

To: PSDAS Secretariat
23/F West Wing
Central Government Offices
2 Tim Mei Avenue
Tamar Hong Kong
Email: psdas@cedb.gov.hk

(Official Use Only)
Date of Receipt _____
Reference No. _____

Application Form for Professional Services Development Assistance Scheme

Please read the Guide to Application for Professional Services Development Assistance Scheme (PSDAS) before completing this application form. Sample of a completed application form is available at the PSDAS website at <http://www.cedb.gov.hk/citb/psdas>. Enquiry hotline is at tel. 3655 5952.

Section A – Project Details

1. Project Title

English : Professional Development Program for Electrical Engineers

Chinese : 電機工程師專業發展計劃

(Submitted by : Association of Hong Kong Electrical Engineers (AHKEE))

(Name of Applicant) (See footnote 11 in Section C)

2. Project Objective(s)

(Please state concisely, preferably in point form, the objectives that the Project aims to achieve.)

- To update the local electronic engineers on the latest technology developments on electrical engineering services through organisation of an international conference.
- To enhance local electronic engineers' knowledge on the market trends and career development of electrical engineering services in the Mainland through organisation of seminars.

3. Project Deliverable(s)

<u>Deliverable(s) & Quantity</u> (e.g. One 2-day seminar, One 48-hour course)	<u>Target participants / users</u> (professional service sectors ¹) & Estimated no. (e.g. 100 lawyers, 500 expo visitors of Mainland)
• One 2-day international conference	• 400 electrical engineers
• Three identical 1-day seminars	• 300 electrical engineers (100 x 3)
• 2,000 CD-ROM on conference & seminars proceedings and downloadable copy from websites	• 20,000 electrical engineers and related professionals

(b) Description of Each Deliverable

(Please provide important details such as tentative topics and speakers for seminar/conference/training course, itinerary for visit background and activities for exhibition, methodology for research, explanation on technical terms, etc. wherever applicable.)

- One 2-day international conference
 - The conference theme is “Global Challenges in the 21st Century”.
 - Tentative topics include wireless communications, communications network, power system and control, traffic engineering optimisation, electric vehicle technology, robotics, etc.
 - List of tentative speakers (including five from overseas) is at Appendix I.

¹ Please check that the project beneficiaries fall within the eligible professional service sectors of PSDAS. Please note that students are not eligible beneficiaries. For clarifications on eligible sectors, please contact the PSDAS Secretariat.

(b) **Description of Each Deliverable (cont'd)**

- Three identical 1-day seminars
 - Each seminar will last for 6 hours. They will be held on three consecutive days in the week following the international conference.
 - Tentative topics for the seminar include the market trends and developments, relevant regulatory requirements licensing system, and professional practices of electrical engineering services in the Mainland.
 - Four Mainland expert speakers will be invited. List of tentative speakers is at Appendix I.
-
- 2,000 CD-ROM and downloadable copy from website. See paragraph 5(b)
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4. Justifications for the Project

- (a) (Please state in clear and specific terms, and preferably in not more than 200 words, the justifications for the project including the benefits and contributions of the project to increasing the competitiveness of the professional sector(s) concerned in the Mainland or overseas markets or to enhancing the standard of professional services in Hong Kong. Please also provide evidence, if any, of the practical use of the expected project results to the professional service sector(s) concerned, such as findings of surveys on the members of a profession.)

A members' survey on professional development by AHKEE in mid 2004 (survey results at Appendix II) reveals that members have great interest in tapping the Mainland market after its accession to the WTO and need more information about the Mainland market as well as the career development there. Members have also shown strong need for continuing professional development, particularly in updating their knowledge by interacting with their overseas counterparts and experts.

By participating in the international conference, local electrical engineers will be able to update their professional knowledge on the technology development of electrical engineering services on a worldwide perspective. The conference will provide an effective means for knowledge transfer from a number of renowned speakers, including overseas and Mainland experts, and sharing with Mainland and overseas participants.

On the three seminars, participants will be able to gain knowledge and understanding from Mainland speakers on the Mainland market trends as well as the regulatory and licensing requirements for the electrical engineering profession. This will enhance the competitive edge of local electrical engineering professionals in further business and career development in the Mainland market.

- (b) If there are similar projects in the market or you have organised similar projects in the past, please illustrate the added value of this Project and explain why funding is needed.

The Project is not a regular item carried out by AHKEE. Although AHKEE has organised a number of conferences and seminars, we cannot identify sufficient resources for organising a large-scale international conference (inviting overseas and Mainland speakers) and structured seminars as proposed. Funding from PSDAS is therefore necessary for delivering the proposed Project.

