

Lazada x AsiaPay

Growing crossborder e-commerce for brands in South East Asia



Joseph Chan
AsiaPay Group
CEO



Terry Chan
Lazada Group / Alibaba
Former General Manager (CEO of ec-Post)

2019 / 08 / 02 (Friday)

4:00pm - 6:00pm (Registration starts at 3:30 pm)

Explorium HK
1/F, Li Fung Tower
868 Cheung Sha Wan Road

Language: English

Organised by **HKEBA**  Funded by SME Development Fund
 工業貿易署
Trade and Industry Department



Nelson Mak
Hong Kong Productivity Council
BUD Manager



Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee of the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).

Event Organizer
主辦機辦

HKEBA
香港電子商務業協會

HKEBA

Hong Kong E-Commerce Business Association

Trade and Industry Department 工業貿易署



工業貿易署
Trade and Industry Department

Supporting Organizations 合作機構



Explorium Hong Kong



Past Seminars 過往講座

1. Introduction to Omnichannel Sales & Commerce



2. Applications of Platform and Enterprise Data Analytics



Lane Crawford



3. Boosting your brands in China



4. Accelerating your e-commerce business



eBay x Chow Tai Fook x Walmart

General Managers' view on crossborder e-commerce from Hong Kong
總經理對跨境電商與全球市場趨勢的見解

2019 / 09 / 03 (Tuesday)
4:00pm - 6:00pm (Registration starts at 3:30 pm)

Victoria Dockside
21/F, K11 ATELIER
18 Salisbury Road, Tsim Sha Tsui

Language: Cantonese

Organized by **HKEBA** Funded by SME Development Fund
工業貿易署
Trade and Industry Department



Jenny Hui
eBay

General Manager, Hong Kong,
Southeast Asia and Taiwan



Quentin Wong
Chow Tai Fook

General Manager,
eBusiness & Investment



Alison Chan
Walmart eCommerce

Former Senior Director of Sam's Club Ecommerce
(HSBC Digital Performance Lead)



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Speakers 演講者



Joseph Chan

AsiaPay Group
CEO



Terry Chan

Lazada Group / Alibaba
Former General Manager
(CEO of ec-Post)



Nelson Mak

Hong Kong Productivity Council
BUD Manager

Photo Taking 拍照



Asiapay Group
聯款通



Joseph Chan
CEO

asia
pay®

Digital Payment Trends in South East Asia

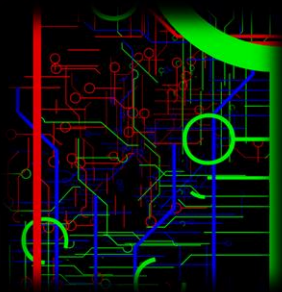
Joseph Chan
Founder and CEO
AsiaPay

G

LOBALIZATION



DIGITIZATION



GLOBALIZATION



GLOBALIZATION

DIGITIZATION

A hand holding a black smartphone against a light gray background. The phone's screen is a solid yellow color with the text "THE PAYMENT TREND" centered in black, uppercase letters.

THE
PAYMENT
TREND

G
LOBALIZATION

D
IGITIZATION

P
ERSONALIZATION





Digital Payment
from using **Credit card, Debit Card to Netbanking**



From **NFC**, **Wallet** to **QR** and **FPS**...







**From Payment via
Internet to Mobile Device...**



From **Mobile App Payment**
to **Social Payment**

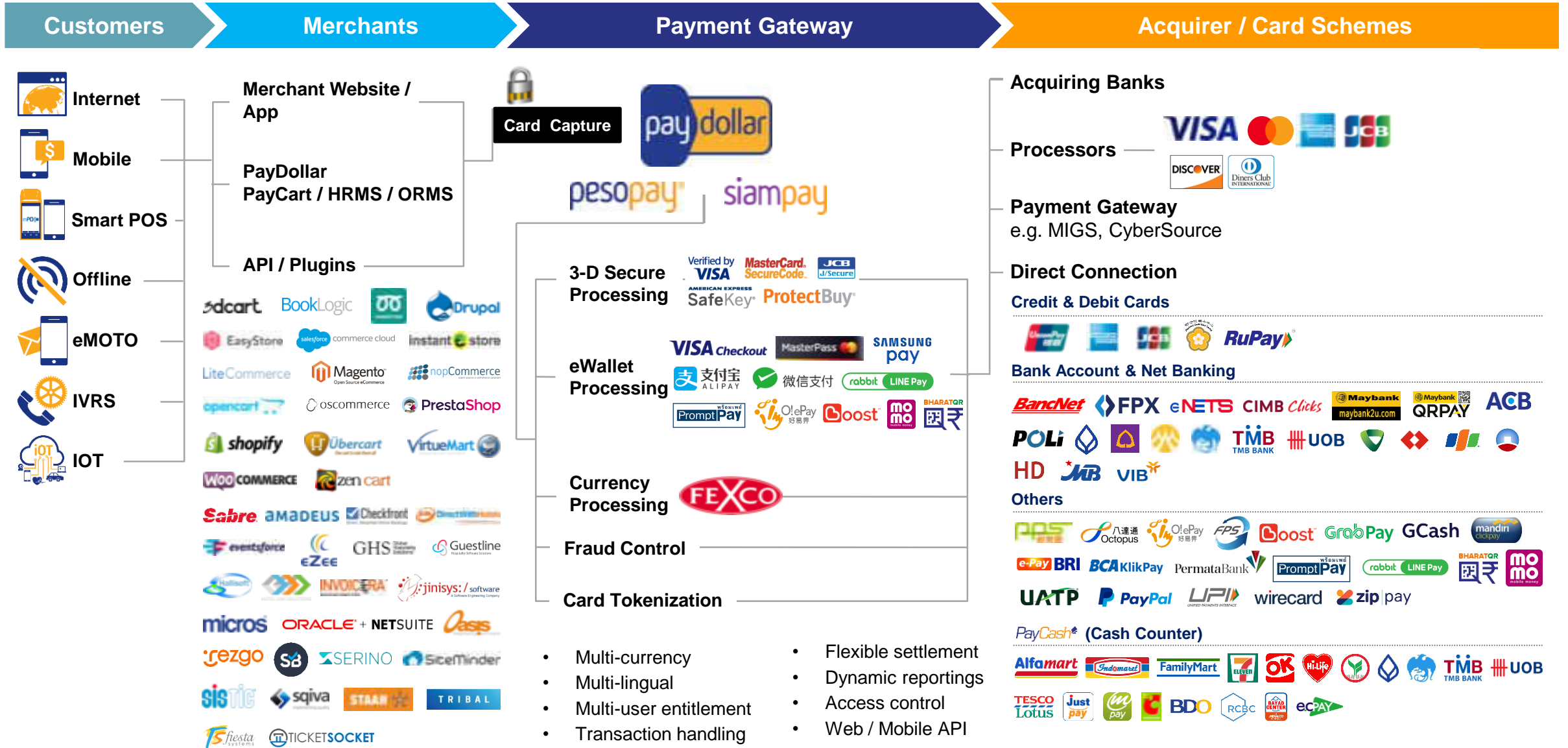
Prevailing Alternative Payments in Asia

Hong Kong	  八達通 Octopus   支付宝 ALIPAY  财付通  微信支付   
Australia	  支付宝 ALIPAY  微信支付
China	  支付宝 ALIPAY  财付通  微信支付
India	  RuPay® Net Banking (51 Banks)
Indonesia	   PermataBank   支付宝 ALIPAY  微信支付
Malaysia	     支付宝 ALIPAY  微信支付
New Zealand	
Philippines	 支付宝 ALIPAY                          
Russian	 
Singapore	   支付宝 ALIPAY 
Taiwan	  支付宝 ALIPAY  台新銀行 Taishin Bank   
Thailand	     UOB  TMB BANK  rabbit  LINE Pay  支付宝 ALIPAY  微信支付       TMB BANK  UOB   
Vietnam	ATM Cards Payment    HD   VIB*  etc.
Global	*  

