



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

**Dedicated Fund on Branding,
Upgrading and Domestic Sales
(Enterprise Support Programme)**

Application Form

Dedicated Fund on Branding, Upgrading and Domestic Sales

(Enterprise Support Programme)

Notes for Application

1. The Enterprise Support Programme of the Dedicated Fund on Branding, Upgrading and Domestic Sales (the BUD Fund) is open to application starting from 25 June 2012. Subject to the funding balance, the BUD fund will be open for application for five years.
2. All non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Chapter 310) with substantive business operations in Hong Kong are eligible to apply for the Enterprise Support Programme of the BUD Fund (the 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 domestic sales for the applicants to explore and/or develop 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 domestic sales by the applicants themselves or implementation agents engaged by the applicants (“Type (ii) Project Application”).

Applicants for “Type (i) Project Application” and “Type (ii) Project Application” are required to complete different sections of the Application Form and submit the relevant supporting documents. Details are as follows:

Type of Projects	Section A - Particulars of the Applicant	Section B - Existing Holistic Business Plan	Section C - Project Details	Section D - Particulars of the Service Provider (for development of holistic business plan)	Section E - Declaration & Signature by the Applicant	Section F - Declaration & Signature by the Service Provider	Section G - Supporting Document Required for Application	Appendix - Curriculum Vitae of Key Members of the Project Team
(i)	✓		✓	✓	✓	✓	✓	✓
(ii)	✓	✓	✓		✓		✓	✓

4. Please study the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme) (the Guide to Application) carefully before completing the application form.
5. Please use attachments if the space provided for a particular item is insufficient.
6. Enterprises interested in applying for funding support under the Programme should prepare the following documents:
 - (i) Completed Application Form in two hard copies and one soft copy (preferably in MS Word format);
 - (ii) Photocopies of the documents listed out in Section G of the Application Form; and
 - (iii) Acknowledgement of Receipt of Application.

Please submit the above documents to the Secretariat of the Enterprise Support Programme (i.e. the Hong Kong Productivity Council) 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 (Enterprise Support Programme) 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 Programme. Enquiries can be directed to the Programme Secretariat by phone, by email or in person.

Address: 3/F, HKPC Building, 78 Tat Chee Avenue,
Kowloon, Hong Kong.

Telephone: (852) 2788 6088

Fax: (852) 2788 6196

E-mail: bud_sec@hkpc.org

Website: www.bud.hkpc.org

7. The Programme Management Committee (PMC) responsible for overseeing the implementation of the Programme will usually meet once every two to three months. Applications will be considered by the PMC in batches at its meetings. The cut-off date for different batches of applications will be announced on the website of the Programme.

**Dedicated Fund on Branding, Upgrading and Domestic Sales
(Enterprise Support Programme)**

Acknowledgement of Receipt of Application

Section 1: (Completed by Applicant)

Name of the Applicant: _____
Address: _____
Business Registration No.: _____
Project Title: _____
Telephone No. : _____
Fax No. : _____
Name of the Project Coordinator: _____

Section 2: (For Official Use only)

Date: _____

Dear Mr / Ms _____

We acknowledge receipt of the above Application submitted by your company.

- (a) Please quote the following application number in all future correspondences with us on the subject Application.

Application No:

- (b) ☐ No outstanding documents
☐ Please provide us with the required information as ticked in the box(es) below within 14 days from the issue of this acknowledgement, i.e. on or before _____. If we do not receive the information by this deadline, we shall regard such information as unavailable.
- ☐ Copy of the Business Registration Certificate of the Applicant/ Service Provider (for the development of holistic business plan)
 - ☐ Copy of the documentary proof of the shareholders of the Applicant
 - ☐ Copy of the documentary proof of the Applicant's substantive business operations in Hong Kong
 - ☐ Copy of the documentary proof of the relationship between the Applicant and the business entity in the Mainland
 - ☐ Company information of the Service Provider (for the development of holistic business plan)
 - ☐ Curriculum Vitae of the key members of the project team
 - ☐ Others: _____

- (c) If you have any enquiries about this letter, please contact the Programme Secretariat as follows:

Address: The Secretariat
The BUD Fund (Enterprise Support Programme)
3/F, HKPC Building, 78 Tat Chee Avenue,
Kowloon, Hong Kong.

