

Trade and Industrial Organisation Support Fund (TSF)

Final Report on Approved Project

Grantee	:	Federation of Fur Manufacturers and Dealers (Hong Kong) Limited (HKFF)
Implementation Agent(s) (if any)	:	Hong Kong Productivity Council (HKPC)
Project reference no.	:	T23 002 009
Project title	:	To promote the design capability and technical strengths of Hong Kong fur industry in producing trendy fur products to potential buyers in Central Asia and the Middle East
Period covered in this report (whole project duration)	:	From 15/2/2024 to 14/2/2025 (dd/mm/yyyy) (dd/mm/yyyy)

1. Project Details

Project summary (in about 150 words)

In recent years, Hong Kong fur industry is facing the challenges in export performance due to the various external impacts like global warming. It is crucial for the Hong Kong fur industry to build on its existing strengths of designing and producing fashionable and creative fur products, as well as explore new export opportunities by participating in international fashion trade shows.

In this project, Hong Kong fur enterprises will showcase their fashionable and creative fur design and the ability to produce modern fur projects by using upcycling outdated fur in the international shows in Kazakhstan and Dubai, the UAE. A briefing session was organised before the shows to provide the local fur market and technology information to the exhibitors. A catwalk show was also performed in Kazakhstan to demonstrate fur products with fashionable and creative design and to impress the potential buyers. A dissemination seminar was organised after exhibitions to provide facts and details of trade opportunities in Kazakhstan and the UAE. Other promotion activities like promotional video, directory, project webpages and leaflet were also developed.

Project objectives (in about 50 words)

- To facilitate Hong Kong fur enterprises to explore business opportunities in international shows in Kazakhstan and the United Arab Emirates (UAE)

- To further promote the design capability and technical strengths of Hong Kong in producing trendy fur products

Collaborating Organisations (if any)

- Hong Kong Fashion Designers Association Limited
- Hong Kong Trade Development Council
- The Chinese Manufacturers' Association of Hong Kong

Key personnel

	<u>Name</u>	<u>Post title and name of organisation</u>
Project Coordinator	: <u>Mr Alva Choi</u>	<u>Chairman, Hong Kong Fur Federation (HKFF)</u>
Deputy Project Coordinator	: <u>Mr Lau Pui Kit, Eric</u>	<u>Honorary Chairman, Hong Kong Fur Federation (HKFF)</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>15/02/2024</u>	<u>14/02/2025</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.

1. Mr Alva Choi, Chairman of HKFF
2. Mr Willan Sun, Vice Chairman of HKFF
3. Mr Wong Yau Fai, Director of Ace Fur Manufacturing Limited
4. Ms Portia To, Senior Lecturer of Hong Kong Design Institute
5. Mr. Francis Lai, Head of Smart Industrial System and Composite Technology, Smart Manufacturing Division of HKPC (take up Mr YC Ko's position from 18/03/2024)
6. Mr YC Ko, Head of Smart Machinery and Composite Technology, Smart Manufacturing Division of HKPC (15/02/2024 – 17/03/2024)

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. Briefing Session			
Date: 18 April 2024 Time: 16:00 – 18:00 (2 hours) Venue: Silverbox Ballroom 3, Hotel Icon Mode: Physical seminar Topics and speakers: (i) Fur market opportunities in Kazakhstan and the UAE – Mr Alva Choi, Chairman of HKFF (ii) Review the fur market in Kazakhstan – Mr Wallace Wong, Honorary Chairman of HKFF (iii) Review the fur market in the UAE – Mr William Sun, Vice-Chairman of HKFF (iv) Central Asia and Middle East: Overview of economic development and fur market opportunities – Mr Nicholas Fu, Economist (Global Research) of Hong Kong Trade Development Council (HKTDC) (v) Introduction of Hong Kong Fur Pavilions – Ms Prudence Lam, Senior Consultant of HKPC (vi) Emerging Trend in Digital Transformation - Application of ERP Manufacturing Solutions – Ms Kennis See, Senior Consultant of Kingdee Hong Kong Other details: - The event information was	Target no. of participants: <u>30</u> Target duration: <u>2</u> hours Target no. of speakers: <u>2</u> local speakers	Actual no. of participants: <u>36</u> Actual duration: <u>2</u> hours Actual no. of speakers: <u>6</u> local speakers	