5. Marketing Strategy

- (a) Channels/Means for pre-delivery promotion

(e.g. poster on a seminar to promote participation)

- Advertisement in Hong Kong Engineers Journal
 - Promotion leaflets sent to members of AHKEE and related professional organisations in Hong Kong. For the international conference, promotional materials will also be sent to overseas professional organisations to attract overseas participants.
 - Promotion in the Mainland will be handled by the Electrical Engineering Society of China.
 - Websites of AHKEE, SEE, HKEA and related local & overseas professional organisations.
 - Press release
-

(b) Channels/Mean for dissemination of project results and Project Report so as to extend benefits to the professional service community widely
 (Project Report and project results, e.g. survey reports, handouts, presentations, etc., are required to be passed to the PSDAS Secretariat for dissemination at the PSDAS website at www.cedb.gov.hk/citb/psdas upon completion of project. Please state other dissemination channels / means to be employed, e.g. posting project results in the Applicant's website, reporting the project activities in the Applicant's newsletters or organizing dissemination seminars, etc.)

- Conference & seminars proceedings and presentations in the form of CD-ROM will be distributed (for free) to all participants, involved parties, universities and relevant professional organisations. Soft copy will be available for downloading in the websites of AHKEE, related professional organizations.
- Part of the Project Report will be disseminated to the relevant professionals through AHKEE's newsletters and website as well as websites of related professional organisations.
- Proceedings and presentations of the conference/seminars as well as the project report will be sent to the PSDAS Secretariat for public access through the PSDAS website.

6. Feedback Survey(s)

(Please state the feedback survey(s) to be conducted for assessing the effectiveness of the project deliverable(s).)
 A satisfaction survey will be conducted after the conference and each of the seminars to assess the effectiveness of the conference and seminars. The survey results and analysis will be sent to the PSDAS Secretariat upon completion of the project.

7. Implementation Plan²

(a)	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
	01/010/2006	31/05/07	8

(b) Please describe the implementation plan, i.e. how you intend to carry out the project.

This project will be implemented with the following key areas:

1. Programme Development – A steering committee will be set up to develop the content for the conference and the seminars, and to monitor project progress.
2. Programme Preparation – Overseas and Mainland speakers will be invited. Venue, transportation and hotel accommodation will be arranged.
3. Marketing – Promotional materials and invitations will be sent to the relevant professionals and related professional bodies and advertisements launched according to the marketing strategy in paragraph 5(a).
4. Conduct of Conference and seminars – The international conference and seminars will be conducted in the 1st and 2nd weeks of May 07 respectively. Satisfaction surveys will be conducted after the conference and each seminar to assess the effectiveness of the events. Survey findings will be reported in the Project Report.
5. Dissemination of Proceedings & Project Report – Conference & seminars proceedings/ presentations, and part of the Project Report will be disseminated to relevant professionals according to para. 5(b). All the proceedings and presentation materials will be passed to PSDAS Secretariat for uploading to the PSDAS website.

² Under normal circumstances, PSDAS will only fund projects that will be completed in 2 years. Projects which are intended to be operated on a long-term basis have to demonstrate their sustainability upon the cessation of funding support from this scheme.

(c) Key Implementation Stages

<u>(day/month/year) to (day/month/year)</u>	<u>Milestones</u>
1/10/2006 – 31/10/2006	Programme Development
1/11/2006 – 31/12/2006	Invitation of speakers, booking of venue and hotel accommodation
1/1/2007 – 10/2/2007	Design/printing of promotional materials and promotion of events
11/2/2007 – 31/3/2007	Preparation and printing of conference and seminar materials
3/5/2007 – 4/5/2007	Conduct of Conference (Conduct of satisfaction survey)
9/5/2007 – 11/5/2007	Conduct of Seminars (Conduct of satisfaction surveys)

8. Please illustrate your capability to deliver this Project by quoting previous related work done by your organisation and/or individual project team members, etc.

- AHKEE has experience in organising conferences, seminars and training courses. The latest conference organised by AHKEE is a conference on wireless communication with 250 participants from local and overseas professionals. AHKEE also has experience in collaborating with various organisations such as tertiary education institutions and Mainland organisations in conducting seminars and training courses. A list of major activities organised by the Association in past few years is attached at Appendix III.
- The Electrical Engineering Society of China, the collaborating organisation, will assist in the programme development and invitation of Mainland speakers for the conference and seminars. Please see its supporting letter at Appendix III.

