

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>HK People And Brands Limited</u>
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council</u>
Project reference no.	:	<u>T21 003 009</u>
Project title	:	<u>To demonstrate the technical strength of food and beverage of Hong Kong brands to potential markets in the Greater Bay Area</u>
Period covered in this report (whole project duration)	:	From <u>01/08/2022</u> to <u>31/07/2024</u> (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

Hong Kong, as Asia's World City, is known for its high-quality products, stringent food safety and hygiene standards and advance processing technology. With a diverse range of offerings, from traditional Chinese snacks to modern health-conscious options, the industry is well-positioned to cater evolving consumer preferences. Expanding into the China market presents a substantial opportunity, given the rising demand for premium food products and the growing middle class seeking diverse healthy packaged food and beverage of high hygiene and safety standards. Moreover, China used to be the largest market for Hong Kong's processed food and beverage exports, accounting for 47% of the total. Therefore, it is crucial for Hong Kong food and beverage industry to enhance their market share in China.

In this project, Hong Kong food and beverage enterprises demonstrated capabilities of providing safe and healthy "Made in Hong Kong" or "Made by Hong Kong" food through participating in international food expo in Guangzhou. Four training seminars covering focused topics, including relevant laws and logistics in the Greater Bay Area, branding and intellectual properties, e-commerce, and online marketing were held before the expo to enrich the exhibitors' knowledge on business environment of China market. Other activities like business networking session and promotional video, as well as promotion activities such as online promotion and on-site advertisement, were also developed.

Project objectives (in about 50 words)

- To promote Hong Kong processed food and beverage industry by demonstrating its capabilities in the Greater Bay Area
- To assist Hong Kong SMEs from processed food and beverage industry to access the business opportunities through participation in international trade shows in the Greater Bay Area

Collaborating Organisations (if any)

- Hong Kong Federation of Restaurants & Related Trades Limited (HKFORT)
- Institute of Dining Professionals Limited
- Hong Kong Small and Medium Enterprises Association Limited (HKSMEA)
- Innovative Entrepreneur Association Company Limited
- Hong Kong General Chamber of Young Entrepreneurs Limited
- Hong Kong Retail Technology Industry Association Limited (RTIA)
- The Association for Hong Kong Catering Services Management Limited (HKCSM)
- The Hong Kong Food Council Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	Mr Cheng Hoi Him, Zacharias	Chairman, HK People And Brands Limited
Deputy Project Coordinator	Mr Lai Wai Wah, Francis	Head, Smart Industrial System and Composite Technology, Smart Manufacturing Division

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	01/08/2022	31/07/2023	12
Revised (if applicable)	01/08/2022	31/07/2024	24

2. Summary of Project Results

Governance

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

Name	Organisation
Mr Zacharias Cheng	Federation of Fur Manufacturers and Dealers (Hong Kong) Limited (HKFF)
Mr Donald Tse	Hong Kong Federation of Restaurants & Related Trades Limited
Mr Winston Yeung	Hong Kong Federation of Restaurants & Related Trades Limited
Prof Calvin Tse	Kam Kee Holdings Limited
Mr Lai Wai Wah, Francis (From 16 Mar 2024)	Hong Kong Productivity Council (HKPC)
Mr Ko Yiu Cho (Up to 15 Mar 2024)	Hong Kong Productivity Council (HKPC)

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 session			
Briefing session for Expo Food Guangzhou Date: 22 March 2023 Time: 13:30 – 14:30 (1 hour) Format: On-site and online broadcast Topics: (i) Review the food market in the Mainland and (ii) Introduction of the exhibition in Expo Food Guangzhou and Hong Kong pavilion Speakers: Mr Zacharias Cheng, Chairman of HKFF and Ms Prudence Lam, Senior Consultant of HKPC	Target no. of participants: 30 Target duration: 1 hour	Actual no. of participants: 51(9 onsite and 42 online) Actual duration: 1 hour	
2. Hong Kong Pavilion			
Hong Kong Pavilion in Expo Food Guangzhou Date: 10-12 May 2024 Size of pavilion: 120 sqm Venue: 廣交會場館 A 區 (Hall 1.1 1C32) Selection criteria adopted: A selection committee has carried out selection for appropriate candidates based on criteria such as business nature, company's history, origin of	Target no. of products displayed: about 100 products from 30 enterprises Target size of pavilion: approximately 108 sqm	Actual no. of products displayed: more than 100 products from 53 enterprises Actual size of pavilion: 120 sqm	

