

Overseas/ Mainland Market Development Support Scheme (“MDSS”)

Guides and Notes for the Applicant

Before application, Applicants are required to:

- Review these Guides and Notes carefully
- Visit the MDSS webpage for updates:
https://www.cyberport.hk/en/entrepreneurship/overseas_mainland_market_development_support_scheme_mdss/
- Contact your Account Manager at Hong Kong Cyberport Management Company Limited (“HKCMCL”), or email mdss@cyberport.hk for enquiries

1. Application Criteria

1.1 The Applicant:

- (a) Must be an incubatee, grantee or alumnus from the Cyberport Incubation Programme (“CIP”) and/or Cyberport Creative Micro Fund (“CCMF”); and
- (b) Must submit the application within 5 years of CIP or CCMF programme completion; and
- (c) Individual CCMF grantees or alumni must incorporate a Hong Kong limited liability company and apply within 5 years of CCMF programme completion. The company must undergo eligibility vetting as set out in Schedule A; and
- (d) Must have raised less than US\$10 million funding in total at the time of reimbursement; and
- (e) Must demonstrate substantive business operations and ability or capacity in the technology sector in Hong Kong. The Applicant is required to submit:
 - (i) Records of commercial or business activities, such as letters of intent, commercial contracts or tax assessments issued by the Inland Revenue Department; and
 - (ii) Records of employment, such as Mandatory Provident Fund (MPF) records; and
- (f) Must not be the organiser, co-organiser, service provider or a related party to the proposed activity.

2. Financial Assistance Scope

- 2.1 The financial assistance period is 24 months from the first date of approved market development activities. Reimbursement is up to 75% of eligible expenses, subject to a maximum cap of HK\$200,000 per Applicant.

2.2 Eligible market development activities	Reimbursable items ^(Note 1) (please refer to section 2.3 for respective details)
(a) Delegation mission to overseas and Chinese Mainland	• Programme fee; • Travel and accommodation.
(b) Marketing exhibition (Applicant must be an exhibitor)	• Booth rental, design, construction and setup (refer to MDSS webpage for an indicative list of eligible exhibitions); • Travel and accommodation.
(c) Landing service for overseas and Chinese Mainland market expansion (Training expenses capped at HK\$20,000 per Applicant for the entire MDSS period)	• Legal and professional services related to company setup, certification and intellectual property (IP) (e.g. trademarks and patents) (refer to Schedule B for an indicative list of eligible certifications); • Landing pad programme fee; • Training programme.
(d) Online/ offline marketing services for overseas and Chinese Mainland market expansion, (Capped at HK\$50,000 per Applicant for the entire MDSS period)	• Press release preparation and distribution; • Marketing expenses related to industry award or competition.

Note 1:

- (i) For any expense item over HK\$10,000 but not exceeding HK\$50,000, the Applicant is required to obtain a minimum of two (2) quotations. For any expense item over HK\$50,000, the Applicant is required to obtain a minimum of three (3) quotations. All quotations must be obtained within the same period and allow for a like-for-like comparison, and must be secured prior to any payment being made. The Applicant shall always select the lowest-priced and compliant quotation. Failure to meet the applicable requirements will result in the relevant claim item being deemed ineligible for reimbursement. The Applicant must also submit supporting documentation, including the service providers' profiles and/or relevant professional credentials.
- (ii) In circumstances where the required service is only available from a single service provider, the Applicant shall provide sufficient justification and supporting document. Such cases will be assessed during reimbursement. Failure to adequately substantiate the sole-provider arrangement may result in the related claim item being deemed ineligible for reimbursement.
- (iii) Split orders for the same category of reimbursable items for the same location in the same period are prohibited.

