

Digital Transformation Support Pilot Programme – Training Sponsorship Scheme

Guides and Notes for the Applicants

You are required to:

- Read this Guides and Notes related to the Digital Transformation Support Pilot Programme (“DTSP”) – Training Sponsorship Scheme (“Scheme”) before submitting your application.
** The English version shall prevail in case of any discrepancy or inconsistency between the English version and the Chinese version.*
- Contact Hong Kong Cyberport Management Company Limited (“HKCMCL”) by email dtraining@cyberport.hk when you have any enquiries about the application.

Introduction

1. HKCMCL launches DTSP with a view to assisting SMEs in the Food and Beverage (“F&B”), Non-F&B Retail Tourism, and Personal Services sectors in adopting three categories of ready-to-use basic digital solutions: Digital Payment Solutions and Shopfront Sales, Online Promotion and Customer Management and Loyalty Solutions, to accelerate their pace of digital transformation. The Scheme is designed for Trade Associations in the sectors (“Trade Associations”) to organise tailor-made digital transformation training programmes (“Training Programmes”), with a view to assisting SMEs to understand the technology solutions they need according to their business and budget plan. The Scheme will provide training sponsorship on a one-off reimbursement basis, with a maximum amount of up to HKD50,000 for each Trade Association. The reimbursement application submitted by the Trade Association will be assessed and the reimbursement amount will be determined in accordance with the established criteria.
2. This Guides and Notes set out the arrangement of subsidy to Trade Associations for organising Training Programmes calibrated to the needs of F&B, Non-F&B Retail, Tourism and Personal Services sectors. The Training Programmes must be conducted and completed within 1 January 2024 to 30 April 2025.

Eligibility and Requirements

3. Applicants must be a Trade Association in F&B, Non-F&B Retail, Tourism and/or Personal Services industry sectors.
4. Applicants must be incorporated in Hong Kong under the Business Registration Ordinance (Cap. 310) with substantive business operation in Hong Kong.

5. Training programmes must be on a knowledge-transfer basis and the training topic(s) shall be related to any of the following areas:
 - (i) Digital Payment Solutions and Shopfront Sales
 - (ii) Online Promotion
 - (iii) Customer Management and Loyalty Solutions
6. Training format may include but not limited to seminars, workshops, group discussions, conference and symposium which are of high professional merit in fulfilling the objectives and assessment criteria of the Training Programmes.
7. Training Programmes shall be non-profit seeking in nature and participants shall not pay any kind of fee to the organising Trade Associations.
8. Participants of the Training Programmes shall include but not limited to in-service practitioners and/or business owners of F&B, Non-F&B Retail, Tourism and/or Personal Services sectors.
9. Each applicant should organise training sessions throughout the designated period, including face-to-face and/or online format. Training sessions in blended format would be counted as two training sessions, and it allows participants to join by face-to-face or online format. The total number of participants of the Training Programmes should add up to at least 100.
10. For online training sessions, with the written consent of the trainer(s), the presentation materials and video recordings shall be provided to HKCMCL for public access at Cyberport Academy Smart Learning Portal free-of-charge for one calendar year.
11. Training Programmes shall include an introduction of DTSP, which could be done by a face-to-face introduction by representatives of HKCMCL or showing DTSP video (to be provided by HKCMCL) during the training sessions.
12. The Training Programmes must be conducted and completed within 1 January 2024 to 30 April 2025.

Coverage of the Sponsorship Scheme

13. A maximum training sponsorship of up to HKD50,000 will be provided to each eligible Trade Association.
14. Each Trade Association, together with its affiliated entities¹, could only submit one application. The training sponsorship amount is applicable to the eligible Trade Association that has completed the Training Programme.

¹ An affiliated entity is an organisation that directly or indirectly controls another entity, or is directly or indirectly controlled by another entity, or which is under common control alongside another entity, entities which share same shareholders will be considered as affiliated entity no matter how many shares he/she has owned. In other words, an affiliated entity could be a parent company or a subsidiary company, and the concept of control is considered to imply that one has the ability to alter the direction of management policies. For the avoidance of conflict of interest, affiliated entities shall include but not limited to companies, non-governmental organisations and non-profit organisations.