Telephone: (852) 2788 6088

Fax: (852) 2788 6196

E-mail: bud_sec@hkpc.org

Website: www.bud.hkpc.org

Secretariat
The BUD Fund (Enterprise Support Programme)

(Official Use Only)	
Date of Receipt	
Application No	

**Dedicated Fund on Branding, Upgrading and Domestic Sales
(Enterprise Support Programme)
Application Form**

Section A – Particulars of the Applicant (Mandatory)

(For eligibility of applicants, please refer to paragraph 2.1 of the Guide to Application)

Please put a “√” in the appropriate boxes or fill them with black colour

1.	Name of the Applicant:			(English)
				(Chinese)
2.	Address:			
3.	Business Sector and Nature:			
4.	Business Registration No:			
5.	Year of Establishment:			
6.	Major Products/Services:			
7.	No. of Employees in Hong Kong ¹ :	Full Time:	Part Time:	
8.	Name of the business entity in the Mainland:	(if applicable)		
9.	Address of the business entity in the Mainland:	(if applicable)		
10.	Sector, Nature & Scope of the Mainland Business:	(if applicable)		
11.	Name & Title of the Contact Person:	(English)	(Title)	
		(Chinese)		

¹ The number of employees 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.

Dedicated Fund on Branding, Upgrading and Domestic Sales
(Enterprise Support Programme)

12. Tel. No. of the Contact Person: ()

13. Fax No. of the Contact Person: ()

14. Email Address of the Contact Person

15. Website of the Applicant
(if any):

16. Business Sector:

☐ Manufacturing -

☐ Chemical & Biotechnology

☐ Electronics

☐ Food & Beverage

☐ Industrial Machinery

☐ Jewellery

☐ Metal Products

☐ Printing & Publishing

☐ Textile & Clothing

☐ Plastics

☐ Toys

☐ Watches & Clocks

☐ Electrical Appliances

☐ 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)

17. Form of Business

Form of Business			Name (Hong Kong Identity Card / Passport No)
<input type="checkbox"/>	Sole Proprietorship	Owner	
<input type="checkbox"/>	Partnership	All Partners	
<input type="checkbox"/>	Limited Company*	Individuals holding $\geq 30\%$ shares	

*If there is no individual holding 30% or more shares, please provide the name(s) and relevant information of the director(s).

18. Key Members of the Project Team

(Please enclose the curriculum vitae of the project coordinator and deputy project coordinator according to the format at the Appendix)

(A) Project Coordinator

Name (English) : _____

Name (Chinese) : _____

Company/Organisation: _____

Address : _____

Tel No.: _____

Fax No.: _____

Email Address: _____

(B) Deputy Project Coordinator

Name (English) : _____

Name (Chinese) : _____

Company/Organisation : _____

Address: _____

Tel No.: _____

Fax No.: _____

Email Address: _____

19. Please indicate whether you have applied / are applying for funding support under the Programme for other project(s).

☐ Yes (please provide details of the relevant project application(s))

Project Title: _____
Amount of Funding Sought (HK\$): _____

Application No: _____

Date of Submission: _____

Vetting Result: ☐ Approved ☐ Rejected ☐ Still under process

Approved Funding Amount (HK\$): _____

☐ No

20. Please indicate whether any of your “related enterprises”² have applied / are applying for funding support under the Programme for other project(s).

