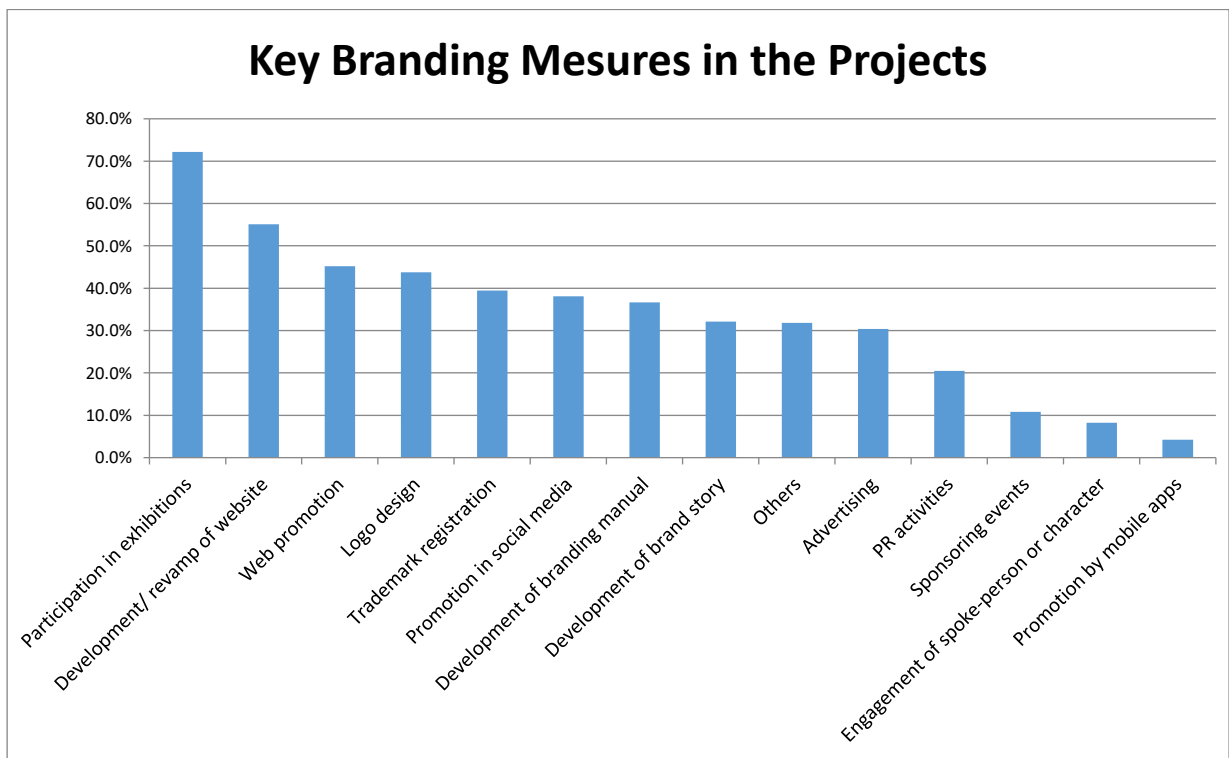
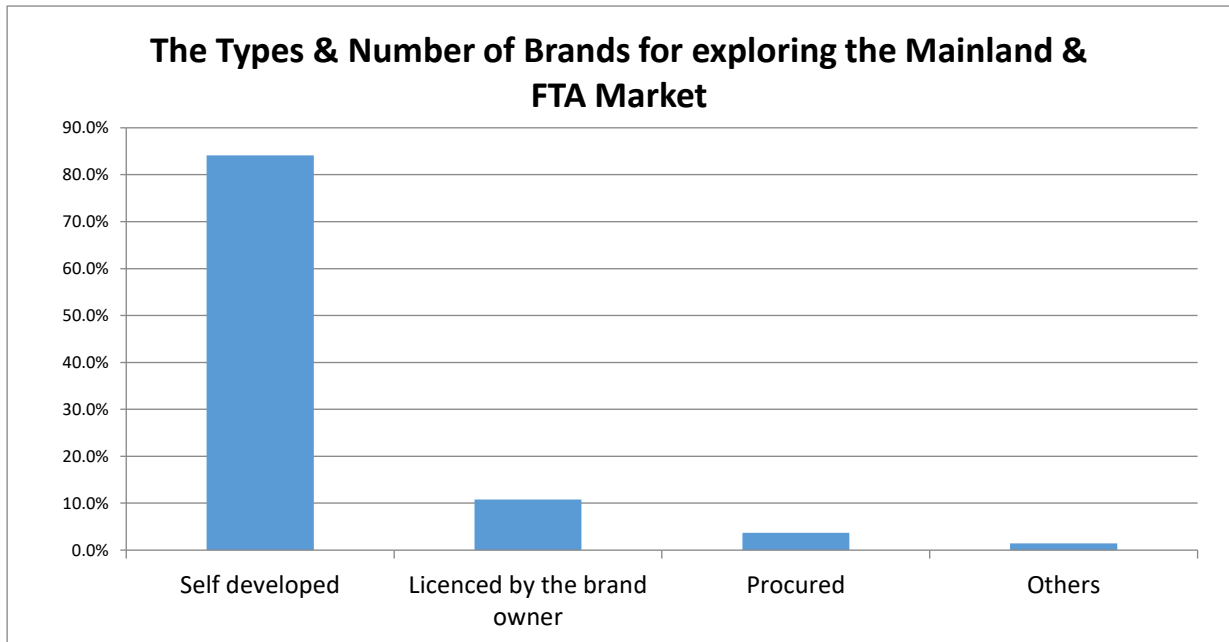




