|  |  |  |
| --- | --- | --- |
| (Official Use Only) | | |
| Date of Receipt |  |  |
| Application No |  |  |
| Total Project Cost |  |  |
| Amount of Funding Sought |  |  |

**Dedicated Fund on Branding, Upgrading and Domestic Sales**

**(Enterprise Support Programme) Type (ii) Project Application**

**(ESP Easy – Simplified Application Track)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Section A – Particulars of the Applicant**  (For eligibility of applicants, please refer to paragraph 3 of the Guidance Notes for “ESP Easy”) | | | | | | | | |
| |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | Please put a “√” in the appropriate boxes or fill them with black colour (if applicable) | | | | | | | | |  | Name of the Applicant: |  | | | | | (English) | |  |  |  | | | | | (Chinese) | |  | Address: |  | | | | | | |  | Business Sector and Nature: |  | | | | | | |  | Business Registration No: |  | | | | | | |  | Year of Establishment: |  | | | | | | |  | Major Products/Services and Markets: |  | | | | | | |  | No. of Employees in Hong Kong: | Full Time: |  | Part Time: | |  | | |  | No. of Employees in the Mainland: | Full Time: |  | Part Time: | | (if applicable) | | |  | Existing Mainland Business (e.g. product design/ manufacturing, import & export trade, retail, after-sales service, etc.): |  | | | | (if applicable) | | |  | Name of the Business Entity in  the Mainland[[1]](#footnote-1) : |  | | | | (if applicable) | | |  | Address of the Business Entity in the Mainland1: |  | | | | (if applicable) | | |  | Type of the Business Entity in the Mainland1 (e.g. factory, office, etc): |  | | | | (if applicable) | | |  | Name & Title of the Contact Person of the Applicant | Name (English) |  | | Title |  | | |  | Enterprise: | Name (Chinese) |  | | | | | |  | Tel. No. of the Contact Person: | (852) |  | | | | | |  | Fax No. of the Contact Person: | (852) |  | | | | | |  | Email Address of the Contact Person: |  | | | | | | |  | Website(s) of the Applicant (if any): |  | | | | | | |  | 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 Financial Services | | Creative Industries | | | | |
|  | | Real Estate | | Construction | | Engineering | | |
|  | | Film and Entertainment | | Telecommunications | | Information Technology | | |
|  | | Wholesale & Retail\* | | Restaurants and Hotels | | Tourism | | |
|  | | Import & Export Trade\* | | Transportation and Logistics | | Education Services | | |
|  | | Testing and Certification Services | | Advertisement, Sales & Marketing | | Personal Care Services | | |
|  | | Professional Services（including legal & accounting services） | | | | | Medical 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 | Personal Care Products | |
|  | Footwear | | Telecommunication Equipment |  | |
|  | Others |  | | | (Please specify) |

Member of Trade and Industrial Organisation:

|  |  |  |
| --- | --- | --- |
|  | Yes | Name of Trade and Industrial Organisation : |
|  |  |  |

No

1. Form of Business

|  |  |  |  |
| --- | --- | --- | --- |
| Form of Business | | | Name  (Hong Kong Identity Card / Passport No.) |
|  | Sole Proprietorship | Owner |  |
|  | Partnership | All Partners |  |
|  | Limited Company\* | Individuals holding ≥ 30% shares |  |
| \*If there is no individual holding 30% or more shares, please provide the name(s) and relevant information of the director(s). | | | |

1. Key Members of the Project Team

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | |
| (A) Project Coordinator | | | | (B) Deputy Project Coordinator | | | |
| Name (English) : | | |  | Name (English) : | | |  |
| Name (Chinese) : | | |  | Name (Chinese) : | | |  |
| Company/Organisation: | | |  | Company/Organisation : | | |  |
|  | | |  |  | | |  |
| Address : |  | | | Address: |  | | |
|  |  | | |  |  | | |
| Tel No.: | |  | | Tel No.: | |  | |
| Email Address: | |  | | Email Address: | |  | |

1. 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$): | | | |  | | | | | | | |
| Application No: | | | |  | | | | | | | |
| Date of Submission: | | | |  | | | | | | | |
|  | | | | | | | | | | | |
| Vetting Result: | | |  | Approved | |  | Rejected |  | Still under process | |  | Withdrawn | |
| Approved Funding Amount (HK$): | | | | |  | | |
|  | No | | |

