

## Trade and Industrial Organisation Support Fund (TSF)

### Final Report on Approved Project

Grantee	:	<u>Hong Kong Apparel Machinery Association Limited (HKAMA)</u>
Implementation Agent(s) (if any)	:	<u>a) Hong Kong Productivity Council (HKPC)</u> <u>b) Productivity (Shenzhen) Consulting Co., Ltd (SZPC)</u>
Project reference no.	:	<u>T22 003 004</u>
Project title	:	<u>(in English) To promote the new eco and intelligent technology of local apparel machinery in the Mainland and Vietnam markets</u> <u>(in Chinese) 在中國內地及越南市場推廣香港環保及智能製衣機械的嶄新技術</u>
Period covered in this report (whole project duration)	:	From <u>20/03/2023</u> to <u>19/06/2024</u> (dd/mm/yyyy) (dd/mm/yyyy)

## 1. Project Details

### Project summary (in about 150 words)

This project is hosted jointly by the Hong Kong Apparel Machinery Association Limited (HKAMA), Hong Kong Productivity Council (HKPC) and Productivity (Shenzhen) Consulting Co., Ltd (SZPC) to support local manufacturers in advancing a big step to explore new business opportunities in supplying eco and intelligent apparel machinery in Mainland China and Vietnam. This platform can directly enhance the overall professional image of Hong Kong as a hub for supplying and manufacturing of eco and highly intelligent apparel machinery by showcasing the latest technological advancement and capabilities. Under this project, three “Grand Pavilion of the Hong Kong Eco and Intelligent Apparel Machinery Industry” were set up at international industrial exhibitions in Mainland China and Vietnam. These largest national wide exhibitions included the “Vietnam Saigon Textile & Garment Industry Expo (SaigonTex 2023),” hold in Vietnam, “-China International Sewing Machinery & Accessories Show (CISMA 2023)” and “-Greater Bay Area International Textile & Clothing Industry Fair (DTC 2024)” hold in Mainland China.

### Project objectives (in about 50 words)

To support local apparel machinery industry in exploring new opportunities in supplying eco and intelligent apparel machinery in Mainland China and Vietnam.

To build and enhance the professional image of HK as a hub for supplying and manufacturing of eco and highly intelligent apparel machinery by showcasing the latest technological advancement and capabilities.

### Collaborating Organisations (if any)

Hong Kong Apparel Society Limited

Hong Kong Knitwear Exporters & Manufacturers Association Limited

Knitwear Innovation and Design Society Limited

The Hong Kong Association of Textile Bleachers, Dyers, Printers and Finishers Limited

Hong Kong Federation of Innovative Technologies and Manufacturing Industries Limited

