

Sample plan

Part B: Market expansion plan

2. Three-month market development activities plan

[Category] Delegation mission to overseas and Chinese Mainland*		
[Name of activity]	Delegation Visit to Saudi Arabia & UAE	
[Target city, region]	Saudi Arabia & UAE	
[Delegation mission period]	11 – 16 May 2025	
[Webpage]	n/a	
[Name of organiser]	SITI of ITIB	
[Objective]	To explore market opportunities in the region	
[Business potential]	Opportunities to build partnerships and expand into fast-growing Middle Eastern markets	
[No. of attendees]	2	
[Travel period]	10 – 17 May 2025	
[List of expense items]	Air ticket, hotel accommodation	
	Budget (HKD) (Nearest '000)	HK\$100,000
☒ [Choose File] Upload info sheet of the delegation mission ☒ [Choose File] Upload proof of commitment to the delegation mission, such as booking confirmations, quotations, signed agreements, or payment records ☒ [Choose File] Upload 2 quotations for items above HK\$10,000 but not exceeding HK\$50,000 or upload 3 quotations for items above HK\$50,000		

[Category] Marketing exhibition (The Applicant must be an exhibitor)*		
[Name of activity]	Exhibitor at BETT UK 2026	
[City, region]	London, UK	
[Exhibition period]	21 – 23 Jan 2026	
[Webpage]	https://uk.bettshow.com/	
[Objective to join]	To showcase AI-powered education solutions to expand into UK & Europe markets, secure school partnerships, and explore distributor relationships	
[Scale of exhibition]	2	
[Industry recognition of exhibition]	19 – 23 Jan 2026	
[Relevance to Applicant's business]	Highly relevant to our AI-powered education solution as it showcases cutting-edge technologies and innovations that align with our mission to enhance learning through intelligent, data-driven tools.	
[No. of attendees]	2	
[Travel period]	19 – 23 Jan 2026	
[List of expense items]	Exhibition fee, travel & accommodation expenses	

	Budget (HKD) (Nearest '000)	HK\$100,000
☒ [Choose File] Upload proof of commitment to the marketing exhibition, such as booking confirmations, quotations, signed agreements, or payment records ☒ [Choose File] Upload 2 quotations for items above HK\$10,000 but not exceeding HK\$50,000 or upload 3 quotations for items above HK\$50,000		

[Category] Landing service for overseas and Chinese Mainland market expansion* (Training expenses capped at HK\$20,000 per applicant for the entire MDSS period)		
[Nature of landing service]	Legal and professional services to setup business in GZ	
[Landing city, region]	Guangzhou, China	
[Service period]	11/09/2025 to 11/12/2025	
[Objective]	To expand business in Chinese Mainland	
[List of expense items]	Company notarisation, company registration, intellectual property, agency fee	
	Budget (HKD) (Nearest '000)	HK\$10,000
☒ [Choose File] Upload proof of commitment to the landing service, such as quotations, signed agreements, or payment records ☐ [Choose File] Upload 2 quotations for items above HK\$10,000 but not exceeding HK\$50,000 or upload 3 quotations for items above HK\$50,000		

[Category] Landing service for overseas and Chinese Mainland market expansion* (Training expenses capped at HK\$20,000 per applicant for the entire MDSS period)		
[Nature of landing service]	ISO 27001 certification	
[Landing city, region]	Riyadh, Saudi Arabia	
[Service period]	Dec 2025 to Feb 2026	
[Objective]	To achieve ISO 27001 certification to enable trusted and secure expansion into international markets.	
[List of expense items]	Initial audit certification fee	
	Budget (HKD) (Nearest '000)	HK\$15,500
☒ [Choose File] Upload proof of commitment to the landing service, such as quotations, signed agreements, or payment records ☒ [Choose File] Upload 2 quotations for items above HK\$10,000 but not exceeding HK\$50,000 or upload 3 quotations for items above HK\$50,000		

[Category] Landing service for overseas and Chinese Mainland market expansion* (Training expenses capped at HK\$20,000 per applicant for the entire MDSS period)		
[Nature of landing service]	[Name of Landing Pad Programme] to land in Australia	
[Landing city, region]	Sydney, Australia	
[Service period]	Dec 2025	
[Objective]	Establishing and scaling the applicant's presence in Australia by providing structured market entry support.	
[List of expense items]	Programme fee	

	Budget (HKD) (Nearest '000)	HK\$100,000
☒ [Choose File] Upload proof of commitment to the landing service, such as quotations, signed agreements, or payment records ☒ [Choose File] Upload 2 quotations for items above HK\$10,000 but not exceeding HK\$50,000 or upload 3 quotations for items above HK\$50,000		

[Category] Landing service for overseas and Chinese Mainland market expansion* (Training expenses capped at HK\$20,000 per applicant for the entire MDSS period)		
[Nature of landing service]	HKVCA Private Equity Fundamentals Training	
[Landing city, region]	Hong Kong	
[Service period]	2 – 16 Nov 2025	
[Objective]	To strengthen fundraising capabilities to enable expansion into new markets.	
[List of expense items]	Participation fee	
	Budget (HKD) (Nearest '000)	HK\$6,000
☒ [Choose File] Upload proof of commitment to the landing service, such as quotations, signed agreements, or payment records ☐ [Choose File] Upload 2 quotations for items above HK\$10,000 but not exceeding HK\$50,000 or upload 3 quotations for items above HK\$50,000		

[Category] Online/ offline marketing services for overseas and Chinese Mainland market expansion* (Capped at HK\$50,000 per applicant for the entire MDSS period)		
[Name of activity]	Press release preparation	
[Target city, region]	Southeast Asia	
[Service period]	May – June 2026	
[Webpage]	n/a	
[Objective]	To announce the latest merger & expansion in Asia	
[List of expense items]	Agency fee for press release preparation & distribution	
	Budget (HKD) (Nearest '000)	HK\$10,000
☒ [Choose File] Upload proof of commitment to the marketing services, such as quotations, signed agreements, or payment records ☐ [Choose File] Upload 2 quotations for items above HK\$10,000 but not exceeding HK\$50,000 or upload 3 quotations for items above HK\$50,000		

[Category] Online/ offline marketing services for overseas and Chinese Mainland market expansion* (Capped at HK\$50,000 per applicant for the entire MDSS period)		
[Name of activity]	IR Impact Forum & Awards	
[Target city, region]	Chinese Mainland	
[Service period]	Dec 2026	

[Webpage]	https://www.ir-impact.com/event/forum-awards-greater-china/	
[Objective]	To achieve professional validation, boost stakeholder confidence, and benchmark the investor relations program against regional peers.	
[List of expense items]	Awards participation fee	
	Budget (HKD) (Nearest '000)	HK\$40,000
☒ [Choose File] Upload proof of commitment to the marketing services, such as quotations, signed agreements, or payment records ☒ [Choose File] Upload 2 quotations for items above HK\$10,000 but not exceeding HK\$50,000 or upload 3 quotations for items above HK\$50,000		