



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 - Easy BUD

To expedite the processing of applications and enable more SMEs to make use of the funding to develop their business, the Government has launched “Easy BUD” under the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund). Since 14 March 2025, applicant enterprises can submit one “Easy BUD” application every three months, and the funding scope has been expanded to include establishment of online sales platform.

Programme Outline	Eligibility	Non-listed enterprises registered under the Business Registration Ordinance (Chapter 310), with “Substantive Business Operations” in Hong Kong
	Geographical Scope	Mainland and other economies with which Hong Kong has signed Free Trade Agreements and/or Investment Promotion and Protection Agreements
	Funding Ceiling per Approved Project	HK\$100,000
	Funding Ratio	1 (Government) : 3 (Enterprise) matching ratio, including the audit fee
	Project Commencement	The soonest the next day after the application submission
	Project Duration	Maximum of 12 months
	Application Processing Time	Within 30 working days*
	Application Submission	Submission of one application every 3 months



The BUD Fund Implementer

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Online Application



* From the date of receipt of a complete application accompanied by all necessary documentation proof and clarifications.

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