

Guides and Notes for Overseas/Mainland Market Development Support Scheme (“MDSS”)

You are required to:

- To read the information related to the MDSS before submitting your application.
- To study these Guides and Notes before submitting your application.
- To contact Hong Kong Cyberport Management Company Limited (“HKCMCL”) by phone or email when you have any queries in the application.

1 Application Criteria

1.1 Applicants must be:

- a. A HKCMCL graduate who has graduated from the Cyberport Creative Micro Fund (“CCMF”) and/or Cyberport Incubation Programme (“CIP”) before the date of MDSS application; and
- b. A HKCMCL graduate / alumni from CIP and CCMF who have not raised equal to or more than US\$10 million of funding in total.

1.2 Applicants must be applying for joining Overseas and/or Mainland delegation mission organised, co-organised and supported by HKCMCL.

1.3 Applicants must have not received and will not receive funding granted by other publicly-funded organisations/programmes which provide support to the same delegation mission and/or marketing exhibitions, and market development support and landing services. Such consideration is on the Projects, not on the individuals, shareholders and/or directors of the companies.

Examples of publicly funded organisations/programmes are listed in Schedule 1 attached.

1.4 HKCMCL shall evaluate the applicant’s involvement in HKCMCL’s Community when considering the application.

1.5 HKCMCL reserves the right, in their sole and absolute discretion, to define and decide on whether an applicant satisfies the requirement stated in 1.2, 1.3 and 1.4 above.

2 Participation in other funding programmes

- 2.1 Applicants shall make a true, full and accurate disclosure of funding on the delegation missions and marketing exhibitions from all other publicly and/or privately funded programmes.
- 2.2 Applicants shall, at any time when requested, provide evidence of payments made or received in respect of such publicly and/or privately funded programmes.
- 2.3 Applicants shall inform HKCMCL immediately if there are any subsequent changes to the above information (and when requested, provide evidence of payments made or received in respect of such programmes after the date of submission).

3 MDSS Application Process

3.1 MDSS Sign-up

- (a) MDSS Sign-up is accepted year round and eligible applicants can sign up for MDSS before joining a delegation mission and/or marketing exhibition.
- (b) All applicants shall observe the following when filling in the MDSS Sign-up Form (ECO.SF.010):
 - (i) Fill in the form in English;
 - (ii) Fill in Chinese information (if necessary) with traditional Chinese characters;
 - (iii) The form shall be signed by the director or a shareholder of the applicant; otherwise, it will not be processed.
 - (iv) Annual plan and potential claim list
- (c) For events not included in the annual plan, the sign-up form with revised annual plan and potential claim list shall be submitted to HKCMCL by email to mdss@cyberport.hk at least 14 WORKING DAYS BEFORE the start date of the delegation mission or marketing exhibition.
- (d) Upon receipt of the Sign-up Form, an acknowledgement will be sent to the applicant within 7 working days.
- (e) Result of application will be sent via email.
- (f) Final decision is subject to HKCMCL's evaluation. No appeal or request for explanation of the decision will be considered.

3.2 Event pre-approved by Cyberport

- (a) HKCMCL shall promote the organised, co-organised and supported delegation missions and marketing exhibitions under MDSS to the Cyberport community.
- (b) Activities under MDSS may include Overseas/Mainland and local delegation missions and marketing exhibitions. The consideration is based on the

effectiveness on market development and the market development need of the community.

- (c) Recipients can advise to add delegation missions and marketing exhibitions to be supported by MDSS by email. HKCMCL will evaluate the addition with the basis of the effectiveness of the delegation mission and marketing exhibitions on market development and the market development need of the community.

3.3 Business Expansion after MDSS Activities

- (a) Recipients are encouraged to make sure of the leads and resources acquired from the MDSS activities and set up their business in the designated locations.
- (b) Recipients can claim the eligible landing services as listed under Para 4.5 after such services incurred and paid and within the time frame stated in the Guides and Notes for MDSS.

4 Financial Assistance Claim

- 4.1 The financial assistance period lasts for 24 months from (i) the first activity namely delegation mission and marketing exhibition, or (ii) the first settlement of the landing service professional fee, whichever occurs earlier. The total reimbursement claims for each Recipient shall not exceed HK\$200,000. All claims shall be submitted within 60 days of the event date or the payment date (for landing service professional fees only).
- 4.2 For expenses incurred in foreign currency, reimbursement will be settled in HKD at the Hong Kong Association of Bank's prevailing exchange rate of the date of expense incurred.
- 4.3 The reimbursable percentages are as follows:

