BUD 發展品牌、升級轉型及拓展內銷市場的專項基金
Dedicated Fund on Branding, Upgrading and Domestic Sales

香港特別行政區政府 The Government of the Hong Kong Special Administrative Region

工業貿易署 Trade and Industry Department

BUD 專項基金執行機構 The BUD Fund Implementer
hkpc 生產力局

「BUD專項基金」- 申請易

為加快審批申請，以及讓更多中小企利用資助發展業務，政府在「發展品牌、升級轉型及拓展內銷市場的專項基金」(「BUD專項基金」)下推出「申請易」。為加強支援中小企，「申請易」的資助上限提高至每宗港幣15萬元，資助地域範圍擴展至48個經濟體，並提供更針對性資助予中小企推行包含人工智能(AI)元素的項目。

計劃概要

申請資格	所有按照《商業登記條例》（第310章）在香港登記，並在香港有實質業務運作的非上市企業
資助地域	**48個經濟體***
每個核准項目最高資助金額	**港幣15萬元**
資助比例	**1(政府):3(企業)**的配對比率，包含帳目審計費
項目開展日期	可在提交申請表後最快翌日開展
項目推行時間	最多12個月
申請處理時間	30個工作天內^
提交申請	每3個月可提交一項申請

項目措施

BUD專項基金執行機構

香港九龍達之路78號生產力大樓

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網上電子申請

*48個經濟體包括中國內地、東南亞國家聯盟10個國家(包括文萊、柬埔寨、印尼、老撾、馬來西亞、緬甸、菲律賓、新加坡、泰國和越南)、澳洲、智利、歐洲自由貿易聯盟四國(包括冰島、列支敦士登、挪威和瑞士)、格魯吉亞、澳門、新西蘭、日本、韓國、奧地利、比利時－盧森堡經濟聯盟、加拿大、丹麥、芬蘭、法國、德國、意大利、墨西哥、荷蘭、瑞典、英國、科威特、阿拉伯聯合酋長國、土耳其、巴林、秘魯、沙特阿拉伯、孟加拉國、埃及、匈牙利、巴基斯坦、哈薩克斯坦、蒙古及巴西。