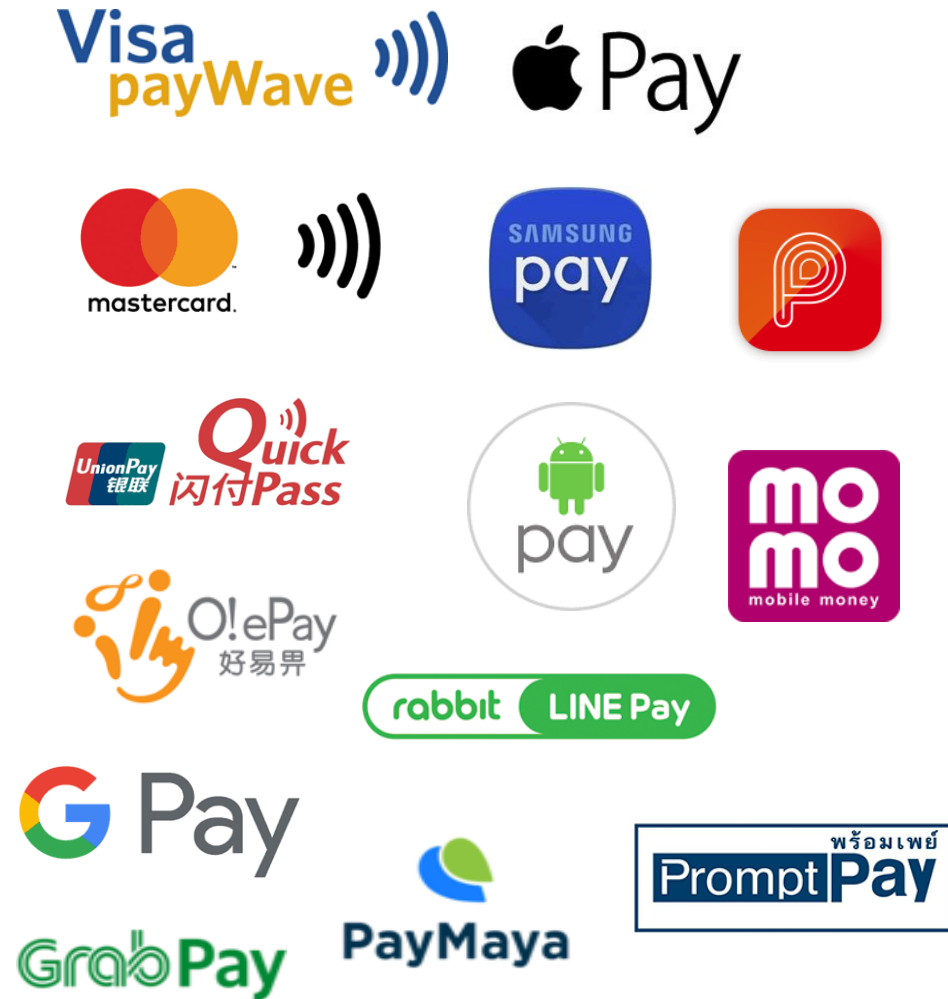
China	Hong Kong	India	Malaysia
			
Philippines	Singapore	Thailand	Vietnam
			







- Multi-currency
- Multi-lingual
- Multi-user entitlement
- Transaction handling
- Flexible settlement
- Dynamic reportings
- Access control
- Web / Mobile API



MOBILE PAYMENT



MOBILE PAYMENT

Visa
payWave



G Pay



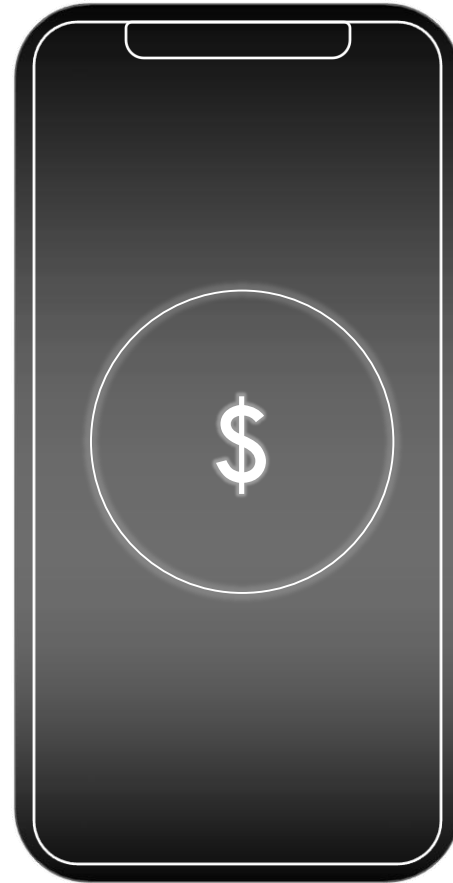
Apple Pay



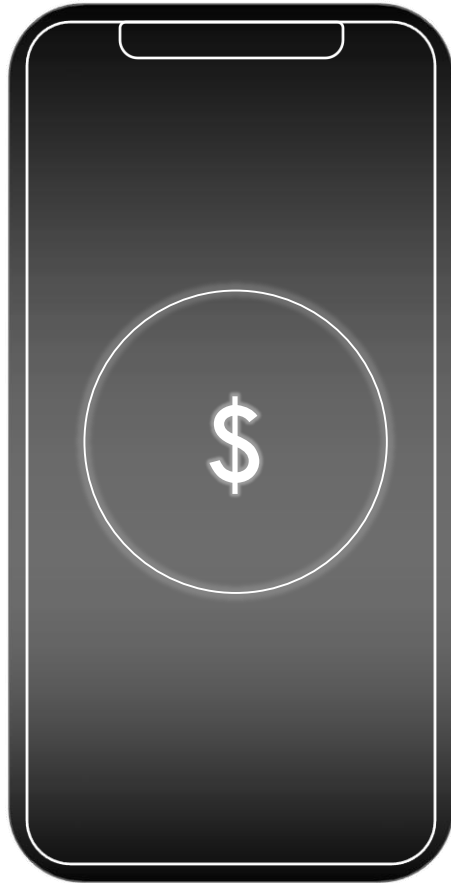
rabbit LINE Pay

GrabPay

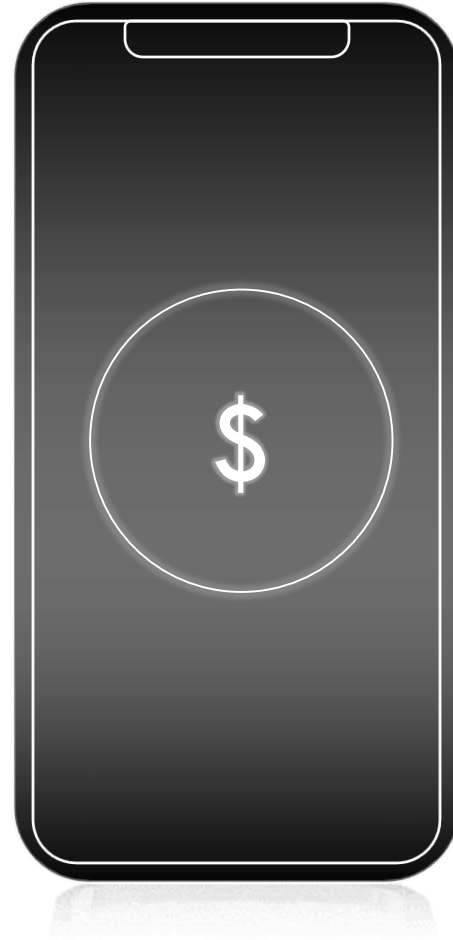
MOBILE PAYMENT



RETAIL PAYMENT



RETAIL PAYMENT



RETAIL PAYMENT



RETAIL PAYMENT



by CBNEditor November 16, 2018

60% of Singles Day Payments Made Using Biometric Technology, Alipay Foresees Integration with IoT

China's latest record-breaking Singles Day sales event has marked the emergence of biometrics as the leading form of payment, with Alipay expecting its integration with the Internet of Things (IoT) to eventually dispense with the need for mobile devices to conduct transactions.

The consumer festival held on 11 November saw a record-breaking USD\$30.8 billion in sales within a mere 24 hour period, cementing its position as the world's biggest sales event just nine years after its trademarking by Alibaba.





EZ-Link ties up with Malaysia's Touch n' Go for cross border Combi Card

It will allow users to pay for Singapore ERP fares and Malaysian highway tolls.

Singapore's EZ-Link Pte Ltd inked deal with Malaysia's multi-app e-purse Touch 'n Go to develop a dual currency Combi Card that is slated to launch on Q4 2019.

ST SINGAPORE POLITICS ASIA WORLD VIDEOS MULTIMEDIA LIFESTYLE FOOD FORUM OPINION BUSINESS SPORT MORE

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PayNow to be linked to Thailand's PromptPay, among slew of initiatives announced at Fintech Festival

Singapore's PayNow system will soon be linked to Thailand's version of the same system, PromptPay. PHOTO: MCI

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ST VIDEOS

Trump disavows past enthusiasm for WikiLeaks after Julian Assange's arrest

WikiLeaks says Julian Assange is being spied on in Ecuadorian embassy



Anna Baydakova



Jul 25, 2018 at 00:00 UTC

NEWS

Singapore Airlines has officially launched its blockchain-based loyalty program for frequent customers.

KrisPay, a digital wallet developed in partnership with KPMG and Microsoft, allows Singapore Airlines customers to turn travel miles into units of payment, which can be used with partner merchants in Singapore. Most notably, however, the newly dubbed KrisFlyer program utilizes a blockchain to underpin its clients' loyalty wallets, according to [a press release](#).

Customers who sign up with the program will be able to download an app to a mobile phone. These customers will then be able to convert their miles into KrisPay units and pay with them by scanning a QR code at partner merchants.

The company announced 18 partners in Singapore, including eateries, beauty parlors, gas stations and some retailers, including the nation's LEGO store outlets. More partners are expected to sign up soon, and the airline says it will offer discounts for early users.



FPS/QR
OPEN API



TOKENIZATION



SMARTPOS



BIOMETRIC
RECOGNITION

XECURE3D

3D SECURE 2.0



BLOCKCHAIN



BIG DATA



ARTIFICIAL
INTELLIGENCE



VR / IOT

World-class Provider of ePayment Services & Technologies in Asia since 2000.



15+
Countries



100+
Payment methods
& bank partners



12+
Languages

PCI

PCI DSS Level 1
Compliant since 2006



144+
Currencies

Verified by
VISA MasterCard.
SecureCode. JCB
J/Secure

AMERICAN EXPRESS
SafeKey® ProtectBuy®

Certified 3-D Secure Vendor



Our Vision

To be the leading **ELECTRONIC PAYMENT SERVICE AND TECHNOLOGY** player in Asia and beyond.











































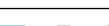














































































































































Our Mission

To help our business partners grow their business through online by providing innovative, secure and cost-effective solutions that will make them competitive in the eCommerce landscape.

