

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	Smart City Consortium Limited
Implementation Agent(s) (if any)	:	NA
Project reference no.	:	T21 001 005
Project title	:	Promotion of top Hong Kong smart city businesses in Mainland China – Internet of Things (IoT), information security and property technology
Period covered in this report (whole project duration)	:	From 15/10/2021 to 14/10/2022 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

The project was to set up two Hong Kong Smart City Pavilions, in China Hi-Tech Fair (CHTF) in Shenzhen on 27-29 Dec 2021 and China Smart City Expo (CSCE) in Beijing in September 2022 respectively, to reinforce Hong Kong's position as a leading smart city in the region. Collaborating organisations of the project are Hong Kong Software Industry Association, and Hong Kong Information Technology Joint Council.

HK Smart City pavilion in China Smart City Expo 2022 in Beijing, originally scheduled in August/September 2022, was cancelled due to ongoing pandemic. The cancellation notice is announced by expo organiser in September 2022.

The products and services of 25 Hong Kong companies in IoT, Information Security and Property and Property Technology sectors were presented at HK Smart City Pavilion at CHTF 2021. Publicity efforts included project website, press releases, exhibition booklets and TV wall introducing the performance of Hong Kong ICT sectors. The Pavilion was also awarded "Excellent Design" award. According to the questionnaire of Pavilion at CHTF, 80% exhibitors (out of 25 exhibitors) believed the Pavilion helped promote HK's IT image, 76% believed it helped boost the industry competitiveness and attract mainland/foreign users' attention; while 68% agreed it helped build business network. All exhibitors in the HK Pavilion indicated they would participate again if there were opportunities in future.

The HK Smart City Pavilion are sponsored by the Trade and Industrial Organisation Support Fund from the Trade and Industry Department, HKSAR Government.

Project objectives (in about 50 words)

With the rapid development of internet, ICT have become omnipresent in our daily lives. Many mainland cities are finding efficient ICT solutions to improve urban management. The proposed project aims to provide a platform at major exhibitions for HK's ICT sectors to establish business relationship with potential partners and return with innovative solutions and ideas, hence enhancement of HK's technology development.

Developing into Smart Cities is the present trend of advanced counties in the world. As a cosmopolitan city, Hong Kong strives to be a leader in this field through the consolidation of new technologies such as the Internet of Things (IoT), information security, and property technology, etc. The urban problems in Hong Kong, such as the land scarcity, pollution, and more, have brought valuable business opportunities and industrial development to Smart City enterprises, in order to find efficient solutions. The project is a combination of the online and offline promotion, to promote the business of Hong Kong's Smart City related IT businesses through the establishment of the Hong Kong Pavilion, business matching, and social applications.

Collaborating Organisations (if any)

1. Hong Kong Software Industry Association Limited (HKSIA) 香港軟件行業協會有限公司
2. Hong Kong Information Technology Joint Council Limited (HKITJC) 香港資訊科技聯會有限公司

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: YEUNG Man Yui, Gary, MH	President, Smart City Consortium
Deputy Project Coordinator	: LEUNG Man Ying, Phoebe	Executive Director, Smart City Consortium

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>15/10/2021</u>	<u>14/10/2022</u>	<u>12</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.

1. Mr Eric Yeung, Honorary President, Smart City Consortium Limited
2. Mr Gary Yeung, President, Smart City Consortium Limited
3. Mr Kenny Chien, Chairman, Hong Kong Software Industry Association Limited
4. Mr Kenneth Chan, Vice President, Hong Kong Information Technology Joint Council Limited
5. Ms Phoebe Leung, Executive Director, Smart City Consortium Limited

Roles: Monitor project implementation, screening exhibitors and vetting, promotion of the event.