1. Please indicate whether any of your “related enterprises”[[2]](#footnote-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$): | | | | | |  | | | | | | | |
| Application No: | | | | | |  | | | | | | | |
| Date of Submission: | | | | | |  | | | | | | | |
| Vetting Result: | |  | Approved | |  | | Rejected |  | Still under process | |  | Withdrawn |
|  | | | | | |
| Approved Funding Amount (HK$): | | | | | |  | | |
|  | No | | |

|  |
| --- |
| **Section B – Holistic Business Plan** |
| Please put a “√” in the appropriate boxes or fill them with black colour (if applicable) |

1. **Scope of the Holistic Business Plan**

|  |
| --- |
|  |
| Existing Core Business of the Applicant |  |  | | | | |
| Existing Market of the Applicant |  |  | | | | |
| Coverage of the Plan  (*may choose more than one categories*) |  | Branding |  | Upgrading & Restructuring |  | Domestic Sales |
| Related Products/Services: |  | | | | | |
| Target Market in the Mainland: (including cities, customer groups,etc.) |  | | | | | |

1. **Content of the Holistic Business Plan**
   1. **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 and the business strategy formulated to achieve the objectives. |
| --- |
| Duration of the business plan:  Total duration: \_\_\_\_\_\_years \_\_\_\_\_\_months  (Commencement (mm/yy): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Completion (mm/yy): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)  Objectives for business development in the Mainland (*may choose more than one*):  To develop/ re-design the image of the company  To uplift the recognition of the company/ brand  To develop new products/ upgrade manufacturing technology  To transform business model (from OEM/ODM to OBM)  To increase recognition of the product/ service  To establish more channels for domestic sales  Others: (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    Strategies for business development in the Mainland (*may choose more than one*):  Re-design of the company/ brand image to attract new customer groups  Installation of new machinery to improve manufacturing technology/ implementation of management system to enhance business operation efficiency  Design and development of new product(s) to upgrade product functionality  Recruitment of new sales agent(s)/ distributor(s)  Establishment of flagship store(s) or counter(s)  Development of online business  Development of franchise business  Set-up of business entity for new market development in the Mainland  Development/Improvement of company website(s)/mobile applications (apps)  Pursue of online/offline promotional activities/ advertisement to increase recognition of the company/ product(s) / service(s) / brand(s)  Recruitment of additional staff  Others: (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |
| --- | --- | --- | --- |
| **Section C – Project Details** | | | |
| Please put a “√” in the relevant boxes or filled them with black colour (if applicable) | | | |
| 1. Project Title: |  | | |
| 1. Project Scope (More than one categories can be chosen. Please refer to Annex 1 of the (Enterprise Support Programme) Guide to Application for the detailed scope of the different categories.)  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Branding |  | Upgrading & Restructuring |  | Domestics Sales | | | | |
| 3. Project Duration (months)[[3]](#footnote-3): | | Months (from / / to / / ) | |
| 1. Will Applicant’s Mainland entity execute any measure in the implementation plan? | | Yes  No  Name of Mainland entity:  Relationship with Applicant:  (Documentation proof should be provided. Please refer to paragraph 2.1 of the (Enterprise Support Programme) Guide to Application) | |
| 1. Total Project Cost[[4]](#footnote-4): | |  | (HK$) |
| 1. Amount of Funding Sought[[5]](#footnote-5): | |  | (HK$) |

1. Project Summary and Objectives

|  |
| --- |
| Product/Service and Key Measures Covered in the Project:  Product/Service (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Participation in Mainland exhibition(s)  Establishment\*/ improvement\* (delete where inappropriate) of the company’s own online shop(s)  Establishment\*/ improvement\* (delete where inappropriate) of the online shop(s) on third-party e-commerce platform(s)  Establishment\*/ improvement\* (delete where inappropriate) of the company website  Design and/or production of physical publicity materials for distribution in the Mainland  Conducting testing and certification in Hong Kong or the Mainland  Registration of patent(s) for the product(s) in the Mainland (e.g. Invention Patent/ Utility Model Patent/ Design Patent)  Registration of trademark(s) in the Mainland  Development\*/ improvement\* (delete where inappropriate) of mobile applications (apps).  Placing advertisement directly related to the project in the Mainland.  Project Objectives:  To uplift the recognition of the company/ product(s)/ service(s)/ brand(s)  To upgrade the production capability of the Mainland entity  To facilitate domestic sales of the product(s)/ service(s) on the Mainland  To enhance competitive advantage of the product(s)/ service(s)  To establish channels for domestic sales  To protect the intellectual property rights of the company/ product(s)/ service(s) in the Mainland  Others (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  The Relationship between Project and “Holistic Business Plan”:  The project, which is part and parcel of the holistic business plan, aims at achieving/ implementing the following objective(s)/ business strategy(ies) (please refer to item 2 of Section B):  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  The Relationship between Project and the Core Business of the Applicant:  Product(s)/ service(s) covered in the project is/are part and parcel of the applicant’s existing core business  Product(s)/ service(s) covered in the project is/are not the applicant’s existing core business  Mainland sales of product(s)/services(s) covered in the project:  Existing sales channels, district(s)/ city(ies) and sales turnover of the product(s)/ service(s) covered in the project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Product(s)/ service(s) covered in the project currently do/does not have domestic sales in the Mainland |