Business Streams

- Payment Service Provider (TPP / ISO / PF)
- Payment Gateway Solution Provider
- Payment Security Solution Product Vendor
- eBusiness System Development and Consultancy

Head Office	Hong Kong
Operative Offices in Asia	15
Professional Workforce	160

Country	Credit / Debit Card Acquiring Bank Partners										Alternative Payments									
Hong Kong	  中國銀行 BANK OF CHINA  citibank  DBSBANK    First Data. Merchant Solutions  富邦銀行 Fubon Bank  globalpayments  恒生銀行 HANG SENG BANK   華僑永亨銀行 OCBC WING HANG  永隆銀行 WING LUNG BANK 										  支付宝 ALIPAY  AlipayHK  微信支付   八達通 Octopus   									
Australia	   First Data. Merchant Solutions  nab  wirecard										  支付宝 ALIPAY  微信支付 									
China	 中国农业银行 AGRICULTURAL BANK OF CHINA  中國銀行 BANK OF CHINA  										  支付宝 ALIPAY 									
India	    First Data. Merchant Solutions  globalpayments  HDFC BANK  ICICI Bank										  RuPay  Net Banking 									
Indonesia	 BCA    										 BCA KlikPay  e-Pay BRI  PermataBank   支付宝 ALIPAY  微信支付  * Winpay * OVO   									
Macau	 中國銀行 BANK OF CHINA  BNU Banco Nacional Ultramarino 大西洋銀行  DBSBANK    First Data. Merchant Solutions  華僑永亨銀行 OCBC WING HANG																			
Malaysia	 ALLIANCE BANK   中國銀行 BANK OF CHINA  CIMB BANK  citibank    First Data. Merchant Solutions  globalpayments     PUBLIC BANK 										     支付宝 ALIPAY  微信支付  GrabPay 									
New Zealand	 bnz  																			
Philippines	 BDO  citibank    globalpayments  Maybank  Metrobank Card A joint venture of Metrobank and ANZ										 支付宝 ALIPAY  BancNet  GCash  PayCash  BDO  BAYAD CENTER AMASCO CENTER  RCBC 									
Singapore	  CIMB BANK  citibank  DBSBANK    First Data. Merchant Solutions  globalpayments  OCBC Bank 										 支付宝 ALIPAY  UnionPay  微信支付 									
Taiwan	 中國信託 Chinatrust  citibank  globalpayments  凱基銀行 KCB BANK 										 支付宝 ALIPAY  UnionPay  台灣銀行 Taichung Bank WEB-ATM Virtual Account  * rabbit LINE Pay     									
Thailand	   										    支付宝 ALIPAY  微信支付  rabbit LINE Pay  PromptPay  PayCash  Just pay  m pay  TESCO Lotus      									
Vietnam	 ACB  Sacombank  VietinBank  Vietcombank										ATM Cards Payment       etc. 									
UK	 BARCLAYS																			
Others	Bangladesh  First Data. Merchant Solutions		Brunei  BAIDURI BANK  First Data. Merchant Solutions		Japan  econtext		Korea  KCP													
	Mauritius  SBM		Pakistan 		Sri Lanka 		Global  UATP  PayPal													



Leading the Way. Pay with AsiaPay.

SIMPLE ♦ CONVENIENT ♦ SECURE ♦ TRUST

eC-Post (former Lazada/Alibaba)



Terry Chan

Former General Manager
(CEO of ec-Post)



Hong Kong
eCommerce Supply Chain
Association (HKeCSC)



EC-Post Worldwide Co Ltd



Hong Kong
eCommerce Supply Chain
Association (HKeCSC)

Crossborder Supply Chain Innovation in the New Retail Era: Excellent Solutions for Leading Brand to Win the eBusiness in the Emerging Markets of South East Asia

South East Asia Forum

CEO at eC-Post
Chairman at Hong Kong eCommerce Supply Chain Association HKeCSC
Former GM 3PL at Lazada (Alibaba Group)
Lecturer at The University of Hong Kong
Advisor at The Hong Kong Science & Technology Park HKSTP

Terry Chan
2 Aug 2019
Hong Kong



*“The era of pure ecommerce
has already gone; the next
10 years will be the age of
new retail.”*

The Fusion of “online, offline and logistics”





**Hong Kong eCommerce Supply
Chain Association (HKeCSC)**



eC-Post Worldwide Co Ltd

eCommerce Logistics Partner

E-Commerce Marketplace

Lazada, Alibaba Group | GM, 3PL

Supply Chain 3PL

DHL eCommerce, FedEx, S.F.
Express, Yamato, Swedish &
Danish Post | Management

Entrepreneur

EC-Post | Founder & CEO
HKeCSC | Founder & Chairman

Adjunct Lecturer

University of Hong Kong
Digital Transformation & Business Strategy
Shopper Marketing & Retail Management

Keynote Speaker

80+ Conferences
World Bank, Forbes, KPMG, GS1,
APPU, UPU, UBM, Vietnam &
Singapore Government, CILT

Mass Media

TV, Magazine, Web
Forbes, Tech Wire Asia, Asia Tech
Podast, Vietnam TV

Advisory Board

eCommerce / Retail / Supply Chain
Government, GS1, CILTHK, UBM

Mentor

eCommerce / Retail / Logistics
Government, University,
Chambers, Universities, Event
Organizers

Consultancy

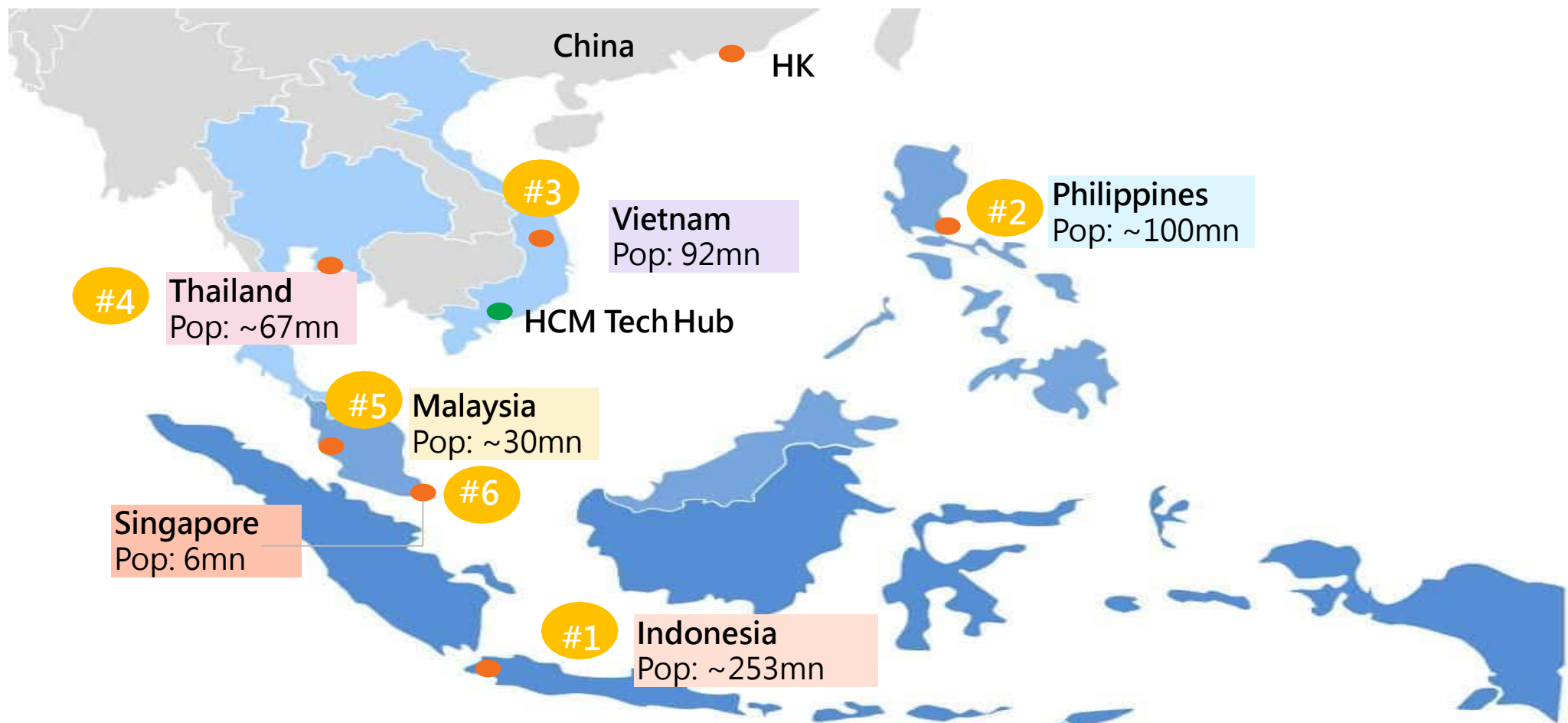
eCommerce / Retail / Logistics
Brand Owners, Retailers, Investors



