

## Overseas/Mainland Market Development Scheme (MDSS) Sign-up Form

<b>Part A: Company information</b>	
<b>1. Company Name:</b>	
<b>2. Application:</b>	
<input type="checkbox"/> New Application <span style="margin-left: 200px;"><input type="checkbox"/> Revised Market Expansion Plan</span>	
<b>3. Category:</b>	
<input type="checkbox"/> Graduated CCMF grantee (Programme period: _____) <input type="checkbox"/> Graduated incubatee (Programme period: _____)	
<b>4. Brief introduction of your business (within 300 words):</b> <i>(A summary of your company's background)</i>	

<b>Part B: Market Expansion Plan</b>		
<b>1. Current market status</b>		
	<b>Hong Kong</b>	<b>Mainland/Overseas</b>
<b>Office set up/ Business registration</b> (Please list out the names of the countries)		
<b>Sales amount</b> (over the last 12 months)		
<b>Sales channel/ distribution channel</b> (Please list out the names of the countries for outside Hong Kong. For Hong Kong, please list out the name/describe or the numbers of sales channel)		
<b>Funding/investors from</b>		

<b>2. Market expansion plan over the next two years</b>		
	<b>First year from now</b>	<b>Second year from now</b>
<b>Countries to expand to</b>	<i>Please put down the names of the countries for section 1.</i>	
- Sales coverage, i.e. countries		
- Office set up		
- Additional new employees		
<b>Overseas sales</b>		
- Amount		
- New sales channel/distribution channel		
<b>Investment received from overseas investors</b>		
- Amount		

<b>Plan</b>	
<b>Exhibition/ delegation</b> (Format: Name, country, date)	<b>Budget (HKD)</b>

<b>1. Public Funding on Overseas Programme/Mainland expansion Status:</b>						
<input type="checkbox"/> Dedicated Fund on Branding, Upgrading and Domestic Scales (BUD)						
Date	Application Status	Funding Status	Amount received/to be received			
<input type="checkbox"/> SME Marketing fund						
Date	Application Status	Funding Status	Amount received/to be received			
<b>2. Other Funding on Overseas Programme/Mainland Promotion Status:</b>						
<i>(List out in detail (i) all grants and funding received/to be received from other publicly and / or privately funded organisations/ programmes which the applicant (or companies established by he/she/it) has applied for, will receive or will be entitled to receive in the coming 18 months, or have received in the past 18 months; (ii) the nature of expenditure covered/to be covered by such funding sources; and (iii) the amount and the maximum amount received/to be received under such funding sources ) (Separate sheets can be used if necessary)</i>						
Date	Name of Programme	Application Status	Funding Status	Nature of expenditure covered	Amount received/ to be received	Maximum amount to be received
<b>3. Company Ownership Structure:</b> <i>(Please also indicate the exit and mergers and acquisitions since the admission to CCMF programme / incubation programme.)</i>						

**4. Company Core Members' Profile:** *(names, positions / titles, academic and professional qualifications, working experiences and special achievements)*

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**Part C: Contact Details**

*Contact Person 1 (Principal Applicant)*

<b>Full Name:</b>	
<b>Position:</b>	
<b>Contact No.:</b>	
<b>Email:</b>	
<b>Mailing Address:</b>	

*Contact Person 2*

<b>Full Name:</b>	
<b>Position:</b>	
<b>Contact No.:</b>	
<b>Email:</b>	
<b>Mailing Address:</b>	

\*Please submit **this completed application form** to [EMAIL](#). Incomplete applications will not be considered.

**Part D: Agreement**

By checking this box, we confirm that we have agreed to the "Overseas/Mainland Market Development Support Scheme Agreement". In particular, we confirm that:

- **Dispensation of the MDSS Financial Assistance.** HKCMCL agrees to offer to the Recipient financial assistance supplied under the MDSS subject to a maximum amount of HK\$200,000 (the "**Financial Assistance**"), on and subject to the Guides and Notes for MDSS and the terms and conditions of this Agreement, for the purposes and uses as described.
- **Assumption of Risks.** The Recipient acknowledges and accepts that HKCMCL shall have no responsibility for the delegation missions and/or marketing exhibitions not organised or provided by HKCMCL in connection therewith. The Recipient understands that his or her or its involvement in the delegation missions and/or marketing exhibitions may involve risks and

the Recipient agrees that he or she or it understands any and all such risks and further agrees that the Recipient knowingly and fully assumes all such risks.

