BUD

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

香港特別行政區政府
The Government of the Hong Kong Special Administrative Region

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

The BUD Fund - Easy BUD

To expedite the processing of applications and enable more SMEs to make use of the funding to develop their business, the Government has launched "Easy BUD" under the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund). To strengthen support for SMEs, the funding ceiling for "Easy BUD" has been increased to HK$150,000 per application, the geographical coverage has been expanded to 50 economies, and more targeted funding support is now provided for SMEs to implement BUD Fund projects involving artificial intelligence (AI) elements.

Programme Outline

Eligibility	Non-listed enterprises registered under the Business Registration Ordinance (Chapter 310), with "Substantive Business Operations" in Hong Kong
Geographical Scope	**50 economies***
Funding Ceiling per Approved Project	**HK$150,000**
Funding Ratio	**1 (Government) : 3 (Enterprise)** matching ratio, including the audit fee
Project Commencement	The soonest the next day after the application submission
Project Duration	Maximum of 12 months
Application Processing Time	Within 30 working days^
Application Submission	Submission of one application every 3 months

Project Measures

- Advertisement
- Participation in exhibitions and related expenses
- Design and production of promotional materials
- Establishment of online sales platform
- Patent/ trademark registration
- Testing and certification
- Mobile application for promotional purpose
- Development or enhancement of company website

The BUD Fund Implementer

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Online Application

* 50 economies covered include the Chinese Mainland, 10 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.

^ From the date of receipt of a complete application accompanied by all necessary documentation proof and clarifications.

The above information is for reference only while subject to change without further notice. Kindly refer to the latest official announcement for updated information.

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