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| **For Official Use by HKPC Only** | |
| **Date of Receipt[[1]](#footnote-1):** |  |
| **Date of full set of documents/ information ready:** |  |
| **Application No.:** |  |
| **Total Project Cost:** | **$** |
| **Funding Sought:** | **$** |
| **Initial Payment** | **Personal Guarantee** |

**Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)**

**(Mainland Programme)**

**Type (ii) Project[[2]](#footnote-2)**

**Application Form**

|  |
| --- |
| 1. **Applicant Enterprise Information** |

|  |  |
| --- | --- |
| Name of the Applicant Enterprise (English): |  |
| Name of the Applicant Enterprise (Chinese): |  |
| Date of Establishment: | (DD/MM/YYYY) |
| Business Registration No.: |  |
| Website(s) of the Applicant (if any): |  |
| Address: | This address is the actual office location of the applicant.  This address is for registration purpose only, the actual office location is： |
| No. of Employees in Hong Kong (HK)[[3]](#footnote-3): | Full Time: Part Time: |

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| Is Applicant Enterprise a listed company or planned to be a listed company in the coming year? | | | Yes[[4]](#footnote-4)  No |
| Form of Business  (Please select in the appropriate box below) | | | Name  (Hong Kong Identity Card / Passport No.) |
|  | Sole Proprietorship | Owner |  |
|  | Partnership | All Partners |  |
|  | Limited  Company\* | Individuals holding ≥ 30% shares |  |
| \* If there is no individual with shareholding of 30% or more, please provide the name(s) and the relevant information of the director(s)[[5]](#footnote-5). | | | |

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| **II.** **Overview of Applicant Enterprise** (#Please delete as appropriate) | | |
| **Applicant's Overall Business** | **Current Business (if any) in the Mainland market**  No current business in the **Mainland** market yet (below boxes not applicable) | **Business Intended to be Developed under the Project** |
| **Core business** Product/Service:  **Existing core market(s):**  HK  Mainland  Asia  Europe  America  Australia  Others (Please specify)：    **Business Model:**  B2B/B2C/B2B+B2C[[6]](#footnote-6)＃  OEM/ODM/OBM[[7]](#footnote-7)/Import & Export Trading/Retail & Wholesale Business#  Others（Please specify： 　　　　） | **Mainland market with business already developed:**  Start Date:    **Core Business:**  Same as the current business set out at the left column  Business developed in the Mainland market is different from the core business. Product/service overview:  **Business Operation(s) already established:**  Yes (Office/Factory/Retail point/Others#（Please specify :　）  No  **Sales Channels (Please specify):** | **Targeted Mainland Market:**  Please specify province/city:  **Core Business:**  Same as the current business set out at the left column  Business to be developed in the Mainland market would be different from current business. Product/service overview:  **Sales Channels (Please specify)**: |
| **Brand:**  No brands (the following not applicable)  Registered Own Brand(s) Name:  Location of Registration:  Licensed Brand(s):  Name:  Geographical Coverage:  Licensing Period: | **Brand:**  No brands (the following not applicable)  Registered Own Brand(s) Name:  Location of Registration:  Licensed Brand(s):  Name:  Geographical Coverage:  Licensing Period: | **Brand(s) to be Developed in the Mainland (if any):**  The proposed project does not involve any brands (the following not applicable)  Registered Own Brand(s) Name:  Location of Registration:  Licensed Brand(s):  Name:  Geographical Coverage:  Licensing Period: |
|  | **Product/Service already in Compliance with Prerequisite Licensing/Standards/Regulatory Requirements:**  □ Yes (Please specify:　　）  □ No  □ Not applicable | **Product/Service already in Compliance with Prerequisite Licensing/Standards/Regulatory Requirements:**  □ Yes (Please specify:　　）  □ No; relevant measures included under this application (Please specify: )  □ Not applicable |
| **Product/Services with Awards if any:** | |  |
| **Applicant’s Sales Turnover in last year:**  HK$ (Year: ) Audited/Unaudited# | **Sales Turnover of the Current Business in the Mainland last year:**  HK$ (Year: ) Audited/Unaudited# |  |

