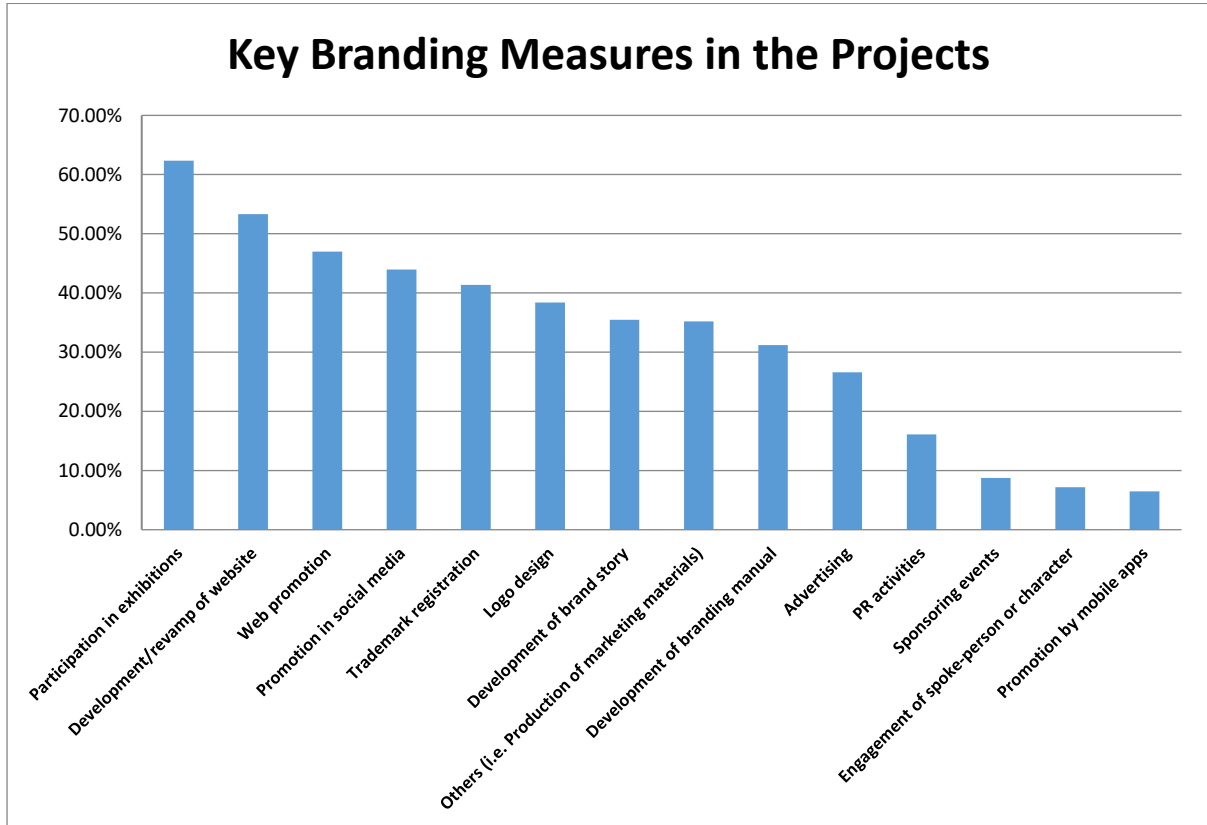
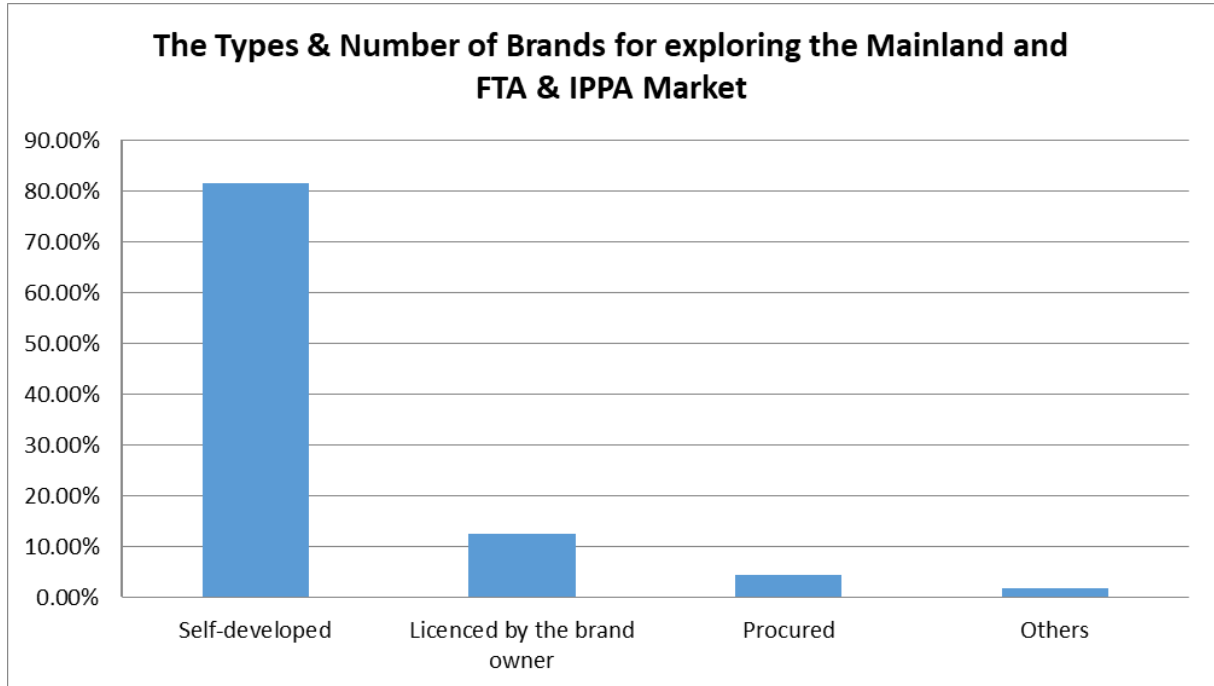


