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28 March 2012

Ms YUE Tin-Po
Clerk, Panel on
Information Technology and Broadcasting
Legislative Council
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong
(Fax: 2978 7569)

Dear Ms Yue,

**Provision of Funding to Enhance Support to the
Hong Kong Design Centre (HKDC) cum
Progress Report of HKDC's Work**

At the meeting of the Legislative Council Panel on Information Technology and Broadcasting held on 14 November 2011 to discuss the work of the Hong Kong Design Centre, the Administration was requested to provide information on the examples of successful commercialisation of design deliverables of Hong Kong. I write to provide the relevant information.

Over the years, some Hong Kong design products such as audio/visual products, kitchen utensils, electrical and electronic appliances, lighting products, bags and clothing, gift items, etc., have

been successfully rolled out into the Hong Kong or overseas markets. For instance, under the \$250 million DesignSmart Initiative (DSI) set up by the Government, the Design-Business Collaboration Scheme (DBCS) provides funding support to design collaboration projects between a local design company / academic institution and a small and medium enterprise (SME). The DBCS has helped SMEs add value to their products and services, and facilitated their efforts in expanding markets and sales channels. As at end February 2012, the DBCS has provided funding support of about \$23 million for 356 approved projects. At the Annex are some examples of successful commercialisation cases under the DBCS.

The DSI also helps groom outstanding local young talents through supporting the Hong Kong Young Design Talent Awards, which sponsor overseas training of some of the awardees. An example is Ms Prudence Mak whose set-up Chocolate Rain has been gaining recognition for its creative products. Another example is Mr Civic Lee, who launched his own fashion brand in New York.

Yours sincerely,

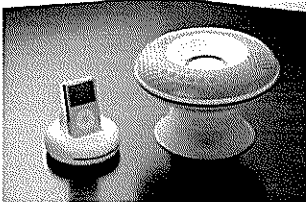
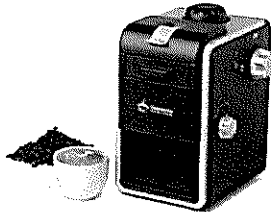


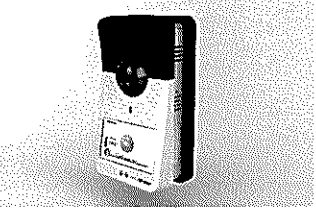
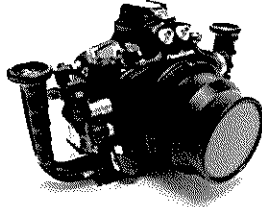
(Stephen Y. K. Lo)
for Secretary for Commerce and
Economic Development

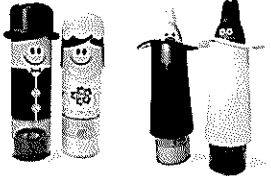
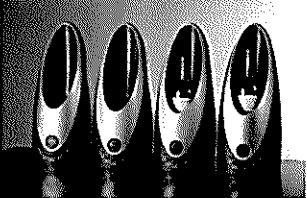
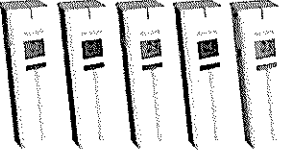
c.c. Head of Create Hong Kong


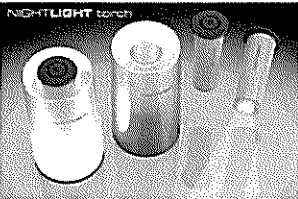

(Fax: 3101 0863)

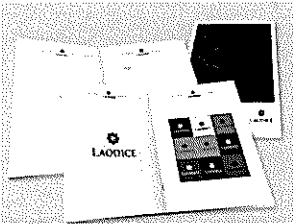
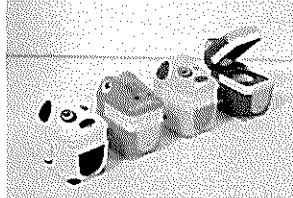
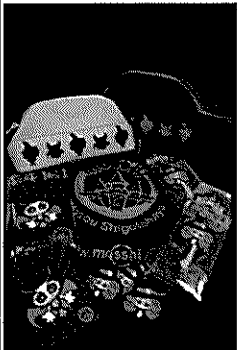
Examples of Successful Commercialisation Cases under the Design-Business Collaboration Scheme



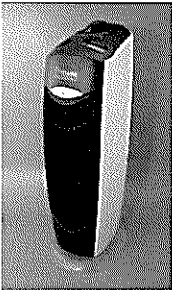
	Project Title	Project Description	Photos
1	Floating Speaker	Urban Trend (HK) Ltd. (the SME) specialises in home entertainment products. This project involves designing and developing a combined floating wireless speaker & fountain for use in swimming pools. It is innovative and has set a high standard to similar products in the market. It helps the SME differentiate from competitors successfully.	
2	Design of Coffee Machine	Polarmix Limited specialises in electrical and electronic appliances. By engaging a design company in this project, a one-step cappuccino machine in compact size has been developed embracing functionality, user-friendliness, and aesthetically-pleasing outlook. The new coffee machine, with double nozzles emitting hot milk and coffee respectively, provides an easy and convenient way to make a cup of coffee in one touch.	