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| **III Project Overview／Implementation Plan** | |
| **Objectives for business development (may choose more than one):** | To develop/re-design the image of the company  To uplift the recognition of the company/brand in the Mainland market  To develop new products/upgrade manufacturing technology  To enhance competition of the product/service in the Mainland market  To establish more channels for sales  To safeguard the intellectual property rights of own brand names and products in the Mainland market  To enable products saleable in the Mainland market  To transform business model (from OEM/ODM to OBM)  Others (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Project Period:** | Total Duration: Months  Commencement and Completion Dates: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (DD/MM/YYYY - DD/MM/YYYY) |

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| **IV. Project Implementation Plan / Expected Project Deliverables / Project Expenditure** | | | |
| **Expected Project Deliverables**  ***(Please specify)*** | **Commencement / Completion Date**  ***(Please specify)*** | **Details of the Expenses**  ***(# please delete where appropriate)*** | **Proportion of the Project Expenditure in Percentage**  ***(Please specify)*** |
| **Setting up a New Business Entity in the Mainland Market** |  | ***(Total should not exceed 20% of the total budgeted expenditure for the project; operating expenses for any current local business entity of the applicant are not fundable.)***  **Setting up a New Business Entity**  Office Factory Retail Shop  Representative Office  Others (Please specify: \_\_\_\_\_\_\_\_\_\_\_)  Location of Implementation: Mainland(Please specify province/city: \_\_\_\_\_\_\_\_\_)  Purpose of setting up the above new business entity and its direct relationship with developing business in the Mainland: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Please tick if the new entity would carry out other measures covered by this application (please specify in Part V of this application).   1. Rental Expenses:   size of the new business entity: \_\_\_\_\_\_\_sqm  rent: $ x \_\_\_\_\_\_\_months  Total: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  2. Other relevant operating expenses for setting up the aforementioned new business entity (including business registration/operating licence fees, rental/renovation expenses, utility expenses and the fees of engaging professional services):  Location of Implementation: HK/Mainland# (Please specify province/city: \_\_\_\_\_\_\_\_\_)  Relevant items and expenses: \_\_\_\_\_\_\_\_\_\_\_\_\_  Item 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_HK$\_\_\_\_\_\_\_\_\_\_\_\_  Item 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_HK$\_\_\_\_\_\_\_\_\_\_\_\_  Total: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Purpose and its direct relationship with developing business in the Mainland:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    Total Expenses: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | % |
| **Recruit Additional Manpower (directly incurred for implementing this proposed project)[[8]](#footnote-8)** |  | ***(Total should not exceed 50% of the total budgeted expenditure for the project.)***  Details of each additional post/employee   1. Position: , No. of Persons: : \_\_\_\_\_\_\_   Main job duty/work: \_\_\_\_\_\_\_\_\_\_  Job Location: HK/Mainland#  No. of months/days#: **\_\_\_\_\_\_**  Monthly/Daily# salary：HK$ /person  Total Salary: HK$**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  2. Position: , No. of Persons: : \_  Main job duty/work: \_  Job Location: HK/Mainland#  No. of months/days#: **\_\_\_\_\_\_\_\_\_**  Monthly/Daily# salary：HK$ /person  Total Salary: HK$ \_  **Extra expenses for employing additional staff**  (e.g. MPF to be paid by employer, advertisement for recruitment, other related local expenses, etc.)  Item 1 (nature and content): \_  HK$**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Item 2 (nature and content): \_  HK$ \_\_  Total expenses：HK$ \_ | % |
