

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

1. Project Details

1.1 Project Reference No.	:	PS172001	
1.2 Project Title	:	Road to Big Data – Technical Enhancement Project for Hong Kong Information and Technology Industry	
1.3 Grantee	:	Federation of Hong Kong Industries (FHKI)	
1.4 Collaborating Organisation(s)	:	(i) Hong Kong Information Technology Industry Council (HKITIC)	
		(ii) Hong Kong Trade Development Council	
		(iii) Hong Kong Productivity Council	
		(iv) GS1 Hong Kong	
		(v) Hong Kong Computer Society	
		(vi) Hong Kong Federation of Innovative Technologies and Manufacturing Industries	
		(vii) Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies	
1.5 Implementation Agent(s)	:	HKU School of Professional and Continuing Education (HKU SPACE)	
1.6 Sponsoring Organisation(s)	:	Nil	
1.7 Consultant(s)	:	Nil	
1.8 Project Co-ordinator	:	(Name) Ms Alexandra POON (15/01/2018 – 03/05/2018)	(Post title) Director, Policy, Research and Communications Division
		(Name) Ms Summer CHEUNG (04/05/2018 – 12/08/2018)	(Post title) Manager, Business Development Division
		(Name) Ms Elaine WONG (13/08/2018 – Project Completion Date)	(Post title) Manager, Membership Relations Division

- 1.9 Deputy Project Co-ordinator** : (Name) Ms Summer CHEUNG (15/01/2018 – 03/05/2018) (Post title) Manager, Business Development Division
- (Name) Ms Vivian LEE (04/05/2018 – Project Completion Date) (Post title) Membership Relations Executive, Membership Relations Division
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- 1.10 Project Period (duration)** : from 15/01/2018 to 14/01/2019 (12 months)
- 1.11 Major Beneficiary Sector(s)** : Information and communications technology services
- 1.12 Approved PASS Grant (HK\$)** : 890,000

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.)

- The project aims at enhancing the knowledge on big data of Hong Kong Information and Technology (ICT) professionals; and
- In order to assist local IT professionals to probe into the big data analytics and helps to develop skills to bolster up techniques and knowledge of ICT professionals to face up challenges brought about by this big data era, a half-day forum and two intakes of training course are conducted in this project.

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>
15/03/2018 – 14/04/2018 One half-day forum in Hong Kong	150 Hong Kong ICT professionals	<u>Completed:</u> 29/03/2018	196 Hong Kong ICT professionals (131% of the target met)
21/04/2018 – 15/06/2018 and 01/09/2018 – 30/11/2018 Two 6-day training courses in Hong Kong	80 Hong Kong ICT professionals (40 participants per intake)	<u>Completed:</u> <u>First intake:</u> 14/04/2018, 21/04/2018, 28/04/2018, 05/05/2018, 12/05/2018 & 19/05/2018 <u>Second intake:</u> 06/10/2018, 20/10/2018, 27/10/2018, 10/11/2018, 17/11/2018 & 24/11/2018	80 Hong Kong ICT professionals (100% 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>
<p>(a) For Project Promotion:</p>	
<p>Advertisements on social media and electronic media for promoting the forum and training courses</p>	<ul style="list-style-type: none"> • Banner advertisements on social media – Facebook to promote forum (1 week) and 1st intake of training course (1 week) • Banner advertisements on social media – LinkedIn to promote the forum, 2nd intake of training course (13 days) • Advertising banner on online media – Unwire.hk for 2 weeks (01-14/03/2018) to promote the forum and 1st intake of training course • Banner ad on HKITIC website for forum and training course • Banner ad on FHKI website for training courses
<p>Advertisements on trade/industrial publications of related trade associations for the forum and training courses</p>	<ul style="list-style-type: none"> • One full-page advertisement on IT Pro (March issue) to promote the forum and training course (1st intake) • One full-page advertisement on FHKI monthly magazine – Hong Kong Industrialist to promote the forum and training course (1st intake) • One full-page advertisement on IT Pro (August issue) to promote the training course (2nd intake)
<p>To disseminate recruitment flyer to all members of FHKI and collaborating associations</p>	<p>Disseminated recruitment eDM to all IT industry players via FHKI and collaborating associations for the forum and training courses</p>
<p>(b) For Dissemination of Project Deliverables:</p>	
<p>To upload the materials of the forum and training courses onto website</p>	<p>Uploaded the materials and video recording of the forum onto FHKI and HKITIC websites.</p> <p>FHKI: https://www.industryhk.org/en/past-events/gp25forum2018 https://www.industryhk.org/en/past-events/gp2520181st2ndtrainingcourse/</p> <p>HKITIC: http://www.hkitic.org/event/detail/id/24.html</p>

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 half-day forum in Hong Kong	196 Hong Kong ICT professionals
(ii) Two 6-day training courses in Hong Kong	80 Hong Kong ICT professionals

3.2 Feedback from participants / users / professional services sectors

For the half-day forum, all the participants were satisfied with our programmes and presentation topics. 98% of them think that the forum was able to increase their awareness on big data and analytics and 88% of them think the topics covered in the forum are useful to their company development. All of them will recommend the forum to others.

For the training courses, all the participants were satisfied with the course content and the tutor. 97% of them think the training course increased their awareness of big data and analytics and 80% of them think the topics covered in the training course are useful to their company development. 97% of them will recommend the training course to others.

3.3 Dissemination of project deliverables to relevant professionals

- The video recordings and presentation materials of the half-day forum are uploaded onto FHKI and HKITIC websites for sharing with the IT players.
FHKI: <https://www.industryhk.org/en/past-events/gp25forum2018/>
HKITIC: <http://www.hkitic.org/event/detail/id/24.html>
- The course materials are uploaded onto FHKI website for sharing with the IT players.
FHKI: <https://www.industryhk.org/en/past-events/gp2520181st2ndtrainingcourse/>

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:

Overseas and local speakers representing renowned companies were invited to share their insights and experience on big data applications and digital marketing on manufacturing and retailing. Besides speakers' presentations, panel discussion and networking session were arranged for the local IT participants to raise their questions and interact with overseas and local big data experts. Furthermore, demo showcased of related technologies and programmes provided real-life experience for participants to learn the latest technologies.

For the training courses, the skills of local industry players were enhanced in incorporating the analytics of big data into their business model and applying the digital tools to improve their marketing strategies, which elevated the standards and competitiveness of Hong Kong professionals.

3.5 Overall achievements of the project

- Enhancing the knowledge on big data for Hong Kong Information and Technology (IT) industry players;
- Serving as a platform for local IT professionals to probe into the big data analytics and other relevant technologies and tools; and
- The training and skills developed in this Project are conducive to bolstering up the techniques and knowledge of IT professionals to face up challenges brought about by this big data era.

The Project Final Report is prepared by the Grantee.