



Trade and Industry Department
The Government of the Hong Kong Special Administrative Region
香港特別行政區政府 工業貿易署

Trade and Industry Department Tower, 700 Nathan Road, Kowloon, Hong Kong
香港九龍彌敦道 700 號工業貿易署大樓
Tel 電話 : 2398 5301 Fax 圖文傳真 : 2789 2491 Website 網址 : www.tid.gov.hk

Ref: D/ITO/1

29 July 2011

Director-General of Trade and Industry 工業貿易署署長

Mr. Michael Glover
Chairman
The Hong Kong Food, Drink & Grocery Association
GPO Box 8689
Hong Kong

Dear Chairman,

**Support for
Small and Medium Enterprises (SMEs)**

The Finance Committee of the Legislative Council has recently approved the injection of additional funding into the three SME Funding Schemes administered by the Trade and Industry Department (TID). We welcome applications from eligible SMEs and non-profit-distributing organisations.

SME Funding Schemes

TID is currently administering three SME Funding Schemes, namely, the SME Loan Guarantee Scheme (SGS), SME Export Marketing Fund (EMF) and the SME Development Fund (SDF), to help SMEs secure loans, expand export markets and enhance their competitiveness. The SGS and EMF are open to individual SMEs which are registered under the Business Registration Ordinance (Chapter 310) and have substantive business operation in Hong Kong, whereas the funding targets of the SDF are non-profit-distributing organisations (such as industrial and trade organisations, professional bodies, research institutes, etc). For details about the eligibility criteria and other features of the three schemes, please refer to the enclosed leaflets or visit TID's website at www.smefund.tid.gov.hk.

The SME Funding Schemes have been well-received by the trade since their establishment in 2001. As at the end of last month, the utilisation rates of the three schemes are over 80%.

To provide continued support to SMEs, the Chief Executive announced in the Policy Address last year to inject an additional \$1 billion into the EMF and the SDF (i.e. increasing the total commitment for the two funds from \$2.75 billion to \$3.75 billion) in 2011. The Financial Secretary, on the other hand, proposed this February in the Budget to substantially increase the total guarantee commitment under the SGS from \$20 billion to \$30 billion.

TID has submitted the above proposals to the Finance Committee of the Legislative Council. The relevant funding/increase in total guarantee commitment were approved on 18 July 2011.

All eligible SMEs and non-profit-distributing organisations are welcome to make use of the SME Funding Schemes to enhance the competitiveness of individual SMEs, SMEs in general or in specific sectors.

Brand Development and Promotion

TID is also dedicated to assisting local enterprises in developing their brands and exploring the Mainland market. A brand promotion webpage (www.branding.tid.gov.hk) has been set up under our web portal to showcase the support measures provided by the Government and related organisations, and to provide relevant information on brand development and promotion. We will continue to enrich the content of the webpage with a view to providing a wide ranging platform on branding information.

On brand development, TID's work focus this year is to enhance SMEs' understanding on brand development so as to assist them in brand promotion. In the first half of the year, we have organised a series of seminars and workshops related to branding and domestic sales in the Mainland (please refer to the brand promotion website for details). In the latter half of the year, we will continue to organise other related activities, including a large scale annual branding conference on 1 December 2011 at the Hong Kong Convention and Exhibition Centre. We will continue to cooperate with different trade

and industrial associations to organise activities that are conducive to helping the trade on brand building and development.

Support and Consultation Centre for SMEs

In addition, I would like to take this opportunity to introduce to you the services provided by our Support and Consultation Centre for SMEs (SUCCESS).

SUCCESS provides a wide range of free and practical information and consultation services for SMEs (including business start-ups). SUCCESS organises seminars, workshops and other activities on a regular basis to help broaden SMEs' business knowledge and enhance their entrepreneurial skills. Through the "Meet-the-Advisors" Business Advisory Service, SUCCESS arranges for SMEs encountering problems to meet with professionals from various sectors for consultation and advice. SUCCESS also implements an "SME Mentorship Programme" which provides SME entrepreneurs at the early stage of their businesses with the opportunity to learn from and be guided by experienced entrepreneurs through one-on-one counselling during a 12-month mentorship period.

Moreover, SUCCESS issues a bi-weekly e-newsletter to its registered members, providing useful business information which includes latest rules and regulations promulgated by the Mainland government, as well as SME-related activities and services. Members of your organisation are most welcome to register for SUCCESS' free membership through the SUCCESS Website. The registration procedure is simple, and only requires the provision of some basic personal information including that for contact purpose and on the type of business. Upon successful registration, members will be able to receive the SUCCESS e-newsletter regularly.

