

BUD Programme Effectiveness Overview - 2025

(A) Branding-related Projects

- Most brands involved in the projects were self-developed (81%) (see **Figure 3**). The most implemented branding measures were “participation in exhibitions” (56%), “establishment/enhancement of websites” (50%) and “online promotion” (48%) (see **Figure 4**).

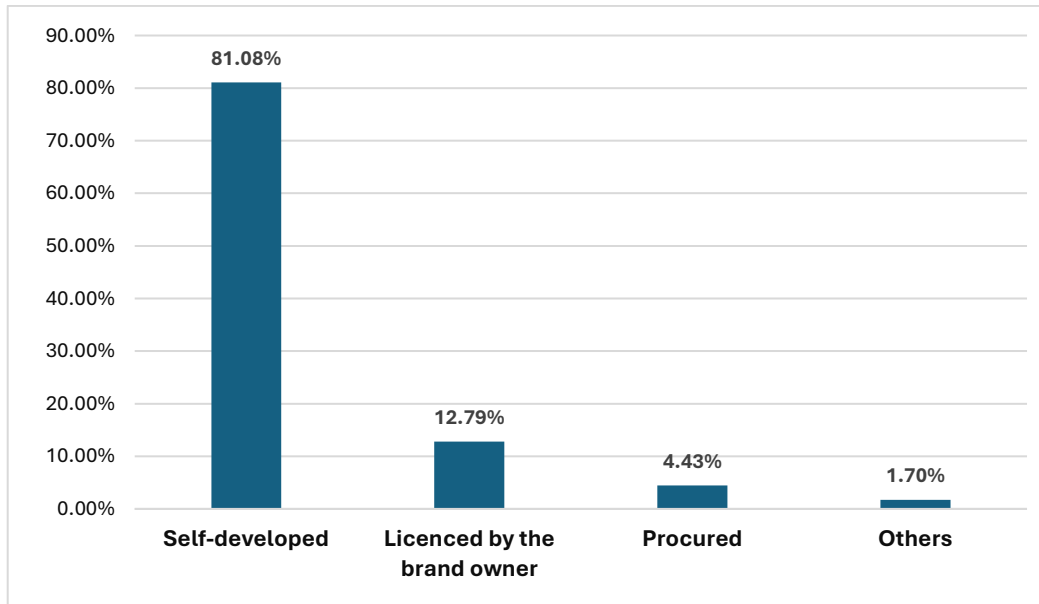


Figure 3: Origin of the brands involved (from Completion Survey)

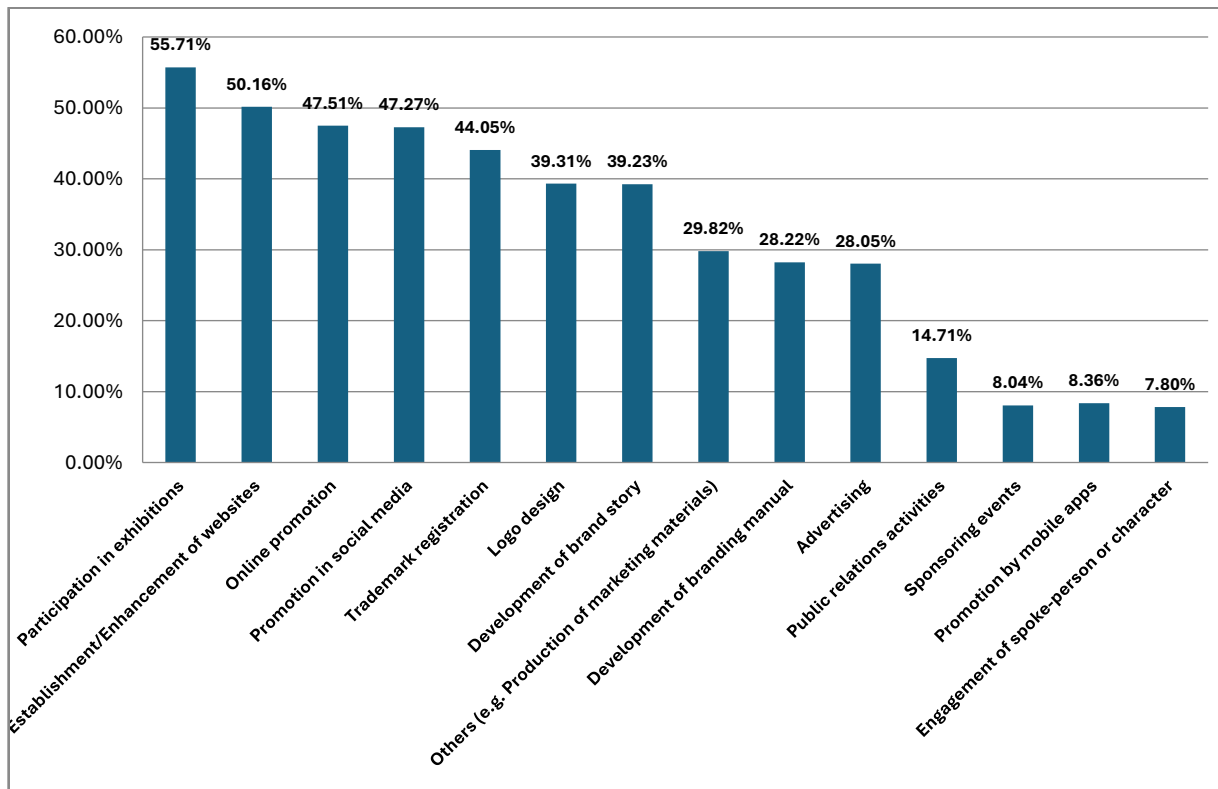


Figure 4: Most implemented branding measures (from Completion Survey)

2. Among the respondents of the Completion Survey, 26% had engaged third parties to assist in the execution of various branding measures, including “establishment/enhancement of websites” (48%), “online promotion” (42%) and “social media promotion” (38%) (see **Figure 5**). Around 87% of the respondents opined that the projects helped enhancing awareness of the brand, while around 58% considered that the projects had helped enhancing their corporate image (see **Figure 6**). About 92% of the respondents indicated that they would continue with the branding-related measures after completion of the projects.

