

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	Hong Kong Optical Manufacturers Association Limited
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council
Project reference no.	:	T21 004 003
Project title	:	Promote the advantage of Hong Kong eyewear industry in the adoption of 3D technology in eyewear design and production
Period covered in this report (whole project duration)	:	From 1/10/2022 to 30/11/2023 (dd/mm/yyyy) (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

The project aims to setup a large-scale of Hong Kong Pavilion in Milan and Hong Kong to promote innovative 3D technologies of Hong Kong eyewear, showcasing innovative structure, materials and fashion insights.

In addition to exhibition and seminars in Milan and Hong Kong, another significant deliverable of the project is the development of an online showcase platform, this platform will revolutionise the eyewear industry by providing a new direction for production, display and promotion. It will be served as a long-term promotion materials for the Hong Kong eyewear industry, seamlessly linked to the applicant's website, directory, and social media accounts.

### Project objectives (in about 50 words)

To promote the capabilities of Hong Kong eyewear manufacturers in adopting innovative 3D technologies in design and production to buyers in the European market through participation in exhibitions and setting up a virtual platform.

### Collaborating Organisations (if any)

Hong Kong Eyewear Designer Club

Federation of Hong Kong Industries Group 28 Spectacles and optical products

Hong Kong Trade Development Council

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Nathan Wong	Secretary (R&D), Hong Kong Optical Manufacturers Association Limited
Deputy Project Coordinator	: Linda Poon	Executive Secretary, Hong Kong Optical Manufacturers Association Limited

### 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>1/10/2022</u>	<u>30/11/2023</u>	<u>14</u>
Revised (if applicable)			

## 2. Summary of Project Results

### Governance

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

1. Mr Nathan Wong, Secretary, Research & Development of Hong Kong Optical Manufacturers Association
2. Ms Linda Poon, Executive Secretary of Hong Kong Optical Manufacturers Association
3. Mr Evan Tse, President of Hong Kong Optical Manufacturers Association
4. Mr Kenny Kwok, Executive Committee Member of Hong Kong Optical Manufacturers Association
5. Dr Ge Ming, General Manager, Robotics and Artificial Intelligence Division of HKPC
6. Mr Wayne Yung, Senior Consultant, Intelligent Applications, Robotics and Artificial Intelligence Division of HKPC
7. Mr Will Li, Associate Director, Business Development, Hong Kong Trade Development Council
8. Mr Calvin Kwan, Vice Chairman, Hong Kong Eyewear Designer Club
9. Mr Tony Chow, Chairman, Federation of Hong Kong Industries (Spectacles and Optical Products Group)

