

# Our mission to Singapore

Replicate our success of HK to other ASEAN countries

Setup a branch in Singapore to support our expansion in ASEAN

Recruit talents

# Introduction



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

June 2012

## Set up of "BUD Fund"

To assist enterprises in exploring & developing brands, upgrading and restructuring their operations and promoting domestic sales in the Mainland



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拓展內銷市場的專項基金  
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Upgrading and Domestic Sales

Aug 2018

## Extension of Coverage

Extended the geographical coverage to also include the Association of ASEAN markets



Jan 2020

## Further Expansion

2<sup>nd</sup> expansion of the geographical coverage in to cover other economies with which Hong Kong had signed FTAs



July 2021

## Enhancement Measures

Enhancement measures including extending the geographical coverage to include all economies with which Hong Kong has signed IPPAs



Nov 2022

## Funding Ceiling Increase

The cumulative funding ceiling per enterprise has been increased to HK\$7 Million, the maximum number of approved projects per enterprise has been increased to 70



# Tips & Tricks

- The funding ceiling for each approved project is HK\$1 million.
- Each enterprise is entitled to a maximum of 70 approved projects, and the cumulative funding ceiling for all projects is HK\$7 million.
- The project can be started after submitted the application successfully
- The same comparison should be made for aspect of the quotations.
- **Specific Project Measures (Select according to business needs)**

<b>Expenditure Item</b>	<b>Max. Proportion</b> To the total Budget expenditure
Set up a new business entity	≤ 20%
Produce sample / prototype	≤ 30%
Recruit additional manpower	≤ 50%
Procure additional machinery, equipment or molding	≤ 70%



A photograph of Singapore's skyline at dusk. The Marina Bay Sands hotel is the central focus, with its three towers and skybridge. In the foreground, the Merlion statue is visible, spouting water into the water. The sky is a mix of blue and orange, suggesting sunset or sunrise. An orange horizontal bar is located in the top left corner.

# Singapore

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- Population approx 5.5M (but over 1M labour from oversea)
- Hub of ASEAN countries
- Large portion of Singaporean speak Mandarin
- Many HK people work in Singapore



# Setup

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- Company Registration
- Bank Account
- Recruitment

# #Content



Profile  
- 245  
- 157  
- 300  
- 1000

Collectors  
- 1000  
- 1000  
- 1000

Market  
- 1000  
- 1000  
- 1000

Bank  
- 1000  
- 1000  
- 1000

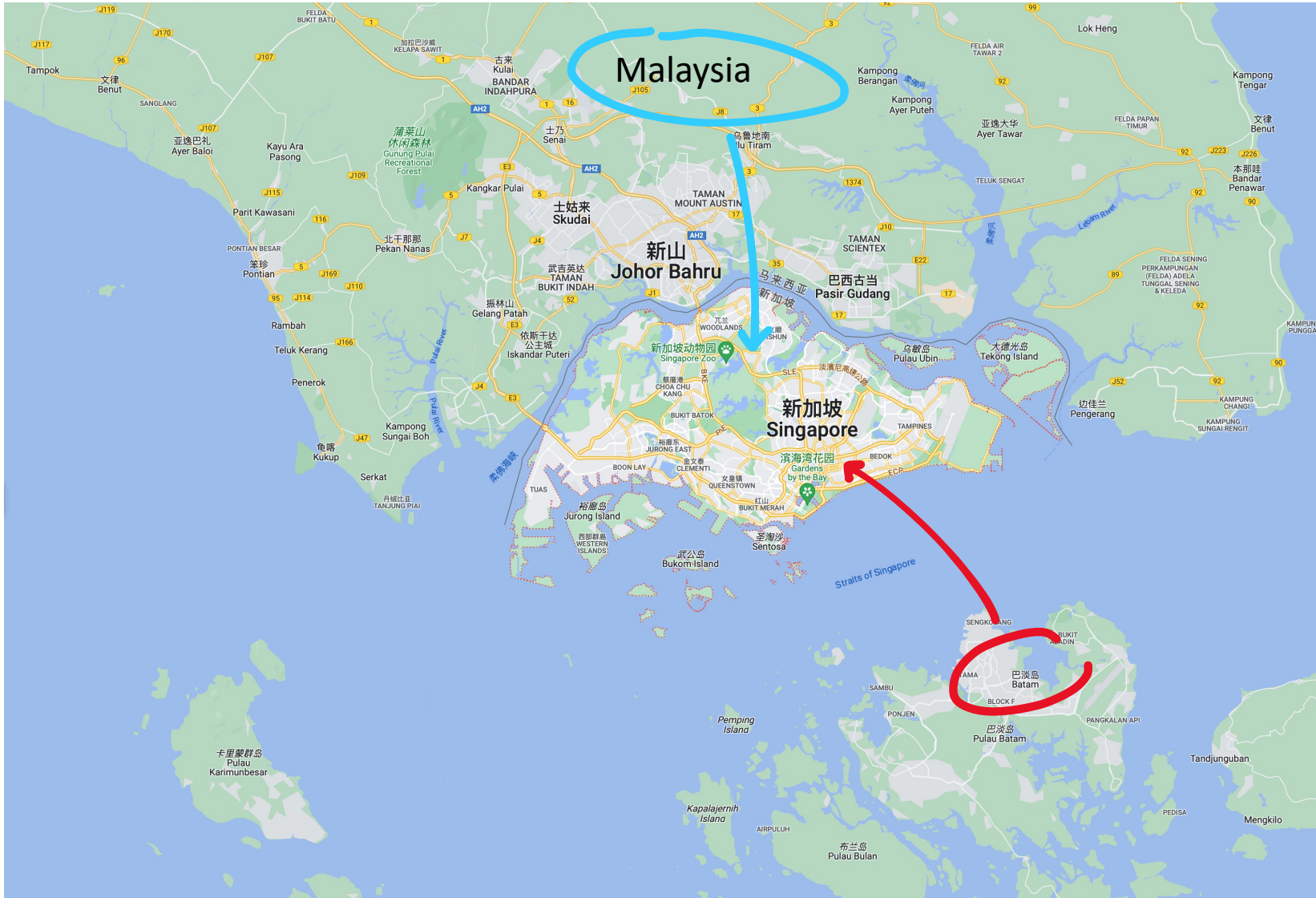
集信今日宣布，與佳能（新加坡）展開策略合作關係，雙方將結合資源及訊息管理經驗，推廣智能無程式碼平台ReportNOW，協助企業數碼轉型。

佳能（新加坡）五月起在東南亞地區八個市場，包括新加坡、馬來西亞、菲律賓、印度、泰國、印尼、台灣以及越南，分銷集信自主研發的流動應用產品ReportNOW。

ReportNOW使用簡便，可輕易地與現有系統結合，以流動裝備順暢地管理前台及後台。使用ReportNOW後，企業可在原有的系統上處理以前的數據，ReportNOW有助他們收集新的數據，並將以前未能完全分析、統計的數據可



# Our Business Strategy



# Malaysia

# Batam

Cheaper resource for Singapore business development from Indonesia



# How is Singapore Market to HK Products?

We are Asians





Q&A

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