Briefing on

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

Reference: www.bud.hkpc.org

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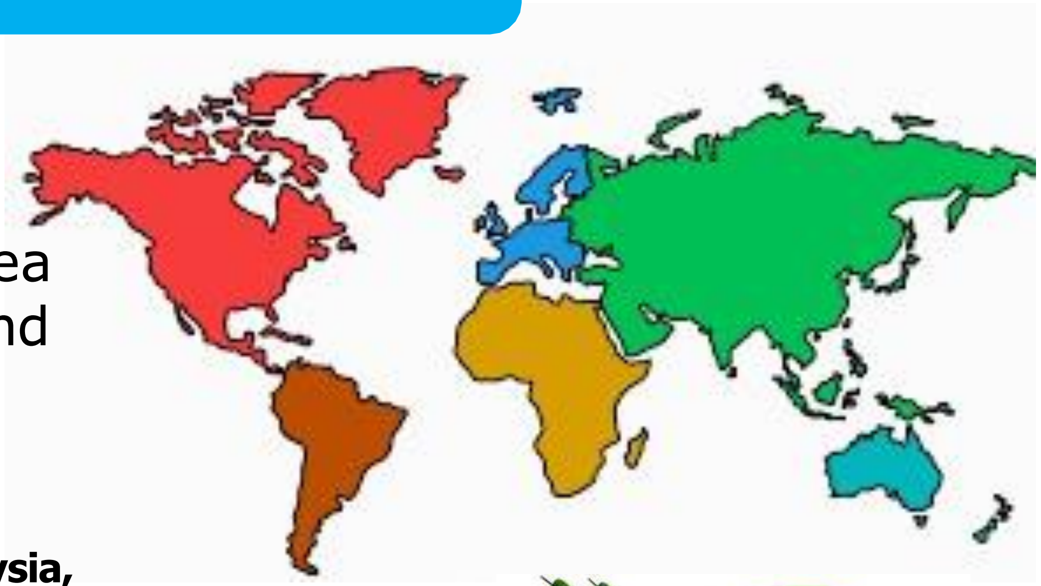
Objective of BUD Fund

To support Hong Kong enterprises to develop brands, upgrade and restructure their business operations and promote sales in the target oversea markets so as to enhance their competitiveness and to facilitate their business development.



- **Mainland China** & **Macau;**
- **ASEAN - Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand** & **Vietnam;**
- **Japan** & **South Korea;**
- **Australia** & **New Zealand;**
- **Austria, Belgo-Luxembourg Economic Union, Denmark, Finland, France, Germany, Iceland, Italy, Liechtenstein, Norway, the Netherlands, Sweden, Switzerland** & **UK;**
- **Canada, Georgia, Mexico** & **Chile.**

Snapshot of BUD Fund

1. Launched in **2012**.

2. BUD is a comprehensive fund with **50% subsidy** and total funding amount per enterprise is up to **HK$7 Million**.

3. Maximum funding amount **per application** is **HK$1M**.

4. Initial payment amount is up to **75%**.

5. As of Feb 2021, **3,358** applications from **2,661** enterprises were processed and over **HK$1.72 billion** was approved.

6. Average over **$0.5 million** per application.

FUNDED PROJECT

1.1) Setting up new business entity/office
1.2) Recruiting additional manpower

2.1) Procure machinery, equipment, molding
2.2) Produce sample/prototype

3.1) Advertisement
3.2) Exhibitions/promotion events & related expenses
3.3) Design & production of promotional material

4.1) Online sales platform or website
4.2) Mobile apps (for promotion)

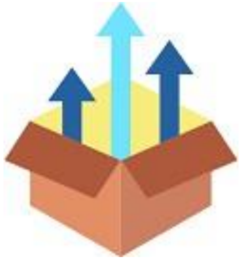
5.1) Testing & certification registration
5.2) Cost for patent/trademark registration

Other: External audit fee for the BUD project

Project Examples

Branding

Brand Strategy, Brand Building, Positioning and identity, Brand Equity Research, Brand Promotion, etc.



Upgrading & Restructuring

New Product Design, Adoption of Advanced Technology, Management and Logistics System Upgrading, Manufacturing Automation, etc.

Promoting Sales

Marketing Strategy and Research, Sales Strategic Planning, Sales Channel Establishment and Management, Advertisements, Promotion of Product(s)/Service(s), etc.

Project Schedule

1. Project assessment
2. Project kick-off
3. Submit application
4. Liaise with Govt
5. Receive BUD approval
6. Receive 75% initial funding
7. Project milestone checks
8. Prepare for the next application
9. Submit final report & audit report
10. Submit the next application

TOTAL around 12 to 18 months

Eligible Companies

1. All non-listed companies registered in Hong Kong under the Business Registration Ordinance (Chapter 310) with substantive business operations in Hong Kong are eligible to apply.

2. Subsidiaries or JV of listed companies are eligible.

3. Companies without branch offices in target overseas market are also eligible.

4. Incorporated for at least 6-12 months (recommended).

5. Annual turnover is at least 5-10 times of applied funding amount (recommended).

Our Role & Responsibilities

1. To help customers
   - to meet the program measures,
   - to maximize the approved amount and
   - to minimize the approval time.

2. To take up >90% of workload of the application so that customers are hassle-free.

3. To make sure that customers comply to all rules, regulations and requirements of the Fund.

Eligible companies can claim
up to **HK$7 millions**
in 7 years

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