15. The sponsorship shall wholly be used for direct costs of training development and operation of training session(s). These costs include but not limited to training venue rental, online training platform subscription, promotion costs, training logistics, training honorarium, video recording, photography, post-training video editing costs. Honorarium to be paid to each trainer is up to HKD890 per hour. Costs incurred from provision of food and beverage and souvenirs in the Training Programme(s) are not eligible for the training sponsorship. Capital costs such as hardware, software and equipment purchases, such as personal computer, laptop, tablet, mobile phone, etc, are also not eligible for the training sponsorship.
16. Successful applicants will be required to settle the expenditure of the approved Training Programmes first, and apply for reimbursement of funds from HKCMCL.
17. Applicants are allowed to outsource the Training Programme implementation to third-party agents, e.g. training agent and event management agent.
18. Applicants shall adhere to the submitted Application Form (Doc Ref: ENC.SF.241) for organising the Training Programmes. In case there are drastic changes to the Training Programme(s), and/or application withdrawal, and/or change of Principal Contact Person(s), Applicants shall submit the Amendment Form (Doc Ref: ENC.SF.243) with valid reason(s) and supporting proof(s) at least 10 working days before the original commencement date of the Training Programme(s). The Applicant shall continue with the Training Programme(s) as planned, if the changes, and/or withdrawal, and/or change of Principal Contact Person(s) of training sponsorship application is not approved. HKCMCL reserves the right to obtain further and additional information from the Applicant in relation to the modification, and/or withdrawal, and/or change of principal contact person(s) of the training sponsorship application. HKCMCL reserves the right, at its sole and absolute discretion, to withdraw the approval of the Training Programmes and to arrange the applications on the waiting list as substitution by following the application process.
19. **Token of Appreciation:** Upon completion in organising the Training Programmes, trophies will be awarded to the Trade Associations as a recognition to the Trade Associations for their contribution in supporting DTSP in their respective sectors.

The Processes

20. An applicant must fill in and email the Application Form (Doc Ref: ENC.SF.241) to dtraining@cyberport.hk with the following company documents to HKCMCL any time before the deadline of application by 31 March 2025.
 - (i) Business Registration Certificate
 - (ii) Trade Association Logo (At least 2 MB in size, Adobe Illustrator format preferred, for promotional usage)
 - (iii) Trade Association's Corporate Member List

21. HKCMCL shall assess every application through initial screening and validation of information. Applicants may be requested to provide further information in writing to facilitate the assessment. HKCMCL reserves the absolute right at all times to determine whether an application has met the conditions for the Scheme.
22. Approval notification email will be sent from HKCMCL through email (dtraining@cyberport.hk) to the successful applicant.
23. All communications will be sent to the Principal Contact Person stated in the Application Form (Doc Ref: ENC.SF.241). The Principal Contact Person shall be the representative of the Trade Association for centralised communication and arrangement of the Scheme.

Organizing Training Programmes

24. Successful applicants shall organise the training programme(s) and submit Reimbursement Form (Doc Ref: ENC.SF.242) to dtraining@cyberport.hk within 20 working days after the completion of the Training Programmes for training sponsorship reimbursement assessment and on or before the respective reimbursement submission deadlines stated in clause 26 in this document.

Reimbursement

25. The reimbursement application shall be assessed and approved by batches and on first-come-first-served basis upon the respective reimbursement submission deadlines.
26. Deadlines of Reimbursement Form submission for each batch of vetting are as follows:
 - (i) 10 May 2024
 - (ii) 9 August 2024
 - (iii) 8 November 2024
 - (iv) 7 February 2025
 - (v) 2 May 2025
27. Applicant shall submit the Reimbursement Form (Doc Ref: ENC.SF.242) to dtraining@cyberport.hk with all required supporting documents and Post-Training Programme Report within 20 working days after the completion of the Training Programme(s), and on or before the respective reimbursement submission deadlines. A confirmation email will be sent to the applicant upon receipt of the Reimbursement Form (Doc Ref: ENC.SF.242) and relevant documents.
28. HKCMCL shall reimburse the training sponsorship within 60 working days through bank transfer after the vetting date of each batch as follows:
 - (i) 31 May 2024
 - (ii) 28 August 2024
 - (iii) 29 November 2024
 - (iv) 28 February 2025
 - (v) 30 May 2025
29. If the applicant could not satisfactorily provide the Reimbursement Form (Doc Ref: ENC.SF.242), all required supporting documents and Post-Training Programme Report