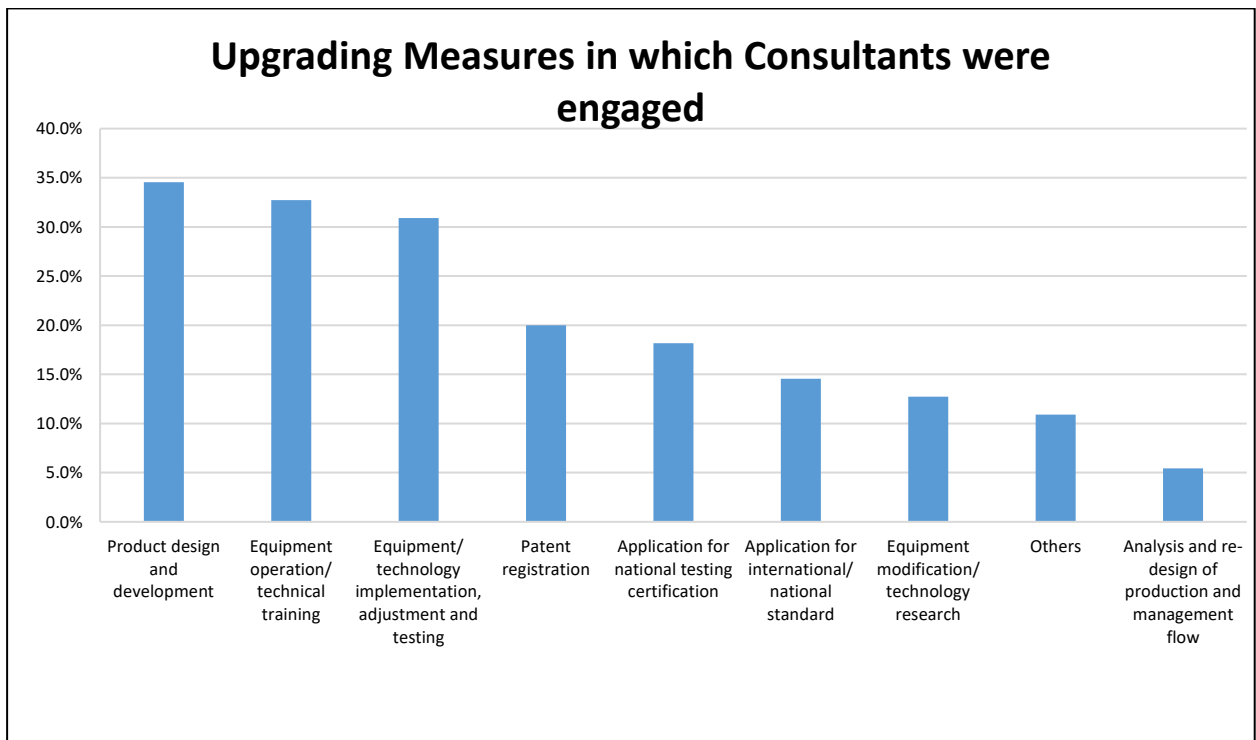
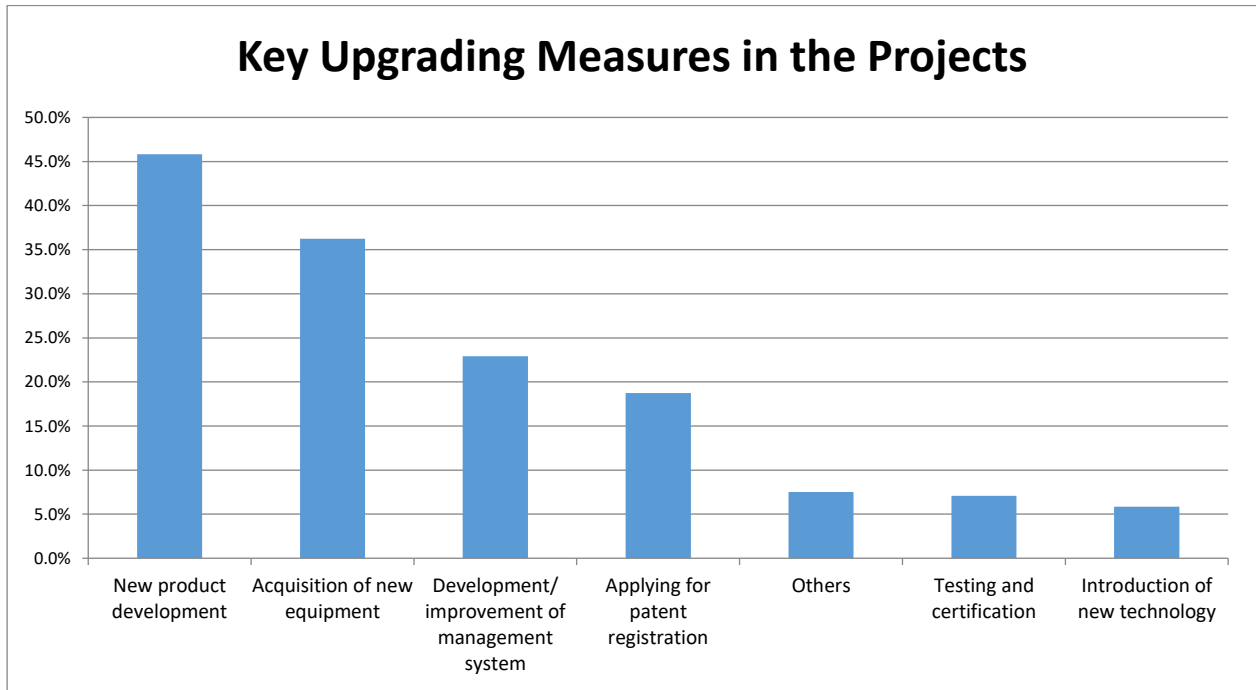
## BUD Programme Effectiveness Overview<sup>1</sup>

