

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Federation of Hong Kong Industries</u>	
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council</u>	
Project reference no.	:	<u>T21 001 010</u>	
Project title	:	<u>To promote the technical competency of Hong Kong precision mould and plastic component manufacturing industry in international arena</u>	
Period covered in this report (whole project duration)	:	From <u>15/10/2021</u> (dd/mm/yyyy)	to <u>14/01/2024</u> (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

The Hong Kong mould and die industry meets the increasing global demand for precision plastic components and moulds. Hong Kong manufacturers have developed exceptional capabilities in mould design and manufacturing, particularly for special plastic components. They offer turnkey solutions, including mould fabrication and plastic component production, with shorter lead times and competitive pricing compared to overseas competitors.

Therefore, a project is proposed to introduce and promote the capabilities of the Hong Kong mould and die industry as a collective turnkey solution provider in precision mould manufacturing and component production through participation in major plastic technology exhibitions in Germany and the Mainland. Additionally, an industry promotion video and directory will be produced to further enhance their visibility.

Project objectives (in about 50 words)

To introduce the Hong Kong mould and die industry's capability and promote a collective image as a turnkey solution provider in precision mould manufacturing and component manufacturing with precision injection moulding

Collaborating Organisations (if any)

Hong Kong Mould and Die Council (Group 14 of FHKI)

Hong Kong Plastic Industry Council (Group 15 of FHKI)

Hong Kong Electrical Product Council (Group 4 of FHKI)

Hong Kong (SME) Economic and Trade Promotional Association Limited

Society of Plastic Engineers (Hong Kong) Limited

Hong Kong Plastic Machinery Association Limited

Hong Kong Critical Components Manufacturers Association 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	: Bonnie CHAN	Director-General of FHKI
Deputy Project Coordinator	: Felix CHOI	Elected Member of General Committee of FHKI and Chairman of Hong Kong Mould and Die Council (Group 14 of FHKI)

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	15/10/2021	14/03/2023	17
Revised (if applicable)	NA	14/01/2024	27

2. Summary of Project Results

Governance

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

Name	Organisation/ Company
Mr Felix CHOI	General Committee Member of Federation of Hong Kong Industries (FHKI) and Chairman of Hong Kong Mould and Die Council (HKMDC)
Mr Bernie TING	General Committee Member of FHKI and Chairman of Hong Kong Plastic Industry Council
Mr Patrick HO	Convener, Overseas Affairs Committee, HKMDC
Ms Maggie TSOI	Convener, Membership Relations Committee, HKMDC
Mr HC LI	Convener, Hong Kong and Mainland Affairs Committee, HKMDC
Mr. YC KO	Head of Smart Machinery and Composite Technology, Hong Kong Productivity Council (HKPC)
Mr Raymond T.M.CHAN	Vice Chairman of Hong Kong Plastic Machinery 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. Hong Kong pavilions in exhibitions			
Pavilion 1 Name and place of exhibition: Chinaplas 2023, Shenzhen, PRC Date: 17-20 Apr 2023 Size of pavilion: 100 sqm Selection criteria adopted: <ul style="list-style-type: none"> • Advancement of the precision mould, plastic components and critical part of mould in technology development • Compliance with international quality management and other technical system e.g. ISO9000, TS16949, ISO13485, ISO14000, etc. • Recognition by competition or award • With track record on offering precision plastic components and moulds to Europe and the Mainland is preferable Other details: <ul style="list-style-type: none"> • The HK Pavilion was comprised of 2 areas: <ul style="list-style-type: none"> (i) 70 sqm exhibition area (ii) 30 sqm discussion area • Onsite promotion: 	Target no. of products displayed: 150 critical part of precision moulds and precision plastic components from 20 enterprises	Actual no. of products displayed: 154 critical part of precision moulds and precision plastic components from 21 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)
(i) 1 banner advertisement in the exhibition e-catalogue; (ii) 1 advertisement board (6mW x 2.5mH) <ul style="list-style-type: none"> Information of the pavilion was uploaded to HKMDC's website at: https://hkmdc.org.hk/tc/event_detail.php?cid=2&evt=92 			
Pavilion 2 Name and place of exhibition: Fakuma 2023, Friedrichshafen, Germany Date: 17-21 Oct 2023 Size of pavilion: 72 sqm Selection criteria adopted: <ul style="list-style-type: none"> Advancement of the precision mould, plastic components and critical part of mould in technology development Compliance with international quality management and other technical system e.g. ISO9000, TS16949, ISO13485, ISO14000, etc. Recognition by competition or award With track record on offering precision plastic components and moulds to Europe and the Mainland is preferable Other details: <ul style="list-style-type: none"> The HK Pavilion was comprised of 2 areas: <ul style="list-style-type: none"> (i) 50 sqm exhibition area (ii) 22 sqm discussion area Onsite promotion: <ul style="list-style-type: none"> (i) 1 advertisement on digital trade fair directory; (ii) 2 sets of billboard advertisement (1 outdoor (6.75m x 4.74m) and 1 indoor (6.88m x 3.22m)) at exhibition ground Information of the pavilion was uploaded to HKMDC's website at: https://hkmdc.org.hk/tc/event_detail.php?cid=2&evt=99 	Target no. of products displayed: 108 critical part of precision moulds and precision plastic components from 20 enterprises	Actual no. of products displayed: 215 critical part of precision moulds and precision plastic components from 20 enterprises	
2. Awareness seminar			
Date: 11 Mar 2022 Time: 09:30-12:30 (3 hours) Venue: Webinar (Zoom) Topics covered: <ul style="list-style-type: none"> (i) Introduction to project, including objectives, China and Europe markets, the two exhibitions under the project. (ii) Experience sharing on exploration of 	Target no. of participants: 60 Duration: 3 hours	Actual no. of participants: 89 Duration: 3 hours	The awareness seminar introduced information of Chinaplas 2022 and K Fair 2022 according to