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. Hong Kong pavilions			
For Pavilion 1 Name and place of exhibition: China Hi-Tech Fair 2021, Shenzhen, China Date: 27 – 31 December 2021 (Physical exhibition for 3 days from 27 – 29 Dec 2021 and online exhibition for 5 days from 27 – 31 Dec 2021) Size of pavilion: 247.5 sqm Selection criteria adopted: (1) Originality and creativity of products/services; (2) Quality of proposed presentation of products/services	Target no. of products displayed: _25_ products/service items from _25_ enterprises	Actual no. of products displayed: _35_ products/service items from _25_ enterprises	NA
For Pavilion 2 (cancelled) Name and place of exhibition: China Smart City Expo 2022, Beijing, China Date: cancelled (originally scheduled in September 2022)	Target no. of products displayed: _25_ products from _25_ enterprises	Cancelled	Cancellation of Hong Kong pavilion in China Smart City Expo 2022 in Beijing due to ongoing pandemic, originally scheduled in August/September 2022. The cancellation notice is announced in September 2022 by expo organiser.

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)
2. Opening Ceremony			
<p>For Pavilion 1</p> <p>Date: 27 December 2021</p> <p>Time: 12:30 – 13:00 (30 mins)</p> <p>Venue: Inside the HK Pavilion at China Hi-Tech Fair 2021</p> <p>Other details: Ribbon cutting ceremony hosted by Mr Sam Fan, Honorary Treasurer, Smart City Consortium Limited</p> <p>Other officiating guests included:</p> <ol style="list-style-type: none"> 1. Miss Vanessa Tang, Director, Shenzhen Liaison Unit, The Government of the HKSAR 2. Mr Roy Ng, Deputy Director, Shenzhen Liaison Unit, The Government of the HKSAR 3. Mr Jim Zeng, Director, Shenzhen at Hong Kong Trade Development Council 4. Mr Hao Jianqiang, Executive Director, Shenzhen Electronic Commerce Association 5. Mr Vandia Yang, Chairman of Artificial Intelligence & Cloud Committee, Smart City Consortium Limited 	<p>Target no. of participants: <u>50</u></p> <p>Target duration: <u>20</u> minutes</p>	<p>Actual no. of participants: <u>50</u></p> <p>Actual duration: <u>30</u> minutes</p>	NA
3. Project Webpages			
<p>For Pavilion 1</p> <p>Launched on 19 October 2021 under SCC website.</p> <p>Other details: A QR code for of project webpages on Exhibition Booklet, backdrop of HK Pavilion and online promotion channels.</p>	<p>Target no. of webpage: <u>1</u></p> <p>Languages: Chinese and English</p>	<p>Actual no. of website: <u>1</u></p> <p>Languages: Chinese and English</p> <p>Web address: https://smartcity.org.hk/hkpavilion-in-china-hi-tech-fair-shenzhen-2021/cn/index.html</p>	NA
4. Exhibition Booklets			
<p>For Pavilion 1</p> <p>Publishing date: 23 November 2021</p> <p>Distribution channels: On-site distribution, SCC's Facebook and project webpages</p> <p>Other details: A QR code has been printed on the booklet to link to the project webpages.</p>	<p>Target no. of printed copies: <u>500</u> (8 pages) with e-version</p> <p>Languages: Simplified Chinese</p>	<p>Actual no. of printed copies: <u>500</u> (8 pages) with e-version</p> <p>Languages: Simplified Chinese</p> <p>E-version: https://smartcity.org.hk/hkpavilion-in-china-hi-tech-fair-shenzhen-2021/cn/uploads/scc_chtf_booklet_2021.pdf</p>	NA
5. Four Videos			
<p>Launching date: 23 December 2021</p> <p>Broadcasting channels: at Pavilion LED TV, SCC website, project</p>	<p>Target length of 4 videos: <u>12</u> minutes (3 minutes</p>	<p>Actual length of 4 videos: <u>13:53</u> minutes (3</p>	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)
webpages, Facebook, Youku and YouTube	each) Languages in voice-over: Cantonese and Mandarin Languages in subtitle: Simplified Chinese and English	minutes each) Languages in voice-over: Cantonese and Mandarin Languages in subtitle: Simplified Chinese and English <u>Video #1 香港智慧城市聯盟楊文銳會長介紹香港智慧生活科技的發展</u> Actual length : _3:19_ minutes <u>Video #2 智慧城市聯盟副會長兼物聯網委員會主席曾劍鋒博士工程師介紹香港物聯網的發展</u> Actual length : _3:41_ minutes <u>Video #3 香港智慧城市聯盟資訊科技管理委員會主席龐博文先生介紹香港訊息安全的發展</u> Actual length : _3:24_ minutes <u>Video #4 香港智慧城市聯盟房地產科技委員會主席胡達明先生介紹香港房地產科技的發展</u> Actual length : _3:29_ minutes	
6. Promotional activities			
SCC Website	Target promotion per expo in event calendar and press release section: _2_ times	Actual promotion per expo in event calendar and press release section: _4_ times	NA
SCC Facebook Page	Target promotion per expo: 3 times	Actual promotion per expo: 4 times	NA
E-newsletter	Target promotion per expo: 2 times	Actual promotion per expo: 2 times	NA
Smart Vision publication	Target promotion per expo: _1_ time	Actual promotion per expo: _0_ time	Smart Vision (智城) was