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>product, product types and quality of the displayed items of enterprises.</p> <p>Other details: The pavilion will be divided into 3 main sections, including advanced technology, food safety, and additive free.</p>			
3. Business networking sessions (2 times)			
<p>Date: 10 May 2024 Time: Session 1 – 11:00 - 12:00 & Session 2 – 14:30 – 15:30 Venue: Hong Kong Pavilion in Expo Food Guangzhou</p> <p>Other details: e-networking facilities were set-up in the Hong Kong Fur Pavilion to connect overseas potential buyers with Hong Kong fur enterprises who were not able to join the exhibition on-site</p>	<p>Target no. of participants: approximately 50 participants including 15 Hong Kong representatives</p> <p>Target duration: 1 hour for each session</p>	<p>Actual no. of participants: 50 participants including 20 Hong Kong</p> <p>Actual duration: 1 hour for each session</p>	
4. Training seminars			
<p>Training seminar 1</p> <p>Date: 7 Dec 2022 Time: 10:00-13:00 (3 hours)</p> <p>Format: Hybrid mode (i.e. both physical and in the form of webinar)</p> <p>Venue: The Wave, 4 Hing Yip Street, Kwun Tong</p> <p>Topic: Relevant laws, requirements and logistics arrangement in the Greater Bay Area</p> <p>Speaker: 徐威律師 齊物文化（廣州）有限公司</p>	<p>Target no. of participants: 30</p> <p>Target duration: 3 hours</p>	<p>Actual no. of participants: 67 (12 onsite and 55 online)</p> <p>Actual duration: 3 hours</p>	
<p>Training seminar 2</p> <p>Date: 7 Dec 2022 Time: 14:30-17:30 (3 hours)</p> <p>Format: Hybrid mode (i.e. both physical and in the form of webinar)</p> <p>Venue: The Wave, 4 Hing Yip Street, Kwun Tong</p> <p>Topic: Branding and Intellectual Properties</p> <p>Speaker: Ms Cherrie Chong,</p>	<p>Target no. of participants: 30</p> <p>Target duration: 3 hours</p>	<p>Actual no. of participants: 49 (9 onsite and 40 online)</p> <p>Actual duration: 3 hours</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)
Managing Director of HUYI Global Information Hong Kong Limited			
<p>Training Seminar 3:</p> <p>Date: 28 Feb 2023 Time: 14:30 – 17:30</p> <p>Format: On-site and online broadcast</p> <p>Venue: The Wave, 4 Hing Yip Street, Kwun Tong</p> <p>Topics: E-commerce of Greater Bay Area</p> <p>Speakers: Mr Clay Sen, Head of SEO, Ecommerce and Content Plus of GroupM</p>	<p>Target no. of participants: 30</p> <p>Target duration: 3 hours</p>	<p>Actual no. of participants: 61 (10 onsite and 51 online)</p> <p>Actual duration: 3 hours</p>	
<p>Training Seminar 4:</p> <p>Date: 22 Mar 2024 Time: 15:00 – 18:00 Format: On-site and online broadcast</p> <p>Venue: The Wave, 4 Hing Yip Street, Kwun Tong</p> <p>Topics: Online Marketing</p> <p>Speakers: Mr Ricky Chan, Founder of Reform Marketing Solutions Limited</p>	<p>Target no. of participants: 30</p> <p>Target duration: 3 hours</p>	<p>Actual no. of participants: 55 (10 onsite and 45 online)</p> <p>Actual duration: 3 hours</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)
5. Promotional video			
<p>Languages in voice-over: Putonghua and Cantonese</p> <p>Languages in subtitle: Simplified Chinese and traditional Chinese</p>	<p>Target length of video: Approximately 3 minutes</p>	<p>Actual length of video: Cantonese: 3 minutes and 35 seconds</p> <p>Putonghua: 3 minutes and 36 seconds</p> <p>According to the supplier confirmation, the cost of the video is same as the agreed one (i.e. HKD82,000) even the actual length of video is longer.</p>	
