



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

# The BUD Fund – Easy BUD Scope of Funding (Summary)

Last Updated: March 2024

Information in this Summary is solely for reference only.  
All information related to the BUD Fund should be based on the latest published Guide to Application for the Mainland Programme and the FTA and IPPA Programme. HKPC, the BUD Fund Implementer, reserves the right at our sole discretion for interpretation and modification on this publication without further notice.

Phone: (852) 2788 6088

Email [bud\\_sec@hkpc.org](mailto:bud_sec@hkpc.org)

Website: [www.bud.hkpc.org](http://www.bud.hkpc.org)



# Know your options before planning your project

## 1 Programmes

Mainland Programme  
or  
FTA and IPPA  
Programme

The BUD Fund "FTA and IPPA Programme" covers applications for undertaking projects to develop the markets of the ten member states of the Association of Southeast Asian Nations (Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam), Australia, Austria, Bahrain, Belgo-Luxembourg Economic Union, Canada, Chile, Denmark, the four member states of the European Free Trade Association (Iceland, Liechtenstein, Norway and Switzerland), Finland, France, Georgia, Germany, Italy, Japan, Korea, Kuwait, Macao, Mexico, the Netherlands, New Zealand, Sweden, Türkiye, the United Arab Emirates and the United Kingdom. i.e. 38 economies in total.

## 2 Objective(s) of Project

Fulfil at least one of three areas of scope of funding, i.e.

**Branding,**  
**Upgrading and**  
**Restructuring,**  
**Promoting Sales**

**Detailed Examples:** refer to Annex 1 of Guide to Application

## 3 Project Measures

Select applicable measures from the **Scope of Funding** (this summary document) to assemble a project that helps fulfil the development objective(s) of the enterprise.

(Budgeted expenditure of project should conform to the budgeting specifications stipulated in Guide to Application)

### **Scope of Funding:**

Summarised in this document, or refer to Annex 4 and Annex 5 of Guide to Application for details

### **Vetting Criteria:**

Refer to paragraph 4.3 of Guide to Application

[Download Budget Planning Tool](#)

(Excel format)

## 4 Disbursement of Grant

**Without Initial Payment**

**Disbursement Arrangements:** refer to paragraph 5.1 of Guide to Application

# BUD Fund – Easy BUD – Scope of Funding (Summary)

Project Measures	Budgeted Expenditure or Proportion of the Project Expenditure in Percentage Cap (per project application)	Expenditure Items that May/May Not be funded (summary) (Source: Annex 4 & Annex 5 of Guide to Application, The BUD Fund)	Details to be Supplied by Applicant (summary) (Source of information: The BUD Fund Online Application Form)
Advertisement	-	<p>✓ <b>May be funded:</b> advertising costs directly related to the project, including expenses incurred for placing advertisements on Internet platform (including social media), Search Engine Optimisation/Search Engine Marketing (SEO/SEM), Newspaper/Magazine/Trade publication/Television/Radio or relevant expenses</p> <p>✗ <b>Will not be funded:</b> advertising outside the Mainland, FTA and/or IPPA markets and Hong Kong and, in the case of internet advertising, expenses such as deposit, bonus, slotting fee will not be funded</p>	<p>Advertising media, target market, quantity, advertising details, promotion or relevant expenses.</p> <p>Purpose and its direct relationship with developing business in the target market in case any HK media is involved.</p>
Exhibitions (including physical and online mode)	-	<p>✓ <b>May be funded:</b> cost for participating in exhibitions in Mainland, FTA and/or IPPA economies or Hong Kong Including physical and online exhibitions organised by Government related organisations or reputable exhibition organisers with good track records and the related incidental costs. For exhibition(s) to be held in Hong Kong, applicants should specify the purpose and its direct relationship with developing business in the Mainland, FTA and/or IPPA economies.</p> <p>✗ <b>Will not be funded:</b> participation in exhibitions <u>outside</u> Mainland, FTA and/or IPPA economies and Hong Kong</p>	<p>Purpose and its direct relationship with developing business in the target market in case any HK exhibition(s) is/are involved.</p>

This summary is solely for reference only. All information related to the BUD Fund should be based on the latest published Guide to Application for the Mainland Programme and the FTA and IPPA Programme.

Procurement of goods and services has to follow the procurement procedures set out in paragraph 5.7 of Guide to Application.





