

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

1. Project Details

- 1.1 Project Reference No.** : PS211014
- 1.2 Project Title** : Hong Kong International Optometric Symposium – Updates on Myopia under the Pandemic
- 1.3 Grantee** : Hong Kong Trade Development Council (HKTDC)
- 1.4 Collaborating Organisation(s)** : (i) The Hong Kong Polytechnic University (PolyU)
(ii) The Hong Kong Optometric Association Ltd (HKOA)
- 1.5 Implementation Agent(s)** : ZPZ Concept Limited
- 1.6 Sponsoring Organisation(s)** : (i) Carl Zeiss Far East Co. Ltd.
(ii) Cooper Vision Hong Kong Ltd.
(iii) Euclid Systems Corporation
(iv) Hoya Lens Hong Kong Ltd.
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) Annie Chang (Post title) Manager, Marketing
Title changed to Section Head, Business Development and Events from 1 January 2022
- 1.9 Deputy Project Co-ordinator** : (Name) Nelson Cheung (Post title) Assistant Manager, Marketing
Title changed to Manager, Service Promotion from 1 January 2022
- 1.10 Project Period (duration)** : from 01/10/2021 to 30/06/2022 (9 months)
- 1.11 Major Beneficiary Sector(s)** : Health-related services
- 1.12 Approved PASS Grant (HK\$)** : 471,000

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.)

Organised by the HKTDC with support from HKOA and PolyU as collaborating organisations, the Hong Kong International Optometric Symposium (HKIOS) in 2021 was staged on 11 November 2021 to be the first HKIOS in hybrid format (i.e. online and physical) to facilitate participation by those who could not travel to Hong Kong under the pandemic situation. The Symposium would be able to enhance Hong Kong optometrists and ophthalmologists' knowledge relating to the latest development of paediatric myopia progression, prevention strategies and treatment and to facilitate exchange and foster collaborations with counterparts in external markets in order to control myopia progression by harnessing their technologies and tactics.

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>
01/11/2021 to 11/11/2021 One 1-day symposium	600 participants (550 Hong Kong and 50 non-local optometrists and ophthalmologists)	11/11/2021 One 1-day symposium	1 609 participants (including 1 228 Hong Kong and 127 non-local optometrists and ophthalmologists and 254 other participants) (For total participants: 268% of the target met) (For local professionals: 223% 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 prepare and place advertisement on industrial and professional social media	The promotional flyer was posted on event webpage and circulated to event partners to offer key information of the symposium to potential registrants, such as theme, outline, topics, and speakers. (https://hkopticalfair.hktdc.com/dm/2021/sym/index.html) Social media post was publicised on both LinkedIn and Twitter to offer critical information about the symposium, such as date, time, speaker line-up and call for actions.
To issue invitation and distribute promotional materials to local and non-local optometrists and ophthalmologists via HKTDC and collaborating organisations' channels	eDM was dispatched by email to offer key information of the symposium to potential registrants, such as theme, outline, topics, and speakers.
(b) For Dissemination of Project Deliverables:	
To conduct feedback survey for assessing the effectiveness of the Symposium	Evaluation form was provided in electronic means to collect feedbacks from audience for the symposium.
To upload final report of the Symposium to HKTDC's website for further dissemination	A final report of the Symposium was uploaded to the HKTDC's website to offer a digestible summary for Hong Kong optometrists and ophthalmologists to revisit the highlights of the Symposium programme and topics which were of paramount importance to enhance the standards and external competitiveness of Hong Kong optometric and ophthalmological services. (https://hkopticalfair.hktdc.com/pdf/2021/Replay/HKIOSReport.pdf)

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)
One symposium on "Updates on Myopia under the Pandemic"	1 228 Hong Kong optometrists and ophthalmologists

3.2 Feedback from participants / users / professional services sectors

Evaluation form was provided in electronic means to collect feedbacks from audience for the symposium. A total of 219 questionnaires were received from the attendees. Among them, 99% respondents rated the Symposium as fair to excellent.
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3.3 Dissemination of project deliverables to relevant professionals

A final report of the Symposium was uploaded to the HKTDC's website to offer a digestible summary for Hong Kong optometrists and ophthalmologists to revisit the highlights of the Symposium programme and topics which were of paramount importance to enhance the standards and external competitiveness of Hong Kong optometric and ophthalmological services.

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 Symposium by hosting it in hybrid format facilitated participation by those who could not travel to Hong Kong under the pandemic situation fostering exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets. Discussing on the topics related to the latest development of paediatric myopia progression, prevention strategies and treatment, the Symposium enhanced the standards and external competitiveness of Hong Kong's professional services. Based on the 219 questionnaires collected, 99% respondents rated the Symposium as fair to excellent.

3.5 Overall achievements of the project

The HKIOS staged on 11 November 2021 was the first HKIOS in hybrid format (i.e. online and physical) with record-breaking number of attendance (1 228 beneficiaries) which helped facilitate participation by those who could not travel to Hong Kong under the pandemic situation.

The Project Final Report is prepared by the Grantee.