1. Implementation Plan**[[6]](#footnote-6)**

|  |  |  |  |
| --- | --- | --- | --- |
| Commencement Date (dd/mm/yy) | Completion  Date (dd/mm/yy) | Key Measure | Implementation Location  (in HK/ Mainland) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. Expected Project Deliverables

|  |  |
| --- | --- |
| Project Deliverable | Please specify in details |
| New\*/ improved\* (delete where inappropriate) online shop(s) in the Mainland |  |
| New\*/ improved\* (delete where inappropriate) company website | Existing website to be improved (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Physical publicity material(s) designed and produced |  |
| Exhibitions participated in the Mainland |  |
| Testing and certification conducted in HK or the Mainland |  |
| Patent(s) registered in the Mainland |  |
| Trademark(s) registered in the Mainland |  |
| New\*/ improved\* (delete where inappropriate) mobile applications (apps) |  |
| Advertisement directly related to the project in the Mainland |  |

1. Project Expenditure

|  |  |  |  |
| --- | --- | --- | --- |
| Expenditure Item | | Details of the Expenses | |
| Design and Establish Online Shop | | Name of online shop: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion area/ target:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location of production: HK\*/Mainland\* (delete where inappropriate)  Relevant items and expenses:  Item 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Justification for the expenses and remarks: \_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Total expenses: HK$** | |
| Establish\*/ Improve\* (delete where inappropriate) Company Website | | Content and application of website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion area/ target:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location of production: HK/Mainland\* (delete where inappropriate)  Relevant items and expenses:  Item 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Justification for the expenses and remarks: \_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Total expenses: HK$** | |
| Design and Produce Physical Publicity Materials | | Nature, content and quantity:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location of production: HK\*/Mainland\* (delete where inappropriate)  Relevant items and expenses:  Item 1 (type and quantity): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Distribution location:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion target:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Item 2 (type and quantity): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Distribution location:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion target:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Justification for the expenses and remarks: \_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Total expenses: HK$** | |
| Participate in Mainland Exhibition (including related traveling and accommodation cost#)  (#Total traveling and accommodation cost should not exceed 20% of the total budgeted expenditure for the project. Meal expenses and travel/accommodation expenses outside of Hong Kong and the Mainland are unallowable.) | | Name of exhibition:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period:\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Related traveling and accommodation cost:  Itinerary: \_\_\_\_\_\_\_\_\_ / \_\_\_\_\_\_\_\_\_ (From/Destination)  No. of trips: \_\_\_\_\_\_\_\_ No. of staff per trip:\_\_\_\_\_\_\_\_  Traveling expense: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Accommodation expense: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name of exhibition:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period:\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Related traveling and accommodation cost:  Itinerary: \_\_\_\_\_\_\_\_\_ / \_\_\_\_\_\_\_\_\_ (From/Destination)  No. of trips: \_\_\_\_\_\_\_\_ No. of staff per trip:\_\_\_\_\_\_\_\_  Traveling expense: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Accommodation expense: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Justification for the expenses and remarks: \_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Total expenses: HK$** | |
| Testing / Certification | | Content of testing/ certification :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location of Testing /Certification: HK\*/Mainland\* (delete where inappropriate)  Relevant items and expenses:  Item 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Justification for the expenses and remarks: \_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Total expenses: HK$** | |
| Registration of Patent in the Mainland^  (^Maximum cumulative amount of funding support for patent/ trademark/design/utility model registration directly related to the project(s) is $170,000 per enterprise under the Programme.) | | Content of patent registration :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    Relevant items and expenses:  Item 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Justification for the expenses and remarks: \_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Total expenses: HK$** | |
| Registration of Trademark in the Mainland^  (^Maximum cumulative amount of funding support for patent/ trademark/design/utility model registration directly related to the project(s) is $170,000 per enterprise under the Programme.) | | Content of trademark registration :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 2:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Justification for the expenses and remarks: \_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Total expenses: HK$** | |
| Advertisement directly related to the project in the Mainland #  (#Total cost for advertising should not exceed 50% of the total budgeted expenditure for the project.) | | Advertising media: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (Period: \_\_\_\_\_\_\_\_months, \_\_\_\_\_\_\_\_\_\_\_issues/times)  Advertising expense: HK$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion Area/Target: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Total expenses: HK$** | |
| Develop\*/ Improve\* (delete where inappropriate) mobile applications (apps)#  (#Total cost for development or improvement of apps should not exceed 50% of the total budgeted expenditure for the project) | | Content and application of apps: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location of production: HK\*/Mainland\* (delete where inappropriate)  Promotion area/ target:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Item 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK$:\_\_\_\_\_\_\_\_\_\_\_\_  Justification for the expenses and remarks: \_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Total expenses: HK$** | |
| External Audit (One audit. Audit fees should not exceed HK$10,000) | | **External audit fee : HK$** | |
| Total Project Cost (HK$) | |  | |
| Applicant’s Contribution inCash[[7]](#footnote-7) (HK$) | |  | |
| Amount of Funding Sought (HK$) (The maximum funding amount is HK$200,000) | |  | |
|  |  | |