2.3 Details of the reimbursable items and requirements are as follows:

(a) Delegation mission to overseas and Chinese Mainland

- (i) Limit on eligible participants
The maximum number of people to be covered for each activity is 4 persons. The attendees must be the director, shareholder or full-time employee of the Applicant, supporting proof shall be provided, such as MPF record and/or company shareholding document.
- (ii) Programme fee
The programme fee shall cover activities provided by the organiser, including but not

limited to booth exhibitions, speaker sessions, and other official programme components.

(iii) Travel and accommodation

- Travel and accommodation expenses may be reimbursed either as part of a programme package or as individual expense items.
- Travelling expenses cover international and inter-regional transportation incurred for participation in the approved activity. Eligible travelling expenses also include local transportation arranged by organiser, co-organiser, or supporting parties. Only economy class fare is eligible for reimbursement, and car rental expenses are not eligible.
- In general, only travelling expenses incurred within the period of seven (7) days prior to and seven (7) days after the activity will be considered eligible for reimbursement.
- Accommodation expenses cover the cost of lodging at the relevant location during participation in the approved activity. The allowable length of stay is limited to the duration of the delegation mission or marketing exhibition, plus a maximum of two (2) additional nights, before and/or after the approved activity.
- Eligible accommodation includes hotels, serviced apartments, and residential apartments. Related expenses such as agency fees, stamp duty, taxes, and statutory fee are eligible for reimbursement.

(b) Marketing exhibition

(i) Limit on eligible participants
Same as 2.3(a)(i).

(ii) Exhibition related expenses

- The Applicant must participate as an exhibitor at the approved marketing exhibition, either directly or through the organiser or the organiser's authorised partner, hosting the exhibition booth. Participation solely as a visitor or attendee is not eligible for expense claims.
- A list of major international and regional I&T exhibitions is available on the MDSS webpage for reference, see "an indicative list of eligible exhibitions". Applicants are encouraged to consider participation in exhibitions included therein. Applicants proposing to participate in exhibitions not on the list must demonstrate that such exhibitions are of comparable scale, industry recognition, and relevance, subject to HKCMCL approval.
- Exhibition related expenses, including booth rental, design, construction and setup are eligible for support. All booth-related costs must be substantiated with a comparative quotation from the organiser's authorised contractor and submitted for cost justification and verification. Capital expenditure items that are reusable after the activity, such as electronic devices (e.g., laptops or tablet computers) are not eligible for reimbursement.

(iii) Travel and accommodation
Same as 2.3(a)(iii).

(c) Landing service for overseas and Chinese Mainland market expansion

- (i) Legal and professional services
 - Eligible expenses include legal and professional service fees related to company setup, certification and intellectual property (IP) (e.g. trademarks and patents), as well as any taxes and duties arising from these services in the target overseas or Chinese Mainland market, provided that supporting evidence of completed deliverables is submitted. Government and official fees (e.g. company registration) are not eligible for reimbursement.
 - A list of industry-significant certification examples is set out in Schedule B for reference.
 - Expenses related to company or corporate restructuring, fund-raising activities (including compensation, brokerage, or agency fees), and immigration or visa services are not eligible for reimbursement.
- (ii) Landing pad programme fee
 - The landing pad programme must be specific to the Applicant's target market and aligned with its expansion objectives. The programme must meet at least four of the following criteria:
 - Structured programme design
 - Support for market validation
 - Market entry capabilities
 - Access to relevant ecosystems
 - Business development opportunities
 - Tangible deliverables
 - Reasonable and justifiable costs
 - The programme or its organiser should demonstrate recognised industry standing, relevant track record, or affiliation with reputable institutions, subject to HKCMCL approval.
 - The Applicant must provide supporting documentation, including programme details, proof of participation, and evidence of outcomes achieved.
- (iii) Training programme
 - Trainee must be a director or full-time employee of the Applicant.
 - Training expenses may be supported for courses or sessions that build the Applicant's capability to scale and expand into overseas and Chinese Mainland markets². The course or session must be clearly relevant to the Applicant's business needs and target markets, and deliver practical or applicable skills for business scaling and market expansion, subject to HKCMCL approval.
 - Total reimbursable training expenses are capped at HK\$20,000 per Applicant over the 24-month MDSS period.
 - Trainees must achieve at least 75% attendance and must obtain a certificate of completion or graduation.
 - The training course must be completed within the approved 24-month MDSS period.

