

SME Funding Schemes

Measures for rationalisation of operation and ensuring financial sustainability

Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)

- (1) Adjusting the matching ratio from 1 (Government):1 (Enterprise) to 1:3 of the total approved expenditure. Audit fees will also be subject to the matching ratio of 1:3.
- (2) Adjusting the initial payment from 75% to 20% of the approved Government funding.
- (3) Adjusting the funding ceiling for each approved General and “E-commerce Easy” project from \$1,000,000 to \$800,000, and limiting the total approved Government funding for an applicant to not exceeding \$800,000 at any one time.
- (4) Limiting the number of general and “E-commerce Easy” applications that can be submitted by each enterprise to one in every three months, in line with Easy BUD. Applicants should have fulfilled their obligations for completed projects before their new applications are processed. Batch processing will be adopted for general and E-commerce Easy applications.
- (5) Adjustments to fundable items (viz. scope of fundable items under setting up of a new business entity, recruitment of additional manpower, and duration of management fees for placement of advertisements and establishment of online sales platforms).

SME Export Marketing Fund (EMF)

- (1) Adjusting the matching ratio from 1 (Government):1 (Enterprise) to 1:3 of the total approved expenditure. There is no change to the funding ceiling per application, \$100,000.
- (2) Adjusting the initial payment from 75% to 20% of the approved government funding.
- (3) Upholding additional requirements on selected expenditure items eligible for the EMF with a view to controlling the maximum amount of funding, including the funding ceiling, validity period of activities, restrictions on the number of repeated applications of a similar nature on certain activities, etc.