

**Press Release**  
**For Immediate Release**

## **Digital Transformation Support Pilot Programme is Now Open for Application by F&B and Retail SMEs**

*Offering up to HK\$50,000 funding support for each SME on a 1:1 matching  
basis*

**Hong Kong, 5 July 2024** – Digital Transformation Support Pilot Programme (DTSP), funded by the HKSAR Government with HK\$500 million and administrated by Cyberport, is now accepting applications from local food and beverage (F&B) and retail small and medium-sized enterprises (SMEs) for "Digital Payment Solutions and Shopfront Sales", "Online Promotion", and "Customer Management and Loyalty Solutions" packages. Funding support will be provided to each eligible and approved SME, covering up to 50% of the total project cost or a maximum of HKD 50,000, whichever is lower. Cyberport hosted the DTSP Solution Day today, where 20 approved solution providers were brought together to showcase their solutions, allowing F&B and retail SMEs to engage with them to boost their digital transformation efforts.

The DTSP aims to address three main pain points of digital transformation for SMEs: difficulty in identifying suitable digital solutions and providers, lack of professional personnel and technical knowledge, and limited funding. It provides funding support for SMEs on a 1:1 matching basis to adopt ready-to-use digital solutions, enabling them to leverage technology to lower operating costs, increase efficiency and enhance their competitiveness.

Over 280 solution packages from 60 solution providers are available for selection by SMEs in the F&B and retail industries. Cyberport will continue to expand the number and categories of digital solutions, providing SMEs with a diverse range of options. Additionally, Cyberport will be hosting information sessions to help match suitable solutions with the specific needs of SMEs.

**Ir Eric Chan, Chief Public Mission Officer of Cyberport**, said, "SMEs serve as the backbone of Hong Kong's economy, promoting their digital transformation is a crucial driver for the digital economy development in the city. With the government allocating HK\$500 million, we can offer intensive support and incentives to F&B and retail SMEs, aiding them in initiating their digital transformation. Through establishing digital solutions like electronic payment, digital marketing & loyalty platform, it can save on operating costs, attract new customers, and strengthen competitiveness. The DTSP Solution Day offers a valuable platform for SMEs to engage with solution providers direct and obtain on-site consultations, to help them choose the digital solutions that best fit their specific business needs. After receiving an overwhelming response from the industries on the Solution Day, Cyberport will continue to foster the digital transformation of SMEs."

Mille HK, a crepe cake shop, was one of the first F&B SMEs to apply for the DTSP and successfully matched with the digital solution provider Wee Creation. **Demon Cheung, Director of Mille HK**, said: "Our company currently relies mainly on social media platforms like WhatsApp and Instagram to handle customer inquiries, orders, and payments. Manual recording with customer purchasing practice is time-consuming and inefficient. Therefore, we hope to enhance the efficiency of handling customer inquiries and orders through digital solutions, allowing our staff to concentrate on product quality and external promotion. Additionally, by establishing our own mobile membership system, we can regularly provide customers with promotions and new product information. This will not only help strengthen our existing customer base, but also enable us to expand our promotional channels."

**Keith Lee, Founder of Wee Creation**, said: "Wee Creation provides SMEs with unique branded membership systems, customer ordering devices, cloud-based management systems, and other support, covering e-payment, sales, customer management, and online promotion. The funding support provided by the DTSP can encourage SMEs to adopt digital solutions. The application process for the Programme is simple and efficient, with the approval completed in a short period, allowing SMEs to quickly start benefiting from the implemented technologies. Moreover, the pre-assessment of the digital solutions by Cyberport gives SMEs an added sense of confidence."

The application process for the DTSP is straightforward. SMEs can conveniently access the one-stop website ([dtspp.cyberport.hk](https://dtspp.cyberport.hk)), select their preferred solution, and submit their application seamlessly, without the need to visit the Cyberport office in person. The vetting process will be completed within two months, and applicants can track the status of their application anytime on the website using their assigned application number.

For inquiries, please email [dtspp@cyberport.hk](mailto:dtspp@cyberport.hk) or call hotline 2599 7501 to contact the secretariat of the DTSP.

For high-resolution photos, please download via [link](#).



Group photo of Dr Rocky Cheng, CEO of Cyberport (front row, 4<sup>th</sup> right), Ir Eric Chan, Chief Public Mission Officer of Cyberport (front row, 3<sup>rd</sup> right), Alice So, Head of Entrepreneurship of Cyberport,

with guests including District Council members, DTSP Advisory Group Members, DTSP Vetting Committee Members and Supporting Organisations.



Group photo of Dr Rocky Cheng, CEO of Cyberport, Ir Eric Chan, Chief Public Mission Officer of Cyberport, Alice So, Head of Entrepreneurship of Cyberport, with guests including District Council members, DTSP Advisory Group Members, DTSP Vetting Committee Members, Supporting Organisations and Solution Providers.



Cyberport hosted the DTSP Solution Day today together with 20 approved solution providers, allowing F&B and retail SMEs to engage with them on-site.



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Ir Eric Chan, Chief Public Mission Officer of Cyberport expresses that Cyberport will continue to encourage SMEs to apply for the DTSP and foster the digital transformation of SMEs.



Representatives (1<sup>st</sup> right and centre) of Mille HK, a crepe cake shop, was one of the first companies to apply for the DTSP and successfully matched with the digital solution provider Wee Creation (1<sup>st</sup> left).



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**About Cyberport**

Cyberport is Hong Kong's digital technology flagship and incubator for entrepreneurship with over 2,000 members including over 900 onsite and over 1,100 offsite start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, wholly owned by the Hong Kong Special Administrative Region Government, and committed to the vision to inject new impetus into digital economy and smart city development through innovation and technology, and to connect enterprises to Mainland China and overseas markets. Cyberport strives to nurture a vibrant tech ecosystem by cultivating talents, promoting entrepreneurship among the youth, supporting start-ups, fostering technology industry development by promoting strategic collaboration with local, Mainland Chinese and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit <http://www.cyberport.hk>