- **Right of Publicity.** THE RECIPIENT UNDERSTANDS AND AGREES THAT RECEIVING THE FINANCIAL ASSISTANCE MAY RESULT IN PUBLICITY. The Recipient hereby irrevocably authorises, and undertakes to procure its founders, officers, representatives and employees to authorise, HKCMCL, through MDSS, to:
  - a. reasonably publicize and use the likenesses, voices, and features of the Recipient, its founders, officers, representatives and employees, with or without their names, for any publication, promotion, trade, business use, or any other purpose whatsoever;
  - b. photograph, videotape, film, and record the Recipient, its founders, officers, representatives and employees in any reasonable manner HKCMCL/MDSS chooses;
  - c. copyright, convey, or otherwise distribute, now or in the future, any such promotional material involving the Recipient for any reasonable purpose whatsoever to anyone, including the general public, magazines, newspapers, television, radio stations, HKCMCL/MDSS's web sites or anyone else; and/or
  - d. publicize, now or in the future, the name of the Recipient, its founders, officers, representatives and employees, individually or together, including information and non-confidential details regarding them, provided that any disclosure of personal data of individuals shall be in accordance with the Personal Data (Privacy) Ordinance and in a reasonable manner.

The Recipient hereby releases HKCMCL/MDSS and their officers, directors, agents, employees and representatives, from all liability, damages, or claims of any kind resulting in or from, or arising from the use, distribution, or disclosure of any photographs, films, videotapes, electronic recording, or other information regarding the Recipient as described in this Clause.

- **Acknowledgement and the Recipient's Publicity Materials.** The Recipient agrees to:
  - a. give appropriate credit to HKCMCL/MDSS for the Financial Assistance in any and all of its public communications and publicity materials including, but not limited to, press releases, publications, annual reports, video credits and interviews; and
  - b. to use all its reasonable efforts to notify the HKCMCL/MDSS prior to releasing any public communications and publicity materials contemplated.

### Part E: Declaration

By checking this box, we confirm that we have read the "Guides and Notes for Overseas/Mainland Market Development Support Scheme ("MDSS")" and hereby confirm our agreement to the terms and conditions set out in the Guides and Notes. In particular, we confirm that:-

- We have made true, full and accurate disclosure of our proposed or similar projects where we have participated in other publicly and/or privately funded programmes - see the sheet attached - as required under the Guides and Notes.
- We did not receive equal or more than US\$10 million of funding.

- We give our consent to HKCMCL staff (a) to use the information (including personal data, if any) provided in this form or in connection with this application; and (b) to carry out necessary due diligence/reference checks, for the purpose of assessing and processing this application. We further agree to provide all other information reasonably requested by HKCMCL for such purpose.
- All information provided in this application as well as the accompanying information reflects the status of affairs as at the date of submission. I shall inform the Administration of the Cyberport Overseas/Mainland Market Development Scheme immediately if there are any subsequent changes to the above information;
- We are the creators of our proposed project the details of which have been described in this Form ("Project") and our Project is original. To the best of our knowledge, the Project and the product(s) and/or service(s) to be developed as a part of the Project are not under development or available anywhere in the world.
- The development, completion and use of the Project and the product(s) and/or service(s) to be developed as a part of the Project will not infringe the rights or intellectual property rights of any other party (whether registered or not), including but not limited to patent rights, trade mark rights, and copyright.

## Part F: Personal Information Collection Statement

This Personal Information Collection Statement of Hong Kong Cyberport Management Company Limited ("**us**" or "**we**") applies to the personal data collected in this MDSS Sign-up Form ("**Personal Data**").

### Purpose and Use of Your Data

The Personal Data will be used for one or more of the following purposes:

- processing your application;
- communicating with you if we have any/or question and update about your application;
- providing updates, services, products, facilities or activities and matters relating to our administration, management, operation and maintenance;
- designing, reviewing, evaluating and enhancing our services, products, facilities or activities (including conducting research, survey and analysis for those purposes);
- direct marketing (please see "Direct Marketing" section below); and
- handling complaints, legal, safety and security purposes.

