

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	The Hong Kong Metals Manufacturers Association Limited (HKMMA)
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council (HKPC)
Project reference no.	:	T22 001 010
Project title	:	Grasping the opportunities in the post-epidemic era by promoting the sophisticated advanced manufacturing technologies and high-quality metal components in Mainland China
Period covered in this report (whole project duration)	:	From 1/1/2023 to 31/12/2023 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

The Internal Circulation Policy in China, driven by the COVID-19 pandemic and trade conflicts, has created opportunities for the consumer electronics industry. Hong Kong's metal manufacturing industry, with expertise in using advanced materials and precise production processes, is well-suited to expand in Mainland China. The demand for intelligent electronic products has increased, requiring advanced technologies and materials like magnesium-aluminium alloy. Hong Kong SMEs have a competitive edge in producing personalized, slim, and fashionable consumer electronic products. Additionally, the adoption of Multi-stage Plasma Polishing Technology has improved surface quality and reduced processing time. Hong Kong's metal manufacturing industry is poised to benefit from the Internal Circulation Policy and meet the growing demand for consumer electronics.

Project objectives (in about 50 words)

To provide an opportunity for HK metal manufacturing enterprises to expand business in the Mainland China market by promoting their capabilities in adopting advanced manufacturing technologies and materials (e.g. Multi-stage Plasma Polishing Technology (PPT) and Magnesium-aluminium alloy) in the post-epidemic era.

Collaborating Organisations (if any)

Hong Kong Federation of Innovative Technologies and Manufacturing Industries Limited

Hong Kong Screw & Fastener Council Limited (HKSFC)

Hong Kong Mould and Product Technology Association Limited

Hong Kong 3D Printing Association Limited (HK3DPA)

Hong Kong Electrical Appliance Industries Association Limited

The Hong Kong Electronic Industries Association Limited

Federation of Hong Kong Industries

Group 7 - Hong Kong Metal and Machinery Council

Hong Kong Foundry Association Limited

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	Mr. Suen Fai Chuen, Alan	Chairman of The Hong Kong Metals Manufacturers Association Limited
Deputy Project Coordinator	Ir. Suen Kwok Wai, Samson	General Manager of Hong Kong Productivity Council

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	1/1/2023	31/12/2023	12 months
Revised (if applicable)			

2. Summary of Project Results

Governance

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

Compositions: 3 representatives from the applicant (HKMMA), 2 representatives from the implementation agent (HKPC), 2 representatives from collaborating organisations.

Role	Organization	Representative	Title
Applicant	HKMMA	Mr Alan Suen	Chairman
		Mr Aaron Mok	Vice-chairman
		Mr Frankie Lai	Vice-chairman
Implementation Agent	HKPC	Ir Samson Suen	General Manager
		Mr Chuck Fung	Head
Collaborating organisations	HKSFC	Mr Tsui Ping Fai	Chairman
	HK3DPA	Mr Calvin Wu	Chairman

Role: The steering committee is responsible for overseeing project implementation, deciding on the design of the Pavilion and contents of the promotional materials. The steering committee will also take part in selecting the products to be displayed in the exhibition.


