

# SUCCESS to hold seminar on “Utilising Government Funding: Riding Trends and Seizing Market Opportunities”

The Support and Consultation Centre for SMEs (SUCCESS) of the Trade and Industry Department will hold a seminar entitled "Utilising Government Funding: Riding Trends and Seizing Market Opportunities" on September 14 (Friday).

The Government has implemented a series of enhancement measures for funding schemes since August 1 to assist enterprises, especially small and medium enterprises (SMEs), in riding trends and seizing market opportunities in light of the signing of a Free Trade Agreement between Hong Kong and the Association of Southeast Asian Nations (ASEAN), the planning of the Guangdong-Hong Kong-Macao Greater Bay Area and the current international trading environment. The enhancement measures include extending the geographical scope of the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) from the Mainland to ASEAN countries; and increasing the cumulative funding ceiling for enterprises under the BUD Fund and the SME Export Marketing Fund. This seminar will introduce the details of the enhancement measures and invite representatives from the Hong Kong Export Credit Insurance Corporation to introduce their support measures and services for SMEs.

The seminar will be held at 2.30pm in the Lecture Theatre, G/F, Hong Kong Central Library, 66 Causeway Road, Causeway Bay (MTR Tin Hau Station, Exit B). The seminar will be conducted in Cantonese. Admission is free.

Those interested are invited to register with SUCCESS by September 13 (Thursday). Please visit the SUCCESS website ([www.success.tid.gov.hk/tid/eng/activity/activity.jsp](http://www.success.tid.gov.hk/tid/eng/activity/activity.jsp)) for details of the seminar and online registration. The registration form can also be downloaded from the SUCCESS website. Please send the completed registration form to SUCCESS by fax (2391 7375). Due to limited seating capacity, seats will be allocated on a first-come, first-served basis.

For enquiries, please call 3403 6111.