It is mandatory to provide the requested personal data, or we will not be able to process your application.

### Transfer of Your Data

Your Data will not generally be disclosed or transferred to any other party in a form that would identify you, except in the following circumstances:

- If we use third party suppliers or service providers who provide services to support our business operation or facilitate provision of our services, products, facilities or activities, we may provide Your Data to these suppliers or service providers.
- We may disclose Your Data to any governmental or law enforcement agency, judicial body or regulatory authority to whom we are required to make disclosure according to any law, regulation, court order, direction, code or guideline.
- In addition, Your Data may be accessed by, disclosed or transferred to any person under a duty of confidentiality to us (including our accountants, auditors, legal advisers or other professional advisers) for the purposes described in the "Purpose and Use of Your Data" section above.

As the parties mentioned above may be located outside Hong Kong, Your Data may be transferred out of Hong Kong.

### **Probity Policy**

To ensure openness, fairness and integrity of the Scheme, each applicant should:-

- Observe the Prevention of Bribery Ordinance (Hong Kong Legislation – Cap.201) and shall advise its employees, agents, subcontractors and other personnel who are in any way involved in its applications/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;
- Not offer or give or agree to give any person employed by Hong Kong Cyberport Management Company Limited (“HKCMCL”), the members of the Vetting Team or acting on its behalf, 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 Programme or for showing or forbearing to show favour or disfavour to any person in relation to the Programme;
- 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/incubatee or its Personnel, conflict or compete, or may be expected to conflict or compete, with the role, duties and/or impartiality of such applicant/incubatee or Personnel under the Programme;
- Apply the funding prudently, efficiently and solely for the purpose of the project approved under the Programme;
- Abide by the principles of openness, fairness and competitiveness in the procurement of any goods/services in connection with the Programme; and
- 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 under this Policy.

### **Direct Marketing**

In connection with direct marketing, we intend to use your name and email address to market and promote the services, products, facilities, activities, contests, conferences, lucky draws, events and promotional campaigns from time to time available relating to us or "Cyberport", or shops or merchants or hotel in the "Cyberport" or offered or hosted at "Cyberport" (including consumer goods, food and beverages, books and stationery, children goods and services, fashion and accessories, optical products, watches, jewellery, luxurious goods, personal care, health and beauty products and services, furniture and lifestyle goods, home furnishing and appliances, florists, sports gear and products, electronic products and appliances, banking and financial services, cinemas and theatres, cultural, entertainment facilities and activities, charity activities, leisure activities and performances, gift redemptions and car parking facilities)

"Cyberport" means the community or development located at Telegraph Bay, Pokfulam including its offices, centres and arcade.

We cannot use Your Data for direct marketing unless we have received your consent or indication of no objection. You may write to our Data Protection Officer or contact us via the contact information provided in our direct marketing materials to opt out from direct marketing at any time.

### **Our Privacy Policy and Practices**

Please see our Privacy Policy Statement at [http://www.cyberport.hk/en/privacy\\_policy](http://www.cyberport.hk/en/privacy_policy) for our general policy and practices in respect of our collection and use of personal data.

**Access to and Correction of Your Data**

You have the right to request access to, and correction of, Your Data held by us. We may charge a reasonable fee for administering and processing your data access request. If you need to check whether we hold Your Data or if you wish to have access to, correct any of Your Data which is inaccurate, please write via e-mail to our Data Protection Officer at [dpo@cyberport.hk](mailto:dpo@cyberport.hk) or via mail to Units 1102-04, Level 11, Cyberport 2, 100 Cyberport Road, Hong Kong.

This Statement is written in the English language and may be translated into other languages. In the event of any inconsistency between the English version and the translated version of this Statement, the English version shall prevail.

- I have read the Personal Information Collection Statement above.
- I agree to receive direct marketing information.

\_\_\_\_\_  
Name of Company

\_\_\_\_\_  
Company Stamp & Authorized Signature

\_\_\_\_\_  
Name of Signatory

\_\_\_\_\_  
Job Title

\_\_\_\_\_  
Date

**FOR HKCMCL INTERNAL USE ONLY**

Prepared by (Manager)		Verified / Certified by (CPMO)		Prepared by (FIN)	
Name		Name		Name	
Position		Position		Position	
Date		Date		Date	