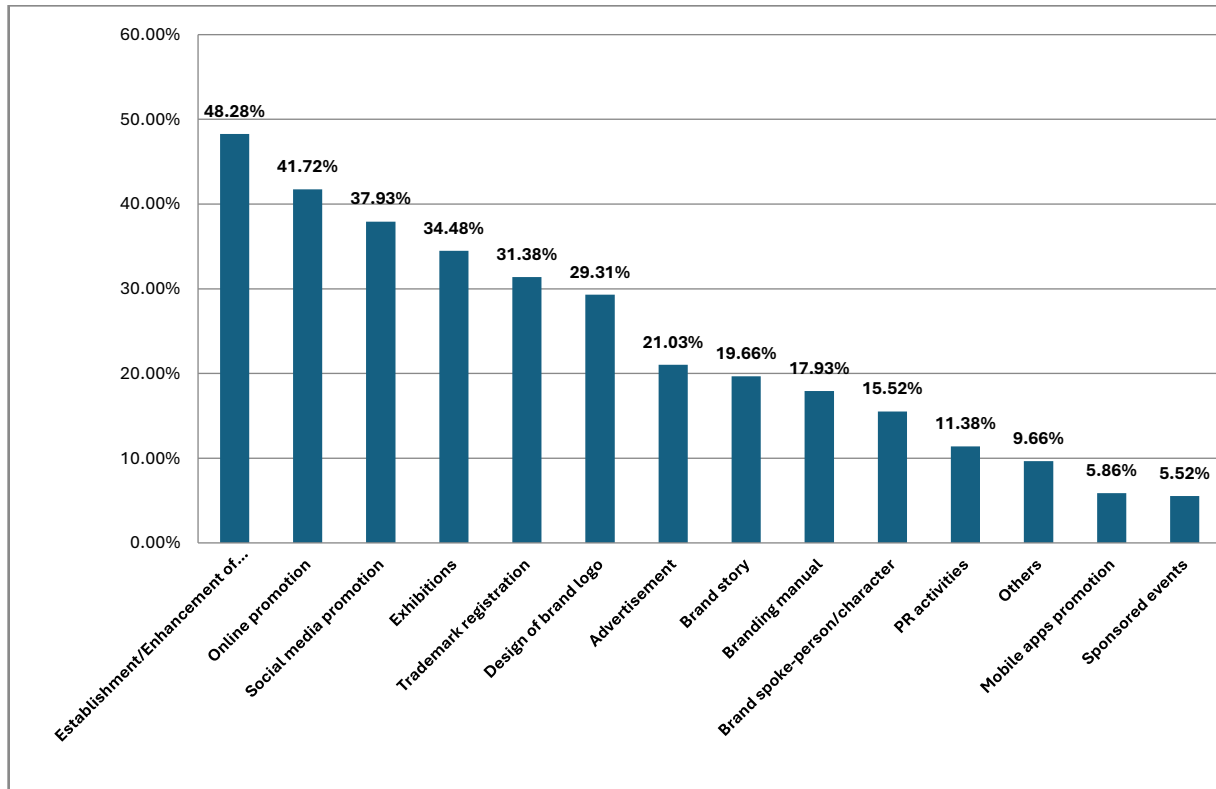


Figure 5: Branding measures in which consultants were engaged (from Completion Survey)

