

Free Consultation Service

In order to assist enterprises in preparing the application, the BUD Fund Implementer would offer a consultation service.

Reservation Method

- Enterprises can register through email and the BUD website with the BUD Fund Implementer
- Appointments should be made at least three working days in advance
- The BUD Fund Implementer will contact the enterprises to confirm mode and time of the appointment

Arrangement

- Each enterprise is eligible to one consultation session (1 hour)
- Consultation can be conducted via telephone or online meeting
- A maximum of three representatives can join the meeting

Online Application

Enterprises interested in applying for BUD Fund should complete the application form and submit the form, together with the required supporting documents, to the BUD Implementer via online e-form platform. For more details about application, please refer to the "Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales" which can be downloaded from the website (bud.hkpc.org).

Required Documents Checklist:⁴

Business Registration Certificate and Certificate of Incorporation

Documentary Proof of the Shareholders of the Applicant (e.g. Form 1a, NAR1, etc.)

Documentary Proof of the Applicant's Substantive Business Operation in Hong Kong

Latest Audited Accounts
(For Limited companies only)

Documentary Proof of the Investment Relationship between the Applicant and the Local Entity in Mainland or FTA/ IPPA Economies (if applicable)

Examples that may be funded under the Programme

Branding	Trademark Registration; Recruiting Manpower for Branding; Promotional Materials with Brand
Upgrading	Purchase of Equipment for Upgrading/ Automation; Developing Moulds for New Products; Product Testing/ Certification
Domestic Sales	Participating in Exhibitions; Advertising; Setting up Online Sales Platform

* Project measures which do not have percentage cap (such as participating in exhibitions) can be applied as an independent project.

Vetting Procedure

All applications will finally be vetted by a Programme Management Committee (PMC). The PMC is chaired by a senior government official and comprising ex-officio members and non-official members drawn widely from the trade, industrial and professional sectors.

Online Application



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The BUD Fund

Cumulative Funding Up to HK\$7 Million



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⁴ Full list of all required documents are set out in Guide to Application paragraph 3.1.5.



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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
至善力竭

Introduction

Hong Kong Special Administrative Region Government (the Government) set up a “Dedicated Fund on Branding, Upgrading and Domestic Sales” (the BUD Fund) in June 2012 to assist Hong Kong enterprises in exploring and developing the Mainland market through developing brands, upgrading and restructuring their operations and promoting domestic sales in the Mainland.

Since 2018, the Government has launched rounds of enhancement measures to better support local enterprises, including -

- extending the geographical coverage of the funding support to include the Mainland and other economies with which Hong Kong has signed Free Trade Agreements and/or Investment Promotion and Protection Agreements; and
- increasing the cumulative funding ceiling per enterprise to **HK\$7,000,000**.

Funding Scope

B: Branding	U: Upgrading	D: Domestic Sales
<ul style="list-style-type: none"> Brand Strategy Brand Building Brand Promotion Trademark Registration 	<ul style="list-style-type: none"> Business Model Upgrading & Restructuring New Product Design Adoption of Advanced Technology Management System Upgrading Manufacturing Automation 	<ul style="list-style-type: none"> Marketing Strategy and Research Sales Channel Establishment and Management Promotion

Key Points

Cumulative Funding Ceiling per Enterprise:	Funding Ceiling per Project:	Funding Principle:
\$7 Million	\$1 Million	Matching Basis (Enterprise/Government)
Cumulative Number of Approved Projects:	Project Duration:	Geographical Scope:
Maximum of 70 projects ¹	Maximum of 24 months	37 Economies in the World

¹ If applicant had not implemented the project or had withdrawn the project after the approval of an application, it would still be counted as one approved project for the applicant.

Eligibility



To better support local enterprises in exploring more diversified markets, the geographical coverage of the BUD Fund has been extended to cover 37 economies.