☐ Yes (please provide details of the relevant project application(s))

Name of the “related enterprise”: _____

Business Registration No.: _____

Project Title: _____

Amount of Funding Sought (HK\$): _____

Application No: _____

Date of Submission: _____

Vetting Result: ☐ Approved ☐ Rejected ☐ Still under process

Approved Funding Amount (HK\$): _____

☐ No

² “Related enterprises” of the Applicant refer to those enterprises owned by the individuals who hold 30% or more ownership of the Applicant, except those for which the concerned individuals hold less than 30% ownership. The Applicant and its “related enterprises” would be treated as one single enterprise for the purpose of calculating the cumulative funding ceiling under the Programme (i.e. subject to the cumulative funding ceiling of HK\$500,000).

Section B – Existing Holistic Business Plan (To be filled by the Applicant of “Type (ii) Project Application” only)

Please put a “√” in the appropriate boxes or fill them with black colour

Please present the holistic business plan of the Applicant in the areas of branding, upgrading and restructuring and/or domestic sales (the Plan) in the following format.

1. Mainland Business Information (Only to be filled by the Applicant with its Plan covering its related business entity(ies) in the Mainland*)

Name of the Mainland entity covered by the Plan:	
Address of the Mainland entity covered by the Plan:	
Relationship between the Applicant and the Mainland entity covered by the Plan:	

* Such Mainland entities include factories, offices, retail outlets, etc.

2. Scope of the Holistic Business Plan

Coverage of the Plan <i>(Applicant may choose more than one categories)</i>	<input type="checkbox"/> Branding	<input type="checkbox"/> Upgrading & Restructuring	<input type="checkbox"/> Domestic Sales
Related Products/Services:			
Target Market in the Mainland: (including cities, customer groups, etc.)			
Name & Title of the Person-in-charge of the Plan:			
Is the Holistic Business Plan developed by a service provider:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If yes, please provide the name of the service provider:			

3. Overview of the Applicant Enterprise

Please briefly describe the background of the enterprise including its business nature, vision & mission, company size, major products/services, customers/markets, business performance, etc.

4. Content of the Holistic Business Plan

4.1 Business Challenges/Problems/Opportunities and Reason for Developing Business in the Mainland

Please briefly describe the business challenges/problems/opportunities faced/identified by the enterprise, and the main reason for developing business in the Mainland which may be related to government's policy and regulation, market demands, cost structure of the products, change in technology, economic and competitive business environment, etc. Where appropriate, some figures/information should be provided to demonstrate the extent of the challenges and potential opportunities.

4.2. Objectives and Business Strategy for Developing Business in the Mainland

Please briefly describe the medium- to long-term objectives (3 to 5 years) for business development in the Mainland which may be related to profit increment, sales growth, new business development and cost reduction. The objectives should be clear and quantifiable against which the effectiveness of the implementation of the Plan can be assessed. In formulating the business strategy to achieve the objectives, the enterprise should take into account a basket of factors including its strengths and weaknesses, the challenges and opportunities in the external environment, characteristics of its existing products/services, its target markets and competitors, possible means to achieve effective utilisation of the limited resources, etc.

4.3 Different Phases and Key Measures for Business Development in the Mainland

Please briefly describe the different phases for developing business in the Mainland over a period of 3 to 5 years. The time-span for each phase should be specified (in terms of months, quarters or years) and different phases should be demarcated in a strategic and systematic way, say, by the “Scope of Work” (e.g. Brand Establishment → Product Design → Development of the Local Market → Entry into the Mainland Market) or “Location” (e.g. Hong Kong → Shenzhen → other cities), etc. The key measures to be implemented in different phases should be clearly stated to provide a holistic roadmap for developing the Mainland business. Milestones of the key measures and the mechanism for review and monitoring should also be included. (The project covered by this Application should fall within the key measures of the Plan.)

4.4 Implementation Schedule and Responsible Parties

Please set out the commencement and completion dates (in terms of months or quarters) of the key measures under different phases as listed in Item 4.3, and the responsible parties for implementing the measures. The responsible parties can be a department/taskforce/post of the enterprise, its business partner, consultant, contractor, supplier, etc.