Hong Kong (SME) Economic and Trade Promotional Association Limited

IOT HK Association Limited

### Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator :	Mr. Peter Kam	Chairman, Hong Kong Apparel Machinery Association Limited
Deputy Project Coordinator :	Ms. Amy Kong	Honorary President, Hong Kong Apparel Machinery 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	20/03/2023	19/06/2024	15
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. Peter Kam, Chairman of Hong Kong Apparel Machinery Association (HKAMA) and project co-ordinator
2. Ms. Amy Kong, Honorary President, HKAMA and project deputy co-ordinator
3. Ms. Heidi Pong, Vice President cum Secretary, HKAMA
4. Mr. Ricky Tong, Vice President, HKAMA
5. Mr. Arkin Ng, Consultant, Knitwear Innovation and Design Society Limited
6. Mr Wilson Chong, Chairman, IOT HK Association
7. Mr. Francis Lai, Head of Metals Technology and Industry Development, 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)
<b>1) Awareness Seminar</b>			
<p>「在中國內地及越南市場推廣香港環保及智能製衣機械的嶄新技術」項目簡介會</p> <p>Date: 24 March 2023 Time: 2:30pm – 4:30pm (2 hours) Venue: Theatre 1, HKPC Building Mode: Hybrid</p> <p><b>Topics and speakers:</b></p> <ol style="list-style-type: none"> <li>1. 歡迎辭 – 金兆平先生, 香港衣車協會會長</li> <li>2. 項目簡介 – 黎偉華先生, 香港生產力促進局首席顧問</li> <li>3. 過往參展經驗分享及注意事項 – (i) Ms Heidi Pong, Kam Full Sewing Machine Co. and (ii) Mr Henry Wong, Wong Po Wah Sewing Machine Company Limited</li> </ol> <p><b>Other details:</b> Speakers' presentation materials uploaded to the Applicant's website (<a href="https://hkama.com.hk/">https://hkama.com.hk/</a>)</p>	<p>Target no. of participants: <u>60</u></p> <p>Target duration: total <u>2</u> hours</p> <p>Target no. of speakers: <u>3</u> local speakers</p>	<p>Actual no. of participants: <u>60</u> (31 onsite and 29 online)</p> <p>Actual duration: total <u>2</u> hours</p> <p>Actual no. of speakers: <u>4</u> local speakers</p>	<p>Many of the registered participants could only participate the event via Zoom as they were out of Hong Kong for business or exhibitions. Therefore, we could only conduct the awareness seminar in hybrid mode.</p>
<b>2) Hong Kong pavilions in exhibitions</b>			
<p><b>Pavilion 1</b></p> <p>Name and place of exhibition: Vietnam Saigon Textile &amp; Garment Industry Expo (SaigonTex 2023)</p>	<p>Target no. of products displayed: <u>14</u></p>	<p>Actual no. of products displayed: <u>14</u> products from <u>12</u> enterprises</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>Date: 5 – 8 April 2023</p> <p>Size of pavilion: 200 sqm</p> <p>On-site promotion:</p> <ul style="list-style-type: none"> <li>- 1 on-site billboard</li> <li>- 1 page advertisement on exhibition directory</li> </ul>	<p><u>12</u> products from <u>12</u> enterprises</p> <p>Target: <u>1</u></p> <p>Target: <u>1</u></p>	<p>Actual: <u>1</u></p> <p>Actual: <u>1</u></p>	
<p><b><u>Pavilion 2</u></b></p> <p>Name and place of exhibition: China International Sewing Machinery &amp; Accessories Show (CISMA 2023)</p> <p>Date: 25 – 28 September 2023</p> <p>Size of pavilion: 270 sqm</p> <p>On-site promotion:</p> <ul style="list-style-type: none"> <li>- 1 on-site backdrop</li> <li>- 1 page advertisement on exhibition guide</li> </ul>	<p><b><u>Pavilion 2</u></b></p> <p>Target no. of products displayed:</p> <p><u>16</u> products from <u>16</u> enterprises</p> <p>Target: <u>1</u></p> <p>Target: <u>1</u></p>	<p><b><u>Pavilion 2</u></b></p> <p>Actual no. of products displayed:</p> <p><u>17</u> products from <u>16</u> enterprises</p> <p>Actual: <u>1</u></p> <p>Actual: <u>1</u></p>	
<p><b><u>Pavilion 3</u></b></p> <p>Name and place of exhibition: Greater Bay Area International Textile &amp; Clothing Industry Fair (DTC 2024)</p> <p>Date: 20 – 22 March 2024</p> <p>Size of pavilion: 270 sqm</p> <p>On-site promotion:</p> <ul style="list-style-type: none"> <li>- On-site advertisement (outdoor advertisement (hexahedron) and banner)</li> <li>- 1 page advertisement on exhibition directory</li> </ul>	<p><b><u>Pavilion 3</u></b></p> <p>Target no. of products displayed:</p> <p><u>16</u> products from <u>16</u> enterprises</p> <p>Target: <u>1</u></p> <p>Target: <u>1</u></p>	<p><b><u>Pavilion 3</u></b></p> <p>Actual no. of products displayed:</p> <p><u>35</u> products from <u>26</u> enterprises</p> <p>Actual: <u>1</u></p> <p>Actual: <u>1</u></p>	
