

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

1. Project Details

- 1.1 Project Reference No.** : PS214010
- 1.2 Project Title** : International Conference of the Modernization of Chinese Medicine & Health Products (ICMCM) - Traditional Chinese Medicine (TCM) based New Drug Discovery & Clinical Studies
- 1.3 Grantee** : Modernized Chinese Medicine International Association Limited (MCMIA)
- 1.4 Collaborating Organisation(s)** : (i) Hong Kong Trade Development Council (HKTDC)
(ii) The Chinese University of Hong Kong
(iii) City University of Hong Kong
(iv) Hong Kong Baptist University
(v) Hong Kong Polytechnic University
(vi) The Hong Kong University of Science and Technology
(vii) The University of Hong Kong
(viii) China Association of Chinese Medicine-Chinese Medicine Experimental Pharmacology Association
(ix) Hong Kong Association for Integration of Chinese-Western Medicine
- 1.5 Implementation Agent(s)** : ZPZ CONCEPT LTD.
- 1.6 Sponsoring Organisation(s)** : Nil
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) Mr YAU, Fook Wing Edward William
(Post title) Vice President (MCMIA)
- 1.9 Deputy Project Co-ordinator** : (Name) Ms WONG Mei Lee
(Post title) Administrative Officer (MCMIA)
(Name) Ms Chalice OR
(Post title) Business Development and Events Manager (HKTDC)
- 1.10 Project Period (duration)** : from 1 July 2022 to 31 January 2023 (7 months)
- 1.11 Major Beneficiary Sector(s)** : Health-related services (Chinese medicine services)
- 1.12 Approved PASS Grant (HK\$)** : 504,000

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 MCMIA with support from HKTDC, tertiary institutions and industry multipliers as collaborating organisations, the International Conference of the Modernization of Chinese Medicine & Health Products (ICMCM) in 2022 provided an ideal platform to facilitate exchange on latest research and development of traditional Chinese medicine (TCM) based drugs between Hong Kong's Chinese medicine (CM) practitioners with their counterparts in Mainland China (including the Greater Bay Area) and overseas countries, and eventually to enhance Hong Kong's Chinese medicine practitioners, medical practitioners, nurses, pharmacists and others' knowledge in TCM based new drug and treatment.

As a Continuing Medical Education (CME) accredited event, Hong Kong's CM practitioners can keep themselves up-to-date on the current developments in Chinese medical practice by joining the ICMCM, so as to maintain a high standard and external competitiveness of Hong Kong's CM professionals.

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> |
| 01/8/2022 to 13/8/2022 One 2-day Conference | 700 participants (including 390 CM practitioners, medical practitioners, nurses, pharmacists, and 310 CM students, business owners, non-local participants and others) | <u>Completed:</u> 11/8/2022 and 12/8/2022 One 2-day Conference (Hybrid) | 862 participants (695 CM practitioners, medical practitioners, nurses, pharmacists, and 167 CM students, business owners, non-local participants and others) (For total participants: 123% of the target met) (For local professionals: 178% of the target met) |
| 14/8/2022 to 31/1/2023 One final report on the project outcome to be published on MCMIA and HKTDC's website | Browsers on internet | <u>Completed:</u> 30/1/2023 One final report on the project outcome published on MCMIA and HKTDC's website | Browsers on 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 (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 media channels and publications | Social media post was publicised on 10 August 2022 on Facebook and media platforms to offer critical information about the Conference, such as date, time, speaker line-up and registration link. https://www.facebook.com/hashtag/%E5%9C%8B%E9%9A%9B%E7%8F%BE%E4%BB%A3%E5%8C%96%E4%B8%AD%E9%86%AB%E8%97%A5%E5%8F%8A%E5%81%A5%E5%BA%B7%E7%94%A2%E5%93%81%E6%9C%83%E8%AD%B02022 |
| To issue invitation and distribute promotional materials to local and non-local Chinese medicine counterparts via HKTDC and supporting partners' channels | 3 batches of eDM were dispatched from 2 to 9 August 2022 by email, wechat and whatsapp to offer key information of the Conference to potential registrants, such as theme, outline, topics, and speakers. TC: https://icmcm.hktdc.com/dm/2022/event/index_tc.html SC: https://icmcm.hktdc.com/dm/2022/event/index_sc.html EN: https://icmcm.hktdc.com/dm/2022/event/index_en.html |
| (b) For Dissemination of Project Deliverables: | |
| To conduct feedback survey for assessing the effectiveness | Evaluation form was provided in electronic means to collect feedbacks from audience |
| To upload the replay of the conference onto HKTDC's website for audience access | Event video were uploaded to HKTDC's website (Link: https://www.hktdc.com/event/icmcm/en/past-conference) |
| To upload the final report onto MCMIC and HKTDC's website | Final report was uploaded to MCMIA and HKTDC website (Link: https://icmcm.hktdc.com/pdf/2022/event_video/ICMCM_2022_Report.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) |
|---|--|
| (i) One 2-day Conference | 695 CM practitioners, medical practitioners, nurses, pharmacists |
| (ii) One final report on the project outcome to be published on MCMIA and HKTDC's website | Browsers on internet |

3.2 Feedback from participants / users / professional services sectors

Evaluation form was provided in electronic means to collect feedbacks from audience for the Conference

Analysis summary:

Excellent 46.7%

Above Average 47.5%

Average 4.8%

Below Average 0.9%

Poor 0.1%

3.3 Dissemination of project deliverables to relevant professionals

Collaborating/ supporting organisations and all parties involved in the conference were being notified that all the event videos and final report of the conference were uploaded onto MCMIA and HKTDC's website.

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:

- Given the upsurge in cases amid the COVID-19 pandemic in Hong Kong, demands for CM services and training have been accelerated tremendously. The ICMCM project played a substantial role in providing a platform for idea exchange and research discussion, also enhanced the professional knowledge of CM practitioners in Hong Kong, thereby uplifting the service standards of the sector and contribute to the fight against the pandemic.
- Heavy-weighted partners in both academia and industry from around the world were engaged in ICMCM conference, so as to facilitate academic exchange and research collaborations.
- The conference provided an opportunity for local and worldwide CM practitioners to discuss the latest discoveries on TCM based new drug and recent clinical research findings, which will help enhance the capability of local practitioners. In the meantime, the conference also examined different approaches across regions in handling TCM based new drugs. Latest research findings and clinical studies on CM were shared at the ICMCM conference, for examples, new drugs registered in China for international development such as the cancer drug from Nanjing, new drugs with both USFDA and China NMPA approval for international clinical trials, and clinical research in identifying the effectiveness of CM in various viral infections including COVID-19. Such timely research findings were considered important for the development of the TCM sector and public health.

- The project deliverables were also available online, including but not limited to HKTDC's online platform, for sharing among CM practitioners, healthcare professionals, academics, clinical researchers, CM pharmacists and industry players in Hong Kong and overseas.

3.5 Overall achievements of the project

- A total of 695 eligible beneficiaries were engaged
- As a "Continuing Medical Education (CME) accredited event, a total of 554 CM practitioners in Hong Kong acquired CME points by joining the ICMCM, the Conference encouraged practitioners to keep themselves up-to-date on current developments in CM practice, so as to maintain a high standard and external competitiveness of Hong Kong's CM professionals.

The Project Final Report is prepared by the Grantee.