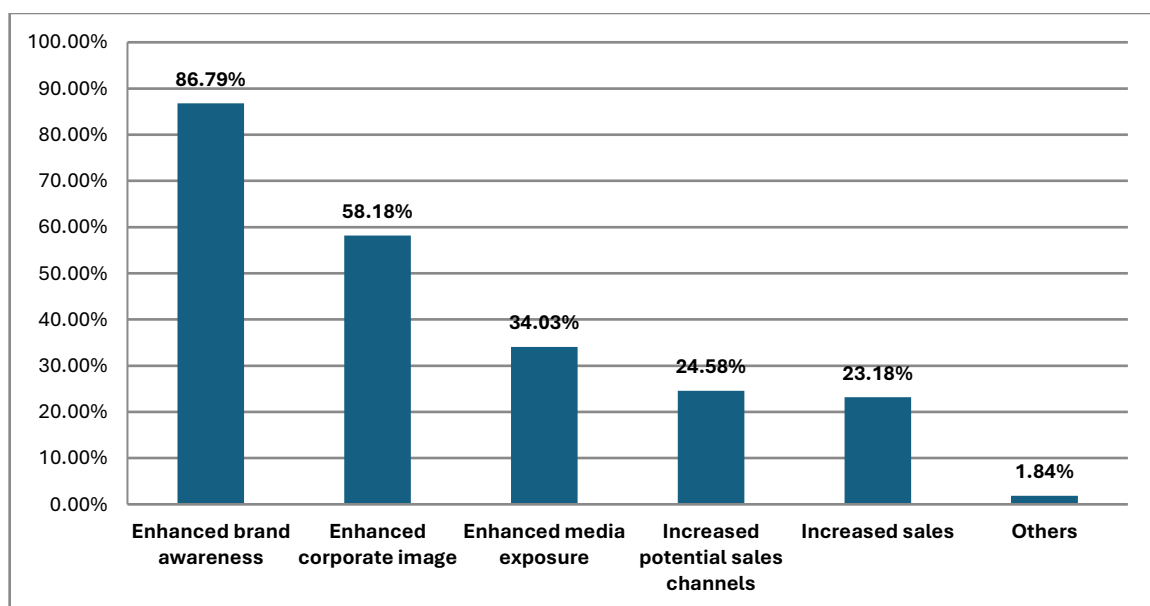


Figure 6: Benefits of the branding measures to the grantees (from Completion Survey)

3. Among the respondents of the Tracking Survey, 84% indicated that they had continued implementing branding-related measures after completion of the projects.

(B) Upgrading-related Projects

4. The most implemented upgrading measures were “acquisition of new equipment” (59%), “new product development” (44%) and “development/improvement of management system” (20%) (see **Figure 7**).

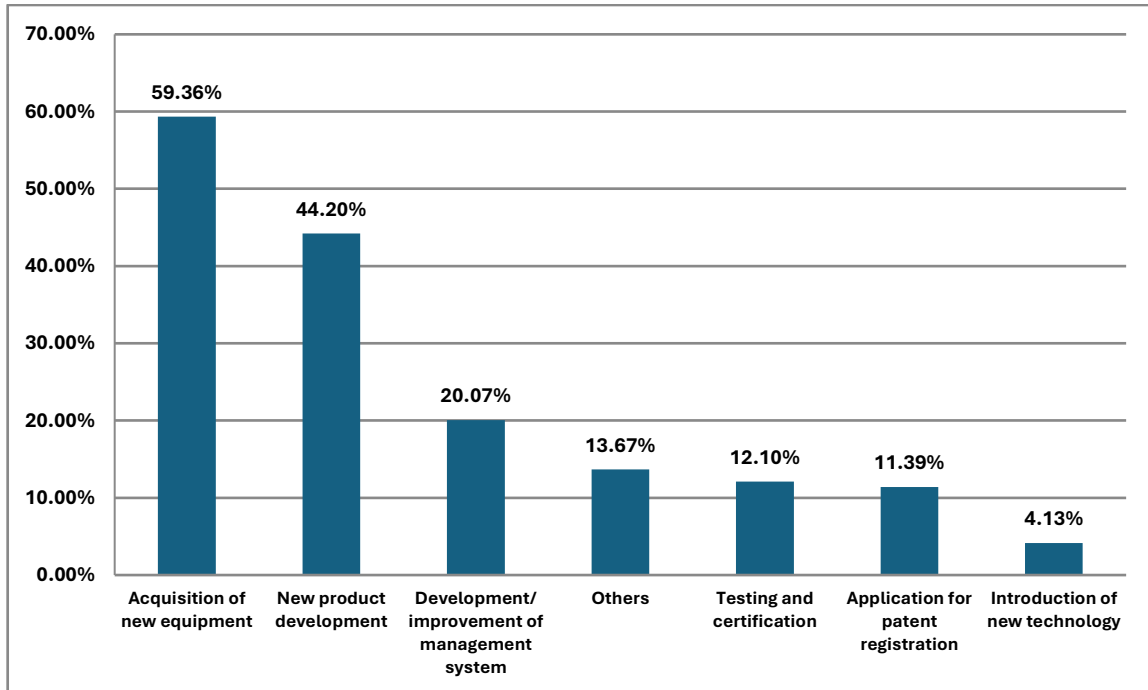


Figure 7: Most implemented upgrading measures (from Completion Survey)

5. Among the respondents of the Completion Survey, 16% had engaged third parties to assist in execution of various upgrading measures, including “equipment/technology implementation, adjustment and testing” (37%), “product design and development” (36%) and “equipment operation/technical training” (29%) (see **Figure 8**). Around 46% of the respondents indicated that the projects had helped them in exploring new business opportunities and about 37% considered the projects had helped improving company image (see **Figure 9**). About 75% of the respondents indicated that they would continue to implement upgrading-related measures after completion of the projects.

