

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	Innovative Entrepreneur Association Company Limited
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council
Project reference no.	:	T22 001 001
Project title	:	To raise the awareness of Hong Kong giftware SMEs in the Greater Bay Area through promoting their fascinating design and creativity
Period covered in this report (whole project duration)	:	From 01/10/2022 to 31/01/2024 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

Most Hong Kong giftware enterprises aim at the moderate end of the market. They possess competitive advantages such as creative design and high product quality. However, high operating costs and limited resources in Hong Kong would make the giftware SMEs business development difficult. The project would provide opportunities linking up different Hong Kong giftware SMEs into a giftware trade union, unite the industry competitive strengths to explore the Mainland market jointly. The Hong Kong giftware brand alliance could achieve economies of scale, reduce the cost of market development, and spark a stronger market reaction that support Hong Kong giftware SMEs with awareness in the Mainland market. The Hong Kong enterprises could meet with professional giftware buyers including gifts distributors, agents, premium distributors to expand their business network through participating the deliverables of this project.

Project objectives (in about 50 words)

1. To raise the recognition of HK SMEs' high quality, creative and original design gift products in the GBA market.
2. To access business opportunities for HK giftware SMEs to link up with potential buyers in GBA.

Collaborating Organisations (if any)

1. Hong Kong Small And Medium Enterprises Association Limited
2. HK People and Brands Limited
3. Hong Kong General Chamber of Young Entrepreneurs Limited
4. Hong Kong Netrepreneurs Association Limited
5. The Cosmetic & Perfumery Association of Hong Kong Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Ms Tse King Ha, Grace	President of IEA (2022)
Deputy Project Coordinator	: Ms Coty Yip	Vice President of IEA (2022)

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	01/10/2022	31/01/2024	16
Revised (if applicable)			

2. Summary of Project Results

Governance

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

Role	Organisation	Representative	Title
Applicant	IEA	Ms Grace TSE	President (2022)
	IEA	Ms Coty YIP	Vice-president (2022)
	IEA	Ms Cherrie CHONG	Vice-president of IEA (2022) & Chairlady of HKPB (a collaborating organisation of the project)
Implementation Agent	HKPC	Ir Samson SUEN	General Manager
	HKPC	Mr Chuck FUNG	Head of Nano Material and Smart Processing ^(Note1)
Collaborating Organisation	HKSMEA	Ms Pamela MAK	Chairlady of HKSMEA (2022) (a collaborating organisation of the project)

^{Note1}: The post title of Mr Chuck FUNG was amended from “Head of Smart Processing and Advanced Material” to ‘Head of Nano Material and Smart Processing Technology’.

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. Awareness Seminar			
Date: 14/11/2022 Time: 2pm-6pm (4 hours) Venue: THE WAVE, Hing Yip Street, Kwun Tong Purpose: - Opening ceremony - To explain project details of the exhibitions (HK pavilions) and concurrent events to the industry - To introduce the recruitment requirement to the potential pavilion participants	Target no. of participants: 100 Physical participants: 60 Online participants: 40	Actual no. of participants: 103 Physical participants: 55 Webinar participants: 48	