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>precision mould and plastic component market in Europe and the Mainland.</p> <p>Speakers:</p> <p>(i) Mr. YC KO, Head of Smart Machinery and Composite Technology, HKPC</p> <p>(ii) Mr. Danny Lee, Business Director, Hongrita Mold Ltd</p> <p>(iii) Mr. Henrick Li, Sales Director, Kenta Enterprise Co Ltd</p> <p>Other details:</p> <ul style="list-style-type: none"> Information of the awareness seminar including recruitment method for joining the pavilions, eDM leaflet and Speaker's presentation file was upload to HKMDC's website: https://hkmdc.org.hk/tc/event_detail.php?cid=2&evt=92 <p>and FHKI's website: https://www.industryhk.org/tc/past-events/20220311-hkpavilion-seminar/</p>			the original proposal but the participation in these two exhibitions was subsequently changed to Chinaplas 2023 and Fakuma 2023 due to the cancellation of Chinaplas 2022 by the organiser and unavailability of exhibition space in the K Fair.
3. Industry Directory			
<p>E-version completion date: 14 Feb 2022</p> <p>Printed version completion date: 25 Mar 2022</p> <p>Distribution channels: to Overseas buyers during exhibitions in Germany and the Mainland and mail to overseas companies or Mainland companies after the exhibitions</p> <p>Other details:</p> <ul style="list-style-type: none"> Languages: English and Chinese The e-version of the Directory was uploaded to HKMDC's website: http://hkmdc.org.hk/tc/publication.php 	<p>Target no. of Hong Kong enterprises included in the directory: 80 companies</p> <p>Target no. of printed copies: 500 copies</p> <p>Target distribution: 400 copies to be distributed in the HK Pavilions in the Mainland and Germany for distribution. 100 copies to be further distributed by mail to Mainland/overseas companies after the exhibitions.</p>	<p>Actual no. of Hong Kong enterprises included in the directory: 103 companies</p> <p>Actual no. of printed copies: 500 copies</p> <p>Actual distribution: 200 copies distributed in Chinaplas 2023.</p> <p>200 copies distributed in Fakuma.</p> <p>The remaining 100 hard copies will be sent out upon request by interested parties.</p>	
4. Promotional Video			
<p>Launching date: 14 Aug 2022</p> <p>Languages in voice-over: English, Putonghua</p> <p>Languages in subtitle: English, Simplified Chinese</p> <p>Broadcasting channels: Broadcast in HK Pavilion and HKMDC's website.</p> <p>Soft copy available at: http://hkmdc.org.hk/tc/event_detail.php?cid=2&evt=92</p>	<p>Target length of video: 4 minutes</p>	<p>Actual length of video: 4-minute and 40-second for English version, 4-minute for Chinese version</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)
Other details: <ul style="list-style-type: none"> The promotional video was broadcasted in the Hong Kong pavilions in the two exhibitions. The QR code was printed on the leaflet of the pavilion, which enables access to the video via the internet. 			
5. Dissemination seminar			
Date: 5 Jan 2024 Time: 13:00-16:00 (3 hours) Venue: Hybrid mode (both on-site seminar and online webinar) Topics covered: (i) Experience sharing on exploration of market in Chinaplas and Fakuma (ii) Feedback comment from visitors in Chinaplas and Fakuma (iii) Sharing on the project results Speakers: (i) Mr. YC KO, Head of Smart Machinery and Composite Technology, HKPC (ii) Mr. Danny Lee, Business Director, Hongrita Mold Ltd (iii) Mr. Denny Wu, General Manager, In-Moldmatic Industrial Ltd (iv) Mr. Mike Lo, Consultant, Legacy Innovation Development Ltd. Other details: <ul style="list-style-type: none"> Information of the dissemination seminar including recruitment method for joining the pavilions, eDM leaflet and Speaker's presentation file was upload to HKMDC's website: Leaflet https://hkmdc.org.hk/tc/event_detail.php?cid=1&evt=100 Speaker's presentation file https://hkmdc.org.hk/tc/event_detail.php?cid=2&evt=95 	Target no. of participants: 60 (on-site plus online) Duration: 3 hours	Actual no. of participants: 64 (on-site plus online) Duration: 3 hours	
6. Promotional activities			
a) Leaflets for Promoting HK Pavilion (hardcopies) <u>For Chinaplas 2023:</u> Contents: The information of the Pavilion Distribution channel: Distributed in Chinaplas 2023 Other details: The softcopy of the leaflets was	Target no. of design: 2 versions for Chinaplas 2023 and Fakuma 2023 Target no. of printed copies: 1,000 copies for each exhibition	Actual no. of design: 1 version for Chinaplas 1 version for Fakuma Actual no. of printed copies: 1000 copies for Chinaplas 1000 copies for Fakuma	

