

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Hong Kong Plastic Machinery Association Limited</u>	
Implementation Agent(s) (if any)	:	(1) Hong Kong Productivity Council (HKPC) (2) Productivity (Dongguan) Consulting Company Limited (DGWFOE)	
Project reference no.	:	<u>T21 002 014</u>	
Project title	:	<u>To promote the intelligent manufacturing system of Hong Kong plastic machinery manufacturers in China</u>	
Period covered in this report (whole project duration)	:	From <u>01/12/2021</u> (dd/mm/yyyy)	to <u>31/01/2024</u> (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

This project is proposed to organize a campaign to promote the intelligence manufacturing system solution offered from different brands of Hong Kong plastic machinery manufacturers to demonstrate how to integrate different brand of machine and auxiliary equipment into a single intelligent manufacturing system. The project includes the setup of a Hong Kong pavilion at exhibition, business networking and technical seminars. A promotional advertisement, leaflets and E-banner will also be produced.

Project objectives (in about 50 words)

To promote Hong Kong plastic machinery manufacturing industry as an intelligent manufacturing turnkey solution provider for the Mainland market

Collaborating Organisations (if any)

Hong Kong Mould and Die Council

Hong Kong Plastics 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	Mr Jim Liu	Chairman of HKPMA
Deputy Project Coordinator	Ir Ko Yiu Cho	Head of Smart Machinery and Composite Technology of HKPC

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	01/12/2021	31/01/2023	14
Revised (if applicable)	01/12/2021	31/01/2024	26

2. Summary of Project Results

Governance

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

The steering committee consisted of representatives from the Hong Kong Plastic Machinery Association (HKPMA) and the Hong Kong Productivity Council (HKPC) in a distribution at below:

1. Mr. Jim Liu, Chairman of HKPMA
2. Mr. Zen Chan, Standing Vice-Chairman of HKPMA
3. Mr. W. C. Leung, Vice-Chairman of HKPMA
4. Mr. Raymond Chan, Vice-Chairman of HKPMA
5. Mr. Eddie Cheung, Vice-Chairman of HKPMA
6. Mr. Y.C.Ko, Senior Consultant of Hong Kong Productivity Council
7. Mr. Felix Choi, Chairman of Hong Kong Mould and Die Council

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: Chinaplas 2023, Shenzhen Date: 17-20 April 2023 (4 days) Size of pavilion: <u>150</u> sqm Selection criteria adopted: <ul style="list-style-type: none"> • Technological advancement of machinery/equipment e.g. special features, multifunctional • Machine / equipment technical performance e.g. precision, reliability • Comply with international quality management e.g. ISO 9000 • Track record on offering intelligent manufacturing • Adopt smart plastic injection technology application and development e.g. real time data exchange, IoT function Other details: <ul style="list-style-type: none"> • Hong Kong pavilion and a tailor-made intelligent manufacturing plastic injection demonstration line were set up. 	Target size of pavilion: <u>140</u> sqm (Including a demonstration area: <u>55</u> sqm, an exhibition area: <u>55</u> sqm and discussion area: <u>30</u> sqm) Target no. of products displayed: At least <u>8</u> machinery or equipment from at least <u>3</u> enterprises for demonstration area and <u>50</u> products from <u>7</u> enterprises for exhibition area	Actual size of pavilion: <u>150</u> sqm (including a demonstration area: <u>55</u> sqm, an exhibition area: <u>55</u> sqm and discussion area: <u>40</u> sqm) Actual no. of products displayed: 10 machinery and equipment from <u>4</u> enterprises for demonstration area and <u>104</u> products from <u>8</u> enterprises for exhibition area	The exhibition organiser was only able to offer <u>150</u> sqm pavilion size instead of <u>140</u> sqm (as stated in the project proposal) to HKPMA. Therefore, the size of the discussion area was changed to <u>40</u> sqm instead of <u>30</u> sqm (as stated in the project proposal).

