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| (Official Use Only) | | |
| Date of Receipt |  |  |
| Application No |  |  |
| **Total Project Cost:** |  |  |
| **Funding Sought:** |  |  |
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**Dedicated Fund on Branding, Upgrading and Domestic Sales**

**(Enterprise Support Programme)**

**Type (ii) Project Application**

**Application Form**

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| **Please select your choice of ESP application:** | |
| **ESP Normal Track** (upfront payment will be disbursed by the Government; required to open a designated project account; project can only commence after signing of the funding agreement) | **ESP Normal Track - Simplified Option** (no upfront payment will be disbursed by the Government; no need to open a designated project account; project can commence after the date of submission of application (subject to PMC’s approval of the application)) |
| There are different arrangement and requirement regarding the fund disbursement and the financial management of the “ESP Normal Track” and “ESP Normal Track - Simplified Option”, please refer to paragraph 5 of the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales” and paragraph 3 of the “Guidance Notes for Applications on “ESP Easy –Simplified Application Track” for details. | |

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| 1. **Applicant Enterprise Information** |

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| Name of the Applicant Enterprise (English): |  | | |
| Name of the Applicant Enterprise (Chinese): |  | | |
| Project Title: |  | | |
| Year of Establishment: |  | | |
| Business Registration No: |  | | |
| Website(s) of the Applicant (if any): |  | | |
| Address: |  | | |
| No. of Employees in Hong Kong[[1]](#footnote-1): | Full Time: Part Time: | | |
| Annual Turnover of last year : | HK$ (Year )  (Has your company started domestic sales?  Yes  No.  If product(s)/ service(s) covered in the project currently have domestic sales in the Mainland, please provide the domestic sales turnover : HK$/RMB in the year \_\_\_\_\_\_; taking up approximately \_\_\_\_\_\_\_\_%[[2]](#footnote-2) of the overall sales turnover.) | | |
| Existing domestic business of the Applicant (e.g. product design/ manufacturing, import & export trade, retail, after-sales service, etc.): |  | | |
| Will Applicant’s Mainland entity execute any measure in the project? | Yes  No | | |
| Name of Mainland entity [[3]](#footnote-3)(if any): | Address: \_ | | |
| No. of Employees in the Mainland 1: | Full Time: Part Time: \_ | | |
| Mainland Business Entity’s Annual Turnover: | RMB: (Year ) | | |
| Please indicate whether Applicant Enterprise (or Applicant’s “Related Enterprise”[[4]](#footnote-4)) have applied / are applying for funding support under the BUD Programme | Yes  Application No:  Vetting Result:  Approved (Approved Funding Amount HK$ )  Rejected  Still under process  Withdrawn | | No |
| Please indicate whether Applicant Enterprise have applied / are applying / plan to apply for other funding programme provided by the HKSAR Government/ non-governmental organisations in Hong Kong for carrying out the same proposed project / same specific measures in the proposed project [[5]](#footnote-5)? | Yes  Project Title: \_  Name of the Government Funding Scheme/Source:  \_  Application No:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Vetting Result:  Approved (Approved Funding Amount HK$ )  Rejected Still under process | | No |
| Project Coordinator and Position: | Name (English): \_  Name (Chinese): \_  Position: \_\_\_\_\_\_\_  Company/Organisation:   \_ | Tel No.: \_  Email Address:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| Deputy Project Coordinator and Position: | Name (English): \_  Name (Chinese): \_  Position:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Company/Organisation:  \_ | Tel No.: \_  Email Address:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |

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

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| Eligibility of the applicant enterprise | Yes | No |
| Eligibility of the applicant’s Mainland entity | Yes  No  Not Applicable | |
| The applicant or its related enterprise has received ESP BUD funding support? | Yes  (Details: ) | No |
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| **II.** **Overview of Applicant Enterprise** |

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| Background of the enterprise including business nature, vision & mission, company size: (Agency Business /Own Brand/OEM/ODM/OBM etc.):  Products/Services currently provided:  Existing customers/markets:  Other related information (e.g. prize awarded, ISO/Certificates, patents, trademarks, product testing etc.): |