The array of services provided by SUCCESS is very popular amongst SMEs. For details of services provided by SUCCESS, please refer to the attached leaflet or browse through the SUCCESS Website at www.success.tid.gov.hk.

Information and Enquiries

If you require further information or additional copies of the leaflets on the SME Funding Schemes or SUCCESS, please feel free to contact my colleagues at 2398 5125 and 2398 5133 respectively.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ms Maria S N Kwan', with a long horizontal flourish extending to the right.

(Ms Maria S N Kwan)
Director-General of Trade and Industry

Encl.



Support and Consultation
Centre for SMEs
Trade and Industry Department

HEAD FOR SUCCESS

What is SUCCESS ?

SUCCESS is an information and advisory centre for small and medium enterprises (SMEs) run by the Trade and Industry Department of the Government. Our name in full is **Support and Consultation Centre for SMEs**. We collaborate with various industrial and trade organisations, professional bodies, private enterprises and other Government departments to provide SMEs with a comprehensive range of business information, advice and services. Should you be looking for free business information and practical consultation services, SUCCESS is the first stop to fulfill your needs.

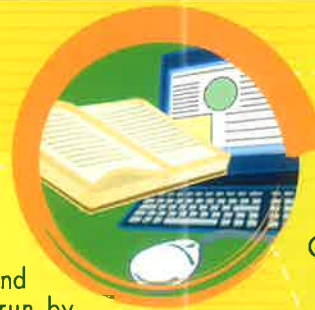
What does SUCCESS offer?

SUCCESS offers free business information and consultation services to SMEs including business start-ups.

On **business information**, we provide :

- comprehensive information about requirements on government licences and permits for running different kinds of businesses in Hong Kong;
- a user-friendly website (www.success.tid.gov.hk) which is a ready source to look for updates on SME interested activities, services and facilities;
- free access to business electronic databases;
- a wide collection of business reference materials in our Reference Library; and
- a regular publication - the "SME Pulse" on SME topical issues.

We also organise seminars, workshops and other activities to help broaden SMEs' business knowledge and enhance their entrepreneurial skills.



On **consultation services**, SMEs seeking professional and expert advice may apply for our "Meet-the-Advisors" Business Advisory Service or join our SME Mentorship Programme.

Contact SUCCESS

Address

M/F, Trade and Industry Department Tower
700 Nathan Road, Mongkok, Kowloon
(MTR Mongkok Station, Exit B1)

Customer Hotline : (852) 2398 5133

Fax : (852) 2737 2377

E-mail : success@tid.gov.hk

Website : www.success.tid.gov.hk

Service Hours

Monday to Friday : 8:45 a.m. – 6:00 p.m.



Start your journey to
SUCCESS NOW !



工業貿易署
中小企業支援與諮詢中心

邁向 成功路

SUCCESS是甚麼？

SUCCESS是中小企業支援與諮詢中心的英文簡稱（英文全名是 **S**upport and **C**onsultation **C**entre for **S**MEs）。SUCCESS由政府工業貿易署設立，專為中小企業提供營商資訊和諮詢服務。SUCCESS與多個工商組織、專業團體、私人企業和其他政府部門攜手合作，共同為中小企業提供全面的營商資訊、諮詢和服務。想尋找免費的營商資訊和實用的諮詢服務，SUCCESS是你取得協助的第一站。

SUCCESS提供甚麼服務？

SUCCESS為中小企業包括創業人士免費提供營商資訊和諮詢服務。

營商資訊方面計有：

- 在香港經營各類業務所需的政府牌照和許可證的規定；
- 方便使用的網頁 (www.success.tid.gov.hk)，可供隨時查閱關於中小企業活動、服務和設施的最新資訊；
- 免費瀏覽商業電子資料庫；
- 參考圖書室的大量商業參考資料；以及
- 定期出版的《中小企脈搏》，提供與中小企業息息相關的資訊。

我們並舉辦研討會、工作坊和其他活動，以協助中小企業擴闊營商知識和提升企業營運技巧。



諮詢服務方面，中小企業如希望尋求專業意見和向專家請教，可申請使用「問問專家」業務諮詢服務或參加中小企業「營商友導」計劃。

聯絡SUCCESS

地址

九龍旺角彌敦道700號工業貿易署大樓閣樓
(港鐵旺角站B1出口)

顧客熱線電話：(852) 2398 5133

傳真：(852) 2737 2377

電郵：success@tid.gov.hk

網址：www.success.tid.gov.hk

服務時間

星期一至星期五：上午8時45分至下午6時



莫再遲疑，請即前往
SUCCESS!



