

香港特別行政區政府
商務及經濟發展局
工商及旅遊科

香港金鐘道八十八號
太古廣場第一期二十九樓



COMMERCE, INDUSTRY AND TOURISM BRANCH
COMMERCE AND ECONOMIC
DEVELOPMENT BUREAU
GOVERNMENT OF THE HONG KONG
SPECIAL ADMINISTRATIVE REGION

LEVEL 29, ONE PACIFIC PLACE
88 QUEENSWAY
HONG KONG

2 October 2010



Dear Sir/Madam,

Professional Services Development Assistance Scheme (PSDAS)

The Professional Services Development Assistance Scheme is now open for new applications. The Scheme provides funding support on a dollar-for-dollar matching basis for projects aimed at increasing the competitiveness of our professional service sector as a whole, or of individual sectors, in external markets including the Mainland market. In addition, projects which seek to enhance the standard of professional services in Hong Kong will be eligible.

To help Hong Kong's professional services face new challenges arising from the changing business environment, we sincerely invite your organization to formulate projects, for instance, which will :

- (a) facilitate local professional service sectors to enter and expand into the Mainland market, riding on the recent market liberalization and trade facilitation measures under the signing of Supplement VII to CEPA in May 2010; update local professional service sectors on Mainland regulations and standards;
- (b) explore/exploit new market opportunities, such as those arising from enhanced cooperation with Taiwan under the establishment of the Hong Kong/ Taiwan Business Cooperation Committee in April 2010;
- (c) strengthen the SME professional practices in their professional standard and/or external competitiveness against the impact of debt crisis in Europe; and
- (d) ally among relevant professional practices to improve external competitiveness.

Of course, other proposals are also welcome.

For details about the Scheme and how to apply, please refer to the information attached and visit our website at <http://www.cedb.gov.hk/citb/psdas>. The deadline of this round of application is **31 December 2010**.

This Bureau and the Joint Professional Centre will organize a briefing session on the Scheme on 23 November 2010. Details and registration form of the briefing session are attached.

If you have any questions, please feel free to contact us at 2918 7593 or email address psdas@cedb.gov.hk. Our "Help Desk" service is open to provide assistance to applicants in completing the Application Form.

PSDAS Secretariat
Commerce and Economic Development Bureau

Professional Services Development Assistance Scheme

Commerce and Economic Development Bureau
The Government of the Hong Kong SAR

1

Background

- The Chief Executive announced the establishment of the PSDAS in Policy Address, October 2001
- Scheme approved by the Legislative Council in January 2002
- Launched in February 2002

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Objectives

- increase the external competitiveness of the professional service sector; or
- enhance the standard of professional services.



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Who are eligible?

- Eligible professional sectors
- Eligible projects
- Eligible applicants



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Eligible professional service sectors

All those covered by WTO and TDC classifications:

- Accounting-related services
- Legal services
- Engineering & infrastructure-related services
- Real estate services
- Medical & dental services (including Chinese medicine)

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Eligible professional service sectors (cont'd)

- Veterinary services
- Paramedical services
- Design (graphic, product, interior and fashion design)
- Business consultancy services (including human resource management consultancy services, management consultancy services, information technology consultancy services and financial consultancy services etc)
- Waste management & environmental consultancy services

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Eligible projects

- Any projects which seek to achieve the objectives of the Scheme are eligible
- Projects must be non-profit-making in nature
- Examples: organising seminars, conferences, training courses, research studies and promotional events such as exhibitions
- Projects which are receiving or will receive financial support from other Government funding schemes will not be considered

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Examples of ineligible projects

- Organisation of general skill training courses (e.g. general language courses or software application training courses)
- Activities which are readily available in the market
- Seminars on general subjects targeting a general audience (e.g. seminars on corporate governance for business executives)

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Examples of ineligible projects (cont'd)

- Projects which are of a commercial nature (e.g. setting up development of an on-line purchasing system for products)
- Development of an organisation's website

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Eligible applicants

Any professional bodies, trade and industrial organisations and research institutes which are:

- registered under the laws of HKSAR; and
- non-profit-distributing

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Eligible applicants (cont'd)

Government-subsentved organisations are eligible but:

- they must secure at least 10% cash sponsorship from non-subsentved organisations; and
- any grant approved must not be used to finance the manpower cost of existing staff

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How much is the grant?