### 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: MIDO Eyewear Show, Fieramilano, Milan, Italy Date: 4 – 6 Feb, 2023 Size of pavilion: 100 sqm Selection criteria adopted: <ul style="list-style-type: none"> <li>• Original designs or manufactured by local Hong Kong designers or eyewear companies.</li> <li>• 3D technologies should be adopted in design and production.</li> <li>• Able to demonstrate Hong Kong's strength to show high quality standard eyewear design with innovative structure, materials and fashion insights.</li> <li>• International award winning and outstanding entries in recent years, for example, iF award, RedDot award, V.Award, etc.</li> <li>• Selection of products for two exhibitions will be conducted in the same recruitment exercise and enterprises may participate in two exhibitions. Enterprises</li> </ul>	Target no. of products displayed: _50_ products from _30_ Hong Kong eyewear companies  _20_ eyewear 3D models from _20_ Hong Kong eyewear companies	Actual no. of products displayed: _81_ products from _30_ Hong Kong eyewear companies  _24_ eyewear 3D models from _20_ Hong Kong designers companies	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)
<p>not selected for displaying their product in pavilion 1 would not have a higher priority to be selected for displaying their product in pavilion 2.</p> <p>On-site promotion: Distribution of directory, online advertisement on social media in Facebook and Instagram</p> <ul style="list-style-type: none"> <li>1 e-banner on e-show guide; and</li> <li>1-page advertisement on physical guide</li> </ul> <p>Other details:</p> <ul style="list-style-type: none"> <li>Online showcase platform demonstrated in the pavilion through access with smartphones by scanning QR codes and access with VR headsets</li> </ul>	<p>Target: _1_ design</p> <p>Target: _1_ design</p>	<p>Actual: _1_ design</p> <p>Actual: _1_ design</p>	
<p>Pavilion 2 Name and place of exhibition: Hong Kong International Optical Fair, Hong Kong, China Date: 8 – 10 Nov, 2023 Size of pavilion: 48 sqm Selection criteria adopted: Same as Pavilion 1</p> <p>On-site promotion: Distribution of directory, online advertisement on social media in Facebook and Instagram</p> <p>Other details:</p> <ul style="list-style-type: none"> <li>Online showcase platform demonstrated in the pavilion through access with smartphones by scanning QR codes and access with VR headsets</li> </ul>	<p>Target no. of products displayed: _30_ products from _20_ enterprises</p> <p>_20_ eyewear 3D models from _20_ Hong Kong eyewear companies</p>	<p>Actual no. of products displayed: _45_ products from _20_ enterprises</p> <p>_24_ eyewear 3D models from _20_ Hong Kong designers companies</p>	N.A.
<b>2. Seminars</b>			
<p>1st Seminar in MIDO 2023 Date: 4 Feb 2023 Time: 16:30- 17:30 (_1_ hour) Venue: Otticlub area inside MIDO Eyewear Show Topic covered: New State of Eyewear Manufacturing Speakers: 1. Mr Evan Tse, President of HKOMA 2. Mr Kenny Kwok, CEO of Kelfred Holdings Limited</p>	<p>Target no. of participants: _100_ (including both online and offline)</p> <p>Target duration: _1_ hour</p>	<p>Actual no. of participants: _104_ (including _68_ online and _36_ offline)</p> <p>Actual duration: _1_ hour</p>	N.A.
<p>2nd Seminar in HKIOF 2023 Date: 9 Nov 2023 Time: 14:30- 15:30 (_1_ hour)</p>	<p>Target no. of participants: _100_ (including both</p>	<p>Actual no. of participants: _153_ (including _63_ online</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)
<p>Venue: The Forum, Hall 1, HKCEC Topic covered: Revolutionising Eyewear Design: Exploring 3D Technologies, Innovations and Material Trends Speakers:</p> <ol style="list-style-type: none"> <li>1. Mr Georg G. Libuda, Consultant of Chu Kong Optical Mfy., Ltd</li> <li>2. Mr Delon Cheng, Director of Sunbond Optix Ltd.</li> <li>3. Mr Daniel Chan, Head of Design and Production Development of Stepper Division of Arts Optical Company Ltd</li> </ol>	<p>online and offline)</p> <p>Target duration: <u>1</u> hour</p>	<p>and <u>90</u> offline)</p> <p>Actual duration: <u>1</u> hour</p>	
<b>3. Directory</b>			
<p>Publishing date: 4 Feb 2023 Languages: Chinese and English Distribution channels: Distribute at exhibition hall and send through collaborating organisations, and HKPC E-version available at: HKOMA's website: <a href="https://www.hkoptical.org.hk/news/TSF%202022/Eyewear%20Booklet%202023_full%20pages.pdf">https://www.hkoptical.org.hk/news/TSF%202022/Eyewear%20Booklet%202023_full%20pages.pdf</a> Other details: The link to the e-version will be added to the online showcase platform and social media accounts.</p>	<p>Target no. of Hong Kong enterprises included in the directory: <u>300</u></p> <p>Target no. of enterprises providing extraordinary eyewear design for the directory: <u>50</u></p> <p>Target no. of printed copies: <u>1000</u> copies each for Milan and Hong Kong exhibitions</p>	<p>Actual no. of Hong Kong enterprises included in the directory: <u>356</u> with 29 Hong Kong eyewear designers</p> <p>Actual no. of enterprises providing extraordinary eyewear design for the directory: <u>33</u></p> <p>Actual no. of printed copies: <u>1000</u> copies each for Milan and Hong Kong enterprises.</p>	<p>As it took more time than expected to collect contact information of Hong Kong eyewear enterprises for compiling the directory, we decided to include only the extraordinary eyewear designs from 33 enterprises in the printed version. At the end, we were able to collect contact information of 356 Hong Kong eyewear enterprises and the information was printed as supplement pages for attaching to the directory for distribution.</p>
<b>4. Online showcase platform</b>			
<p>Launching date: 4 Feb 2023 Languages: Chinese and English VR online showcase platform available at: <a href="https://www.hkoptical.org.hk/news/TSF%202022/HKPC_Eyewear_VR_Showcase_web/public_web/index.htm">https://www.hkoptical.org.hk/news/TSF%202022/HKPC_Eyewear_VR_Showcase_web/public_web/index.htm</a> AR virtual try available at: <a href="https://www.hkoptical.org.hk/2022-2023_TSF_AR%20virtual%20try.html">https://www.hkoptical.org.hk/2022-2023_TSF_AR%20virtual%20try.html</a> Other details:</p>	<p>Target no. of eyewear 3D models: about <u>20</u> from <u>20</u> Hong Kong eyewear companies</p>	<p>Actual no. of eyewear 3D models: <u>24</u> from <u>20</u> Hong Kong eyewear companies</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)
QR code to the online showcase platform will be displayed at the pavilions, printed on the directory, at the applicant's website and social media accounts.			
5. Promotional activities			
<p>Online advertisements on social media platforms (i.e. Facebook and Instagram)</p> <p>Facebook webpage:  <a href="https://www.facebook.com/HongKongOpticalManufacturersAssociation/">https://www.facebook.com/HongKongOpticalManufacturersAssociation/</a></p> <p>Date of posting:  1. 29 Dec 2022  2. 28 Jan 2023  3. 8 Feb 2023  4. 29 Mar 2023  5. 27 Apr 2023  6. 29 May 2023  7. 28 Jun 2023  8. 15 Jul 2023  9. 29 Aug 2023  10. 7 Sep 2023  11. 30 Oct 2023  12. 4 Nov 2023</p> <p>Instagram webpage:  <a href="https://www.instagram.com/eyewearhkoma/">https://www.instagram.com/eyewearhkoma/</a></p> <p>Date of posting:  1. 29 Dec 2022  2. 31 Jan 2023  3. 21 Feb 2023  4. 29 Mar 2023  5. 28 Apr 2023  6. 29 May 2023  7. 28 Jun 2023  8. 18 Jul 2023  9. 29 Aug 2023  10. 28 Sep 2023  11. 30 Oct 2023  12. 6 Nov 2023</p>	<p>Target no. of posts:  _12_ posts on each social media platform</p> <p>Target posting frequency:  _1_ post per month on each social media platform</p>	<p>Actual no. of posts:  _12_ posts on each social media platform</p> <p>Actual posting frequency:  _1_ post per month on each social media platform</p>	N.A.

