

「BUD 專項基金：企業支援計劃」秘書處

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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

【企業支援計劃】 Enterprise Support Programme



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

HKPC[®]

「發展品牌、升級轉型及拓展內銷市場的專項基金」

為協助香港企業把握國家「十二·五」規劃的機遇，香港特別行政區政府於2012年6月推出一項總值10億元的「發展品牌、升級轉型及拓展內銷市場的專項基金」（簡稱「BUD專項基金」）。基金旨在為香港企業提供資助，協助他們透過發展品牌、升級轉型及拓展內銷市場以開拓及發展內地市場。

「BUD專項基金」設有兩項計劃：

1. 「企業支援計劃」

向**個別企業**提供資助，由香港生產力促進局擔任秘書處，協助推行計劃；及

2. 「機構支援計劃」

向**非分配利潤組織**提供資助，由工業貿易署負責推行。

（本小冊子提供「企業支援計劃」的簡介。有關「機構支援計劃」的簡介，請參閱工業貿易署相關的小冊子及其網頁：www.bud.tid.gov.hk。）

目的

資助個別香港企業推行有關發展品牌、升級轉型和拓展內銷的項目，從而提升他們在內地市場的競爭力，促進他們在內地市場的發展。

申請資格

所有按照《商業登記條例》（第310章）在香港登記，並在申請時在香港有實質業務運作的非上市企業，不論是從事製造或服務行業，或是否已在內地有業務運作，均符合資格申請資助。主要在海外或內地營運業務的企業或空殼公司將不視為在香港擁有實質業務。

企業如獲得資助，必須確保其申請資格於項目推行期內維持不變。

資助項目

任何有助個別香港企業透過發展品牌、升級轉型及/或拓展內銷以開拓及發展內地市場的項目均可申請資助。一些符合相關範疇的例子包括：

範疇	例子
發展品牌	品牌發展策略與計劃制訂、品牌定位及形象設計及市場調研、品牌推廣等
升級轉型	新產品設計、新技術引進、管理體系提升、生產自動化等
拓展內銷市場	內銷市場研究、內銷策略與計劃制訂、內銷渠道建立、產品/服務推廣等

企業申請資助時，須提交一份連同填妥全盤業務發展計劃的申請表格，描述建議措施可如何提升該企業在內地市場的競爭力及促進其在內地的業務發展。

企業亦可申請資助，委聘合資格的顧問協助制定上述的全盤業務發展計劃(即第(i)類申請項目)。顧問的資格要求可參閱「企業支援計劃」的申請指引。申請指引可在 www.bud.hkpc.org 下載。

每個獲資助項目須於24個月內完成。已獲或將獲其他政府撥款資助的項目(包括項目中的個別措施)，將不可在「BUD專項基金」下再獲得資助。

資助金額

資助按對等原則提供，政府最多資助個別項目總核准開支的50%，而企業須以現金形式承擔不少於該項目總核准開支的50%。每家企業在「企業支援計劃」下的累計資助上限為50萬元。在基金的申請期內，每家企業最多可獲資助三個核准項目*(包括“ESP申請易”)。

申請期

「BUD專項基金」由2012年6月起開始接受申請，政府於2017年2月公布延長基金的申請期五年至2022年6月，以協助香港企業在內地的業務發展。

資助範圍

與項目直接有關的支出(如購置新機器設備、展位場租、聘用顧問、舉辦或參與推廣活動等)均可獲資助。企業日常營運的費用(如已聘僱員工的薪金、辦公室租金及一般行政及辦公室開支等)，則不獲資助。詳情可參閱「企業支援計劃」的申請指引。

* 企業如在項目獲批後最終未有推行項目/撤回項目，將視作已使用一個核准項目額計算。

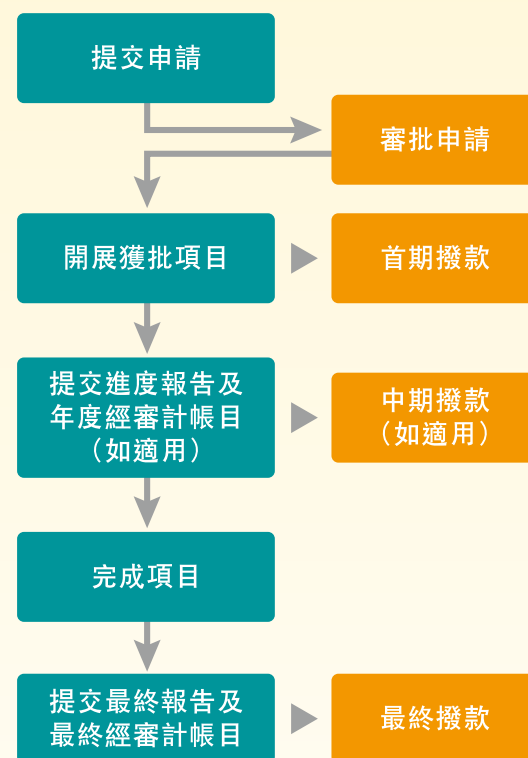
審批程序

所有申請會交由計劃管理委員會審批。該委員會由一名政府官員擔任主席，成員包括來自工商界以及在發展品牌、升級轉型及拓展內銷市場方面具有專業知識或經驗的人士。

計劃管理委員會一般約每三個月(季度)召開一次會議。所有接獲的申請會分批呈交不同季度舉行的計劃管理委員會會議上審閱。分批申請的截止日期將於「企業支援計劃」的網頁 www.bud.hkpc.org 公布。

