



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 Mainland and the 10 ASEAN countries<sup>^</sup> 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	Mainland and 10 ASEAN countries <sup>^</sup>
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

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Online Application



<sup>^</sup> 10 ASEAN countries includes Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam.

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