- The total allocation is HK\$100 million
- The maximum amount of grant for each project is \$2 million
- Granted on a dollar-for-dollar matching basis



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General principles in preparing project budget

- Properly planned / cost-effective
- The applicant should contribute as much as possible their existing resources (e.g. existing staff, equipment, newsletters and website)
- The need for each expenditure item should be well justified (e.g. detailed justifications for hiring external consultant with job scope, unit salary and no. of days/ hours hired)

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Allowable costs

- Costs of additional direct manpower and equipment directly incurred for implementing the project
- Other direct costs (such as expenses for consumables, external consultancy fees, production and promotion costs for disseminating project results)
- Travelling and hotel accommodation expenses of project team members or speakers

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Unallowable costs

- Costs for setting up an office
- Entertainment (e.g. meals)
- Cash prizes for competitions
- Participation fees at study/trade missions for individuals/companies (other than project team members)
- Cost for purchasing a notebook computer or a video camera for use at a seminar
- Any indirect costs



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Matching contribution

- The applicant has to contribute at least 50% of the project cost
- Contribution can be made in cash or in kind (e.g. manpower contribution)



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Matching contribution (cont'd)

- Expected income derived from the project, for instance, sale of project deliverables can be included as matching contribution, but -
 - the fees of these deliverables must be charged on a cost-recovery basis; and
 - the estimation must be realistic.
- Third party sponsorship (in cash or in kind) can also be included as matching contribution.

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Disbursement & reports

- Grant not exceeding HK\$200,000 or implementation period within 1 year
 - one-off lump sum disbursement
 - progress report may be required on a need basis

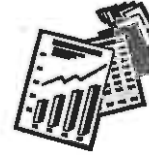
Disbursement & reports

- Grant exceeding HK\$200,000 and implementation period exceeding 1 year
 - by 2 installments
 - progress report and interim audited account to be submitted 2 months before the second installment

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Disbursement & reports (cont'd)

- For all projects:
 - Project report & final audited account to be submitted within 3 months from project completion



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Administrative details

- Successful applicant is required to sign an Agreement prepared by the Government
- A separate interest-bearing bank account to be opened for handling all transactions in relation to the project
- All residual funds (including interest income) – to be returned to the Government

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Administrative details (cont'd)

- Title to equipment - normally rests with the applicant
- IPR - owned by the applicant but the Government may exploit the IPRs in any manner, provided that it is for educational or non-profit-making purpose

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Application

- At most 10 applications in each year
- Applications submitted by post, in person or email (with e-cert)
- Deadline for this round: 31 December 2010
- Announcement of results: March 2011



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Application cycles

Application Period	Tentative Vetting Committee Meeting Time
October – December 2010	February 2011
January – March 2011	May 2011
April – June 2011	August 2011
July – September 2011	November 2011

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Assessment

- Vetting Committee
- Vetting Criteria

Projects must be non-profit-making in nature. The major assessment criteria are as follows :

✓ Value of Project

- whether the Project has the potential to help increase the competitiveness of the professional service sector(s) concerned in the Mainland or overseas markets, or to enhance the standard of local professional services;

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Assessment (cont'd)

- whether the result of the Project is of practical use to the professional service sector(s) concerned;
- ✓ Cost-effectiveness
 - whether the Project can benefit a large number of professionals in the professional service sector(s) concerned or whether the Project can benefit the society significantly through the profession;
 - whether the cost of the Project is broadly commensurate with the expected results;

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Assessment (cont'd)

✓ Project Implementation

- whether the project management capabilities of the applicant are good, taking into account the applicant's experience, qualifications, track record and the resources available for the Project;
- whether the implementation schedule of the Project is properly planned;
- whether the proposed budget is reasonable and realistic;

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Assessment (cont'd)

- whether the Project can be completed in 2 years. If not, the applicant should demonstrate the Project's sustainability upon the cessation of funding support from the scheme;
- whether there is/will be any duplication in terms of work of other institutions/organisations;

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Assessment (cont'd)

✓ Other factors

- whether the Project may be delivered by the applicant as part of its normal business activities without PSDAS funding; and
- in determining the level of funding support for a Project, whether beneficiaries of the Project can reasonably contribute to the cost of the Project.