SME Export Marketing Fund

It's your move!



SME Export Marketing Fund (EMF)

Purpose

To help small and medium enterprises (SMEs) expand markets outside Hong Kong through funding them to participate in export promotion activities.

Eligibility

SMEs that are registered in Hong Kong under the Business Registration Ordinance (Chapter 310).

"SMEs" are any manufacturing businesses which employ fewer than 100 persons in Hong Kong; or any non-manufacturing businesses which employ fewer than 50 persons in Hong Kong. "Business" refers to any form of trade, commerce, craftsmanship, professional, calling or other activity carried on for the purpose of gain.

Scope

- Participation in trade fairs/exhibitions and business missions outside Hong Kong, as well as local trade fairs/exhibitions which are export-oriented.
- Advertisements on printed trade publications targeting export markets.
- Advertisements on eligible trade websites.

Expenditures such as the participation fees charged by the organisers, travelling expenses, hotel accommodation expenses and fees for advertising in trade publications or eligible trade websites can be funded.

Amount of Grant

The maximum cumulative amount of grant an SME may obtain from the EMF is \$150,000. For each successful application, the maximum amount of grant will be 50% of the total approved expenditures incurred by the applicant or \$50,000, whichever is the less.

Application Procedures

An SME should submit application for grant within 60 calendar days after the completion date of the concerned activity; the issue date of the trade publication containing the advertisement; or the commencement date when the advertisement is put on the eligible trade website. Application can be submitted either in person or by post with the following supporting documents:

- A completed application form;
- A photocopy of the valid Business Registration (BR) Certificate of the applicant;
- A photocopy of the valid Hong Kong Identity Card or Passport of the authorised person signing the application form for and on behalf of the applicant;
- Brochure of the concerned export promotion activity; original copy of the trade publication containing the concerned advertisement; or printout of website showing the advertisement and certified by the website service provider;
- Original and copy of receipts in relation to the declared expenditures plus evidence to substantiate the applicant's participation in the activity;
- Evidence showing the representatives attending the activity are employers/ employees of the applicant (e.g. Mandatory Provident Fund records); and
- Form 1(a) of the BR Office and/or Annual Return of the Companies Registry (i.e. Form AR1).

Application form is obtainable free of charge at Trade and Industry Department or can be downloaded from the homepage of the SME Funding Schemes at www.smefund.tid.gov.hk. For details, please refer to the Guide to Application.

For enquiries, please contact:

SME Export Marketing Fund Unit
Trade and Industry Department
4/F, Trade and Industry Department Tower
700 Nathan Road, Kowloon
Tel. : 2398 5127 / 2398 5125
Fax. : 2391 2646 / 3525 0329
Email : emf_enquiry@tid.gov.hk
Homepage : www.smefund.tid.gov.hk

中小企業市場推廣基金

棋先一着

把握推廣良機



東莞

上海

廣州

法蘭克福

杜拜



北京

拉斯維加斯

東京

深圳

杜塞爾多夫



華沙

新加坡

漢諾威

科隆

紐倫堡

中小企業市場推廣基金



目的

透過資助中小企業參與出口推廣活動，從而協助其擴展境外市場。



申請資格

所有在香港按照商業登記條例(第310章)登記的中小企業。

「中小企業」指任何從事製造業而在本港僱用少於100人的企業；或任何從事非製造業而在本港僱用少於50人的企業。「企業」是指為了圖利而從事任何形式的生意、商務、工藝、專業、職業或其他活動。



資助範圍

- 參與境外商品展銷會、展覽及考察團，及以出口市場為主的本地商品展銷會和展覽。
- 在以出口市場為目標對象的印刷貿易刊物刊登的廣告。
- 在合資格貿易網站上刊登的廣告。

