

# “TURN” Project

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An Initiative in **T**ransformation, **U**ppgrade and **R**elocation to Unveil a **N**ew Horizon (**TURN**) for Processing Trade Industry

A government funding of **\$5 millions** is secured from the HKSAR Commerce and Economic Development Bureau

## Objectives

- To cope with the recent Mainland policy modification driving the development of enterprises towards higher technical level and higher added value as noted by the *President Hu Jintao* in the *17th National People's Congress*
- A *pilot programme* initiated by HKPC to assist Hong Kong manufacturers through “*transforming* their business practices”, “*upgrading* their mode of operations”, and “*relocating* to specifically appointed Mainland cities”

# “TURN” Major Services and Project Duration

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**TURN's  
Major  
Services**

**1. New Service and Product Development with Strategic Partners**

**2. Promotional Events**

**3. On-site Assessment Service**

**4. Support Centre and Website**

## Project Duration

- **18 months**
- **From *April 2008* to *October 2009***

# “TURN” New Services and Products

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## 1. Development of new services and products with strategic partners

- The *scope of new services and products* includes



TURN's New  
Products & Services

TURN's enterprise financing

Mergers and acquisitions

Enterprise transformation

Advanced environmental management

Brand building / Domestic sales development

Advanced R&D and manufacturing technologies

IT application and logistics management

Plant relocation / New plant layout

# “TURN” Promotional Events

## 2. Promotional Events

- *40 promotional events* in the format of seminars and study missions will be organized in Hong Kong and PRD cities
- *About 1/3 are industry-specific events for 7 industry sectors and the rest are cross-industry events*
- *7 industry sectors include*
  - Toys
  - Plastic articles
  - Machinery and equipment
  - Electronics / Computers / Telecom products
  - Electrical appliances
  - Watches and clocks
  - Textile and Garments

## 3. On-site Assessment Service

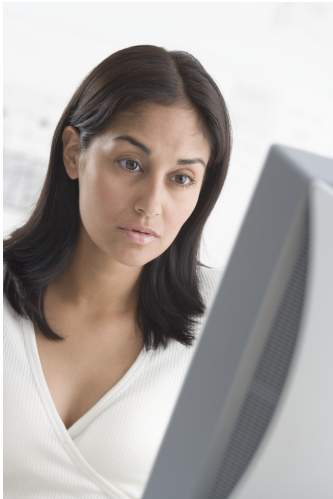
- Conduct *42 pilot cases* from *7 industry sectors* consisting of detailed assessment and basic assessment
- *50% cost to be paid* by participating companies and *50% cost to be funded* by the programme
- Completion of *“Detailed Assessment”* with detailed improvement plan and consultancy effort of 20 man-days per assessment for 7 factories from 7 selected industry sectors
- Completion of *“Basic Assessment”* with recommendation for improvement and consultancy effort of 10 man-days per assessment for another 35 factories from 7 selected industry sectors

# “TURN” Supporting Centre and Website

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## 4. Supporting Centre and Website

- A *Supporting Centre* in Shenzhen to handle hotline or walk-in enquiry and display information of TURN’s new services and products
- A dedicated *Website* ([www.hkpc.org/turn](http://www.hkpc.org/turn)) to promote the TURN’s new services & products and share information of successful cases and promotional events



# “TURN” Strategic Partners

- Examples of *strategic partners* include :



## Hong Kong:

- TDC
- VTC
- The Better Hong Kong Foundation
- Bank of China (Hong Kong) Ltd.
- HSBC
- Hang Seng Bank
- Bank of East Asia Ltd.
- Dah Sing Bank Ltd.
- American Appraisal China Ltd.
- Microsoft
- IBM
- JOS
- SAP
- ...

## Mainland:

- 深圳市貿易工業局
- 深圳市中小企業服務中心
- 深圳市外商投資協會
- 深港生產力促進基地
- 東莞市科技局
- 東莞市對外貿易經濟合作局
- 東莞市外商投資協會
- 莞港生產力促進基地
- ...