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)
			previously handled by a production house, not by SCC secretariat. Last July we were told by the production house that there were staff turnover in the production house's editorial team thus not able to publish "Smart Vision". The production house is in the process of recruiting staff to take up the work.
7. Post-event report (e-version)			
For Pavilion 1 A report that reviewed the performance of the pavilion and summarised the feedback from the exhibitors.	Target no. of report: __1__(e-version) Languages: Chinese and English	Actual no. of report: __1__(e-version) Languages: Chinese and English The report was distributed at SCC website, project webpage, and e-Newsletter (https://smartcity.org.hk/index.php/en/past-detail/77-past-events-2021/1192-past-event-293)	

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
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¹ As stated in the approved project proposal.

<u>China Hi-Tech Fair, Shenzhen, China (高交會)</u>		14/11/2021	31/1/2022	D	Please refer to Note (i).
<ul style="list-style-type: none"> - Preparation and recruitment for the exhibition - Produce 4 videos, booklets, and set-up project webpages - Publish the event at various promotional materials (SCC e-Newsletters, project webpages, 					
(a)	<u>Facebook)</u>				
	- Set up the pavilion at China Hi-Tech Fair and organise the opening ceremony	30/11/2021	31/1/2022	D	Please refer to Note (i).
(b)					
	- Dissemination – Write post-event report; Publicize the event on SCC Website, e-Newsletter and Facebook	31/12/2021	28/2/2022	D	Please refer to Note (i).
(c)					
	- Dissemination – Publicize the event on 1 st Smart Vision publication	31/12/2021		NA	Smart Vision (智城) was previously handled by a production house, not by SCC secretariat. Last July we were told by the production house that there were staff turnover in the production house's editorial team thus not able to publish "Smart Vision". The production house is in the process of recruiting staff to take up the work.
(d)					
	<u>Smart City Expo (智博會) (August/September 2022)</u>	31/03/2022		N	Cancellation of Hong Kong pavilion in China Smart City Expo 2022 in Beijing due to ongoing pandemic, originally scheduled in August/September 2022. The cancellation notice is announced in September 2022 by expo organiser.
(e)					
	- Produce video, booklets, and set-up project webpages	14/08/2022		N	
	- Publish the event at promotional materials (SCC e-newsletter, project webpages, Facebook and 2 nd Smart Vision publication)				
(f)					
	- Set up the pavilion at Smart City Expo	30/09/2022		N	
(g)					
	- Dissemination – Write post-event report; share with Members on SCC Website, e-Newsletter and Facebook	14/10/2022		N	
	- Follow ups (including contacting, interviewing attendees, and ways of improvement and more)				
(h)					
(i)					
<u>Note:</u>					
(i)					
(ii)					