4.5 Resources Required and Outcomes of Key Measures

Please provide an estimation of the resources required for implementing the key measures and the outcomes of such implementation. The resources required can be presented in terms of man-hours and investment. The outcomes of a key measure can be study result, specification, product/service, system, market feedback, specific achievement, etc. The outcome of a key measure may also serve to support or as the input for the implementation of the key measure in the next phase.

4.6 Business Partners and their Roles (if applicable)

Please provide the information of any external organisation which will participate in the implementation of the Plan, the key measures involved and the roles of the organisation. The information should include the type and size of the external organisation, its relationship with the enterprise, the services/support to be provided by the organisation and its responsibilities, etc. In case the collaboration between the enterprise and external organisation takes a form other than “sub-contracting” (e.g. co-development, profit sharing), please also state so and provide the details.

Supplementary information attached (if any): _____ (___page(s) in total)

Section C – Project Details (Mandatory)

Please put a “√” in the relevant boxes or filled them with black colour (if applicable)

1. Project Title: _____
2. Project Type (please choose one only):
☐ “Type (i) Project Application”
☐ “Type (ii) Project Application”
3. Project Scope (More than one categories can be chosen. Please refer to Annex 1 of the Guide to Application for the detailed scope of the different categories.)
☐ Branding ☐ Upgrading & Restructuring ☐ Domestic Sales
4. Location for Project Implementation (Please specify district/city): _____
5. Project Duration (months): _____
6. Total Project Cost: _____ (HK\$)
7. Amount of Funding Sought: _____ (HK\$)
8. Project Summary
(If this is a “Type (i) Project Application”, please simply state “**Development of holistic business plan**”.)

9. Project Objectives

(Please specify the concrete objectives to be achieved in the areas of branding, upgrading and restructuring and/or domestic sales. If this is a “Type (i) Project Application”, please simply state **“Development of holistic business plan”**.)

10. Methodology to Implement the Project

(Please state in concrete terms how and by what methodology the project under this Application will be carried out so as to achieve the project objectives set out in Item 9 above. If this is a “Type (i) Project Application”, there is no need to fill out this part.)

11. Implementation Plan³

Commencement Date (day/month/year)	Completion Date (day/month/year)	Key Measure	Milestone

12. Expected Project Deliverables

(Please state the expected project deliverables in clear, specific and measurable terms. Examples include product/service, system, platform and study result. If this is a “Type (i) Project Application”, please simply state “**Development of holistic business plan**”.)

³ The project shall be completed within 24 months.

13. Estimated Lifespan of the Project Deliverables

(For example, the life cycle of the product/technology, validity period of certification, replacement period of equipment, etc. Please state the rationale behind the estimated lifespan of the project deliverables. If this is a “Type (i) Project Application”, there is no need to fill out this part.)

14. Expected Benefits/Results of the Project to the Applicant and Measuring Methodology

(Please state how the project can lead to immediate/long term business development of the enterprise in the Mainland and improve the competitive advantages of the enterprise and/or its products/services in the Mainland market. If this is a “Type (i) Project Application”, there is no need to fill out this part.)

(Please specify how the expected benefits/results of the project will be measured. If this is a “Type (i) Project Application”, there is no need to fill out this part.)

Benefits/Results

Measuring Methodology

15. Other information in support of this Application

--

(If this is a “Type (i) Project Application”, there is no need to fill out Items 16 to 20 below.)

16. Please indicate whether you will engage other organisation(s) to help implement the project, either fully or partially.

☐

Yes

Please specify details of the measures to be implemented by other organisation(s):

☐

No

17. If there are any measures to be implemented by other organisation(s) as indicated in Item 16 above, please indicate whether any of those measures will be further subcontracted to other organisation(s).

