

**Professional Services Development Assistance Scheme (PSDAS)**

**Project Report submitted on 10.09.2009**

**Covering Period 1.2.2008 to 31.5.2009**

**1. PROJECT DETAILS**

**1.1 Project reference no.:** 2007-3-5

**1.2 Project title:** Real Estate Development and Management: How FM Can Help Enhance Your Return and Reduce Your Risk

**1.3 Applicant:** The Hong Kong Institute of Facility Management

**1.4 Collaborating organization:**

- (a) Department of Real Estate and Construction, The University of Hong Kong
- (b) Tongji University (Shanghai)

**1.5 Implementation organization:** The Hong Kong Institute of Facility Management

**1.6 Project coordinator:** Dr. Daniel C. W. HO, Associate Professor, Department of Real Estate & Construction, The University of Hong Kong

**1.7 PSDAS funds (HK\$) approved:** \$682,000

## **2. SUMMARY OF PROJECT PROPOSAL**

*(Please give a summary of project proposal including the objectives, deliverables, and target professional service sectors. No more than 100 words will suffice.)*

### **Objectives:**

- exploring and opening up new market opportunities for Hong Kong FM professionals and practitioners;
- increasing the understanding of FM professionals and practitioners with regards to the needs and aspirations of real estate investment groups operating in China;
- creating a platform for mutually beneficial exchanges and professional networks; and
- offering an opportunity for China counterparts and investors to learn about the best practices and latest techniques.

### **Deliverables:**

- One 2-day conference in Shanghai, China
- One 1/2-day dissemination seminar in Hong Kong
- 2000 copies of Professional Development Pack (PDP) produced containing multi-media presentations of papers, speeches and bibliography of the relevant reference for promotion.
- Written Progress Report and Project Report submitted to the CEDB
- Dissemination of information through the websites of the participating organizations

### **Targeted professional service sectors:**

- Facility Managers, Property Managers and Project Manager
- Delegates from Government Departments
- Architects, Surveyors and Engineers
- Project Developers
- Consultants, Trainers and Academics

### 3. **PROJECT IMPLEMENTATION AND OUTCOME**

*(For items 3.1-3.5, please complete column (B) by confirming whether the respective items have been carried out according to the agreed project proposal as outlined in Column (A) which are completed by PSDAS Secretariat. Give details, as appropriate. State differences from (A), if any and give reasons.)*

<b>3.1 Project implementation</b>			
<b>(A)</b> Agreed project duration and milestone		<b>(B)</b> Actual project duration and milestone	
<u>Date</u>	<u>Milestones</u>	<u>Date</u>	<u>Milestones</u>
1 Feb 2008 – 30 June 2008	Program Preparation – Overseas and Mainland speakers will be invited. Venue, transportation and hotel accommodation will be arranged. The HKIFM will set up a special task force to manage and coordinate the various effort, resources, and team members.	1 Feb 2008 – 30 June 2008	Formed task force and prepared the program. Arranged venue, transportation and hotel accommodation.
1 Feb 2008 – 30 April 2008	Production of web-page.	1 Apr 2008 – 21 July 2008	Production of web-site and launched on 21 July 2008.
1 May 2008 – 31 Oct 2008	Marketing – Promotional materials and invitations will be sent and advertisements launched according to the marketing strategy.	1 May 2008 – 31 Oct 2008	Promotional mails and emails sent out. Advertisements were launched at the websites of The America Chamber of Commerce and SCMP.
	Production of flyer and conference book.		Flyers and conference books were printed as scheduled.
1 Nov 2008 – 30 Nov 2008	Conduct of the conference	6-7 Nov 2008	Conducted a 2-day conference in Shanghai as scheduled.
1 Dec 2008 – 28 Feb 2009	Dissemination of Conference Book & Interim Project Report – Conference proceedings, and part of the Project Report will be disseminated	1 Dec 2008 – 28 Feb 2009	Done over the period
	Responses from the conference will be analysed and conclusions made.		

<b>3.1 Project implementation</b>			
<b>(A)</b> Agreed project duration and milestone		<b>(B)</b> Actual project duration and milestone	
<u>Date</u>	<u>Milestones</u>	<u>Date</u>	<u>Milestones</u>
1 Mar 2009 – 31 May 2009	<p>Reports on the event will be written. Together with the collection of articles from the event and other related references, the materials will be compiled into a CD-ROM for distribution. The Project Report will also be prepared and submitted to PSDAS Secretariat. An excerpt will be sent directly to interested parties and via uploading to website of the HKIFM.</p> <p>Preparation of the 1/2-day dissemination seminar.</p>	20 Mar 2009	Conducted a 1/2 day dissemination seminar.