Activities	Reimbursable items	Reimbursable Percentage	Reimbursable Amount
Overseas/Mainland delegation mission	<ul style="list-style-type: none"> Programme fee/ Exhibition fee Travel and accommodation expenses 	Up to 75%	<u>Per delegation mission or marketing exhibition</u> a) Up to \$100,000 for North America, South America, Europe and Middle East regions; b) Up to HK\$40,000 for Asia Pacific regions including Mainland China, and Japan
Overseas/Mainland marketing exhibition	<ul style="list-style-type: none"> Programme fee/ Exhibition fee Travel and accommodation expenses 		
Local marketing exhibition	<ul style="list-style-type: none"> Programme fee/ Exhibition fee 		HK\$40,000 per marketing exhibition
Landing services	<ul style="list-style-type: none"> Professional service expense for set-up of business in the 		<u>Per business set-up</u> a) Up to HK\$100,000 for

	designated location of the delegation mission and/or marketing exhibition joined under MDSS		North America, South America, Europe and Middle East regions; b) Up to HK\$40,000 for Asia Pacific regions including mainland China, Japan and Hong Kong
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4.4 The Recipient shall always obtain quotations from supplier/ service providers for financial claims (See Note 1) with the number of quotation specified as follows:

<u>Purpose of Reimbursement</u>	<u>Value of Goods/ Services</u>	<u>Minimum no. of Quotation</u>
a) Programme/Exhibition fees	---	No restriction
b) Travel and accommodation expenses	≤ HK\$10,000	No restriction
c) Landing service expense for set-up of business in designated location	HK\$10,001 or above	2 (See Note2)

Note 1:

In particular for Landing Service expense, if the Recipient wishes to procure a service from a service provider who is **the only solution** to the required service, the Recipient may seek prior approval from HKCMCL for not fulfilling the quotation comparison requirement by email. In any event, HKCMCL shall always have its absolute discretion to accept or reject any claim submitted by the Recipient despite the approval of such a request. The Recipient shall bear its own risk to absorb all the expenses incurred.

Note 2:

The Recipient shall always select the lowest price offer.

4.5 Reimbursable items

(a) Programme/Exhibition fees

- (i) Eligible programme fee and exhibition fee are charged by the relevant organiser of the delegation mission or the marketing exhibition upon successful registration to the programme or exhibition.
- (ii) Maximum number of people to be covered in each delegation mission and/or marketing exhibition under MDSS is 4 persons.

(b) Travel and accommodation expenses

- (i) Eligible items for reimbursement include travel and accommodation expenses for participating in the respective delegation mission and/or marketing exhibition in the designated location.
- (ii) Travel and accommodation expenses are eligible for reimbursement only if it is not covered in the programme/exhibition fees.
- (iii) Eligible expenses include :

- Round-trip flight tickets in economy class to the designated location for participating in the respective delegation mission or marketing exhibition
 - Accommodation expenses for the stay in designated location for participating in the respective delegation mission or marketing exhibition
- (iv) The maximum length of stay for eligible accommodation expense is the duration of the delegation mission or marketing exhibition plus extra 7 days after completion of the relevant delegation mission or marketing exhibition.
- (v) Maximum number of people to be covered in each delegation mission and/or marketing exhibition under MDSS is 4 persons.
- (vi) Accommodation can be hotel/ service apartment/ apartment. Relevant agency fee, stamp duty, tax, legal fee are also reimbursable.
- (c) Professional service expenses for set-up of business in designated location

Overseas/Mainland delegation missions/ marketing exhibitions

- (i) For Overseas/Mainland delegation missions and marketing exhibitions, eligible items for reimbursement include the expenses as listed in (c).iv that is necessary to set up business in the designated locations that the Recipient has visited with the delegation missions and marketing exhibitions through MDSS.

Local marketing exhibitions

- (ii) For local marketing exhibitions, eligible items for reimbursement include the expenses as listed in (c).iv that is necessary to set up business in Overseas/Mainland locations that the Recipient received the leads in the marketing exhibitions.
- (iii) Recipients shall provide name cards, email communications or invitations from the leads to set up business in the designated locations, so to prove that the business set-up is generated from the MDSS activities.

(iv) Eligible expenses include :

- Legal and professional services for setting up the business in the designated locations. (e.g. for non-disclosure agreement, service contract, intellectual property (IP) consultancy services (trademark or patent application), accounting and auditing, etc.)
- (v) The following expenses are NOT eligible for reimbursement:
- Expenses in relation to company registration
 - Expenses in relation to company / corporate restructure
 - Expenses in relation to compensation/ brokerage and agency fees for fund raising activities

- Expenses in relation to immigration services / investment visa application
- Trademark or patent registration and annual fee

(Note 3: Expenses in relation to company / corporate restructure for fund raising activities is eligible.)

4.6 Recipients shall always observe the objectives of their business, and all claims submitted to HKCMCL shall be for the purpose of developing their business in new markets.

4.7 Ineligible expenses listed in 4.5 c(v) above are for reference only and are not exhaustive. Recipients should consult with HKCMCL if they have any questions.