秘書處(即香港生產力促進局)會在計劃管理委員會作出決定後通知申請企業審批結果。

「企業支援計劃」—「一般申請」的審批流程及撥款安排*



* 「企業支援計劃」下的「一般申請」、「ESP支援易」或「ESP申請易」的審批流程因應其種類有不同安排，詳情請參閱相關部分。

項目協議、帳目及報告

企業須就獲批項目：

- 與秘書處簽訂資助協議；
- 開設獨立的銀行帳戶，專門處理項目的所有收支，並就項目保留獨立及清晰的帳目；及
- 在項目完成後，提交最終報告及最終經審計帳目；視乎獲批項目的推行時間，或須提交進度報告及年度經審計帳目如下：

項目推行時間	年度進度報告及年度經審計帳目	最終報告及最終經審計帳目
18個月或以下	無須提交	項目完成後2個月內提交
18個月以上至24個月	須於12個月後的一個月內提交年度進度報告及年度經審計帳目	項目完成後2個月內提交

秘書處可能會安排實地考察以檢視項目的進度及成效，獲資助企業的負責人及/或項目統籌人（副統籌人）必須按秘書處要求出席有關會議及實地考察，否則將被視作未能符合撥款要求而影響日後申請發還項目開支。

發放撥款

為了協助企業應付在開展獲批項目時的資金需要，秘書處在簽訂資助協議後會向企業發放首期款項*。其後的撥款會在企業按規定遞交的進度/最終報告及經審計帳目獲接納後，以回撥方式發放。所有撥款會於獲資助企業投入等額資金後發放。詳情如下：

項目推行時間	18個月或以下	18個月以上至24個月
首期撥款	政府核准撥款總數的25%	政府核准撥款總數的25%
中期撥款	不適用	上限為政府核准撥款總數的25%（視乎項目進展及實際開支）
最終撥款	資助餘額**	資助餘額**

* 有關「企業支援計劃」下的「ESP支援易」或「ESP申請易」的帳目及撥款安排，請參閱相關部份。

** 視乎項目完成後的實際開支。

暫停或終止資助

政府保留暫停或終止核准項目資助的一切權利。項目一旦被暫停或終止，企業便無權收取政府於本計劃的撥款；項目的任何相關開支應由申請企業一力承擔，企業須退回政府已發放的項目撥款（不論企業是否已運用該筆撥款）及有關的行政、法律及其他開支和利息。

採購程序

申請企業須參考廉政公署¹及競爭事務委員會²的指引，制定報價邀請書/招標文件。尤其是(i)確保報價邀請書/招標文件載有誠信條款及反圍標條款；及(ii)在適當情況下要求報價者/投標者在提交報價/標書時簽署確認書。

申請企業應在採購項目的設備、貨品或服務時持絕對謹慎的態度，同時，必須遵守以下程序：

(A) 在每一次採購或租賃項目相關或項目專用的設備、貨品或服務時，如總值不超過港幣五萬元，申請企業必須邀請至少兩個供應商/服務提供者/顧問/承判商或出租商提交書面報價，並必須接納最低價者。如邀請少於兩個供應商/服務提供者/顧問/承判商或出租商，企業必須提供充份理據。如未能選取最低價者，企業亦必須提供充份理據，並須事先取得計劃秘書處的書面同意。

(B) 在每一次採購或租賃項目相關或項目專用的設備、貨品或服務時，如總值超過港幣五萬元但不多於港幣一百四十萬元，申請企業應邀請至少五個供應商/服務提供者/顧問/承判商或出租商提交書面報價，並必須接納最低價者。如邀請少於五個供應商/服務提供者/顧問/承判商或出租商，企業必須提供充份理據。如未能選取最低價者，企業亦必須提供充份理據，並須事先取得計劃秘書處的書面同意。

¹ 廉政公署刊發《「誠信·問責」—政府基金資助計劃受資助機構實務手冊》小冊子，為申請企業提供一套實用指引，協助它們適當地運用資助，包括誠信條款及反圍標條款範本。該實務手冊的電子版本可於廉政公署網站 (http://www.icac.org.hk/filemanager/tc/Content_1031/GranteeBPCC.pdf) 下載。申請企業宜參考該實務手冊內有關運用政府資助的最佳做法，並就有關該實務手冊的問題或在需要防貪建議時與廉政公署防止貪污處聯絡(電話：2526 6363)。