9. Other information in support of the application

- AHKEE has a membership of over 3,500 and is one of the most representative electrical engineering associations in Hong Kong.
- AHKEE has close relationship with the related professional organisations in Mainland and good connections with related professional organisations overseas. We have confidence in organising the Project.

10. Have you sought or are you seeking funding support for this or similar project from other public funding sources (e.g. Innovation and Technology Fund, SME Funding Schemes, etc.)? Please put a "√" in the box(es) provided.

Yes

Sources

Name of Funding : _____

Amount of Funding (if applicable) : _____

Approved³

Disapproved

Pending application outcome

No

³ Project which is or will be in receipt of other public funding will NOT be considered by PSDAS.

Section B – Budget of the Project

1. Expenditure⁴

Value in HK\$

Item <i>(Please itemise, as appropriate)</i>	First 12 months (1/10/06 – 31/5/07)	Remaining period ()	Total	Remarks <i>(Please show cost calculation and state whether it is Applicant's contribution)</i>
(A) Manpower⁵				
Project Coordinator	25,000	-	25,000	(HK\$2,500 per day x 10 mandays)
Deputy Project Coordinator	18,000	-	18,000	Applicant's contribution (HK\$1,800 per day x 10 mandays)
Consultant	40,000	-	40,000	(HK\$1,000 per hours x 8 hrs x 5 mandays)
Part-time administrator	63,000	-	63,000	((HK\$15,000 + 0.5%MPF x 8 months) x 50% commitment)
Temporary helpers for conference on-site management	5,000	-	5,000	(\$50 per hour x 10 hrs x 2 days x 5 staff)
Subtotal (A)	151,000	-	151,000	
(B) Equipment⁶				
Nil	0		0	
Subtotal (B)				
(C) Other Direct Cost⁷				
Conference				
– Venue rental with conference facilities	60,000	-	60,000	
– Refreshment	40,000	-	40,000	(\$50 x 400 pax x 2 days)
– Production of conference kits	22,500	-	22,500	(\$50 x 450 pax)

⁴ All expenditure items must be incurred between the commencement and completion dates of the Project. Please use supplementary sheets if the space provided is insufficient.

⁵ (a) Only the salary (including the employer's contributions to the Mandatory Provident Fund but excluding allowances, fringe benefits, gratuity, year-end double-payment, etc.) of the additional manpower directly incurred for the Project should be included. Please state clearly the number of staff to be recruited and the number of man-hours/man-months to be contributed by each of them, their respective ranks and hourly rates/monthly salary, as well as the total cost for each staff.
(b) The salary of existing staff may be included only if the deployment is absolutely necessary and essential for the project. Calculation on a pro-rata/hourly basis should be made if a certain percentage of the working time of the staff is deployed for the project.

⁶ Only the cost of procuring or leasing of additional equipment for implementing the Project should be included in the budget. Please list out all the additional equipment required. If more than one unit of the same equipment is required, please set out its unit cost, quantity required and the relevant total cost. For additional equipment to be shared among different projects, the cost shall be charged on a pro-rata basis to each project.

⁷ This includes all other costs, directly incurred from the Project, with the exception of overhead expenses and other unallowable cost items set out in the Guide to Application for Professional Services Development Assistance Scheme. Fundable items may include consumables, production and promotion cost of project results (such as advertising and the organisation of seminars) and external audit fees.

Item <i>(Please itemise, as appropriate)</i>	First 12 months	Remaining period	Total	Remarks <i>(Please show cost calculation and state whether it is Applicant's contribution)</i>
	(1/10/06 – 31/5/07)	()		
(C) Other Direct Cost (cont'd)				
Seminars				
– Venue rental with AV facilities	16,000	-	16,000	
– Refreshment	7,500	-	7,500	(\$25 x 300 pax)
– Production of seminar materials	9,000	-	9,000	(\$30 x 300 pax)
Speakers' expenses				
– Air tickets for 4 overseas speakers	32,000	-	32,000	(\$8,000 x 4)
– Air tickets for 4 Mainland speakers	20,000	-	20,000	(\$5,000 x 4)
– Hotel accommodation	36,000	-	36,000	(\$1,500 x 3 nights x 8)
– Souvenirs	4,000	-	4,000	(\$500 x 8)
Design, production and postage of promotion materials (5,000 copies)	10,000	-	10,000	
Insertion of Advertisement in Hong Kong Engineers Journal (4 insertions)	4,000	-	4,000	
Design/production and postage of conference/seminars proceedings (2,000 copies of CD-ROM)	30,000	-	30,000	
Consumables & miscellaneous	2,000	-	2,000	
Audit fee	5,000	-	5,000	
Subtotal (C)	298,000		298,000	
Project Cost (A) + (B) + (C)	449,000		449,000	

