

**Project Final Report for
Professional Services Advancement Support Scheme (“PASS”)**

1. Project Details

- 1.1 Project Reference No.** : PS164017
- 1.2 Project Title** : Signature Display of Hong Kong’s Professional Services, Infrastructure and Real estate-related Services at the Belt and Road Summit 2017
- 1.3 Grantee** : Hong Kong Trade Development Council (HKTDC)
- 1.4 Collaborating Organisation(s)** : Nil
- 1.5 Implementation Agent(s)** : Nil
- 1.6 Sponsoring Organisation(s)** : (i) AECOM
(ii) Hutchison Ports
(iii) NWS Holdings Limited
(iv) Sino Group
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) (Post title)
Eddie LEE Manager, Service Promotion
- 1.9 Deputy Project Co-ordinator** : (Name) (Post title)
Phoebe WONG Assistant Manager, Service Promotion
- 1.10 Project Period (duration)** : from 01/07/2017 to 30/06/2018 (12 months)
- 1.11 Major Beneficiary Sector(s)** : Building and construction-related services
- 1.12 Approved PASS Grant (HK\$)** : 900,000

2. Project Implementation

2.1 Project Summary

(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

To mount a Signature Display at the Belt and Road Summit in Hong Kong to deliver the marketing message of “Hong Kong: A Key Link for the Belt & Road”, and feature Hong Kong’s excellence in the professional services with special emphasis on infrastructure and real estate-related (IRES) sectors. Hong Kong’s experience in the professional and IRES sector in collaboration with overseas counterparts on infrastructure development projects was highlighted. Display items with strong visual impact and interactive features were created.

2.2 Project Deliverables

(Please compare the actual results achieved with the agreed targets for each item.)

Agreed Targets		Actual Results Achieved <i>(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)</i>	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
11/09/2017 One Signature Display at the Belt and Road Summit	Around 2 000 business visitors from Hong Kong, the Mainland and overseas countries to visit the display area	<u>Completed:</u> 11/09/2017 One Signature Display at the Belt and Road Summit	Around 2 000 business visitors from Hong Kong, the Mainland and overseas countries to visit the display area (100% of the target met)
From 11/09/2017 Post-event online promotion under HKTDC’s website hktdc.com to sustain the promotion of Hong Kong professionals’ expertise and project experience	Reach out to around 5 000 target online users a year	<u>Completed:</u> Post-event online promotion under the domain of ires.hktdc.com dedicated to promote Hong Kong’s IRES industry for year-round promotion of the success cases	The total page views of the website from September 2017 to June 2018 was over 8 100. (162% of the target met)

2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

<p style="text-align: center;">Agreed Activities</p>	<p style="text-align: center;">Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i></p>
(a) For Project Promotion:	
<p>Promoting the Signature Display To work with the organising team of the Belt and Road Summit to include the display in the event’s publicity campaigns, if appropriate</p>	<p>Discussed with the organising team on how to increase the exposure of Display Area Result:</p> <ul style="list-style-type: none"> • Confirmed to have a page featuring the Project at Summit’s onsite booklet • Highlighted the Display by showing its name at Summit’s floor plan • Information broadcasted to TDC Branch Offices, and encouraged their overseas and Mainland delegates to visit us at fairground <p>The VIP Tour of Chief Executive, led by Executive Director of HKTDC was arranged.</p>
<p>Promoting the visit during the Summit On-site helpers will be deployed to invite participants of the Summit to visit the display</p>	<ul style="list-style-type: none"> • Hired 4 on-site helpers to demonstrate the Interactive Device and HKTDC online resources on Belt and Road Initiatives • Souvenirs were distributed to attract visitors
<p>Assisting the Summit participants to visit the display and facilitating their understanding to the contents of the display Giveaway souvenirs to attract visitors</p>	
(b) For Dissemination of Project Deliverables:	
<p>Publicise the project information collected on HKTDC’s online portal hktdc.com</p> <ul style="list-style-type: none"> • Highlight key results including number of engagement and qualitative feedbacks for dissemination through the Summit’s post-event publicity campaigns • List the project information under the page “Hong Kong as an Integrator for Infrastructure Development” on hktdc.com • Promote the page through HKTDC’s year-round promotions 	<ul style="list-style-type: none"> • Selected project information has been uploaded to the webpage at http://www.hktdc.com/ncs/ires/en/main/index.html under the categories of Buildings, Mixed-use, Hospitality & Healthcare, Transportation & Infrastructure, Education & Culture and Public Utilities, to promote Hong Kong’s Infrastructure and Real Estate-related Service Industry for year-round promotion of the success cases. • Promoted the page through HKTDC’s year-round promotions

3. Achievements and Grantee's Evaluation of the Project

3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
(i) One Signature Display at the Belt and Road Summit on 11 September 2017	As this is a service promotion project, Hong Kong's building and construction-related services sector will be eventually benefitted.
(ii) Post-event online promotion under the HKTDC website	

3.2 Feedback from participants / users / professional services sectors

- 81 feedback were received in the survey conducted at Display Area and 236 feedback were received in the survey ride on Summit organiser
- For the survey conducted at Display Area, it revealed that over 90% of the respondents visited the Area to learn about Hong Kong's role in the Belt & Road Initiative as well as obtain information about Hong Kong's service providers. 83% of the respondents revealed that they have learned how Hong Kong companies could assist them to explore the business opportunities in Belt & Road Markets
- For the survey ride on Summit organiser, 93% rated "Excellent or Good" on the content and 91% rated "Excellent or Good" on the Area Setup & Facilities

3.3 Dissemination of project deliverables to relevant professionals

Selected project information has been uploaded to the webpage at ires.hktdc.com. The total page view of the website from September 2017 to June 2018 reached over 8 100.

3.4 PASS and other objectives reached *(May choose more than one)*

- Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- Promoting relevant publicity activities
- Enhancing the standards and external competitiveness of Hong Kong's professional services
- Others

Please elaborate on how the objective(s) was/were met:

N.A.

3.5 Overall achievements of the project

- We are honoured and happy to work with PASS to showcase the Hong Kong's strengths under the Belt and Road Initiative. Informed visitors with examples of projects on Hong Kong professionals' involvements in the Belt and Road markets.
- With the giant illuminated text, our key message "Hong Kong: A Key Link For the Belt & Road" was successfully delivered, and became a photo spot at the Summit.
- Winning the A'Design Award allowed us to promote the key message "Hong Kong: A Key Link For the Belt & Road" worldwide.

The Project Final Report is prepared by the Grantee.