

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

1. Project Details

- 1.1 Project Reference No.** : PS173019
- 1.2 Project Title** : Professional Enhancement and Professional Exchange Programme in Thailand for Interior Designers
- 1.3 Grantee** : Interior Design Association (HK) Limited (HKIDA)
- 1.4 Collaborating Organisation(s)** : Office of Thai Trade Commissioner, Hong Kong
- 1.5 Implementation Agent(s)** : Future Vista Education Consultants
- 1.6 Sponsoring Organisation(s)** : LUXX Newhouse Limited
- 1.7 Consultant(s)** : Mr Sami Hasan
- 1.8 Project Co-ordinator** : (Name) Mr Joey HO (Post title) Chairman
- 1.9 Deputy Project Co-ordinator** : (Name) Ms Ivy FOK (Post title) General Manager
- 1.10 Project Period (duration)** : From 01/04/2018 to 31/03/2020 (24 months)
- 1.11 Major Beneficiary Sector(s)** : Design services
- 1.12 Approved PASS Grant (HK\$)** : 1,401,000

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 major objectives of the project are to –

1. Promote Hong Kong's interior design services in Thailand;
2. Appraise and exchange on the latest market trends and opportunities for interior design services in Thailand; and
3. Enhance the professional knowledge of Hong Kong's interior designers through continuing professional development (CPD) workshops, which will explore the latest developments in technology and trend for the interior design sector.

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>
01/08/2018 to 31/08/2019 To produce two packages of Continuing Professional Development (CPD) modules ((1) products and materials (2) interior construction, codes and regulations) To upload onto HKIDA's website	5,000 visitors on the internet	31/03/2019 CPD module 1 completed 31/01/2020 CPD module 2 completed	Browsers on the internet
01/08/2018 to 30/08/2019 To conduct two CPD training workshops in Hong Kong (10 hours in total; 3 face to face sessions: 3, 3, 4 hours)	100 local interior designers (50 per workshop)	07/09/2019 & 20/01/2020 CPD training workshop on module 1 completed 18/01/2020 & 20/01/2020 CPD training workshop on module 2 completed	Total 166 local interior designers for two workshops (166% of target met). (102 & 64 local interior designers respectively),
01/08/2018 to 30/08/2019 To conduct one focus group consultation seminar in Hong Kong to evaluate the effectiveness of the CPD modules for further enhancement	50 local interior designers	20/01/2020 One focus group consultation seminar completed	Total 50 local interior designers (100% of target met)
01/10/2018 to 31/12/2018 Exhibition-cum-visit in	Exhibition: 4,000 – 5,000 design-related visitors	17/10/2019 – 21/10/2019 Exhibition completed	39,042 visitors from 64 countries (from post-show report from Style Bangkok Fair website)

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>
Thailand (with feedback surveys and photo/video recording)	Visit: 20 Hong Kong Interior Designers	16/10/2019 – 20/10/2019 Visit completed	21 Hong Kong Interior Designers join the visit (105% of target met)
	10,000 visitors on the internet	E-copy of the report on the findings of exhibition-cum-visit has been uploaded on HKIDA event website. Electronic notice has been distributed to participants, staff and students of local universities and institutions.	Browsers on the internet
01/06/2019 to 01/10/2019 Three local workshops in Hong Kong to enhance local interior designers' understanding of the challenges and opportunities in developing professional services to external markets, such as the Mainland China and Thailand (with feedback survey and video recording)	300 local interior designers (100 per workshop)	06/06/2019 1 st local workshop completed 19/07/2019 2 nd local workshop completed 20/09/2019 3 rd local workshop completed	Total 263 local interior designers (88% of target met) [82, 91, 90 participants respectively for three workshops]
	10,000 visitors on the internet	Video recordings have been uploaded on HKIDA event website. Electronic notice has been distributed to participants, interior design faculties of local universities and institutions.	Browsers on the Internet
30/11/2019 to 31/03/2020 One Final report on the outcome of the project	5,000 visitors on the internet	31/03/2020 The final report on the project outcome has been uploaded on HKIDA event website. Electronic notice has been distributed to participants, interior design faculties of local universities and institutions.	Browsers on the Internet