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>uploaded to HKMDC's website: http://hkmdc.org.hk/tc/event_detail.php?cid=2&evt=92</p> <p><u>For Fakuma 2023:</u> Contents: The information of the Pavilion Distribution channel: Distributed in Fakuma 2023</p> <p>Other details: The softcopy of the leaflets was uploaded to HKMDC's website: https://hkmdc.org.hk/tc/event_detail.php?cid=2&evt=99</p>			
<p>b) Leaflets for awareness and dissemination seminars (electronic version)</p> <p><u>Awareness seminar:</u> Date: 22 Jan 2022 Contents: To recruit participants to attend the awareness seminar and the exhibitions Distribution channels: Via email through database of FHKI, HKPC and collaborating organisations</p> <p>Other details: Uploaded to HKMDC's website: http://hkmdc.org.hk/tc/event_detail.php?cid=3&evt=95 https://fhki.s3.ap-east-1.amazonaws.com/assets/pages/Recruitment%20Poster%20for%20Display%20v5.pdf</p> <p><u>Dissemination seminar:</u> Date: 5 Jan 2024 Contents: To recruit participants to attend the dissemination seminar Distribution channels: Via email through database of FHKI, HKPC and collaborating organisations</p> <p>Other details: Uploaded to HKMDC's website: https://hkmdc.org.hk/tc/event_detail.php?cid=1&evt=100</p>	<p>Target no. of design: , 1 version for awareness seminar and 1 version for dissemination seminar</p>	<p>Actual no. of design: 1 version for awareness seminar and 1 version for dissemination seminar</p>	
<p>c) On-site advertisement</p> <p><u>For Chinaplas 2023</u> 1 on-site advertisement board at central corridor level 2 (size: 6mW x 2.5mH)</p>	<p>Target: 1 on-site advertisement board for Chinaplas 2 sets of billboard advertisement for Fakuma (1 outdoor</p>	<p>Actual: 1 on-site advertisement board for Chinaplas 2 sets of billboard advertisement for Fakuma (1 outdoor</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)
For Fakuma 2023 2 sets of billboard advertisement (1 outdoor and 1 indoor at exhibition ground)	and 1 indoor)	and 1 indoor)	
<p>d) Banner advertisement in exhibition e-catalogue / advertisement on digital trade fair directory</p> <p><u>Banner advertisement in exhibition e-catalogue for Chinaplas</u> Distribution channel: Chinaplas' official exhibition website Date of publication: 17 Apr 2023 Period of e-banner advertisement: 17-20 Apr 2023</p> <p><u>Advertisement on digital trade fair directory for Fakuma</u> Distribution channel: Fakuma official exhibition website Date of publication: 17 Oct 2023 Period of advertisement: 17-21 Oct 2023</p>	Target no.: 1 e-banner for Chinaplas and 1 advertisement for Fakuma	Actual no.: 1 e-banner for Chinaplas and 1 advertisement for Fakuma	
e) E-banner on the website of FHKI	<p>Target duration of e-banner: 15 months in total with 3 designs:</p> <ul style="list-style-type: none"> · 2 designs for Chinaplas (9 months); and · 1 design for Fakuma and dissemination seminar (6 months) 	<p>Actual duration of e-banner: 11 months with 2 designs for Chinaplas</p> <p>1st e-banner for promoting Chinaplas 2022 from 15 December 2021 to 14 April 2022 (4 months)</p> <p>2nd e-banner for promoting Chinaplas 2023 and post-exhibition highlight from 15 October 2022 to 14 May 2023 (7 months)</p> <p>3rd e-banner for promoting Fakuma and dissemination seminar from 15 June 2023 to 14 December 2023 (6 months)</p>	The 1 st e-banner was published before the sudden cancellation of Chinaplas 2022. A total of 11 months had been published and FHKI would absorb the costs of two months in view of the sudden change to strengthen the promotional effect.