6. Webpage			
<p>Webpage address: https://www.hkpeoplebrands.org/tsf-zh/</p> <p>Language: Simplified Chinese, Traditional Chinese and English</p> <p>Launching date: 31 Dec 2022</p>	<p>Target no. of webpages: 1</p>	<p>Target no. of webpages: 1</p>	
7. Dissemination seminar			
<p>Date: 21 June 2024</p> <p>Time: 16:30-18:30 (2 hours)</p> <p>Venue: Sparkmen Venue, Room 2303-4, 23/F, Orient International Tower, 1018 Tai Nan West Street, Lai Chi Lok</p> <p>Topics: Seminar of Business Opportunities for F&B Industry in Mainland</p> <ol style="list-style-type: none"> 1. Overview of the Hong Kong Pavilion at Food Expo Guangzhou 2. Sharing Exhibiting Experience at Hong Kong Pavilion at Food Expo Guangzhou 3. Sharing Successful Experiences in Accessing Mainland Market 4. Trends in Mainland F&B Industry and Consumer Tastes 5. Sharing E-commerce Trends and Monetisation Methods for Hong 	<p>Target no. of participants: 60</p> <p>Target duration: 2 hours</p>	<p>Actual no. of participants: 67 (16 onsite and 51 online)</p> <p>Actual duration: 2 hours</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)
Kong Brands Speakers: 1. Ms. Prudence Lam, HKPC 2. Mr. Alex Li, Director of X Pro Production Limited 3. Mr. Zacharias Cheng, Chairman of Hong Kong People and Brands 4. Mr. Jonathan Sin, Asia and Greater Bay Area Brand Development and Sales Consultant of Hong Kong Lifestyle Brand 5. Ms. Yanling Chen, CEO of ShenZhen XiaoWei Technology Co., Ltd.			
8. Promotional activities			
Online advertisement 1 website banner on official website of Expo Food Guangzhou (www.fgggle.com)	Target duration: 2 months Target: 1 time	Actual duration: 2 months Actual: 1 time	
On-site advertisement 1 signboard and 2 hanging banners	Target: 1 time	Actual: 1 time	
Leaflet Languages: Simplified Chinese and English Completion date: 2 May 2024 Distribution channel: Distributed at the exhibition to draw visitors to the Hong Kong Pavilion Other details: QR code linking to the video was included in leaflet.	Target no. of designs: 1 Target no. of printed copies: 1,000	Actual no. of designs: 1 Actual no. of printed copies: 1,000	

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

¹ As stated in the approved project proposal.

(a)	• To form a steering committee	31/09/2022	C	
(b)	• To prepare for the design and production of project webpages	31/12/2022	C	
	• To launch the project webpages			
(c)	• To line up with various Hong Kong enterprises for video shooting	31/01/2023	C	
	• To finalise the promotion video			
(d)	• To organise 4 sessions of training seminars	31/03/2023	C	
(e)	• To update project information on the project webpages	31/07/2024	C	
(f)	• To recruit participants for the briefing session	31/03/2023	C	
	• To organise the briefing session			
(g)	• To conduct promotional activities (design and production of online advertisement, on-site advertisements and leaflet)			
	• To line up various products from different enterprises in the Hong Kong food and beverage industry for forming the pavilion	31/05/2024	C	
	• To design, set up and manage Hong Kong pavilion			
	• To organise 2 business networking sessions at Expo Food Guangzhou			
(h)	• To organise a dissemination seminar for the exhibition	31/07/2024	C	