and high-tech. Distribution channels: In Hong Kong Pavilion.</p> <p><u>eDM</u> Contents: To introduce and promote the exhibition. Distribution channels: E-version such as eDM distributed by HK3C Association Limited and collaborating organizations.</p> <p><u>Online promotional media</u> Contents: To promote Hong Kong Pavilion before the exhibition. Name of platform: Toutiao (今日頭條) Date of publication: - 13 September 2021 - 29 August 2022 - 22 October 2022 - 28 October 2022</p> <p><u>Business networking area</u> A networking area set-up for HK ODM & OBM to expand business network and identifying new cooperation opportunity with regional distributor, learning centre, educational institutes etc. in Mainland China.</p>	<p>Target no. of printed / online copies: <u>1 copy</u> for one page directory and <u>1 copy</u> for hanging banner (4 x 6 sqm).</p> <p>Target no. of designs: <u>1 design</u>.</p> <p>Target no. of printed copies: <u>1,000 copies</u>.</p> <p>Target: 1 e-version</p> <p>Target: 1 on-line promotional media before the exhibition.</p> <p>Target: 50 sqm</p>	<p>Actual no. of online copies: <u>1 copy</u> for one page directory in online platform and <u>1 printed copy</u> for hanging banner (4 x 6 sqm).</p> <p>Actual no. of designs: <u>1 design</u>.</p> <p>Actual no. of printed copies: <u>1,000 copies</u>.</p> <p>Actual: 1 e-version</p> <p>Actual: 1 on-line promotional media before the exhibition.</p> <p>Actual: 50 sqm</p>	
<p><u>Pavilion 3</u> Name and place of exhibition: Shenzhen International Toy & Education Fair (Toy & Edu China Expo) Date: 18 - 20/8/2022 Location: 15號館 (15A01 & 15C01) Size of pavilion: 210sqm</p>	<p>Target no. of products displayed: <u>100</u> products from <u>15</u> enterprises.</p>	<p>Actual no. of products displayed: <u>500</u> products from <u>18</u> enterprises.</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><u>On-site promotion</u> One page directory and one advertisement billboard in exhibition.</p> <p><u>Leaflets</u> Contents: To promote high quality and safer toys made from Hong Kong ODM and OBM, and the manufacturing, experience in creative, innovative design and high-tech. Distribution channels: In Hong Kong Pavilion.</p> <p><u>eDM</u> Contents: To introduce and promote the exhibition. Distribution channels: E-version such as eDM distributed by HK3C Association Limited and collaborating organizations.</p> <p><u>Online promotional media</u> Contents: To promote Hong Kong Pavilion before the exhibition. Name of platform: Toutiao (今日頭條) Date of publication: - 05 July 2022 - 18 July 2022 - 01 Aug 2022 - 15 Aug 2022</p> <p><u>Business networking area</u> A networking area set-up for HK ODM & OBM to expand business network and identifying new cooperation opportunity with regional distributor, learning centre, educational institutes etc. in Mainland China.</p>	<p>Target no. of designs: <u>1 design</u> for one page directory and <u>1 design</u> for advertisement billboard.</p> <p>Target no. of printed copies: <u>1 copy</u> for one page directory and <u>1 copy</u> for advertisement billboard.</p> <p>Target no. of designs: <u>1 design</u>.</p> <p>Target no. of printed copies: <u>1,000 copies</u>.</p> <p>Target: 1 e-version</p> <p>Target: 1 on-line promotional media before the exhibition.</p> <p>Target: 50 sqm</p>	<p>Actual no. of designs: <u>1 design</u> for one page directory and <u>1 design</u> for advertisement billboard.</p> <p>Actual no. of printed copies: <u>1 copy</u> for one page directory and <u>1 copy</u> for advertisement billboard.</p> <p>Actual no. of designs: <u>1 design</u>.</p> <p>Actual no. of printed copies: <u>1,000 copies</u>.</p> <p>Actual: 1 e-version</p> <p>Actual: 1 on-line promotional media before the exhibition.</p> <p>Actual: 50 sqm</p>	
2. Awareness seminar			
<p>Date: 29/1/2021</p> <p>Time: 13:30 – 17:30 (<u>4</u> hours)</p> <p>Venue: The Wave (Kwun Tong)</p>	<p>Target no. of participants: <u>50</u> (physical seminar & webinar)</p>	<p>Actual number of participants: <u>85</u> (physical seminar: 16 & webinar - zoom: 69)</p>	

[illegible]

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>are interested in Mainland toy related industries, toys manufacturer, enterprises, ODM, OBM etc.</p> <p>(iii) Video played during exhibition. Target audience: visitors of the exhibition.</p> <p>Soft copy available at:</p> <p>Project webpages: http://hk3ca.org/</p> <p>Tencent Video: https://v.qq.com/x/page/t3247p3rmpe.html</p> <p>Youku: https://v.youku.com/v_show/id_XNTE1NzE2MDI0NA==.html?spm=a2h3p.8244740.0.0</p>			
4. Promotional webpages			
<p>Launching date: 28 Feb 2021</p> <p>Web address: http://hk3ca.org/</p> <p>Can be accessed via QR code:</p>  <p>The QR code was printed on leaflet of the exhibition and on-site advertisement of the original design and brand in Hong Kong Pavilions.</p>	Target no. of webpages: <u>4 pages</u>	Actual no. of webpages: <u>4 pages</u>	As the project webpages were launched on 28 Feb 2021, after the awareness seminar held on 29 Jan 2021, the QR code was not printed on the leaflet of the awareness seminar.

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 date ¹	Actual completion date (if applicable)	Status (C/D/N)	Reasons for not meeting the original target completion date
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¹ As stated in the approved project proposal.

	Formation of project selection committee	31/12/2021		C	
	Design and production of leaflet of awareness seminar				
	Recruit the participant for the awareness seminar				
(a)	Organize awareness seminar	31/01/2021		C	
(b)	Design and production of promotional video	30/04/2021		C	
	Design and production of promotional webpages				
	Advertisement for Pavilion (Beijing)				
	Design and production of promotion leaflets of Pavilion (Beijing)				
(c)	Design and build Pavilion (Beijing)				
	Shipping materials and products to exhibition (Beijing)	31/05/2021		C	
	Organize and conduct Pavilion (Beijing)				
(d)	Update project webpages				
	Advertisement for Pavilion (Chengdu)	10/11/2022		C	
	Design and production of promotion leaflets of Pavilion (Chengdu)				
(e)	Design and build Pavilion (Chengdu)				
	Shipping materials and products to exhibition	30/11/2022		C	
	Organize and conduct Exhibition (Chengdu)				
(f)	Update project webpages				
	Design and production of promotion leaflets of Pavilion (Shenzhen)	31/07/2022		C	
	Advertisement for Pavilion (Shenzhen)				
(g)	Design and build Pavilion (Shenzhen)				
	Shipping materials and products to exhibition (Shenzhen)	31/08/2022		C	
	Organize and conduct Pavilion (Shenzhen)				
(h)	Update project webpages				
(i)	Report and evaluation	31/12/2022		C	

Note:

- (i)
- (ii)