

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	Hong Kong & Kowloon Textile Fabrics Wholesalers Association Limited
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council
Project reference no.	:	T21 002 015
Project title	:	To illustrate the technical strengths of Hong Kong fabric suppliers to potential buyers in ASEAN
Period covered in this report (whole project duration)	:	From 01/01/2022 to 31/08/2023 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

Facing the problem of declining sales turnover in export markets, it is crucial for Hong Kong fabric suppliers to increase the industry publicity, build on its existing strengths and explore new export opportunities by demonstrating its comparative advantage in research and development, material innovations, applications of sustainable materials, worldwide certification recognition as well as professional knowledge on fabrics, order quantity flexibility, quick response and high quality, etc.

With reference to increasing demand for high-quality advanced material in ASEAN, HKTFA set up Hong Kong Pavilions in Vietnam and Thailand to demonstrate the strength of the Hong Kong textile industry and access business opportunities. Besides, a dissemination seminar is organised to provide facts and details of trade opportunities in ASEAN region.

Project objectives (in about 50 words)

- To promote Hong Kong textiles industry by demonstrating its capabilities in ASEAN
- To assist Hong Kong textiles SMEs to access business opportunities through participation in international trade shows in ASEAN

Collaborating Organisations (if any)

1. Hong Kong Apparel Society Limited
2. Clothing Industry Training Authority
3. The Hong Kong General Chamber of Textiles Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Mr Lee Yee Tuen, Alan</u>	<u>President, Hong Kong & Kowloon Textile Fabric Wholesaler Association Ltd.</u>
Deputy Project Coordinator	: <u>Mr Ko Yiu Cho</u>	<u>Head, Smart Machinery and Composite Technology, Smart Manufacturing Division of Hong Kong Productivity Council</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>01/01/2022</u>	<u>30/06/2023</u>	<u>18</u>
Revised (if applicable)	<u>01/01/2022</u>	<u>31/08/2023</u>	<u>20</u>

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 Alan Lee	President of Hong Kong & Kowloon Textile Fabrics Wholesalers Association Limited
Mr Ko Yiu Cho	Head, Smart Machinery and Composite Technology, Smart Manufacturing Division of Hong Kong Productivity Council
Ms Tissa Chun	Director of Chun Wing Hing Trading Co Ltd
Mr Jack Choi	Director of Kai Cheong Lining Co Ltd
Mr Travis Li	Lecturer of Hong Kong Design Institute

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. Briefing sessions			
Briefing sessions for Thailand exhibition Date: 4 May 2023 Time: 16:00 - 17:00 (1 hour) Venue: Room 119, HKPC Building and webinar via zoom Topics covered: (i) Introduction of HKTFA and review the experience in SaigonFabric 2023(介紹布商聯會及SaigonFabric 2023) (ii) Sharing the experience in SaigonFabric 2023 (分享 SaigonFabric 2023 香港館盛況及見聞) (iii) Introduction of Hong Kong Pavilion@GFT 2023 (介紹香港館@GFT 2023)	Target no. of participants: approximately 30 participants	Actual no. of participants: 20 online participants and 14 on-site participants (34 participants in total)	
Briefing sessions for Vietnam exhibition Date: 3 Feb 2023 Time: 11:00 -12:00 (1 hour) Venue: Room 119, HKPC Building and webinar via zoom Topics covered: (iv) Introduction of HKTFA and review the experience in participating exhibition (介紹布	Target no. of participants: approximately 30 participants	Actual no. of participants: 19 online participants and 19 on-site participants (38 participants in total)	

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)
商聯會和分享過往參加展覽成效和心得) (v) Introduction of Hong Kong Pavilion@SaigonFabric 2023 (介紹香港館@SaigonFabric 2023)			
2. Hong Kong pavilions in exhibitions			
Hong Kong Pavilion Name and place of exhibition: GFT (Garment Fabric & Textile Expo), Bangkok, Thailand Date: 21 – 24 Jun 2023 (4 days) Size of pavilion: 54sqm Selection criteria adopted: business nature (i.e. Hong Kong SMEs), company's history (e.g. date of establishment, records such as any business-related disputes or fraudulent activity), fabric types (e.g. knit, woven, lace, etc.), occasions (e.g. formal, casual, outdoor, etc.), properties (e.g. functional, aesthetic, trims and decoration, etc.), quality of the displayed items	Target no. of products displayed: 1,000 pieces of fabric sample and accessories from 50 enterprises	Actual no. of products displayed: 1,000 pieces of fabric sample and accessories from 54 enterprises	
Hong Kong Pavilion Name and place of exhibition: Vietnam Saigon Fabric & Garment Accessories Expo, Ho Chi Minh City, Vietnam Date: 5 – 8 Apr 2023 (4 days) Size of pavilion: 54sqm Selection criteria adopted: business nature (i.e. Hong Kong SMEs), company's history (e.g. date of establishment, records such as any business-related disputes or fraudulent activity), fabric types (e.g. knit, woven, lace, etc.), occasions (e.g. formal, casual, outdoor, etc.), properties (e.g. functional, aesthetic, trims and decoration, etc.), quality of the displayed items	Target no. of products displayed: 1,000 pieces of fabric sample and accessories from 50 enterprises	Actual no. of products displayed: 1,000 pieces of fabric sample and accessories from 50 enterprises	
3. Swatch book			
Hard covered swatch book with 80 pages Selection criteria of products for display: The steering committee will vote for appropriate candidates to participate in each pavilion. Selection of candidates is based on different criteria, such as business nature (i.e. Hong Kong SMEs), company's history (e.g. date of establishment, records such as any business-related disputes or fraudulent activity), fabric types (e.g. knit, woven, lace, etc.),	Two versions (500 copies, around 80 swatches from about 50 textiles SMEs, 1000 in total)	Two versions (500 copies, 500 copies (80 swatches from 50 SMEs) for Vietnam exhibition, 500 copies (80 swatches from 50 SMEs) for Thailand exhibition	