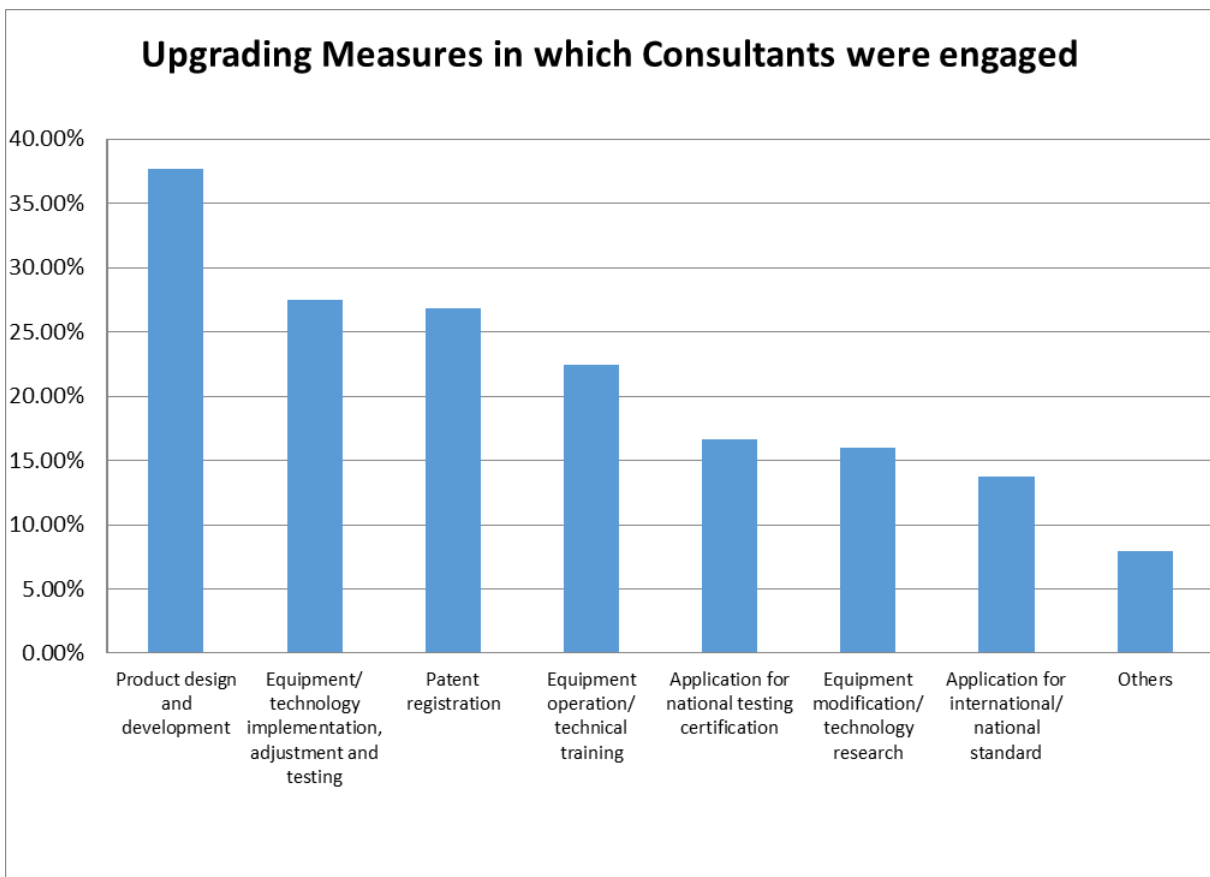