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>(beneficiaries from HK), invite HK giftware SMEs to join the event</p> <p>Format: Hybrid mode (i.e. both physical and in the form of webinar)</p> <p>Event rundown:</p> <p>(i) Opening Ceremony & presenting speech: Speakers:</p> <ul style="list-style-type: none"> - Tse King Ha, Grace (President of IEA, 2022) - Cherrie Chong (Vice-president of IEA cum Chairlady of HKPB) <p>(ii) Information Sharing:</p> <ul style="list-style-type: none"> - Experience sharing of the successful entrepreneurs of HK SMEs in giftware industry in Mainland business Speaker: Mr Eddie Hui, Chairman, Executive Director and CEO, B.Duck Semk Holdings International Limited (Representative from enterprise with experienced product development in Mainland) - Information sharing in the gifts market in GBA Speaker: Ms Tse King Ha, Grace & Ms Coty Yip (Representative from applicant) <p>(iii) Introduction of China Import and Export Fair (Canton Fair) (Exhibition 1) and China (Shenzhen) International Gifts and Home Products Fair (Exhibition 2) Speaker: Mr. Fung Kwok Fai, Chuck & Dr. Cheung Chi Hang, Leo (Representative from HKPC)</p> <p>(iv) Introduction of recruitment for joining the HK pavilions Speaker: Mr. Fung Kwok Fai, Chuck &</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)
Dr. Cheung Chi Hang, Leo (Representative from HKPC)			
2. Hong Kong pavilion			
<p>Pavilion 1:</p> <p>Name: China Import and Export Fair (Canton Fair) (中國進出口商品交易會)</p> <p>Place: Guangzhou</p> <p>Size of pavilion: 243sqm</p> <p>Booth no: 20.1G04-30</p> <p>Date: 23-27/04/2023 (5 days)</p> <p>Selection criteria adopted: The enterprises were reviewed and selected by steering committee in accordance with selection criteria below:</p> <p>(i) Compulsory criteria:</p> <ul style="list-style-type: none"> - products from HK giftware enterprises with original designs/brands (Made by HK) - products fitting the price range and giftware categories mentioned above (price range: HKD 350 – 6000) <p>(ii) As there is limited quota for the display products, the portions of each product category will be in between 20%-40% of the total number of products</p> <p>Other details: Selected products have been displayed in four themed zones:</p> <p>(i) Prepackaged food items in giftbox, or in seasonal, festival or limited edition</p> <p>(ii) Cosmetics</p> <p>(iii) Fashion products</p> <p>(iv) Corporate premiums</p>	<p>Target size of pavilion: 243 sqm</p> <p>Target no. of products displayed:</p> <p>200 products from 20 enterprises displayed in 4 theme zones</p>	<p>Actual size of pavilion: 243 sqm</p> <p>Actual no. of products displayed:</p> <p>235 products from 20 enterprises displayed in 4 theme zones</p>	<p>The exhibitor, Winner Holdings Limited originally proposed to have 4 type of products which was being reviewed and approved by steering committee before the exhibition. However, the exhibitor only showed the leaflets and display boards showing their brand “JPAW” without displaying any products. Project team has verbally discussed with the exhibitor on this issue and will make sure every exhibitors to display exhibits complying the requirement in the coming pavilion.</p>
<p>Pavilion 2:</p> <p>Name: China (Shenzhen) International Gifts and Home</p>	<p>Target size of pavilion: 243 sqm</p> <p>Target no. of products</p>	<p>Actual size of pavilion: 243 sqm</p> <p>Actual no. of products</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)
<p>Products Fair (中國(深圳)國際禮品及家居用品展覽會)</p> <p>Place: Shenzhen</p> <p>Size of pavilion: 243sqm</p> <p>Booth no: 11G63-78 & 11H63-78</p> <p>Date: 20-23/10/2023 (4 days)</p> <p>Selection criteria adopted: The enterprises were reviewed and selected by steering committee in accordance with selection criteria below:</p> <p>(i) Same selection criteria mentioned in Pavilion 1</p> <p>(ii) Priority will be given to the enterprises not participated in Pavilion 1, while the overlapping enterprises participating both Pavilion 1 and Pavilion 2 would not exceed 50%</p> <p>Other details: Selected products have been displayed in four themed zones:</p> <p>(i) Prepackaged food items in giftbox, or in seasonal, festival or limited edition</p> <p>(ii) Lifestyle products</p> <p>(iii) Jewelry and watches</p> <p>(iv) Corporate premiums</p>	<p>displayed:</p> <p>200 products from <u>20</u> enterprises displayed in 4 theme zones</p>	<p>displayed:</p> <p>338 products from 24 enterprises displayed in 4 theme zones</p>	
3. Business networking session			
<p>Business networking session in Pavilion 1</p> <p>China Import and Export Fair (Canton Fair) (中國進出口商品交易會)</p> <p>Date: 24/4/2023</p> <p>Time: 10:00-12:30 & 14:00-16:15</p> <p>Venue: inside the HK pavilion with size 36 sqm</p> <p>Purpose: To create a face-to-face platform for HK SMEs to expand their business network with potential buyers from Mainland during exhibition period</p> <p>Theme business networking session: Prepackaged food items, Cosmetics, Fashion products, Corporate premiums</p>	<p>Target no. of participants from Hong Kong: 20 representatives from the target sector</p> <p>Target no. of Mainland potential buyers from Mainland buyers: 30</p> <p>Target Duration: 2 hours</p>	<p>Actual no. of participants from Hong Kong: 20 representatives from the target sector (Prepackaged food items: 2 Cosmetics: 2 Fashion products: 2 Corporate premiums: 14)</p> <p>Actual no. of Mainland potential buyers from Mainland buyers: 30 enterprises</p> <p>Actual Duration: 4.75 hour (2.5 hour in morning and 2.25 hour in afternoon)</p> <p>Note: The actual duration was longer than the target duration by 2.75</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)
		hour without incurred extra cost.	
<p>Business networking session in Pavilion 2 China (Shenzhen) International Gifts and Home Products Fair (中國(深圳)國際禮品及家居用品展覽會)</p> <p>Date: 21/10/2023 Time: 14:00-16:00 Venue: inside the HK pavilion with size 36 sqm</p> <p>Purpose: To create a face-to-face platform for HK SMEs to expand their business network with potential buyers from Mainland during exhibition period</p> <p>Theme business networking session: Prepackaged food items, Lifestyle products, Jewelry and watches, Corporate premiums</p>	<p>Target no. of participants from Hong Kong: 20 representatives from the target sector</p> <p>Target no. of Mainland potential buyers from Mainland buyers: 30</p> <p>Target Duration: 2 hours</p>	<p>Actual no. of participants from Hong Kong: 20 representatives from the target sector (Prepackaged food items: 2, Lifestyle products: 9 Jewelry and watches: 1 Corporate premiums: 8)</p> <p>Actual no. of Mainland potential buyers from Mainland buyers: 30</p> <p>Actual Duration: 2 hours</p>	
4. Strength Sharing Session			