| **Machinery/**  **Equipment** |  | ***(Total should not exceed 70% of the total budgeted expenditure for the project)***  Details of the expenses for procuring/leasing additional machinery/equipment (including molds for new product manufacturing, dedicated and special computer hardware and software)   1. Name of Machine/Equipment/Computer   hardware/Computer software#: \_\_\_\_\_\_\_\_\_\_\_\_  (Procure/lease#)  Place of Use: HK/Mainland#  Quantity: x Cost per unit: HK$ /unit  Total cost: HK$ \_   1. Name of Molds for New Products to develop:   (Procure/lease#)  Place of Use: HK/Mainland# (Please tick the appropriate box below)  own production facility or office  non-own production facility  Quantity: x Cost per unit: HK$ /unit  Total cost: HK$ \_  Purpose and its direct relationship with developing business in the Mainland:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Incidental expenses for procuring/leasing Machinery/Equipment/Molds (e.g. debug, updates, installation, and cost of additional maintenance during project implementation, etc.)**  Item 1 (nature and content): HK$ \_\_\_\_\_\_  Item 2 (nature and content): HK$\_\_\_\_\_\_    Total expenses：HK$ \_ | % |
| **Produce product samples/ prototypes** |  | ***(Total should not exceed 30% of the total budgeted expenditure for the project.)***  Sample/prototype content and quantity:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location for sample/ prototype production: HK/Mainland#  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  Purpose and its direct relationship with developing business in the Mainland:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$ \_ | % |
| **Design and Establish Online Sales Platform** |  | Name of online sales platform: \_  Promotion Area/Target: \_\_\_  Location of production: HK/Mainland#  Relevant items and expenses:  Item 1: HK$: \_  Item 2: HK$: \_  Purpose and its direct relationship with developing business in the Mainland:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$ \_ | % |
| **Establish/ Enhance**# **Company Website** |  | ***(Total cost for enhancing the applicant’s company website should not exceed HK$100,000 per application.)***  Establish new website  Enhance existing website at (www.\_\_\_\_\_\_\_\_\_\_\_\_\_)  Content and application of website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion Area/Target: \_  Location of production: HK/Mainland#  Relevant items and expenses:  Item 1: HK$: \_  Item 2: HK$: \_  Purpose and its direct relationship with developing business in the Mainland:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$ \_\_\_\_\_\_\_\_\_\_\_\_\_ | % |
| **Design and Produce Marketing Materials** |  | Nature and Content:  Quantity:    Location of design and production of publicity materials: HK/Mainland#  Relevant items and expenses (including nature and quantity) ： HK$ ＿＿＿＿＿＿＿  Promotion Area/Target: ＿＿＿＿＿＿＿＿＿  Relevant items and expenses (including nature and quantity) ： HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion Area/Target: \_  Purpose and its direct relationship with developing business in the Mainland:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    Total expenses: HK$ \_\_\_\_\_\_\_\_\_\_\_\_\_ | % |
| **Participate in Exhibition /Roadshow in the Mainland or Hong Kong** |  | ***(Total travelling and accommodation costs should not exceed 20% of the total budgeted expenditure for the project. Meal expenses and travelling expenses outside of Hong Kong and the Mainland are unallowable, it should not be included in the budgeted expenditure for the project.)***  Name of Exhibition/Roadshow: \_\_\_\_\_\_\_\_\_\_\_\_\_  Event website(s): \_\_\_\_\_\_\_\_\_\_\_\_\_  Location：\_\_\_\_\_ \_\_\_\_\_\_\_\_  Period: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1: \_\_\_\_\_\_\_\_\_\_\_\_\_HK$ \_\_\_\_\_\_\_\_\_\_\_\_\_  Item 2: \_\_\_\_\_\_\_\_\_\_\_\_\_HK$ \_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant expenses of travelling and accommodation:  Itinerary: / (From/Destination)  No. of Staff: \_\_\_\_\_  Travelling expense: HK$ \_  Accommodation expense: HK$: \_\_\_\_\_\_\_\_\_\_\_\_ (total \_\_\_\_nights x\_\_\_\_\_ room(s))  Name of Exhibition/Roadshow: \_\_\_\_\_\_\_\_\_\_\_\_\_  Event website(s): \_\_\_\_\_\_\_\_\_\_\_\_\_  Location：\_\_\_\_\_ \_\_\_\_\_\_\_\_  Period: \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1: \_\_\_\_\_\_\_\_\_\_\_\_\_HK$ \_\_\_\_\_\_\_\_\_\_\_\_\_  Item 2: \_\_\_\_\_\_\_\_\_\_\_\_\_HK$ \_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant expenses of travelling and accommodation:  Itinerary: / (From/Destination)  No. of Staff: \_\_\_\_\_  Travelling expense: HK$ \_  Accommodation expense: HK$: \_\_\_\_\_\_\_\_\_\_\_\_ (total \_\_\_\_nights x\_\_\_\_\_ room(s))  Please specify the purpose and direct relationship with developing business in the Mainland in case any HK exhibition(s) is/are involved:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$ \_\_\_\_\_\_\_\_\_\_\_\_ | % |