AGENDA

1. South East Asia Market
2. Opportunities
3. Challenges
4. Supply Chain Innovation
5. EC-Post & HKeCSC

Why SOUTH EAST ASIA



TOTAL POPULATION > 650mn

MACRO ENVIRONMENT

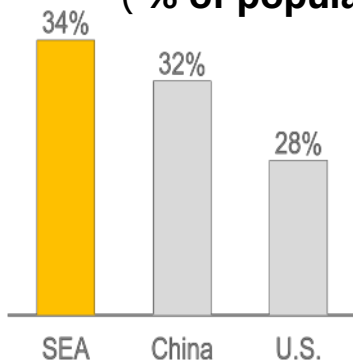
SEA Populations

6.5m+

GDP Growth Rate
(2014-2017)

~5-8.0%

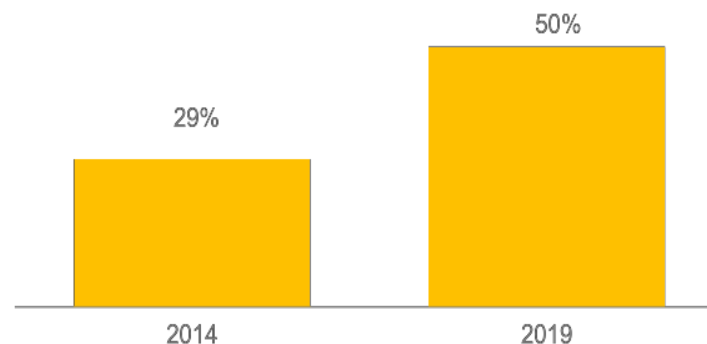
Youth Population
(% of population)



Source: IMF

ANNUAL INCOME GROWTH

% of population
With Income over 10K



E-COMMERCE ACCELERATORS

M-Commerce

- ✓ Mobile utilization reach 50%
- ✓ High number of hours per day (4-5) accessing the internet via mobile
- ✓ % of internet users who make purchase online 70%+

Power to
Growth

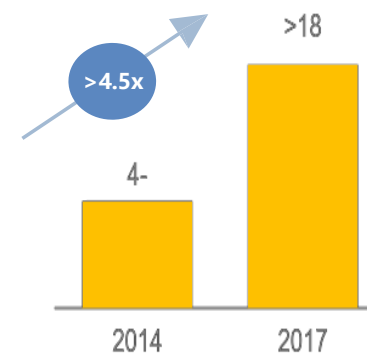
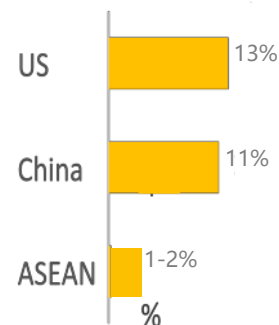
- ✓ Promote by government's policy
- ✓ Investment by foreigners

Source: Lazada Seller Deck, Global Digital Report 2019

E-COMMERCE GROWTH

% of Retail made on-line

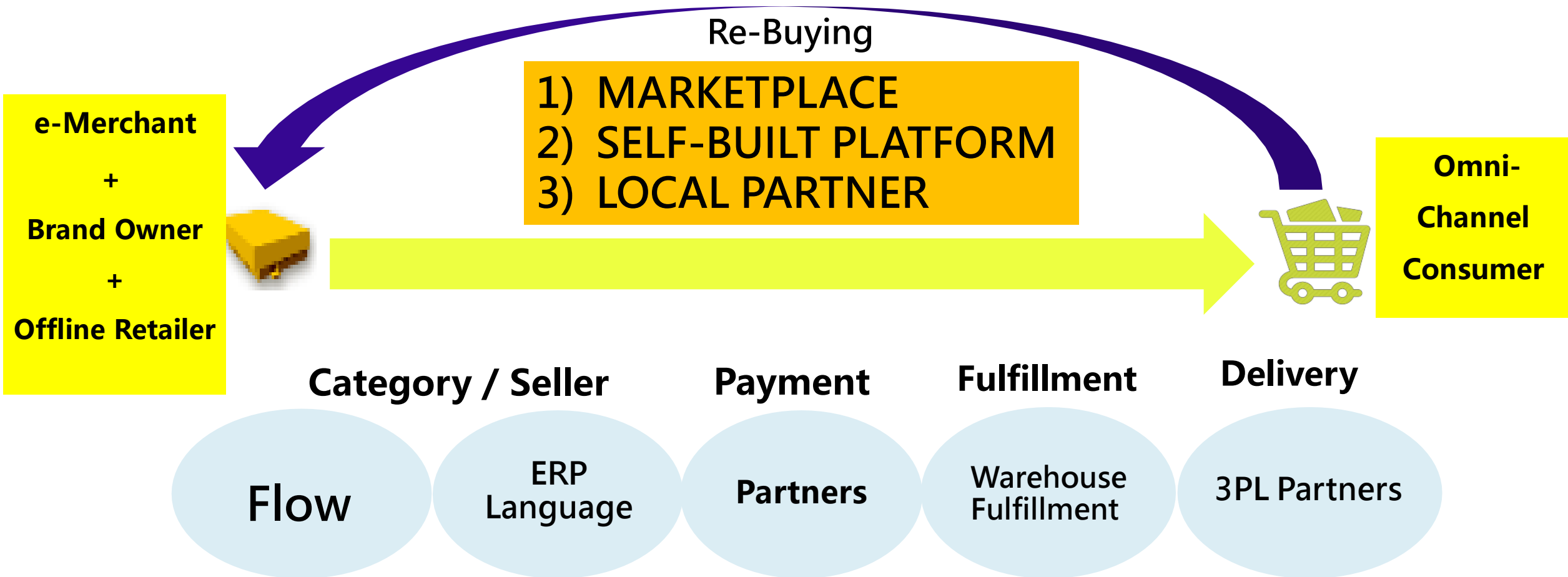
SEA Market (billion USD)



DE-MINIMIS VALUE VARIES in ASEAN

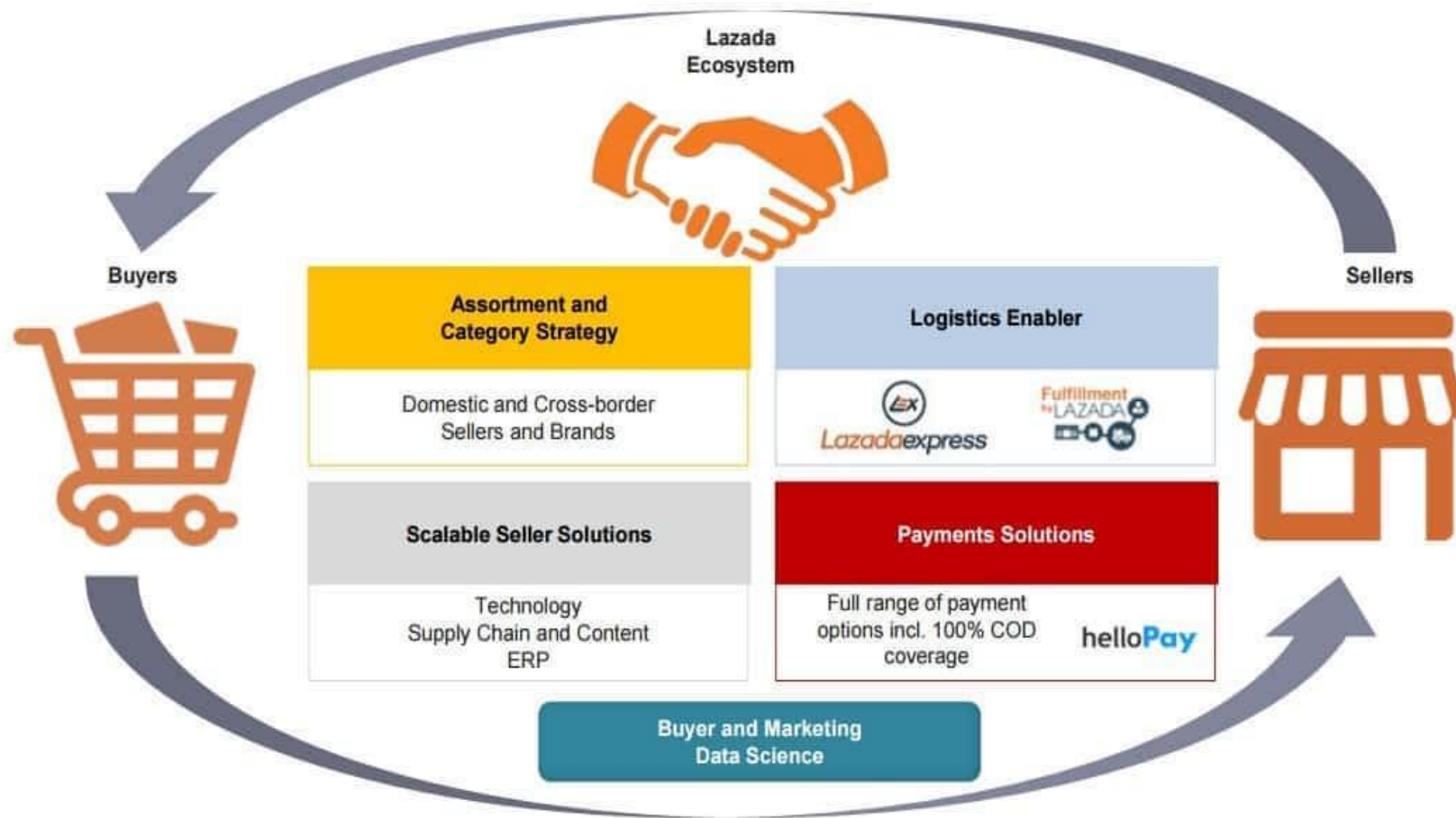
	Indonesia	Thailand	Philippines	Vietnam	Singapore	Malaysia
De minimis value	USD75	THB1,500 (USD49)	PHP 10,000 (USD 196)	VND1,000,000 (USD 43)	SGD400 (USD294)	MYR(500) (USD122)
If value of e-Commerce goods declared is above de-minimis value, the VAT and import duties will apply						
VAT/GST/SST	10%	7%	12%	10%	7%	5-10%
Import Duties	10%	5-30%	0-20%	5-30%	0%	0-25%