☐ Yes Please specify the scope of the work to be further subcontracted to other organisation(s): _____

☐ No

18. 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	Estimated Number	Major Duty

☐ No

19. 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	Estimated Number	Major Duty

☐ No

20. 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 sector can be chosen)

☐ Manufacturing -

- | | | |
|---|---|--|
| <input type="checkbox"/> Chemical & Biotechnology | <input type="checkbox"/> Electronics | <input type="checkbox"/> Food & Beverage |
| <input type="checkbox"/> Industrial Machinery | <input type="checkbox"/> Jewellery | <input type="checkbox"/> Metal Products |
| <input type="checkbox"/> Printing & Publishing | <input type="checkbox"/> Textile & Clothing | <input type="checkbox"/> Plastics |
| <input type="checkbox"/> Toys | <input type="checkbox"/> Watches & Clocks | <input type="checkbox"/> Electrical Appliances |
| <input type="checkbox"/> Others _____ | (Please specify) | |

☐ Non-manufacturing -

- | | | |
|--|--|---|
| <input type="checkbox"/> Banking, Insurance & other Finance Services | <input type="checkbox"/> Creative Industries (including product image and design services) | |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Construction | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Film Entertainment | <input type="checkbox"/> Telecommunication | <input type="checkbox"/> Information Technology |
| <input type="checkbox"/> Wholesale & Retail | <input type="checkbox"/> Restaurants | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Import & Export Trade | <input type="checkbox"/> Hotels | <input type="checkbox"/> Logistics |
| <input type="checkbox"/> Testing & Certification | <input type="checkbox"/> Advertisement, Sales & Marketing | |

☐ Professional Services (including legal & accounting services)

☐ Others _____ (Please specify)

☐ No

☐ Not sure

21. Please confirm whether this Application is a re-submission of a previously rejected application under the Programme.

☐ Yes (please provide details of the relevant application)

Application No. of the

previous application: _____

Please highlight the major differences between this Application and the previous one, and explain how the differences have addressed the comments made by the Programme Management Committee and/or the Government in previous vetting.

☐ No

22. Please indicate whether you have applied / are applying for other sources of funding support provided by the HKSAR Government⁴ for carrying out the same proposed project / same specific measures in the proposed project?

☐ Yes (please provide details of the relevant application)

Project Title: _____

Name of the Government
Funding Scheme/Source: _____

Amount of Funding _____

Sought (HK\$): _____

Application No.: _____

Submission Date: _____

Vetting Result:

☐

Approved

☐

Rejected

☐

Still under
process

Approved Funding Amount (HK\$): _____

☐ No

⁴ Projects or specific measures in the projects that have already obtain / would obtain other sources of funding support provided by the HKSAR Government will NOT be eligible for funding support under the Programme.

23. Please indicate whether you have applied / are applying for other sources of funding support / sponsorship / donations provided by governments in other areas or non-governmental organisations in Hong Kong⁵ for the same project / specific measures in the project?

☐ Yes (please provide details of the relevant application)

Project Title: _____

Name of the Funding Scheme / Source: _____

Administrator of the relevant Funding Scheme / Source: _____

Amount of Funding Sought (HK\$): _____

Application No.: _____

Submission Date: _____

Vetting Result: ☐ Approved ☐ Rejected ☐ Still under process

Approved Funding Amount (HK\$): _____

☐ No

⁵ Projects or specific measures in the projects that have already obtain / would obtain other sources of funding support / sponsorship / donations provided by governments in other areas or non-governmental organisations in Hong Kong will NOT be eligible for funding support under the Programme.

24. Project Expenditure⁶

(Individual expenditure items are subject to budget caps. Please refer to paragraph 5.2 and Annex 4 of the Guide to Application for details.)

Expenditure Item	First year (First 6 months) (dd/mm/yy-dd/mm/yy)	First year (Remaining 6 months) (dd/mm/yy-dd/mm/yy)	Second year (First 6 months) (dd/mm/yy-dd/mm/yy)	Second year (Remaining 6 months) (dd/mm/yy-dd/mm/yy)	Total Amount (HK\$)	Please state the reasons for the expenses and remarks
------------------	---	---	--	--	------------------------	---

⁶ All expenditures must be incurred between the commencement and completion dates of the project and the Applicant has to contribute no less than 50% of the total approved project cost in cash.

