

**Trade and Industry Department**  
**The Government of the Hong Kong Special Administrative Region**  
香港特別行政區政府 工業貿易署

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Ref. : SMEO/2/12

By Fax and By Mail

5 August 2016

Dr FUNG Wing Hong, Ivan  
Chairman  
The Institute of Safety & Health Practitioners  
c/o SCOPE CityU  
8/F United Centre  
95 Queensway  
Admiralty  
Hong Kong.

Dear Dr FUNG,

**New Round of SME Mentorship Programme:**  
**Invitation to join as Co-organiser**

We are most grateful for the support of your organisation for the last round of the SME Mentorship Programme organised by our Department.

We will be launching the next round of the SME Mentorship Programme in mid-November 2016. The Programme, which will span from 2016 to 2018, aims to provide SME entrepreneurs who are at their early stage of business with the opportunity to learn from and be guided by mentors through one-on-one free counselling. I sincerely invite your organisation to be a Co-organiser of the Programme.

The Co-organiser's main role is to recruit volunteer mentors and match SME applicants under the Programme with those mentors. Our Department will provide detailed information of the applicants and the areas of advice that they wish to get. The Co-organiser will match them with the mentors that it has recruited, who may be the Co-organiser's members or contacts with more than 10 years of business or management experience, or at a similar level of seniority in their profession. Each mentorship will last for 12 months. Our Department will help arrange the first meeting between each pair of mentor and mentee.

Since 2000, eight rounds of the SME Mentorship Programme have been organised, benefitting about 1 300 SME mentees. Throughout the years, we have received very positive feedback from mentees, mentors as well as Co-organisers. In the last round, a total of 68 industrial and trade organisations and professional bodies have joined as Co-organisers (a full list is at Annex 1).

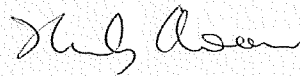
Details of the next round of the SME Mentorship Programme are set out at Annex 2.

I should be grateful if you could kindly complete the reply slip at Annex 3 and return it by fax on or before 15 September 2016.

If you require further information about this invitation, please feel free to contact my colleague Mr Donald CHUNG at 2398 5366 or Mr Pongs PONG at 2398 5157.

I look forward to receiving your favourable response.

Yours sincerely,



( Mrs Hedy CHU )  
Acting Director-General of Trade and Industry

Encls.