<b>3.2 Project deliverable</b>	
<b>(A)</b> Agreed deliverable	<b>(B)</b> Actual deliverable <b>(Please attach copies of all relevant supporting materials)</b>
(a) A-2 day conference in Shanghai	<b>A 2-day conference in Shanghai <u>completed</u> on 7 November, 2008.</b>
(b) A half-day dissemination seminar in Hong Kong	<b>A half-day dissemination seminar in Hong Kong <u>completed</u> on 20 March, 2009.</b>
(c) A conference web-page in the HKIFM's website	<b><u>Completed</u></b>
(d) 2,000 copies of PDP in CD-ROM	<b><u>Completed</u></b>

<b>3.3 Participants / expected beneficiaries</b>	
(A) Estimated participation	(B) Actual participation <i>(Explain for difference of 20% or more from (A))</i>
<p>Total no. of participants:</p> <ul style="list-style-type: none"> <li>• 200 conference participants (about 30 professionals from Hong Kong and 170 Hong Kong, Mainland and overseas professionals and developers operating in the Mainland)</li> <li>• 60 dissemination seminar participants</li> <li>• 500 website visitors</li> <li>• 2,000 PDP recipients</li> </ul>	<p>182 participants (35 from Hong Kong and 147 from Mainland and overseas)</p> <p>71 participants</p> <p>N/A</p> <p>2,000 PDP recipients</p>
<p><i>Breakdown as follows:</i></p> <p>a) Target professional sector:</p> <p>b) Non-target professional sector:</p> <p>c) Overseas: (including China)</p> <p>d) Local:</p>	<p>Conference: 134 (74%) Seminar: 45 (63%) PDP: 1,500 (75%)</p> <p>Conference: 48 (26%) Seminar: 26 (37%) PDP: 500 (25%) (Accountants, Lawyers, etc.)</p> <p>Conference: 147 (83%) Seminar: 0 (0%) PDP: 215 (11%)</p> <p>Conference: 35 (19%) Seminar: 71 (100%) PDP: 1,785 (89%)</p>

### 3.4 Promotional activities to canvass participation

(A) Agreed methodology	(B) Actual methodology employed <i>(Please attach copies of all relevant supporting materials)</i>
<p>(a) Organization of the conferences in Hong Kong and Shanghai will reach delegates from Mainland China and the region. Promulgation through the internet can be accomplished through first uploading to web site, then e-mail alerts and letters to all concerned parties. A conference organizing agent may be appointed for the conference in Shanghai. Promotion leaflets will be sent directly to related personnel, companies and parties. Dissemination and promotion of deliverables to target groups will be implemented through the conduct of the conference, future seminars, visits and via the internet.</p>	<ul style="list-style-type: none"> <li>➤ Information of conference and technical visits has been uploaded to the websites of HKIFM and all supporting / co-organizing institutions.</li> <li>➤ More than 4,000 promotional emails and letters were sent to all related parties.</li> <li>➤ About 2,000 promotion leaflets were directly mailed to the related personnel and parties.</li> </ul>
<p>(b) Through HKU, whose experience in organizing CPD events and international as well as local conferences, the publicity of the seminars will be made known widely to the Hong Kong and overseas communities. Both HKIFM &amp; HKU have a wide network of target groups (including government departments, professional institutions, research bodies, business organizations) for result dissemination.</p> <p>(c) The Department of Real Estate and Construction, HKU and Tongji University are well experienced in organizing research projects in Hong Kong and in Mainland China. Tongji University has extensive connection with potential investors and participants and service providers and thus will be effective in planning and taking care of the conference logistics.</p>	<p>Relevant parties / institutions / colleagues / friends were invited personally by HKU and Tongji University.</p>

<b>3.5 Dissemination of project results</b>	
(A) Agreed methodology	(B) Actual methodology employed <i>(Please attach copies of all relevant supporting materials. If dissemination of project results not yet started, state the plan for doing so.)</i>
<p>(a) The conference not only helps to promulgate knowledge but provides the environment for exchange of ideas, latest information and updated knowledge and skills.</p> <p>(b) Contents of the PDP will be uploaded to the website of HKIFM. This is the low cost and efficient way to promote and reach the potential clients, FM professionals, academics, etc., not only locally but anywhere in the world.</p> <p>(c) Part of the Project Report will be disseminated to interested parties through HKIFM's '<i>FM Communicator</i>' and via the internet by uploading to HKIFM's website. It is an effective way of promotion for HKIFM member and related parties.</p>	<p>Conference and seminar were successfully held.</p> <p>Production and distribution of PDP as planned.</p> <p>The Project Report will be disseminated to interest parties through HKIFM's '<i>FM Communicator</i>' in October and via the internet by uploading to HKIFM's website.</p>

