

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

3 January 2011

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;
- (d) broaden the exposure of local professionals to the global trend of technology development, such as the wider use of renewable energy; and

- (e) 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 March 2011**.

This Bureau and the Joint Professional Centre will organize a briefing session on the Scheme on 22 February 2011. 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

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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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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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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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Eligible applicants (cont'd)

Government-subsented organisations are eligible but:

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

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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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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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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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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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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

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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 (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 March 2011
- Announcement of results: June 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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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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Application cycles

Application Period	Tentative Vetting Committee Meeting Time
January – March 2011	May 2011
April – June 2011	August 2011
July – September 2011	November 2011
October – December 2011	February 2012

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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 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)

- 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 March 2011
- Please call 2918 7593 for any enquiry



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Thank you

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Assessment

- Project Criteria
- Assessment

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Assessment

- Project Criteria
- Assessment

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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



3 January 2011

Dear Sir/Madam,

Briefing on Professional Services Development Assistance Scheme
22 February 2011

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 31st 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 : 22 February 2011 (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 15 February 2011 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 22 February 2011.

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