² For example, Finance for Tech-Founders Workshop organised by Cyberport Academy
 Rev. 9 (Effective date: 22 Sep 2026)

(d) Online/ offline marketing services for overseas and Chinese Mainland market expansion

- (i) Total reimbursable marketing expenses are capped at HK\$50,000 per Applicant over the 24-month MDSS period.
- (ii) Press release preparation and distribution
 - Eligible expenses include preparation and distribution of press releases to media outlets for promotional purposes.
- (iii) Marketing expenses related to industry awards or competitions
 - Eligible expenses include, but are not limited to, application, registration, exhibition, and enrolment fees for industry awards or competitions.
 - Editorial or advertorial fees that are directly associated with the award or competition may be supported.

2.4 Reporting and compliance requirements

- (i) The Applicant must submit post-activity reports at six-month intervals throughout the 24-month MDSS period to facilitate monitoring and evaluation of approved activities.
- (ii) These reports are in addition to the ECO.SF.020 Expense & Post-Programme Evaluation Form, which must be submitted for each reimbursement claim.
- (iii) Each report must include key achievements and business outcomes of the approved activities, including:
 - Number of Letters of Intent (LOIs), Memoranda of Understanding (MOUs) executed;
 - Number of pilot projects, and paid projects secured;
 - Total contract value of projects obtained;
 - Number of business and/or investor meetings conducted;
 - Establishment of business entities in target market(s);
 - Cumulative revenue generated during the 24-month MDSS period

Please refer to Part C of the ECO.SF.020 Expenses and Post-Programme Evaluation Form for reference.
- (iv) HKCMCL will remind Applicants for report submission, which must be provided by the Applicant within fourteen (14) calendar days.

2.5 Reimbursable expenses must be incurred and paid by the directors, shareholders or full-time employees of the Applicant. The Applicant must provide supporting proof, including evidence of relationship with the Applicant (e.g. NAR1, MPF records), together with payment records and valid receipts.

2.6 Participation in other funding programmes

- (a) The Applicant must make a true, complete and accurate disclosure of any funding received or to be received for the same market development activities from any source. The Applicant must not obtain duplicate funding (including refunds, rebates or reimbursements) from publicly funded organisations or programmes for the same activities. This requirement applies at the activity level, regardless of the individuals, shareholders, or directors involved (see Schedule C for reference examples of publicly funded organisations or programmes).

The Applicant is fully responsible for any breach, which may result in termination of MDSS financial assistance.

- (b) The Applicant must, upon request, provide supporting evidence of the funding and related payments, and promptly notify HKCMCL of any changes to the disclosed information, together with updated evidence where required.

3. MDSS Application and Reimbursement Procedures

3.1 Application requirements and submission

- (a) The MDSS application is accepted year-round. Applicants must submit the MDSS Sign-up Form (ECO.SF.010) via the online platform: [\[https://www.cyberport.hk/en/entrepreneurship/overseas_mainland_market_development_support_scheme_mdss/\]](https://www.cyberport.hk/en/entrepreneurship/overseas_mainland_market_development_support_scheme_mdss/) at least TWO (2) WORKING DAYS BEFORE the start of the proposed market development activities. The application shall include a three-month activities plan, a list of proposed reimbursable expenses and proof of commitment (e.g. bookings, quotations, agreements or payment records).
- (b) All Applicants must comply with the following requirements when submitting the MDSS application:
 - (i) The application form must be completed in English, with traditional or simplified Chinese where applicable;
 - (ii) By submitting the application, the individual represents and warrants that they are duly authorised to act on behalf of the Applicant;
 - (iii) The Applicant must submit a valid copy of its Business Registration Certificate and a full copy of the most recent Annual Return (NAR1). Detailed corporate records may be requested at reimbursement stage, where necessary.