Dedicated Fund on Branding, Upgrading and Domestic Sales
(Enterprise Support Programme)

(A) Fee to Engage Qualified Service Provider (for developing holistic business plan) ⁷						
Subtotal (A)						
(B) Fee to Engage Other Consultant/Implementation Agent ⁸						

⁷ This is applicable to “Type (i) Project Application” for the applicant to engage a qualified service provider to develop a holistic business plan to explore and develop the Mainland market. Please state the number of consultants and man-hours or man-days required of each consultant for implementing the project, the man-hour or man-day rate and any expenses directly related to the engagement of the qualified service provider. Engagement of qualified service provider must adhere to the procurement procedures set out in paragraph 5.6 of the Guide to Application.

The qualified service provider engaged for implementing the project may subcontract part of the project work to other organisation(s) but the subcontracted consultancy fee should not exceed 50% of the fee payable to the qualified service provider.

⁸ This is applicable to “Type (ii) Project Application” for the applicant to engage external consultant/implementation agent to carry out the project. Please state the number of consultants and man-hours or man-days required of each consultant for implementing the project, the man-hour or man-day rate and any expenses directly related to the engagement of the consultant/implementation agent. Engagement of consultant/implementation agent must adhere to the procurement procedures set out in paragraph 5.6 of the Guide to Application.

Dedicated Fund on Branding, Upgrading and Domestic Sales
(Enterprise Support Programme)

Subtotal (B)						
(C) Cost for Recruiting Additional Manpower ⁹						
Subtotal (C)						
(D) Cost for Procuring/Leasing Additional Machinery/Equipment ¹⁰ (including computer hardware & software)						
Subtotal (D)						
(E) Other Direct Costs ¹¹						
Subtotal (E)						
Total [(A)or(B)]+(C)+(D)+(E)						

⁹ Only the salary (including the employer's contributions to the Mandatory Provident Fund) of employees newly recruited for new post(s) directly incurred for implementing the project should be included. Please state clearly the number of staff to be recruited and the number of man-hours/man-months to be contributed by each of them, their respective ranks and hourly rates/monthly salary, as well as the total cost for each staff. Total cost for recruiting additional manpower should not exceed 50% of the total budgeted expenditure for the project. Recruitment of additional manpower must follow the General Guidelines on Staff Recruitment set out in Annex 5 of the Guide to Application.

¹⁰ Only the cost of procuring or leasing of additional machinery/equipment (including computer hardware and software) specifically and essentially for implementing the project should be included in the budget. Please list out all the additional machinery/equipment required. If more than one unit of the same machinery/equipment is required, please set out its unit cost, quantity required and the relevant total cost. If the additional equipment is to be shared among different projects, the cost shall be charged on a pro-rata basis to each project. Total cost for procuring and leasing of additional machinery/equipment should not exceed 50% of the total budgeted expenditure for the project. Procurement or leasing of machinery/equipment must adhere to the procurement procedures set out in paragraph 5.6 of the Guide to Application.

¹¹ This includes all other costs, directly incurred for the project, with the exception of the daily and routine operating expenses of the Applicant and those unallowable costs as set out in paragraph 5.2.1(B) of the Guide to Application. Expenditure items that may be funded include consumables, production and promotional fees of products/services, travelling expenses, patent/trademark registration fees, external audit fees, etc. Please refer to paragraph 5.2.1(A) of the Guide to Application for details about the budget caps for individual items. Procurement of the required products/services must adhere to the procurement procedures set out in paragraph 5.6 of the Guide to Application.

Dedicated Fund on Branding, Upgrading and Domestic Sales
(Enterprise Support Programme)

Applicant's Contribution in Cash (F)						
Amount of Funding Sought [(A)or(B)]+(C)+(D)+(E)-(F)						

Section D – Particulars of the Service Provider (for development of holistic business plan)

(To be filled by the Applicants of “Type (i) Project Application” only. The qualification requirements to be met by the service provider for implementing “Type (i) Project Application” are set out in paragraph 2.2 of the Guide to Application.)