<p>Strength sharing session in Pavilion 1 China Import and Export Fair (Canton Fair) (中國進出口商品交易會)</p> <p>Date: 23/04/2023 Time: 14:00-16:00 Venue: Inside the HK Pavilion of Exhibition 1</p> <p>Purpose:</p> <ul style="list-style-type: none"> - To present the capability of the HK giftware SMEs to the potential buyers and exhibition visitors for expanding business opportunities - To show the images of high product quality, design creativity and originality in HK giftware - To showcase uniqueness, novel, seasonal and festival designs in giftware by the beneficiaries - To introduce intellectual property commercialization 	<p>Target no. of participants: 30</p> <p>Target Duration: 2 hours</p>	<p>Actual no. of participants: 30</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)
<p>strategies, comprehensive and compact testing standards of HK gifts and industry achieved</p> <p>Topics:</p> <p>(i) Sharing of successful creative giftware designs and the new design trends Speaker: Ms Coty Yip (Representative from applicant)</p> <p>(ii) Strength of Hong Kong giftware products with intellectual property and brand uniqueness Speaker: Ms Cherrie Chong and Mr Zacharias Cheng (Representatives from applicant collaborating organization (HKPB))</p> <p>(iii) The latest testing and compliance checking adopted by Hong Kong giftware SME Speaker: Dr Cheung Chi Hang, Leo (Representative from HKPC) Mr Jody Yim, Director of Sales, Eurofins Scientific Group (Representative from experienced Giftware Industry Enterprise)</p>			
<p>Strength sharing session in Pavilion 2 China (Shenzhen) International Gifts and Home Products Fair (中國(深圳)國際禮品及家居用品展覽會)</p> <p>Date: 20/10/2023 Time: 14:00-16:00 Venue: Inside the HK Pavilion of Exhibition 2</p> <p>Purpose:</p> <ul style="list-style-type: none"> - To present the capability of the HK giftware SMEs to the potential buyers and exhibition visitors for expanding business opportunities - To show the images of high product quality, design creativity and originality in HK 	<p>Target no. of participants: 30</p> <p>Target Duration: 2 hours</p>	<p>Actual no. of participants: 35</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)
<p>giftware</p> <ul style="list-style-type: none"> - To showcase uniqueness, novel, seasonal and festival designs in giftware by the beneficiaries - To introduce intellectual property commercialization strategies, comprehensive and compact testing standards of HK gifts and industry achieved <p>Topics:</p> <p>(i) Sharing of successful creative giftware designs and marketing experience Speaker: Mr Eddie Hui - Chairman, Executive Director and CEO, B.Duck Semk Holdings International Limited (Representative from experienced Giftware Industry Enterprise)</p> <p>(ii) Strength of Hong Kong giftware products with intellectual property and brand uniqueness Speaker: Ms Cherrie Chong (Representative from applicant) and Mr Zacharias Cheng (Representative from applicant collaborating organization (HKPB))</p> <p>(iii) The testing and compliance checking adopted by Hong Kong giftware SME Speaker: Dr Cheung Chi Hang, Leo (Representative from HKPC)</p>			
5. Promotional Video			
<p>Launching date: 23/04/2023</p> <p>Duration: 6 minutes (Full version), 1 minute (Abridged version)</p> <p>Languages in voice over: Putonghua and Cantonese</p> <p>Languages in subtitle: Traditional, Simplified Chinese and English</p> <p>https://youtu.be/suOHLIhTEHI</p> <p>Broadcasting Channels:</p> <ul style="list-style-type: none"> - Full version video has been broadcasted during the Hong 	<p>Target length of video: 6 min (full version), 1 min (abridged version)</p>	<p>Actual length of video: 7:07 (full version), 2:51 (abridged version)</p> <p>The cost of the video is same as the agreed one (i.e. HK\$120,000) even the actual length of video is longer.</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)
<p>Kong pavilion 1 and pavilion 2</p> <ul style="list-style-type: none"> - Full version video has been broadcasted in the project webpages - Abridged version has been launched in the social media (Xiaohongshu) 			
6. Project Webpages			
<p>Purpose: Development of project webpages in IEA website (https://iea.org.hk/) to promote the project details and deliverables which enable HK SMEs and non-local industry stakeholders to view and download the information for business needs</p> <p>Launching date: 29/12/2022</p> <p>Web address: https://iea.org.hk/giftlab/</p> <p>Language: Traditional Chinese & Simplified Chinese</p> <p>Content updated:</p> <ul style="list-style-type: none"> (i) Project information: Information of Awareness seminar, exhibitions, HK giftware strength sharing session (ii) Highlight of awareness seminar and pavilion 1 and 2 (iii) Promotional Video (iv) E-leaflet on HK pavilion (v) Brief profile and contact information of the HK enterprises participating in the exhibitions <p>Can be accessed via QR code:</p>  <p>Other details:</p> <ul style="list-style-type: none"> (i) QR code of the project webpages has been created for easy accessing. (ii) The QR code has been shared to the target sectors and target visitors: 	<p>Target no. of webpages: 1 set</p>	<p>Actual no. of webpages: 1 set</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)
<ul style="list-style-type: none"> - By help of collaborating organisations (Send the project eDMs to their partners and clients; repost and share the project webpages promotional advertisement on their social media platforms) - Display in HK pavilion - Printed on the leaflets of exhibitions 			
7. Promotional activities			
7a. Leaflets			
<p>Contents:</p> <ul style="list-style-type: none"> - Introduction of HK giftware industry - Details of HK pavilion and concurrent activities - QR code of project webpages <p>Distribution channels:</p> <ul style="list-style-type: none"> - Hardcopies have been distributed at HK Pavilion - E-versions have been uploaded in the project webpages 	<p>Target no. of versions: 2</p> <p>Target no. of printed copies: 2,000 (1,000 copies x 2 exhibitions)</p>	<p>Actual no. of versions: 2</p> <p>Actual no. of printed copies: 2,000 (1,000 copies x 2 exhibitions)</p>	
7b. Online advertisements on Facebook (x3), Instagram (x2) and Xiaohongshu (x2)			
<p>Channels:</p> <p>IEA' own account on Facebook (https://www.facebook.com/ieahk), Instagram (https://www.instagram.com/iea_hk), Xiaohongshu (https://www.xiaohongshu.com/user/profile/60b0e6b90000000001000c14?xhsshare=CopyLink&appuid=60b0e6b90000000001000c14&apptime=1683712059)</p> <p>Content:</p> <ol style="list-style-type: none"> 1. Recruit participants for awareness Seminar (Facebook) 2. Recruit exhibitors for exhibition 1 (Facebook) 3. Recruit exhibitors for exhibition 2 (Facebook) 4. Recruit exhibitors for exhibition 1 (Instagram) 5. Recruit exhibitors for 	<p>Target no. of online advertisement in reporting period: 7 (Boost post for one month for each online advertisement)</p>	<p>Actual no. of online advertisement completed: 7 (Boost post for one month for each online advertisement)</p> <p>Advertising periods of boost post advertisement:</p> <ol style="list-style-type: none"> 1. Recruit participants for awareness Seminar (Facebook) Advertising period: 22/10/2022 – 21/11/2022 Number of views: 68,743 Number of likes: 403 Number of share: 15 2. Recruit exhibitors for exhibition 1 (Facebook) Advertising period: 22/12/2022 – 20/1/2023 	