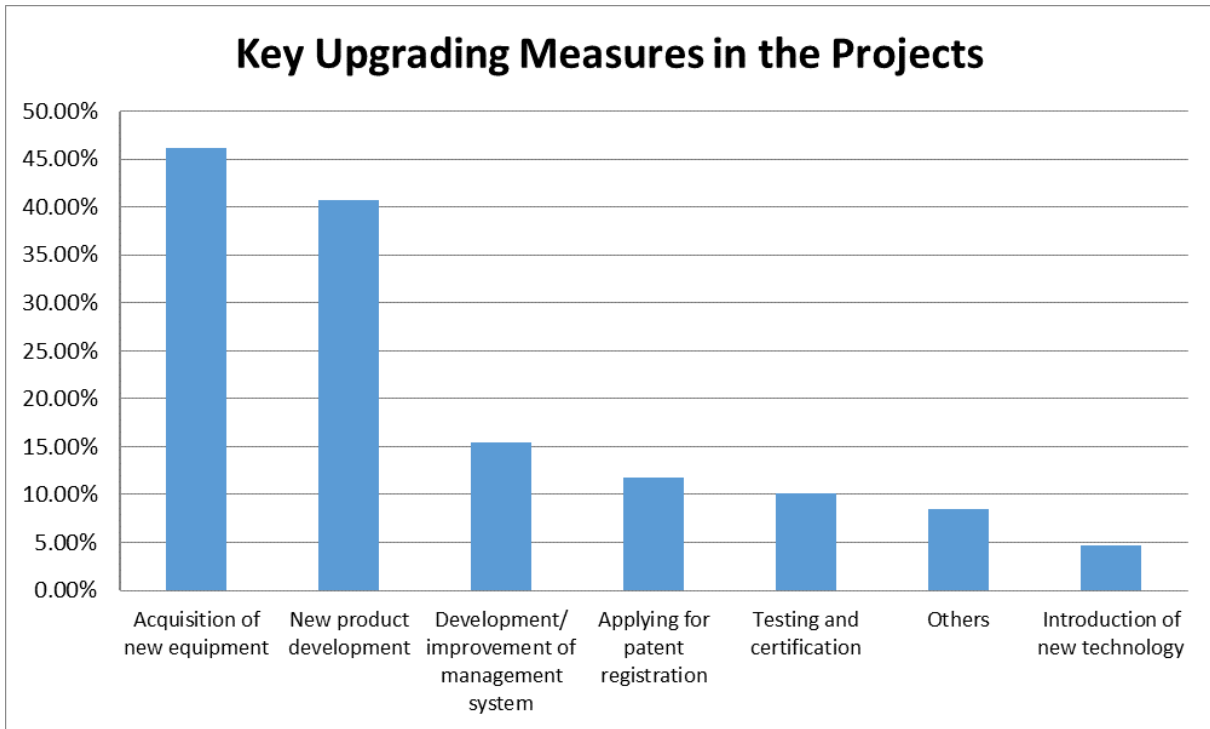
BUD Programme Effectiveness Overview¹