3.2 Changes to activities and application timeline

- (a) If there are changes to the proposed activities, the Applicant must submit the revised Sign-up Form and supporting documents at least TWO (2) WORKING DAYS BEFORE the revised activity start date.
- (b) HKCMCL will acknowledge receipt of applications within seven (7) working days. HKCMCL may request additional information, which must be provided by the Applicant within seven (7) working days. Subject to satisfactory receipt of all required information, HKCMCL will inform Applicants of the outcome by email within sixty (60) calendar days.

3.3 Post-approval requirements

- (a) Applicant shall carry out the activity as proposed in the Sign-up Form. Applicant must make sure the lead and resources acquired through MDSS funded activities will facilitate the setup and development of business operations in target markets.
- (b) Applicant must retain all supporting documents to facilitate the reimbursement claims after the activities. In addition, the Applicant must submit progress reports every six (6) months outlining achievements and business outcomes of the MDSS funded activities as per 2.3 (e).

- (c) Only expenses that are incurred, paid, and within the financial assistance period as in Section 2 are eligible for reimbursement.

3.4 Reimbursement claims & payment

- (a) To claim reimbursement, Applicants must submit a completed ECO.SF.020 Expenses and Post-Programme Evaluation Form together with all supporting documents within sixty (60) calendar days after completion of the activities. The Form will be provided to the Applicant by email upon approval of the MDSS application.
- (b) If additional information is requested by HKCMCL, the Applicant must provide it within thirty (30) calendar days from the date of written request, or the claim may be rejected. Such additional information may include, but are not limited to, proof of payment, attendance records, quotations, service provider's profile or professional credential, where applicable. Please refer to Schedule D for full details.
- (c) ECO.SF.020 Expenses and Post-Programme Evaluation Form must be completed electronically and submitted in computer-generated format.
- (d) Foreign currency expenses will be reimbursed in Hong Kong Dollars (HKD) based on the Hong Kong Association of Banks' prevailing exchange rate on the transaction date.
- (e) Approved reimbursements will be paid to the Applicant within forty (40) working days after all required documents are received.

3.5 Applicant must ensure that all activities support overseas or Chinese Mainland market development. It is the Applicant's responsibility to report measurable outcomes as per 2.3(e)(iii).

4. **Probity Policy for Applicant**

4.1 To ensure openness, fairness and integrity of MDSS, each Applicant 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) when doing business overseas and/or set up legal entities in overseas and Chinese Mainland locations to support local operations, all Applicants are required to comply with anti-bribery laws and regulations in other jurisdictions when conducting business there or where applicable;
- (c) 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;
- (d) promptly declare and notify HKCMCL in writing of any potential or actual conflict of interests upon becoming aware of the same. "Conflict of interest" shall include (but are not limited to) any situation where the private interest of an Applicant or its Personnel, conflict or compete, or may be expected to conflict or compete, with the role, duties and/or impartiality of such Applicant or Personnel under the MDSS (e.g., Any relative of any directors and/or

employees working in HKCMCL);

- (e) apply the programme prudently, efficiently and solely for the purpose of the project approved under the MDSS;
- (f) abide by the principles of openness, fairness and competitiveness in the procurement of any goods/ services in connection with the MDSS; and
- (g) 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.

5 General Terms & Amendments

5.1 HKCMCL reserves the right, at its sole and absolute discretion, to determine the eligibility of applications, activities, and reimbursement claims under MDSS. Approval of any application or activity does not guarantee reimbursement. The Applicant shall bear all risks and costs associated with any expenses incurred that are subsequently deemed ineligible.