1. Please indicate whether you have applied / are applying for other sources of funding support provided by the HKSAR Government[[8]](#footnote-8) 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 | |

1. 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 Kong[[9]](#footnote-9) 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 | |

|  |
| --- |
| **Section D – 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 (Enterprise Support Programme)” (including the Guidance Notes for Applications on “ESP Easy – Simplified Application Track”) 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, 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 the Programme Secretariat to handle the personal data/information provided in this Application in accordance with paragraph 7.9 of the Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme). 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 |  |  | |

Appendix 1

**Reference Materials**

Please put a “√” or fill with black colour in the appropriate box and provide relevant details with reference to the submitted application. The information provided will be used for statistical purpose.

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 | Major Duty | |
|  | | |  |  | |
|  | | |  |  | |
|  | | |  |  | |
|  | 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 | Major 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 Services | | | Advertisement, Sales & Marketing | | | Personal Care Services |
|  | | Professional Services（including legal & accounting services） | | | | | Medical Services | |
|  | | Others | |  | | | (Please specify) | |
|  | | No | |  | | | | |
|  | | Not sure | |  | | | | |

Appendix 2

**Supporting Documents Required for Application**

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

|  |  |  |
| --- | --- | --- |
|  | Copy of the Business Registration Certificate of the Applicant | |
|  |  | |
|  | Copy of the Certificate of Incorporation of the Applicant | |
|  |  | |
|  | Copy of documentary proof of the shareholders of the Applicant as stated in Item 18 under Section A of this Application (e.g. Form 1(a) of the Business Registration Office, Annual Return of the Companies Registry (Form NAR1), etc.) | |
|  |  | |
|  | Copy of documentary proof of the Applicant’s substantive business operations in Hong Kong for three preceding years prior to application (please refer to Annex 2 of the (Enterprise Support Programme) 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, i.e. Item 5 of Section C) | |
|  |  | |
|  | Copy of the documentary proof of the agent agreement of product(s)/service(s) (demonstration of the end date of authorisation in the agreement) | |
|  |  | |
|  | Others: |  |
|  |  | | |

1. Applicant has to provide information of its Mainland entity if any of the proposed measures in the application involves/requires a Mainland entity. [↑](#footnote-ref-1)
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). [↑](#footnote-ref-2)
3. Project duration needs to coincide with the project implementation timetable in item 8 of Section C. [↑](#footnote-ref-3)
4. Total project cost needs to coincide with the total project cost in item 10 of Section C. [↑](#footnote-ref-4)
5. Amount of funding sought needs to coincide with the total funding sought in item 10 of Section C. [↑](#footnote-ref-5)
6. The overall timetable of the key measures need to align with the project duration in item 4 of Section C. Provided that the application is approved by the PMC, the earliest commencement date of project/key measure(s) could be the day after application submission (the date of the application received by the Programme Secretariat), but the project should be completed within 12 months and all relevant expenses must be incurred within project period. The list of key measures should coincide with the deliverables in item 10 of Section C. PMC reserves the right to approve such project with measures implemented/expenses incurred prior to PMC approval of the application. [↑](#footnote-ref-6)
7. Enterprise (applicant) should bear a minimum of 50% of the total project cost in cash. [↑](#footnote-ref-7)
8. Projects or specific measures in the projects that have already obtained / would obtain other sources of funding support provided by the HKSAR Government will NOT be eligible for funding support under the Programme. [↑](#footnote-ref-8)
9. Projects or specific measures in the projects that have already obtained / 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. [↑](#footnote-ref-9)