Two Types of BUD Fund Programmes

Mainland Programme

FTA & IPPA Programme

Mainland

ASEAN:

Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam

Other Asian Economies:

Japan, Korea, Kuwait, Macao, the United Arab Emirates

Europe:

Austria, Belgo-Luxembourg Economic Union, Denmark, the four member states of the European Free Trade Association (i.e. Iceland, Liechtenstein, Norway and Switzerland), Finland, France, Georgia, Germany, Italy, the Netherlands, Sweden, the United Kingdom

America and Oceania:

Australia, Canada, Chile, Mexico, New Zealand

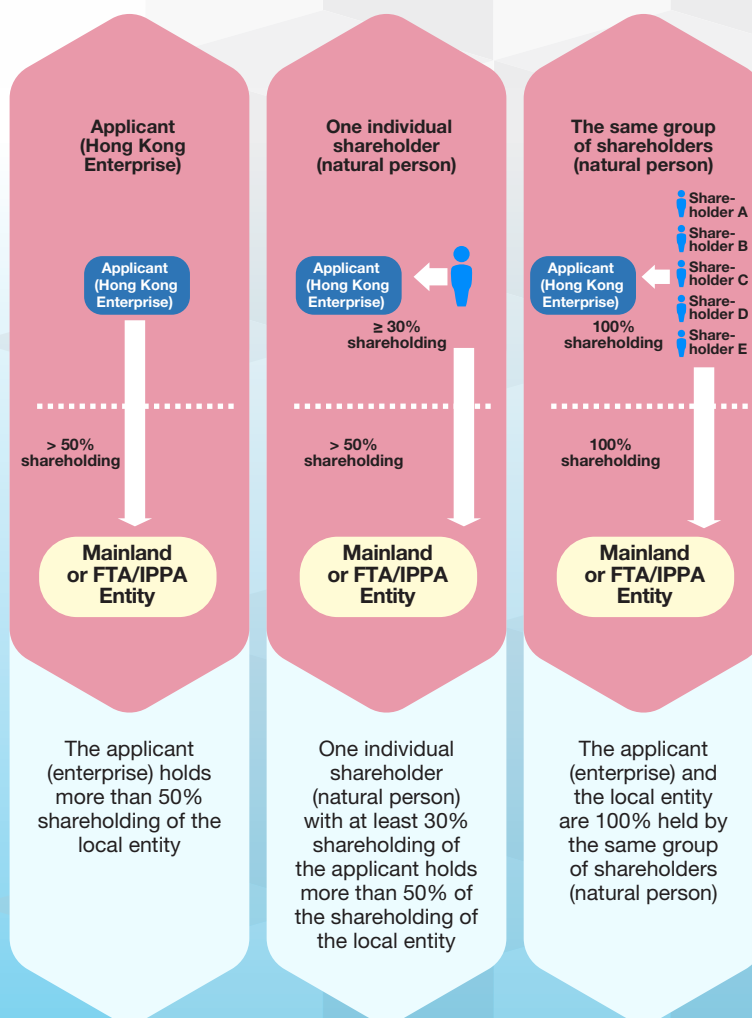
² Requirement of substantive business operations is set out in Guide to Application Annex 2.

Disbursement of Funds

To maximise the flexibility of the use of the BUD fund, successful applicants can opt-in for initial payment (75% of total approved government funding). An applicant will be required to provide personal guarantee if the aggregate amount of initial payment already and to be disbursed/committed exceeds \$1 million.³

Eligible Direct Investment Relationship of Local Entity of the Applicant (if applicable)

For an application which involves project implementation by the local entity of the applicant, the applicant must provide documentary evidence proving its direct investment relationship with the local entity and thus eligible if it meets one of the following criteria:



³ Guarantee signing requirements are set out in Guide to Application paragraph 5.2.

Budget of the Project

Project Measures	Budgeted Expenditure or Proportion of the Project Expenditure in Percentage Cap (per project application)
Establishing new business entity	Not to exceed 20% of the total project expenditure
Additional manpower	Not to exceed 50% of the total project expenditure
Additional machinery/equipment/ molding	Not to exceed 70% of the total project expenditure
Expenses for producing samples	Not to exceed 30% of the total project expenditure
Advertisement	Not to exceed 50% of the total project expenditure
Exhibitions / promotional events and related travelling and accommodation	Event related traveling, transportation, and accommodation expense shall not exceed 20% of the total project expenditure
Design and production of promotional materials	/
Online sales platform	/
Website setup & enhancement	Website enhancement related expense shall not exceed \$100,000
Mobile Apps (for promotional purpose)	Not to exceed 50% of the total project expenditure
Testing and Certification	/
Trademark and patent application	Maximum cumulative amount of HK\$600,000 per enterprise
External audit fee for auditing the project	Maximum amount of \$10,000 per audit fully reimbursable