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

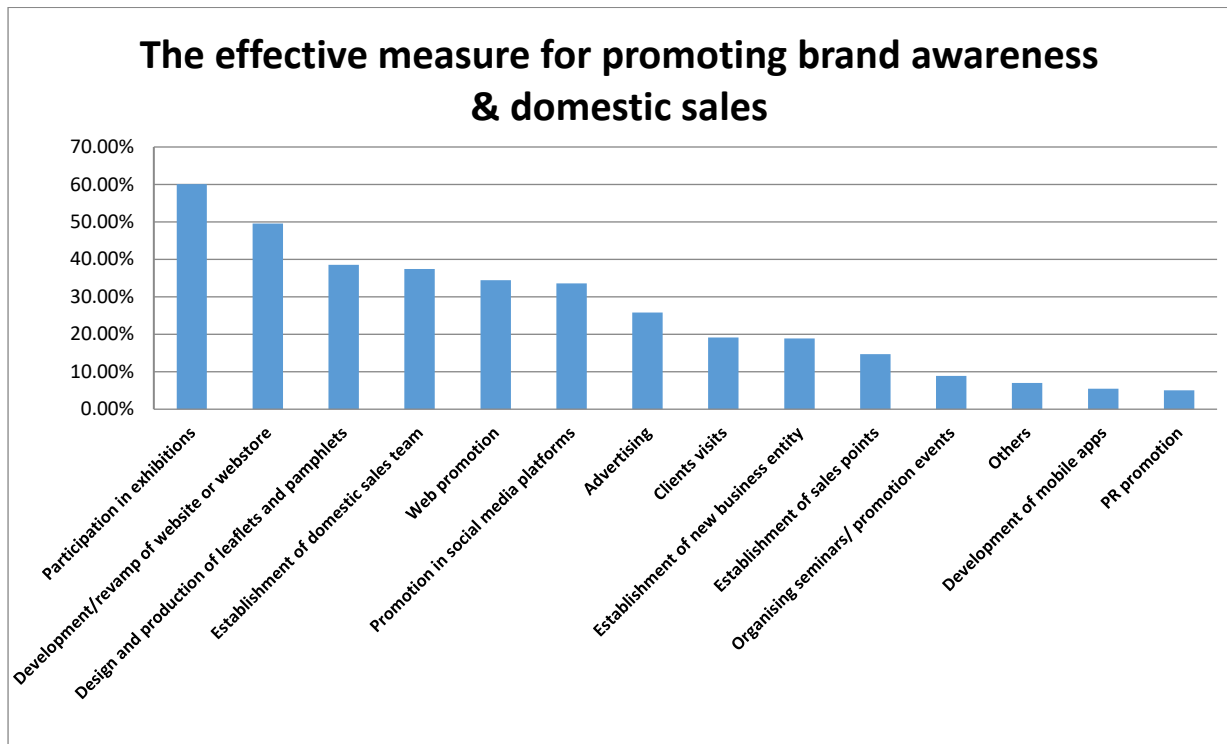


¹ All graphs and figures as of 31st March 2023

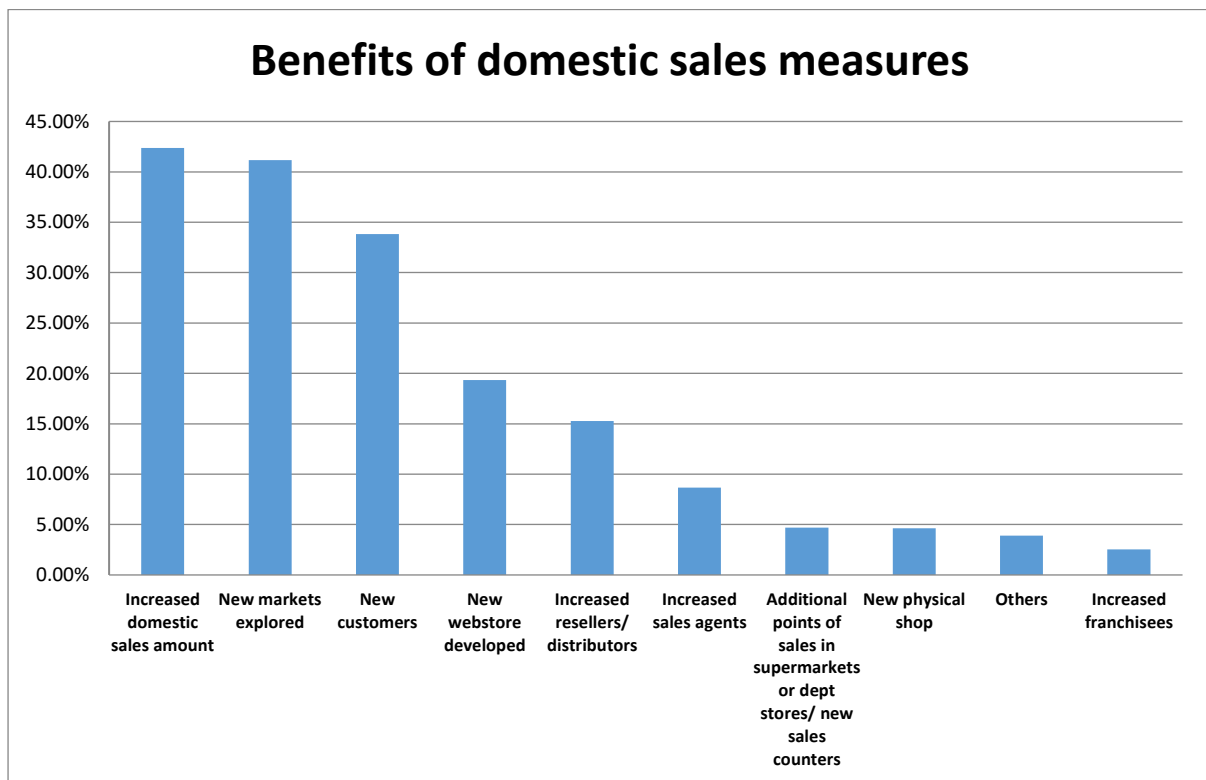
(b) the type of advanced technologies and management systems adopted for enhancing the competitiveness of the enterprises, its product and/or services in the Mainland and FTA & IPPA;



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



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





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

Among the respondents of the Completion Survey who participated in the Mainland Programme, around 71% indicated that they had employed additional staff in Hong Kong or the Mainland during the project period, comprising a total of 985 Hong Kong staff and 2 166 Mainland staff additionally employed. Besides, around 39% of the respondents indicated that they would employ additional staff in Hong Kong or the Mainland after project completion, comprising around 490 Hong Kong staff and 1 261 Mainland staff to be employed after project completion.

Among the respondents of the Completion Survey who participated in the FTA and IPPA Programme, around 60% indicated that they had employed additional staff in Hong Kong or FTA/IPPA markets during the project period, comprising a total of 180 Hong Kong staff and 182 staff from FTA/IPPA markets additionally employed. Besides, around 37% of the respondents indicated that they would employ additional staff in Hong Kong or FTA/IPPA markets after project completion, comprising around 102 Hong Kong staff and 195 staff from FTA/IPPA markets to be employed after project completion.

Among the respondents of the Tracking Survey who participated in the Mainland Programme, around 51% indicated that they had employed additional staff in Hong Kong or the Mainland within one year after project completion, comprising around 267 additional staff employed in Hong Kong and 1 016 additional staff employed in the Mainland. Besides, among the respondents of the Tracking Survey who participated in the FTA and IPPA Programme, around 47% had employed additional staff in Hong Kong or FTA/IPPA markets within one year after project completion, comprising around 31 additional staff employed in Hong Kong and 447 additional staff employed in the FTA/IPPA markets.

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