| **Testing/ Certification Registration** |  | Content of testing/certification registration: \_\_\_\_\_\_ \_\_ \_  Location of testing/certification registration: HK/Mainland#  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  Purpose and its direct relationship with developing business in the Mainland:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$ \_\_\_\_\_\_\_\_\_\_\_\_ | % |
| **Patent/ Trademark Registration** |  | ***(Maximum cumulative amount of funding support per enterprise under the Mainland Programme for patent/ trademark/ design/ utility model registration directly related to the project(s) is $300,000)***  Location: HK/Mainland#  Content of the patent/ trademark registration: \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  For trademark(s), please tick to confirm:  Applicant has conducted trademark search and confirmed the proposed trademark(s) is/are available for registration.  Total expenses: HK$ \_\_\_\_\_\_\_\_\_\_\_\_ | % |
| **Place Project Related Advertisement** |  | ***(Including any expenses through placing advertisements in newspaper, magazine, television, radio, internet, billboard/poster advertising, as well as the ambassador endorsement/portrait right expenses.)***  ***(Total cost for advertising should not exceed 50% of the total budgeted expenditure for the project. In the case of internet advertising, expenses such as deposit, bonus, slotting fee, etc. will not be funded and should not be included in the budgeted expenditure for the project.)***  Advertising Media: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in  HK/Mainland#  (Period: No. of months\_\_\_\_, No. of issues/times:\_\_\_ \_ )  Advertisement Expense: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion Area/Target:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Other relevant expenses (e.g. expenses related to ambassador endorsement/portrait right/Key Opinion Leader (KOL) for the product/service, etc.):  Details:  Item 1 (nature and content):  *\_*\_\_\_\_ HK$\_\_\_\_\_\_\_  Item 2 (nature and content): *\_*\_\_\_\_ HK$\_\_\_\_\_\_\_  Purpose and direct relationship with developing business in the Mainland in case any HK media is involved:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | % |
| **Develop/ Enhance# Mobile Applications (APPS)** |  | ***(Total cost for development or improvement of Apps should not exceed 50% of the total budgeted expenditure for the project. The mobile application should be for promotional purpose only.)***  Develop new Apps  Enhance existing Apps  Content of the Apps: \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion Area/Target: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location for production: HK/Mainland#    Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  Purpose and its direct relationship with developing business in the Mainland:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_ | % |
| **(Please specify expected project deliverables)** | **(Please specify Implementation Dates)** | **Other Costs** (Other allowable expenses not falling under the above cost categories should be included[[9]](#footnote-9)):  Location for production: HK/Mainland#  Content： \_  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  Purpose and its direct relationship with developing business in the Mainland:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_ | % |
| 1. **Estimated Total Cost for the Above Measures** | | **HK$** |  |
| 1. **Estimated External Audit Fee[[10]](#footnote-10)** | | **HK$** |  |
| **B1. Estimated External Audit Fee to be Funded [[11]](#footnote-11) (Maximum funding at $10,000 per audit)** | | **HK$** | % |
| 1. **Total Project Cost**   **(C=A+B)** | | **HK$** |  |
| 1. **Amount of Funding Sought (D=A x 50%+B1)**   **(Maximum funding amount at $1,000,000)** | | **HK$** |  |
| 1. **Applicant’s Contribution in Cash**   **(E=C-D)** | | **HK$** |  |

