

Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) - FTA Programme

Objective

To fund individual Hong Kong enterprises to develop brands, upgrade and restructure their business operations and promote sales in the markets of all economies with which Hong Kong has signed Free Trade Agreements (FTAs), so as to enhance their competitiveness and facilitate their business development.

- The BUD "FTA Programme" which covers applications for undertaking projects to develop the markets of ASEAN (i.e. Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam), Australia, Chile, the four-member states of the European Free Trade Association (i.e. Iceland, Liechtenstein, Norway and Switzerland), Georgia, Macao and New Zealand.

Details

Eligible projects:	Any projects that assist individual Hong Kong enterprises in exploring and the markets of FTA economics through developing brands, upgrading and restructuring operations and promoting domestic sales in the FTA markets
Funding ceiling per project:	HK\$1,000,000
Funding basis:	Funding will be provided on a matching basis (50% of the total approved project cost at maximum)
Cumulative funding ceiling:	Up to HK\$4,000,000 per enterprise under the BUD Fund - "Mainland" and "FTA" Programmes
Project duration:	2 years at maximum
No. of projects:	40 approved projects at maximum
Initial payment:	75% of total approved Government funding (enterprises need to apply in advance)
Contribution of remaining 50% expenditure:	in cash by enterprise

Eligibility & Requirement

- All non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Chapter 310)
- Have substantive business operations in Hong Kong

Application Procedure

Applicants can fill in their applications and upload all supporting documents on the online application platform.

Implementation Agent

Hong Kong Productivity Council

For enquiries, please contact "SME ReachOut" through "2-in-1 Hotline Services" Telephone & WhatsApp (Text Message Only) : (852) 2788 6868

The above general funding information is for reference only while subject to change without further notice. Kindly refer to official funding websites for the up-to-date information. (2/2021)