由主辦機構收取的參展費，交通費，酒店住宿開支及貿易刊物/合資格貿易網站的廣告費，可獲基金資助。



資助金額

每家中小企業的最高累積資助上限為15萬元。每次成功申請，最高的資助額為申請企業繳付受資助項目總費用的50%或5萬元，以較低者為準。



申請手續

在出口推廣活動完結日、刊登廣告的貿易刊物出版日或在合資格貿易網站展示廣告開始日起計的六十個曆日內，親身或以郵遞方式連同下列文件遞交申請：

- 填妥的申請表格；
- 申請企業的有效商業登記證副本；
- 簽署申請表格的授權人士的有效香港身份證或護照副本；
- 申報出口推廣活動的小冊子，刊登有關廣告的貿易刊物正本，或顯示有關廣告的網頁列印紀錄並由網站服務提供者加簽證明；
- 申報開支收據正本和副本，以及完成參與活動的證明；
- 參與活動代表為申請企業東主/僱員的證明（如強制性公積金記錄）；及
- 商業登記署的Form 1(a)及/或公司註冊處的周年申報表(即Form AR1)。

申請表格可於工業貿易署索取，或從中小企業資助計劃網頁 www.smefund.tid.gov.hk 下載。有關申請手續的詳情，請參閱申請指引。



如有查詢，歡迎聯絡：

九龍彌敦道700號工業貿易署大樓四樓工業貿易署
中小企業市場推廣基金組

電話：2398 5127 / 2398 5125

傳真：2391 2646 / 3525 0329

電郵：emf_enquiry@tid.gov.hk

網頁：www.smefund.tid.gov.hk

煩到頭都大?



中小企業信貸保證計劃

幫到您

中小企業信貸保證計劃

目的

由政府提供信貸擔保，協助個別中小企業向參與計劃的貸款機構取得貸款，用作：

- 購買營運設備及器材；以及
- 營運資金。

申請資格

所有在香港按照《商業登記條例》（第310章）登記的中小企業（貸款機構和其相關者除外）。

「中小企業」指任何從事製造業而在本港僱用少於100人的企業；或任何從事非製造業而在本港僱用少於50人的企業。「企業」是指為了圖利而從事的任何形式的生意、商務、工藝、專業、職業或其他活動。

貸款用途

- 營運設備及器材貸款必須用於購置與申請企業在本港或境外經營的業務有關的營運設備及器材，包括機械、工具、電腦軟件和硬件、通訊系統、文儀設備、運輸工具、傢俬及固定裝置。
- 營運資金貸款必須用以支付一般業務用途的營運開支。

保證上限和保證期

- 每家中小企業可獲得的信貸保證額為獲批貸款額的50%，最高為600萬元。信貸保證額可靈活運用於營運設備及器材貸款與營運資金貸款。保證期最長可達五年。
- 若中小企業已全數清還在本計劃下獲批信貸保證的任何一筆營運設備及器材貸款或營運資金貸款，該中小企業可使用相應的信貸保證額多一次，以600萬元為上限。

還款方式

申請人必須分期向參與計劃的貸款機構清還貸款。

其他規定

成立18個月或以上的中小企業在向參與計劃的貸款機構遞交申請書時，須要向該貸款機構提交最新的經審核帳目（適用於有限公司）或最新的帳目報表（適用於無限公司）。

申請方法

所有申請必須透過參與計劃的貸款機構提交。有關貸款機構的名單，可查閱中小企業資助計劃網頁（www.smefund.tid.gov.hk）。

如有查詢，歡迎聯絡：

- 參與計劃的貸款機構；或
- 工業貿易署中小企業信貸保證計劃組（九龍彌敦道700號工業貿易署大樓6樓）

☎：2398 5125 / 2398 5129

✉：sgs_enquiry@tid.gov.hk

🌐：www.smefund.tid.gov.hk

香港特別行政區政府
工業貿易署出版
二零零八年十一月

採用再造紙印製

Headscratching
for cash?



SME Loan Guarantee Scheme can help

SME Loan Guarantee Scheme (SGS)

Purpose

The SGS aims to help small and medium enterprises (SMEs) to secure loans from participating lending institutions (PLIs) for :

- acquiring business installations and equipment; and
- meeting working capital needs,

with the Government acting as the guarantor.

Eligibility

SMEs that are registered in Hong Kong under the Business Registration Ordinance (Chapter 310), except lending institutions and their associates.

"SMEs" refer to any manufacturing businesses which employ fewer than 100 persons in Hong Kong; or any non-manufacturing businesses which employ fewer than 50 persons in Hong Kong. "Business" refers to any form of trade, commerce, craftsmanship, professional, calling or any activity carried on for the purpose of gain.