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>exhibition 2 (Instagram)</p> <p>6. Promote exhibition 1 (Xiaohongshu)</p> <p>7. Promote exhibition 2 (Xiaohongshu)</p>		<p>Number of views: 26,587 Number of likes: 290 Number of share: 16</p> <p>3. Recruit exhibitors for exhibition 2 (Facebook) Advertising period: 27/7/2023 – 27/8/2023 Number of views: 265,279 Number of likes: 9 Number of share: 0</p> <p>4. Recruit exhibitors for exhibition 1 (Instagram) Advertising period: 22/12/2022 – 20/1/2023 Number of views: 2,784 Number of likes: 511 Number of share: 0</p> <p>5. Recruit exhibitors for exhibition 2 (Instagram) Advertising period: 27/7/2023 – 27/8/2023 Number of views: 18,824 Number of likes: 0 Number of share: 0</p> <p>6. Promote exhibition 1 (Xiaohongshu) Advertising period: 31/3/2023 – 29/4/2023 Number of views: 1,201,303 Number of likes: 88 Number of share: 21</p> <p>7. Promote exhibition 2 (Xiaohongshu) Advertising period: 24/9/2023 – 23/10/2023 Number of views: 1,214,309 Number of likes: 45 Number of share: 17</p>	
7c. Posts on Facebook (x2), Instagram (x2) and Xiaohongshu (x4)			
<p>Channels:</p> <p>IEA' own account on Facebook (https://www.facebook.com/icahk),</p> <p>Instagram (https://www.instagram.com/ica_hk)</p>	Target no. of posts: 8	Actual no. of posts: 8	