² 競爭事務委員會刊發《招標有良方 採購高效益》小冊子，協助企業防止及辨識合謀圍標，務求能確保公開及有效的招標程序。該小冊子的電子版本可於競爭事務委員會網站 (https://www.compcomm.hk/tc/media/reports_publications/files/Competition%20Com_C_PamphletPart%202.pdf) 下載。申請企業可就該小冊子的問題與競爭事務委員會聯絡(電話：3462 2118)。

(C) 在每一次採購或租賃項目相關或項目專用的設備、貨品或服務時，如總值超過港幣一百四十萬元，申請企業必須採用公開及競爭性的投標程序，並使用普羅大眾容易接觸的渠道以公佈此項招標訊息。如非選用報價最低的供應商，獲資助企業須事先取得計劃秘書處的書面同意和提交充分理據。

申請企業或企業的任何獲邀或涉及報價或投標活動的授權人士，一概不得參與該投標或報價活動。

避免聘任服務提供者、顧問及承判商的利益衝突

在聘任服務提供者／顧問／承判商以推行本計劃的核准項目時，申請企業所聘任的服務提供者／顧問／承判商，其持有人、股東、管理層不應為申請企業的持有人、股東、管理層或其親屬。

Dedicated Fund on Branding, Upgrading and Domestic Sales

To help Hong Kong enterprises capture the opportunities arising from the National 12th Five-Year Plan, the Hong Kong Special Administrative Region Government set up a “Dedicated Fund on Branding, Upgrading and Domestic Sales” (the BUD Fund) of \$1 billion in June 2012. The Fund aims to provide funding support to assist Hong Kong enterprises in exploring and developing the Mainland market through developing brands, upgrading and restructuring operations and promoting domestic sales in the Mainland.

The BUD Fund comprises two programmes:

1. Enterprise Support Programme

to provide funding support for **individual enterprises**. The Hong Kong Productivity Council acts as the Secretariat to assist in implementing the Programme; and

2. Organisation Support Programme

to provide funding support for **non-profit distributing organisations**. The Trade and Industry Department implements the Programme.

(This pamphlet provides information on the Enterprise Support Programme of the BUD Fund. For information on the Organisation Support Programme, please refer to the Trade and Industry Department's relevant pamphlet and website: www.bud.tid.gov.hk)

Objective

To provide funding support to individual Hong Kong enterprises in undertaking projects to develop brands, upgrade and restructure their business operations and promote sales in the Mainland market, so as to enhance their competitiveness and facilitate their business development in the Mainland market.

Eligibility

All non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Chapter 310) with substantive business operations in Hong Kong at the time of application are eligible to apply, irrespective of whether they belong to the manufacturing or service sector or whether they already have any business operations in the Mainland. A shell company or an enterprise having most of its main business operations outside Hong Kong will not be regarded as having substantive business operations in Hong Kong.

The applicant must maintain its eligibility throughout the period of project implementation if it is funded.

Funded Projects

Any projects that assist individual Hong Kong enterprises in exploring and developing the Mainland market through developing brands, upgrading and restructuring operations and promoting domestic sales in the Mainland are eligible. Some examples that fall within the scope of the BUD Fund are as follows:

Area	Examples
Branding	Brand Development Strategy and Planning , Brand Positioning and Image Design, and Market Survey, and Brand Promotion, etc.
Upgrading & Restructuring	New Product Design, New Technology Adoption, Management System Upgrading, Manufacturing Automation, etc.
Promoting Domestic Sales	Domestic Sales Market Survey, Domestic Sales Strategy and Plan Formulation, Domestic Sales Channel Building, Product/Service Promotion, etc.

Applicants should submit the completed application form with a holistic business plan to show how the proposed measures can enhance their competitiveness and facilitate their business development in the Mainland market.

Applicants may also apply for funding support under the Programme to engage qualified consultants to help develop a holistic business plan (known as Type (i) Project Application). The qualifying requirements for consultants are set out in the “Guide to Application for the Enterprise Support Programme” available at www.bud.hkpc.org

Each funded project should be completed within 24 months. Projects (including individual measure in the project) that have already obtained/will obtain other source(s) of Government funding support will not be eligible for funding support under the BUD Fund.

Funding Amount

Funding will be provided on a matching basis, i.e. the Government will cover a maximum of 50% of the total approved project cost and the enterprise has to contribute no less than 50% of the total project cost in cash. During the tenure of the BUD Fund, each enterprise may obtain funding for a maximum of three approved projects (including “ESP Easy”)*. The cumulative funding ceiling per enterprise under the BUD Fund is \$500,000.

Application Period

The Enterprise Support Programme has been opened for applications starting from June 2012. The Government announced in February 2017 that the Programme application period would extend for five years to June 2022 to assist Hong Kong enterprises in furthering their business development in the Mainland.

