SME Development Fund / 
Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) 
(Organisation Support Programme) 

Notes for Application

1. Please read the “Guide to Application for SME Development Fund” or the “Guide to Application for the BUD Fund (Organisation Support Programme)” before completing the application form.

2. This application form is available in Chinese and English and only needs to be completed in either language. The completed form must be duly signed by the Applicant. All information provided should be concise. If the space provided is insufficient, please use additional sheets.

3. Information provided in the form will be used for processing the application and for related purposes. Such information may be disclosed to other Government departments or third parties if such disclosure is necessary for the purpose of processing the application and related purposes. You have the rights to access or correct your personal data provided in this form. If you wish to exercise such rights, please contact the Secretariat of the SME Development Fund and the BUD Fund (Organisation Support Programme) (“the Fund Secretariat”).

4. Please note that the information in Section A, Section B, and Section C (items 3) of this application form will be made available for public information at the homepage of the relevant Fund after funding approval is given. Members of the public can copy, distribute copies, or make use of the materials available at this website for non-commercial use.

5. The following documents are required for an application. Please be prepared to produce the original of the supporting documents for verification upon request by the Fund Secretariat.

   (A) Duly completed and signed application form, with a soft copy (preferably in MS Word format);
   (B) Registration documents of the Applicant (if applicable) - Business Registration Certificate, Certificate of Incorporation and Articles of Association; and
   (C) Documentary proof of sponsorship from other sources (if applicable).

6. The completed application form and supporting documents should be sent (in person or by mail) to the Fund Secretariat:
Address : 15/F, Trade and Industry Tower, 3 Concorde Road, Kowloon City, Hong Kong
Telephone no. : 2398 5128

(10/2015 Version)
SME Development Fund /
Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD)
(Organisation Support Programme)
Application Form

This application is for (please put "√" in either one box only):

☐ SME Development Fund: to enhance the competiveness of SMEs in general or in specific sectors.

☐ BUD Fund (Organisation Support Programme): to assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring their business operations, and promoting domestic sales in the Mainland so as to enhance their overall competitiveness in the Mainland market.

Please state whether this application is a re-submission of a previously rejected application under the SME Development Fund or the BUD Fund (Organisation Support Programme) (please put "√" in either one box only):

☐ Yes. Reference no. of the previous application is __________________. ☐ No.

Section A – Project Overview

1. Applicant
   Name in English:
   Name in Chinese:

2. Implementation Agent(s), if any
   Name in English:
   Name in Chinese:

3. Project title

4. Project objective(s)
   (Please state with about 50 words in clear and concise terms, the objectives that the project aims to achieve.)

5. Project duration
   Commencement date
   (dd/mm/yyyy)
   Completion date
   (dd/mm/yyyy)
   Project duration \(^1\)
   (No. of months)

6. Funds applied
   HK$:

\(^1\) Projects shall be completed within three years. Projects containing deliverables that are intended to be operated on a long-term basis have to demonstrate their financial viability after cessation of funding support under the schemes.
Section B – Particulars of the Applicant

1. Applicant
   Date of establishment: __________________________ Number of members: __________________________
   Aim/Objective of the organisation: ________________________________________________________________
   Ordinance under which the organisation is established or registered: □ Companies Ordinance
   □ Societies Ordinance
   □ Others (please specify): ______________
   Address: ________________________________________________________________
   Tel no.: ______________ Fax no.: ______________ Email address: __________________________
   Web page: __________________________________

2. Implementation Agent(s), if any
   Address: ________________________________________________________________
   Tel no.: ______________ Fax no.: ______________ Email address: __________________________
   Web page: __________________________________
   Please state ongoing dealings and relationship (apart from this application) between the Applicant and the Implementation Agent(s) and/or its owners (if any):
   ________________________________________________________________
   ________________________________________________________________

3. Collaborating Organisation(s), if any
   Name in English: __________________________
   Name in Chinese: __________________________
   Date of establishment: __________________________ Number of members: __________________________
   Aim/Objective of the organisation: ________________________________________________________________
   Address: ________________________________________________________________
   Tel no.: ______________ Fax no.: ______________ Email address: __________________________
   Web page: __________________________________
   Role in this project (if any): • e.g. assist in promoting the project

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2 The Applicant must be a non-profit-distributing organisation operating as a support organisation, trade and industrial organisation, professional body or research institute. There should be only one Applicant and it has to be a statutory organisation or an organisation registered under ordinance(s) of the Hong Kong Special Administrative Region. There is no limit on the number of implementation agent and collaborating organisation.
Section C – Project Details

1. Project Summary
   (a) Industry and market background

   (b) Problems/Opportunities identified
   (Please state the problems/opportunities that this project aims to address/capture.)

   •
   •
   •

   (c) Justifications for the project
   (Please briefly describe project approach and rationale, and explain how it can cost-effectively help the industry and enterprises address the problems and/or capture the opportunities set out in (b) above.)

2. Beneficiaries
   (Please list out the target group(s) (e.g. an industry) that will benefit from the project and the estimated number of SMEs/enterprises involved.)