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>) Xiaohongshu (https://www.xiaohongshu.com/user/profile/60b0e6b90000000001000c14?xhsshare=CopyLink&appuid=60b0e6b90000000001000c14&apptime=1683712059)</p> <p>Content:</p> <ol style="list-style-type: none"> 1. Event highlights of Awareness Seminar (Facebook) 2. Event highlights of Awareness Seminar (Instagram) 3. Article with QR code of project webpages (Facebook) 4. Article with QR code of project webpages (Instagram) 5. Abridged version of promotional video (Xiaohongshu) 6. Event highlights of Exhibition 1 (Xiaohongshu) 7. Event highlights of Exhibition 2 (Xiaohongshu) 8. Promote project webpages (Xiaohongshu) 		<ol style="list-style-type: none"> 1. Event highlights of Awareness Seminar (Facebook) Posting date: 21/11/2022 Number of views: 1,289 Number of likes: 20 Number of share: 0 2. Event highlights of Awareness Seminar (Instagram) Posting date: 13/12/2022 Number of views: NA Number of likes: 1 Number of share: 0 3. Article with QR code of project webpages (Facebook) Posting date: 30/12/2022 Number of views: 328 Number of likes: 0 Number of share: 1 4. Article with QR code of project webpages (Instagram) Posting date: 30/12/2022 Number of views: NA Number of likes: 0 Number of share: 1 5. Abridged version of promotional video (Xiaohongshu) Posting date: 29/4/2023 Number of views: 173 Number of likes: 3 Number of share: 0 6. Event highlights of Exhibition 1 (Xiaohongshu) Posting date: 30/4/2023 (edited on 8/5/2023) Number of views: 170 Number of likes: 4 Number of share: 0 	