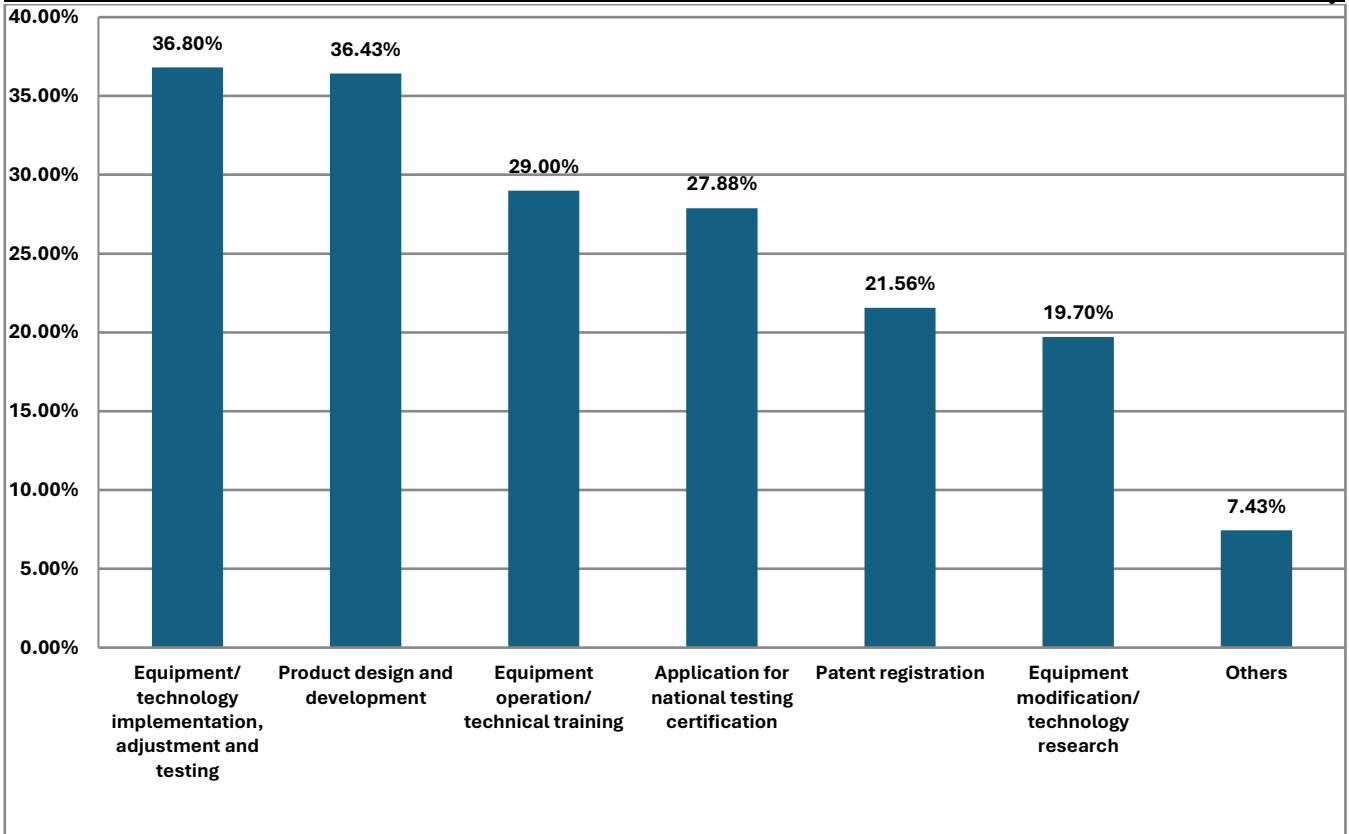


Figure 8: Upgrading measures in which third parties were engaged (from Completion Survey)