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 pavilion in exhibition			
Name and place of exhibition: China International Industry Fair, Shanghai Date: 19 – 23 September 2023 Duration of exhibitions: 5 days Size of pavilion: 225 sqm Selection criteria adopted: - Products manufactured using Magnesium-aluminium alloy and Multi-stage Plasma Polishing Technology (PPT) will be given priority - New products released in recent years (within 2 years) - Products that can be customized (e.g. customized phone case) - Companies/enterprises that have not participated in the Hong Kong pavilion organized by HKMMA will be given priority Other details: - 1 billboard for onsite promotion - 1,000 copies of leaflet for distribution in the exhibition and e-version was uploaded to project webpages and distributed by	Target no. of products displayed: <u>45</u> products from <u>15</u> enterprises	Actual no. of products displayed: <u>160</u> products from <u>18</u> enterprises	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)
HKMMA and collaborating organizations			
2. Awareness Seminar			
<p>Date: 6 March 2023 Time: 14:00 – 17:00 (3 hours) Mode: Hybrid (seminar + webinar) Venue: The Wave, 9/F, 4 Hing Yip Street, Kwun Tong Webinar Link: https://us02web.zoom.us/j/84313374527</p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1) 「工商機構支援基金」資助項目介紹以及「香港館」簡介 講者：孫暉銓先生（香港金屬製造業協會會長） 2) 「工商機構支援基金」資助項目介紹以及「香港館」細節 講者：馮國輝先生（香港生產力促進局納米材料及智能工藝科技主管） 3) 等離子拋光技術之應用及案例分享 講者：何俊文先生（得力（中國-香港）有限公司銷售及營銷總監） 4) 先進鎂鋁合金成型技術之應用及案例 講者：陳善榮先生（嘉瑞國際控股有限公司拓展中心總監） <p>Other details:</p> <ul style="list-style-type: none"> - E-version of the leaflets was distributed by HKPC, HKMMA and collaborating organisations. - E-version of the leaflets and presentation materials of the speakers were uploaded to the project webpages at: http://tsf-hkmma.org/2023/02/27/%E9%A0%85%E7%9B%AE%E7%B0%A1%E4%BB%8B%E6%9C%83/ 	<p>Target no. of participants: <u>50</u> (25 on-site & 25 online)</p> <p>Duration: <u>3</u> hours</p>	<p>Actual number of participants: <u>57</u> (28 on-site & 29 online)</p> <p>Duration: <u>3</u> hours</p>	
3. Experience Sharing Seminar			
<p>Date: 4 December 2024 Time: 14:00 – 17:00 (3 hours) Mode: Hybrid (seminar + webinar) Venue: ClubOne 1/F, Empire Centre, 68 Mody Road Tsim Sha Tsui Webinar Link: https://us06web.zoom.us/meeting/register/tZUlc--</p>	<p>Target no. of participants: <u>50</u> (25 on-site & 25 online)</p> <p>Target duration: <u>3</u> hours</p>	<p>Actual no. of participants: <u>54</u> (25 on-site & 29 online)</p> <p>Actual duration: <u>3</u> 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><u>spzMjHNfDVHMGtg0Ro-rc0I3B7jpq</u></p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1) 「工商機構支援基金」資助項目整體成果回顧及未來計劃 講者：孫暉銓先生 (香港金屬製造業協會會長) 講者：馮國輝先生 (香港生產力促進局納米材料及智能工藝科技主管) 2) 第二十三屆中國國際工業博覽會 (CIIF 2023) 經驗分享 講者：王智傑先生(極品實業有限公司總經理) 講者：李衛宇先生 (恆宇五金製品廠有限公司總經理) 3) 鎂鋁合金應用於新能源汽車發展機遇 講者：林方春先生 (嘉瑞製品有限公司銷售經理) 4) 先進鎂鋁合金成型技術之應用及案例 講者：黎銳敏先生 (寶惠機械有限公司總經理) <p>Other details:</p> <ul style="list-style-type: none"> - E-version of the leaflets was distributed by HKPC, HKMMA and collaborating organisations. - E-version of the leaflets and presentation materials of the speakers were uploaded to the project webpages at: http://tsf-hkmma.org/2023/02/27/%e7%b6%93%e9%a9%97%e5%88%86%e4%ba%ab%e6%9c%83/ 			
4. Video			
<p>Launching date: 24 April 2023 Languages in voice-over: Putonghua Languages in subtitle: Simplified Chinese</p> <p>Broadcasting channels: Video uploaded to Tencent video and the project webpages and will be broadcast in the Hong Kong pavilion.</p> <p>Soft copy available at:</p>	<p>Target length of video: <u>5</u> minutes</p>	<p>Actual length of video: <u>5</u> minutes</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)
(i) Tencent Video: https://v.qq.com/x/page/b35257c1wqy.html (ii) Project webpages: http://tsf-hkmma.org/			
5. Promotional webpages			
Launching date: 28 February 2023 Web address: http://tsf-hkmma.org/ Can be accessed via QR code:  Other details: E-version of the leaflet, presentation materials of the awareness seminar, industry directory and video were uploaded to the project webpages.	Target no. of webpages: <u>1</u> set	Actual no. of webpages: <u>1</u> set	
6. Industry directory			