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| **III. Project Summary and Objectives** |
| Please specify the product/service, key project tasks, and concrete objectives to be achieved in the areas of branding, upgrading and restructuring and/or domestic sales. And the relationship between project and “Holistic Business Plan” (e.g., project belongs to which phase in the “Holistic Business Plan”.) | |
| Product/Service Covered in the Project: (may choose more than one categories , please refer to the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme)” in appendix 1 for details)  Branding  Upgrading & Restructuring  Domestic Sales  Project duration[[6]](#footnote-6)(Months): Total Months (From dd/mm/yy to dd/mm/yy )  Product/Service Covered in the Project: (If the applicant enterprise does not own the right of the relevant product/service and only acts as the agent, please specify the end date of the existing agent agreement and provide relevant documentary proof. In addition, if there is any information regarding the agreement or arrangement with the product/service owner following the expiration of the existing agreement, please provide the relevant information).  Key Project Tasks:  Project Objectives:  To uplift the recognition of the company/ product/ service/ brand  To uplift the production capability of the Mainland entity  To allow the product/services being sold in the Mainland  To increase the product/service competitiveness in the domestic market  To establish more channels for domestic sales  To protect the intellectual proprietary of the company brand and products  Others(please specify) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |

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| The project can enhance the applicant’s competitive advantage | Yes | | No |
| The project is part and parcel of the holistic business plan? | Yes | | No |
| Whether the project can further develop the applicant’s domestic sales? | Yes | | No |
| Whether the applicant or its product has a competitive advantage? | Yes | | No |
| Whether the applicant’s product or service has developed domestic sales? | Yes | | No |
| Domestic sales experiences? | Mature  Reasonable  Immature | | |
| Whether the applicant has the licensing agreement which covers the project period? | Yes  No  Not Applicable | | |
| Whether the applicant’s product(s) has the required license or permits for domestic sales? | Yes  No  Not Applicable | | |
| Whether the applicant has developed its domestic sales channels? | Yes | No | |
| Whether the applicant has the capability to implement the project? | Yes | No | |
| Comment (if any): | | | |

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| **IV. Implementation Plan / Expected Project Deliverables / Project Expenditure** |

