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 – General Application (Mainland Programme and Other Economies Programme)

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 General Application – Mainland Programme and 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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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
Programmes

General Application - Mainland Programme
or
General Application - Other Economies Programme

The BUD Fund “General Application - 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
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.

4
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 7 and Annex 8 of Guide to Application – General Application for details

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

Download Budget Planning Tool
(Excel format)

5
Disbursement of Grant

With Initial Payment
or
Without Initial Payment

Disbursement Arrangements: refer to paragraph 5.1 of Guide to Application – General Application

The BUD Fund – 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 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)
Establishment of new business entity	Not to exceed 20% of the total project expenditure	✔ **May be funded:** relevant costs for setting up a new business entity in the Chinese Mainland and markets under the Programme; limited to licensing/registration fees, renovation fees, rental costs (fundable for up to three months), and professional fees associated with setting up the new business entity related to restructuring of business operations ✘ **Will not be funded:** cost items such as utility expenses, book keeping expenses, expenses for engaging Secretariat services and other cost items of a normal operating nature, such as procuring computers, coffee machines, etc. daily, routine and general operation expenses of the applicant's existing business entity in the Hong Kong, the Chinese Mainland and markets under the Programme	Location of Implementation, rental expenses, other relevant expenses, purpose and its direct relationship with developing business in the target market(s), etc.
Cost for Recruiting Additional Manpower	Not to exceed 50% of the total project expenditure 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.	✔ **May be funded:** 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, including employing AI professionals/specialists to transition traditional automation with a view to enhancing the enterprise's competitiveness; recruiting additional staff in local entities outside Hong Kong may be funded for a maximum of six months. ✘ **Will not be funded:** salary of existing employees	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 5 of Guide to Application.

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The BUD Fund – 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 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)
Procure/lease additional machinery/ equipment	Not to exceed 70% of the total project expenditure	✔ **May be funded:** cost of procuring or leasing of additional machinery/equipment, supported with or without AI technology, (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. ✘ **Will not be funded:** 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; use of AI programs not supported in the target market under the Programme; AI-related costs such as subscription fees for generative AI tools, procurement of AI-related machinery/equipment for general operation use, etc.	Name of machine/equipment/computer hardware or software, specification, quantity and cost, purpose and its direct relationship with developing business in the target market(s), etc.
Produce/Procure sample/prototype	Not to exceed 30% of the total project expenditure	✔ **May be funded:** direct cost for producing/procuring sample/prototype for development/demonstration purpose under the project ✘ **Will not be funded:** 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	Sample/prototype content and quantity, purpose and its direct relationship with developing business in the target market(s), etc.

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Place project related advertisement	Not to exceed 50% of the total project expenditure	✔ **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, quantity, promotion area, target audience, etc. Other relevant expenses: ambassador endorsement/ portrait right/ Key Opinion Leader (KOL), etc. Purpose and its direct relationship with developing business in the target market(s) in case any HK media is involved.
Exhibitions/promotional events (including virtual exhibition)	- Travelling and accommodation costs related to participation of exhibitions should be budgeted under “Cost for Travelling and Accommodation between Hong Kong and the Chinese Mainland / economies under the Programme”	✔ **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	Purpose and its direct relationship with developing business in the target market(s) in case any HK exhibition(s) is/are involved.

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The BUD Fund – Scope of Funding (Summary)

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Exhibitions/promotional events (including virtual exhibition) (Cont.)	-	✗ **Will not be funded:** participation in exhibitions/trade fairs, including virtual exhibitions organised by Government-related organisations or reputable exhibition organisers with good track records, outside the eligible economies covered by the Programme. participation in exhibitions/trade fairs in Hong Kong where the coverage of the audience from the eligible target market(s) is relatively limited. Such as exhibitions targeting local citizens and/or tourists for direct sales at the venue and have limited exposure to business clientele from target market(s); participation in exhibitions/trade fairs with those organised in a temporary venue (e.g. shopping arcade);	
Travelling and accommodation between Hong Kong and the Chinese Mainland and economies under the Programme	Not to exceed 20% of the total project expenditure	✓ **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.	

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The BUD Fund – Scope of Funding (Summary)

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Travelling and accommodation between Hong Kong and the Chinese Mainland and economies under the Programme (Cont.)	Not to exceed 20% of the total project expenditure	✗ **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.
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). ✗ **Will not be funded:** management fee for the 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, etc.	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(s), etc.

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Establish/enhance company website	Not to exceed HK $100,000 per application (cap is applicable to website enhancement only)	✔ **May be funded:** expenses for development or enhancement of company website, including 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 target market(s), etc.
Develop/enhance mobile applications (Apps)	Not to exceed 50% of the total project expenditure	✔ **May be funded:** 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(s), etc.
Design and produce promotional materials	-	✔ **May be funded:** 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(s), etc. For printed material(s), please provide the relevant details (e.g. size and no. of pages, etc.)
Testing/certification registration	-	✔ **May be funded:** cost for testing/certification/registration in the Hong Kong, the Chinese Mainland and economies under the Programme	Content of testing/certification registration, purpose and its direct relationship with developing business in the target market(s), etc.

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Patent/trademark registration	Maximum cumulative funding amount HK $600,000 per enterprise	✔ **May be funded:** cost for patent/trademark/design/utility model registration/copyright protection directly related to the project(s), including patent fee of AI-related new invention	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.
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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Other direct project expenses	-	✔ **May be funded:** Cost for organising/participating in other promotional events/activities (e.g. product launching ceremony) in the Chinese Mainland, economies under the Programme or Hong Kong; Cost for procuring/licensing of brands or technology directly related to the project(s); 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 5.6 of Guide to Application; Fee to engage other consultant/implementation agent ✘ **Will not be funded:** Organisation of/participation in other promotional events/activities outside the Chinese Mainland, economies under the Programme and Hong Kong; Shop/product display fees for sales purpose at any virtual/physical location and the related sales commission fees; Shelves and furniture for general product display at display/sales outlet; Gifts, souvenirs, prizes, etc.; Entertainment or meal expenses; Membership fees of industrial and trade associations, professional bodies or similar organisations (either one-off or recurrent); Fees for attending AI-related training courses; Unspecified costs, e.g. miscellaneous costs, sundry, contingency expenses, etc.	

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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

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