Use of loans

- Business installations and equipment loans shall be used for acquiring business installations and equipment relating to the applicants' business operations within or outside Hong Kong. Business installations and equipment may include machinery, tools, computer software and hardware, communication system, office equipment, transport facilities, furniture, and fixtures.
- Working capital loans shall be for general business use in meeting working capital needs of the applicants.

Guarantee ceiling and period

- The amount of guarantee for an SME is 50% of the approved loan, subject to a maximum amount of \$6 million. The guarantee can be used to secure loans for either business installations and equipment or working capital, or a combination of both. The guarantee period is up to 5 years.

- If an SME has fully repaid the business installations and equipment loan(s) or working capital loan(s) backed up by the guarantee under the Scheme, the SME is eligible one more time for the respective guarantee amount, subject to a maximum amount of \$6 million.

Repayment

Applicants are required to repay the loans to the PLIs by instalments.

Other requirements

An SME that has been established for 18 months or more is required to submit its latest audited account (for a limited company) or its latest statement of accounts (for an unlimited company) to the PLI at the time of submitting loan application.

Application procedure

Applications must be lodged through the PLIs. A list of the PLIs can be obtained from the homepage of the SME Funding Schemes at www.smefund.tid.gov.hk.

For enquiries, please contact:

- the PLIs; or
- the SME Loan Guarantee Scheme Unit of the Trade and Industry Department (6/F, Trade and Industry Department Tower, 700 Nathan Road, Kowloon)

☎ : 2398 5125 / 2398 5129

✉ : sgs_enquiry@tid.gov.hk

🌐 : www.smefund.tid.gov.hk

SME Development Fund

SME Development Fund^o

Objective

The SME Development Fund (SDF), managed by the Trade and Industry Department (TID), provides financial support to non-profit-distributing organizations to implement projects which aim to enhance the competitiveness of Hong Kong's small and medium enterprises (SMEs)* in general or in specific sectors.

Eligible Applicants

Non-profit-distributing organizations are eligible to apply. Non-profit-distributing organizations refer to those which do not distribute profits to their directors, shareholders, employees or any other persons, and operate as support organizations, trade and industrial organizations, professional bodies or research institutes that are either statutory organizations or organizations registered under the laws of the Hong Kong Special Administrative Region.

Eligible Projects

All proposals that are conducive to enhancing the competitiveness of Hong Kong's SMEs in general or in specific sectors are welcome to apply. Examples include seminars, workshops, conferences, exhibitions, research studies, award schemes, codes of best practices, databases, service centres, support facilities and technology demonstration, etc. TID may also invite applications on specific themes from time to time.

Scope of Funding

Costs that are directly related to the project (e.g. equipment, venue rental, printing costs, etc) may be funded. The Applicant's overhead expenses, such as salary, rental, renovation expenses, utility expenses, entertainment expenses, expenses for meals and other administration costs, etc. will not be funded. Projects should normally be completed within two years.

* "SMEs" is defined as any manufacturing businesses which employ fewer than 100 persons in Hong Kong; or any non-manufacturing businesses which employ fewer than 50 persons in Hong Kong. In this connection, "business" refers to any form of trade, commerce, craftsmanship, professional, calling or other activity carried on for the purpose of gain, but shall not include any club except a club within the meaning of the Business Registration Ordinance which provides services for the purpose of gain.

Amount of Grant

The maximum amount of funding support for each approved project is \$2 million, or 90% of the approved project expenditure, whichever is the less. The applicant has to contribute the remaining 10% of the project expenditure, which may be in cash, in kind or in the form of sponsorship.

Vetting Procedures

Applications will be considered by a vetting committee chaired by the Director-General of Trade and Industry with members coming from different disciplines and sectors of the industry.

The Vetting Committee will usually meet in March, June, September and December each year. Applicants will be informed of the outcome after the Vetting Committee has made the decision.

Application Procedures

Application is accepted all year round. Each organization may submit a maximum of two applications within a quarter. Applicants should submit the completed application form together with the required supporting documents to TID in person, by post or by electronic means. For details of the application procedures, please refer to the "Guide to Application for SME Development Fund" or visit the homepage of the SME funding schemes at www.smefund.tid.gov.hk.

Enquiries

The SME Development Fund Unit
Trade and Industry Department
6/F, Trade and Industry Department Tower
700 Nathan Road, Kowloon

Telephone : 2398 5125 / 2398 5128
Email : sdf_enquiry@tid.gov.hk
Homepage : www.smefund.tid.gov.hk

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