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| --- | --- | --- | --- |
| **Expected Project Deliverables** | Commencement / Completion Date | **Details of the Expenses**  (# please delete where appropriate) | **Proportions of the Project Expenditure in Percentage** |
|  |  | **Fee to Engage Other Consultant/Implementation Agent**  Location: HK/Mainland#:  Content of Service item：  Number of Consultants/Implementation Agents:   \_  Man-day/Man-hour# \_\_\_\_ (days/hours#) x\_\_\_\_  Daily/Hourly# rate HK$ /person  Expense: HK$ \_\_\_\_\_\_\_\_  (#Please delete as appropriate) |  |
|  |  | **Cost for Recruiting Additional Manpower**  (Total should not exceed 50% of the total budgeted expenditure for the project.)  Details of each additional post/employee   1. Position: , No. of Persons: \_   Main duty: \_  Location: HK/Mainland#,months/days#:  \_  Monthly/Daily# salary：HK$ /person  Total Salary: HK$ \_  2. Position: , No. of Persons: \_  Main duty: \_  Location: HK/Mainland#，months/days#:\_\_\_\_\_\_\_\_  Monthly/Daily# salary：HK$ /person  Total Salary: HK$ \_  (#Please delete as appropriate)  **Extra expenses for employing additional staff**  (e.g. MPF to be paid by employer, advertisement for recruitment, etc.)  Item 1 (nature and content): \_  HK$ \_  Item 2 (nature and content): \_  HK$ \_\_  Total expenses：HK$ \_ |  |
|  |  | **Cost for Additional Machinery/Equipment**  (Total should not exceed 50% of the total budgeted expenditure for the project.)  Details of the expenses for procuring/leasing additional machinery/equipment (including mold for new product manufacturing, dedicated and special computer hardware and software.)  (Equipment (including computer hardware and software) for general use or machinery/ equipment for increasing production capacity will not be funded and should not be included in the budgeted expenditure for the project.)   1. Name of Machine/Mold/Computer   hardware/Computer software#:  (Procure/lease#)  Implementation location: HK/Mainland#  Quantity: x Cost per unit: HK$ /unit  Total cost: HK$ \_  Purpose and direct relationship with project  implementation: \_  (#Please delete as appropriate)  **Incidental expenses for procuring/leasing Machinery/ Equipment (e.g., debug, updates, installation, and cost of additional maintenance during project implementation, etc.)**  Item 1 (nature and content): HK$ \_\_\_\_\_\_  Item 2 (nature and content): HK$\_\_\_\_\_\_    Total expenses：HK$ \_ |  |
|  |  | **Details of the expenses for producing product samples/prototypes**  (Total should not exceed 20% of the total budgeted expenditure for the project.)  Sample content and quantity: \_  Purpose and direct relationship with project  implementation:  Location for sample production: HK/Mainland#  (#Please delete as appropriate)  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  Reasons of the expenses and remarks:  Total expenses: HK$ \_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  | **Design and Establish Online Shop**  Name of online shop: \_\_\_\_\_  Promotion area/ target: \_\_\_  Location of production: HK/Mainland#  (#Please delete as appropriate)  Relevant items and expenses:  Item 1: HK$: \_  Item 2: HK$: \_  Item 3: HK$: \_  Justification for the expenses and remarks:  Total expenses: HK$ \_ |  |
|  |  | **Establish/ Improve**# **Company Website**  Content and application of website: \_\_\_ \_  Promotion area/ target: \_\_\_  Location of production: HK/Mainland#  (#Please delete as appropriate)  Relevant items and expenses:  Item 1: HK$: \_  Item 2: HK$: \_  Item 3: HK$: \_  Justification for the expenses and remarks:  Total expenses: HK$ \_ |  |
|  |  | **Design and Production of Marketing Materials**  Location of production: \_  Nature, content and quantity: \_    Location of design and production of publicity materials: HK/Mainland#  (#Please delete as appropriate)  Relevant items and expenses (including nature and quantity)： HK$ \_  Promotion Area/Event: \_  Promotion purpose/Target: \_  Relevant items and expenses (including nature and quantity)： HK$  Promotion Area/Event: \_  Promotion purpose/Target: \_  Reasons of the expenses and remarks:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$: \_ |  |
|  |  | **Participation in exhibition /roadshow in the Mainland or Hong Kong (including the relevant expenses of travelling and accommodation between Hong Kong and the Mainland)**  (Total traveling and accommodation cost should not exceed 20% of the total budgeted expenditure for the project. Meal expenses and travel/ accommodation expenses outside of Hong Kong and the Mainland are unallowable, it should not be included in the budgeted expenditure for the project.)  Name of Exhibition/Roadshow:\_\_\_\_\_\_\_\_\_\_\_\_\_  Location：\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Period: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1: \_\_\_\_\_\_\_\_\_\_\_\_\_HK$ \_  Item 2: \_\_\_\_\_\_\_\_\_\_\_\_\_HK$ \_  Relevant expenses of travelling and accommodation:  Itinerary: / (From/Destination)  Number of Trips: \_\_\_ Number of Staff: \_\_\_\_\_  Traveling expense: HK$ \_  Accommodation expense: HK$ : \_ \_\_ (including # of nights)  Name of Exhibition/Roadshow: \_  Location：\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Period: \_\_\_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  Relevant expenses of travelling and accommodation:  Itinerary: / (From/Destination)  Number of Trips: \_\_\_ Number of Staff: \_\_\_\_\_  Traveling expense: HK$ \_  Accommodation expense: HK$: \_ \_\_ (including # of nights)  Reasons of the expenses and remarks:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$ \_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  | **Testing/ Certification Registration**  Content of testing/ certification :\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Testing/ Certification Registration Location: HK/Mainland#/others(Please specify)  (#Please delete as appropriate)  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  Reasons of the expenses and remarks:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$ \_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  | **Patent/ Trademark Registration**  (Maximum cumulative amount of funding support per enterprise under the Programme for patent/ trademark/ design/ utility model registration directly related to the project(s) is $170,000.)  Content of the patent: \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location: HK/Mainland#  (#Please delete as appropriate)  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_    Reasons of the expenses and remarks:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Content of the trademark registration::\_\_\_\_\_\_\_\_\_  Location: HK/Mainland#  (#Please delete as appropriate)  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_    Reasons of the expenses and remarks:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Please indicate whether a trademark search has been made and the proposed trademark is available to be registered.  Yes  No  Reasons of the expenses and remarks:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    Total expenses: HK$ \_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  | **Place Project Related Advertisement**  **(including any expenses through placing advertisements in newspaper, magazine, television, radio, internet, billboard/poster advertising, as well as the ambassador endorsement expenses.)**  (Total cost for advertising should not exceed 50% of the total budgeted expenditure for the project. In the case of internet advertising, expenses such as deposit, bonus, slotting fee, etc. will not be funded and should not be included in the budgeted expenditure for the project.)  Published location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Advertising media: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ HK/Mainland#  (#Please delete as appropriate)  (Period: months, issues/times)  Advertisement expense: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Promotion Area/Target:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    Other relevant expenses (e.g. expenses related to ambassador endorsement for the product/ service, etc.)  Details:  Item 1 (nature and content): \_\_\_ HK$\_\_\_\_\_\_\_  Item 2 (nature and content): HK$ \_  Total expenses: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  | **Develop/Improve# Mobile Applications (APPS)**  (Total cost for development or improvement of apps should not exceed 50% of the total budgeted expenditure for the project)  The content and application of apps: \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Location for production: HK/Mainland#  (#Please delete as appropriate)  Promotion Area/Target: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  Reasons of the expenses and remarks:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  |  | **Other Costs** (only allowable expenses not falling under the above cost categories should be included e.g. expenses for staff training, external audit fee, etc.):  Relevant items and expenses:  Item 1: HK$ \_  Item 2: HK$ \_  Reasons of the expenses and remarks:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Total expenses: HK$\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| External Audit ( Audit fees should not exceed HK$10,000 per audit) | | External Audit Fee：HK$\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
| Total Project Cost (HK$) | |  |  |
| Applicant’s Contribution in Cash (HK$) | |  |  |
| Amount of Funding Sought (HK$)  (The maximum funding amount is HK$500,000) | |  |  |