Funding Scope

Expenses directly related to the project (e.g. procurement of new equipment, booth rental, engagement of consultant, organisation of or participation in promotional activities, etc.) may be funded. Daily or routine operating expenditures of the enterprise (e.g. salary of existing employee(s), office rental, general administrative and office expenses, etc.) will not be funded. Please refer to the “Guide to Application for the Enterprise Support Programme” for details.

Vetting Procedure

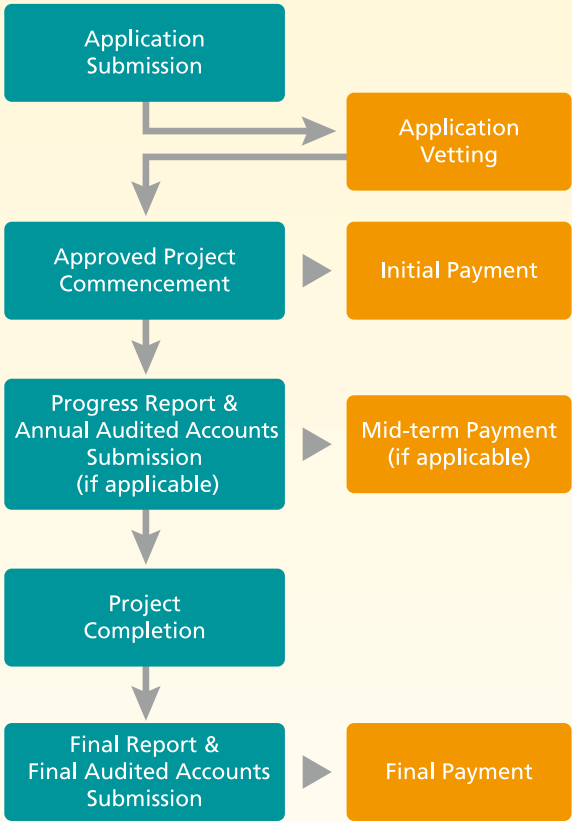
All applications will be vetted by a Programme Management Committee (PMC). The PMC is chaired by a government official and members are drawn from, *inter alia*, the trade and those with expertise or experience in branding, upgrading & restructuring and domestic sales.

* If applicant had not implemented the project / had withdrawn the project after the approval of an application, it would still be counted as one approved project for the applicant.

The PMC will usually meet once every three months (i.e. on a quarterly basis). Applications will be considered by the PMC in batches at its quarterly meetings. The cut-off dates for different batches of applications will be announced on the website of the Enterprise Support Programme: www.bud.hkpc.org.

Applicants will be informed by the Programme Secretariat (i.e. the Hong Kong Productivity Council) of the results of their applications after the PMC has made the decision.

Enterprise Support Programme – “Normal Track” : Application Vetting Procedures and Disbursement of Funds*



* The Enterprise Support Programme includes “Normal Track Application”, “Normal Track - Simplified Option” & “ESP Easy” which involve different procedures subject to application type. For details, please refer to the relevant sections accordingly.

Project Agreement, Accounts and Report(s)

In respect of each approved project, the funded enterprise has to:

- sign a funding agreement with the Programme Secretariat;
- open a separate bank account for processing all receipts and payments of the project and keep separate and clear accounting records for the project; and
- submit a final report together with final audited accounts upon project completion; and depending on the duration of the project, submit progress reports and annual audited accounts as follows:

Project Duration	Submission of Annual Progress Reports and Annual Audited Accounts	Submission of Final Report and Final Audited Accounts
18 months or below	Not required	Within 2 months upon project completion
Over 18 months to 24 months	Submission of Annual progress report and annual audited accounts within 1 month after the relevant 12-month period	Within 2 months upon project completion

The Programme Secretariat may conduct on-site checking of the projects to verify the project progress and results. The owner and/ or the project co-ordinator (Deputy project co-ordinator) are required to attend the meeting and on-site check. Otherwise, the enterprises would be considered not complying the funding requirement and affect the funding reimbursement.

Disbursement of Funds

To assist the enterprises in meeting the financial needs at the start-up of the project, the Programme Secretariat will disburse an initial payment to each funded enterprise upon signing of the funding agreement*. Subsequent payment(s) will be effected on a reimbursement basis upon the acceptance of the required progress/final reports and audited accounts. All disbursements will be effected only after the funded enterprise has contributed funds for the project on a matching basis. Details are as follows:

Project Duration	18 months or below	Over 18 months to 24 months
Initial Payment	25% of total approved Government funding	25% of total approved Government funding
Mid-term Payment	Not applicable	Up to 25% of total approved Government funding subject to project progress and actual allowable project expenditures.
Final Payment	Balance of approved Government funding**	Balance of approved Government funding**

* For the different Project Accounts requirement and disbursement of Funds arrangement of "Normal Track-Simplified Option" or "ESP Easy", please refer to the relevant sections accordingly.

