

香港特別行政區政府  
商務及經濟發展局  
工商及旅遊科

香港添馬添美道二號  
政府總部西翼二十三樓



COMMERCE, INDUSTRY AND TOURISM BRANCH  
**COMMERCE AND ECONOMIC  
DEVELOPMENT BUREAU**  
GOVERNMENT OF THE HONG KONG  
SPECIAL ADMINISTRATIVE REGION

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Ms Annette Lam  
Clerk to Panel  
Panel on Commerce and Industry  
Legislative Council Secretariat  
Legislative Council Complex  
1 Legislative Council Road  
Central, Hong Kong  
(Fax: 2978 7569)

9 April 2015

Dear Ms Lam,

**Panel on Commerce and Industry -  
Follow-up Actions**

**Dedicated Fund on Branding, Upgrading and Domestic Sales  
(the “BUD Fund”)**

At the Panel meeting held on 17 March 2015, Members requested the Government to provide breakdown of approved BUD Fund projects by industry and scope as at end of December 2014. The relevant statistics is set out in the Annex for Members’ reference.

Yours sincerely,

(Vivian Ma)

for Secretary for Commerce and Economic Development

**Breakdown of Approved BUD Fund Projects by Industry  
(as at end of December 2014)**

| <b>Industry</b>  | <b>Enterprise Support Programme*</b> | <b>Organisation Support Programme</b> |
|--|--------------------------------------|---------------------------------------|
| <b><i>Manufacturing industries</i></b>                         |                                      |                                       |
| Electronics  | 19 (7.1%)                            | 3 (6.8%)                              |
| Textile and Clothing   | 14 (5.2%)                            | 1 (2.3%)                              |
| Plastics   | 12 (4.5%)                            | 1 (2.3%)                              |
| Watches and Clocks   | 12 (4.5%)                            | 1 (2.3%)                              |
| Toys   | 9 (3.4%)                             | 1 (2.3%)                              |
| Jewellery  | 7 (2.6%)                             | 1 (2.3%)                              |
| Industrial Machinery   | 7 (2.6%)                             | 0(0.0%)                               |
| Electrical Appliances  | 6 (2.2%)                             | 0(0.0%)                               |
| Metal Products   | 6 (2.2%)                             | 0(0.0%)                               |
| Food and Beverage  | 4 (1.5%)                             | 2 (4.5%)                              |
| Chemical and Biotechnology                                     | 3 (1.1%)                             | 0(0.0%)                               |
| Printing and Publishing  | 2 (0.7%)                             | 1 (2.3%)                              |
| Medical and Optical Devices                                    | 1 (0.4%)                             | 2 (4.5%)                              |
| Shoes  | 1 (0.4%)                             | 2 (4.5%)                              |
| Other manufacturing industries                                 | 33 (12.4%)                           | 5 (11.4%)                             |
| <b>Sub-total</b>   | <b>136 (50.9%)</b>                   | <b>20 (45.5%)</b>                     |
| <b><i>Non-manufacturing industries</i></b>                     |                                      |                                       |
| Wholesale and Retail   | 53 (19.9%)                           | 1 (2.3%)                              |
| Import and Export Trade  | 22 (8.2%)                            | 0(0.0%)                               |
| Information Technology   | 15 (5.6%)                            | 4 (9.1%)                              |
| Creative Industries (including product image, design services) | 11 (4.1%)                            | 2 (4.5%)                              |
| Logistics  | 8 (3.0%)                             | 2 (4.5%)                              |

| <b>Industry</b>  | <b>Enterprise Support Programme*</b> | <b>Organisation Support Programme</b> |
|--|--------------------------------------|---------------------------------------|
| Professional Services<br>(including legal and accounting services) | 6 (2.2%)                             | 2 (4.5%)                              |
| Advertisement, Sales and Marketing                                 | 4 (1.5%)                             | 0(0.0%)                               |
| Restaurants and Hotels   | 1 (0.4%)                             | 0(0.0%)                               |
| Other non-manufacturing industries                                 | 11(4.1%)                             | 1 (2.3%)                              |
| <b>Sub-total</b>   | <b>131 (49.1%)</b>                   | <b>12 (27.3%)</b>                     |
| <b><i>Cross-sector</i></b>   | <b>0 (0.0%)</b>                      | <b>12 (27.3%)</b>                     |
| <b>Total</b>   | <b>267 (100%)</b>                    | <b>44 (100%)</b>                      |

Note: Figures in brackets denote the percentages out of the respective total numbers. Percentages may not add up to 100% due to rounding.

\* Enterprises involved in more than one industries are categorised based on their core business or the business with a larger scale.

**Breakdown of Approved BUD Fund Projects by Scope  
(as at end of December 2014)**

| <b>Scope</b>                           | <b>Enterprise Support Programme</b> | <b>Organisation Support Programme</b> |
|--|-------------------------------------|---------------------------------------|
| Branding                               | 6 (2.2%)                            | 4 (9.1%)                              |
| Upgrading                              | 14 (5.2%)                           | 0 (0.0%)                              |
| Domestic Sales                         | 23 (8.6%)                           | 8 (18.2%)                             |
| Branding and Upgrading                 | 4 (1.5%)                            | 3 (6.8%)                              |
| Branding and Domestic Sales            | 86 (32.2%)                          | 24 (54.5%)                            |
| Upgrading and Domestic Sales           | 44 (16.5%)                          | 3 (6.8%)                              |
| Branding, Upgrading and Domestic Sales | 90 (33.7%)                          | 2 (4.5%)                              |
| <b>Total</b>                           | <b>267 (100%)</b>                   | <b>44 (100%)</b>                      |

Note: Figures in brackets denote the percentages out of the respective total numbers. Percentages may not add up to 100% due to rounding.

Commerce and Economic Development Bureau  
Trade and Industry Department  
April 2015