

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	Smart City Consortium Limited
Implementation Agent(s) (if any)	:	N/A
Project reference no.	:	T22 003 008
Project title	:	Promotion of Hong Kong's smart living products/services in Thailand and Mainland China
Period covered in this report (whole project duration)	:	From 01/03/2023 to 29/02/2024 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

To introduce HK's smart living technologies, SCC set up Pavilions in prominent events in Thailand and Chinese Mainland in 2023.

The first one was a "HK Smart Living Pavilion" at HKTDC's "Think Business, Think Hong Kong (TBTHK)" on 13-14 July in Bangkok, housing seven HK exhibitors in 36 sqm. A "Smart Solution for Better Lives – How HK's Smart Living Technologies Improve Quality of Life" seminar was held on 13 July to introduce HK and its crucial role in GBA development to the Thai audience.

The second one took place on 15-19 November in Shenzhen. SCC mounted a "HK Smart Living Pavilion" at China Hi-Tech Fair, featuring a wide variety of smart living technologies of 25 HK companies in almost 250 sqm. Extensive publicity efforts included event website, press releases, event booklets and TV wall, as well as an opening ceremony.

Our exhibitors of the two events expressed satisfaction over the business enquiries, business contacts and market information gained through the participation.

Project objectives (in about 50 words)

An increasing number of cities in these two countries have implemented smart city policies and consumers are enthusiastic on smart living solutions. The project aims to introduce the capability and the quality of HK's smart living technologies to Thailand and Mainland China to capitalise on the promising business opportunities.

Collaborating Organisations (if any)

Hong Kong Software Industry Association Limited (HKSIA)

Hong Kong Information Technology Joint Council Limited (HKITJC)

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: Yeung Man Yui, Gary	President
Deputy Project Coordinator	: Leung Man Ying, Phoebe	Executive Director

1.5 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>01/03/2023</u>	<u>29/02/2024</u>	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.

1. Mr Eric Yeung, Honorary President, Smart City Consortium Limited
2. Mr Gary Yeung, President, Smart City Consortium Limited
3. Mr Kenny Chien, Chairman, Hong Kong Software Industry Association Limited
4. Mr Kenneth Chan, Vice President, Hong Kong Information Technology Joint Council Limited
5. Ms Phoebe Leung, Executive Director, Smart City Consortium Limited

Role: Monitor project implementation, screening exhibitors and vetting, promotion of the event.

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			
<u>Pavilion 1</u> Name and place of exhibition: "Think Business, Think Hong Kong", Bangkok Date: 13-14 July 2023 Size of pavilion: 36 sqm Theme: Hong Kong Smart Living Pavilion Selection criteria adopted: (For participating enterprises) (i) Hong Kong registered companies which have smart living technology business (For display products) (i) Originality and creativity of products/services (ii) Effectiveness of the presentation of products/services On-site promotion: (i) Onsite video exposure at Welcome LED wall (ii) Logo and profile listings on Expo Directory and Event Website (iii) ONE sharing session at the Expo's Main Forum (iv) Static advertisement at Welcome LED wall (v) ONE spread-page advertisement on Expo Directory (vi) ONE e-Banner Ad on Expo website	Target no. of products displayed: 7 products/ services from 7 enterprises	Actual no. of products displayed: 7 products/ services from 7 enterprises 1. Acacia Evergreen Technology Limited 2. Airxed Technology Limited 3. Lik On Technology Limited 4. RaSpect Intelligence Inspection Limited 5. Vitargent (International) Biotechnology Limited 6. Yau Lee Holdings Limited 7. Yee Fung Technology Limited	