**Subject to the recognisable total project expenditure on project completion.

Suspension or Termination of Funding Support

The Government reserves the right to suspend or terminate funding support for an approved project. Once a project is suspended or terminated, the applicant will not be entitled to the receipt of Government funding under the Programme. Any cost incurred in the project will be solely borne by the applicant. The applicant should return the Government funding disbursed in respect of these projects (regardless of whether the applicant has already spent the funds or not) together with all administrative, legal and other costs and interest.

Procurement Procedures

The applicant enterprise shall make reference to the guidelines of the Independent Commission Against Corruption (ICAC)¹ and Competition Commission (CC)² in preparing the quotation/tender invitation document. In particular, the applicant enterprise should (i) ensure that: a probity clause, an anti-collusion and anti bid-rigging clauses are included in the quotation/tender invitation document; and (ii) where appropriate request bidder/tenderer to sign a confirmation on compliance when submitting quotation/tender.

The applicant shall exercise the utmost prudence in procuring equipment, goods or services for the project and must adhere to the following procedures:

- (A) For every procurement or lease of equipment, goods or services in relation to or for the purposes of the project, the aggregate value of which does not exceed HK\$50,000, the applicant shall invite at least two suppliers/service providers/consultants/contractors or lessors for written quotations and accept the lowest bid. Full justifications must be given if less than two suppliers/service providers/consultants/contractors or lessors could be identified from the market. If the lowest bid is not selected, prior written consent must be obtained from the Programme Secretariat and full justifications must be given.

¹ The ICAC has published a booklet "Strengthening Integrity and Accountability – Government Funding Schemes Grantee's Guidebook" providing applicant enterprises with a practical set of guidelines in utilising the funds, including sample of probity clause and anti-collusion clause. Softcopy of the Guidebook is available on ICAC's website (http://www.icac.org.hk/filemanager/en/Content_1031/GranteeBPC.pdf). Applicant enterprises are advised to make reference to the best practices in the Guidebook in utilizing government funds and contact the Corruption Prevention Advisory Service of ICAC (Tel: 2526 6363) for any questions concerning the Guidebook or if they need any corruption prevention advice.

² The CC has published the "Getting the most from your tender" brochure providing enterprises with a practical set of guidelines in ensuring an open and effective tendering process by preventing and detecting possible bid-rigging cartels. Softcopy of the brochure is available on CC's website (https://www.compcomm.hk/en/media/reports_publications/files/Competition%20Com_E_PamphletPart%202.pdf). Applicant enterprises are advised to contact the CC (Tel: 3462 2118) for any questions concerning the brochure.

(B) For every procurement or lease of equipment, goods or services in relation to or for the purposes of the project, the aggregate value of which is over HK\$50,000 but does not exceed HK\$1.4 million, the applicant shall invite at least five suppliers/service providers/consultants/contractors or lessors for written quotations and accept the lowest bid. Full justifications must be given if less than five suppliers/service providers/consultants/contractors or lessors could be identified from the market. If the lowest bid is not selected, prior written consent must be obtained from the Programme Secretariat and full justifications must be given.

(C) For every procurement or lease of equipment, goods or services in relation to or for the purposes of the project, the aggregate value of which exceeds HK\$1.4 million, the applicant shall use open and competitive tender procedures. Channels which are easily accessible by the general public shall be used to publicise the tender notices. If the lowest bid is not selected, prior written consent must be obtained from the Programme Secretariat and full justifications must be given.

The applicant or any person authorised by the applicant to call for or in any way involved in the quotation or tender exercise shall not participate in the bid itself.

Avoidance of Conflict of Interest in Engaging Service Providers, Consultants and Contractors

In engaging service provider(s)/consultant(s)/contractor(s) for implementing the projects approved under the Programme, the applicant should not engage a service provider/consultant/contractor the owners, shareholders, management of which are the owners, shareholders, management of the applicant enterprise or their relatives.

ESP 支援易

為促使香港企業開展 BUD 專項基金資助的項目，政府在現有的「企業支援計劃」下，於 2016 年 10 月份新增設 ESP 支援易（下稱「支援易」）。

「支援易」的特點如下：

- 不設首期撥款
- 中期*/最終撥款在計劃管理委員會及政府核准年度進度*/最終報告及相關的經審核的賬目後，以回撥的方式發放予申請企業
- 無須開設項目賬戶
- 項目最早可於向計劃秘書處遞交申請表後翌日進行，但以申請最終獲計劃管理委員會審批作準。如相關開支屬項目推行期內的推行措施產生，並已列載於獲委員會批准項目計劃書內，可申請資助。

* 只適用於推行時間超過 18 個月的核准項目。

「支援易」的申請資格要求、資助範圍、項目推行時間及最高資助金額將與現行「企業支援計劃」下的一般申請大致相同。有關「企業支援計劃」的「一般申請」、「支援易」和「申請易」的對比及其他不同要求摘要如下#：

