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: 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 Mainland Programme and the FTA/IPPA/Other Economies 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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工業貿易署
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BUD專項基金執行機構
The BUD Fund Implementer
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Know your options before planning your project

1
Programmes

Easy BUD - Mainland Programme
or
Easy BUD - Other Economies Programme

The BUD Fund “Easy BUD - Other Economies Programme" covers applications for undertaking projects to develop the markets of ten member states of the Association of Southeast Asian Nations (ASEAN) (comprising 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, Japan, Korea, Austria, Belgo-Luxembourg Economic Union, Canada, Denmark, Finland, France, Germany, Italy, Mexico, the Netherlands, Sweden, the United Kingdom, Kuwait, the United Arab Emirates, Türkiye, Bahrain, Peru, Saudi Arabia, Bangladesh, Egypt, Hungary, Pakistan, Kazakhstan, Mongolia, Brazil, Uzbekistan and Qatar, i.e. 49 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 2 of Guide to Application – General 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.

(The funding ceiling for each “Easy BUD” project is HK$150,000)

Scope of Funding:
Summarised in this document, or refer to paragraph 4 of Guidance Notes for Application on Easy BUD

Vetting Criteria:
Refer to paragraph 4.3 of Guide to Application – General Application

Download Budget Planning Tool
(Excel format)

4
Disbursement of Grant

Without Initial Payment

Disbursement Arrangements: refer to paragraph 6.1 of Guidance Notes for Application on Easy BUD

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: Paragraph 4 of Guidance Notes for Application on Easy BUD and Annex 7 & Annex 8 of Guide to Application – General Application)	**Details to be Supplied by Applicant (summary)** (Source of information: The BUD Fund Online Application Form)
Advertisement	-	✔ **May be funded:** 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; the related management fee (for a period not exceeding six months) ✘ **Will not be funded:** advertising outside the Chinese Mainland, markets under the Programme and Hong Kong, in the case of internet advertising, expenses such as deposit, bonus, slotting fee will not be funded	Advertising media, target market, quantity, advertising details, promotion or relevant expenses. Purpose and its direct relationship with developing business in the target market in case any Hong Kong media is involved.
Exhibitions (including physical and online mode)	-	✔ **May be funded:** cost for participating in exhibitions/ trade fairs/ roadshows in the Chinese Mainland and economies under the Programme, including virtual exhibitions organised by Government related organisations or reputable exhibition organisers with good track records and the related incidental costs exhibitions/trade fairs held in Hong Kong, which can demonstrate the direct relevance between the exhibition and its business development in the target market ✘ **Will not be funded:** participation in exhibitions **outside** the Chinese Mainland, economies under the Programme and Hong Kong	Purpose and its direct relationship with developing business in the target market in case any HK exhibition(s) is/are involved.

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Procurement of goods and services has to follow the procurement procedures set out in paragraph 5.6 of Guide to Application for the General 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: Paragraph 4 of Guidance Notes for Application on Easy BUD and Annex 7 & Annex 8 of Guide to Application – General Application)	**Details to be Supplied by Applicant (summary)** (Source of information: The BUD Fund Online Application Form)
Travelling and accommodation between Hong Kong and the Chinese Mainland / economies under the Programme	-	✔ **May be funded:** 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 the Chinese Mainland, economies under the Programme and vice versa. ✘ **Will not be funded:** 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 economies under the Programme and vice versa.; and travelling and accommodation outside economies under the Programme and Hong Kong.	Number of staff, total travelling expense, number of nights, number of room(s), accommodation expense, etc.
Patent/trademark registration	Maximum cumulative funding amount HK $600,000 per enterprise	✔ **May be funded: r**egistration of patents/trademarks/designs/utility models/copyright protection in the target market(s) that would facilitate the sales/provision of the relevant products/services of the applicants in the target market(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.
Testing/certification registration	-	✔ **May be funded:** cost for testing/certification/registration in Hong Kong, the Chinese Mainland, economies under the Programme	Content of testing/certification registration, purpose and its direct relationship with developing business in the target market, etc.

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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: Paragraph 4 of Guidance Notes for Application on Easy BUD and Annex 7 & Annex 8 of Guide to Application – General Application)	**Details to be Supplied by Applicant (summary)** (Source of information: The BUD Fund Online Application Form)
Mobile application for promotional purpose	-	✔ **May be funded:** 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 HK $100,000 per application (cap is applicable to website enhancement only)	✔ **May be funded:** expenses for development a new company website or enhancement of an existing company website	Content of website, promotion area, target audience, purpose and its direct relationship with developing business in the target market, etc.
Design and production of promotional materials	-	✔ **May be funded:** cost for production of promotional materials (e.g. flyers, pamphlets, posters, catalogue, etc.) or other relevant expenses	Nature and content of material(s), promotion area, target audience, purpose and its direct relationship with developing business in the target market, etc. For printed material(s), please provide the relevant details (e.g. size and no. of pages, etc)
Costs for Establishment of Online Sales Platform	-	✔ **May be funded:** cost for designing and establishing online sales platform; the related management fee (for a period not exceeding 6 months).	Name of the third party online platform, name or link of the e-shop established, purpose and its direct relationship with developing business in the target market, etc.
External audit fee for approved projects	Capped at HK$ 5,000 per audit of the approved project	✔ **May be funded**: external audit fee for approved project, counted towards the enterprise's cumulative funding ceiling and funding shall be subject to 1: 3 matching ratio.	

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Resources

Guide to Application – General Application - Mainland Programme



Guide to Application – General Application - Mainland Programme - English

Guide to Application – General Application – Other Economies Programme



Guide to Application – General Application - Other Economies Programme - English

Guidance Notes for Applications on Easy BUD



Guidance Notes for Applications on Easy BUD - English

Satisfaction Survey

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