

BUD Fund - Dedicated Fund on Branding, Upgrading and Domestic Sales “Mainland Programme” & “FTA and IPPA Programme”

Objective

To provide funding support for individual non-listed Hong Kong enterprises to undertake projects to develop brands, upgrade and restructure their business operations and promote sales in the Mainland, Free Trade Agreement (FTA) and/or Investment Promotion and Protection Agreements (IPPA) *markets, so as to enhance their competitiveness and facilitate their business development in these markets.

* "FTA and IPPA Programme" which covers applications for undertaking projects to develop the markets of ASEAN (i.e. 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 and two IPPA economies (i.e. Japan, Republic of Korea) under the phase 1 enhancement.

Details

Eligible projects:	Eligible Hong Kong enterprises can submit applications to carry out projects for branding, upgrading and/or development sales in the Mainland, FTA and/or IPPA markets
Funding ceiling per project:	HK\$1,000,000
Funding basis:	Funding will be provided on a matching basis (50% of the total approved project cost at maximum)
Cumulative funding ceiling:	Up to HK\$6,000,000 per enterprise
Project duration:	2 years at maximum
No. of projects:	60 approved projects at maximum
Initial payment:	75% of total approved Government funding (enterprises need to apply in advance)
Contribution of remaining 50% expenditure:	in cash by enterprise

Eligibility & Requirement

- All non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Chapter 310)
- Have substantive business operations in Hong Kong

Application Procedure

Applicants can fill in their applications and upload all supporting documents on the online application platform.

Implementation Agent

Hong Kong Productivity Council

For enquiries, please contact "SME ReachOut" through "2-in-1 Hotline Services" Telephone & WhatsApp (Text Message Only) : (852) 2788 6868

The above general funding information is for reference only while subject to change without further notice. Kindly refer to official funding websites for the up-to-date information.