Commerce Ecosystem



LAZADA E-COMMERCE ECOSYSTEM

Benefits all aspects of e-Commerce Operations



SEA Platform Example: lazada

Welcome! You are just one step away to sell on Lazada

Account Type

☒ Individual ☐ Corporate
Individual seller need Personal Identity card and at least 18 years old or older to sell as Individual on Lazada

Seller Based at Singapore

Mobile Number

Date to verify

☐ I've read and understood Lazada's Logistics Management Agreement

SIGN UP



- Launched in 2012
- Easy to register
- Simple list & managing products incl. price & stock
- Order management

LAZADA
[Products](#)
[Orders](#)
[Performance](#)
[Item](#)
[Finance](#)
[Business Address](#)
[Seller Center](#)
[Feedback](#)

Product Overview

Add New Export Report View History

Items: 46 (2075) / Low (2246) / Image Missing (1780) / Price Quality (296) / Sold Out (2887) / Inactive (22257) / Price Protection (22)

Name ID	SKU ID	Created ID	Serial Price ID	Base Price ID	Lowest Price ID	Available	Current Stock	Visible	Action ID	Action
11000	210-156447369-282-2	2019-07-03	30	-	-	20	20100	✓		Action
11000	210-156447369-282-2	2019-07-03	30	-	-	20	20100	✓		Action
11000	210-156447369-282-2	2019-07-03	30	-	-	20	20100	✓		Action
Test product do not purchase										
11000	210-156447369-282-2	2019-07-24	200	-	-	1	20100	✓		Action

LAZADA
[Products](#)
[Orders](#)
[Performance](#)
[Item](#)
[Finance](#)
[Business Address](#)
[Seller Center](#)
[Feedback](#)

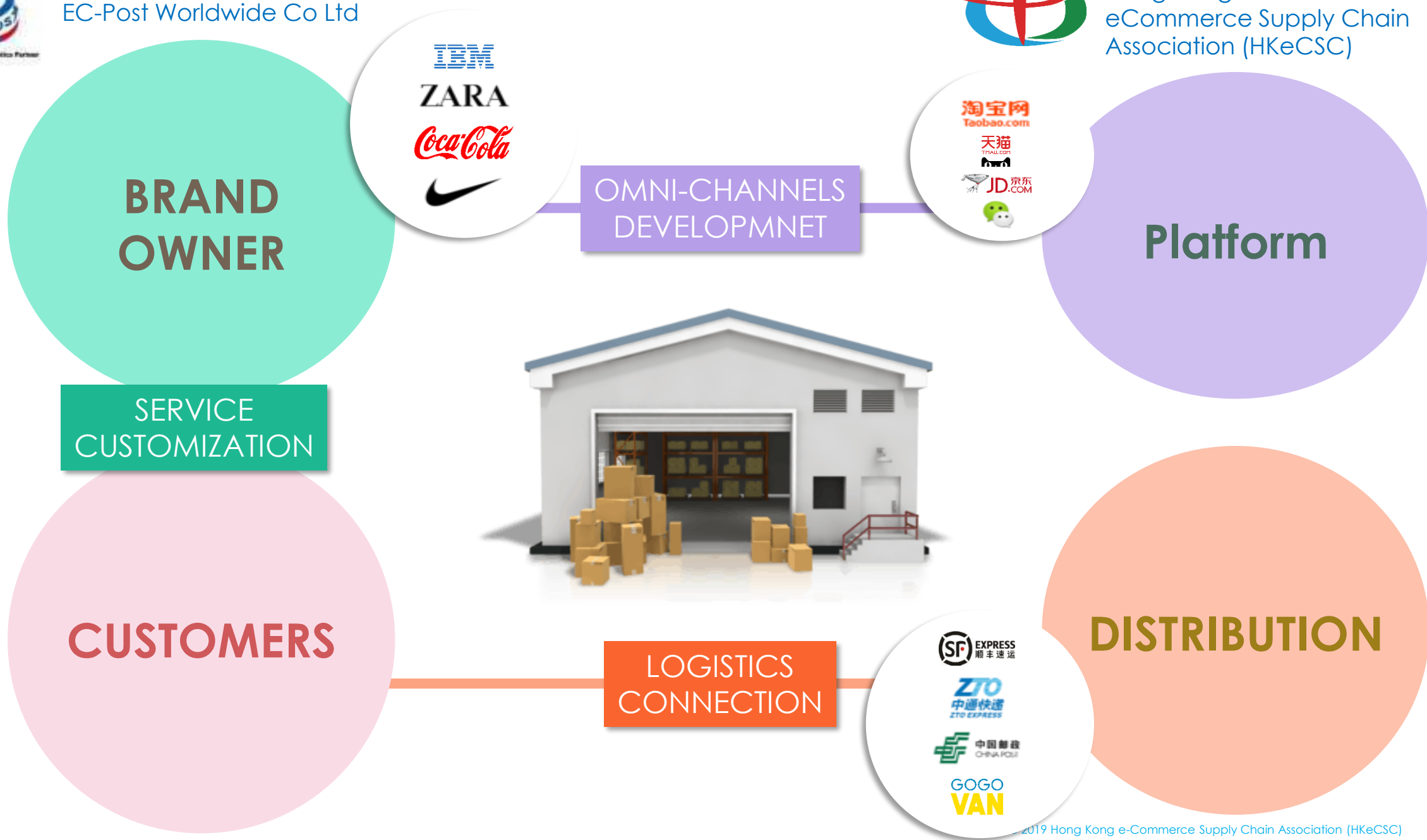
Orders Overview

All Import Pending (46) Not (46) Ready to Ship (95) Shipped (10) Completed

Order Account Order Type Customer Product Order ID Payment Search

Refresh From Date To

Document	Order No. ID	Order Date ID	Order Type	Pending Stock ID	Payment Method	Serial Price ID	Stock	Ship on Time Due	Process	Action
Receipt	156447369-282-2	04 Jul 2019	Normal	27 days	Payment ACCOUNT	2.90	2	Pending 04 Jul 2019 22:00		Ready to Ship Cancel
Receipt	156447369-282-2	04 Jul 2019	Normal	27 days	Payment ACCOUNT	2.90	2	Pending 04 Jul 2019 22:00		Ready to Ship Cancel
Receipt	156447369-282-2	04 Jul 2019	Normal	27 days	Payment ACCOUNT	2.90	2	Pending 04 Jul 2019 22:00		Ready to Ship Cancel



SUPPLY CHAIN TRANSFORMATION



LOWER
COST



BETTER
SERVICE



BETTER
QUALITY



FASTER
DELIVERY

SUPPLY CHAIN PAIN POINTS!

REVERSE LOGISTICS
NEW LOGISTICS CAPABILITIES
PAYMENT SERVICES
LACK OF VISIBILITY
LIMITED E-COMMERCE
LACK OF SECURITY
CUSTOMS
POOR INFRASTRUCTURE
INEFFICIENT LOGISTICS
INEFFICIENT LAST-MILE
LIMITED CREDIT CARD
VARIABLE & COMPLICATED PARTNERS COMBINATION
LACK OF SYSTEM
LACK OF POWER TO GROWTH



eCommerce Logistics Partner



Hong Kong
eCommerce Supply Chain
Association (HKeCSC)

EC-POST is your Supply Chain gateway to Southeast Asia, one of the world's largest and fastest growing eCommerce markets.





EC-Post Worldwide Co Ltd



Hong Kong
eCommerce Alliance

在东盟的

新零售供应链

IN ASEAN
NEW RETAIL
SUPPLY CHAIN

EC-POST是您通往东南亚的供应链门户，东南亚是全球最大，发展最快的电子商务市场之一



跨界电子商务和供应链经验

CROSSBORDER ECOMMERCE
& SUPPLY CHAIN EXPERIENCES



控制自营的仓库和最后一公里+战略合作伙伴的组合

CONTROL OWN FULFILLMENT
& LAST-MILE + PORTFOLIO of PARTNERS



政府海关专家

GOVERNMENT & CUSTOMS
SPECIALITY



成功的案例共享

SUCCESSFUL CASE SHARING

EC-POST is your
Supply Chain
gateway to
Southeast Asia, one
of the world's
largest and fastest
growing
eCommerce markets

四个关键
成功因素
FOUR KEY
FACTORS
TO SUCCEED

We support Lazada for the B2C from China/Hong Kong to Indonesia



1. Scattered Geographical Environment
2. Complicated Customs Clearance and Duty & Tax Assessment
3. Fragmented Last-Mile Capability
4. Local Payment Requirements + Methods

1. Connected End-To-End Supply Chain Platform
2. Controlled Customs Clearance
3. Strategic Last-Mile Ecosystem (Self + 3PL)
4. Alliance with various Payment Partners

Hong Kong e-Commerce Supply Chain Association (HKeCSC)

- Established in 2017
- The first & The only NGO in HK
- Tailors for executives working in the e-Commerce & new retail industries
- Focuses on the supply chain management
- South East Asia Orientated
- Collaboration with Overseas Partners
- Interviewed by Forbes
- 80+ International Conferences