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>publicised in the project webpages before the seminar for recruitment of participants. (weblink: http://www.hkff.org/tsf-briefing.php?lang=3)</p> <p>- Presentation materials were uploaded to the project webpages. (weblink: http://www.hkff.org/tsf-briefing.php?lang=3)</p>			
2. Hong Kong fur pavilions			
<p>Pavilion 1 Name and place of exhibition: Elite Line, Almaty, Kazakhstan Date: 18 – 20 August 2024 Size of pavilion: 150 sqm Venue: Booth C140, Hall 10, Atakent International Exhibition Centre, Almaty, Kazakhstan</p> <p>Selection criteria adopted:</p> <p>(i) Designed or manufactured by Hong Kong fur enterprises.</p> <p>(ii) Reputation of the enterprises (i.e. enterprise's history and date of establishment, priority will be given to enterprise with longer history; enterprise's business-related disputes or fraudulent activities)</p> <p>(iii) Able to demonstrate Hong Kong fur industry's strength to show high quality and creative fur design with new technical elements. For the highlight zone, the displayed fur product should possess upcycling elements.</p> <p>(iv) Selection of products will be conducted in two separate recruitment exercises and enterprises may participate in all two exhibitions. Enterprises not selected for displaying their products in pavilion 1 would not have a higher priority to be selected for displaying their products in pavilion 2.</p> <p>On-site promotion:</p> <p>- 1 roll-up stand</p> <p>- 500 copies of leaflet produced for promoting the Pavilion</p> <p>Other details: There is a highlight zone of about 15</p>	<p>Target no. of products displayed: <u>144</u> products from <u>15</u> enterprises</p> <p>Target: <u>1</u> Target: <u>1</u> design, <u>500</u> copies</p>	<p>Actual no. of products displayed: <u>144</u> products from <u>17</u> enterprises</p> <p>Actual: <u>1</u> Actual: <u>1</u> design, <u>500</u> 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>sqm showing 3 sets of trendy fur products with upcycling element in the Hong Kong fur industry.</p> <p><u>Pavilion 2</u> Name and place of exhibition: International Apparel & Textile Fair (ITAF) (Dubai, the UAE) Date: 12-14 November 2024 Size of pavilion: 150sqm Venue: Festival Arena, Dubai Selection criteria adopted: (i) Designed or manufactured by Hong Kong fur enterprises. (ii) Reputation of the enterprises (i.e. enterprise's history and date of establishment, priority will be given to enterprise with longer history; enterprise's business-related disputes or fraudulent activities) (iii) Able to demonstrate Hong Kong fur industry's strength to show high quality and creative fur design with new technical elements. For the highlight zone, the displayed fur product should possess upcycling elements. (iv) Selection of products will be conducted in two separate recruitment exercises and enterprises may participate in all two exhibitions. Enterprises not selected for displaying their products in pavilion 1 would not have a higher priority to be selected for displaying their products in pavilion 2.</p> <p>On-site promotion: <ul style="list-style-type: none"> 1 self-standing display 500 copies of leaflet produced for promoting the Pavilion <p>Other details: There is a highlight zone of about 15 sqm showing 3 sets of trendy fur products with upcycling element in the Hong Kong fur industry.</p> </p>	<p>Target no. of products displayed: 144 products from 15 enterprises</p> <p>Target: <u>1</u> Target: <u>1</u> design, <u>500</u> copies</p>	<p>Actual no. of products displayed: 144 products from 15 enterprises</p> <p>Actual: <u>1</u> Actual: <u>1</u> design, <u>500</u> copies</p>	
3. Catwalk show			
<p>Catwalk show at Elite Line, Almaty, Kazakhstan Date: 19 August 2024 Time: 14:00 – 14:20 (20 minutes) Venue: Hall 10, Atakent International</p>	<p>Target no. of product displayed: <u>24</u></p> <p>Target duration: <u>20</u> minutes</p>	<p>Actual no. of product displayed: <u>35</u></p> <p>Actual duration: <u>20</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)
Exhibition Centre, Almaty, Kazakhstan			
4. Promotional video			
<p>Launching date: 15 August 2024 Language in voice-over: English Languages in subtitle: English, Kazakh and Arabic</p> <p>Broadcasting channels:</p> <ul style="list-style-type: none"> - Both versions uploaded to the project webpages at http://www.hkff.org/tsf-video.php?lang=3 - Uploaded to YouTube - Kazakh and English: https://www.youtube.com/watch?v=os8-WkhZd88 Arabic and English: https://www.youtube.com/watch?v=DCU1UzwtP2E - The video was played on-site in the Almaty and Dubai exhibitions. QR code of the video was generated and promoted through leaflets. 	Target length of video: <u>3</u> minutes	Actual length of video: <u>3</u> minutes (one version in Kazakh and English; and one version in Arabic and English)	
5. Directory			
<p>Publishing date: 14 August 2024 Languages: (i) Kazakh and English and (ii) Arabic and English</p> <p>Distribution channels:</p> <ul style="list-style-type: none"> - 500 hardcopies distributed to potential buyers in the Almaty and Dubai exhibitions. - E-version uploaded to the project webpages: http://www.hkff.org/tsf-directory.php?lang=3 	<p>Target no. of printed copies: <u>1,000</u> copies (500 copies for Almaty exhibition and 500 copies for Dubai exhibition)</p> <p>Target no. of Hong Kong enterprises included in the directory: <u>100</u></p>	<p>Target no. of printed copies: <u>1,000</u> copies (500 copies distributed at Almaty exhibition and 500 copies distributed at Dubai exhibition)</p> <p>Actual no. of Hong Kong enterprises included in the directory: <u>100</u></p>	
6. Project webpages			
<p>Launching date: 5 April 2024 Web address: http://www.hkff.org/tsf-project.php?lang=1 Language: Simplified Chinese, Traditional Chinese and English.</p> <p>Content: Information of the project events (i.e. briefing session, Hong Kong Fur Pavilions, dissemination seminar), presentations of the events and the promotional video, etc</p>	Target no. of webpages: <u>1</u> set	Actual no. of webpages: <u>1</u> set	Relevant promotion record from HKFF cannot be retrieved.