# BUD Fund – Easy BUD – Scope of Funding (Summary)

Project Measures	Budgeted Expenditure or Proportion of the Project Expenditure in Percentage Cap (per project application)	Expenditure Items that May/May Not be funded (summary) (Source: Annex 4 & Annex 5 of Guide to Application, The BUD Fund)	Details to be Supplied by Applicant (summary) (Source of information: The BUD Fund Online Application Form)
Travelling and accommodation between Hong Kong and Mainland/FTA/IPPA economies	-	<p>✓ <b>May be funded:</b> travelling and accommodation expenses which are directly linked to the exhibition measure covered by the project. Travelling expenses should cover only cross-city travelling expenses and in-town transportation which forms part of the cross border transportation of trips from Hong Kong to the Mainland, FTA/IPPA economies and vice versa.</p> <p>✗ <b>Will not be funded:</b> travelling and accommodation expenses which are not directly linked to the exhibition measure covered by the project, e.g. those arising from general business supervision, liaison, consultation, negotiation, etc.</p> <p>In-town transportation which does not form part of the cross border transportation of trips from Hong Kong to Mainland, FTA and/or IPPA economies and vice versa; and travelling and accommodation outside Mainland, FTA and/or IPPA economies and Hong Kong</p>	Number of staff, total travelling expense, number of nights, number of room(s), accommodation expense, etc.
Patent/trademark registration	Maximum cumulative funding amount <b>HK \$600,000</b> per enterprise	<p>✓ <b>May be funded:</b> cost for patent/trademark/design/utility model registration/copyright protection directly related to the project(s)</p>	Content of the patent/trademark registration, etc. For trademark registration, the applicant must acknowledge that the enterprise has conducted trademark search and confirmed the proposed trademark(s) is/are available for
Testing/certification registration	-	<p>✓ <b>May be funded:</b> cost for testing/certification/registration in Hong Kong, Mainland, FTA and IPPA economies</p>	Content of testing/certification registration, purpose and its direct relationship with developing business in the target market, etc.

This summary is solely for reference only. All information related to the BUD Fund should be based on the latest published Guide to Application for the Mainland Programme and the FTA and IPPA Programme.

Procurement of goods and services has to follow the procurement procedures set out in paragraph 5.7 of Guide to Application.

# BUD Fund – Easy BUD – Scope of Funding (Summary)

Project Measures	Budgeted Expenditure or Proportion of the Project Expenditure in Percentage Cap (per project application)	Expenditure Items that May/May Not be funded (summary) (Source: Annex 4 & Annex 5 of Guide to Application, The BUD Fund)	Details to be Supplied by Applicant (summary) (Source of information: The BUD Fund Online Application Form)
Mobile application for promotional purpose	-	 <b>May be funded:</b> development of a new mobile application or enhancement of an existing mobile applications (Apps) for deployment on mobile devices (for promotional purpose only)	Content of the apps, promotion area, target audience, direct relationship with developing business in the target market, etc.
Company website	Not to exceed <b>HK \$100,000</b> per application (cap is applicable to website enhancement only)	 <b>May be funded:</b> expenses for development a new company website or enhancement of an existing company website	Content of website, promotion area, target audience, purpose and its direct relationship with developing business in the target market, etc.
Design and production of promotional materials	-	 <b>May be funded:</b> cost for production of promotional materials (e.g. flyers, pamphlets, posters, catalogue, etc.) or other relevant expenses	Nature and content of material(s), promotion area, target audience, purpose and its direct relationship with developing business in the target market, etc. For printed material(s), please provide the relevant details (e.g. size and no. of pages, etc)
External audit fee for approved projects	Maximum amount <b>HK\$ 5,000</b> per audit, fully reimbursable, counted towards the enterprise's cumulative funding ceiling	 <b>May be funded:</b> external audit fee for approved project	

This summary is solely for reference only. All information related to the BUD Fund should be based on the latest published Guide to Application for the Mainland Programme and the FTA and IPPA Programme.

Procurement of goods and services has to follow the procurement procedures set out in paragraph 5.7 of Guide to Application.

# Resources

## Guide to Application – Mainland Programme

[Funding Guide - Mainland Programme - English](#)



## Guide to Application – FTA and IPPA Programme

[Funding Guide - FTA and IPPA Programme - English](#)



## Guidance Notes for Applications on Easy BUD

[Guidance Notes for Applications on Easy BUD](#)



## Satisfaction Survey

Is this document helpful to you in planning your project and application?

Scan the QR code on the left or [click this link to rate](#) this summary document.