



**Retail Technology Adoption Assistance Scheme for Manpower Demand
Management (ReTAAS)**

**Annual Report 2019-2020
(Executive Summary)**

Prepared by the Secretariat of ReTAAS

1. The four objectives set out in the Annual Implementation Plan 2019-20 (Annual Plan) were achieved. They are reviewed as follows -

(A) Enhancing awareness of ReTAAS

2. The Secretariat continued to promote ReTAAS through various channels including Hong Kong Productivity Council (HKPC)'s in-house seminars and exhibitions, consultation counters at joint events of trade associations and government-related bodies, shopping mall operators and Hong Kong Cable TV's channel with production of TV series promoting ReTAAS in a roller window.

(B) Supporting the Vetting Committee (VC)

3. The Secretariat continued to support the VC by screening applications, preparing working papers and documents, as well as providing administrative support for VC meetings. A new term of VC was appointed for three years until April 2023. Enhanced measures were introduced to provide upfront payment option and cover the audit fees for approved project.

(C) Processing Applications

4. As at end of the reporting period, ReTAAS had received 831 applications, of which 457 applications (with sufficient information) had been processed by the VC. A total of 419 applications had been approved and the approval rate was about 92%.

(D) Publicity

5. The Secretariat promoted ReTAAS through visits to six outreach activities, and participation in four expo events and 53 seminars (including 26 organised by HKPC and 27 organised by government and other organisations). 1 365 sets of promotion kit were distributed to retail-related exhibitors, retail tenants, co-working spaces users and seminar participants. A 30-second roller window promoting ReTAAS in one of the episodes of TV series featuring HKPC's projects was broadcasted in Hong Kong Cable TV's channel, and online articles on ReTAAS were also published in newsletters and publications of various associations and government department.

6. Since the launch of the ReTAAS website on 1 December 2014, the cumulative hit rate was 177 833 by the end of this reporting period. The ReTAAS introduction video and five ReTAAS videos showcasing successful cases uploaded onto HKPC's YouTube channel and Facebook page, and the ReTAAS website were shown at the HKPC's "SME One" Centre and ReTAAS-related seminars. The six ReTAAS videos have achieved a total viewership of 6 465 in 2019-20.