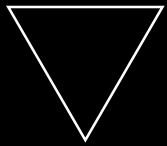


EC-Post Worldwide Co Ltd

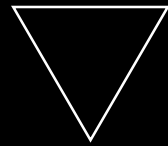


Hong Kong
eCommerce Supply Chain
Association (HKeCSC)

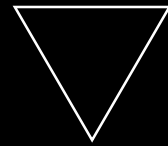
MEMBER CATEGORIES



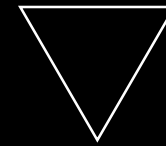
MARKET-
PLACES



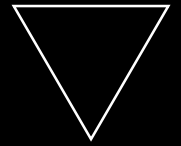
VERTICAL
E-TAILERS



INTERNATIONAL
BRANDS



TRADITIONAL
RETAILERS



RELATED
INDUSTRIES



EC-Post from wide



Hong Kong
eCommerce Supply Chain
Association (HKeCSC)

A PLATFORM TO SHARE KNOWLEDGE AND EXPERIENCE



**E-Commerce Supply Chain Forum
with City University of Hong Kong**



**Asian Logistics & Maritime
Conference with HKTDC**



**Fashion & Luxury Supply Chain Leaders
Round Table Conference with VC
Integration**



ORGANIZE REGULAR FORUMS & SEMINARS



Co-Organized the **1st Delivery Asia Conference (DAC)** during the Retail Asia Expo (RAC) in Hong Kong



Support the **ASEAN – HONG KONG Business Conference** with ASEAN Embassy in Hong Kong



Support the **Blockchain At The Border** with The World Bank Group in Vietnam



EC-Po World Wide



Hong Kong
eCommerce Supply Chain
Association (HKeCSC)

OBJECTIVE 3

PROVIDE ADVISORY



Forbes



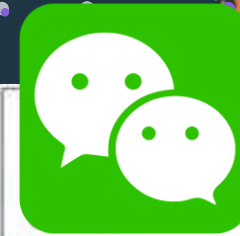
THANK YOU

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Wechat: Terry7205

Web: <http://www.ec-postworldwide.com>



Hong Kong Productivity Council
香港生產力促進局



Nelson Mak

BUD Manager



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





**Hong Kong Productivity Council – Dedicated
Fund on BUD
August 2, 2019**

Briefing on the BUD Fund

Eligibility

- Hong Kong Business Registration (Hong Kong Business Registration Ordinance, Chapter 310)
- Non-listed enterprises
- With Hong Kong substantive business operations
(Employees Mandatory Provident Fund records, commercial agreement, profit tax return, audited accounts)

BUD
Enhancement
Effective on 2018.8.1

**Funding
Scope**

Branding

- Brand Strategy
- Brand Design
- Brand Promotion
- Brand Registration

Upgrading

- Business model Upgrading
- Product Innovation
- Technology Upgrading
- Management Upgrading
- Production Automation

**Domestic
Sales**

- Sales strategic planning
- Building sales channel
- Promotion event

Funding Principle : 50/50 Matching basis
Project Duration : Maximum of **24 months**

Enhanced Mainland Programme

0.5million  1million HK\$

Increase cumulative funding ceiling per enterprise

3  10

Increase maximum number of projects per enterprise

Other Enhancement

- Consolidating application type
- Requirement on substantive business operation: Enterprise shall prove substantive business operation at the time of application
- Simplifying procurement procedures by reducing number of quotations
- Allowing flexibility on reallocation of approved item budget
- Full funding support for audit fee of approved project, capped at \$10,000 per audit

New ASEAN Programme

ASEAN 10 Nations

Comprise of Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, The Philippines, Singapore, Thailand, Viet Nam

1million HK\$

Cumulative funding ceiling per enterprise

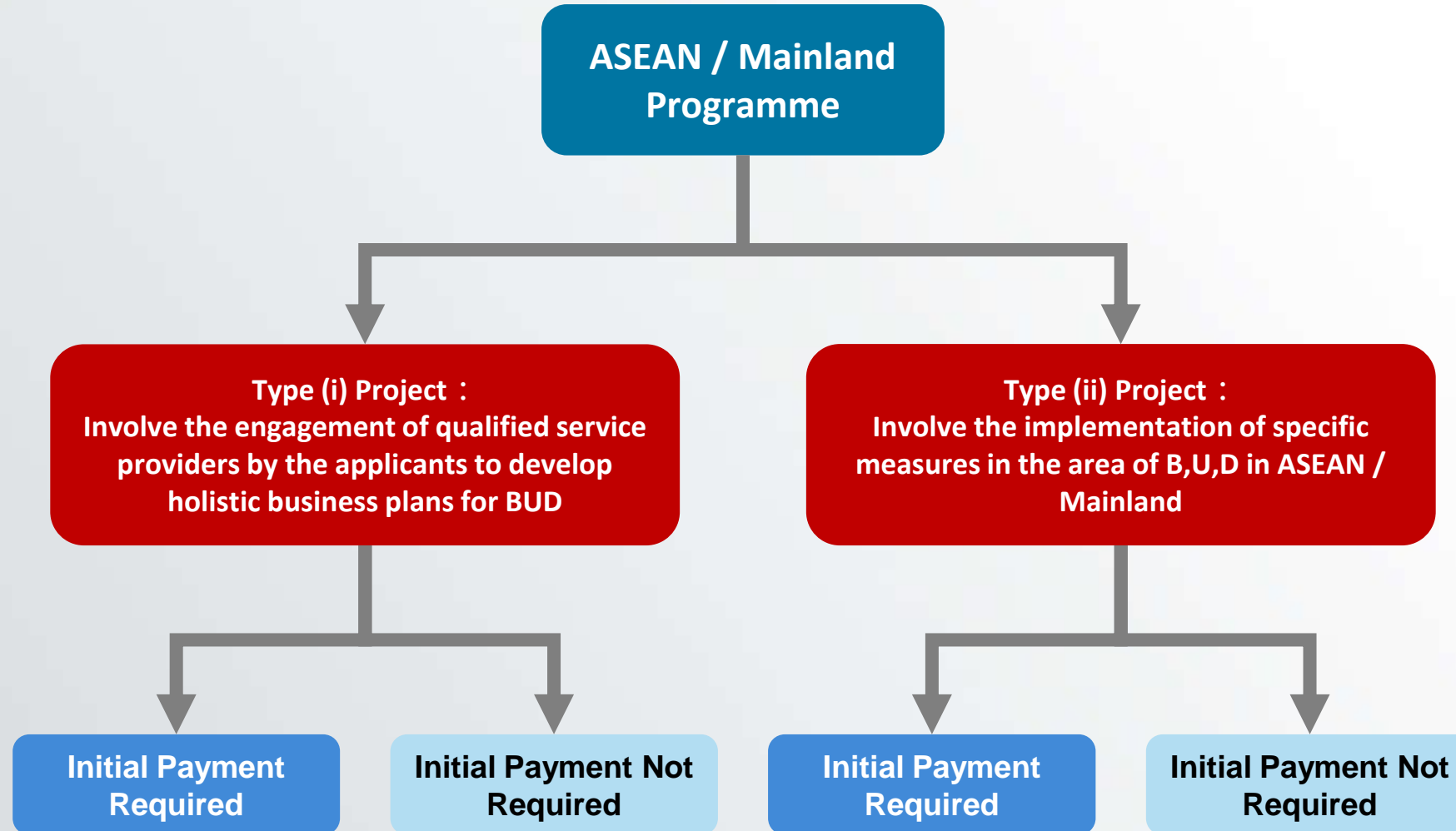
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Maximum number of projects per enterprise

BUD

Enhancement
Effective on 2018.8.1

Types of Projects



Comparing Methods for Disbursement of Grant

	Method (1) : With Initial Payment	Method (2) : Without Initial Payment
Disbursement of Grant	<p>Initial Payment Amount: 25% of total approved Government funding</p> <p>Mid-term payment Amount: 25% at maximum subject to project progress and actual total allowable project expenditure (Only applicable if the duration of the project is over 18 months)</p> <p>Final Payment : Balance of approved Government funding %</p>	<p>Initial Payment Amount: Not applicable</p> <p>Mid-term payment Amount: 50% at maximum subject to project progress and actual total allowable project expenditure (Only applicable if the duration of the project is over 18 months)</p> <p>Final Payment : Balance of approved Government funding %</p>
Designated “project account”	Required	Not Required
Project Commencement Date	Project can only commence after the funding agreement is signed	<p>Project can commence after the date of application submission to the Programme Secretariat</p> <p>(Funding is subject to approval of the application)</p>

Key Funding Category

Project Measures		
Establishing New ASEAN business entity expenditures (Not to exceed 20% of the total project expenditure) Business registration / license fee / Rental / decoration / utilities during project period Professional fees for establishing local business entity	✓	✗
Additional manpower (Not to exceed 50% of the total project expenditure)	✓	✓
Additional machinery/equipment (Not to exceed 50% of the total project expenditure)	✓	✓
Expenses for producing samples (Not to exceed 20% of the total project expenditure)	✓	✓
Advertisement (Not to exceed 50% of the total project expenditure)	✓	✓
Exhibitions / promotional events and accommodation related (Event related traveling, transportation, and accommodation expense shall not exceed 20% of the total project expenditure)	✓	✓
Design and production of promotional materials	✓	✓
Online sales platform	✓	✓
Website setup / enhancement	✓	✓
Mobile Apps (For promotional purpose) (Not to exceed 50% of the total project expenditure)	✓	✓
Testing and Certification	✓	✓
ASEAN / Mainland Trademark and patent application (Maximum amount \$170,000)	✓	✓
External audit fee for auditing the project (Maximum amount \$10,000 per audit fully reimbursable)	✓	✓

