

## Hongkong Post's "BUD (ESP) Fund" Special Offers

To assist the business development of enterprises, Hongkong Post provides special offers to BUD (ESP) Fund grantees. Hongkong Post provides a total solution including international and local delivery services, as well as supporting services to assist enterprises in finding new customers and engaging customers. Upon successful registration for the offers by completing and returning this form to us on or before 30 June 2017, you may enjoy the offers as follows (more than one offers can be selected\*).

*\*Please tick to select the offer(s)*

☐ **OFFER 1 The Speedpost, Air Parcel, and Surface Parcel help you to deliver merchandise samples to Mainland China for business development, and offer you Convenience Store and Fast Food Restaurant Gift Vouchers**

For the first item weighting 5 kg or above sent to Mainland China via Speedpost Standard Service or Speedpost Multipack Service, you will be awarded a HK\$30 convenience store gift voucher. For the first item weighting 5 kg or above sent to Mainland China via Air Parcel or Surface Parcel, you will be awarded a HK\$20 fast food restaurant gift voucher. Customers may enjoy each of the Speedpost, Air Parcel, and Surface Parcel offers once. Customers are required to fax the respective certificate of posting and receipt within 3 months after posting to 2854 9623 for validation.

☐ **OFFER 2 Use Multi-channel Direct Marketing Web Platform ([www.dmdiy.hk](http://www.dmdiy.hk)) to produce and deliver your direct mail by Hongkong Post Circular Service, a Free QR Code will be awarded (including one year of response tracking report).**

It's easy to use the Multi-channel Direct Marketing Web Platform to produce and deliver Circular Mails. All you need to do is to select a suitable design template, design from scratch, or upload your pre-designed artwork, then select your distribution list. The free Black and White QR code (original price: \$100) must be used in the Circular Mail in action; should you choose to use other types of QR code, you will be required to pay the difference between the price of a black and white QR code and that of your chosen QR code.

☐ **OFFER 3 A one-time 20% Discount on the All-in-one Email Marketing Package at the Multi-channel Direct Marketing Web Platform ([www.dmdiy.hk](http://www.dmdiy.hk)) (original price: \$2,500; discounted price: \$2,000)**

The package includes eDM design, content checks, list hygiene, sending to 3,000 email addresses, and analysis report on tracking statistics.

☐ **OFFER 4 A one-time 20% Discount on the Campaign Landing Page service at the Multi-channel Direct Marketing Web Platform ([www.dmdiy.hk](http://www.dmdiy.hk)) (original price: \$2,500; discounted price: \$2,000)**

The service includes one designed landing page with real time online report, web hosting of 30 days, an online form with data collection, social media sharing (e.g. Facebook, Twitter, Weibo, Google+), tracking hyperlinks, and post campaign online report.

☐ **OFFER 5 One 4GB Posting Box USB Flash Drive for successful registration as a new member of PostalPlus for SME**

If you successfully registered as a new PostalPlus for SME member, you will be awarded a 4GB Posting Box USB Flash Drive, as well as an iMail<sup>R</sup> Service coupon, a Hongkong Post Circular Service coupon, and a PostalPlus for SME souvenir as welcome gifts. For new member who successfully opens a new Speedpost main account at the same time, Speedpost souvenir will be awarded as well.



**Details of registering BUD (ESP) Fund grantees (all fields must be filled)**

Enterprise Name: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_ Position: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone No.: \_\_\_\_\_ Email Address: \_\_\_\_\_

**For enquiry, please call 2921 6020****Terms and Conditions:**

1. Grantees of the “BUD (ESP) Fund” whose approved projects are listed in the BUD Enterprise Support Programme website (<http://www.bud.hkpc.org>) are eligible for enjoying the above offers.
2. Registration period of the offers starts from now till 30 June 2017. Applicants must complete and fax this registration form to 2854 9623. Hongkong Post will contact to confirm the application by phone within 2 working days after receiving the registration form.
3. The offers are valid from the date of successful registration till 31 July 2017.
4. Name of the enterprise enjoying the offers must be the same as the “Enterprise Name” stipulated in this registration form. Registration under personal name will not be accepted.
5. Successful registered enterprise can enjoy each of the above Offer 1 to Offer 5 for one time. Enterprise selecting Offer 1 can enjoy the offer to post one designated Speedpost mail item, one Air Parcel mail item, and one Surface Parcel mail item.
6. For validation of eligibility, enterprise selecting Offer 1 must send the relevant certificate of posting and receipt by fax to 2854 9623 within 3 months of posting; late submission of documents shall not be accepted.
7. Coupon and gift of Offer 1 and Offer 5 shall be sent to correspondence address of eligible enterprise by Registered Mail within 1 month from the date of successful posting validation or successful membership registration.
8. Hongkong Post reserves the rights to revise the above quoted original prices without further notice. Please refer to Hongkong Post website ([www.hongkongpost.hk](http://www.hongkongpost.hk)) for the prevailing service conditions and rates.
9. In case of any dispute, the decision of Hongkong Post shall be final.

**Personal Information Collection Statement**

The personal data provided by means of this form may be used by Hongkong Post for activities relating to the processing of data subjects’ applications, designing postal services or related products for data subjects’ use, statistical analysis, and marketing postal and related services and products, reward, loyalty, privileges, and membership programmes. Hongkong Post’s general policy is to disclose no personal identifiable information to third parties except as required by law. We intend to use your personal data provided by means of this form (including enterprise name, contact person name and position, correspondence address, telephone number, and email address), and your posting or transaction data for direct marketing but we cannot so use your personal data without your consent. Please sign at the end of this form to indicate your agreement to our use of the above personal data for marketing of postal and related services, products or programmes. Should you find such use of your personal data not acceptable, please indicate your objection before signing by ticking the box below and you will not be able to receive any of our direct marketing communications in future.

☐ I object to the proposed use of my personal data in direct marketing in future.

Signature of Applicant: \_\_\_\_\_ Application Date: \_\_\_\_\_