



香港工業總會
FHKI

香港工業總會

Federation of Hong Kong Industries

香港九龍長沙灣 長裕街8號

億京廣場31樓

31/F, Billion Plaza, 8 Cheung Yue Street,

Cheung Sha Wan, Kowloon, Hong Kong

電話 Tel +852 2732 3188 傳真 Fax +852 2721 3494

電郵 Email fhki@fhki.org.hk

Industry News

Press Release

A/IF/PR/17/02-10-01(006)

10 February 2017

The FHKI Launches its First Crossover Co-create Brand - MOZACCO

The Federation of Hong Kong Industries (FHKI) today (Friday) launched a new cross-sectoral co-create brand – MOZACCO, a project collaborated by local designers, industrialists and athletes. Apart from the FHKI leadership, the Secretary for Commerce and Economic Development (SCED) Gregory So, Executive Council Member Bernard Charnwut Chan, and Home Affairs Bureau Commissioner for Sports Yeung Tak-keung also attended the launch event to show their support to the crossover co-create series.

FHKI Chairman Prof Daniel M Cheng said, “Hong Kong products are facing a host of challenges on the international market. Through cross-sectoral co-operation, Hong Kong enterprises will be able to open up new business opportunities and attain transformation and upgrading. In view of this trend, the FHKI took the initiative to draw collaboration among local designers, manufacturers, athletes and professionals of other sectors to join hands to co-create MOZACCO, in a bid to promote the vibrant and innovative Hong Kong Inc spirit.”

The SCED Gregory So considered that talent is the most valuable resource of Hong Kong, whilst creativity and quality are crucial components that facilitate the SAR’s development. In this regard, MOZACCO vividly portrays how local talent from various sectors can contribute to co-create boundless opportunities and find new economic growing points for Hong Kong. He hoped that different sectors will forge ahead with cross-sectoral co-operations for more co-creations in the future.

FHKI Deputy Chairman cum Project Chairman Prof Eric C Yim said, “The brand name MOZACCO derives from mosaic, an assemblage of many small pieces of patterns to create an exquisite art. MOZACCO symbolises how cross-sectoral co-operations can bring forward boundless possibilities for fruitful co-creations.”

With the aim to promote original Hong Kong brands and showcase the distinguished creativity, design and quality of local businesses, the cross-sectoral project offers manufacturers and designers a co-operation platform that can encourage enterprises to leverage their creativity and inject new vigour into Hong Kong industries.

The first collection of MOZACCO features a set of sports gear that includes athletic apparel, windbreakers, compression pants, sunglasses, visors, headphones, watches, duffle bags and waist belts. The use of classic black as the main colour palette and the unique mosaic-like pattern of MOZACCO dovetail with the collection’s design ethos – to bring comfort and style to the body in motion. The collection will bring wearers extra lightness to boost their athletic performance.



香港工業總會

Federation of Hong Kong Industries

香港九龍長沙灣 長裕街8號

億京廣場31樓

31/F, Billion Plaza, 8 Cheung Yue Street,

Cheung Sha Wan, Kowloon, Hong Kong

電話 Tel +852 2732 3188 傳真 Fax +852 2721 3494

電郵 Email fhki@fhki.org.hk

Prof Yim explained that the FHKI embarked on the cross-sectoral project in November 2015, aiming to stimulate crossover synergies among the local design and manufacturing sectors. It has spent over a year's time on the project to progress from recruitment, brand development, product design, creating prototypes, production to product launch.

He added that in the co-create process, a cadre of industrialists and designers gathered together to explore how they could leverage different materials, designs and functions to develop a new set of crossover products that cater for the needs of athletes. The industrialists' participation was not limited to manufacturing of the products, they also worked closely with designers in material selection and developing prototypes. On the other hand, designers also offered advice and assistance in areas of production, marketing and product photography.

Cross-sectoral co-operations can reap remarkable benefits and business opportunities across industries. "Design and innovation are key drivers for industrial transformation and upgrading. The FHKI therefore encourages industries to explore the possibilities of cross-sectoral co-operations that can lead to innovative products, services and business models. When innovative thinking of creative industries added to the expertise and production experience of manufacturing industries, abundant opportunities will emerge, in particular for the development of high value-added business. It can also encourage Hong Kong companies to adopt local creative ideas and designs, thereby creating promising momentum and opportunities for local creative industries and talent," Prof Cheng noted.



香港工業總會

Federation of Hong Kong Industries

香港九龍長沙灣 長裕街8號

億京廣場31樓

31/F, Billion Plaza, 8 Cheung Yue Street,

Cheung Sha Wan, Kowloon, Hong Kong

電話 Tel +852 2732 3188 傳真 Fax +852 2721 3494

電郵 Email fhki@fhki.org.hk

Photo Captions:



1. Secretary for Commerce and Economic Development Gregory So speaks at the launch event.



2. Executive Council Member Bernard Charnwut Chan speaks at the launch event.



香港工業總會
FHKI

香港工業總會

Federation of Hong Kong Industries

香港九龍長沙灣 長裕街8號

億京廣場31樓

31/F, Billion Plaza, 8 Cheung Yue Street,
Cheung Sha Wan, Kowloon, Hong Kong

電話 Tel +852 2732 3188 傳真 Fax +852 2721 3494

電郵 Email fhki@fhki.org.hk



3. FHKI Chairman Prof Daniel M Cheng (middle) introduces the MOZACCO project.



4. FHKI Deputy Chairman cum Project Chairman Prof Eric C Yim (second right) introduces the concept behind MOZACCO.



香港工業總會
FHKI

香港工業總會

Federation of Hong Kong Industries

香港九龍長沙灣 長裕街8號

億京廣場31樓

31/F, Billion Plaza, 8 Cheung Yue Street,
Cheung Sha Wan, Kowloon, Hong Kong

電話 Tel +852 2732 3188 傳真 Fax +852 2721 3494

電郵 Email fhki@fhki.org.hk



5. Executive Council Member Bernard Charnwut Chan, FHKI Chairman Prof Daniel M Cheng, Secretary for Commerce and Economic Development Gregory So, FHKI Deputy Chairman cum Project Chairman Prof Eric C Yim and Home Affairs Bureau Commissioner for Sports Yeung Tak-keung host the launching ceremony for MOZACCO.



6. FHKI leadership, guests and the FHKI running team try on the sports gear collection and pose for a photo.



香港工業總會
FHKI

香港工業總會

Federation of Hong Kong Industries

香港九龍長沙灣 長裕街8號

億京廣場31樓

31/F, Billion Plaza, 8 Cheung Yue Street,
Cheung Sha Wan, Kowloon, Hong Kong

電話 Tel +852 2732 3188 傳真 Fax +852 2721 3494

電郵 Email fhki@fhki.org.hk



7. FHKI leadership, guests and MOZACCO project team pose for a group photo.

Media Enquiries:

Junice Ming

Tel: 2732 3178

Email: junice.ming@fhki.org.hk

Angee Wong

Tel: 2732 3169

Email: angee.wong@fhki.org.hk

– END –