	Project Title	Project Description	Photos
3	Feverscreen Station Cosmetic Design	<p>Autovision Technology Limited (the SME) is engaged in automation systems for industrial use. In order to diversify into the commercial market, it collaborated with a design company in this project to develop a new temperature measuring device named ThermoTick™. Its screen will display the temperature of the person standing in front and show a smiley face if the temperature is within the normal range, or a sad face if otherwise. It has other extended functions as well, such as displaying promotional messages, or working as a timer to record the clock-in and clock-out time of staff etc. It has helped the SME develop new business opportunities and further establish its product brand in the market. The new design has been awarded the Certificate of Merit of Hong Kong Awards for Industries 2011.</p>	
4	Design of Professional Diving Cases for Camera	<p>With marine life as the design concept, the professional diving cases for two camera models designed for Nauticam International Limited (the SME) in this project are both aesthetically pleasing and practical. They have helped enhance the SME's image as a professional diving products trader, and also helped open up new markets for the SME.</p>	

	Project Title	Project Description	Photos
5	Pepper and Salt Grinders Design	Kent Tech Manufacturers Limited (the SME) was first engaged in toys manufacturing. It has later shifted to manufacturing household items. It previously attempted to develop a set of pepper and salt grinders on its own but the design was simple and failed to attract market attention. It therefore engaged a design company in this project to develop a range of grinders with appealing and interesting outlooks. The designed grinders are popular among buyers.	
6	Wine Chiller	Different from the conventional wine chiller currently available in the market, the waterfall wine chiller designed in this project uses flowing ice water as a medium to chill wine, which is both innovative and aesthetically pleasing. With the innovative design and unique outlook, the product has helped Urban Trend (HK) Ltd. improve its competitiveness in the market.	
7	Alcohol Tester	Alcohol testers are the main products of Kotex Development Holdings Limited. It engaged a design company in this project to design a new alcohol tester for consumers' own use, such as drivers to ensure safe driving. The new design, which is slim and simple, gives a modern touch to the product. Different colour versions make the product suitable for use by both sexes. The new product has helped the SME expand the business to new markets.	

	Project Title	Project Description	Photos
8	Design of "Rechargeable Bottle Warmer (with unique NanoHeat technology)"	Ralot Industries Ltd (the SME) was an original equipment manufacturer (OEM) of toys and then expanded its business to small electronic products. Collaborating with another enterprise which has developed a speed-heating NanoHeat technology, the SME engaged a design company in this project to design a rechargeable baby bottle warmer based on the new technology. The product is energy-saving with contemporary design. The portable and compact design also upgrades the product's quality.	 A photograph showing a rechargeable baby bottle warmer. The device is a compact, cylindrical unit with a white top and a dark base. A baby bottle is shown being heated by the device. The photo has a caption "Rechargeable Bottle Warmer" at the top.
9	LED Torch Series	This project has helped C.T. Metal Ware Factory Ltd develop an innovative LED torch series. The "Double Torch" design can be snapped together and used as one single torch, or separated and used independently. Another torch in this project can be turned into a bedside nightlight with a simple touch of a button.	 A photograph showing three different models of LED torches. One is a standard cylindrical torch, another is a larger, more complex design, and the third is a smaller, more compact model. The photo has a caption "LED TORCH Series" at the top.
10	Design & Fun Driven Premium Collection	A range of stationery including calendars, pen holders, card holders and other stationery items were designed for Sura Limited in this project. With colourful and decorative patterns of birds, teddy bears and flowers, the new products bring a breath of fresh air to the stale grey world of the office.	 A photograph showing a collection of stationery items, including a calendar, a pen holder, and a card holder. The items are decorated with colorful patterns of birds, teddy bears, and flowers.

	Project Title	Project Description	Photos
11	Laodice Brand Building Project	A range of corporate brochure, name cards, envelopes, and letterheads as well as showroom were redesigned in this project for Laodice Company Limited, which trades in premium leather goods. This has upgraded the image of the SME as well as its leather goods.	
12	Electronic Pet Design Series	The electronic game devices of Bopak Limited were redesigned in this project to make them more attractive in the market. An animal series and a robot series were developed. The new designs have transformed the 2D traditional game device into a 3D one. Apart from the new look, the 3D design provides enough space for adding the loudspeaker function in the animal series. For the robot series, small accessories are available for DIY, thus making them more attractive to consumers.	
13	“Mosshi” New Product Series Design Development (Tee Shirts and Bags)	Through introducing several cartoon characters, this project has developed a range of fashionable clothing and handbags targeting the youth market. It has successfully helped Mosou Shigotohaya Limited develop its own branded products.	

	Project Title	Project Description	Photos
14	Mayeelok Fall-Winter 2007 Fashion Collection	This fashion and branding design project has helped Mayeelok Limited re-brand its ladies high fashion which was established over 20 years ago. With the service of a design company in this project, a new fashion collection for fall-winter 2007-08 was launched.	
15	Professional Massage Chair Product Design Project	This project has upgraded the design of a professional massage chair, with value added external design as well as ergonomic considerations, for Life Power Health Limited. The product targets at the high-end Mainland market.	
16	UV Sterilize Home Appliance Series	A new series of home-use UV sterilizing appliances was designed for G&H Industrial Limited (the SME) in this project. The SME has successfully built up the product image and attracted some local department stores for distribution of the products.	
17	Graphic and Interior Design for Shop	This project has helped Suria Company Limited build up the brand image of its own retail chain outlets "Life Kan" through application of visual and interior design.	