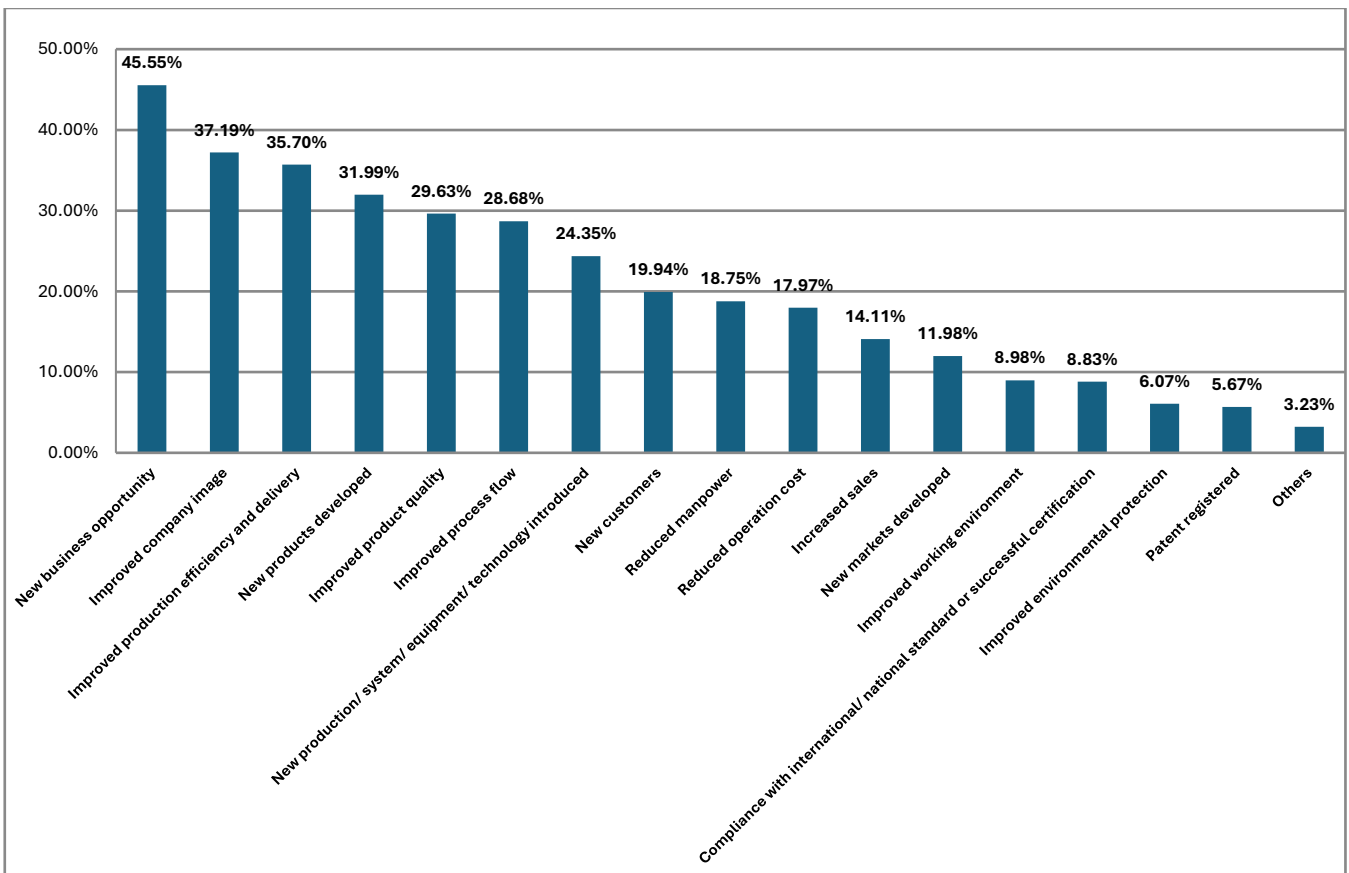


Figure 9: Benefits of upgrading measures to the grantees (from Completion Survey)

6. Among the respondents of the Tracking Survey, around 70% indicated that they had continued implementing upgrading-related measures after completion of the projects.

(C) Domestic Sales-related projects

7. Around 70% of the respondents of the Completion Survey indicated that they had prior experience in domestic sales before commencement of the projects. The most implemented domestic sales measures were “participation in exhibitions” (72%), “enhancement/establishment of websites” (42%) and “establishment of sales team” (37%) (see **Figure 10**).

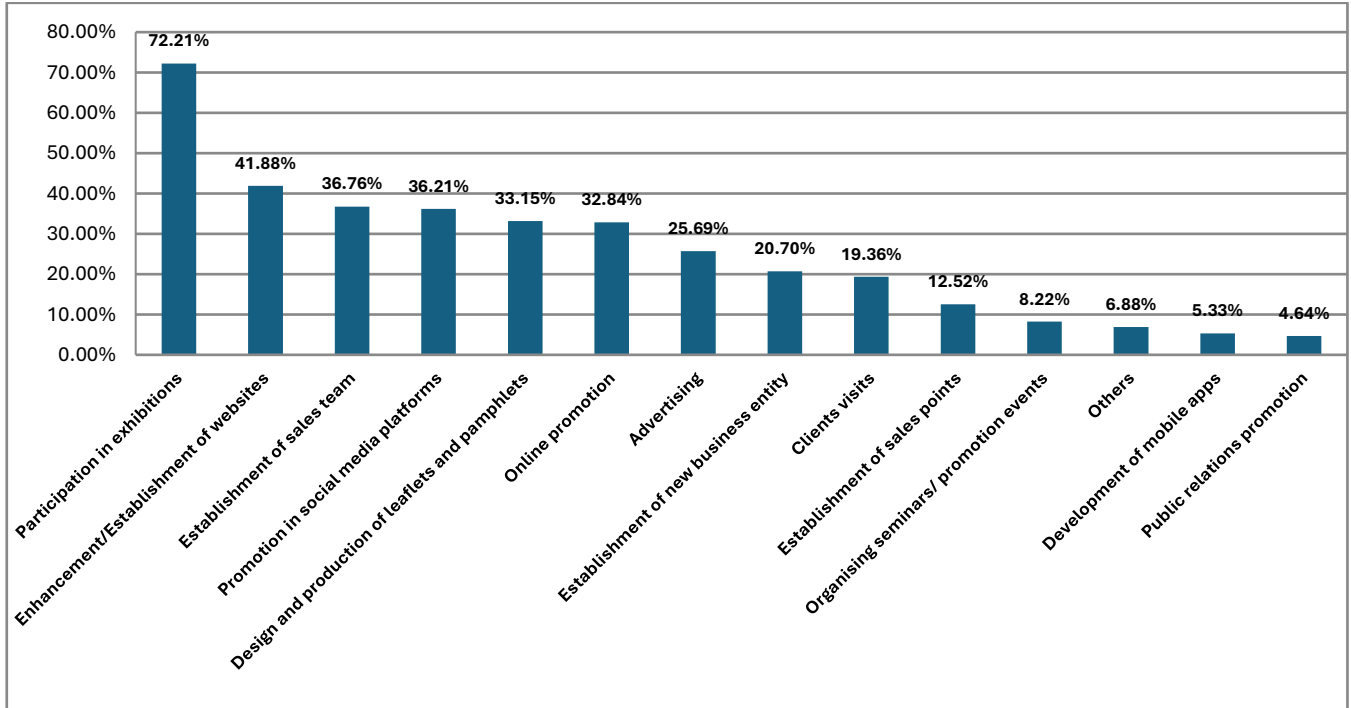


Figure 10: Most implemented domestic sales measures (from Completion Survey)

8. More than 85% of the respondents of the Completion Survey indicated that the projects had brought about benefits to the enterprises in various aspects, including “exploring new markets” (33%), “increasing turnover from domestic sales” (30%) and “attracting new customers” (23%) (see **Figure 11**). However, 15% of the respondents indicated that the measures relating to domestic sales did not bring benefits to the enterprises because it took time to realise the benefits, or there were changes in the market or economic environment, as well as fierce competition in the market. Around 78% of the respondents indicated that they would continue to implement domestic sales-related measures after completion of the projects.