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)
(vii) Showcase of selective products at Expo's Press Conference			
<u>Pavilion 2</u> Name and place of exhibition: China Hi-Tech Fair, Shenzhen (中國國際高新技術成果交易會) at Shenzhen Convention and Exhibition Centre Date: 15-19 November 2023 Size of pavilion: 247.5 sqm Selection criteria adopted: - Smart living technologies Other details: Pls see below item 8 regarding opening ceremony	Target no. of products displayed: <u>25</u> products from <u>25</u> enterprises	Actual no. of products displayed: 25 products from 25 enterprises 1. Able Trillion Technology Co., Ltd. 2. ASA Robotics Limited 3. Avalon SteriTech Limited 4. Building Innotech Holdings Limited 5. Cellac Innovative Company 6. Envac Far East Ltd 7. Euclidean China Limited 8. HUABAN International Limited 9. InnoBlock Technology Limited 10. Integrated Solutions Limited 11. IsBim Limited 12. L2 IoT Solutions Ltd. 13. Meat the Next Company Limited 14. MedSim Healthcare Education Company 15. n-hop technologies Limited 16. One2Cloud Limited 17. OTS Billing Services Limited 18. Parami 19. Pickjetso Limited 20. Pitcher Limited 21. RaSpect Intelligence Inspection Limited 22. Robocore Technology Limited 23. SagaDigits 24. TopSOC Information Technology Limited 25. Vitargent (International) Biotechnology Ltd	