<p>Selection criteria adopted:</p> <p>Able to demonstrate the recent innovation, latest technology in the following areas:</p> <ul style="list-style-type: none"> <li>- energy efficiency, recycling capability, low water wastage and low air pollution,</li> <li>- data analytics and workflow adjustment effectiveness,</li> <li>- processing parameters self-optimization,</li> <li>- predictive maintenance capabilities.</li> </ul> <p>Other details:</p> <ul style="list-style-type: none"> <li>- A special innovation and technology corner was set up in each HK Pavilion to showcase recent innovation and latest technology of local eco and intelligent</li> </ul>	<p><b><u>Pavilion 1 &amp; 2 &amp; 3</u></b></p> <p>1,500 pieces of apparel product samples for distribution</p> <p>Around 150 pieces of apparel product samples from at least 70 SMEs including the abovementioned 12/16 enterprises</p> <p>E-survey on 100 local visitors for</p>	<p><b><u>Pavilion 1 &amp; 2 &amp; 3</u></b></p> <p>1,500 pieces of apparel product samples for distribution</p> <p>150 pieces of apparel product samples from 70 SMEs including the abovementioned enterprises</p> <p>E-survey on 102 local visitors conducted in Pavilion 1.</p> <p>E-survey on 103 local visitors conducted in Pavilion 2.</p> <p>E-survey on 120 local visitors conducted in Pavilion 3.</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>apparel machinery. Light boxes, posters, copies of award certificates, tables and diagrams was set up in this area for the showcase.</p> <ul style="list-style-type: none"> <li>- 4 temporary helpers and promoters (speaking Cantonese / Putonghua / English (and Vietnamese for SaigonTex)) were hired for each Pavilion.</li> <li>- 4 temporary apparel machinery operators (speaking Cantonese / Putonghua / English (and Vietnamese for SaigonTex)) were hired for each Pavilion</li> <li>- E-survey results uploaded to the Applicant's website (<a href="https://hkama.com.hk/">https://hkama.com.hk/</a>)</li> </ul>	each pavilion.		
<b>3) Dissemination Seminar</b>			
<p>1<sup>st</sup> dissemination seminar</p> <p>「在中國內地及越南市場推廣香港環保及智能製衣機械的嶄新技術」 - 「越南西貢紡織及製衣業展覽會」經驗分享會</p> <p>Date: 3 May 2023 Time: 11:30am – 1:30pm (2 hours) Venue: Theatre 1, HKPC Building Mode: Physical seminar</p> <p>Topics and speakers:</p> <ol style="list-style-type: none"> <li>1. 歡迎辭 – 金兆平先生, 香港衣車協會會長</li> <li>2. 越南製衣機械業市場的市場資訊及業務拓展機遇 – 黎偉華先生, 香港生產力促進局首席顧問</li> <li>3. 2023越南西貢紡織及製衣業展覽會 (SaigonTex 2023) 之參展成果及市場啟示 – (i) Ms Ann Lau, Hoi Fung Sewing Machine Co., Ltd. and (ii) Mr Xiang Zhuo Kui, Sewtec Sewing Machine Co., Limited</li> </ol> <p>2<sup>nd</sup> dissemination seminar</p> <p>「在中國內地及越南市場推廣香港環保及智能製衣機械的嶄新技術」 - 「2023年中國國際縫設設備展覽會」經驗分享會</p> <p>Date: 20 October 2023 Time: 12:00pm – 2:00pm (2 hours) Venue: Theatre 1, HKPC Building Mode: Physical seminar</p> <p>Topics and speakers:</p> <ol style="list-style-type: none"> <li>1. 歡迎辭 – 金兆平先生, 香港衣車協會會長</li> </ol>	<p><u>1<sup>st</sup>, 2<sup>nd</sup> &amp; 3<sup>rd</sup> dissemination seminar</u></p> <p>Target no. of participants: <u>60</u> each</p> <p>Target duration: total <u>2</u> hours each</p> <p>Target no. of speakers: <u>3</u> local speakers</p>	<p><u>1<sup>st</sup> dissemination seminar</u></p> <p>Actual no. of participants: <u>62</u></p> <p>Actual duration: total <u>2</u> hours</p> <p>No. of speakers: <u>4</u> local speakers</p> <p><u>2<sup>nd</sup> dissemination seminar</u></p> <p>Actual no. of participants: <u>64</u></p> <p>Actual duration: total <u>2</u> hours</p> <p>No. of speakers: <u>4</u> local speakers</p> <p><u>3<sup>rd</sup> dissemination seminar</u></p> <p>Actual no. of participants: <u>62</u></p> <p>Actual duration: total <u>2</u> hours</p> <p>No. of speakers: <u>4</u> local speakers</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>2. 