

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	<u>Hong Kong Foundry Association Limited (HKFA)</u>
Implementation Agent(s) (if any)	:	<u>Hong Kong Productivity Council (HKPC)</u>
Project reference no.	:	<u>T23 002 004</u>
Project title	:	<u>Promoting the advanced casting capability of the foundry industry in using precision casting technology to explore the automotive market in Turkey</u>
Period covered in this report (whole project duration)	:	From <u>26/01/2024</u> to <u>25/01/2025</u> (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

Turkey across Asia and Europe, its full use of geographic location advantages, for Turkey's automotive casting parts market provides a broad space for development. With the rapid development of the automotive industry in Turkey, Turkey has become one of the largest automobile producers in Europe, casting parts and therefore ushered in a huge opportunity for development. Through the promotion of Hong Kong foundry industry to adopt precision casting technology to produce high-quality automotive metal casting parts of advanced capabilities, for the Hong Kong foundry industry to provide the Turkish automotive market to expand business opportunities; for Hong Kong enterprises to develop a wider market space, and to promote the economic cooperation and development of both sides.

Project objectives (in about 50 words)

To provide opportunities for the Hong Kong foundry industry to expand its business in the Turkish automotive market by promoting the advanced capability of the Hong Kong foundry industry to produce high quality automotive metal casting parts using precision casting technology. Provide opportunities for the Hong Kong foundry industry to expand their business in the Turkish automotive market.

Collaborating Organisations (if any)

Hong Kong Federation of Innovation Technologies and Manufacturing Industries (FITMI)

Hong Kong Screw & Fastener Council Limited (HKSFC)

Hong Kong 3D Printing Association Limited (HK3DPA)

Hong Kong Electro-Plating Merchants Association (HKEPMA)

The Hong Kong Metals Manufacturers Association (HKMMA)

Hong Kong Auto Parts Industry Association (HKAPIA)

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Ms Leung Sze Nga, Crystal</u>	<u>Chairlady of Hong Kong Foundry Association Limited</u>
Deputy Project Coordinator	: <u>Ir Suen Kwok Wai, Samson</u>	<u>General Manager of Hong Kong Productivity Council</u>

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>26/01/2024</u>	<u>25/01/2025</u>	<u>12</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

2. Summary of Project Results

Governance

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

Compositions: 2 representatives from the applicant (HKFA), 1 representative from the implementation agent (HKPC) and 2 representatives from collaborating organizations.

Role	Organization	Representative	Title
Applicant	HKFA	Ms. Leung Sze Nga, Crystal	Chairlady
	HKFA	Mr. Wong Chi Kit, Jacky	Executive Committee Member
Implementation Agent	Hong Kong Productivity Council	Ir Suen Kwok Wai, Samson	General Manager
Collaborating Organizations	The Hong Kong Metals Manufacturers Association Limited	Mr. Suen Fai Chuen, Alan	Chairman
	Hong Kong 3D Printing Association Limited	Mr. Wu Lik Hang, Calvin	Chairman

Role: The steering committee is responsible for reviewing the project progress, selecting the exhibition booth location, deciding on the design of the pavilion and the contents of the promotional materials. The steering committee will also take part in selecting the enterprises to display their display products during 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 pavilions			
Pavilion 1 Name and place of exhibition: ANKIROS / TURKCAST 2024 Date: 19-21 September 2024 Size of pavilion: 198 sqm Selection criteria adopted: - Enterprises that have not yet entered overseas market will be given priority. - Enterprises that have not participated in the Hong Kong pavilion organized by HKFA in its previous SME Development Fund project (ref. no.: D14 002 008) will be given priority. - Enterprises which have won awards (e.g. "Corporate Innopreneur Award" under "Hong Kong Innopreneur Awards" hosted by Federation of Hong Kong Industries)	Target no. of products displayed: ___150___ products from ___20___ enterprises	Actual no. of products displayed: ___181___ products from ___20___ enterprises	