2. Contribution from Applicant and Sponsorship from other sources⁸

Value in HK\$

Item <i>(Please itemise, as appropriate)</i>	Form of Contribution <i>(Cash/Manpower/Consumables)</i>	First 12 months	Remaining period	Total	Remarks <i>(Please indicate in kind or cash)</i>
		(1/10/06 – 31/5/07)	()		
(A) Contribution from Applicant	Manpower	18,000	-	18,000	In-kind
	Income ⁹ <i>(Please itemise and show calculation)</i>				
	(1) Conference registration fee	160,000	-	160,000	400 persons x \$400
	(2) Seminar registration fee	30,000	-	30,000	100 participants x 3 seminars x \$100
(B) Sponsorship from other sources	Sponsorship from ABC Ltd.	20,000	-	20,000	In cash Supporting letter at Appendix IV
Total Contribution		228,000	-	228,000	

3. Amount applied for from PSDAS (i.e. (1) – (2))¹⁰

Value in HK\$

	First 12 months	Remaining period	Total
	(1/10/06 – 31/5/07)	()	
Funds applied	221,000	-	221,000

4. Justifications of the Expenditure

(Please provide full justifications for each expenditure item. In case consultants are required for the Project, please set out clearly the justifications for engaging the consultants and the expected cost of the consultants under the Project.)

Manpower

Project Co-ordinator, Deputy Project Co-ordinator and Consultant is required for overseeing the implementation of the project (Co-ordinators) and programme development. A part-time administrator will be hired to undertake the administration of the project. Temporary helpers will be recruited for registration, distribution of materials, etc. when the conference and seminars are conducted.

Equipment

(Please also specify whether similar equipment is available within the Applicant(s) and if so, the reason why the existing equipment cannot be deployed for this Project.)

N/A

Other Direct Costs

All the expenses are directly related to the organisation of the conference and seminars. The expenditure items include rental of venue and AV facilities. Refreshment will also be provided as a normal arrangement for conference and seminars. For the invitation of speakers, we have only included expenses for air tickets, hotel accommodation and souvenirs on the assumption that no honorarium is required. For publicity and wide dissemination of project deliverables, expenses for the promotion of the events and the distribution of proceedings have also been included.

⁸ Please provide documentary proof of sponsorship (if any). An application submitted by a Government-subvented organisation must secure cash contribution from non-subvented organisation(s) and/or companies in private sector and the amount should not be less than 10% of the Project Cost.

⁹ The applicant should make available to the professional community the project results and may charge fees for these deliverables. However, the fee should not be higher than the cost. Please also indicate the basis or assumptions on which the income figures are calculated.

¹⁰ Under the dollar-for-dollar matching principle, an Applicant is required to contribute or to procure the contribution or sponsorship from third parties an aggregate amount equivalent to at least 50% of the Project Cost (i.e. (2) shall not be less than 50% of the Project Cost). For Government-subvented organisations, any grant from PSDAS should not be used to finance manpower cost of existing staff. Please refer to the Guide to Application for Professional Services Development Assistance Scheme for details.

Section C – Particulars of the Applicant

1. Applicant¹¹

Name in English : Association of Hong Kong Electrical Engineers (AHKEE)

Name in Chinese : 香港電機工程師協會

Address : c/o Level 29, One Pacific Place, 88 Queensway, Hong Kong

Tel No. : 2918 7571

Fax No. : 2537 7725

Email Address : info@ahkee.org.hk

Ordinance under which the Applicant is registered : Societies Ordinance

Date of establishment : 29/6/1969

Website (if any) : www.ahkee.org.hk

Number of Members : (corporate) 50

(individual) 3,000

Aim/Objective of the Organisation : To promote the development of electrical technology for the benefit of the community and the advancement of the profession.

2. Collaborating Organisation(s), if any

(Please enclose supporting letter(s) from Collaborating Organization(s))

Name in English : The Electrical Engineering Society of China (supporting letter is attached at Appendix V)

Name in Chinese : 中國電機工程師學會

Address : No. 1 Zhongguancun Nandajie, Haidian District, PRC

Tel No. : (86) 10-62751407

Fax No. : (86) 10-62751233

Email Address : 12@xxx.zz

Date of establishment : 20/05/1987

Website (if any) : www.xxx.zz

Number of Members : (corporate) 200

(individual) 800

Aim/Objective of the Organisation : Promotion of electrical engineering profession in the Mainland.