華東製衣機械業市場的市場資訊及業務拓展機遇 – 黎偉華先生, 香港生產力促進局首席顧問</p> <p>3. 中國國際縫製設備展覽會 (CISMA 2023) 之參展成果及市場啟示 – (i) Mr Waiman Choi, Hung Tat A.I. Garment Machinery Co., Limited and (ii) Mr Ma Wai Hung, Lee Hoi Tailor Facilities Trading Co.</p> <p>3<sup>rd</sup> dissemination seminar 「在中國內地及越南市場推廣香港環保及智能製衣機械的嶄新技術」 - 「2024大灣區國際智能紡織製衣工業設備展」經驗分享會 Date: 11 April 2024 Time: 11:30am – 1:30pm (2 hours) Venue: Theatre 1, HKPC Building Mode: Physical seminar</p> <p>Topics and speakers:</p> <p>4. 歡迎辭 – 金兆平先生, 香港衣車協會會長</p> <p>5. 中國內地製衣機械業市場的市場資訊及業務拓展機遇 – 黎偉華先生, 香港生產力促進局首席顧問</p> <p>6. 2024大灣區國際智能紡織製衣工業設備展 (SaigonTex 2023) 之參展成果及市場啟示 – (i) Mr Waiman Choi, Hung Tat A.I. Garment Machinery Co., Limited and (ii) Mr Michael Hung, Kaiyu International Industrial Limited</p> <p>Other details: Speakers' presentation materials uploaded to the Applicant's website (<a href="https://hkama.com.hk/">https://hkama.com.hk/</a>)</p>			
<b>4) Enhanced Industry Video</b>			
<p>Launching date: 31 March 2023 (Vietnam, English) 7 August 2023 (Putonghua)</p> <p>Languages in voice-over: Putonghua, English and Vietnamese Languages in subtitle: Simplified Chinese, English and Vietnamese</p> <p>Broadcasting channels: in HK Pavilions in SaigonTex 2023 and CISMA; uploaded to the applicant's website <a href="https://hkama.com.hk/en/video">https://hkama.com.hk/en/video</a> and the industry website. <a href="https://hkama.org.hk/en/video">https://hkama.org.hk/en/video</a></p> <p>Other details:</p>	<p>Target length of video: <u>3</u> minutes</p>	<p>Actual length of video: <u>3:04</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)
A QR code of this new industry video would be printed on promotional leaflets for the 3 HK Pavilions			
<b>5) Enhanced Industry Website</b>			
<p>Launching date: 27 March 2023  Web address: <a href="https://hkama.org.hk/">https://hkama.org.hk/</a>  Language: Traditional Chinese, Simplified Chinese and English</p> <p>Content:</p> <p>Other details:</p> <ul style="list-style-type: none"> <li>- The cover page design of the website changed to foster the image of "Eco and Intelligent Manufacturing Ready".</li> <li>- The webpages remained in Traditional Chinese, Simplified Chinese and English added some headlines in Vietnamese to attract audience in Vietnam market.</li> </ul>	<p>Target no. of website: 1 website</p> <p>Target no. of Hong Kong enterprises included in the website database: <u>130</u></p>	<p>Actual no. of website: 1 website</p> <p>Actual no. of Hong Kong enterprises included in the website database: <u>80</u></p>	<p>This is because some companies that were previously listed on the website are applying for Business Registration in Hong Kong. However, most of them are either unsuccessful or still in progress. Therefore, during this period, they only have contacts in Mainland China. After consolidation, only 80 companies fulfilled the requirements and were listed on the website.</p>
<b>6) Promotional Activities</b>			
<p>(a) Leaflets for awareness seminar (e-version)  Date: 24 March 2023  Contents: Information of 「在中國內地及越南市場推廣香港環保及智能製衣機械的嶄新技術」項目簡介會  Distribution channels: Email, wechat group of the project applicant and collaborating organisations; and uploaded on the Applicant's website.</p>	<p>Target no. of designs: 1 e-version</p>	<p>Actual no. of designs: 1 e-versions</p>	
<p>(b) Leaflets for HK Pavilions (hardcopies)</p> <p><u>Pavilion 1</u>  Date: 5 – 8 April 2023  Contents: Information of HK Pavilion in Vietnam Saigon Textile &amp; Garment Industry Expo</p> <p><u>Pavilion 2</u>  Date: 25 – 28 September 2023  Contents: Information of HK Pavilion in</p>	<p>Target no. of designs: 3 versions</p> <p>Target no. of printed copies: 1,000 copies each</p>	<p>Actual no. of designs: 3 versions</p> <p>Actual no. of printed copies: 1,000 copies each for Pavilion 1, 2 and 3 (i.e. Total 3,000 copies)</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>China International Sewing Machinery &amp; Accessories Show</p> <p><u>Pavilion 3</u> Date: 20 – 23 March 2024 Contents: Information of HK Pavilion in Greater Bay Area International Textile &amp; Clothing Industry Fair (DTC 2024)</p> <p>Distribution channels: Distribute on-site in the abovementioned 3 exhibitions.</p>			