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| **V Arrangement for Project Implementation:** | |
| Will the Applicant’s Mainland entity implement any measure(s) in the project? | Yes (Please specify the details in the section below.)  No (May leave blank the section below) |
|  | The applicant will set up a new entity in the Mainland under the project and will engage the new Mainland entity to implement the proposed project. Details are set out in Part IV of this application.  The applicant will engage its existing Mainland entity to implement the proposed project. Name of the existing Mainland entity:  Address:  This is the actual office location of the Mainland entity.  This address is for registration purpose only, the actual office location is： \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| No. of Employees in the Mainland entity [[12]](#footnote-12)  Full Time： Part Time： |
| The investment relationship between applicant and the Mainland entity:  the applicant (enterprise) holds more than 50% shareholding of the Mainland entity  one individual shareholder (natural person) with at least 30% shareholding of the applicant holds more than 50% of the shareholding of the Mainland entity  the same group of shareholders (natural person) of the applicant together holds 100% of the Mainland entity  the applicant (enterprise) or its major shareholders (natural person) has other investment relationship with the Mainland entity.[[13]](#footnote-13)  (Please specify: ) |

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| **VI Options for Funding Payment:** | |
| **Initial Payment** | |
| **Required**  An applicant opting for receiving initial payment for their approved project may be required to provide personal guarantee by appointing a guarantor to sign a separate personal guarantee agreement.  An applicant will be required to provide personal guarantee if the aggregate amount of initial payment already and to be disbursed/committed exceeds $1 million. The applicant will be required to sign a separate personal guarantee agreement when signing the funding agreement and before receiving the initial payment.  The guarantor signing the personal guarantee agreement should normally be a natural person and a major shareholder (i.e. with shareholding of 30% or more) or the owner of the applicant. | **Not required** |
| **For details of the funding arrangements and financial management, including the personal guarantee arrangement, please refer to paragraph 5 of the Guide to Application (Mainland Programme)[[14]](#footnote-14).** | |

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| **VII Other Information of the Project:** | | | |
| Project Coordinator and Position: | Name (English): \_  Name (Chinese): \_  Position: \_  Company/Organisation[[15]](#footnote-15):  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | Tel No.: \_  Fax No.: \_  Email Address: \_ | |
| Deputy Project Coordinator and Position: | Name (English): \_  Name (Chinese): \_  Position:\_ \_  Company/Organisation15:  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | Tel No.: \_  Fax No.: \_  Email Address: \_ | |
| Please indicate whether Applicant Enterprise has applied / is applying for financial support under the BUD Fund (including the Mainland and Free Trade Agreement (FTA) Programmes). | Yes (  Mainland Programme  FTA Programme)  Status of Application(s):  Approved  Application No. 1: \_\_\_\_\_\_\_\_, Initial payment applied HK$\_\_\_\_\_\_\_, Approved Funding Amount HK$\_\_\_\_;  Application No. 2: \_\_\_\_\_\_\_\_, Initial payment applied HK$\_\_\_\_\_\_\_, Approved Funding Amount HK$\_\_\_\_;  Application No. 3: \_\_\_\_\_\_\_\_, Initial payment applied HK$\_\_\_\_\_\_\_, Approved Funding Amount HK$\_\_\_\_;  Rejected (Application No: )  Under processing (Application No: )  Withdrawn (Application No: ) | | No |
| Please indicate whether Applicant Enterprise has applied / is applying / plans to apply for other funding support provided by the HKSAR Government/Mainland authorities or other non-governmental organisation in Hong Kong/other areas for carrying out the same project measures in the proposed project[[16]](#footnote-16)? | Yes  Name of organisation providing the funding scheme/source and Area:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name of the funding scheme/source and Area:  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Status of Application(s):  Approved (Application No.: \_\_\_\_\_\_\_\_\_\_\_)  (Please specify the Approved Funding Amount HK$/Other Currencies: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**)  Rejected (Application No.: \_\_\_\_\_\_ \_\_\_\_\_)  Under processing (Application No.: \_\_\_\_\_\_\_\_\_\_\_)  Withdrawn (Application No.: \_\_\_\_\_\_ \_\_\_\_\_) | | No |

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| **VIII.**  **Declaration & Signature by the Applicant** |

I, on behalf of , declare that:

1. the Applicant has read the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Mainland Programme)” (the Guide to Application) and agree to follow the provisions set out in the Guide to Application;
2. all factual information provided in this Application as well as the accompanying information are true and accurate and reflect the status of affairs as at the date of submission. The Applicant understands that any wilful provision of false information or withholding of any material information relating to this Application will affect the outcome of this Application. The Applicant undertakes to inform HKPC immediately in writing if there are any subsequent changes to the above information; and
3. the Applicant is having substantive business operations in Hong Kong, is at present not a listed company and has no plan to become a listed company, in Hong Kong or any other places.

The Applicant authorises HKPC and its authorised persons to handle the personal data/information provided in this Application in accordance with paragraph 7.9 of the Guide to Application. The Applicant also authorises HKPC and HKSAR Government to verify the information provided in this Application with the related Government bureaux/departments and organisations.