	一般申請	ESP 支援易	ESP 申請易
資助範圍	全部	全部	有限制
推行時間	不多於 24 個月	不多於 24 個月	不多於 12 個月
申請資格	在香港有實質業務運作的香港註冊非上市企業	在香港有實質業務運作的香港註冊非上市企業	在香港有實質業務運作最少三年的香港註冊非上市企業
每個項目最高資助金額	\$500,000	\$500,000	\$200,000
撥款安排	首期撥款：✓ 中期撥款：✓* 最終撥款：✓ * 只適用於超過 18 個月的項目	首期撥款：X 中期撥款：✓* 最終撥款：✓ * 只適用於超過 18 個月的項目	首期撥款：X 中期撥款：X 最終撥款：✓
提交報告要求	(i) 項目推行時間 18 個月或以下（不會獲得中期撥款資助）： • 最終報告（並附上最終經審計帳目）：✓ (ii) 項目推行時間 18 個月以上（將會獲得中期撥款資助）： • 年度進度報告（並附上首年經審計帳目）：✓ • 最終報告（並附上最終經審計帳目）：✓	(i) 項目推行時間 18 個月或以下（不會獲得中期撥款資助）： • 最終報告（並附上最終經審計帳目）：✓ (ii) 項目推行時間 18 個月以上（將會獲得中期撥款資助）： • 年度進度報告（並附上首年經審計帳目）：✓ • 最終報告（並附上最終經審計帳目）：✓	進度報告：X 最終報告：✓
其他	需要開設獨立的项目賬戶以處理项目的收入及開支：✓ 項目開支必需於簽訂項目合約後始可發生	無需開設獨立的项目賬戶：X 項目開支最早可由向計劃秘書處遞交申請表翌日計算（惟項目最終必須獲政府核准及在項目期間內執行）	無需開設獨立的项目賬戶：X 項目開支最早可由向計劃秘書處遞交申請表翌日計算（惟項目最終必須獲政府核准及在項目期間內執行）

以上摘要謹供參考，詳情及資助要求以相關申請方式的申請指引為準。

Normal Track - Simplified Option

To facilitate Hong Kong enterprises to commence the BUD Fund projects, the ESP “Normal Track - Simplified Option” (“Simplified Option”) was launched in October 2016.

Main features of “Simplified Option” are as follows:

- no upfront payment will be disbursed by the Government;
- Interim*/ final payment will be made after acceptance of annual progress / final reports and relevant audit accounts by Programme Management Committee and the Government (i.e. all payment will be made on a reimbursement basis)
- the requirement of opening a designated project account would be waived; and
- project can commence at the earliest on the date after the date of submission of application, subject to Programme Management Committee (PMC)'s approval of the application. Relevant expenditure incurred after the application submission date can be recognised and funded, provided that the project measure was within project duration and included in the project proposal approved by the PMC.

* Only applicable to the approved project which project duration is over 18 months.

The eligibility requirement, scope of project, project duration and funding ceiling per project would remain the same as the ordinary “Normal Track” projects. A table with the main features and differences of projects under “Enterprise Support Programme’s normal track “Simplified Option” and “ESP Easy” are summarized as below[#].

	Normal Track	Normal Track - Simplified Option	ESP Easy
Scope	Full	Full	Restricted
Duration	Not more than 24 months	Not more than 24 months	Not more than 12 months
Eligibility	HK non-listed company with substantive business operations	HK non-listed company with substantive business operations	HK non-listed company, with substantive business operations for at least three years
Funding Ceiling per project	\$500,000	\$500,000	\$200,000
Payment	Initial: ✓ Mid-term: ✓* Final: ✓ * Applicable to project lasting more than 18 months only	Initial: X Mid-term: ✓* Final: ✓ * Applicable to project lasting more than 18 months only	Initial: X Mid-term: X Final: ✓
Reporting Requirement	(i) Projects lasting for 18 months or below (not eligible for interim funding disbursement): • Final report (with audited accounts): ✓ (ii) Projects lasting for more than 18 months (eligible for interim funding disbursement): • Annual progress report (with annual audited accounts): ✓ • Final report (with final audited accounts): ✓	(i) Projects lasting for 18 months or below (not eligible for interim funding disbursement): • Final report (with audited accounts): ✓ (ii) Projects lasting for more than 18 months (eligible for interim funding disbursement): • Annual progress report (with annual audited accounts): ✓ • Final report (with final audited accounts): ✓	Progress reports: X Final report: ✓
Others	Designated project account: ✓ Project incomes and expenses to be incurred after signing project agreement	Designated project account: X Project expenses to be incurred after submission of application (subject to subsequent approval of the application)	Designated project account: X Project expenses to be incurred after submission of application (subject to subsequent approval of the application)

[#] The above information is for reference only. Details and relevant requirements should be according to “Guidance To Application for BUD (ESP) and relevant Guidance Notes”.