<table>
<thead>
<tr>
<th>Target group(s)</th>
<th>Estimated number of beneficiaries (SMEs/enterprises*)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>*(please delete as appropriate)</td>
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3. Project deliverables
   (Please list all the deliverable(s) of the project. Specify the quantity for each deliverable where applicable and justify how each deliverable can help achieve the project objective(s) and benefit Hong Kong SMEs or enterprises.)

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Quantity</th>
<th>Description / Purpose(s)</th>
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<tbody>
<tr>
<td>e.g. Training workshops</td>
<td>5 times</td>
<td>• Topics covered are: -</td>
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<tr>
<td>(50 participants each)</td>
<td></td>
<td>(i) AAA</td>
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<td></td>
<td></td>
<td>(ii) BBB</td>
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<td>(iii) CCC</td>
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<td>• The 5 workshops are identical.</td>
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<td>• Experts in xxx will be invited as speakers.</td>
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<td></td>
<td>• Registration will be open to all SMEs/enterprises of the industry free of charge. Each SME/enterprise can send at most two persons to join.</td>
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<td></td>
<td></td>
<td>• Participants are expected to acquire in depth knowledge about AAA.</td>
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<tr>
<td>e.g. Guidebook</td>
<td>2,000 hardcopies + e-version</td>
<td>• The guidebook will provide practical tips to SMEs in upgrading their operations.</td>
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<td></td>
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<td>• Hardcopies will be distributed through …</td>
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</table>

3 To ensure that resources are well spent, the number of SMEs/enterprises which may benefit from the funded project will be taken in account in the vetting of the project.
4. Implementation details

(Please describe in detail the implementation plan, marketing strategy and methodology to be applied in the project, the work in various stages including preparation, promotion and dissemination of project results in order to achieve the project objective(s).)

(a) Implementation plan, marketing strategy and methodology

  e.g. Stage 1: Preparation
  • to form a project steering committee to oversee the project.

  Stage 2: Promotion
  • to advertise the seminar/workshop through the distribution network of applicant, implementation agent and collaborating organisations

  Stage 3: Dissemination
  • to conduct seminars/workshops, publish the guidebook

(b) Key implementation stages

<table>
<thead>
<tr>
<th>Period</th>
<th>Milestones</th>
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<tbody>
<tr>
<td>(dd/mm/yyyy - dd/mm/yyyy)</td>
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5. Other information in support of the application

(a) Please provide any information not covered elsewhere in this form but would help support this application, e.g. resources to be put by the Applicant, any other parties to support the project, future plan after this project is completed.

(b) Please state whether you are aware of any other project(s), with content similar to this application, which have been or are being carried out by other parties. If yes, please describe the relevant projects and provide justifications on why this project is needed.
(c) Please indicate whether you have applied for or received funding support for this or similar project from other government funding sources. Examples include Innovation and Technology Fund, Professional Services Development Assistance Scheme (PSDAS), funding schemes administered by the Office of the Government Chief Information Officer (OGCIO) or Research Grants Council, etc.

Please put a "√" in the box as appropriate.

☐ Yes, funding received. Projects which are or will be in receipt of other government funding support will NOT be funded under the SME Development Fund or the BUD Fund (Organisation Support Programme).

☐ Yes, application submitted but pending results

Sources of fund (please specify if "Yes")

Name of Funding :

Amount applied :

☐ No
## Section D – Budget of the Project

### 1. Expenditure

<table>
<thead>
<tr>
<th>Item (Please itemise as appropriate)</th>
<th>Phase 1 ( )</th>
<th>Phase 2 ( )</th>
<th>Phase 3 ( )</th>
<th>Total</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>(A) Additional Manpower</td>
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<td>Subtotal (A)</td>
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<td>(B) Additional Equipment</td>
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<td>Subtotal (B)</td>
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<td>(C) Other Direct Costs</td>
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<td>e.g. External consultancy fee</td>
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<td>Subtotal (C)</td>
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<td>Total Expenditure</td>
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<td>(A) + (B) + (C)</td>
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</table>

**Value in HK$**

4 All expenditure items, with detailed breakdown, must be incurred between the commencement and completion dates of the Project. The Applicant may suggest the period covered under each phase according to the implementation schedule of the project.

5 To be filled in for projects with duration longer than 24 months. Also applicable to Section D items 2-4.

6 Only the salary (including the employer’s contributions to the Mandatory Provident Fund) of the **additional manpower** directly incurred for the Project should be included. Please state the number of staff to be recruited, their respective ranks, the number of man-hours/man-months to be contributed by each of them, their hourly rates/monthly salary, and the total cost for each staff.

7 Only the cost of procuring or leasing of **additional equipment** for implementing the Project should be included in the budget. Please list out all the additional equipment required. If more than one unit of the same equipment is required, please set out its unit cost, quantity required and the total cost. If the additional equipment is to be shared among different projects, the cost shall be charged on a pro-rata basis. In general, common office equipment (e.g. computer, fax machine) will not be funded.