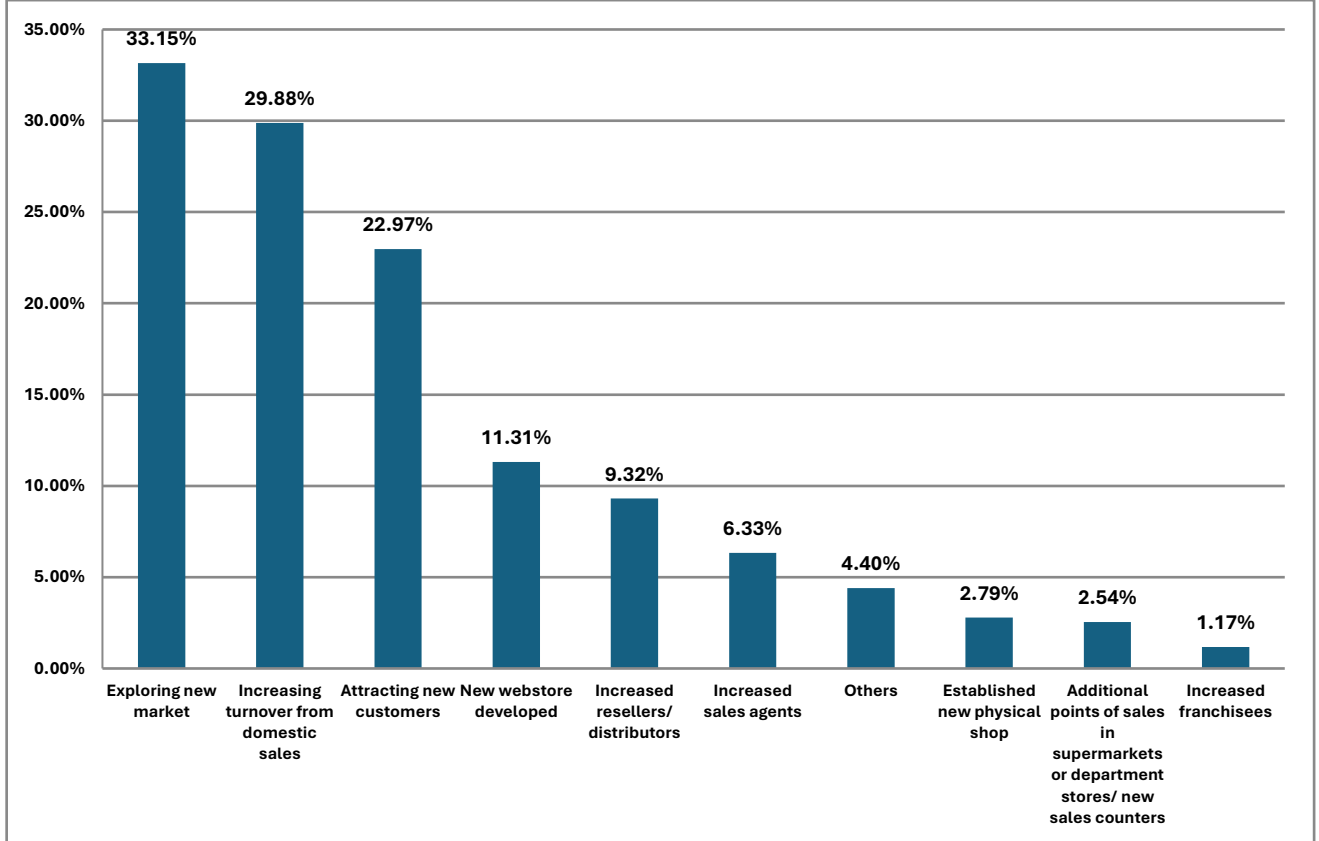


Figure 11: Benefits of domestic sales measures to the grantees (from Completion Survey)

9. Among the respondents of the Tracking Survey, about 73% indicated that the projects had helped improving domestic sales including increasing turnover from domestic sales (69%), attracting new customers (51%) and exploring new domestic markets (22%) (see **Figure 12**). Around 71% of the respondents indicated that they had continued implementing domestic sales-related measures after completion of the projects.