(a) the types and number of brands, products and/or services developed/customised for exploring the Mainland & FTA market;

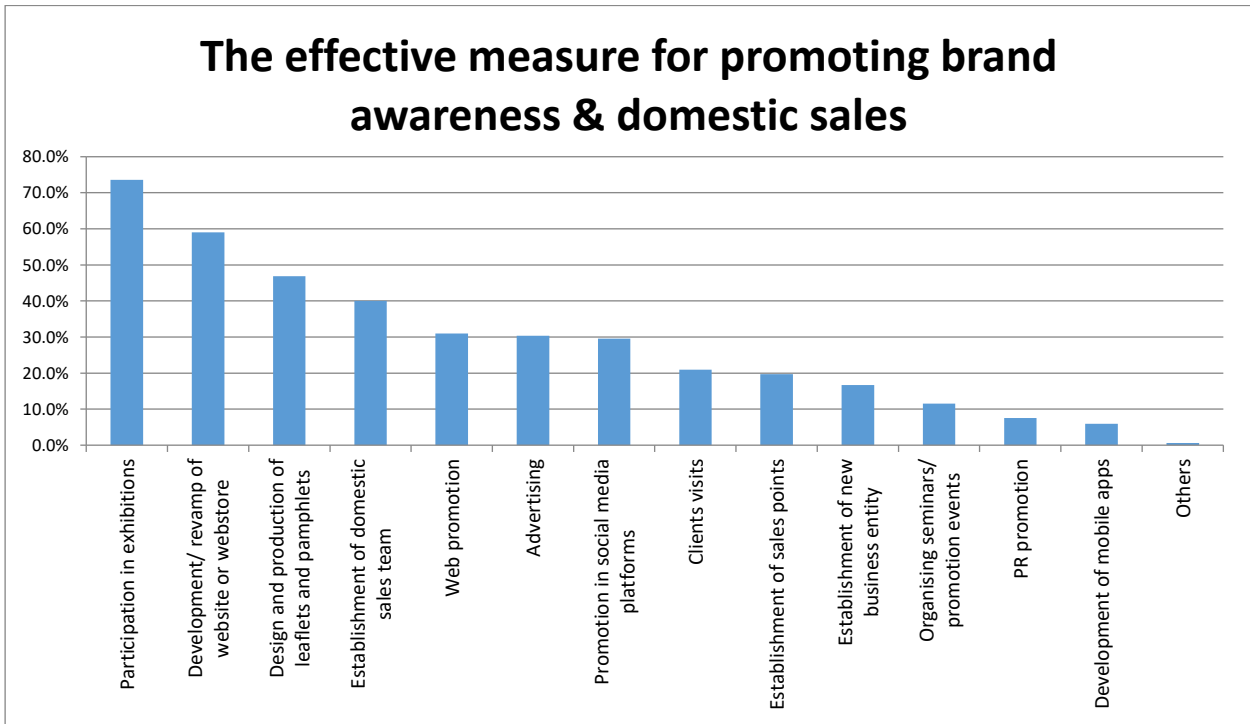


<sup>1</sup> All graphs and figures as of 31<sup>st</sup> March 2020

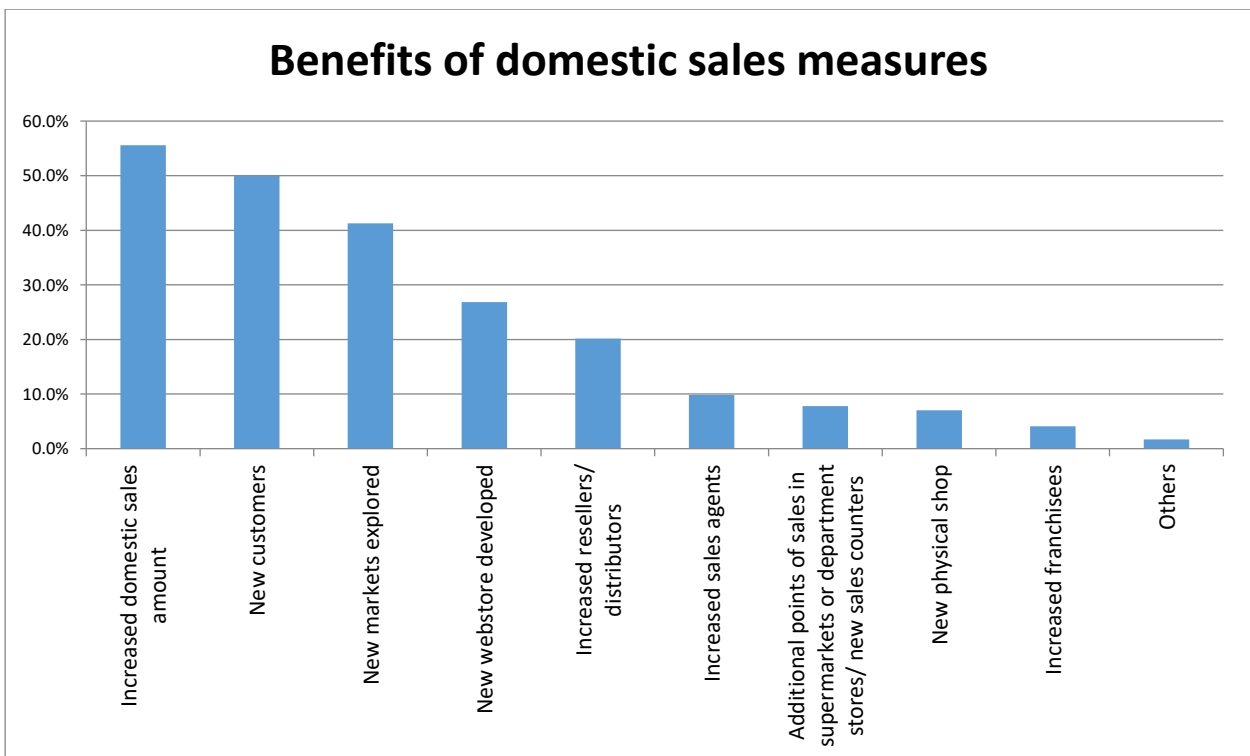
**(b) the type of advanced technologies and management systems adopted for enhancing the competitiveness of the enterprises, its product and/or services in the Mainland & FTA;**



(c) the effective promotion and sales channels established for promoting brand awareness and/or domestic sales in the Mainland & FTA;



(d) how the projects have helped the enterprises better their business development in the Mainland & FTA;





**(e) employment opportunities created in Hong Kong for implementing the approved projects and after project completion; and**

Around 64% of the grantees responding to the Completion Survey indicated that they had employed additional staff in Hong Kong or the Mainland during project implementation, representing a total of 413 Hong Kong staff and 934 Mainland staff additionally employed during project implementation.

Around 41% of the responding grantees also indicated that they would employ additional staff in Hong Kong or the Mainland after project completion, representing around 237 Hong Kong staff and 529 Mainland staff positions to be created after project completion.

For grantees responding to the Tracking Survey, around 54% indicated that they had employed additional staff in Hong Kong or the Mainland within one year after project completion, representing around 145 additional staff positions created in Hong Kong and 440 additional staff positions created in the Mainland.



(f) the products/services of other Hong Kong enterprises that have been used/engaged by the funded enterprises in implementing the approved projects.

