



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

**Annual Report 2018-19
(Executive Summary)**

Prepared by the Secretariat of ReTAAS

1. The four objectives set out in the Annual Implementation Plan 2018-19 (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 seminars, exhibitions and shop visits and form-filling counters targeting retail tenants. An enhanced version of the promotion kit, comprising a refined pre-enrolment form cum promotional pamphlet, a common technology solutions booklet and a re-designed ReTAAS poster, was produced for distribution.

(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 a cumulative total of 623 applications, of which 408 applications (with sufficient information) had been processed by the VC. A total of 371 applications had been approved and the approval rate was about 91%.

(D) Publicity

5. The Secretariat promoted ReTAAS through visits to 106 retail shops and participation in seven exhibitions and 51 seminars. Articles on ReTAAS introduction and ReTAAS events were published in newsletters and publications of various trade associations and a government department.

6. Since the launch of the ReTAAS website on 1 December 2014, the cumulative hit rate was 123 598 by the end of this reporting period. The ReTAAS introduction video and four ReTAAS videos showcasing successful cases were uploaded onto the ReTAAS website and the Hong Kong Productivity Council (HKPC)'s Facebook/Youtube pages and were shown at the HKPC's "SME One" Centre and ReTAAS-related seminars. The five ReTAAS videos have achieved a total viewership of 4 520 in 2018-19.