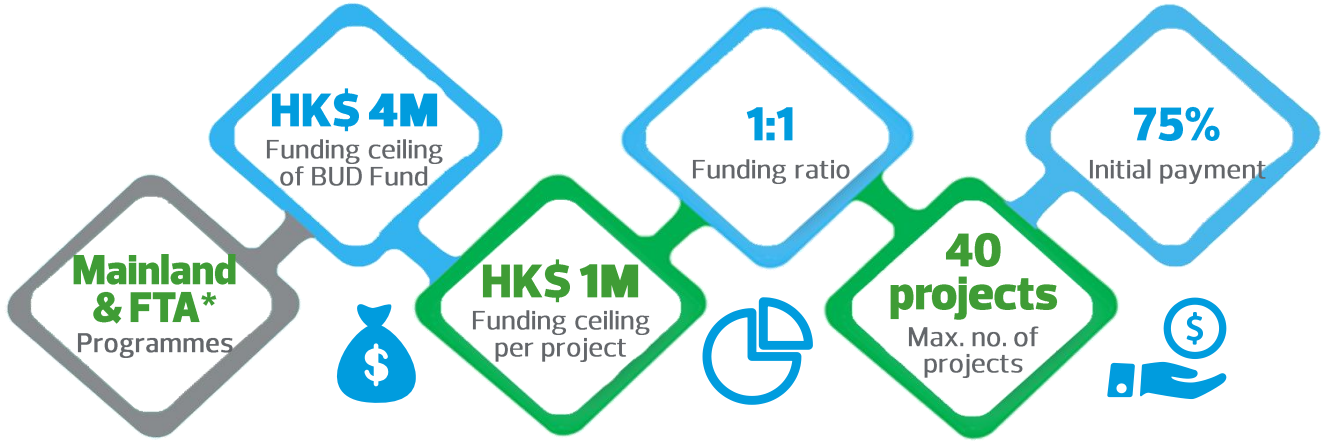


BUD FUND BRANDING, UPGRADING AND DOMESTIC SALES

Project measures



Funding scope

Branding

brand strategy and positioning

brand building, design and communication

brand management and tracking

Upgrading

product innovation and repositioning

technology and management upgrading

production automation

Domestic Sales

domestic sales strategic planning

domestic sales business operation management

domestic sales team formation and management

Eligible expenditures

- Exhibitions, trade fairs, roadshows
- Design and production of promotional materials
- Online sales platform
- Establishing, enhancing company website
- Testing and certification registration
- Cost for patent, trademark registration
- Additional manpower
- Additional machinery, equipment
- Mobile apps (for promotion)
- Advertisement
- Expenses for producing samples, prototype
- Operating costs for setting up new business entity

* Free Trade Agreement (FTA) economies: Singapore, Brunei, Malaysia, Thailand, Indonesia, Philippines, Laos, Vietnam, Cambodia, Myanmar, Macau, Australia, New Zealand, Georgia, Chile, EFTA (Iceland, Liechtenstein, Norway and Switzerland)

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