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| Authorised Signature with Company Chop |  | Name of Authorised Signatory |
|  |  |  |
| Name of Applicant |  | Position |
|  |  |  |
| Date |  |  |

**Appendix 1 – Reference Information**

1. Current Business Sector:

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Manufacturing - | | | | |  | | | | |
|  | | Chemical & Biotechnology | | | Electronics | | | | Food & Beverage | | |
|  | | Industrial Machinery | | | Jewellery | | | | Watches & Clocks | | |
|  | | Printing & Publishing | | | Textile & Clothing | | | | Footwear | | |
|  | | Toys | | | Metal Products | | | | Electrical Appliances | | |
|  | | Plastics | | | Environmental Industries | | | | Medical and Optical Devices | | |
|  | | Others | |  | | | | | (Please specify) | | |
|  | | | | | | | | | | |
|  | Non-manufacturing - | | | | |  | | | | |
|  | Banking, Insurance &  other Finance Services | | | | Creative Industries (including product image and design services) | | | | | |
|  | Real Estate | | | | Construction | | | Transportation | | |
|  | Film Entertainment | | | | Telecommunication | | | Information Technology | | |
|  | Wholesale & Retail\* | | | | Restaurants | | | Tourism | | |
|  | Import & Export Trade\* | | | | Hotels | | | Logistics | | |
|  | Testing and Certification | | | | Advertisement, Sales & Marketing | | | | | |
|  | Professional Services（including legal & accounting services） | | | | | | | | |  |
|  | Others | |  | | | | | | | (Please specify) |

\*Remarks: Please specify the products from Wholesale & Retail / Import & Export Trade business sector:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Chemical & Biotechnology | | Electronics  Food & Beverage | | |
|  | Industrial Machinery | | Jewellery | Metal Products | |
|  | Printing & Publishing | | Textile & Clothing | Plastics | |
|  | Toys | | Watches & Clocks | Electrical Appliances | |
|  | Health Care Products | | Wine & Beer | Cosmetics | |
|  | Footwear | | Telecommunication Equipment | | |
|  | Others |  | | | (Please specify) |

(2) Member of Trade and Industrial Organisation:

|  |  |  |
| --- | --- | --- |
|  | Yes | Name of Trade and Industrial Organisation : **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
|  | No |  |

1. Please indicate whether you will create new post(s) in **Hong Kong** and recruit additional staff to fill the posts for implementing the project.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | |  |
|  | Yes | Please specify the post, number and major duty of the additional staff to be recruited: | | | |
|  |  |  | | |  |
| **Post**  **in Hong Kong** | | | **Estimated Number of Additional Staff** | **Major Job Duty** | **Whether the cost was included in the project expenditure stated in Part IV “Project Implementation Plan / Expected Project Deliverables / Project Expenditure”?** |
|  | | |  |  |  |
|  | | |  |  |  |
|  | | |  |  |  |
|  | | |  |  |  |
|  | No | | | |  |

1. Please indicate whether you will recruit additional staff in **Hong Kong after project completion** to cater for/support the business expansion brought about by the deliverables of the proposed project?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | | |
|  | Yes | Please specify the post, number and major duty of the additional staff to be recruited: | | |
|  |  |  | | |
| **Post**  **in Hong Kong** | | | **Estimated Number of Additional Staff** | **Major Job Duty** |
|  | | |  |  |
|  | | |  |  |
|  | | |  |  |
|  | No | | | |

1. Please indicate whether the project will bring about benefits to other Hong Kong enterprises (e.g. implementation/completion of the project will increase the demand for the products/services provided by other Hong Kong enterprises or facilitate the development of other business sectors)?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | |
|  | Yes | Please indicate the sectors that may benefit from the project (more than one sectors can be chosen) | | | | | |
|  |  | | | | | | |
|  | Manufacturing - | | | |  | | |
|  | Chemical & Biotechnology | | | Electronics | | Food & Beverage | |
|  | Industrial Machinery | | | Jewellery | | Watches & Clocks | |
|  | Printing & Publishing | | | Textile & Clothing | | Footwear | |
|  | Toys | | | Metal Products | | Electrical Appliances | |
|  | Plastics | | | Environmental Industries | | Medical and Optical Devices | |
|  | Others | |  | | | (Please specify) | |
|  | | | | | | | |
|  | Non-manufacturing - | | | |  | | |
|  | Banking, Insurance &  other Finance Services | | | Creative Industries | | | |
|  | Real Estate | | | Construction | | Engineering | |
|  | Film Entertainment | | | Telecommunications | | Information Technology | |
|  | Wholesale & Retail | | | Restaurants and Hotels | | Tourism | |
|  | Import & Export Trade | | | Transportation and Logistics | | Education Services | |
|  | Testing & Certification | | | Advertisement, Sales & Marketing | | | Personal Care Services |
|  | Professional Services（including legal & accounting services） | | | | | Medical Services | |
|  | Others | |  | | | (Please specify) | |
|  | No | |  | | | | |
|  | Not sure | |  | | | | |