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)
<ul style="list-style-type: none"> Onsite promotion: 1 set of onsite advertisement on two pillars at the 2/F hall entrance lobby for Chinaplas 2023, and 1,000 hardcopies of the exhibition leaflet were distributed during the exhibition period. 			
<p>Pavilion 2 Name and place of exhibition: DMP Greater Bay Area Industrial Expo 2023, Shenzhen Date: 27-30 Nov 2023 (4days) Size of pavilion: 150 sqm Selection criteria adopted: Other details:</p> <ul style="list-style-type: none"> Technological advancement of machinery/equipment e.g. special features, multifunctional Machine / equipment technical performance e.g. precision, reliability Comply with international quality management e.g. ISO 9000 Track record on offering intelligent manufacturing Adopt smart plastic injection technology application and development e.g. real time data exchange, IoT function Hong Kong pavilion and a tailor-made intelligent manufacturing plastic injection demonstration line were set up. Onsite promotion: 1 set of E-banner advertisement on Tradeshow eNewsletter at DMP 2023, and 1,000 hardcopies of the exhibition leaflet were distributed during the exhibition period. 	<p>Target no. of products displayed:</p> <p>Target size of pavilion: <u>140</u> sqm (Including a demonstration area: <u>55</u> sqm, an exhibition area: <u>55</u> sqm and discussion area: <u>30</u> sqm)</p> <p>Target no. of products displayed: At least <u>8</u> machinery or equipment from at least <u>3</u> enterprises for demonstration area and <u>50</u> products from <u>7</u> enterprises for exhibition area</p>	<p>Actual size of pavilion: <u>150</u> sqm (including a demonstration area: <u>55</u> sqm, an exhibition area: <u>55</u> sqm and discussion area: <u>40</u> sqm)</p> <p>Actual no. of products displayed: <u>11</u> machinery and equipment from <u>5</u> enterprises for demonstration area and <u>124</u> products from <u>7</u> enterprises for exhibition area</p>	<p>The exhibition organiser was only able to offer <u>150</u> sqm pavilion size instead of <u>140</u> sqm (as stated in the project proposal) to HKPMA. Therefore, the size of the discussion area was changed to <u>40</u> sqm instead of <u>30</u> sqm (as stated in the project proposal).</p>
2. e.g. Business networking sessions			
<p>1st business networking session Date: 19 April 2023 Time: 11:00 – 12:00 (<u>1</u> hour) Venue: Discussion area in Hong Kong pavilion 1 Other details: networking session includes B2B meeting, face to face communication with trade association.</p>	<p>Target no. of participants from Hong Kong: <u>25</u> Target no. of overseas / Mainland buyers: <u>25</u></p>	<p>Actual no. of participants from Hong Kong: <u>25</u> Actual no. of overseas / Mainland buyers: <u>32</u></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)
2 nd business networking session Date: 29 Nov 2023 Time: 11:00 -12:00 (<u>1</u> hours) Venue: Discussion area in Hong Kong pavilion 2 Other details: networking session includes B2B meeting, face to face communication with trade association.	Target no. of participants from Hong Kong: <u>25</u> Target no. of overseas / Mainland buyers: <u>25</u>	Actual no. of participants from Hong Kong: <u>31</u> Actual no. of overseas / Mainland buyers: <u>29</u>	N/A
3. e.g. Seminars / Workshops / Conferences / Symposiums			
1st technical seminar Date: 19 April 2023 Time: 14:00 – 15:00 (<u>1</u> hour) Venue: Conference room in the exhibition centre at Chinaplas 2023 Topics covered: The application of intelligent manufacturing system in plastic injection moulding industry One Hong Kong Speaker: Huang Ru, IoT Assistant Manager, Technology Speakers: <u>1</u>	Target no. of participants: <u>30</u>	Actual no. of participants: <u>27</u>	Since the seminar room is located at the end of the exhibition centre which is far from the HKPMA pavilion exhibition hall, it lead to fewer participants joined the seminar, hence the number of participants participating in the seminar session was lower than the target.
2nd technical seminar Date: 29 Nov 2023 Time: 14:00-15:15 (<u>1</u> hours) Venue: Conference room in the exhibition centre at DMP 2023 Topics covered: <ul style="list-style-type: none"> How to apply IoT to assist quality management in injection molding production processes. Hong Kong Speaker: Mr Huang Ru Industry 4.0 implementation plan - using AI for quality estimation in injection molding and using IoT for parameter control in injection molding. China Speaker: Mr. Zhou Feng Speakers: <u>2</u> Other details:	Target no. of participants: <u>30</u>	Actual no. of participants: <u>36</u>	N/A
4. Promotion 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>Leaflets for the pavilions, technical seminars and business networking sessions</p> <p>Contents:</p> <ul style="list-style-type: none"> • Introduction of project background including information of pavilion, business networking session and technical seminar • Technical information of intelligent manufacturing plastic injection demonstration line and the information of demonstrate product <p>Distribution channels:</p> <ul style="list-style-type: none"> • Hardcopies were distributed during the exhibition period • E-version of the leaflet was uploaded to the HKPMA's website for public access. (http://www.hkpma.com/en/news.php?wid=58&cid=13) 	<p>Target no. of designs: <u>2</u> version</p> <p>Target no. of printed copies: <u>1,000</u> copies each</p>	<p>Actual no. of printed copies:</p> <p><u>1</u> version for Chinaplas 2023</p> <p>Actual no. of printed copies: <u>1,000</u> copies for Chinaplas 2023</p> <p><u>1</u> version for DMP 2023</p> <p>Actual no. of printed copies: <u>1,000</u> copies for DMP 2023</p>	N/A
<p>Invitation leaflets in eDM format</p> <p>Content:</p> <ul style="list-style-type: none"> • To introduce the Hong Kong Chinaplas 2023 and DMP 2023 to recruit exhibitors for the pavilions <p>Distribution channels:</p> <ul style="list-style-type: none"> • Sent through the network of HKPMA and collaborating organisations 	<p>Target no. of pages: <u>1</u> page each</p>	<p>Actual no. of pages: <u>3</u> pages for Chinaplas 2023</p> <p><u>3</u> pages for DMP 2023</p>	As the leaflet included the details of the activities, the booth location and the registration information, it required 3 pages to house the required information with readable size wordings and graphics. There is no cost implication.
<p>Onsite advertisement in exhibition at Chinaplas 2023</p> <p>Duration: 17-20 April 2023</p> <ul style="list-style-type: none"> • Onsite advertisements on two pillars at the hall entrance lobby near the Hong Kong pavilion at Chinaplas <p>E-banner advertisement on tradeshow e-newsletter of 2023 DMP</p> <p>Duration: 27-30 Nov 2023</p> <ul style="list-style-type: none"> • Leaderboard banner placed in two positions on the Tradeshow 	<p>Target no. of advertisement: <u>1</u> set</p>	<p>Actual no. of advertisement: <u>1</u> set</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)
eNewsletter of DMP Other details: To introduce the details of the Hong Kong pavilion, technical seminar and business networking session in the Chinaplas 2023 & DMP 2023			
E-banner on the Applicant's website (http://www.hkpma.com/tc/index.php) and Mould Die Council (http://hkmdc.org.hk/en/index.php)	Target duration: <u>18</u> months on each website	Actual duration: <u>18</u> months in each website	