^以收齊填妥的申請表格，以及所需證明文件及澄清資料起計。

本內容只供參考，有關資料以官方最新公布為準。如內容有所修訂，恕不另行通知。

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BUD

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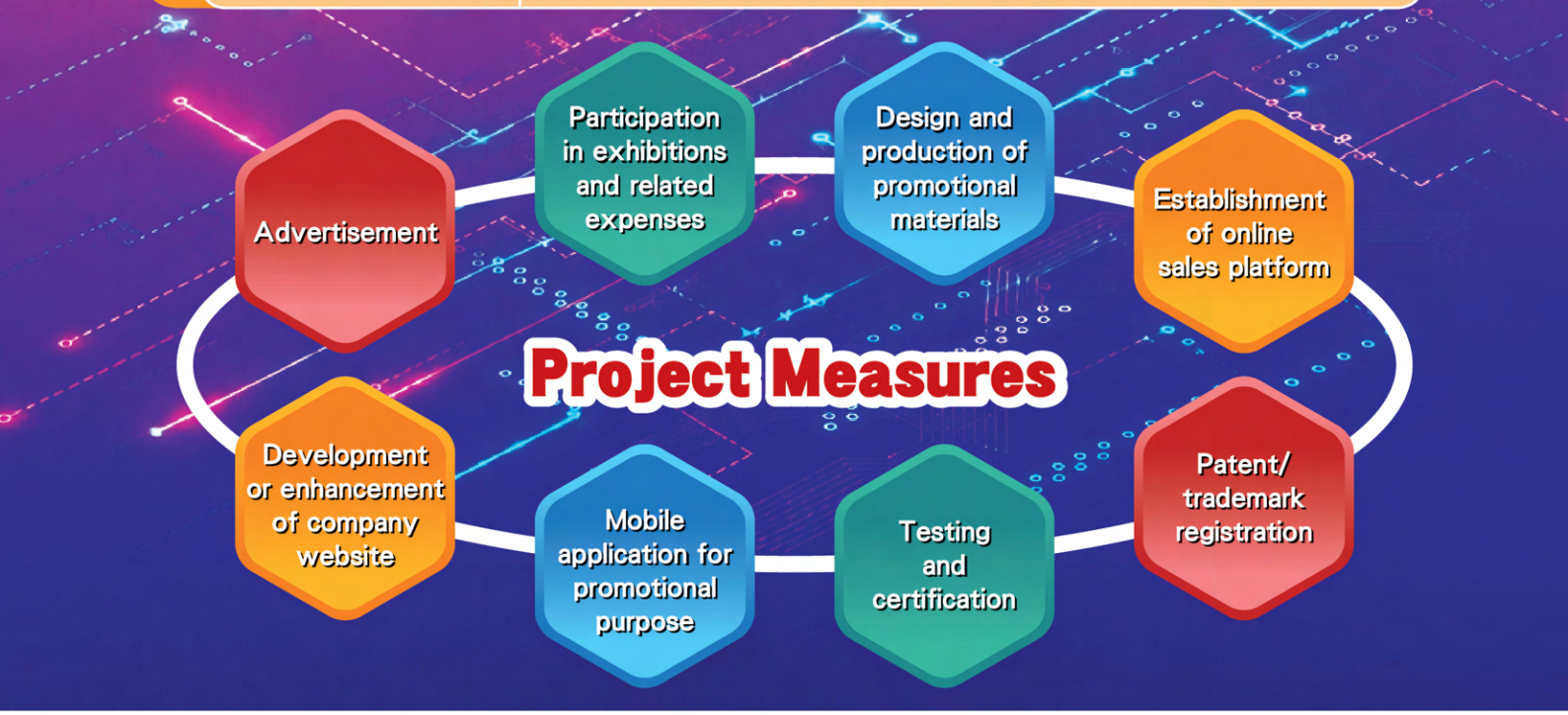
The BUD Fund - Easy BUD

To expedite the processing of applications and enable more SMEs to make use of the funding to develop their business, the Government has launched "Easy BUD" under the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund). To strengthen support for SMEs, the funding ceiling for "Easy BUD" has been increased to HK$150,000 per application, the geographical coverage has been expanded to 48 economies, and more targeted funding support is now provided for SMEs to implement BUD Fund projects involving artificial intelligence (AI) elements.

Programme Outline

Eligibility	Non-listed enterprises registered under the Business Registration Ordinance (Chapter 310), with "Substantive Business Operations" in Hong Kong
Geographical Scope	**48 economies***
Funding Ceiling per Approved Project	**HK$150,000**
Funding Ratio	**1 (Government) : 3 (Enterprise)** matching ratio, including the audit fee
Project Commencement	The soonest the next day after the application submission
Project Duration	Maximum of 12 months
Application Processing Time	Within 30 working days^
Application Submission	Submission of one application every 3 months

Project Measures



The BUD Fund Implementer

HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Hotline : (852) 2788 6088 Fax : (852) 3187 4525
Email : bud_sec@hkpc.org Website : www.bud.hkpc.org

Online Application

* The 48 economies covered include the Chinese Mainland, 10 member states of the Association of Southeast Asian Nations (comprising 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, New Zealand, Japan, Korea, Austria, Belgo-Luxembourg Economic Union, Canada, Denmark, Finland, France, Germany, Italy, Mexico, the Netherlands, Sweden, the United Kingdom, Kuwait, the United Arab Emirates, Türkiye, Bahrain, Peru, Saudi Arabia, Bangladesh, Egypt, Hungary, Pakistan, Kazakhstan, Mongolia and Brazil.

^ From the date of receipt of a complete application accompanied by all necessary documentation proof and clarifications.

The above information is for reference only while subject to change without further notice. Kindly refer to the latest official announcement for updated information.

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