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| **V. Holistic Business Plan** |

(1) Scope of the Holistic Business Plan

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| 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 : *(including cities, customer groups, etc.)* |  | | | | | |

(2) Objectives and Business Strategy for Developing Business in the Mainland

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| 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. |
| 1. Duration of the business plan in the Mainland:   Project Period: Total \_\_\_\_\_ Year \_\_\_\_\_ Months  Commencement (mm/yy): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Completion (mm/yy): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (ii) 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) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (iii) 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  Production/revamp of company website/ 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): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| For Official Use: | Project duration: months (mm/yyyy – mm/yyyy) | |
| The project has concrete and measurable deliverables to facilitate progress monitoring and evaluation of project outcomes | Yes | No  Detail: |
| The implementation plan is clear and reasonable, and is consistent with the budget of the project | Yes | No  Detail: |
| All cost items have sufficient details and breakdowns for monitoring | Yes | No  Detail: |
| All cost items fall within the relevant budget caps | Yes | No  Detail: |
| All cost items are allowable cost items | Yes | No  Detail: |
| The budget is considered reasonable having regard to the implementation plan as well as the justifications provided by the Applicant | Yes | No  Detail: |
| Mainland element | Strong  Fair  Weak | |
| The Holistic Business Plan has set out relevant strategies for medium- to long-term business development in the Mainland market | Yes | No |
| Comment (if any): | | |