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Professional Services Development Assistance Scheme

- PSDAS Website:
www.cedb.gov.hk/citb/psdas
- Application Form
- Sample Application Form
- Application Procedures
- Frequently Asked Questions
- Information on Approved Projects

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Help desk service

- The Secretariat will provide PSDAS Help Desk Service from now to 31 December 2010
- Please call 2918 7593 for any enquiry



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Thank you

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Organizer



香港特別行政區政府商務及經濟發展局
COMMERCE AND ECONOMIC DEVELOPMENT BUREAU
THE GOVERNMENT OF THE HONG KONG
SPECIAL ADMINISTRATIVE REGION

Co - Organizer



2 October 2010

Dear Sir/Madam,

Briefing on Professional Services Development Assistance Scheme
23 November 2010

The Professional Services Development Assistance Scheme (PSDAS) was established in 2002 with a Government allocation of HK\$100 million to provide financial support for projects aimed at increasing the competitiveness of Hong Kong's professional service sector as a whole, or of individual sectors, in the Mainland and other external markets, and enhancing the standard of the local professional services.

The 30th round of application is now open. *A briefing session of the Scheme will be organized to highlight the important features of the Scheme and the application procedures.*

Details of the briefing session are as follows:-

Date : 23 November 2010 (Tuesday)
Time : 11:30 a.m. – 1:00 p.m.
Venue : Joint Professional Centre, Unit 1, G/F, The Center, 99 Queen's Road Central, HK
Language : Cantonese
Speaker : Ms Peggy Lee, Senior Executive Officer
Commerce and Economic Development Bureau, The Government of HKSAR

As seats are limited, please complete and return the form below by fax on or before 16 November 2010 for registration. Should you have further enquiries, please do not hesitate to contact us at 2918 7593.

PSDAS Secretariat
Commerce and Economic Development Bureau

Briefing on Professional Services Development Assistance Scheme

Reply Slip (Fax : 2169 3730)

My Association will / will not * attend the briefing session on 23 November 2010.

Name of Association: _____

Contact Person: _____ No. of Representative(s): _____

Tel.: _____ Fax.: _____ Email: _____

Address: _____

(The information provided will be used for the process of enrolment application, statistical purposes and other related matters.)

* Please delete as appropriate

香港特別行政區政府
商務及經濟發展局
工商及旅遊科



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香港金鐘道八十八號
太古廣場第一期二十九樓

LEVEL 29, ONE PACIFIC PLACE
88 QUEENSWAY
HONG KONG

敬啓者：

專業服務發展資助計劃

專業服務發展資助計劃現正接受申請。本計劃為香港專業服務界提供對等資助以舉辦活動項目，藉以加強其整體或個別行業在境外市場(包括內地市場)的競爭力。此外，凡有助提高本港專業服務水平的項目，亦符合資格申請。

營商環境的轉變帶來種種新挑戰，我們誠邀貴機構籌辦有助香港專業服務應付這些挑戰的項目，例如，建議的項目可針對以下各方面：

- (a) 把握於今年五月簽訂的《〈內地與香港關於建立更緊密經貿關係的安排〉補充協議七》內有關開放服務市場及促進貿易便利化措施所帶來的機遇，協助本地專業服務界進入並拓展內地市場；向本地專業服務界介紹內地最新的法規；
- (b) 開拓新市場，如於今年四月成立「香港-台灣商貿合作委員會」所帶來的港台合作機遇；
- (c) 在歐洲債務危機的影響下，提高中小型專業服務公司的專業水平及／或在境外的競爭力；以及
- (d) 有關連的專業機構共同籌辦項目，以加強境外競爭力。

當然，我們亦歡迎其他的建議。

有關本計劃的詳情和申請細節，請參閱隨函夾附的資料及瀏覽網頁 <http://www.cedb.gov.hk/citb/psdas>。本期申請的截止日期為二零一零年十二月三十一日。

