



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 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.

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# Know your options before planning your project

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## 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.

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## 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

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## Types of Projects

**Type (i) Project Applications** or  
**Type (ii) Project Applications**

"Type (ii) Project Applications" are for applicants which already have a holistic business plan. Enterprises which have not yet developed such holistic business plans may submit "Type (i) Project Applications" to engage qualified service providers to help develop the plans.

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## 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)

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## Disbursement of Grant

**With Initial Payment**

or

**Without Initial Payment**

### **Disbursement Arrangements:**

refer to paragraph 5.1 of Guide to Application

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Relevant operating costs for setting up a new business entity	Not to exceed <b>20%</b> of the total project expenditure	<p>✓ <b>May be funded:</b> relevant operating costs for setting up a new business entity in Mainland, FTA and/or IPPA markets E.g. Business registration/operating license fees, rental/renovation expenses during project period, utility expenses</p> <p>✗ <b>Will not be funded:</b> daily, routine and general operation expenses of the applicant’s existing business entity in Hong Kong, Mainland, FTA and/or IPPA markets</p>	Location of Implementation, rental expenses, other relevant operating expenses, purpose and its direct relationship with developing business in the target market, etc.
Recruiting additional manpower	Not to exceed <b>50%</b> of the total project expenditure  <div style="border: 1px solid black; padding: 5px; width: fit-content;">             Additional manpower secured through an intermediary agent by way of a contractual service should be budgeted under “Fee to Engage Other Consultant/Implementation Agent” instead.           </div>	<p>✓ <b>May be funded:</b> salary of the additional manpower directly recruited by the applicant for implementing the project and the related incidental costs to be incurred within the project period</p> <p>✗ <b>Will not be funded:</b> salary of existing employees</p>	Job duty, salary, employment period, extra expenses such as MPF or recruitment advertisement cost, etc.  *The recruitment has to follow the General Guidelines on Staff Recruitment at Annex 7 of Guide to Application.

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

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Procure/lease additional machinery/equipment	Not to exceed <b>70%</b> of the total project expenditure	<p>✔ <b>May be funded:</b> cost of procuring or leasing of additional machinery/equipment (including moulds for developing/manufacturing new/enhanced products, dedicated and special computer hardware and software for design and operation enhancement) specifically and essentially for implementing the project as well as related incidental costs to be incurred within the project period.</p> <p>✘ <b>Will not be funded:</b> machinery/equipment for general use or of normal operating nature; insurance premium of machinery/equipment; maintenance fees for existing machinery/equipment; and moulds for existing products</p>	Name of machine/equipment/computer hardware or software, specification, quantity and cost, purpose and its direct relationship with developing business in the target market, etc.
Produce/Procure sample/prototype	Not to exceed <b>30%</b> of the total project expenditure	<p>✔ <b>May be funded:</b> direct cost for producing/procuring sample/prototype for development/demonstration purpose under the project</p> <p>✘ <b>Will not be funded:</b> valuable materials for the production of sample/prototype which may be reused for sales purpose, e.g. diamond and gold for the production of jewelry samples/prototypes</p>	Sample/prototype content and quantity, purpose and its direct relationship with developing business in the target market, etc.

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Place project related advertisement	Not to exceed <b>50%</b> of the total project expenditure	<p>✓ <b>May be funded:</b> advertising costs directly related to the project, including expenses incurred by placing advertisements as well as the related incidental costs; sponsorship; engagement of spokesperson/ambassador/Key Opinion Leader (KOL) and the related costs</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, quantity, promotion area, target audience, etc. Other relevant expenses: ambassador endorsement/ portrait right/ Key Opinion Leader (KOL), etc.</p> <p>Purpose and its direct relationship with developing business in the target market in case any HK media is involved.</p>
Exhibitions/promotional events (including virtual exhibition)	<p>-</p> <div style="border: 1px solid black; padding: 5px; width: fit-content;"> <p>Travelling and accommodation costs related to participation of exhibitions should be budgeted under “Cost for Travelling and Accommodation between Hong Kong and the Mainland/FTA/IPPA economies”</p> </div>	<p>✓ <b>May be funded:</b> cost for participating in exhibitions/trade fairs/roadshows in Mainland, FTA and/or IPPA economies or Hong Kong Including virtual exhibitions organised by Government related organisations or reputable exhibition organisers with good track records and the related incidental costs</p> <p>✗ <b>Will not be funded:</b> participation in exhibitions/trade fairs/roadshows <b>outside</b> Mainland, FTA and/or IPPA economies and Hong Kong Including participation in virtual exhibitions organised by Government related organisations or reputable exhibition organisers with good track records; and other promotional events/activities</p>	<p>Purpose and its direct relationship with developing business in the target market in case any HK exhibition(s) is/are involved.</p>