**For Official Use**

**Initial Assessment**

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| **Particular Points to Note** |
| Reasonableness of the project: |

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| **Recommended for Approval**    **Recommended for Approval with conditions**    **Recommended for Rejection**  Recommended Funding Amount: NA  Reasons for Rejection:  Conditions:  Reminders to Applicant:   1. Procurement of goods and services and hiring of project staff, if any, should comply with the procedures and guidelines set out in paragraphs 5.6 and 5.9 of the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme)”. 2. Any unallowable costs spent to implement the Project will not be funded. The actual amount of grant to be disbursed under the BUD Fund will be based on the actual amount of properly expended allowable costs only, and subject to the budget caps set out in paragraph 5.2.1 of the “Guide to Application for the Dedicated Fund on Branding, Upgrading and Domestic Sales (Enterprise Support Programme)”. 3. Costs of all project measures and activities covered in the total project expenditure should target at the Mainland market. The applicant will be required to show that these materials/activities would be effective in assisting its business development in the Mainland market in the progress/final reports of the project. |

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| **VI.**  **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) (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, 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. The Applicant also authorises the Programme Secretariat and HKSAR Government to verify the information provided in this Application with the related Government bureaux/departments.

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

**Appendix 1 – Reference Information**

1. Current Business Sector:

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

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

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

(2) Member of Trade and Industrial Organisation:

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

No

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

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|  | | | | |  |
|  | Yes | Please specify the post, number and major duty of the additional staff to be recruited: | | | |
|  |  |  | | |  |
| **Post**  **in Hong Kong** | | | **Estimated Number** | **Major Duty** | **Whether the cost was included in the project expenditure stated in item 22 of section C** |
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|  | | |  |  |  |
|  | | |  |  |  |
|  | | |  |  |  |
|  | 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?

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|  | Yes | Please specify the post, number and major duty of the additional staff to be recruited: | | |
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| **Post**  **in Hong Kong** | | | **Estimated Number** | **Major Duty** |
|  | | |  |  |
|  | | |  |  |
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|  | 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)?

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

**Appendix 2- Notes for Application**

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

**(Enterprise Support Programme)**

**Type (ii) Project Application**

1. The Enterprise Support Programme of the Dedicated Fund on Branding, Upgrading and Domestics 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 enhance the enterprise’s competition and/or develop the business in 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”) to enhance the enterprise’s competitiveness and/or develop the business in Mainland market.**

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

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: HKPC Building, 78 Tat Chee Avenue,

Kowloon, Hong Kong.

Telephone: (852) 2788 6088

Fax: (852) 2788 6196

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

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

1. 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 is usually set at the end of March, June, September and December. The actual date will be announced on the website of the Programme.

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

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

|  |  |  |
| --- | --- | --- |
|  | Copy of the Business Registration Certificate of the Applicant | |
|  |  | |
|  | Copy of documentary proof of the shareholders of the Applicant as stated in Item 22 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) | |
|  |  | |
|  | Copy of the documentary proof of the agent agreement of product(s)/service(s) (demonstration of the end date of authorisation in the agreement) | |
|  | Copy of the documentary proof of the Applicant’s annual turnover last year. | |
|  |  | |
|  | Others: |  |
|  |  | |

- End –

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. [↑](#footnote-ref-1)
2. i.e Applicant’s Total Domestic Sales Turnover /Applicant’s Total Sales Turnover (including the domestic sales turnover of the applicant’s Mainland entity) x 100% [↑](#footnote-ref-2)
3. 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-3)
4. “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-4)
5. Projects or specific measures in the projects that have already obtained / would obtain other sources of funding support provided by the HKSAR Government / non-governmental organisations in Hong Kong will NOT be eligible for funding support under the Programme. [↑](#footnote-ref-5)
6. Project duration should not exceed 24 months [↑](#footnote-ref-6)