5.2 These Guides and Notes may be amended or supplemented by HKCMCL at any time without prior notice.

6. Termination

6.1 HKCMCL may at any time terminate all or any part of the funding support by giving written notice to the Applicant with immediate effect and shall have the right to claim for repayment of the disbursed funding in full or in part together with all administrative, legal and other costs incurred and interest accrued up to the date of repayment from the Applicant on the occurrence of any of the following events:

- (a) HKCMCL has any reasonable ground to believe that the Applicant has provided to HKCMCL any materially misleading or inaccurate information during the application or the carrying out of the market development activity or any subsequent supporting documents are found to be incorrect or incomplete to the extent that HKCMCL considers to be significant;
- (b) The Applicant has acted dishonestly or negligently at any time during or before the application or the implementation of the market development activity and such act(s) is in any way to the detriment of HKCMCL or its reputation;
- (c) The Applicant has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security;
- (d) the continued engagement of the Applicant or the continued performance of the relevant funding arrangements is contrary to the interest of national security; or
- (e) HKCMCL reasonably believes that any of the events mentioned in 6.1(c) and (d) above is about to occur.

7. Enquiries

Any enquiries about the MDSS may be directed to email: mdss@cyberport.hk.

Schedule A

Eligibility and Vetting Process for Cyberport Creative Micro Fund (CCMF) Individual Grantees and Alumni Transitioning to Legal Entities

For the project of a CCMF individual grantee or alumnus who subsequently establishes a legal entity to manage the same CCMF project, the following eligibility and vetting criteria apply:

1. Project Continuity

The project will be considered the same as the original CCMF initiative if the project nature including core technology and application remains unchanged. The vetting recommendation is subject to approval by Hong Kong Cyberport Management Company Limited (HKCMCL).

2. Declaration Requirement

The newly formed legal entity must submit a written declaration confirming that the activity proposed under the Overseas/ Mainland Market Development Support Scheme (MDSS) application is related to the project development admitted under CCMF. HKCMCL reserves the right to reclaim any subsidies granted if a false declaration is discovered.

3. Ownership Structure

The individual listed as the CCMF Recipient Representative in the signed CCMF Grant Recipient Agreement must be a key member of the management team, such as founder, co-founder, shareholder, or director, of the newly established legal entity during the whole MDSS financial assistance period.

4. Local Operations

The legal entity must demonstrate substantive business operations and ability or capacity in the technology sector in Hong Kong. They must submit the same supporting documents as in section 1.1(e) above.

Document requirements for vetting:

- (a) Certificate of Incorporation (CI); and
 - (b) Company Incorporation Form (NNC1); and
 - (c) Company Business Registration Certificate (BR); and
 - (d) Annual Return with ownership structure (NAR1); and
 - (e) Declaration letter from the company confirming that the project is a continuation of the CCMF project, operated and fully owned by the company; and
 - (f) Evidence of substantive business operations: e.g., taxation assessment issued by Inland Revenue Department, MPF records, commercial invoices from the past six months, etc.
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Schedule B

An indicative, non-exhaustive list of industry-significant certification is provided for reference.

- Information Security Management Certification (ISO/IEC 27001 and ISO/IEC 27002)
- Secure Sockets Layer (SSL)/ Transport Layer Security (TLS) Certification

The eligible types of certifications set out above are not exhaustive. Applicants may consult the following organisations for the latest endorsed list of certification services.

- HKQAA, <https://www.hkqaa.org/>
- Hong Kong Productivity Council, <https://www.hkpc.org>
- Hong Kong Council for Testing and Certification (HKCTC) <https://www.hkctc.gov.hk/>
- Hong Kong Standards and Testing Centre <https://www.stc.group/>

Schedule C

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

Organisations

- Hong Kong Applied Science and Technology Research Institute (ASTRI)
- Hong Kong Design Centre (HKDC)
- Hong Kong Productivity Council (HKPC)
- Hong Kong Science & Technology Parks Corporation (HKSTP)
- The Government of the Hong Kong Special Administrative Region (HKSAR GOVT)