**2014/15 SME Mentorship Programme:  
List of Co-organisers (in alphabetical order)**

- |                                                                                   |                |
|-----------------------------------------------------------------------------------|----------------|
| 1. ACCA (The Association of Chartered Certified Accountants) Hong Kong            | 特許公認會計師公會香港分會  |
| 2. The Association for Hong Kong Catering Services Management Ltd.                | 香港餐務管理協會       |
| 3. Chinese Executives Club                                                        | 工商管理研究社        |
| 4. The Chinese General Chamber of Commerce                                        | 香港中華總商會        |
| 5. The Chinese Manufacturers' Association of Hong Kong                            | 香港中華廠商聯合會      |
| 6. Chinese Medicine Merchants Association Ltd.                                    | 香港中藥聯商會有限公司    |
| 7. The Cosmetic & Perfumery Association of Hong Kong Ltd.                         | 香港化妝品同業協會      |
| 8. CPA Australia                                                                  | 澳洲會計師公會        |
| 9. Federation of Hong Kong Industries                                             | 香港工業總會         |
| 10. The Federation of Hong Kong Watch Trades & Industries Ltd.                    | 香港鐘表業總會        |
| 11. Graphic Arts Association of Hong Kong                                         | 香港印藝學會         |
| 12. GS1 Hong Kong                                                                 | 香港貨品編碼協會       |
| 13. Hong Kong & Kowloon Sauce & Preserved Fruit Amalgamated Employers Association | 香港九龍醬料涼果聯合商會   |
| 14. Hong Kong Association for Customer Service Excellence                         | 香港優質顧客服務協會     |
| 15. Hong Kong Association for Promotion & Development of SMEs                     | 香港中小企業促進發展協會   |
| 16. Hong Kong Association for Testing, Inspection and Certification Limited       | 香港測檢認證協會有限公司   |
| 17. The Hong Kong Association for the Advancement of Science and Technology       | 香港科技協進會        |
| 18. Hong Kong Association of Interactive Marketing                                | 香港互動市務商會       |
| 19. Hong Kong Association of Travel Agents                                        | 香港旅行社協會        |
| 20. Hong Kong Brand Development Council                                           | 香港品牌發展局        |
| 21. The Hong Kong Chinese Importers' & Exporters' Association                     | 香港中華出入口商會      |
| 22. Hong Kong Computer Society                                                    | 香港電腦學會         |
| 23. Hong Kong Direct Marketing Association                                        | 香港直銷市場協會       |
| 24. Hong Kong Economic and Trade Association                                      | 香港經貿商會         |
| 25. The Hong Kong Electronic Industries Association                               | 香港電子業商會        |
| 26. Hong Kong Electronics & Technologies Association                              | 香港電子科技商會       |
| 27. The Hong Kong Exporters' Association                                          | 香港出口商會         |
| 28. The Hong Kong Federation of Commerce for Small and Medium Enterprises         | 香港中小企業工商聯合會    |
| 29. Hong Kong Federation of Innovative Technologies and Manufacturing Industries  | 香港創新科技及製造業聯合總會 |
| 30. Hong Kong Federation of Restaurants & Related Trades                          | 香港餐飲聯業協會       |
| 31. Hong Kong Food Council                                                        | 香港食品業總會        |
| 32. Hong Kong General Chamber of Commerce                                         | 香港總商會          |
| 33. The Hong Kong General Chamber of Small and Medium Business Ltd.               | 香港中小型企業總商會     |
| 34. Hong Kong Information Technology Federation Ltd.                              | 香港資訊科技商會       |
| 35. The Hong Kong Institute of Directors                                          | 香港董事學會         |
| 36. Hong Kong Institute of Human Resource Management                              | 香港人力資源管理學會     |
| 37. Hong Kong Institute of Marketing                                              | 香港市務學會         |
| 38. Hong Kong Institute of Utility Specialists                                    | 香港管綫專業學會       |
| 39. The Hong Kong Institution of Engineers                                        | 香港工程師學會        |
| 40. Hong Kong International Coaching Community                                    | 香港國際專業教練協會     |
| 41. Hong Kong Jewellery & Jade Manufacturers Association                          | 香港珠寶玉石廠商會      |
| 42. Hong Kong Logistics Association                                               | 香港物流協會         |
| 43. Hong Kong Medical and Healthcare Device Industries Association                | 香港醫療及保健器材行業協會  |
| 44. Hong Kong Plastics Manufacturers Association                                  | 香港塑膠業廠商會       |
| 45. The Hong Kong Printers Association                                            | 香港印刷業商會        |

46. Hong Kong Productivity Council	香港生產力促進局
47. Hong Kong Professional Beauty Therapy & Hairdressing Association	香港專業美容美髮協會
48. Hong Kong Promotion Association for Small and Medium Enterprises	香港中小企業發展促進會
49. Hong Kong Quality Management Association	香港品質管理協會
50. Hong Kong Retail Management Association	香港零售管理協會
51. Hong Kong Small and Medium Enterprises Association	香港中小型企業聯合會
52. Hong Kong Small & Medium Enterprises Development Federation Limited	香港中小企促進聯會有限公司
53. Hong Kong Small and Medium Enterprises General Association	香港中小企業總會
54. Hong Kong (SME) Economic and Trade Promotional Association	香港中小企經貿促進會
55. Hong Kong Society for Quality	香港品質學會
56. Hong Kong Swatow Merchants Association Ltd.	香港汕頭商會
57. Hong Kong Watch Manufacturers Association Ltd.	香港表廠商會有限公司
58. Hong Kong Young Industrialists Council	香港青年工業家協會
59. Information and Software Industry Association	資訊及軟件業商會
60. Innovative Entrepreneur Association	創意創業會
61. The Institute of Purchasing & Supply of Hong Kong	香港物資採購與供銷學會
62. The Institute of Safety & Health Practitioners	安全健康師學會
63. Internet Professional Association	互聯網專業協會
64. Junior Chamber International Hong Kong	國際青年商會香港總會
65. Kowloon Chamber of Commerce	九龍總商會
66. New Territories General Chamber of Commerce	新界總商會
67. The Professional Validation Council of Hong Kong Industries Limited	香港工業專業評審局
68. The Toys Manufacturers' Association of Hong Kong	香港玩具廠商會

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## 2016-18 SME Mentorship Programme

### **Objective**

The Programme aims at providing an opportunity for SME entrepreneurs who are at their early stage of business to learn from and be guided by accomplished entrepreneurs, senior executives, and professionals through one-on-one free counselling.