Publishing date: 1 August 2023 Language: Simplified Chinese Content: <ul style="list-style-type: none"> - Introduction of Hong Kong metal manufacturing industry - List of Hong Kong metal manufacturing SMEs (names, contact information and service/product type provided) Distribution channels: <ul style="list-style-type: none"> - Hard copies distributed onsite in pavilion - E-version of the directory was uploaded to the project webpages Soft copy available at: http://tsf-hkmma.org/%e8%a1%8c%e6%a5%ad%e5%90%8d%e9%8c%84/	Target no. of copies: <u>500</u> hard copies and e-version Target no. of Hong Kong enterprises included in the directory: <u>200</u>	Actual no. of copies: <u>500</u> hard copies and e-version Actual no. of Hong Kong enterprises included in the directory: <u>240</u>	
7. Promotional 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>(a) <u>Leaflet for awareness seminar</u></p> <p>Contents: Introduced the seminar and deliver the details including date, time, location, speaker, rundown etc.</p> <p>Distribution channels:</p> <ul style="list-style-type: none"> - E-version of the leaflet distributed by HKPC, HKMMA and collaborating organisations and uploaded to the project webpages to introduce and promote the awareness seminar 	<p>Target no. of design: <u>1</u> e-version</p>	<p>Actual no. of design: <u>1</u> e-version</p>	
<p>(b) <u>Leaflet for exhibition</u></p> <p>Contents: To promote the capabilities of Hong Kong metal manufacturers, the transformation of Hong Kong SMEs and the Hong Kong metal manufacturing technologies applied.</p> <p>Distribution channels:</p> <ul style="list-style-type: none"> - Printed copies distributed in the HK pavilion; and - E-version distributed by HKMMA and collaborating organisations and uploaded to the project webpages 	<p>Target no. of printed copies: <u>1,000 copies.</u></p>	<p>Actual no. of printed copies: <u>1,000 copies.</u></p>	
<p>(c) <u>On-site advertisement in exhibition venue</u></p> <p>Content: One billboard advertisement in exhibition to promote the Hong Kong Pavilion.</p>	<p>Target no. of designs: <u>1 design.</u></p>	<p>Actual no. of designs: <u>1 design.</u></p>	
<p>(d) <u>Online advertisement for exhibition</u></p> <p>Contents: One Toutiao promotion (one post for one month) was developed before the exhibition to promote Hong Kong metal manufacturing industry and its technological capabilities and Hong Kong Pavilion.</p> <p>Date of publication:</p> <ul style="list-style-type: none"> - 14 Aug 2023 - 25 Aug 2023 - 4 Sep 2023 - 15 Sep 2023 	<p>Target no. of online advertisement: <u>1</u></p> <p>Target duration of online advertisement: <u>1</u> month</p>	<p>Actual no. of online advertisement: <u>1</u></p> <p>Actual duration of online advertisement: <u>1</u> month</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>(e) <u>Leaflet for experience sharing seminar</u></p> <p>Contents: Introduced the experience sharing seminar and deliver the details including date, time, location, speaker, rundown etc.</p> <p>Distribution channels: - E-version of the leaflet distributed by HKPC, HKMMA and collaborating organisations and uploaded to the project webpages to introduce and promote the sharing seminar</p>	<p>Target no. of design: <u>1</u> e-version</p>	<p>Actual no. of design: <u>1</u> e-version</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.

<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
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¹ As stated in the approved project proposal.

Form the project steering committee	31/03/2023		C	
Design and production of project webpages				
Design the leaflet for the awareness seminar				
(a) Organize the awareness seminar				
Design and production of	30/04/2023		C	
(b) promotional video				
Design and production of industry	31/07/2023		C	
(c) directory				
Design the Pavilion	31/08/2023		C	
Arrange online promotion for the Pavilion				
Design and production of leaflet for				
(d) the Pavilion				
Arrange on-site advertisements for the Pavilion	30/09/2023		C	
Set up the Pavilion				
(e) Update project webpages				
Design the leaflet for the experience sharing seminar	31/12/2023		C	
Organize the experience sharing seminar				
(f) Update project webpages				

Note:

- (i)
- (ii)