ESP 申請易 - 簡易申請計劃

為鼓勵香港企業善用「BUD 專項基金」，於 2015 年 8 月份，在現有的『企業支援計劃』下加推「ESP 申請易 - 簡易申請計劃」（ESP 申請易），旨在透過簡化申請手續，更適切地為企業提供協助。

附加申請資格

申請企業必須是按照《商業登記條例》（第 310 章）在香港註冊的非上市企業，並在提交申請時已在香港有實質業務運作最少三年。

資助金額

在「ESP 申請易」下，資助會按照對等原則在項目完成後發放，而每個項目最多可獲二十萬元或總核准開支的 50% 的資助，以較低者為準。每間企業每季度只可提交一個「ESP 申請易」的申請項目。「ESP 申請易」下獲批項目的資助金額會計入每家企業在「企業支援計劃」下的累計資助上限（五十萬元），每間企業在「企業支援計劃」下（包括「ESP 申請易」）可合共獲資助最多三個核准項目。

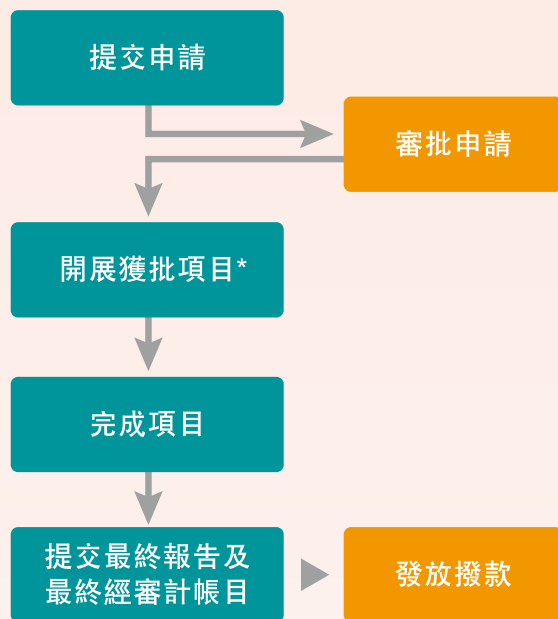
「ESP 申請易」的資助範圍

符合「ESP 申請易」的項目資助範圍包括：

- 參加內地展覽會及相關之貨運、交通及住宿費（當中的交通及住宿費不超於項目總開支的 20%）
- 建立或優化申請企業的自營網店或在第三方電子商貿平台上的網店、建立或優化申請企業的公司網頁，以拓展內銷
- 在內地/香港為內銷的產品進行檢測及認證
- 設計及製作在內地派發的宣傳物品
- 在內地申請註冊專利/商標/外觀設計/實用新型（每間企業在企業支援計劃（包括「ESP 申請易」）的最高累積資助金額為港幣十七萬元）
- 在內地投放直接與項目相關的廣告（不超於項目總開支的 50%）
- 製作或優化流動應用程式，以拓展內銷（不超於項目總開支的 50%）
- 外聘項目帳目審計之開支（每次審計上限為 \$10,000）

每個獲資助項目可包括多於以上一項，並須於 12 個月內完成。

審批流程及撥款安排



* 項目的最早起始日期可設於向計劃秘書處遞交申請後翌日，即先於項目獲批及簽署資助協議之前。
企業須注意項目最終必須獲得計劃管理委員會核准，有關項目措施才會獲得撥款。

項目協議、帳目、報告及發放撥款

企業須就獲批項目：

- 與秘書處簽訂資助協議；
- 必須妥善保存所有與項目相關的交易的獨立帳簿及記錄（包括但不限於採購記錄、報價、發票及正式收據），然而申請企業並非強制須要開設獨立的銀行帳戶處理「ESP申請易」項目的所有收支；
- 已遵照申請指引所列的程序及指引採購項目的貨品或服務（如有的話）；及
- 在項目完成後，提交最終報告及最終經審計帳目；

不設首期及中期撥款，所有撥款於項目完成後，待最終報告及最終經審計帳目獲得接納而發放。

秘書處可能會就項目安排實地考察以檢視項目的進度及成效。

提交申請及查詢

有意提出申請的企業需填寫申請表格，連同所需文件，郵寄或親身送交秘書處。申請詳情可參閱「企業支援計劃」、「ESP支援易」及「ESP申請易」的申請指引，有關指引及申請表格可在「企業支援計劃」的網頁下載。查詢可致電或電郵「企業支援計劃」秘書處。

地址：九龍達之路78號生產力大樓
「BUD專項基金：企業支援計劃」秘書處

電話：(852) 2788 6088

傳真：(852) 3187 4525

電郵：bud_sec@hkpc.org

網頁：www.bud.hkpc.org

ESP Easy - Simplified Application Track

To facilitate Hong Kong enterprises to make better use of the BUD Fund, the “ESP Easy – Simplified Application Track” (“ESP Easy”) was launched in August 2015 under the Enterprise Support Programme.