**3.6 Any change in project scope, project period, Project Coordinator and/or Deputy Coordinator, etc.?**

- \*~~Yes~~/ No
- If yes, please specify and whether the change has affected the project in terms of project deliverables, progress of the project, achieving the project objectives, etc.:
- Prior approval from PSDAS Secretariat \*obtained on \_\_\_\_\_ / not obtained

**3.7 Disposal of project equipment, if any**

- Arrangement agreed with PSDAS Secretariat: **Nil**
- Present position: **Not Applicable**

**3.8 Patents/intellectual property rights registered or to be registered with dates, if any**

<u>Description</u>	<u>Status</u>
<b>Not Applicable</b>	

*\* Delete where appropriate*

## 5. ACHIEVEMENT OF THE PROJECT

### 5.1 Self-evaluation of project attainment of the expected benefits

*(Please make evaluation in the following aspects with supporting evidence, if they have not been passed to the PSDAS Secretariat before, such as survey results on feedback from participants, and etc. List of participants may be required by the Secretariat when necessary.)*

a) Number of participants and beneficiaries reached

Number of participants: 2,000

Beneficiaries: 2,000 through PDP dissertation, direct mailing promotion, email alert, website, network of HKU, Tongji University, HKIFM and all participating organizations

b) Achieving the target benefits (e.g. delivering of physical products, enhancing professional standard, networking with outside market players and counterparts, etc.)

The project has successfully provided a platform to exchange the business/academic opportunities for local FM services provider/ professional/ institution to keep updated the information / skill/ services in Mainland China.

c) Feedback from users / customers / participants (please attach a copy of the questionnaire to participants and the survey analysis)

Satisfaction surveys were carried out immediately after the completion of each event. Evaluation report of each satisfaction survey was attached.

d) Dissemination of project outcomes to the relevant professionals

All the relevant materials of this project are included in the PDP. This CD-Rom was delivered free of charge to all participants, speakers, relevant professional bodies, HKIFM members, students, members of relevant professional institutions, etc.

e) Overall achievement in enhancing professional standard / external competitiveness of the services sectors concerned

The PDP contains multi-media presentations of speeches, Powerpoint slides, bibliography of relevant references and record photos of activities. It was distributed via direct mailing to thousands of FM professionals to provide first-hand information about the latest FM and real estate development and management.

f) Other aspects

## **5.2 Self-evaluation on financial and project management**

- Able to work through and adhere to budget constraints
- Sponsorship solicited used to covered the unbudgeted items
- All project members worked co-operatively and able to meet the tight deadlines

All milestones were generally completed on schedules and all deliverables committed were achieved

## 6. ADDITIONAL INFORMATION

### 6.1 Lessons learned and (if any) proposed follow-up actions to enhance sustainability of project results?

With reference to the evaluation surveys conducted immediately after each event, we found the followings are preferred, according to the delegates:

- 增加互動交流的機會
- Transportation in group and more Chinese language presentation / audience
- Include speakers' bio would be good
- Presentation in Chinese also
- The RE portion has created quite a bit interest and can be observed. The audience who remain for both days. I suggest for future event - we may want to consider first day for RE; second day for FM or CRE,
- Make sure the people at the registration counter hand out the audio translation system
- Inform how many & which presentations will be in Chinese before the conference
- The translation "box" was not sound proof hence there was a disturbing mumbling throughout all presentations
- 會議的時間作出相應的調整
- Provide materials for participants rather than let the participants take notes
- Material publishing of the presenters
- No taxi to leave the hotel
- Would your organization make a CD including all PPTs from all speakers and mail to us?
- 宣傳冊不夠精緻，且不宜攜帶，建議改進
- More technic service proviter join
- 提供參會者名單
- 提供講者講稿 / powerpoint
- 電視、報紙報導
- Quality of speakers could be improved
- Control the program duration punctually.
- More case studies can be introduced

The above factors may incur higher overall costs, speakers' traveling costs, administration and promotion cost, etc, supports from the PSDAS are important.

Also, we found that there is a need to keep abreast of the trends and development of the FM market in China in order to upkeep the competitiveness of local professionals. As such, it is suggested to do more research and organize similar international conference every year so as to update local FM professionals on the latest development of the FM market in China.

### 6.2 Others

**7. INFORMATION FOR PUBLIC ACCESS ON THE PSDAS WEBSITE**

*If you do not wish certain information provided under items 1.1-1.7, 2, 3.1-3.5, 3.8, 5.1-5.2 and 6.1-6.2 to be published on the PSDAS website for public access, please set out your request and explain why below:*