2.3 Project Promotion and Dissemination

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

Agreed Activities	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>	Remarks
(a) For Project Promotion:		
To procure the service of an implementation agent through a quotation exercise to develop a marketing strategy, and design and produce promotion materials.	Implementation agent was selected. The marketing strategy, and the design and production of promotion materials were completed.	
(b) For Dissemination of Project Deliverables:		
To upload the modules, summary reports and photo/video recordings of all materials developed/events conducted under this project onto HKIDA website and HKIDA electronic newsletter, to widely disseminate the project deliverables to the interior design sector by issuing electronic notices free-of-charge to participants, interior design faculties of local universities and institutions, HKIDA members and all relevant professional organisations by different stages.	Uploaded the download link of the modules, reports and photo/video recordings of all materials developed/events conducted under this project onto HKIDA website and HKIDA electronic newsletter, and electronic notices were sent.	

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) 2 CPD Modules	<i>N/A (Browsers on the Internet)</i>
(ii) 2 CPD training workshops	166
(iii) 1 Focus group consultation seminar	50
(iv) 1 Exhibition-cum-visit (Exhibition)	<i>39,042 (total number of visitors at the Exhibition)</i>
(v) 1 Exhibition-cum-visit (Visit to Thailand)	21
(vi) 3 Local workshops	263
(vii) 1 Final report on the outcome of the project	<i>N/A (Browsers on the Internet)</i>

3.2 Feedback from participants / users / professional services sectors

<p><u>A) CPD Modules & Training Workshops</u></p> <p>Suggest HKIDA to organize CPD courses on the following topics in the future: Steel, metal, stone, glass, fabric, carpet, special painting, furniture materials, factory visit, Greater Bay Area opportunities, acoustic, design theory & recycled material application, design brief, design trend & new materials or technology, project management, case study or solutions.</p> <p><u>B) Focus Group</u></p> <p>Suggest HKIDA to organize CPD courses on the following topics in the future: Materials, marketing / project / time management, presentation skills, environmental friendly materials, material knowledge, craftsmanship, designer case study, opportunities from Greater Bay Area.</p> <p><u>C) Exhibition-cum-visit</u></p> <p>Most of the participants are satisfied with the arrangement of this exhibition-cum-visit, which can help</p>
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them learn more about Thailand's design & business, and built business network. Suggest HKIDA to organize tour to South East Asia, Japan, Europe & Australia in future.

D) Local Workshops

Most of the participants are satisfied with the arrangement of these local workshops. Some participants point out that it is a bit hard to look for the location in the 1st workshop (Location: The Mills, Tsuen Wan), some participants were a bit upset that the Thailand speaker cannot come to HK to give speech in person (3rd workshop). Suggest HKIDA to organize workshops with speakers from Japan, Taiwan, Europe, South East Asia.

3.3 Dissemination of project deliverables to relevant professionals

Two CPD Modules (as two e-booklets) with video recordings of the three local workshops, e-copy of the report findings of the exhibition-cum-visit, and a final report on the project outcome with survey findings were uploaded on HKIDA website.

<https://www.hkida.org/events/in-tour-hong-kong-x-bangkok>

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:

1. Promoted Hong Kong's interior design services in Thailand through exhibition at Style Bangkok Fair (17-21 October 2019)
2. Created network with Thailand designers & design related organisations/companies through local workshops & Bangkok exchange tour.
3. Enhanced professional standard by conducting CPD courses on Products & Materials, and Interior Constructions, Rules & Regulations.

3.5 Overall achievements of the project

1. Promote Hong Kong's interior design services in Thailand;
2. Appraise and exchange on the latest market trends and opportunities for interior design service in Thailand; and
3. Enhance the professional knowledge of Hong Kong's interior designers through CPD workshops, which help explore the latest developments in technology and trend for the interior design sector.

The Project Final Report is prepared by the Grantee.