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>7. Event highlights of Exhibition 2 (Xiaohongshu) Posting date: 24/10/2023 Number of views: 126 Number of likes: 1 Number of share: 0</p> <p>8. Promote project webpages (Xiaohongshu) Posting date: 20/1/2023 Number of views: 369 Number of likes: 3 Number of share: 0</p>	
7d. eDM			
<p>Content:</p> <p>1. Awareness Seminar eDM</p> <p>2. HK Pavilion eDM for pavilion 1</p> <p>3. HK Pavilion eDM for pavilion 2</p> <p>Distribution channels: - eDMs invitation sent by e-mail with assistance of collaborating organisations to their members and Mainland partners/clients</p>	Target no. of designs: 3	Actual no. of designs: 3	
		<p>1. Awareness Seminar eDM (Delivered on 4/11/2022)</p> <p>2. HK Pavilion eDM for Pavilion 1 (Delivered on 18/4/2023)</p> <p>3. HK Pavilion eDM for Pavilion 2 (Delivered on 18/10/2023)</p>	

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
<ul style="list-style-type: none"> - Formation of project steering committee - Launch the project webpages - Complete the related promotional activities (Posts on Facebook x1, Instagram x1, Xiaohongshu x 1) 	31/12/2022		C	Note (1)
(a) _____	_____	_____	_____	_____

¹ As stated in the approved project proposal.

(b)	- Organize Awareness Seminar	31/01/2023	C	
	- Complete the related promotional activities (Online advertisement on Facebook x1, Posts on Facebook x 1 and Instagram x1, eDM x1)			
(c)	- Design, produce and upload the promotional video to project webpages and Xiaohongshu	30/04/2023	C	
	- Complete the related promotional activity (Post on Xiaohongshu x 1)			
(d)	- Design and produce leaflet for Pavilion 1	30/04/2023	C	Note (2)
	- Complete promotional activities related to Pavilion 1 (Online advertisement on Facebook x1, Instagram x1 and Xiaohongshu x1, Post on Xiaohongshu x 1, eDM x1)			
(e)	- Organize Pavilion 1, business networking session and HK giftware strength sharing session in Exhibition 1 in Guangzhou (China Import and Export Fair)			
	- Design and produce leaflet for Pavilion 2	31/10/2023	C	
(f)	- Complete promotional activities related to Pavilion 2 (Online advertisement on Facebook x1, Instagram x1 and Xiaohongshu x1, Post on Xiaohongshu x 1, eDM x1)			
	- Organize Pavilion 2, business networking session and HK giftware strength sharing session in Exhibition 2 in Shenzhen (Gifts and Home Product Fair)			
(e)	- Update project webpages (Brief profile and contact information of the HK enterprises participating in the exhibitions)	31/01/2024	C	
(f)				

Note (1): The post on Xiaohongshu was posted on 30/12/2022. However, the Xiaohongshu admin has queried about the content of the post and blocked the post till 19/1/2023. After clarification with the Xiaohongshu admin, the post was approved to launch to public again on 20/1/2023. So 20/1/2023 is shown on the captured screen proof of the post.

Note (2): The actual posting on Xiaohongshu was on 30/4/2023. However, it was mistakenly edited on 8/5/2023. Under the operation of Xiaohongshu, the posting date will be updated once it is edited. So 8/5/2023 is shown on the captured screen proof of the post.