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)
Other details: - The project webpages were promoted to the fur industry in the briefing sessions. - HKFF and collaborating organisations shared the message to their members through their channels (e.g. emails, social network, etc.). - HKPC promoted the webpages via its connection.			
7. Dissemination Seminar			
Date: 8 January 2025 Time: 10:30 – 12:30 (2 hours) Venue: Seminar Room, G/F, Clothing Industry Training Authority, 63 Tai Yip Street, Kowloon Bay Topics covered: (i) Overview of the “Hong Kong Fur Pavilion” – Ms Prudence Lam, Senior Consultant of HKPC (ii) Sharing Exhibiting Experience at “Hong Kong Fur Pavilion” at Elite Line in Kazakhstan – Mr Henry Lam, Vice-Chairman of HKFF (iii) Sharing Exhibiting Experience at “Hong Kong Fur Pavilion” at International Apparel & Textile Fair in Dubai - Mr William Sun, Chairman of HKFF (iv) Market information and business opportunities in Central Asia and the Middle East - Dr. Aaron Shum of Hong Kong – Middle East Business Chamber Other details: The event information will be publicised in the project webpages before the seminar for recruitment of participants. Presentation materials will be uploaded to the project webpages.	Target no. of participants: <u>50</u> Target duration: <u>2</u> hours Target no. of speakers: <u>3</u> local speakers	Actual no. of participants: <u>54</u> Actual duration: <u>2</u> hours Actual no. of speakers: <u>4</u> local speakers	
7. Promotional activities			
Leaflets <u>Version 1</u> Content: Promotion of Hong Kong pavilion in Elite Line 2024 Languages: English and Kazakh Completion date: 7 August 2024 <u>Version 2</u> Content: Promotion of Hong Kong pavilion in International Apparel and	Target no. of designs: <u>2</u> versions Target no. of printed copies: <u>1,000</u> (Version 1 in English and Kazakh and – 500 copies; Version 2 in English and Arabic – 500 copies)	Actual no. of designs: <u>2</u> versions Actual no. of printed copies: <u>500</u> copies for Almaty exhibition. <u>500</u> copies for Dubai exhibition.	

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)
Textile Fair 2024 Languages: English and Arabic Completion date: 25 October 2024 Distribution channel: Hardcopies distributed onsite to potential buyers in the exhibition. Other details: Contained the QR code of the promotional video.			

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
• To form a steering committee	14/03/2024		C	
• To organise the briefing session	14/05/2024		C	
• To develop and launch the project webpages	14/05/2024		C	
• To produce the promotional video	14/08/2024		C	
• To collect enterprise contact information for the directory				
• To arrange production of the Kazakh and English version of the directory	14/08/2024		C	
• To prepare and set up Hong Kong pavilion at Elite Line				
• To conduct promotional activities (on-site advertisements and leaflets) for Elite Line	14/09/2024		C	
• To organise the catwalk show at Elite Line				
• To arrange production of the Arabic and English version of the directory	14/12/2024		C	

¹ As stated in the approved project proposal.

• To prepare and set up Hong Kong pavilion at ITAF				
• To conduct promotional activities (on-site advertisements and leaflets) for ITAF	14/12/2024		C	
• To update project information on the project webpages	14/02/2025		C	
• To organise the dissemination seminar	14/02/2025		C	
(i)				
(ii)				