Please put a “√” in the box or filled it with black colour (if applicable)

1. Name of the Service Provider intended to be engaged:			(English)
			(Chinese)
2. Business Registration No.:			
3. Address of the Service Provider:			
4. Telephone:			
5. Email Address:			
6. Website (if any):			
7. Type(s) of Consultancy Services Offered:			
8. Year of Establishment:			
9. No. of Employees in Hong Kong ¹² :	Full Time:	Part Time:	
10. Included in the Qualified Service Provider Reference List ¹³ compiled by the Programme Secretariat or not :	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
11. Name of the Project-in-charge:			
12. Consultancy experience of the Project-in-charge:	<input type="checkbox"/> Branding	Experience	_____ Years
(Please enclose the curriculum vitae of the project-in-charge according to the format at the Appendix)	<input type="checkbox"/> Upgrading & Restructuring	Experience	_____ Years
	<input type="checkbox"/> Domestic Sales	Experience	_____ Years
	Others _____	Experience	_____ Years

¹² The number of employees shall include individual proprietors, partners and shareholders actively engaged in the work of the organisation as well as salaried employees of the organisation, including full-time or part-time salaried personnel directly paid by the organisation, both permanent and temporary.

¹³ The Qualified Service Provider Reference List compiled by the Programme Secretariat can be downloaded from the website of the Programme (www.bud.hkpc.org).

13. Projects related to branding, upgrading and restructuring and/or domestic sales completed by the service provider

(Please list out at least five completed projects)

Year	Client Information of the Projects		Project Details
	Name of Client:		
	Contact Person & Title:		
	Tel. & Email:		
	Name of Client:		
	Contact Person & Title:		
	Tel. & Email:		
	Name of Client:		
	Contact Person & Title:		
	Tel. & Email:		
	Name of Client:		
	Contact Person & Title:		
	Tel. & Email:		
	Name of Client:		
	Contact Person & Title:		
	Tel. & Email:		

14. Engagement of the qualified service provider for the development of holistic business plan must adhere to the procurement procedures set out in paragraph 5.6 of the Guide to Application. The Applicant shall keep the written quotations and other relevant information properly in accordance with paragraph 5.4 of the Guide to Application.

Written quotations have been received from the following service providers:

If the applicant does not intend to select the lowest bid among the written quotations received/to be received or fail to meet the minimum number of written quotations according to the procurement procedures prescribed in paragraph 5.6 of the Guide to Application, full justifications must be given below.

--

Section E – Declaration & Signature by the Applicant (Mandatory)

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 (Enterprise Support 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 the Secretariat of the Enterprise Support Programme (the Programme Secretariat) 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 and is not a listed company in Hong Kong or any other places;

(The following items are only applicable to “Type (i) Project Application”. Please cross them out if this is a “Type (ii) Project Application”.)

4. the service provider stated in the Section D of this Application has fully met the requirements set out in paragraph 2.2 of the Guide to Application and the relationship between the Applicant and the service provider does not constitute any conflict of interest as stated in paragraph 5.7 of the Guide to Application ; and
5. agree and authorise the Programme Secretariat to verify the information set out in Section D of this Application with the service provider stated therein.

The Applicant authorises the Programme Secretariat 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 the Programme Secretariat and HKSAR Government to verify the information provided in this Application with the related Government bureaux/departments.