Expenditure Items Not Funded

Expenditure Items Not Funded

Expenditure Item	Details / Examples
Existing Normal Operating Expenses	<ul style="list-style-type: none">➤ Salary of existing employees➤ Rental/renovation expense, utility expenses, business registration fees, office stationery, bank charges, and etc.
Machinery / Equipment	<ul style="list-style-type: none">➤ Equipment for general use (e.g. computer hardware/software for general operational use, cameras, projectors, and etc.)➤ Molds for existing products / Insurance and Maintenance for existing equipment
Sample	<ul style="list-style-type: none">➤ Valuable materials for production of sample which may be re-used for sale purposes (e.g. diamond and gold for jewelry sample)
Promotion	<ul style="list-style-type: none">➤ Participation in exhibitions outside of ASEAN / Mainland and Hong Kong➤ Shop/product display fees for sales purpose, sales commission, and etc.)➤ Gifts, souvenirs, prizes, etc.➤ Entertainment or meal expenses
Trademark & Patent	<ul style="list-style-type: none">➤ Patent and Trademark fees outside of ASEAN / Mainland and Hong Kong
Traveling & Accommodation	<ul style="list-style-type: none">➤ Traveling and accommodation outside the ASEAN / Mainland and Hong Kong➤ In-town transportation which does not form part of cross-border transportation of trips from HK to ASEAN / Mainland➤ Not linked to any measure covered by the project or from general business supervision, liaison, consultation, negotiation, etc.
Others	<ul style="list-style-type: none">➤ Products production cost (except on promotional sample)➤ Membership fees of industrial and trade association (either one-off or recurrent)

Important Notice

- **For an application which involves project implementation by the ASEAN / Mainland entity of the applicant, applicant must provide documentary evidence proving its direct investment relationship with the ASEAN / Mainland entity.**
- **For an application which involves project related to restricted products or industries (e.g. medical equipment, cosmetic, food, medicine, cross border E-commerce, education, and etc.), applicant should provide documentary evidence of having obtained the required license /qualification /certification.**
- **Enterprise must comply to the relevant ASEAN / Mainland's regulation and law.**
- **For an application involves licensing of a brand to the applicant, the applicant should obtain the relevant licensing/agency agreement and the agreement should at least cover the whole project implementation period.**
- **For an application covering an element of brand building, the applicant should provide evidence showing that the trademark covered by the project has not been registered by other entities in ASEAN / Mainland.**

Vetting Criteria

-  **Project leads to immediate or long-term business development in ASEAN / Mainland through B,U,D**
-  **Project has good prospects of improving competitive advantage in ASEAN or Mainland**
-  **Project has concrete deliverables to facilitate progress monitoring and evaluation of outcome**
-  **Project includes solid actions for developing business in ASEAN or Mainland**
-  **Project has a reasonable budget with itemized cost breakdown and detailed justifications**



The latest enhancement of the BUD Fund from the Government of the HKSAR Is effective as of 1st of August, 2018

<Next application cut off date: 30th of September, 2019 (18:00)>



Details of BUD Fund and to download the latest version of the application form, please visit:



Enquiry

Tel : 2788 6088

Fax : 3187 4525

Email : bud_sec@hkpc.org

Website : www.bud.hkpc.org

Address : The BUD Secretariat,
HKPC Building,
78 Tat Chee Avenue,
Kowloon, Hong Kong



零售業人力需求管理科技應用支援計劃
Retail Technology Adoption Assistance Scheme
for Manpower Demand Management

August 2nd, 2019

商務及經濟發展局

Commerce and Economic Development Bureau

Secretariat

香港生產力促進局

Hong Kong Productivity Council

Objective & Features

Objective

Financially supporting retail business to apply technology;
improving manpower efficiency

Feature

- **1:1** matching mechanism
- Funding ceiling per enterprise @ **50,000 HKD**
- Covering IT (both hardware & software)
- Dedicated for Retail
- Rolling vetting procedure
- Easy to apply, approval from **50 to 90 days**
- Max **2 projects** per Enterprise

Applicant Eligibility

Eligibility

- Hong Kong Company per "Business Registration Ordinance"
- With substantive operation (about 6 months)
- Non public listed
- Non hospitality

Operation model

Both online & offline (e.g.) :

- On street level
- Inside shopping mall
- In building
- Online shop
- Dedicated Counter in Department store
- Sales counter in Trade Fair

Funding Scope

Technology including :

- Software
- Hardware
- Installation fee
- Training fee

Typical out of project scope items:

- Salary
- General office admin fees
- Advertisement
- Other normal product / operation cost

Benefit in applying technology

- Simplify labor intensive tasks
- Reduce human error
- Improve process and operation flow
- Corporate image Upgrading