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)
2. Videos			
<p>2a) For Pavilion 1 (at Bangkok Expo)</p> <p>Launching date: 9 June 2023 Languages in voice-over: English Languages in subtitle: English & Simplified Chinese</p> <p>Broadcasting channels: i) Welcome LED wall at Bangkok Expo - ii) Softcopy available at project webpage - https://smartcity.org.hk/bangkokexpo/media_release_and_video.html</p> <p>2b) For Pavilion 2 (at China Hi-Tech Fair) Launching date: 1 November 2023 Languages in voice-over: Cantonese Languages in subtitle: Simplified Chinese Broadcasting channels: (i) Inside SCC pavilion (Welcome LED wall at SCC Pavilion SCC counter at SCC pavilion (ii) Softcopy available at project webpage on SCC website https://smartcity.org.hk/cht2023/</p>	<p>Target length of video:</p> <p>2a) 3 minutes 2b) 3 minutes</p>	<p>Actual length of video:</p> <p>2a) 6.34 minutes https://smartcity.org.hk/bangkokexpo/media_release_and_video.html</p> <p>2b) 3:04 minutes https://smartcity.org.hk/cht2023/</p>	
3. Exhibition Booklet			
<p>Hard copy distribution dates: 15-19 November 2023 Distribution channels: China Hi-Tech Fair Hall 1</p> <p>Soft copy available on project webpage on SCC website https://smartcity.org.hk/cht2023/assets/pdf/SCG-8P.pdf</p> <p>Other details:</p> <ul style="list-style-type: none"> Purpose: To introduce the capabilities of HK smart living industry and exhibiting items at Pavilion 2 in Shenzhen exhibition 	<p>Target: 1</p>	<p>Actual: 1 (for pavilion 2)</p> <p>E-version: https://smartcity.org.hk/cht2023/assets/pdf/SCG-8P.pdf</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"> • Language: Simplified Chinese • Format: 200 printed copies with e-version, total 8 pages • Content: <ul style="list-style-type: none"> (i) Brief introduction of HK Smart Living technologies (ii) Information about the participating companies and their exhibits (iii) A QR code leading to project webpages and exhibitors' companies. 			
4. Project webpages			
<p>Launching date: 9 June 2023 4a) For Pavilion 1</p> <p>Launching date: 1 November 2023 4b) For Pavilion 2</p> <p>Other details <u>Content:</u> -Background of SCC Smart Living Pavilion, organisers, and purposes -Information of participating companies and their exhibits -Press release -Photos of SCC Pavilions</p> <p><u>Languages:</u> 4a) Video for Pavilion 1 - English 4b) Video for Pavilion 2 – simplified Chinese</p> <p>QR code of project webpages was shown on backdrop in each pavilion.</p>	Target no. of website / webpages: 1	<p>Actual no. of website / webpages: 2</p> <p>For 4a) https://smartcity.org.hk/bangkokexpo/index.html</p> <p>For 4b) https://smartcity.org.hk/cht/2023/</p>	
5. Post-event report (e-version)			
<p>For Pavilion 1:</p> <ul style="list-style-type: none"> • Language: English and Chinese (for Bangkok Expo) • Report details included the feedback from exhibitors of SCC Pavilions in Bangkok and Shenzhen (data collected by questionnaire at/after the exhibitions) <p>Distribution channel:</p>	Target : 2 (Uploaded on project webpages and shared by e-newsletter)	<p>Actual: 2</p> <p>For Pavilion 1: Report uploaded on project webpage under "Report" session. https://smartcity.org.hk/bangkokexpo/assets/images/Post_event_report.pdf</p> <p>It was also shared on Aug</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>Report uploaded to project webpages (https://smartcity.org.hk/bangkokexpo/assets/images/Post_event_report.pdf) and shared via e-newsletter issued on 18 August 2023 (after reporting period).</p> <p>For Pavilion 2:</p> <ul style="list-style-type: none"> Language: Chinese for Shenzhen exhibition 		<p>2023 edition of SCC e-Newsletter https://smartcity.org.hk/index.php/en/enews-2023-august</p> <p>For Pavilion 2: Report uploaded on project webpage under “展會回顧” session. https://smartcity.org.hk/cht/2023/assets/pdf/Post_event_report_and_result.pdf It was also shared on Dec 2023 edition of SCC e-Newsletter https://smartcity.org.hk/index.php/en/enews-2023-dec</p>	
6. Other promotional activities (cost absorbed by SCC)			
<p>SCC Website promotion</p> <p>Distribution channel: SCC pavilions in Bangkok and Shenzhen exhibitions will be introduced in</p> <p>(i) Upcoming events (ii) Press release</p>	<p>Target number of website promotion:</p> <p>2 times per exhibition (pre-event x 1, post-event x 1, 4 in total)</p>	<p>Actual number of website promotion:</p> <p>2 for pavilion 1 (Bangkok expo)</p> <p>(a) 28 March 2023 (Pre-event x 1) (b) 13 July 2023 (Post-event x 1)</p> <p>1 for pavilion 2 (Shenzhen exhibition) (c) 28 April 2023 (Pre-event x 1)</p>	
<p>SCC Facebook posts</p>	<p>Target number of Facebook posts:</p> <p>3 times per exhibition (pre-event x 2, post-event x 1, 6 in total)</p>	<p>Actual number of Facebook posts:</p> <p>3 for pavilion 1 (Bangkok expo)</p> <p>1. 17 April 2023 (Pre-event x 1); 2. 21 April 2023 (Pre-event x1); and 3. 13 July 2023 (post-event x 1).</p> <p>1 for pavilion 2 (Shenzhen expo) 4. 20 July 2023 (Pre-event x 1)</p>	
<p>SCC e-newsletters</p> <p>Distribution channel: To over 6,000 recipients through</p>	<p>Target number of e-newsletters:</p> <p>2 times per exhibition</p>	<p>Actual number of e-newsletters:</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)
the networks of SCC	(pre-event x1, post-event x1, 4 in total)	2 for pavilion 1 (Bangkok expo) 1. 7 March 2023 (pre-event x 1); and 2. 18 August 2023 (post-event x 1). 1 for pavilion 2 (Shenzhen exhibition) 3. 22 May 2023 (pre-event x 1).	
7. Sharing Session (on-site seminar)			
<p>Date: 13 July 2023 Time: 11:30am–12:00pm(0.5hour) Venue: Main Forum, “Think Business, Think Hong Kong”, Bangkok</p> <p>Other details: Purpose: To introduce HK’s smart living technologies to Thai business visitors</p> <p>Topic: Smart Solution for Better Lives – How Hong Kong’s Smart Living Technologies Improve Quality of Life</p> <p>Speaker: Mr Gary Yeung, President of Smart City Consortium</p>	<p>Target no. of participants: 30</p> <p>Target duration: 30 minutes</p> <p>Target number of speaker: 1 (senior representative from Hong Kong Smart Living Technology sector)</p>	<p>Actual no. of participants: 123</p> <p>Actual duration: 30 minutes</p> <p>Actual number of speaker: 1 (Mr Gary Yeung, President of Smart City Consortium)</p>	
8. Opening Ceremony			
<p>Date: 15 November 2023 Time: 12:30-13:00pm(0.5hours) Venue: inside Pavilion 2 at Shenzhen Convention and Exhibition Centre Speakers:</p> <ol style="list-style-type: none"> 1. 智慧城市聯盟會長楊文銳先生 2. 香港特別行政區政府駐深圳聯絡處主任鄧秀嫻女士 3. 深圳市電子商務協會外聯秘書長崔葦女士 4. 香港資訊科技聯會副會長陳煒國先生 <p>Guests officiating at ribbon-cutting ceremony:</p> <ol style="list-style-type: none"> 5. 香港資訊科技聯會副會長陳煒國先生 6. 智慧城市聯盟會長楊 	<p>Target no. of participants: 30</p>	<p>Actual no. of participants: at least 45</p> <p>It took place in an open rather than an enclosed area at the front end of Pavilion 2; with a free flow of attendees. No pre-registration and on-site registration required.)</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)
7. 文銳先生 香港特別行政區政府駐深圳聯絡處主任鄧秀嫻女士 8. 深圳市電子商務協會外聯秘書長崔葦女士 9. -香港貿易發展局大灣區服務中心主任 曾沂靖先生			
9.Other promotional activities (cost absorbed by SCC)			
9a) Announcement on SCC Website	Target: Four For Pavilion 1: Two For Pavilion 2: Two	Actual: For Pavilion 1: Four * Since 28 March 2023 under Press Release and Calendar of events * Since 5 July 2023 under Press Release * Since 13 July 2023 under Past Events * Since 8 June 2023 under Pavilion webpage For Pavilion 2: Four * Since 28 April 2023 under Press Release and Calendar of events * Since 18 August 2023 under Press Release and Calendar of events * Since 15 December 2023 under Press Release and Past Events * Since 1 November 2023 under Pavilion 2 webpage	
9b) Announcement on SCC Facebook	Target: 6 For Pavilion 1: three For Pavilion 2: three	Actual: 10 For Pavilion 1: three * On 17 April 2023 * On 21 April 2023 * Post event post on 13 July 2023 For Pavilion 2: seven * On 20 July 2023 * On 1 Aug 2023 * On 16 Aug 2023 * On 25 Aug 2023 * On 4 Sept 2023 * On 11 Sept 2023 * Two post-event posts on 15 Nov 2023	
9c) Announcement on SCC e-Newsletters	Target: 4 For Pavilion 1: two For Pavilion 2: two	Actual: 4 For Pavilion 1: two (The pavilion was	

