

**Fifty-second Meeting of
the Business Facilitation Advisory Committee**

***Agenda Item 3(b) : Report on the work of the
Wholesale and Retail Task Force***

Purpose

This paper reports on the work of the Wholesale and Retail Task Force (WRTF) since the last Business Facilitation Advisory Committee meeting held on 28 June 2023.

Work progress of WRTF

2. The discussion papers of the following items were circulated to solicit views from the WRTF. WRTF's views have been passed to the Trade and Industry Department (TID) and the Hong Kong Tourism Board (HKTB) respectively. Consolidated responses from the TID and the HKTB will be distributed to the WRTF for information.

Support Measures for Small and Medium Enterprises Administered by the TID

3. The discussion paper depicted the latest enhanced measures to the Small and Medium Enterprises (SMEs) support schemes administered by the TID. These schemes include the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund), SME Export Marketing Fund (EMF), Trade and Industrial Organisation Support Fund (TSF), SUCCESS and "4-in-1" Integrated Services of SME Centres and SME ReachOut.

4. To enable more SMEs to make use of the funding to develop their business, the "Easy BUD" was launched in June 2023 to expedite the application and processing procedures for projects with a smaller funding amount. Separately, the cumulative funding ceiling per enterprise under the EMF has been raised and the special measure to expand its funding scope has also been extended to 30 June 2026.

Work Plan of HKTB

5. The discussion paper depicted the HKTB's work and progress in driving tourism recovery, and the strategic focus for the future.

6. Through the global promotional campaign "Hello Hong Kong" launched in February 2023, the HKTB has demonstrated the message of Hong Kong's full return to normalcy and return to the world stage. These include the launch of a series of promotional videos filmed by various sectors of the community, the giveaway of "Hong Kong Goodies" visitor consumption vouchers, and the invitation of global media and KOLs to visit Hong Kong in person to create positive word-of-mouth. The HKTB also led the local travel trade to participate in major travel trade shows and industry events around the world to provide assistance to trade in exploring business opportunities.

7. As travel resumes in Hong Kong, about 13 million visitor arrivals were recorded for the first half of the 2023, indicating that the tourism industry is recovering steadily. The HKTB will further step up its support for the tourism industry, including promoting mega events; inviting mainland bloggers to experience Hong Kong; promoting cultural tourism; and encouraging the travel-related sectors to provide professional quality tourism services.

Way forward

8. Members are invited to note the work progress of the WRTF. The WRTF will continue to monitor the development of the above initiatives.

**Business Facilitation Team
Efficiency Office
Innovation, Technology and Industry Bureau
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