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>(https://innoawards.org.hk/awards/) before will be given priority</p> <p>Other details:</p> <ul style="list-style-type: none"> - 1,000 hard copies of leaflets will be distributed on-site - On-site advertisements (one-page advertisement in exhibition catalogue, one-page advertisement in the exhibition show pocket guide and one hanging flag). 			
2. Seminar			
<p><u>Awareness Seminar:</u> Date: 13 May 2024 Time: 14:00-17:00 (<u>3</u> hours) Venue: 香港觀塘開源道 45 號有利中心 4 樓 (PARAGON) Topics covered:</p> <ol style="list-style-type: none"> 1) 「工商機構支援基金」資助項目介紹 講者：梁詩雅 女士 香港鑄造業總會會長 2) 展覽活動「香港館」詳情及問答環節 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) 汽車零部件鑄造技術及拓展國外市場經驗分享 講者：謝苗 女士 Wing Kam Foundry (H.K) Ltd 業務經理 4) 新型工業化發展與企業創新智慧化的未來分享 講者：宋卓能 先生 嘉瑞國際控股有限公司高級經理 5) 一體化壓鑄成型技術分享 講者：陳國強 先生 力勁機械國際有限公司工程經理 	<p>Target no. of participants: <u>50</u> on-site</p> <p>Duration: <u>3</u> hours</p>	<p>Actual no. of participants: <u>51</u> on-site</p> <p>Duration: <u>3</u> hours</p>	
<p><u>Experience Sharing Seminar:</u> Date: 13 January 2025 Time: 13:30 – 16:30 (<u>3</u> hours) Venue: 香港觀塘開源道 45 號有利中心 4 樓 (PARAGON)</p>	<p>Target no. of participants: 50</p> <p>Duration: <u>3</u> hours</p>	<p>Actual no. of participants: 51</p> <p>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>Topics covered:</p> <p>1) Review of Turkish Exhibition Activities Speakers:</p> <p>1.1) Crystal LEUNG Chairlady, Hong Kong Foundry Association</p> <p>1.2) Chuck FUNG General Manager, Robotics and Artificial Intelligence Division Hong Kong Productivity Council</p> <p>2) Achievements and Insights from Turkish Exhibitions (ANKIROS / TURKCAST 2024) Speakers:</p> <p>2.1) Bosco POON Director, NEW PAN ASIA INDUSTRIAL GROUP LIMITED</p> <p>2.2) JACKY WONG Sales manager, APEXRANK INDUSTRIES LIMITED</p> <p>2.3) XIAO HAIYAN General Manager, SUN ON ENTERPRISES GROUP LIMITED</p> <p>2.4) CHU WANBUN Group consultant, CATHAY TAT MING (HK) COMPANY LIMITED</p> <p>2.5) WANG LIDUO Chairman, WING KAM FOUNDRY (H.K.) LIMITED</p> <p>2.6) AN LINGYUN Supervisor, WING KAM FOUNDRY (H.K.) LIMITED</p> <p>3) Changes in Global Economic Trade Tariff Policies and Their Impact on the Manufacturing Industry and Response Strategies Speaker:</p> <p>3.1) Ken WONG</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>President, HONG KONG (SME) ECONOMIC AND TRADE PROMOTIONAL ASSOCIATION</p> <p>4) Comprehensive Interpretation: Global Carbon Neutrality Trends and the EU Carbon Tax 2026 Policy and Immediate Response Strategies for the Manufacturing Industry Speaker:</p> <p>4.1) Dr. Yujuan TANG Sales manager, China Inspection & Certification Group South China Regional Headquarters China Certification & Inspection Group Guangdong Co., Ltd</p> <p>Other details: https://www.foundry.org.hk/tsf/experience-sharing-meeting.html</p>			
3. Promotional video			
<p>Launching date: 25 March 2024 Language in voice-over: English Language in subtitle: English Broadcasting channels:</p> <ul style="list-style-type: none"> The video was uploaded to the project webpages in HKFA's website (https://www.foundry.org.hk/tsf) It was also broadcast at the Hong Kong pavilion (completed after the reporting period). 	<p>Target length of video: <u>5</u> minutes</p>	<p>Actual length of video: <u>5</u> minutes and <u>8</u> seconds</p>	NA
4. Industry directory			
<p>Completion date: 13 September 2024 (We completed the design of the directory on 21 Aug 2024 and finished printing on 13 Sep 2024. The completion is slightly delayed because we spent time on collecting and verifying Hong Kong SMEs' information more than we expected.) Language: English</p> <ul style="list-style-type: none"> Content: <ul style="list-style-type: none"> (i) Introduction of Hong Kong foundry industry. (ii) List of Hong Kong foundry SMEs (names, contact information and services / product types provided). (iii) List of Hong Kong SMEs in 	<p>Target no. of Hong Kong enterprises included in the directory: <u>300</u></p>	<p>Actual no. of Hong Kong enterprises included in the directory: <u>304</u></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>the entire supply chain of the foundry industry including machinery suppliers, material suppliers and post-processing companies (names, contact information and services provided).</p> <ul style="list-style-type: none"> Distribution channels: <u>500 hard copies</u> of directory will be distributed in Hong Kong pavilion. e-version will be uploaded to the project webpages in HKFA's website (https://www.foundry.org.hk/tsf/) 			
5. Project webpages			
<p>Launching date: 22 March 2024 Web address: https://www.foundry.org.hk/tsf.html/</p> <p>The webpages could be accessed via a QR code, which was printed on the e-leaflet of the awareness seminar:</p>  <p>The above QR code was also printed on leaflets and on-site advertisements of the Hong Kong pavilion and the industry directory (completed after reporting period).</p>	Target no. of webpages: <u>1</u> set	Actual no. of webpages: <u>1</u> set	
6. Promotional activities			
<p>(a) <u>E-Leaflet for awareness seminar</u></p> <p>Contents: To introduce the seminar and deliver the seminar details such as date, time, location, speaker, rundown etc.</p> <p>Distribution channels:</p> <p>The e-leaflet was distributed by:</p> <ul style="list-style-type: none"> HKPC by eDM on 25/04/2024; HKFA through its own network by email on 07/05/2024; Hong Kong Federation of Innovative Technologies and Manufacturing Industries by 	Target no. of designs: <u>1</u> e-version	Actual no. of designs: <u>1</u> e-version	