**Appendix 2 - Notes for Type (ii) Application**

1. The enhanced Mainland Programme of the Dedicated Fund on Branding, Upgrading and Domestic Sales (the Mainland Programme) is open to application starting from 20 January 2020.
2. All non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Cap. 310) with substantive business operations in Hong Kong are eligible to apply for the Mainland Programme of the BUD Fund (the Mainland Programme).
3. There are two types of eligible projects for application:

(i)Projects that involve the engagement of qualified service providers by the applicants to develop holistic business plans in the areas of branding, upgrading and restructuring and/or sales for the applicants to enhance the enterprise’s competition and/or develop the business in the Mainland market (“Type (i) Project Application”); and

(ii) **Projects that involve the implementation of specific measures in the areas of branding, upgrading and restructuring and/or sales by the applicants themselves or implementation agents engaged by the applicants (“Type (ii) Project Application”) to enhance the enterprise’s competitiveness and/or develop the business in the** Mainland **market.**

1. Applicants for “Type (i) Project Application” and “Type (ii) Project Application” are required to complete different Application Forms and submit the relevant supporting documents. This application form can only be used for **“Type (ii) Project Application”**.
2. Please study the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Mainland Programme)” (the Guide to Application) carefully before completing the application form.
3. Please use attachments if the space provided for a particular item is insufficient.
4. Enterprises interested in applying for funding support under the Mainland Programme should prepare the following documents:
   1. One hard copy of the completed Application Form and one soft copy (preferably in MS Word format); and
   2. Photocopies of the Appendix 3 documents of the Application Form.

Please submit the above documents to HKPC, the implementation partner of the BUD Fund, in person or by post.

Address: Reception, G/F, HKPC Building, 78 Tat Chee Avenue

Kowloon, Hong Kong.

(For submitting application in person, please deposit your application documents in “The BUD Fund Application Form - Collection Box”.)

For details about application, please refer to the Guide to Application. The Guide to Application and Application Form can be downloaded from the website of the Mainland Programme. Enquiries can be directed to HKPC by phone, by email or in person.

Address: HKPC Building, 78 Tat Chee Avenue

Kowloon, Hong Kong.

Telephone: (852) 2788 6088

Fax: (852) 3187 4525

E-mail: [bud\_sec@hkpc.org](mailto:bud_sec@hkpc.org)

Website: [www.bud.hkpc.org](http://www.bud.hkpc.org)

1. The programme is open for application all year round. The Programme Management Committee responsible for overseeing the implementation of the programme will assess the applications on a continual basis and HKPC will inform the applicants of the outcome in writing.

**Appendix 3 - Supporting Documents Required for Application**

Please put a “√” in the box or fill it with black colour (if applicable) to indicate that copies of the relevant documents will be submitted together with this Application to HKPC.