## 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> <sup>1</sup>	<u>Actual completion date</u> (if applicable)	<u>Status</u> (C/D/N)	<u>Reasons for not meeting the original target completion date</u>
<ul style="list-style-type: none"> <li>Form a steering committee</li> <li>Prepare the content of posts on social media platforms</li> </ul>	31/12/2022 <sup>2</sup>		C	
(a) <u>Prepare for pavilions</u>				
<ul style="list-style-type: none"> <li>Prepare and set up the online showcase platform</li> </ul>	31/12/2022 <sup>2</sup>	4/2/2023	D	Due to the tight project schedule of collecting 3D materials from participants, the development progress and launching date of the online showcase platform has been affected and delayed
(b) <u>Produce the directory for the Hong Kong Pavilions</u>	31/12/2022 <sup>2</sup>	4/2/2023	D	Due to tight project schedule of collecting relevant materials from participants and the printing lead time required for the directory, the completion date of this deliverable has been delayed
(c) <u>Maintain social media accounts for promotion of the online showcase platform and project activities</u>	30/11/2023		C	
(d) <u>Maintain the online showcase platform</u>	30/11/2023		C	
(e) <u>Set up the "Hong Kong Pavilion" in the MIDO Eyewear Show 2023 and place the related advertisements</u>	28/02/2023 <sup>3</sup>		C	
(f) <u>Organise the 1<sup>st</sup> seminar</u>				
<ul style="list-style-type: none"> <li>Set up the "Hong Kong Pavilion" in Hong Kong International Optical Fair 2023</li> </ul>	30/11/2023		C	
(g) <u>Organise the 2<sup>nd</sup> seminar</u>				

<sup>1</sup> As stated in the approved project proposal.