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

1.	Project Details

1.1	**Project Reference No.**	:	PS193002

1.2 Project Title : Empowering Hong Kong's Information and Communications Technology Services through Sharing the Latest Digital Transformation Trends and Implementation Strategies

1.3 Grantee : Hong Kong E-Commerce Business Association Limited (HKEBA)

1.4 Collaborating Organisation(s) :

(i)	Hong Kong Wireless Technology Industry Association Limited
(ii)	Hong Kong Internet & e-Commerce Association Limited
(iii)	Hong Kong Retail Technology Industry Association
(iv)	The Hong Kong Exporters' Association
(v)	Hong Kong Retail Management Association
(vi)	Innovative Entrepreneur Association
(vii)	Hong Kong Information Technology Joint Council
(viii)	Hong Kong Information Technology Federation
(ix)	Hong Kong eCommerce Supply Chain Association
(x)	Communications Association of Hong Kong
(xi)	Hong Kong Association of Interactive Marketing
(xii)	The Association of Cloud and Mobile Computing Professionals
(xiii)	Information Systems Audit and Control Association
(xiv)	Hong Kong Computer Society
(xv)	Hong Kong Science and Technology Parks Corporation
(xvi)	SME Global Alliance Limited
(xvii)	GS1 Hong Kong
(xviii)	Hong Kong Federation of Innovative Technologies and manufacturing Industries
(xix)	The Hong Kong Electronic Industries Association Limited
(xx)	Hong Kong O2O E-commerce Federation
(xxi)	Hong Kong Management Association
(xxii)	Information And Software Industry Association
(xxiii)	The Hong Kong Security Association
(xxiv)	Hong Kong Creative Industries Association Limited
(xxv)	Hong Kong Innovative Technology Development Association
(xxvi)	Hong Kong Netrepreneurs Association

1.5 Implementation Agent(s) : N.A.

1.6	**Sponsoring Organisation(s)**	:	N.A.
1.7	**Consultant(s)**	:	N.A.
1.8	**Project Co-ordinator**	:	(Name)　　Chan Ngai-tung, Elton (Post title)　Chairman
1.9	**Deputy Project Co-ordinator**	:	(Name)　　Li Chun-shing, Matt (Post title)　Vice Chairman
1.10	**Project Period (duration)**	:	from　19/04/2021　　　to　18/04/2022　　　(12　　months)
1.11	**Major Beneficiary Sector(s)**	:	Information and communications technology services
1.12	**Approved PASS Grant (HK$)**	:	481,000

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.)

Enhance the standard and external competitiveness of Hong Kong information and communications technology (ICT) professional services by updating ICT professionals on the latest trend and technologies in artificial intelligence (AI), extended reality and blockchain technology.

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

Agreed Targets		Actual Results Achieved *(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)*	
Date / Deliverables (with quantity)	*Beneficiaries (estimated no. of local / non-local participants)*	*Date / Deliverables (with actual quantity)*	*Beneficiaries (actual no. of local / non-local participants)*
01/06/2021 to 31/01/2022 Six online seminars	240 local ICT professionals (40 participants per seminar)	**Completed:** Six online seminars 10/11/2021 03/12/2021 29/12/2021 30/12/2021 14/01/2022 21/01/2022	358 participants in total (including 301 Hong Kong ICT professionals and 57 other participants) (For Hong Kong professionals: **125%** of the target met)

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 *(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.)*
(a) For Project Promotion:	
To produce and publish the promotional e-brochures	Promotional e-brochurse have been uploaded to HKEBA's blog, LinkedIn, Facebook and Eventbrite
(b) For Dissemination of Project Deliverables:	
To upload the Webinar videos and materials onto HKEBA's website	Webinar and videos are uploaded on HKEBA's website: https://www.hkeba.org/pass-project

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) Six online seminars	301 Hong Kong ICT professionals

3.2 Feedback from participants / users / professional services sectors

Some feedback from participants:

<u>Webinar 1</u>
"With the case study, I'm able to understand the applications of the technology in real life. Especially with a case from Hong Kong."
"Can understand the application from real case sharing"

<u>Webinar 2</u>
"More familiar with different types of cryptocurrencies and the how can I used in my business"
"familiar a lot with DeFi & Ethereum industry and market"

<u>Webinar 3</u>
"great speakers and great topics. learned a lot. HKEBA organise well"
"Understand more about ar, vr and metaverse"

<u>Webinar 4</u>
"I love the panel discussion!"
"Speakers cover a lot of hot and new topics with Demo and clear explanation"

<u>Webinar 5</u>
"Increase more mixed reality and metaverse knowledge"
"more understanding of metaverse and mixed reality"

<u>Webinar 6</u>
"The speaker is able to demonstrate the case with clear steps and working process"
"Insightful and Interesting sharing"

3.3 Dissemination of project deliverables to relevant professionals

Webinar videos and materials have been uploaded onto HKEBA's website for further dissemination after project events.

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:

The objectives were met through the presentation and sharing on the relevant topics, which included real life case studies and examples. Furthermore, the participants were able to interact with the speakers through network and further ask questions and enhance their understanding. As the participants are ICT professionals, their gain from the workshops allowed them to enhance and increase the standards of the external competitiveness of Hong Kong professionals in the ICT sector.

3.5 Overall achievements of the project

The overall beneficiaries exceeded the expectations in regards to participant count (target 240 vs actual 358). Furthermore, based on the feedback survey, we received praise on the quality of the speakers as well as the real life application examples given. In summary, the project was a success.

The Project Final Report is prepared by the Grantee.