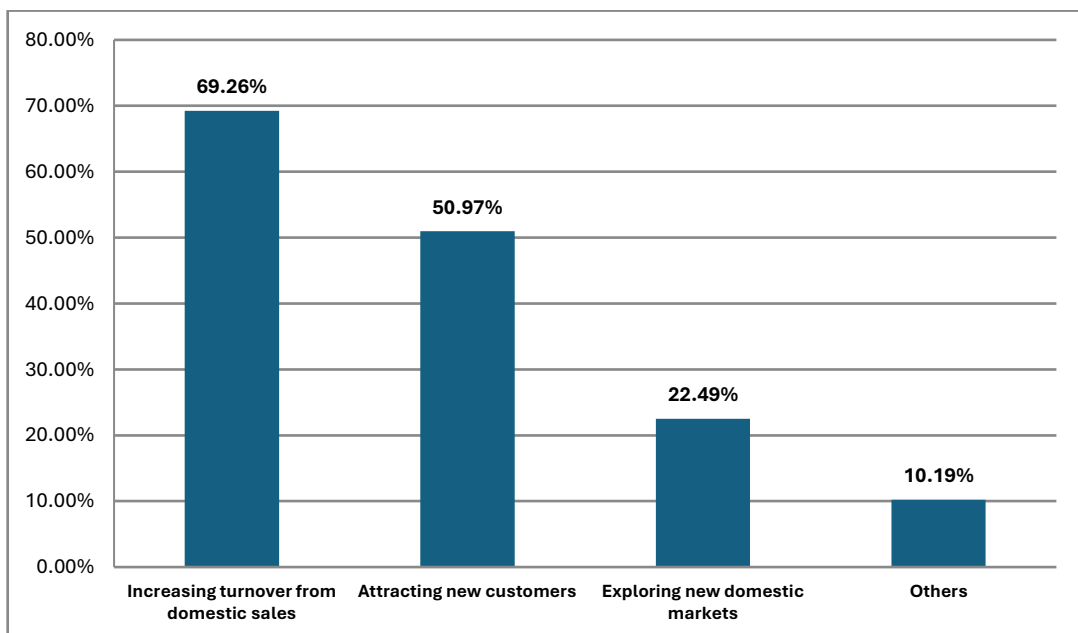


Figure 12: Improvement in domestic sales one year after completion of the projects (from Tracking Survey)

(D) Overall evaluation of the Programme

Employment of Additional Staff Members

10. Among the respondents of the Completion Survey who participated in the Mainland Programme, around 72% indicated that they had employed additional staff in Hong Kong or the Mainland during the project period, comprising a total of 1 516 Hong Kong staff and 3 964 Mainland staff additionally employed. Besides, around 36% of the respondents indicated that they would employ additional staff in Hong Kong or the Mainland after completion of the projects, comprising 673 Hong Kong staff and 1 981 Mainland staff to be employed after completion of the projects.

11. Among the respondents of the Completion Survey who participated in the FTA and IPPA Programme, around 48% indicated that they had employed additional staff in Hong Kong or FTA/IPPA markets during the project period, comprising a total of 514 Hong Kong staff and 493 staff from FTA/IPPA markets additionally employed. Besides, around 29% of the respondents indicated that they would employ additional staff in Hong Kong or FTA/IPPA markets after completion of the projects, comprising 262 Hong Kong staff and 671 staff from FTA/IPPA markets to be employed after completion of the projects.

12. Among the respondents of the Tracking Survey who participated in the Mainland Programme, around 50% indicated that they had employed additional staff in Hong Kong or the Mainland within one year after completion of the projects, comprising 383 additional staff employed in Hong Kong and 1 673 additional staff employed in the Mainland. Besides, among the respondents of the Tracking Survey who participated in the FTA and IPPA Programme, around 38% had employed additional staff in Hong Kong or FTA/IPPA markets within one year after completion of the projects, comprising 66 additional staff employed in Hong Kong and 1 097 additional staff employed in the FTA/IPPA markets.

Benefits to Other Industries in Hong Kong

13. Around 65% of the respondents of the Completion Survey indicated that the projects brought benefits to other industries in Hong Kong, such as printing, electronics, legal or accounting services, advertising and public relations (see **Figures 13 and 14**).