本局和專業聯合中心將於二零一零年十一月二十三日舉辦有關本計劃的簡介會，詳情及登記表格現隨本函附上。

如有疑問，請致電 2918 7593 或以電郵 (psdas@cedb.gov.hk) 查詢。本計劃的諮詢站現已就申請事宜提供協助，歡迎與諮詢站的職員聯絡。

商務及經濟發展局
專業服務發展資助計劃秘書處

二零一零年十月二日

專業服務發展資助計劃

香港特別行政區政府
商務及經濟發展局

1

背景資料

- 行政長官於二零零一年施政報告宣布設立
- 立法會於二零零二年一月通過一億元的撥款申請
- 二零零二年二月推出

2

資助計劃目的

- 加強本港專業服務界在境外市場的競爭力;或
- 提高本港專業服務水平



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誰合資格申請

- 合資格專業服務行業
- 合資格項目
- 合資格申請機構



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合資格專業服務行業

採用世界貿易組織及香港貿易發展局分類:

- 會計及有關服務
- 法律及有關服務
- 工程和與基礎建設有關的服務
- 地產服務

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合資格專業服務行業〔續〕

- 醫療及牙科服務〔包括中醫藥〕
- 獸醫服務
- 輔助醫療服務
- 設計〔包括平面、產品、室內和時裝設計〕

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合資格專業服務行業〔續〕

- 工商顧問服務〔包括人力資源管理、管理、資訊科技及公司財務等的顧問服務〕
- 廢物管理和環境顧問服務

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合資格項目

- 符合資助計劃的目的
- 必須為非牟利性質
- 包括舉辦研討會、會議、以專業知識為題材的培訓課程、調查研究及推廣項目，例如展覽會等
- 如項目已獲得或將獲得政府其他資助計劃的撥款，將不會獲本計劃考慮



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不獲資助的項目舉例

- 基本技能的課程〔例如：一般語文或電腦課程〕
- 其它機構已有舉辦的活動
- 為大眾舉辦的一般課題研討會〔例如「公司管治」研討會〕
- 商業性質的項目〔例如：為產品發展購物網站〕
- 為機構設置網站

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合資格申請機構

- 專業團體、工商機構及研究院所，它們必須：
 - 根據香港特別行政區法例註冊；及
 - 屬非分配利潤性質

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合資格申請機構〔續〕

- 政府資助機構亦可申請，但必須符合下列條款：
 - 與非資助團體一同作出申請，並得到它們的現金贊助，贊助款項不能少於項目成本的10%；及
 - 撥款不可用以支付現有職員薪酬

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資助款額

- 總撥款為一億港元
- 每個獲批項目最高可獲資助200萬元
- 以對等資助方式提供資助



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財政預算一般準則

- 策劃周全 / 符合經濟效益
- 善用現有資源〔例如：人手、機器設備、定期會訊及機構網站等〕
- 所有開支必須有充分理據〔例如：需詳列聘用顧問的理由，顧問的工作範圍、日/時數及日/時薪等〕

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可包括的開支項目

- 因推行項目而增聘的人手及額外購買的機器設備
- 直接開支項目〔包括消耗品、外聘顧問費用、項目成果的製作及推廣費用〕
- 項目小組成員或研討會講者的交通及住宿費用

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不可包括的開支項目

- 設立辦事處
- 應酬費用〔例如：膳食〕
- 比賽的現金獎
- 以個人 / 公司名義參加考察團 / 貿易訪問團的費用〔項目小組成員除外〕
- 為研討會購買筆記簿型電腦或攝錄機
- 與項目沒有直接關係的開支



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有關對等資助的原則

- 申請機構必須最少承擔項目成本的50%
- 承擔的款額可以現金或實物的形式支付〔例如：人手開支〕



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有關對等資助的原則〔續〕

- 從推行計劃中所得到的收入，例如銷售項目成果可作為承擔款額，但：
 - 收入的計算不能高出成本；及
 - 預算必須有合理的根據
- 第三方贊助〔包括現金或實物形式〕均可作為承擔款額

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發放資助款項及項目報告

- 若項目的資助額為20萬元或以下，或於一年內完成
 - 一次過發放
 - 如有需要，秘書處將要求申請機構提交進度報告

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發放資助款項及項目報告

- 若項目的資助額為20萬元以上，及需時一年以上完成
 - 分兩期發放
 - 需於發放第二期款項兩個月前提交進度報告及經審核的中期帳目結算報告

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發放資助款項及項目報告〔續〕

- 所有項目
 - 須在項目完成後三個月內，提交項目報告及經審核的最終帳目結算報告



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行政細節

- 獲資助機構須簽訂由政府擬備的協議
- 開設一個獨立及帶利息的銀行帳戶，以處理與項目有關的所有收支
- 所有剩餘款項〔包括利息收入〕須退還政府

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行政細節〔續〕

- 機器設備通常由申請機構擁有
- 知識產權屬申請機構擁有，但政府可使用有關的知識產權，作教育或非牟利用途

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申請手續

- 機構每年最多可提交十份申請
- 申請表格及有關資料可以郵寄、專人遞交或以電郵方式〔需有電子核證證書〕提交
- 截止日期: 二零一零年十二月三十一日
- 公佈結果: 二零一一年三月