### **Organiser and Co-organisers**

2. The Programme will be organised by the Support and Consultation Centre for SMEs (SUCCESS) of the Trade and Industry Department. SUCCESS will invite major industrial and trade organisations, and professional bodies to become Co-organisers.

### **Eligibility for the Programme**

3. Entrepreneurs who own and actively run a business that is registered in Hong Kong under the Business Registration Ordinance, having established for less than 5 years and employing fewer than 20 employees in Hong Kong, are eligible to apply. An applicant may be the owner of a sole proprietorship, a partner of a partnership, a shareholder or a director of a limited company.

### **Nomination of Mentors**

4. Mentors nominated by Co-organisers should be their members or contacts who have more than 10 years of business or management experience or at a similar level of seniority in their profession. Mentors will provide counselling to mentees on a voluntary basis, and will not receive any honorarium.

5. Nomination of mentors is at the discretion of Co-organisers. Co-organisers may take into account experience, commitment and participation in activities by their members or contacts in determining nominations.

6. Mentors should listen to mentees' views and problems in running their business, share with mentees their thinking and experience, and give them advice. Mentors should aim at helping mentees build confidence, leadership and entrepreneurship, and inspire them to be proactive and responsive to changes. However, mentors should not make decisions for mentees in business and personal development.

### **Application Procedures**

7. Applicants should complete an application form (available at the SUCCESS Centre, premises of selected government departments, Co-organisers and other supporting organisations, etc. and downloadable from SUCCESS website) and return it to SUCCESS within a specified period. An applicant has to indicate on the application form the type(s) of advice he/she wishes to seek from a mentor, and the applicant's preferred Co-organiser for the purpose of mentor matching.

## **Matching of Successful Applicants with Mentors**

8. Co-organisers will be responsible for matching applicants with suitable mentors. To facilitate the matching process, SUCCESS will provide Co-organisers with detailed information of the applicants referred to them.

9. Mentors will decide on the number of mentee(s) to take up. Each mentor should normally take up no more than three mentees.

10. Co-organisers should inform SUCCESS of the matching results for applicants referred to them as soon as possible, and preferably within one week upon receipt of the referral. If a Co-organiser is unable to match an applicant with its mentors, SUCCESS will transfer the applicant to other suitable Co-organisers for matching. If no successful matching can be made for a particular applicant after three rounds of referral, SUCCESS will notify the applicant that his/her application cannot be processed further, and recommend the applicant making use of the "Meet-the-Advisors" Business Advisory Service of SUCCESS to pursue his/her area of interest.

11. Should an applicant who has already been assigned a mentor request a new mentor (no matter from the same Co-organiser or from another Co-organiser), SUCCESS will entertain the request only on an exceptional basis, if good justification is provided by the applicant.

## **Target Number of Mentees**

12. SUCCESS' target is to successfully match 150 to 200 applicants with mentors in the new round of the Programme.

## **Mentorship Period**

13. Each mentorship will last for 12 months. Mentorship will commence in batches, depending on successful matching and signing of Undertakings (see para. 17 below).

## **Meetings Between Mentors and Mentees**

14. During the 12-month mentorship period, each pair of mentor and mentee is encouraged to have at least three face-to-face meetings. SUCCESS will help arranging the first meeting. We encourage mentors and mentees to conduct their first meeting at the SUCCESS Centre.

15. In addition to face-to-face meetings, mentees and mentors are encouraged to communicate with each other regularly by e-mail, telephone and fax.

## **Language of Communication**

16. Applicants who speak English or Putonghua may indicate on their application form their language preference. Co-organisers will take note of such preference in the matching process.