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) <u>To form a project steering committee</u> To line up with Hong Kong plastic machinery manufacturers for setting up the 1 st demonstration line and form the Hong Kong pavilion participating group	<u>31/03/2022</u>	<u>NA</u>	<u>C</u>	
(b) <u>To develop the intelligent manufacturing system tailor made for the demonstration line</u> To conduct trial run for the 1 st demonstration line	<u>31/03/2022</u>	<u>NA</u>	<u>C</u>	
(c) <u>To design and produce the promotional material for Hong Kong pavilion at Chinaplas 2023</u> To publish e-banner on HKPMA and MDC website	<u>31/03/2022</u>	<u>31/03/2023</u>	<u>C</u>	<u>Refer to note (i)</u>
(d) <u>To organize the Hong Kong pavilion, business networking session and technical seminar at Chinaplas 2023</u> To upload the project deliverables to the HKPMA website	<u>31/03/2022</u>	<u>31/03/2023</u>	<u>C</u>	<u>Refer to note (i)</u>
(e) <u>To design and produce the promotional material for Hong Kong pavilion at Chinaplas 2023</u> To publish e-banner on HKPMA and MDC website	<u>31/03/2022</u>	<u>30/11/2023</u>	<u>C</u>	<u>Refer to note (i)</u>
(f) <u>To organize the Hong Kong pavilion, business networking session and technical seminar at Chinaplas 2023</u> To upload the project deliverables to the HKPMA website	<u>31/05/2022</u>	<u>30/06/2023</u>	<u>C</u>	<u>Refer to note (i)</u>
(g) <u>To design and produce the promotional material for Hong Kong pavilion at Chinaplas 2023</u> To publish e-banner on HKPMA and MDC website	<u>31/05/2022</u>	<u>30/06/2023</u>	<u>C</u>	<u>Refer to note (i)</u>
(h) <u>To design and produce the promotional material for Hong Kong pavilion at Chinaplas 2023</u> To publish e-banner on HKPMA and MDC website	<u>31/05/2022</u>	<u>30/06/2023</u>	<u>C</u>	<u>Refer to note (i)</u>

¹ As stated in the approved project proposal.

	To line up with Hong Kong plastic machinery manufacturers for setting up the 2 nd demonstration line and form the “Hong Kong pavilion”				
(i)	participating group	31/10/2022	31/10/2023	C	Refer to note (i)
(j)	To conduct trial run and the 2 nd demonstration line	31/10/2022	31/10/2023	C	Refer to note (i)
(k)	To design and produce the promotional leaflet for Hong Kong pavilion at DMP 2023	31/10/2022	31/10/2023	C	Refer to note (i)
(l)	To organize the Hong Kong pavilion, business networking session and technical seminar at DMP 2023	31/01/2023	31/01/2024	C	Refer to note (i)
(m)	To upload the project deliverables to the HKPMA website	31/01/2023	31/01/2024	C	Refer to note (i)

Note:

(i) Due to the COVID-19 pandemic, the exhibition organiser announced that the Chinaplas has been postponed from April 2022 to April 2023. The project amendment was approved in June 2022 to reschedule the timing of participation in Chinaplas and extend the project duration by five months. A project amendment was also approved in December 2022 to reschedule the timing of participation in the DMP from November 2022 to November 2023 and extend the project duration by seven months to 31 January 2024, among other changes. The implementation timeline of the relevant deliverables has been updated accordingly.