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Travelling and accommodation between Hong Kong and Mainland/FTA/IPPA economies	Not to exceed <b>20%</b> of the total project expenditure	<p>✔ <b>May be funded:</b> travelling and accommodation expenses which are directly linked to the 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 China, FTA/IPPA economies and vice versa.</p> <p>✘ <b>Will not be funded:</b> travelling and accommodation expenses which are not directly linked to any measure covered by the project, or those arising from general business supervision, liaison, consultation, negotiation, etc. 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.
Design and establish online sales platform	-	✔ <b>May be funded:</b> cost for designing and establishing online sales platform	Name of the third party online platform, name or link of the e-shop established, purpose and its direct relationship with developing business in the target market, etc.
Establish/enhance 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 or enhancement of company website	Content of website, promotion area, target audience, purpose and its direct relationship with developing business in the target market, etc.

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Develop/enhance mobile applications (Apps)	Not to exceed <b>50%</b> of the total project expenditure	✔ <b>May be funded:</b> development or improvement of 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.
Design and produce promotional materials	-	✔ <b>May be funded:</b> cost for producing promotional materials (e.g. flyers, pamphlets, posters, 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)
Testing/certification registration	-	✔ <b>May be funded:</b> cost for testing/certification/registration in Hong Kong, Mainland, FTA and IPPA economies	Content of testing/certification registration, purpose and its direct relationship with developing business in the target market, etc.
Patent/trademark registration	Maximum cumulative funding amount <b>HK \$600,000</b> per enterprise	✔ <b>May be funded:</b> cost for patent/trademark/design/utility model registration/copyright protection directly related to the project(s)	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 registration.

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External audit fee for approved projects	Maximum amount <b>HK\$ 10,000</b> per audit, fully reimbursable, counted towards the enterprise's cumulative funding ceiling	<p>✔ <b>May be funded:</b> external audit fee for approved project</p>	
Other direct project expenses	-	<p>✔ <b>May be funded:</b></p> <ul style="list-style-type: none"> <li>• Cost for organising/participating in other promotional events/activities (e.g. product launching ceremony) in the Mainland/FTA and IPPA economies or Hong Kong</li> <li>• Cost for procuring/licensing of brands or technology directly related to the project(s)</li> <li>• Cost for the procurement of project related consumables (which should be specified in the application) Procurement of goods and services budgeted under “Other Direct Costs” has to follow the procurement procedures set out in paragraph 5.7 of Guide to Application</li> <li>• Fee to engage other consultant/implementation agent</li> </ul>	

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Other direct project expenses	-	<p><b>✗ Will not be funded :</b></p> <ul style="list-style-type: none"> <li>• Organisation of/participation in other promotional events/activities outside the Mainland, FTA and/or IPPA economies and Hong Kong</li> <li>• Shop/product display fees for sales purpose at any virtual/physical location and the related sales commission fees</li> <li>• Shelves and furniture for general product display at display/sales outlet</li> <li>• Gifts, souvenirs, prizes, etc.</li> <li>• Entertainment or meal expenses</li> <li>• Membership fees of industrial and trade associations, professional bodies or similar organisations (either one-off or recurrent)</li> <li>• Unspecified costs, e.g. miscellaneous costs, sundry, contingency expenses, etc.</li> </ul>	

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# 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](#)



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