

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

1. Project Details

- 1.1 Project Reference No.** : PS221010
- 1.2 Project Title** : Hong Kong International Optometric Symposium - Global Trends in Optometry: Paediatric Optometry and Primary Care Practice
香港國際視光學會議 - 全球視光學趨勢：兒童眼科與基層醫療
- 1.3 Grantee** : Hong Kong Trade Development Council (HKTDC)
- 1.4 Collaborating Organisation(s)** : (i) Hong Kong Optometric Association (HKOA)
(ii) Hong Kong Polytechnic University (PolyU)
- 1.5 Implementation Agent(s)** : (i) ZPZ Concept Limited
(ii)
- 1.6 Sponsoring Organisation(s)** : (i) Bravo Vision Optical Ltd.
(ii) Carl Zeiss Far East Co. Ltd.
(iii) Euclid Trading (Shanghai) Co., Ltd.
(iv) Skyview Optical Co., Ltd.
- 1.7 Consultant(s)** : (i) Nil
(ii)
- 1.8 Project Co-ordinator** : (Name) Annie Chang
(Post title) Section Head, Business Development and Events
- 1.9 Deputy Project Co-ordinator** : (Name) Maggie KWAN
(Post title) Business Development and Events Manager
- 1.10 Project Period (duration)** : From 01/11/2022 to 31/03/2023 (5 months)
- 1.11 Major Beneficiary Sector(s)** : Health-related services
- 1.12 Approved PASS Grant (HK\$)** : 551,000

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.)

In collaboration with the Hong Kong Optometric Association and The Hong Kong Polytechnic University, the Hong Kong Trade Development Council conducted the Hong Kong International Optometric Symposium (HKIOS) 2022 on 10 November 2022 in hybrid format. The 20th HKIOS brought together Hong Kong's optometrists and ophthalmologists and their counterparts in external markets to exchange and share their experience on the latest development in optometry profession, specifically in the global trends in Paediatric Optometry and the related primary care practices in Hong Kong. The project helps enhance the standards and competitiveness of Hong Kong's optometry services and also serve as an annual occasion to facilitate exchanges and foster collaborations with the external counterparts, especially in the primary care sectors.

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> |
| 10/11/2022 One 1-day symposium | 900 participants (800 Hong Kong and 100 non-Hong Kong optometrists and ophthalmologists) | 10/11/2022 One 1-day symposium | 906 participants (including 870 Hong Kong optometrists and ophthalmologists and 36 other participants) (For total participants: 101% of the target met) (For Hong Kong professionals: 109% of the target met) |
| 10/11/2022 One Poster Session Presentation (Digital presentations conducted concurrently with the main event (i.e. the Symposium)) | 500 participants to attend physically (450 Hong Kong and 50 non-Hong Kong optometrists and ophthalmologists) who are also attendees of the Symposium | 10/11/2022 One Poster Session Presentation (Digital presentations conducted concurrently with the main event (i.e. the Symposium)) | 541 participants (including 528 Hong Kong optometrists and ophthalmologists and 13 other participants) (For total participants: 120% of the target met) (For Hong Kong professionals: 117% 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 | <p style="text-align: center;">Actual Means Used / Outcomes</p> <p style="text-align: center;"><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> |
|---|---|
| (a) For Project Promotion: | |
| Promotional flyer | <p>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.</p> <p>(Webpage: https://www.hktdc.com/event/hkopticalfair/en/the-20th-hong-kong-international-optometric-symposium)</p> |
| eDM | eDM was dispatched by email to offer key information of the symposium to potential registrants, such as theme, outline, topics, and speakers. |
| Invitation emails | Invitation emails were sent to local and non-local optometrists and ophthalmologists via HKTDC and collaboration organisations' channels |
| (b) For Dissemination of Project Deliverables: | |
| 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. 695 replies were received. |
| Upload video recordings of the symposium | <p>Livestreaming was arranged during the event. Replay available on event webpage.</p> <p>https://www.hktdc.com/event/hkopticalfair/en/watch-the-20th-hkios-video</p> |
| Conduct Posters Session Presentation | 10 Posters presentations were shared on-site. |
| Upload final report of the symposium to HKTDC's website for further dissemination | <p>Outcome Report was uploaded to the event page for dissemination.</p> <p>(Event page) https://www.hktdc.com/event/hkopticalfair/en/the-20th-hong-kong-international-optometric-symposium (Report) https://hkopticalfair.hktdc.com/pdf/2022/Replay/HKIOSfinaloutcome_report.pdf</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 1-day symposium | 870 Hong Kong optometrists and ophthalmologists |
| (ii) One Poster Session (Concurrent digital presentations conducted alongside the main event) | 528 Hong Kong optometrists and ophthalmologists |

3.2 Feedback from participants / users / professional services sectors

Feedback Survey Results:

- 695 questionnaires were received;
- 96% of respondents rated the 20th HKIOS as good to excellent;
- The most popular topics suggested by the participants for future editions were myopia control, the latest knowledge of the industry, contact lenses and dry eye treatment.

3.3 Dissemination of project deliverables to relevant professionals

Under the theme “Global Trends In Optometry: Paediatric Optometry and Primary Care Practice 全球視光學趨勢: 兒童眼科與基層醫療”, the HKIOS was organised in a hybrid format to facilitate an onsite and online experience for attendees allowing for remote and face-to-face opportunities to take part in the symposium.

Six experts from Australia, Hong Kong, the UK and the USA shared six sub-topics under the theme. Global trends and the latest research findings on paediatric optometry were discussed by the four overseas speakers, and the two Hong Kong experts shared the case studies of the role of optometry in the primary care practices of special education needs (SEN) children and older adults.

To encourage interactions between audiences and speakers, the audience onsite and online were all invited to submit questions at the Q&A sessions after the presentations of each speaker. There was a total of 59 questions submitted through online. It was noticed that onsite audiences preferred to ask questions via the online platforms instead of raising their hands on the spot at the symposium.

A concurrent Poster sharing session was held in digital format for the physical attendees.

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:

With the collaboration with HKOA and PolyU, the symposium recorded a total attendance of 906 participants with 870 professionals from Hong Kong. Under the theme “*Global Trends In Optometry: Paediatric Optometry and Primary Care Practice* 全球視光學趨勢: 兒童眼科與基層醫療”, the HKIOS was organised in a hybrid format to facilitate an onsite and online experience for attendees allowing for remote and face-to-face opportunities to take part in the symposium.

The six sub-topics under the main theme were covered by six different local and overseas experts which were genuinely discussed and supplemented with the Q&A sessions right after the presentation.

The participants showed great interests in the topics discussed, especially in the local practices in primary care sectors and from the 695 survey result collected, 96% of our respondents rated the 20th HKIOS as good to excellent.

3.5 Overall achievements of the project

Global trends and the latest research findings on paediatric optometry were discussed by the 4 overseas speakers, and the two Hong Kong experts shared the case studies of the role of optometry in the primary care practices of SEN children and older adults.

There was a total of 59 questions submitted from the audience (onsite and online) at the Q&A sessions after the presentations of each speaker. The interactions were very well and all the topics were genuinely welcomed and well perceived by the audiences.

A post-event questionnaire was conducted with a total of 695 respondents. 96% respondents rated the HKIOS as good to excellent and found it very helpful/ useful to their work.

The Project Final Report is prepared by the Grantee.