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>highlighted in March 2023 edition https://smartcity.org.hk/index.php/en/enews-2023-march and Aug 2023 edition https://smartcity.org.hk/index.php/en/enews-2023-august)</p> <p>For Pavilion 2: two (The pavilion was highlighted in May 2023 edition https://smartcity.org.hk/index.php/en/enews-2023-may and Dec 2023 edition https://smartcity.org.hk/index.php/en/enews-2023-dec</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
(a) To start the project				e.g. Note (i)
- Project working team on board				
- Forming steering committee	30/4/2023	30/4/2023	C	
(b) Pavilion 1 –				e.g. Note (ii)
<u>“Think Business, Think Hong Kong” Expo in Bangkok</u>	30/6/2023	30/6/2023	C	
- Recruit suitable exhibitors (website press release x 1, Facebook posts x 2 and e-newsletter x1)				
- Liaise with HKTDC project team for a good location; and with HKTDC construction team for pavilion design				
- Design, produce and upload video 1 to project webpages				
- Prepare the content of on-site promotional activities related to Pavilion 1 and look for service providers for video production				
- Invite speaker for sharing session				

¹ As stated in the approved project proposal.

(c)	- Organise Pavilion 1 and sharing session in Bangkok Expo - Complete onsite promotional activities in Pavilion 1	31/7/2023	14/7/2023	C
(d)	- Complete post-event report for Pavilion 1 - Complete post-event promotional activities related to Pavilion 1 (website press release x1, Facebook post x1 and e-newsletter x1)	31/8/2023	31/8/2023	C
(e)	Pavilion 2 - China Hi-Tech Fair 2023 in Shenzhen - Promote Pavilion 2 to recruit suitable exhibitors (website press release x 1, Facebook posts x 2 and e-newsletter x1) - Liaise with contractor for pavilion design - Design and produce exhibition booklet for Pavilion 2 - Design, produce and upload video 2 to project webpages - Update project webpages - Prepare the opening ceremony and guest invitation	31/10/2023	31/10/2023	C
(f)	-Organise Pavilion 2 and opening ceremony in Shenzhen exhibition	31/12/2023	19/11/2023	C
(g)	- Complete post-event report for Pavilion 2 - Complete post-event promotional activities related to Pavilion 2 (website press release x1, Facebook post x1 and e-newsletter x1)	29/2/2024	29/2/2024	C

Note:

- (i)
- (ii)