Authorised Signature with Company Chop

Name of Signatory

Name of Applicant

Position

Date

Section F – Declaration & Signature by the Service Provider (For “Type (i) Project Application” only, to be filled by the qualified service provider to be engaged by the Applicant to develop the holistic business plan)

I, on behalf of _____, declare that

1. all factual information provided in Section D of this Application as well as the accompanying information are true and accurate and reflect the status of affairs as at the date of submission. This organisation understands that any wilful provision of false information or withholding of any material information relating to this Application will affect the outcome of the Application. This organisation undertakes to inform the Secretariat of the Enterprise Support Programme (the Programme Secretariat) immediately in writing if there are any subsequent changes to the above information;
2. this organisation has fully met the requirements set out in paragraph 2.2 of the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme) (the Guide to Application) and the relationship between the Applicant and this organisation does not constitute any conflict of interest as stated in paragraph 5.7 of the Guide to Application) ; and
3. agree and authorise the Programme Secretariat to verify the information set out in Item 13 under Section D of this Application with the clients as listed out therein.

This organisation authorises the Programme Secretariat to handle the personal data/ information provided in this Application in accordance with paragraph 7.9 of the Guide to Application.

Authorised Signature with Organisation Chop

Name of Signatory

Name of Organisation

Position

Date

Section G – 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 the Programme Secretariat.

Applicable to all Applicants

- ☐ Copy of the Business Registration Certificate of the Applicant
- ☐ Copy of documentary proof of the shareholders of the Applicant as stated in Item 17 under Section A 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 operations in Hong Kong (please refer to Annex 2 of the Guide to Application)
- ☐ Copy of the documentary proof the relationship between the Applicant and the business entity in the Mainland (only applicable to a project application intended to be implemented in that Mainland entity)
- ☐ Curriculum Vitae of the key members of the project team
- ☐ Others: _____

Only Applicable to “Type (i) Project Application”

- ☐ Copy of the Business Registration Certificate of the Service Provider
- ☐ Company information of the Service Provider
- ☐ Curriculum Vitae of the Project-in-charge of the Service Provider
- ☐ Others: _____

Appendix

Curriculum Vitae of Key Members of the Project Team

(Project Coordinator, Deputy Project Coordinator and if applicable, Project-in-charge of the Service Provider (Section D))

The information provided will be used for processing your application under the Enterprise Support Programme of the Dedicated Fund on Branding, Upgrading and Domestic Sales (the Programme). It may be disclosed to assessors, members of the Programme Management Committee of the Programme or relevant government bureaux/departments for the purpose of vetting your application. You have the rights of access to or correction of your personal data provided in this form. If you wish to exercise such rights, please contact the Secretariat of the Enterprise Support Programme.

Project Coordinator

Personal Particulars

Name (English): (Mr/Ms/Prof/Dr)[#] _____
#Please delete as appropriate (First Name/Last Name)

Name (Chinese) : _____

Position held in Company/Organisation : _____

Company/Organisation: _____

Office Address: _____

Nature of Business: _____

Tel No. : _____ Fax No. : _____ Email Address: _____

Academic/Professional Qualification (in chronological order) :

Relevant Working Qualification (in chronological order) :

(Project management experience, if any, should be included)

Deputy Project Coordinator

Personal Particulars

Name (English): (Mr/Ms/Prof/Dr)[#]
[#]Please delete as appropriate (First Name/Last Name)

Name (Chinese) : _____

Position held in Company/Organisation _____

Company/Organisation: _____

Office Address: _____

Nature of Business: _____

Tel No. : _____ Fax No. : _____ Email Address: _____

Academic/Professional Qualification (in chronological order) :

Relevant Working Qualification (in chronological order) :

(Project management experience, if any, should be included)

Dedicated Fund on Branding, Upgrading and Domestic Sales
(Enterprise Support Programme)

Project-in-charge of the Service Provider (Section D) *(if applicable)*

Personal Particulars

Name (English): (Mr/Ms/Prof/Dr)[#]
[#]Please delete as appropriate (First Name/Last Name)

Name (Chinese) : _____

Position held in Company/Organisation :

Company/Organisation:

Office Address: _____

Nature of Business: :

Tel No. : Fax No. : Email Address:

Academic/Professional Qualification (in chronological order) :

Relevant Working Qualification (in chronological order) :
(Project management experience, if any, should be included)