



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



香港特別行政區政府
The Government of the
Hong Kong Special Administrative Region



工業貿易署
Trade and Industry Department

BUD 專項基金執行機構
The BUD Fund Implementer



The BUD Fund - E-COMMERCE EASY

To assist enterprises to develop more diversified markets through electronic commerce (e-commerce) business, the geographical coverage of “E-commerce Easy” under the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) has covered the Chinese Mainland and the 10 ASEAN countries[^] since 14 March 2025.

Programme Outline

Eligibility	All non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Cap. 310), with substantive business operations in Hong Kong
Geographical Scope	Chinese Mainland and 10 ASEAN countries [^]
Cumulative Funding Ceiling per Enterprise	HK\$1 million, subject to the cumulative funding ceiling of HK\$7 million under BUD Fund
Funding Ceiling per Approved Project	HK\$800,000
Funding Ratio	1 (Government) : 3 (Enterprise) matching ratio, including the audit fee
Disbursement of Funds	Successful applicants can opt for an initial payment, being 20% of the approved Government funding
Project Duration	Maximum of 24 months
Application Submission	Submission of one application every 3 months

Online sales platform

Advertisement
(related to the promotion of applicant
enterprise's e-commerce business)

Mobile Application
(development/enhancement)

Company Website
(development/enhancement)

Other e-commerce related
project measure(s)

The BUD Fund Implementer

HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong

Hotline : (852) 2788 6088

Fax : (852) 3187 4525

Email : bud_sec@hkpc.org

Website : www.bud.hkpc.org

Online Application



[^] 10 ASEAN countries includes Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam.

The above information is for reference only while subject to change without further notice. Kindly refer to the latest official announcement for updated information. All rights reserved.