|  |  |  |
| --- | --- | --- |
|  | Copy of the Business Registration Certificate of the Applicant | |
|  |  | |
|  | Copy of documentary proof of the shareholders of the Applicant as stated in Part I of this Application (e.g. Form 1(a) of the Business Registration Office, Annual Return of the Companies Registry (Form AR1), etc.) | |
|  |  | |
|  | Copy of documentary proof of the Applicant’s substantive business operation in Hong Kong (such as MPF contribution record, annual audited accounts, business receipts, etc. For list of acceptable documents, please refer to **Annex 2** of the Guide to Application) | |
|  |  | |
|  |  | |
|  | (For projects intended to be implemented by the Applicant’s Mainland entity) Copy of the documentary proof (e.g. business licence(s) and certificate(s) of approval) of the relationship between the Applicant and the current business entity in the Mainland (i.e. the business entity stated in Part V of this application) | |
|  | Copy of the documentary proof of the agent agreement of product(s)/service(s) (demonstration of the end date of authorisation in the agreement) (if applicable) | |
|  | Copy of the documentary proof of the Applicant’s annual sales turnover last year (waived for applicant entity set up in the current year) | |
|  | Copy of documentary proof of the current business operation already set up in the Mainland (if applicable) | |
|  | Copy of the trademark registration, project testing certificate(s) and local business licence(s) of the current business entity of the Applicant in the Mainland (if applicable) | |
|  | Copy of publicity materials introducing the Applicant’s product(s) or service(s)/business/awards received (if applicable) | |
|  |  | |
|  | Others: |  |
|  |  | |

- End –

1. Refers to the date on which the Hong Kong Productivity Council (HKPC) confirms the receipt of the application form and required documents. [↑](#footnote-ref-1)
2. For implementing specific measures related to developing business in the Mainland market. [↑](#footnote-ref-2)
3. The number of employees in HK shall include individual proprietors, partners and shareholders actively engaged in the work of the applicant enterprise as well as salaried employees of the enterprise, including full-time or part-time salaried personnel directly paid by the enterprise, both permanent and temporary. [↑](#footnote-ref-3)
4. Please refer to paragraph 2.1 of the application guide. Listed enterprises and enterprises having short-term plans to go listed are not eligible to apply under the programme. [↑](#footnote-ref-4)
5. Please refer to paragraph 1.5.2 of the application guide regarding provisions on funding amounts and principles applicable to applicant enterprise and its related enterprises. [↑](#footnote-ref-5)
6. Refer to modes of operations, namely Business-to-Business (B2B), Business-to-Consumer (B2C) or a combination of both (B2B + B2C). [↑](#footnote-ref-6)
7. Refer to mode of operations, namely Original Equipment Manufacturing (OEM), Original Design Manufacturing (ODM) or Original Brand Manufacturing (OBM). [↑](#footnote-ref-7)
8. Please refer to paragraph 5.3.1 and Annex 3 of the Guide to Application about the fundable costs for recruiting additional manpower [↑](#footnote-ref-8)
9. Please refer to Annexes 3 and 4 of the Guide to Application about details of ‘other expenses’ fundable and not fundable under the programme. [↑](#footnote-ref-9)
10. For projects not exceeding 18 months in duration, only one final audited accounts are required. For projects over 18 months in duration, one annual audited accounts to cover the first 12 months of the project period and also one final audited accounts to cover the whole project period (i.e. two audited accounts in total) are required. [↑](#footnote-ref-10)
11. Examples for illustration: For projects involving only one audit, if the external audit fee budgeted (B) is $5,000 per audit, the external audit fee to be funded (B1) should be $5,000 for one audit. If the external audit fee budgeted (B) is $12,000 per audit, the external audit fee to be funded (B1) should be the maximum fundable cap at $10,000. [↑](#footnote-ref-11)
12. The number of employees in the Mainland shall include individual proprietors, partners and shareholders actively engaged in the work of the applicant enterprise as well as salaried employees of the enterprise, including full-time or part-time salaried personnel directly paid by the enterprise, both permanent and temporary. [↑](#footnote-ref-12)
13. Subject to the consideration of the Programme Management Committee (PMC), the Mainland entity having other investment relationship with the applicant (enterprise) or the major shareholder (natural person) may also be considered as eligible. The applicant should provide documentary proof of the investment relationship for the PMC’s consideration. [↑](#footnote-ref-13)
14. Version of 1/2020. [↑](#footnote-ref-14)
15. Project coordinator and deputy project coordinator should be a staff member of the applicant company. Please refer to paragraphs 3.2.3 and 7.2 as well as Annex 6 of the Guide to Application. [↑](#footnote-ref-15)
16. Projects or individual measures in the projects that have already obtained / would obtain other sources of funding support provided by the HKSAR Government / Mainland authorities or other non-governmental organisations in Hong Kong or elsewhere will NOT be eligible for funding support under the Mainland Programme. [↑](#footnote-ref-16)