

Seminar “Latest Enhancement to BUD Fund”



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
29 June 2026 (Mon) 12:00 noon

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

The Trade and Industry Department rolled out a host of enhancement measures for the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) with effect from 15 June 2026. The enhancement measures include:

- (a) expansion of the geographical scope of the BUD Fund by 20% to cover Saudi Arabia, Bangladesh, Egypt, Hungary, Pakistan, Kazakhstan, Mongolia and Brazil;
- (b) increasing the funding ceiling per “Easy BUD” application by 50% to \$150,000; and
- (c) providing more targeted funding support for enterprises to implement BUD Fund projects which involve artificial intelligence (AI) elements.

At the same time, the SME Export Marketing Fund would be consolidated into the BUD Fund with effect from 1 July 2026. Enterprises are encouraged to make good use of “Easy BUD” to participate in exhibitions and export marketing activities.

This seminar will familiarise SMEs with the BUD Fund, including details of the enhancement measures, practical tips in application submission, as well as introduction to different application types of BUD Fund.

Details



Date: 29 June 2026 (Mon)

Time: 4:00 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: Representative from the BUD Fund Implementation partner
(Hong Kong Productivity Council)