Programmes

- Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)
- Funding programmes by the Innovation and Technology Fund (ITF)
- HKDC Design Incubation Programme (DIP)
- HKDC Fashion Incubation Programme (FIP)
- HKSTP Co-Acceleration Programme
- HKSTP Elite Programme
- HKSTP Ideation Programme
- HKSTP Incubation or Co-incubation Programme
- HKSTP Incu-Bio Programme
- HKSTP Startups Co-Development Programme
- HKSTP Startups Upskill Programme
- SME Export Marketing Fund (EMF)

Schedule D**Supporting Documents for Reimbursement (Non-exhaustive list):**

<u>Mandatory supporting documents</u>	
Activities	Checklist
<u>Applicable to all activities</u> • Delegation mission to overseas and Chinese Mainland • Marketing exhibition • Landing services for overseas and Chinese Mainland market expansion • Online/ offline marketing services for overseas and Chinese Mainland market expansion	☐ Signed ECO.SF.020 Expense and Post-Programme Evaluation Form ☐ Receipts or proof of payment (e.g. bank statement, credit card statement, ATM receipt) ☐ For price comparison where applicable, any expense item over HK\$10,000 but not exceeding HK\$50,000, the Applicant is required to obtain a minimum of two (2) quotations. For any expense item over HK\$50,000, the Applicant is required to obtain a minimum of three (3) quotations ☐ Supporting proof of deliverables for reimbursable items, where appropriate (e.g. attendance proof such as photos; flight boarding proof such as boarding passes; exhibition/showcase proof such as photos; accommodation proof such as letter of stay; proof of service delivery) ☐ Exchange rate for non-HKD payments: use the transaction date rate based on the average of TT buying and selling rates of the relevant currency, as published on HKAB's website (https://www.hkab.org.hk) ☐ Where applicable, supporting proof of subsidiary entities and relationships, including evidence that any subsidiary entities established in overseas or Chinese Mainland markets were set up after participation in the CCMF and/or CIP programme ☐ Where expenses are incurred by a subsidiary entity or full-time employee, evidence demonstrating the relationship between the Applicant and the entity and/or individual, and that the Applicant (or its director or shareholder) holds a majority ownership in the subsidiary entity(ies)
<u>Additional supporting documents for:</u>	
• Delegation mission to overseas and Chinese Mainland • Marketing exhibition	☐ [Programme/ exhibition fee] invoice issued by the organiser; support proof of attendee(s) (e.g. business card, MPF record, company shareholding document) ☐ [Travel and accommodation] invoice, air ticket itinerary, proof of stay ☐ [Exhibition booth rental, design, construction and setup fees] invoice issued by the service provider; profiles and credentials of service providers submitting quotations ☐ Letter of undertaking, where appropriate ☐ Conflict of interest declaration, where appropriate
• Landing services for overseas and Chinese Mainland market expansion	☐ [Legal and professional services] invoice issued by the service provider; supporting proof of reimbursable items (e.g. service deliverables); profiles and credentials of service providers submitting quotations ☐ [Company setup] registration documents ☐ [Certifications and IP, e.g. trademarks and patents]

	application filings, registration documents, deliverables ☐ [Landing pad programme] programme information; acceptance letter, invoice issued by the organiser ☐ [Training programme] minimum 75% attendance rate; certificate of graduation or completion; supporting proof of attendee(s) (e.g. business card, MPF record, or tax return) ☐ Letter of undertaking, where appropriate ☐ Conflict of interest declaration, where appropriate
Online/ offline marketing services for overseas and Chinese Mainland market expansion	☐ [Press release preparation and distribution] invoice issued by the service provider; support proof of reimbursable items (e.g. actual press release and distribution list); profiles and credentials of service providers submitting quotations ☐ [Marketing expenses related to industry awards or competitions] application or registration documents, invoice issued by the organiser, award or competition editorials or advertorials ☐ Letter of undertaking, where appropriate ☐ Conflict of interest declaration, where appropriate