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申請期

申請期	暫定評審委員會開會日期
2010年10月至12月	2011年2月
2011年1月至3月	2011年5月
2011年4月至6月	2011年8月
2011年7月至9月	2011年11月



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評審

- 評審委員會
- 評審準則
 - 申請項目必須屬非牟利性質，評審申請的主要準則如下：
 - ✓ 申請項目的效益
 - 申請項目是否有潛力加強相關專業服務行業在內地或海外市場的競爭力，或提高本地專業服務的水平；

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評審〔續〕

- 申請項目所取得的成果是否對相關專業服務行業有實際裨益；
- ✓ 成本效益
 - 申請項目能否令相關專業服務行業的大多數專業人士受惠或申請項目能否透過相關行業令社會顯著得益；
 - 申請項目的成本與預期成果是否大致相稱；

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評審〔續〕

- ✓ 申請項目的推行
 - 根據申請機構的經驗、條件、往績和投入項目的資源，評定申請機構是否有良好的項目管理能力；
 - 申請項目的推行時間表是否策劃周全；
 - 建議的預算是否合理可行；

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評審〔續〕

✓申請項目的推行〔續〕

- 申請項目能否在兩年內完成。若否，申請機構必須證明其在資助計劃停止資助後，仍能繼續推展有關項目；
- 申請項目是否或會否與其他機構進行的工作重複；

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評審〔續〕

✓其他考慮因素

- 申請項目是否屬於申請機構的一般業務範圍，而不應由資助計劃撥款資助；以及
- 在釐定申請項目的資助額時，會考慮受惠人士能否合理地分擔項目成本。

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專業服務發展資助計劃

- 專業服務發展資助計劃網址:
www.cedb.gov.hk/citb/psdas
- 申請表
- 申請表格樣本
- 申請手續
- 常見問題
- 獲批申請項目的資料

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服務站

- 秘書處由即日至十二月三十一日設立服務站，為機構就申請事宜提供協助
- 歡迎致電 2918 7593 查詢有關服務



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謝謝

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主辦機構



香港特別行政區政府商務及經濟發展局
COMMERCE AND ECONOMIC DEVELOPMENT BUREAU
THE GOVERNMENT OF THE HONG KONG
SPECIAL ADMINISTRATIVE REGION

協辦機構



敬啟者：

專業服務發展資助計劃簡介會
2010年11月23日

政府於 2002 年撥款 1 億元設立專業服務發展資助計劃，目的是資助業界推行發展項目，以加強本港專業服務界整體或個別行業在境外市場(包括內地市場)的競爭力，及提高本港專業服務的水平。

第三十期專業服務發展資助計劃現正接受申請。本局將舉辦簡介會，介紹本計劃的重點及申請機構須注意的事項。

簡介會詳情如下：

日期： 2010 年 11 月 23 日 (星期二)
時間： 上午 11 時 30 分 - 下午 1 時正
地點： 香港皇后大道中 99 號中環中心地下 1 室
專業聯合中心
語言： 廣東話
講者： 香港特別行政區政府
商務及經濟發展局
高級行政主任利茵茵女士

由於座位有限，請機構代表填妥下列表格，於 2010 年 11 月 16 日前傳真至 2169 3730 留座。如有任何查詢，請致電 2918 7593 與我們聯絡。

商務及經濟發展局
專業服務發展資助計劃秘書處
二〇一〇年十月二日

專業服務發展資助計劃簡介會
回條 (傳真號碼：2169 3730)

本會 會 / 不會* 參加 2010 年 11 月 23 日的簡介會

機構名稱：_____

聯絡人：_____ 參加人數：_____

電話：_____ 傳真：_____

電郵：_____

地址：_____

(以上資料只作登記申請、統計及有關用途)

*請刪去不適用者