before the deadline of vetting meeting for the current batch, the application will fall into the vetting meeting for the next batch automatically. An application will be considered failed if the applicant could not satisfactorily provide all the required documents before the last reimbursement submission deadline.

30. The applicant is not entitled to charge any interest or claim any compensation or relief of any kind against the HKCMCL in the Training Programme of any late or withholding of payment of the approved sponsorship for any reason whatsoever.

Training Sponsorship Reimbursement Vetting

31. The Vetting Team will assess and approve/reject the reimbursement applications for receiving the training sponsorship provided under the Scheme, and the amount of training sponsorship to be given. The Vetting Team will also determine whether any terms and conditions shall be imposed for approved applications.
32. The amount of approved training sponsorship may be deducted, subject to the final decision of the HKCMCL, if there are discrepancies between the Application Form (Doc Ref: ENC.SF.241) and the actual outcome of the Training Programme in the Reimbursement Form (Doc Ref: ENC.SF.242). These discrepancies include but not limited to:
- (i) Actual number of participants does not meet the expected number;
 - (ii) Inadequate promotion of Training Programme compared with that stated in the Application Form (Doc Ref: ENC.SF.241);
 - (iii) Lack of DTSP engagement.
33. Notwithstanding anything herein to the contrary, HKCMCL remains the final authority whether or not to approve the applications, the amount of funds to be granted (if at all), any terms and conditions to be attached to the approved applications. HKCMCL reserves the right to reject an application.
34. Notwithstanding anything to the contrary in the application documents, the Government and HKCMCL reserve the right to disqualify an applicant on the grounds that the applicant has engaged, is engaging, or is reasonably believed to have engaged or be engaging in acts or activities that are likely to cause or constitute the occurrence of offences endangering national security or otherwise the exclusion is necessary in the interest of national security, or is necessary to protect the public interest of Hong Kong, public morals, public order or public safety.
35. The Government or HKCMCL may immediately terminate the sponsorship arrangement approved to the applicant upon the occurrence of any of the following events:
- (i) 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;
 - (ii) the continued engagement of the applicant or the continued performance of the relevant sponsorship arrangements is contrary to the interest of national security; or
 - (iii) the Government or HKCMCL reasonably believes that any of the events mentioned above is about to occur.

Vetting Criteria

36. Final decision and actual training sponsorship reimbursement amount are subject to the Vetting Team's evaluation based on the following criteria:
- (i) Number of beneficiaries;
 - (ii) Relevancy of participants of the Training Programme to F&B, Non-F&B Retail, Tourism and/or Personal Services sector(s);
 - (iii) Impact on DTSP engagement of participants from the Training Programme.
37. No appeal or request for explanation of the decision will be considered.

Result Announcement

38. HKCMCL shall notify the successful applicants of the final vetting result by email from dtraining@cyberport.hk.
39. Successful applicants shall return the relevant result notification document within 14 calendar days to confirm acceptance of the reimbursement for the Scheme, and to send an invoice with the approved training sponsorship reimbursement amount to HKCMCL with attention to "Hong Kong Cyberport Management Company Limited".
40. If HKCMCL does not receive any written response within the time frame stated above, HKCMCL shall assume that the applicant has withdrawn its reimbursement application and has the right to dismiss the subject reimbursement application without further notice.
41. HKCMCL shall notify the unsuccessful applicants by email from dtraining@cyberport.hk and these applications will be placed on the waiting list.
42. HKCMCL reserves the right, at its sole and absolute discretion, to approve the applicants on the waiting list.