Additional Eligibility Requirements

Applicants must be non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Chapter 310) and have had substantive business operations in Hong Kong for at least 3 years at the time of application.

Funding Amount

Funding under “ESP Easy” would be provided on a matching basis after completion of projects, and the funding ceiling for each project is \$200,000 or 50% of the recognisable total project expenditure, whichever is the less. An enterprise can submit only one “ESP Easy” application in each batch. Funding approved for projects under “ESP Easy” would be counted towards the cumulative funding ceiling per enterprise under the Enterprise Support Programme (\$500,000); and each enterprise can obtain funding for a maximum of approved three projects under the Enterprise Support Programme (including “ESP Easy”).

Funding Scope of “ESP Easy” Projects

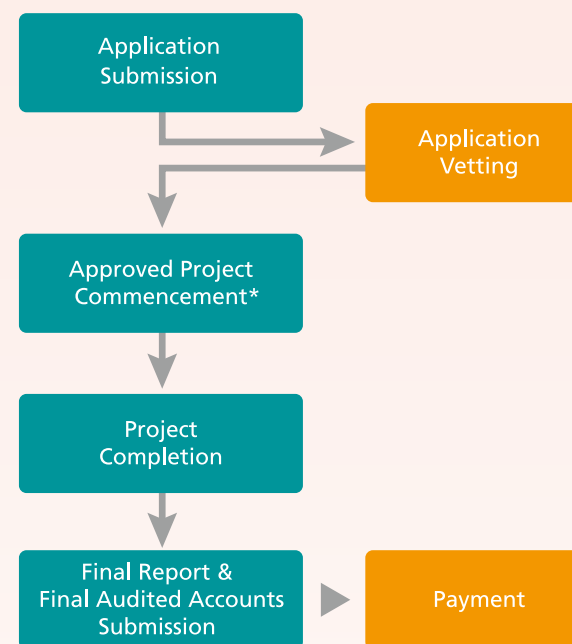
Funding scope of the “ESP Easy” is confined to the following:

- Participation in Mainland exhibitions and related transportation & accommodation costs (transportation & accommodation cost is subject to a cap of 20% of the total project expenditure)
- Establishment or enhancement of applicant’s own online shops or online shops on third party e-commerce platforms, or establishment or improvement of company website, for developing domestic sales in the Mainland
- Testing and certification for products in Hong Kong / Mainland for domestic sales
- Design/ production of physical promotion materials for distribution in the Mainland
- Registration of patents/ trademarks / designs / utility models in the Mainland (Maximum cumulative amount of funding support per enterprise under the Programme (including “ESP Easy”) is \$170,000)
- Placing advertisements directly related to the project in the Mainland (Subject to a cap of 50% of the total project expenditure)

- Development or improvement of mobile applications (apps) for developing domestic sales (Subject to a cap of 50% of the total project expenditure)
- External audit fee for the project (subject to a cap of \$10,000 for each audit)

Each funded project can cover more than one of the above items and should be completed within 12 months.

Vetting Procedure



* The earliest start date of the project can be the date following the submission of the application, that is before the project is approved and before a funding agreement is signed. It is reminded that funding for relevant project measures is still subject to PMC’s approval of the application.

Project Agreement, Accounts, Report and Disbursement of Funds

In respect of each approved project, the funded enterprise has to:

- sign a funding agreement with the Programme Secretariat;
- Keep proper and separate books and records for expenses incurred under the

project (including but not limited to procurement records, quotations, invoices and official receipts) though it is not mandatory to open a designated project account for the purpose of processing receipts and payments relating to the approved “ESP Easy” project;

- Comply with the procedures and guidelines set out in the “Guide to Application for BUD (ESP)” in procurement of equipment, goods or services for the project, if any, and
- submit a final report together with final audited accounts upon project completion.

There will be no initial payment. Payment will be made to the applicant on a reimbursement basis upon acceptance of the final report and the final audited accounts.

The Programme Secretariat may conduct on-site checking of the projects to verify the project progress and results.

Application Submission and Enquiries

Enterprises interested in applying for funding support under the Programme should complete the application form and submit the form, together with the required supporting documents, to the Programme Secretariat by post or in person. For more details about application, please refer to the “Guide to Application for the Enterprise Support Programme”, “Guidance Notes for Applications on ESP-Simplified Option” and the “Guidance Notes for Applications on ESP Easy”. The Guide, the Guidance Notes and application forms can be downloaded from the website of the Enterprise Support Programme.

Enquiries can be addressed to the Secretariat of the Enterprise Support Programme by phone or email.

Address : The Secretariat
The BUD Fund: Enterprise Support Programme
HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong

Telephone : (852) 2788 6088

Fax : (852) 3187 4525

E-mail : bud_sec@hkpc.org

Website : www.bud.hkpc.org