## **Undertakings by Mentees and Mentors**

17. Mentees and mentors are required to sign an Undertaking with the Government of the HKSAR, setting out their obligations and liabilities under the Programme. Key features of the Undertaking include:

- (a) mentees are not required to pay any fee for the advice and counselling given by their mentors, or the Co-organisers;
- (b) mentors, the Co-organisers and SUCCESS shall not be liable or responsible for any inaccuracies, omissions, mistakes or errors in such advice and/or information and/or activities provided to mentees, and any economic or any other loss or damage occasioned by negligence or otherwise, incurred or suffered in connection with such advice and/or information given to mentees;
- (c) mentors will not receive any honorarium from SUCCESS, the Co-organisers or the mentees;
- (d) mentors should not make use of, disclose or divulge to any third party any information of the mentees obtained under the Programme; and
- (e) mentees or mentors may request termination of mentorship at any time during the mentorship period by giving SUCCESS no less than 30 days' prior written notice.

## **Insurance Protection for Mentors and Co-organisers**

18. SUCCESS will take out professional indemnity insurance to protect mentors and Co-organisers against any claim arising from provision of free advisory services and activities under the Programme.

## **Programme Activities**

19. During the course of the Programme, SUCCESS will organise some other relevant activities for mentees with a view to addressing their common needs/concerns, expanding their horizon and business network, enhancing their business knowledge and management skills and facilitating sharing of experience. These activities may include:

- (a) briefing sessions for mentees on details of the Programme;
- (b) experience sharing gatherings for mentors with mentees; and
- (c) workshops, seminars, visits, etc. open for all mentees.

20. Subject to consent of individual mentors and mentees, SUCCESS will compile Mentor and Mentee Directories for distribution to consented mentors and mentees with a view to facilitating communication amongst them during and after the Programme.

## **Role of SUCCESS**

21. SUCCESS, being the Organiser and Co-ordinator of the Programme, will be responsible for:

- (a) launching the Programme's publicity campaign;
- (b) receiving and processing applications, including checking eligibility of applicants, making referrals of applicants to relevant Co-organisers, liaising with Co-organisers and applicants, and notifying applicants of the outcome of their applications;
- (c) procuring professional indemnity insurance for mentors and Co-organisers;

- (d) preparing Undertakings to be signed by mentors and mentees;
- (e) organising briefing sessions and other relevant activities for mentees during the course of the Programme; and
- (f) monitoring progress of mentorship, and offering assistance as and when necessary.

### **Role of Co-organisers**

22. Co-organisers will be responsible for:

- (a) nominating mentors from their members/contacts, and providing SUCCESS with particulars of their nominees via the Mentor Record Form;
- (b) upon receipt of referrals by SUCCESS, matching applicants with mentors, and seeking clarification from the applicants through SUCCESS if necessary;
- (c) informing SUCCESS of the matching result in respect of each referral;
- (d) notifying mentors of the information of their mentee(s);
- (e) assisting SUCCESS in promoting the Programme, including display of publicity materials at their premises, distribution of publicity materials to their members, and creation of hyperlink in their own websites to the Programme's webpage on the SUCCESS Website; and
- (f) making available their services, activities and facilities to mentees as far as possible.

Support and Consultation Centre for SMEs (SUCCESS)  
Trade and Industry Department  
August 2016



**REPLY SLIP**

To: Support and Consultation Centre for SMEs (SUCCESS),  
Trade and Industry Department  
(Attention: Mr Donald CHUNG / Mr Pongs PONG)  
Fax: 2737 2377

**SME Mentorship Programme:  
Invitation to Join as Co-organiser**

Please tick (✓) as appropriate:

- We **agree** to be a Co-organiser of the SME Mentorship Programme.
- We **do not agree** to be a Co-organiser of the SME Mentorship Programme.

安全健康師學會

Name of Organisation : The Institute of Safety & Health Practitioners

Name of Contact Person :

(中文姓名)

博士／先生／女士／小姐\*

(Name in English ) Dr/Mr /Mrs/Miss\*

Post Title :

Telephone :

Fax :

E-mail :

Date:

*\* Please delete as appropriate.*