Approved Projects

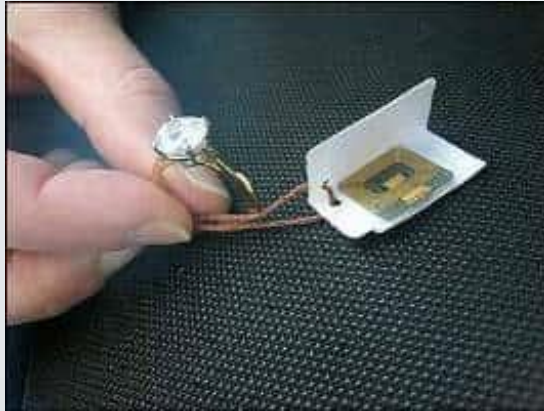
銷售管理系統 POS System



庫存管理系統 Inventory System



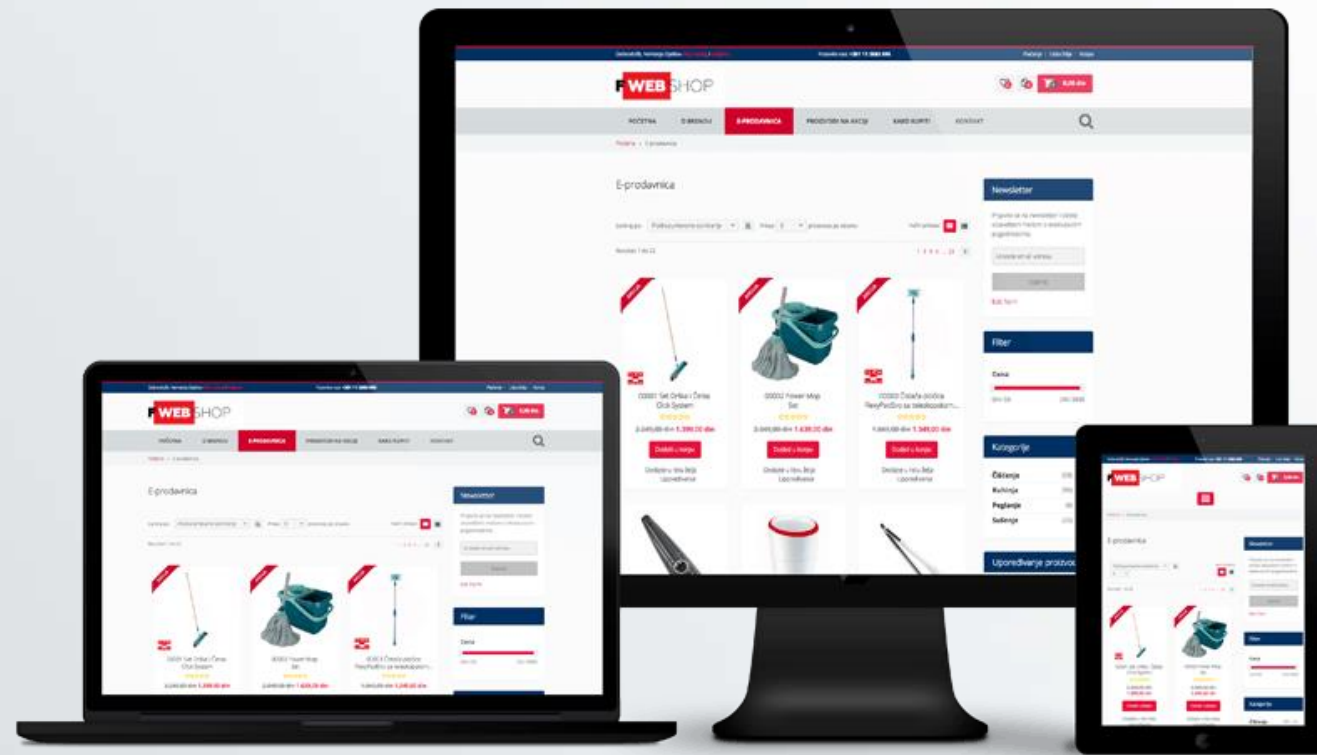
射頻識別系統 RFID System



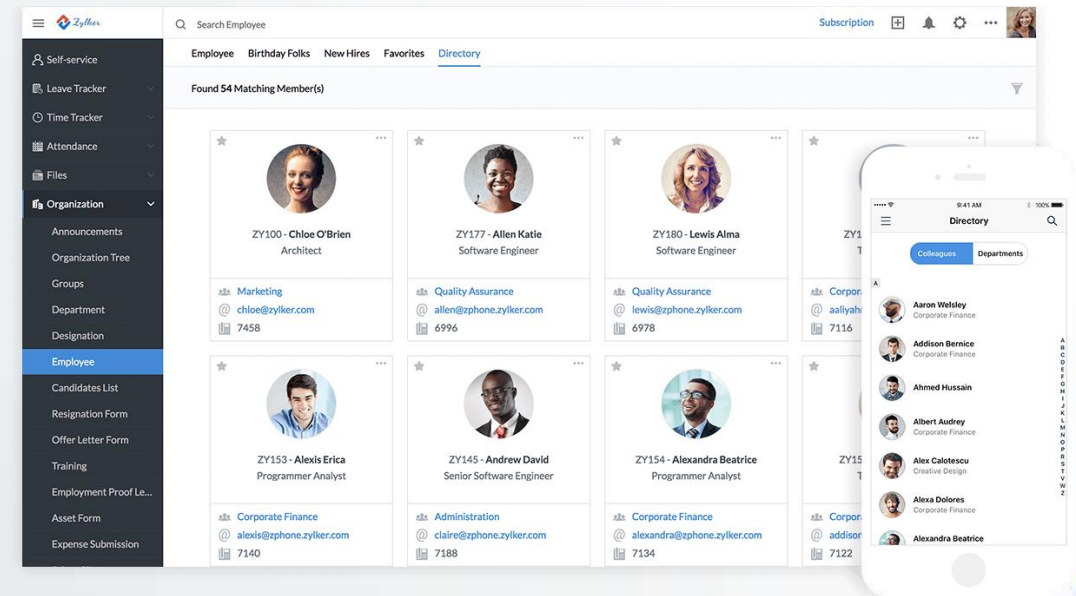
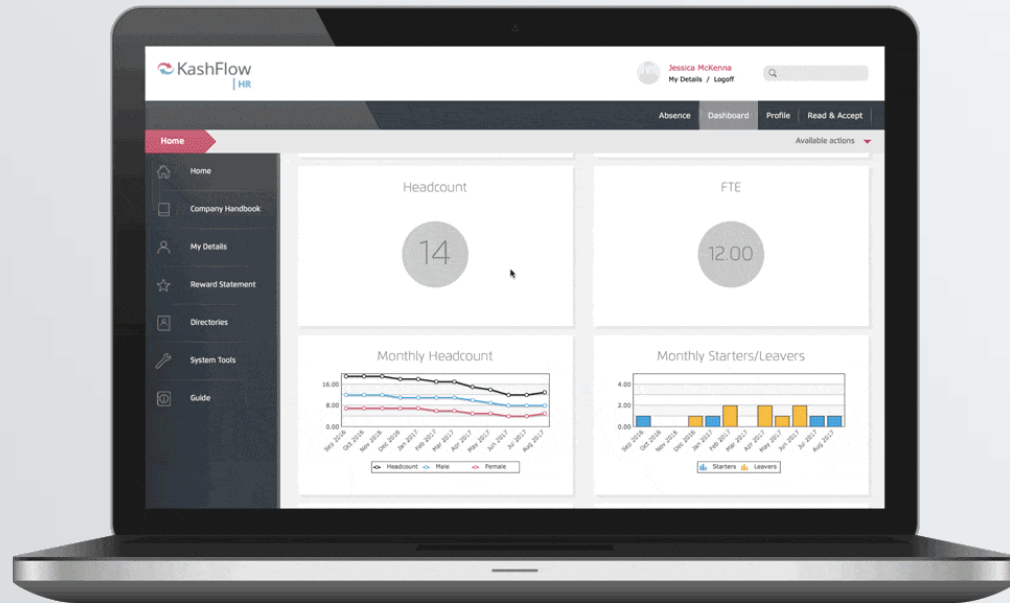
閉路電視系統 CCTV System



網上商店 Online Shop



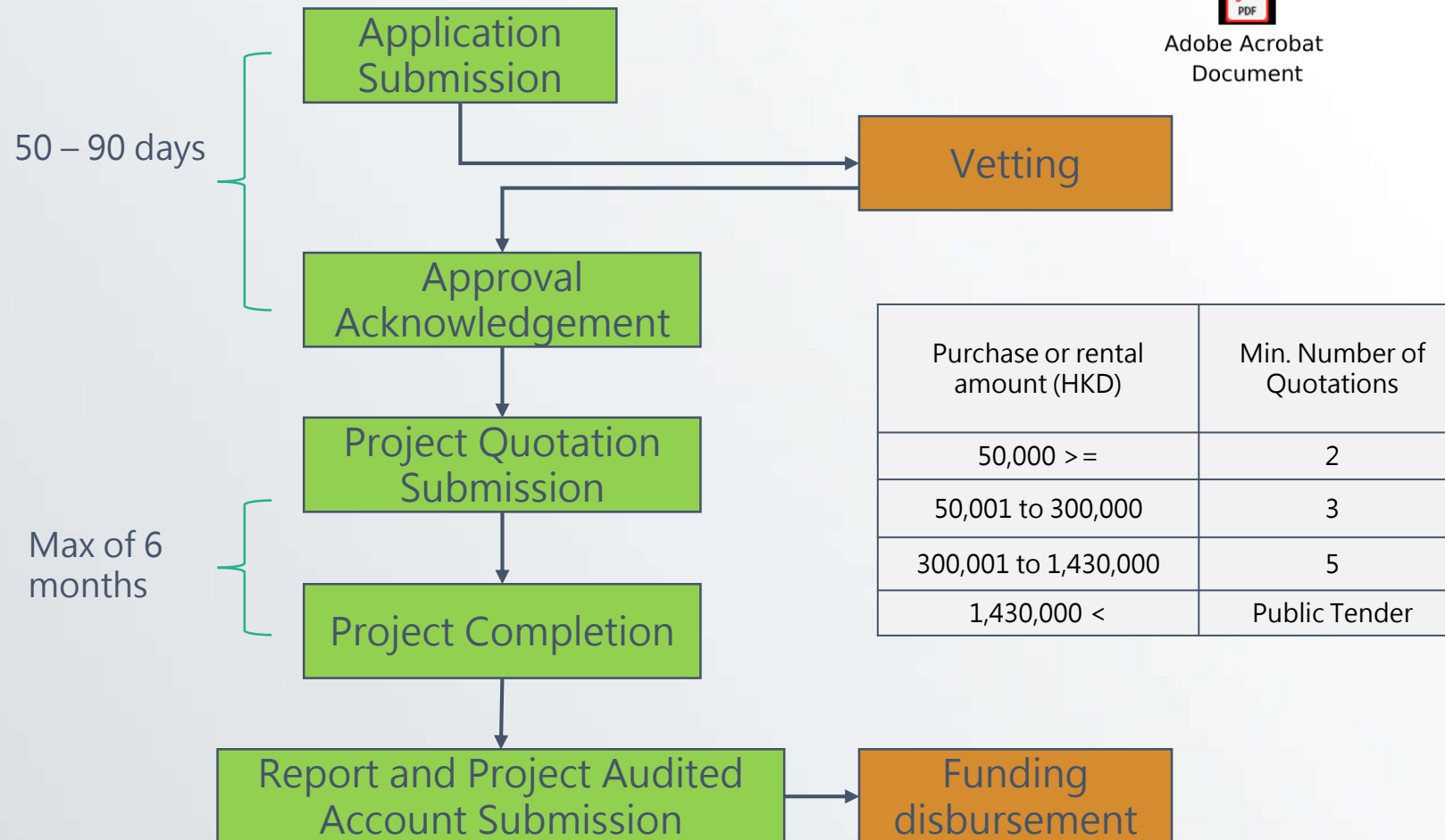
人事管理系統 HR System



Application Process



Adobe Acrobat
Document



Vetting Criteria

- Eligibility of Enterprise
- Project' s benefit on manpower for retail
- Reasonableness of project costing
- Feasibility of project
- Practicality of the project technology in general
Retail business

Required Document on Application

1. Completed and signed original application
2. Copy of Business Registration
3. Copy of documents demonstrating Shareholder information of the enterprise:
 - Annual Return form to the Company Registry of HKSAR (NAR1)
 - Certified extracts of information on the Business Register
4. Proof of Retail Operation · (e.g. as following)
 - Employee Pension Fund record
 - Sales Contract or Invoices
5. Proof of location where project will be implemented

For application and Guide
www.retaas.hkpc.org



Hong Kong Productivity Council
香港生產力促進局

HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
香港九龍達之路78號生產力大樓
+852 2788 5678 www.hkpc.org

eBay x Chow Tai Fook x Walmart

General Managers' view on crossborder e-commerce from Hong Kong
總經理對跨境電商與全球市場趨勢的見解

2019 / 09 / 03 (Tuesday)
4:00pm - 6:00pm (Registration starts at 3:30 pm)

Victoria Dockside
21/F, K11 ATELIER
18 Salisbury Road, Tsim Sha Tsui

Language: Cantonese

Organized by **HKEBA** Funded by SME Development Fund
工業貿易署 Trade and Industry Department



Jenny Hui

eBay

General Manager, Hong Kong,
Southeast Asia and Taiwan



Quentin Wong
Chow Tai Fook

General Manager,
eBusiness & Investment



Alison Chan
Walmart eCommerce

Former Senior Director of Sam's Club Ecommerce
(HSBC Digital Performance Lead)



Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee of the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).