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>WhatsApp group;</p> <ul style="list-style-type: none"> - Hong Kong 3D Printing Association through its own network by email on 07/05/2024; - Hong Kong Electro-Plating Merchants Association to its members by email on 08/05/2024; - The Hong Kong Metals Manufacturers Association to its members by email on 30/04/2024; - Hong Kong Screw & Fastener Council to its members by WhatsApp group on 15/04/2024 (The issuing date is much earlier than HKFA's and HKPC's eDM because HKFA's and HKPC's release require internal scheduling.); - Hong Kong Auto Parts Industry Association to its members by WeChat group on 26/04/2024. <p>The e-leaflet was also uploaded to the project webpages (https://www.foundry.org.hk/tsf/project-introduction-meeting.html) to introduce and promote the awareness seminar.</p> <p>Speakers' presentation materials were uploaded to the project webpages for free download (https://www.foundry.org.hk/tsf/project-introduction-meeting.html)</p>			
<p>(b) <u>Leaflets for the Hong Kong pavilion</u></p> <p>Contents:</p> <ul style="list-style-type: none"> - To promote the Hong Kong foundry industry and its technological capabilities. - To introduce and promote the Hong Kong pavilion. 	<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 advertisements in the exhibition in Turkey</u></p> <p>Contents:</p> <ul style="list-style-type: none"> - To promote the Hong Kong pavilion. 	<p>Target no. of catalogue advertisement: <u>1</u></p> <p>Target no. of pocket guide advertisement: <u>1</u></p> <p>Target no. of hanging flag advertisement: <u>1</u></p>	<p>Actual no. of catalogue advertisement: <u>1</u></p> <p>Actual no. of pocket guide advertisement: <u>1</u></p> <p>Actual no. of hanging flag advertisement: <u>1</u></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)
(d) <u>E-Leaflet for experience sharing seminar</u> Contents: - Introduced the experience sharing seminar and deliver the details including date, time, location, speaker, rundown etc. Distribution channels: - E-version of the leaflet distributed by HKPC, HKFA and collaborating organisations and uploaded to the project webpages to introduce and promote the sharing seminar	Target no. of design: 1 1 e-version	Actual no. of design: 1 e-version	

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
(a) Formation of the steering committee	25/03/2024		C	
(b) Design and production (launch) of the project webpages	25/03/2024		C	
(c) Design and production of promotional video	25/03/2024		C	
(d) Design the leaflet for the awareness seminar	25/05/2024		C	
(e) Recruit the participants for the awareness seminar	25/05/2024		C	
(f) Organise the awareness seminar	25/05/2024		C	
(g) Update project webpages	25/05/2024		C	
(h) Design and production of the industry directory	25/08/2024		C	
(i) Design and production of the leaflet for the pavilion in exhibition	25/08/2024		C	
(j) Design and production of on-site advertisements for the pavilion in exhibition	25/08/2024		C	
(k) Design the pavilion for the exhibition	25/08/2024		C	
(l) Shipment of exhibits to the exhibition	25/08/2024		C	
(m) Update project webpages	25/08/2024		C	

¹ As stated in the approved project proposal.

(n)	Set up the pavilion in the exhibition	25/09/2024	C	
(o)	Update project webpages	25/09/2024	C	
(p)	Design the leaflet for the experience sharing seminar	25/01/2025	C	
(q)	Recruit the participants for the experience sharing seminar	25/01/2025	C	
(r)	Organise the experience sharing seminar	25/01/2025	C	
(s)	Update project webpages	25/01/2025	C	