8 This includes all other costs, directly incurred for the Project, except overhead expenses and other unallowable cost items set out in the “Guide to Application for SME Development Fund” or the “Guide to Application for the BUD Fund (Organisation Support Programme)” as appropriate. Fundable items may include external consultant fees, consumables, production and promotion cost of project results (such as advertising and the organisation of seminars) and external audit fees.
2. **Contribution from Applicant and sponsorship from other sources**

(Please provide documentary proof of the sponsorship, e.g. confirmation letter from the sponsor.)

<table>
<thead>
<tr>
<th>Item (Please itemise, as appropriate)</th>
<th>Form of Sponsorship (Cash/In kind)</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Total</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Contribution from Applicant</td>
<td></td>
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<tr>
<td>(B) Sponsorship from other sources</td>
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<tr>
<td><strong>Total Contribution</strong></td>
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</table>

3. **Amount applied for** (i.e. Total Expenditure minus Total Contribution)

<table>
<thead>
<tr>
<th>Funds applied</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Total</th>
</tr>
</thead>
</table>

4. **Income**

<table>
<thead>
<tr>
<th>Item (Please itemise as appropriate)</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Total</th>
<th>Remarks</th>
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<tr>
<td><strong>Total Income</strong></td>
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</tbody>
</table>

5. **Justifications and cost breakdown of the expenditure**

(Please provide below full justifications and cost breakdown for each item in the table of expenditure under 1 above, e.g. venue rental for seminars @ $2,000 x 5 seminars. The open procurement procedures set out in the “Guide to Application for SME Development Fund” or the “Guide to Application for the BUD Fund (Organisation Support Programme)” should be followed. If not, please explain the reason.)

**Additional Manpower**

**Additional Equipment**

(Please specify whether the Applicant possesses similar equipment. If so, please explain why the existing equipment cannot be deployed for this project.)

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9 Applicants are required to contribute at least 10% of the total project expenditure. The contribution may be in cash, in kind or in the form of sponsorship from other sources.

10 If revenue (e.g. participating fee for seminars) will be generated from the project, please indicate the amount and its source, and the basis on which the income figures are calculated, including the fees charged to each participant (if applicable). Applicants are required to return all income generated from the project to the Government within 1 month after submission of the audited final account of the Project.
Other Direct Costs
(Please set out the justifications and the expected cost.)
1. **Project Team**

   Please list the key members of the Project Team, Project Co-ordinator, Deputy Project Co-ordinator, and consultant(s), if any, and specify each of their roles.

<table>
<thead>
<tr>
<th>Name of Project Team Member</th>
<th>Position in the Project (e.g. Project Co-ordinator, Consultant, Research Assistant)</th>
<th>Main duties/responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Project Co-ordinator11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Deputy Project Co-ordinator</td>
<td></td>
</tr>
</tbody>
</table>

*Applicant:*

*Implementation Agent (if any):*

*Others (if any):*

11 The Applicant shall appoint a staff member from its organisation as the Project Co-ordinator to oversee and lead the Project.
Section F – Declaration by the Applicant

I, on behalf of, _____________________________________________, declare that

(Name of applicant organisation)

(A) 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. I undertake to inform the Trade and Industry Department immediately if there are any subsequent changes to the above information (in particular, subsequent approval of funds by other public funding sources after this application is submitted); and

(B) the ideas of the proposed Project do not constitute any act or potential act of infringement of the intellectual property rights of other individuals and/or organisations; and

(C) the Applicant will indemnify the Government against all losses, liabilities and claims that it may suffer, incur or subject to in relation to this application or the Project; and

(D) no profit generated by the Applicant had been distributed in the past to any of its directors, shareholders, employees, or any other persons; and

(E) under no circumstances may the income generated from the Project (if any) be distributed or used without explicit written approval from the Director-General of Trade and Industry.

I understand that any false declaration would lead to termination of the funding agreement, refund of any funds given, and the possibility of criminal charges.

I authorise the Trade and Industry Department to handle the personal data/information provided in this form and other information relating to the application in accordance with the “Guide to Application for SME Development Fund” or the “Guide to Application for the BUD Fund (Organisation Support Programme)” if applicable.

_________________________________________  _______________________________________
Authorised signature with organisation chop  Name of signatory

_________________________________________
Name of Applicant Organisation

_________________________________________
Position

_____________________________________
Date
Curriculum Vitae
(Project Co-ordinator, Deputy Co-ordinator, and other key Project Team Members)

Personal Particulars
Name in English: ________________________________________________
(First name/Last name)
Name in Chinese: ________________________________________________
Company/Organisation: __________________________________________
Position held in company/organisation: ________________________________
Office address: __________________________________________________
Nature of business: ________________________________________________
Tel no.: ______________ Fax no.: ______________ Email address: ______________

Academic/Professional Qualifications (in chronological order):
(For tertiary and above obtained within the past ten years.)

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

Publications (maximum five publications relevant to the application):