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)
f) E-banner on the website of Hong Kong Plastic Machinery Association	Target duration of e-banner: 15 months in total with 3 designs: · 2 designs for Chinaplas (9 months); and · 1 design for Fakuma (6 months)	Actual duration of e-banner: 11 months with 2 designs for Chinaplas 1 st e-banner for promoting Chinaplas 2022 from 15 December 2021 to 14 April 2022 (4 months) 2 nd e-banner for promoting Chinaplas 2023 and post-exhibition highlight from 15 October 2022 to 14 May 2023 (7 months) 3 rd e-banner for promoting Fakuma and dissemination seminar from 15 June 2023 to 14 December 2023 (6 months)	The 1 st e-banner was published before the sudden cancellation of Chinaplas 2022. A total of 11 months had been published and Hong Kong Plastic Machinery Association would absorb the costs of two months in view of the sudden change to strengthen the promotional effect.

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
(a)	• To form a project steering committee	14/11/2021		C	
	• To publish an E-banner on the websites of FHKI and Hong Kong Plastic Machinery Association (2 versions for 9 months in total) for Chinaplas	14/06/2022	14/05/2023 Note (i)	C	
(b)	• To compile the industry directory of HK precision mould and plastic component manufacturers	14/02/2022		D	Note (ii)
(c)	• To develop the promotional video	14/04/2022	14/08/2022 Note (i)	C	
(d)					

¹ As stated in the approved project proposal.

	• To design and send out the promotional leaflet for the awareness seminar	14/04/2022		C	
(e)	• To organise the awareness seminar				
	• To publish an E-banner on the websites of FHKI and Hong Kong Plastic Machinery Association (6 months) for Fakuma	14/02/2023	14/12/2023 Note (iii)	C	
(f)	• To develop promotional leaflet and on-site advertisements for Fakuma	14/10/2022	14/10/2023 Note (iii)	C	
	• To recruit local manufacturers to contribute display items for the Hong Kong Pavilion in Fakuma				
(g)	• To setup and organise the HK Pavilion in Fakuma	14/11/2022	14/11/2023 Note (iii)	C	
(h)	• To develop promotional leaflet and on-site advertisements for Chinaplas	14/04/2022	14/04/2023 Note (i)	D	Note (iv)
	• To recruit local manufacturers to contribute display items for the Hong Kong Pavilion in Chinaplas				
(i)	• To setup and organise the HK Pavilion in Chinaplas	14/05/2022	14/05/2023 Note (i)	C	
(j)	• To design and send out the promotional leaflet for the dissemination seminar	14/03/2023	14/01/2024 Note (iii)	C	
(k)	• To organise the dissemination seminar				

Note:

- (i) Due to the cancellation of Chinaplas 2022 amid the COVID-19 pandemic, approval was granted on 8 June 2022 for rescheduling the participation in Chinaplas from April 2022 to April 2023, with target completion dates of promotional video, e-banners and related promotional activities to tie in with the revised exhibition date and extending the project duration to 14 August 2023.
- (ii) Although the e-version of the industry directory was completed on 14 February 2022, the printed copy was completed on 25 March 2022 for waiting the confirmation of whether Chinaplas 2022 would be cancelled or postponed until 18 March 2022.
- (iii) As exhibition space in K Fair 2022 was not available for setting up the proposed Hong Kong pavilion, approval was granted on 15 August 2022 for participating in Fakuma in October 2023 instead of K Fair in October 2022, with target completion dates of e-banner for Fakuma, related promotional activities and dissemination seminar to tie in with the revised exhibition date and extending the project duration to 14 January 2024.
- (iv) Since the booth showcase design was finalized one week before the exhibition, we would like to include the booth layout and 3D sketch in the leaflet to enable visitor to have better understanding. Hence, the e-version of the leaflet was completed on 13 April 2023 and it take a few days for the vendor to print the physical copy. The printed copy was finally delivered on 17 April 2023.