4.8 In addition to the above, the reimbursable items shall be expenses spent and paid by the Recipient with proof of payment.

4.9 To avoid double benefit, the same expense will only be allowed once in other Cyberport programmes with financial assistance. The Recipient shall be fully responsible for any intentional duplicated reimbursement claims that may result in termination of the MDSS financial assistance.

4.10 Claim Procedures

- (a) When submitting expense claims, the Recipient shall submit all necessary supporting documents together with the expense claim form (ECO.SF.015) and Post-Programme Evaluation (ECO.SF.020). These documents include, but not limited to, proof of payment (e.g. original receipts), and, if applicable, quotations and event attendance proof.
- (b) Only computer-printed expense claims form will be accepted. Handwritten forms will not be accepted.
- (c) Recipients shall submit their expense claims application within 30 days after completion of the relevant delegation mission or marketing exhibition.
- (d) Recipients shall promptly provide all necessary information reasonably requested by HKCMCL in relation to their claim.
- (e) Payments, if eligible, will only be made to the Recipient and not any other person or company.
- (f) HKCMCL shall always have its absolute discretion to accept or reject any claim submitted by the Recipients.

5 Probity Policy for Applicants / Recipients

5.1 To ensure openness, fairness and integrity of MDSS, each applicant / Recipient shall:-

- (a) Observe the Prevention of Bribery Ordinance (Laws of Hong Kong, Cap. 201) and shall advise its employees, agents, subcontractors and other personnel who are in any way involved in its application/project (the "Personnel") that they

shall observe the same and that they are not allowed to offer to or solicit or accept from any person any advantages as defined in the Prevention of Bribery Ordinance in relation to the application / project;

- (b) Not offer or give or agree to give any person employed by HKCMCL any gift or consideration of any kind as an inducement or reward for doing or forbearing to do or for having done or forborne to do any act in relation to the MDSS or for showing or forbearing to show favour or disfavour to any person in relation to the MDSS;
- (c) Promptly declare and notify HKCMCL in writing of any potential or actual conflict of interests upon becoming aware of the same. "Conflict of interests" shall include (but are not limited to) any situation where the personal/financial interest of an applicant/Recipient or its Personnel, conflict or compete, or may be expected to conflict or compete, with the role, duties and/or impartiality of such applicant/ Recipient or Personnel under the MDSS;
- (d) Apply the programme prudently, efficiently and solely for the purpose of the project approved under the MDSS;
- (e) Abide by the principles of openness, fairness and competitiveness in the procurement of any goods / services in connection with the MDSS; and
- (f) Take all necessary measures (including by way of a code of conduct or contractual provisions) to ensure that its Personnel are aware of and comply with the requirements as set out in this provision.

6 Amendments

These Guides and Notes may be amended or supplemented by HKCMCL at any time without prior notice, unless and except where these Guides and Notes have been incorporated into a signed MDSS Terms and Conditions.

7 Enquiries

7.1 Any enquiries about the MDSS may be directed to:

Hotline: (852) 3166 3846 (9 a.m. - 5 p.m., Monday - Friday)
Fax: (852) 3027 0398
Email: mdss@cyberport.hk

Schedule 1

Examples of Publicly Funded Organizations/ Programmes, including, but not limited to:

Organisations

Hong Kong Applied Science and Technology Research Institute (ASTRI)

Hong Kong Design Centre

Hong Kong Productivity Council (HKPC)

Hong Kong Science & Technology Parks Corporation

The Government of the Hong Kong Special Administrative Region

Programmes

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

Design Incubation Programme (DIP)

Incu-App Programme

Incu-Bio Programme

Incu-Design Programme

Incu-Tech Programme

New Technology Training Scheme

Programmes by the Innovation and Technology Fund (ITF)

SME Export Marketing Fund

Schedule 2

Examples of Supporting Documents for Financial Claims (non-exhaustive)

Programme/Exhibition fees

- Signed Expense Claim Form (ECO.SF.015)
- Invoice issued from the organiser
- Receipt issued from the organiser/ Payment proof (bank statement/ cheque copy/ credit card statement/ ATM receipt)
- Exchange rate table (for non-HKD payment)

Travel and accommodation expenses

- Signed reimbursement application form
- Itinerary of the air ticket
- Boarding pass
- Business card of the participant(s)
- Leasing agreement (for apartment) stamped by appropriate government department
- Comparison quotation (if applicable)
- Invoice
- Receipt/ Payment proof (bank statement/ cheque copy/ credit card statement/ ATM receipt)
- Official VAT receipt (if applicable)
- Exchange rate table (for non-HKD payment)

Professional service expenses for set-up of business

- Signed reimbursement application form
- Invoice
- Receipt/ Payment proof (bank statement/ cheque copy/ credit card statement/ ATM receipt)
- Exchange rate table (for non-HKD payment)
- Service report (if any)