3. Implementation Agent, if different from (1) above

Name in English : same as (1)

Name in Chinese :

Address :

Tel No. :

Fax No. :

Email Address :

Website (if any) :

¹¹ Applicant must be a non-profit-distributing professional body, trade and industrial organisation or research institute. It has to be a statutory organisation or an organisation registered under the laws of the Hong Kong Special Administrative Region. Please provide photocopy of :

- i. Certificate of Incorporation or Certificate of Registration of a Society; and
- ii. The audited accounts of the latest financial year (if applicable).

4. Key Personnel for the Project

(A) Project Co-ordinator

Name in English : Peter Lai
 (Mr/Ms/Prof/Dr) # _____ (First Name/Last Name)
 #Please delete as appropriate

Name in Chinese : 黎樂之

Post Title: Chairman

Company/Organisation : Association of Hong Kong Electrical Engineers

Address : c/o Level 29, One Pacific Place,
88 Queensway, Hong Kong

Tel No. : 2918 7593

Fax No. : 2537 7725

Email Address : peter@ahkee.org.hk

(B) Deputy Project Co-ordinator

Name in English : Jenny Kong
 (Mr/Ms/Prof/Dr) # _____ (First Name/Last Name)
 #Please delete as appropriate

Name in Chinese : 江卓敏

Post Title: Secretary

Company/Organisation : Association of Hong Kong Electrical Engineers

Address : c/o Level 29, One Pacific Place,
88 Queensway, Hong Kong

Tel No. : 2918 7593

Fax No. : 2537 7725

Email Address : jenny@ahkee.org.hk

5. Particulars of the Project Team

(Please list the key members of the Project team and consultant(s), if any, and specify their roles. Please also enclose a brief Curriculum Vitae of each of them according to the format at Appendix.)

Name of Project Team Member / Consultant	Position in the Project	Main Duties / Responsibilities
Mr Peter Lai	Project Co-ordinator	Overall co-ordination and overseeing the project management, including monitoring of progress, expenditure and quality of deliverables
Ms Jenny Kong	Deputy Project Co-ordinator	Assist the Project Co-ordinator in project management and contingency planning
Prof. C.K. Wong	Consultant	Provide advice on overall programme development
Dr K.W. Chan	Member	Content development for the international conference and invitation of overseas speakers
Prof. Huang He	Member	Content development for the Mainland seminars and invitation of Mainland speakers
To be recruited	Administrator	Day-to-day administration of the project including co-ordinating meeting among relevant parties, processing registration for the conference and seminars, etc.

(The CVs on the above members are attached at Appendix VI)

Section D – Declaration

I, on behalf of, Association of Hong Kong Electrical Engineers, declare that
(Name of Applicant)

- (A) all factual information provided in this application as well as the accompanying information are true and accurate and reflect the status of affairs as at the date of submission. I understand the consequence of wilfully giving any false information or withholding any material information and I undertake to inform the PSDAS Secretariat immediately if there are any subsequent changes to the above information; and
- (B) utmost dedication and determination will be given to complete and monitor the project according to the proposal stated in this application; and
- (C) the ideas of the proposed Project do not constitute any act or potential act of infringement of the intellectual property rights of other individuals and/or organisations; and
- (D) the Applicant will indemnify the Government against all losses, liabilities and claims that it may suffer, incur or subject to in relation to this application or the Project; and
- (E) no profit generated by the Applicant had been distributed in the past to any of its directors, shareholders or employees, or any other persons.

I authorise the PSDAS Secretariat to handle the personal data/information provided in this form in accordance with the Guide to Application for Professional Services Development Assistance Scheme.



Authorised signature with organisation chop

Peter Lai

Name of signatory

Association of Hong Kong Electrical Engineers

Name of Applicant

Chairman

Position

10/06/2006

Date

Notes

- (1) Please use separate sheets if the space provided for a particular item is insufficient.
- (2) Applicants should submit the application form and the relevant supporting documents to the PSDAS Secretariat by post, in person or by electronic means.
- (3) Please note that all contents of your proposals set out in *items 1 – 3 of Section A; items 1 - 3 of Section C* of this application form will be made available for public access at the PSDAS website at www.cedb.gov.hk/citb/psdas once approval for funding is given to your proposal. Members of the public may also be allowed to copy, distribute copies, or otherwise make use of the materials available at this website for non-commercial use. If you do not wish certain information to be released, please forward your request and justifications upon submission of your proposal.