<p>(c) Leaflets for dissemination seminars (e-version)</p> <p><u>1<sup>st</sup> dissemination seminar</u> Date: 3 May 2023 Contents: Information of 「越南西貢紡織及製衣業展覽會」經驗分享會</p> <p><u>2<sup>nd</sup> dissemination seminar</u> Date: 20 October 2023 Contents: Information of 「2023年中國國際縫設備展覽會」經驗分享會</p> <p><u>3<sup>rd</sup> dissemination seminar</u> Date: 11 April 2024 Contents: Information of 「2024大灣區國際智能紡織製衣工業設備展」經驗分享會</p> <p>Distribution channels: Email, wechat group of the project applicant and collaborating organisations; and uploaded on the Applicant's website.</p>	<p>Target no. of designs:</p> <p>3 e-versions</p>	<p>Actual no. of designs:</p> <p>3 e-versions for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> dissemination seminars</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 <sup>1</sup>	Actual completion date (if applicable)	Status (C/D/N)	Reasons for not meeting the original target completion date
a)	<ul style="list-style-type: none"> <li>To form a project steering committee</li> <li>To prepare leaflet for the awareness seminar <b>(Deliverable 6)</b></li> <li>To organise the awareness seminar <b>(Deliverable 1)</b></li> </ul>	31/03/2023		C	
b)	<ul style="list-style-type: none"> <li>To update and upgrade the industry video <b>(Deliverable 4)</b></li> </ul>	19/04/2023	7/08/2023	D	Note 1
c)	<ul style="list-style-type: none"> <li>To enhance the industry website <b>(Deliverable 5)</b></li> </ul>	19/04/2023		C	
d)	<ul style="list-style-type: none"> <li>To set up HK Pavilion in Saigon Textile &amp; Garment Industry Expo (SaigonTex 2023) <b>(Deliverable 2)</b></li> <li>To prepare leaflet for the HK Pavilion in SaigonTex 2023 <b>(Deliverable 6)</b></li> </ul>	19/04/2023		C	
e)	<ul style="list-style-type: none"> <li>To consolidate and analyse the information collected from HK Pavilion visitors and potential buyers</li> <li>To prepare leaflet for the 1<sup>st</sup> dissemination seminar <b>(Deliverable 6)</b></li> <li>To promote and hold the 1<sup>st</sup> dissemination seminar <b>(Deliverable 3)</b></li> </ul>	19/06/2023		C	
f)	<ul style="list-style-type: none"> <li>To set up HK Pavilion in China International Sewing Machinery &amp; Accessories Show in Shanghai (CISMA 2023) <b>(Deliverable 2)</b></li> <li>To prepare leaflet for the HK Pavilion in CISMA 2023 <b>(Deliverable 6)</b></li> </ul>	19/10/2023		C	
g)	<ul style="list-style-type: none"> <li>To consolidate and analyse the information collected from HK Pavilion visitors and potential buyers</li> <li>To prepare leaflet for the 2<sup>nd</sup> dissemination seminar <b>(Deliverable 6)</b></li> <li>To promote and hold the 2<sup>nd</sup> dissemination seminar <b>(Deliverable 3)</b></li> </ul>	19/12/2023		C	
h)	<ul style="list-style-type: none"> <li>To set up HK Pavilion in Greater Bay Area International Textile &amp; Clothing Industry Fair (DTC 2024) <b>(Deliverable 2)</b></li> <li>To prepare leaflet for the HK Pavilion in DTC 2024 <b>(Deliverable 6)</b></li> </ul>	19/04/2024		C	
i)	<ul style="list-style-type: none"> <li>To consolidate and analyse the information collected from HK Pavilion visitors and potential buyers</li> <li>To prepare leaflet for the 3<sup>rd</sup> dissemination seminar <b>(Deliverable 6)</b></li> <li>To promote and hold the 3<sup>rd</sup> dissemination seminar <b>(Deliverable 3)</b></li> </ul>	19/06/2024		C	
j)	<ul style="list-style-type: none"> <li>To consolidate the information collected from the 3 HK Pavilions and disseminate on the Applicant's website and other channels</li> </ul>	19/06/2024		C	

Note 1: The lead time for enhancing the video was too tight. The vendor could only produced the video in English and Vietnamese first and required more time to fine tune the video in Putonghua.

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