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)
occasions (e.g. formal, casual, outdoor, etc.), properties (e.g. functional, aesthetic, trims and decoration, etc.), quality of the displayed items.			
4. Dissemination seminar			
Dissemination seminar Date: 18 Jul 2023 Time: 11:00 - 13:00 (2 hours) Venue: Room 121, HKPC Building and webinar via zoom Topics covered: (1) 介紹布商聯會 (2) 分享SaigonFabric 2023和GFT 2023 香港館盛況 (3) SaigonFabric 2023香港館見聞及經驗分享 (4) 分享越南市場和發展商機 (5) GFT 2023香港館見聞及經驗分享 (6) 分享泰國市場和發展商機 (7) 智能紡織之未來趨勢 Speakers: (1) Mr Alan Lee, President of HKTFA (2) Ms Prudence Lam, Senior Consultant, Smart Manufacturing Division of Hong Kong Productivity Council (3) Ms Cherry Kwok, Sales & Marketing Director of Charlotte K International Limited (4) Ms Mark Sim, Principal Consultant, Passion Consultants (Singapore) PTE LTD (5) Mr Charles Cheng, CEO of Smart Trend Worldwide Limited (6) Ms April Lam, Founder & CEO of Aello Consulting Company Ltd (7) Dr Fei Bin, Professor of School of Fashion and Textiles, The Hong Kong Polytechnic University Other details: Q&A sessions were arranged to allow participants to express their opinions and discuss with speakers.	Target no. of participants: approximately 60 participants	Actual no. of participants: 18 online participants and 59 on-site participants (77 participants in total)	

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)
5. Promotional activities for Thailand Exhibition			
Online advertisement	1 website banner on GFT official website	1 website banner on GFT official website	
Onsite advertisements	1 2-side hanging banner over the pavilion	1 2-side hanging banner over the pavilion	
E-leaflet Languages: English and Thai	Languages: English and Thai	Languages: English and Thai	
6. Promotional activities for Vietnam Exhibition			
Printed advertisement on show directory	Printed advertisement on show directory	Printed advertisement on show directory	
Onsite advertisements	Onsite advertisements	Onsite advertisements	
Leaflet Languages: English and Vietnamese	Leaflet Languages: English and Vietnamese	Leaflet Languages: English and Vietnamese	

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 steering committee	28/02/2022		C	

¹ As stated in the approved project proposal.

	- To compile a leaflet for the Thailand exhibition	30/06/2023	C	
	- To line up various products and services from different sectors in the Hong Kong textile industry for forming the pavilion set up in Thailand			
	- To design the advertisement for the Thailand exhibition			
	- To liaise with the vendors for the best location in the exhibition, the design and production of on-site advertisements			
	- To design, set up and manage Hong Kong pavilion at the Thailand exhibition			
	- To collect fabric swatches and consolidate fabric information for swatch book production for the Thailand exhibition			
	- To design and produce the swatch book for the Thailand exhibition			
(b)				
	- To promote the briefing session for the Thailand exhibition in various channels and recruit participants	31/05/2023	C	
	- To organize the briefing session for Thailand exhibition			
(c)				
	- To promote the briefing session for Vietnam exhibition in various channels and recruit participants	31/03/2023	C	
	- To organize the briefing session for Vietnam exhibition			
(d)				
	- To compile a leaflet for the Vietnam exhibition	30/04/2023	C	
	- To line up various products and services from different sectors in the Hong Kong textile industry for forming the pavilion set up in Vietnam			
	- To design the advertisement for the Vietnam exhibition			
	- To liaise with the vendors for the best location in the exhibition, the design and production of on-site advertisements			
	- To design, set up and manage Hong Kong pavilion at Vietnam exhibition			
	- To collect fabric swatches and consolidate fabric information for swatch book production for the Vietnam exhibition			
	- To design and produce the swatch book for the Vietnam exhibition			
(e)				
	- To identify and invite speakers to deliver the dissemination seminar	31/08/2023	C	
	- To organize a dissemination seminar			
(f)				