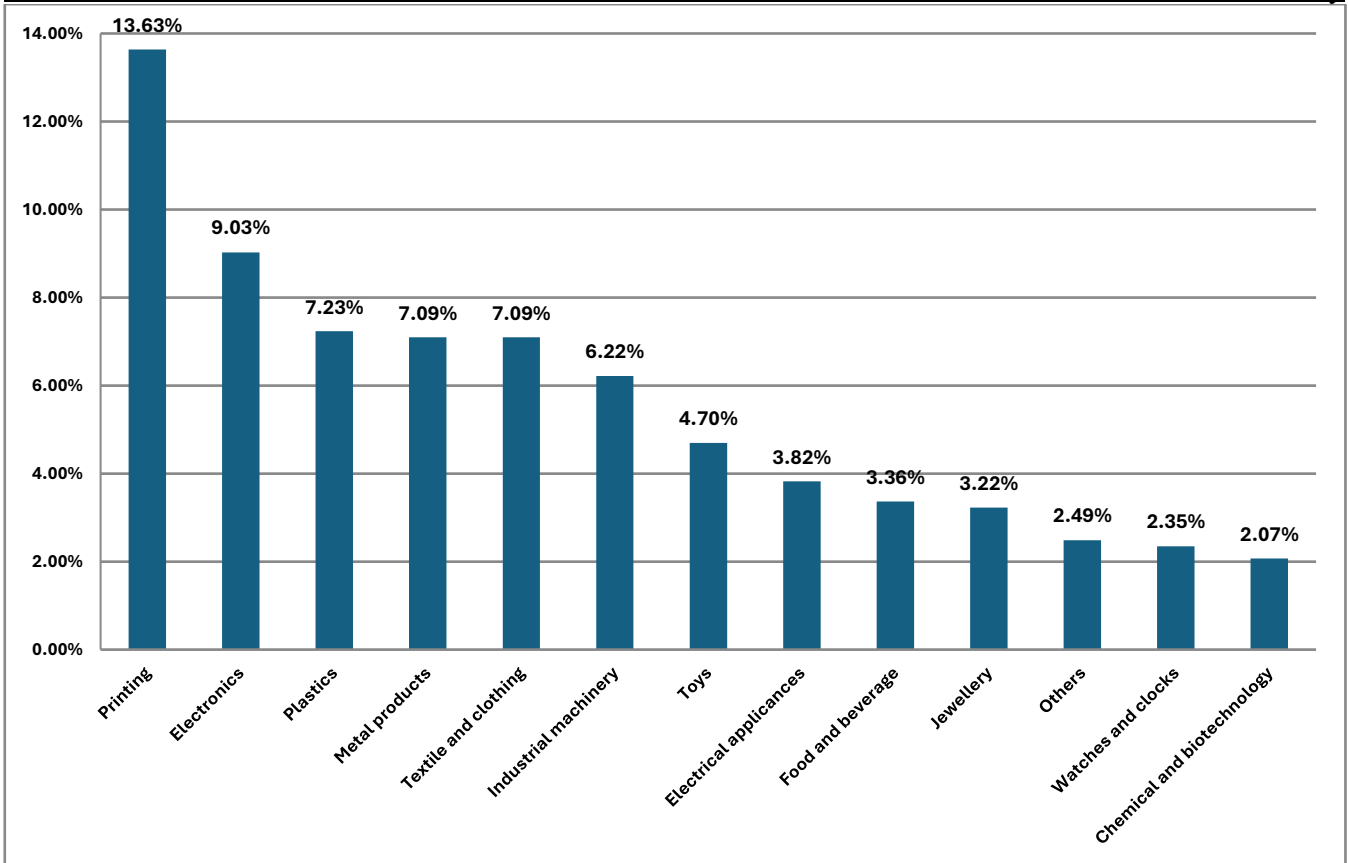


Figure 13: Benefits to other manufacturing industries in Hong Kong (from Completion Survey)

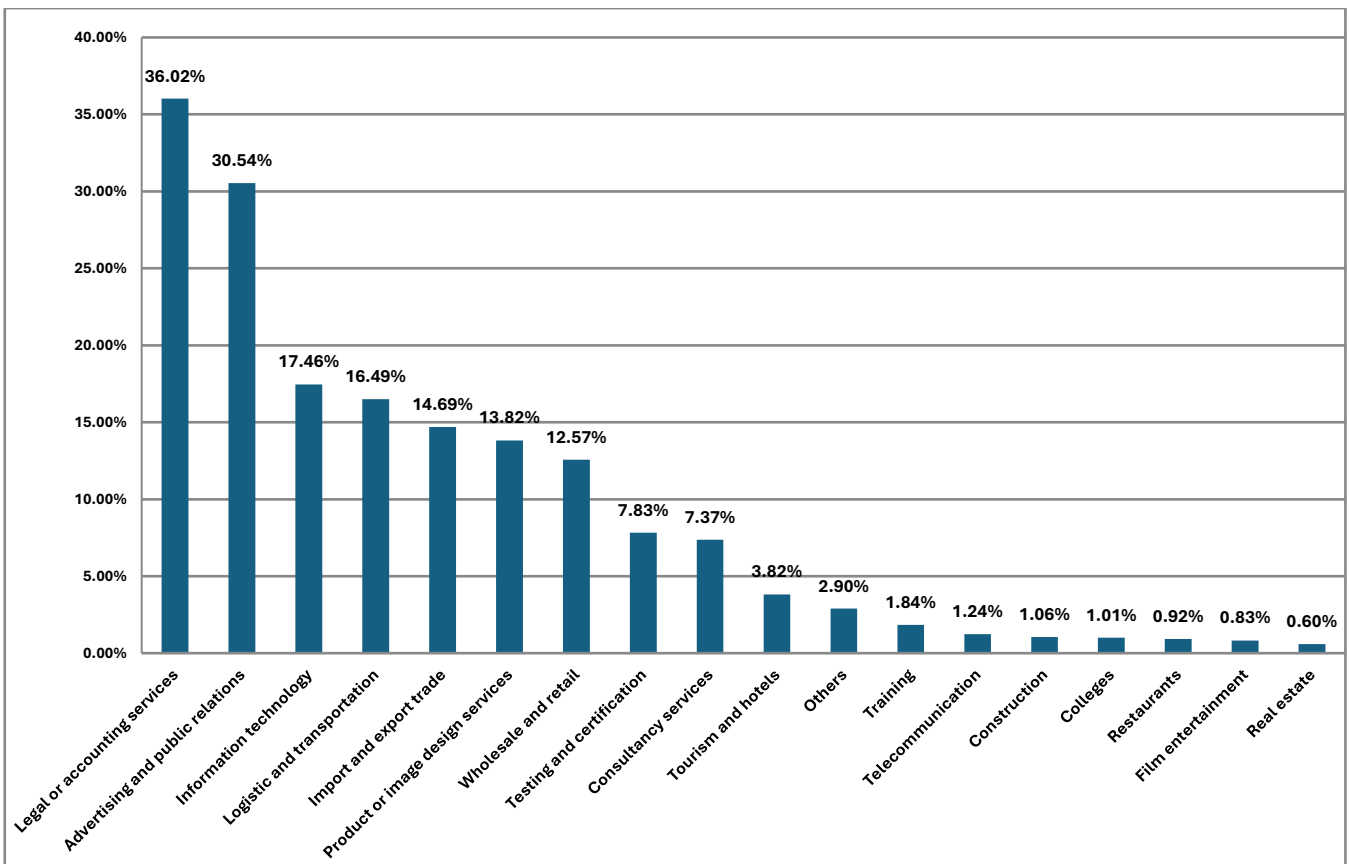


Figure 14: Benefits to other non-manufacturing industries in Hong Kong (from Completion Survey)