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 – E-commerce Easy

Scope of Funding (Summary)

Last Updated: November 2026

> 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 E-commerce Easy. 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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工業貿易署
Trade and Industry Department

BUD專項基金執行機構
The BUD Fund Implementer
hkpc 生產力局

Know your options before planning your project

1
Programme

E-commerce Easy (Mainland)
or
E-commerce Easy (ASEAN)

"E-commerce Easy" covers applications for undertaking projects to develop of the Chinese Mainland and the ten member states of the Association of Southeast Asian Nations (Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam) market only.

2
Objective(s) of Project

Fulfil the area of scope of funding, i.e. **Developing the Chinese Mainland / 10 ASEAN markets through electronic commerce (e-commerce)**

Detailed Examples:
refer to Guide to Application for E-commerce Easy

3
Project Measures

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

(The funding ceiling for each project is HK$800,000 and the cumulative funding ceiling of "E-commerce Easy" is HK$1,000,000)

Scope of Funding:
Summarised in this document, or refer Annex 4 and Annex 5 of Guide to Application for E-commerce Easy for details

Vetting Criteria:
Refer to paragraph 4.3 Guide to Application for E-commerce Easy

Download Budget Planning Tool
(Excel format)

4
Disbursement of Grant

With Initial Payment
or
Without Initial Payment

Disbursement Arrangements:
refer to paragraph 5.1 of Guide to Application for E-commerce Easy

BUD Fund – E-commerce Easy – 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: Guide to Application for E-commerce Easy Annex 4 and Annex 5)	**Details to be Supplied by Applicant (summary)** (Source of information: The E-commerce Easy online application form)
Costs for Establishment of Online Sales Platform	-	✔ **May be funded:** cost for designing and establishing of online sales platform, platform storefront design and production fees, management fee for the newly established online store for a period not exceeding six months. ✘ **Will not be funded:** deposit for establishing online store on third-party online sales platform, commission-based service fee and slotting fee payable to third-party platforms; Management fee for an online store already set up, covering official service fee payable to third-party platform and service charge payable to other operators for online customer service/online shop promotion planning/data analysis.	Name of the third party online platform, name or link of the online shop established, purpose and its direct relationship with developing business in the Chinese Mainland/ 10 ASEAN markets, etc.
Advertisement (related to the promotion of applicant enterprise's e-commerce business)	-	✔ **May be funded:** related management fee (for a period not exceeding six months), placing advertisement on commercial media, search engine optimisation / search engine marketing (SEO/SEM), engagement of ambassador / key opinion leader (KOL). ✘ **Will not be funded:** live-streaming sales / promotional articles charged on a commission basis, advertising fee charged by third-party online sales platform on a commission basis, etc.	Advertising media, target audience advertising details, breakdowns or relevant expenses.

This summary is solely for reference only. All information related to E-commerce Easy should be based on the latest published Guide to Application for E-commerce Easy.
Procurement of goods and services has to follow the procurement procedures set out in paragraph 5.6 of Guide to Application for E-commerce Easy

BUD Fund – E-commerce Easy – 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: Guide to Application for E-commerce Easy Annex 4 and Annex 5)	**Details to be Supplied by Applicant (summary)** (Source of information: The E-commerce Easy online application form)
Development or Enhancement of Mobile Applications	-	✔ **May be funded:** development of a new mobile application or enhancement of existing mobile applications (Apps), development / setting up of mini programme on third-party mobile application	Content of the apps, promotion area, target audience, direct relationship with developing business in the Chinese Mainland/ 10 ASEAN markets, etc.
Development or Enhancement of Company Website	-	✔ **May be funded:** expenses for development of new company website or enhancement of existing company website (such as adding online payment function and developing AI chatbot function in the company's website in promoting sales for market expansion).	Content of website, promotion area, target audience, purpose and its direct relationship with developing business in the Chinese Mainland/ 10 ASEAN markets, etc.
Other e-commerce related project measure(s)	-	✔ **May be funded:** project measure(s) related to e-commerce business of the applicant enterprise, such as multi-platform promotional videos / photos produced for promoting e-commerce business	
External audit fee for approved projects	capped at HK$10,000 per audit of the approved project , counted towards the enterprise's cumulative funding ceiling and funding shall be subject to 1: 3 matching ratio.	✔ **May be funded**: external audit fee for approved project	

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Resources

Guide to Application – E-commerce Easy

Guide to Application – E-commerce Easy - English

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.

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