



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

**Annual Report 2020-2021  
(Executive Summary)**

**Prepared by the Secretariat of ReTAAS**

1. The four objectives set out in the Annual Implementation Plan 2020-21 (Annual Plan) were mostly achieved. They are reviewed as follows.

**(A) Enhancing awareness of ReTAAS**

2. The Secretariat continued to promote ReTAAS up to December 2020 through various channels including Hong Kong Productivity (HKPC)'s in-house seminars and online fund fairs, joint events of trade associations and government-related bodies and digital marketing campaigns. All promotion activities were ceased starting from Q1 2021 as ReTAAS was closed for new applications with effect from 1 April 2021.

**(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.

**(C) Processing Applications**

4. As at end of the reporting period, ReTAAS had received 1 457 applications, of which 543 applications (with sufficient information) had been processed by the VC. A total of 470 applications had been approved and the approval rate was about 87%.

**(D) Publicity**

5. Due to the pandemic outbreak in early 2020, the delivery mode of many seminars and events had to change from physical to online or hybrid, and some of them were cancelled or delayed. The Secretariat promoted ReTAAS through two online fund fair events with online chatroom consultations and 14 seminars (including 11 organised / co-organised by HKPC and three organised by other organisations). 92 sets of promotion kit were distributed to hybrid seminar participants. Digital marketing campaign including online keyword searches and banner advertisements was launched, and online articles on ReTAAS were also published in e-newsletters, websites and social media pages of various associations and government department.

6. Since the launch of the ReTAAS website on 1 December 2014, the cumulative hit rate was 272 309 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 seminars and briefings. The six ReTAAS videos have achieved a total viewership of 2 740 in 2020-21.