



2 July 2008

Dear Sir/Madam,

### **Professional Services Development Assistance Scheme**

The Professional Services Development Assistance Scheme is now open for new applications. The Scheme provides funding support 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 tap the opportunities arising from the Mainland / Hong Kong Closer Economic Partnership Arrangement (CEPA) and Hong Kong's closer economic integration with the Pan-Pearl River Delta region, concerned organisations are encouraged to make applications for projects which, will enhance the relevant professional service sectors' competitiveness in the Mainland, especially in the Pan-Pearl River Delta region.

For information about the Scheme, how the application form should be completed, and to download the Guide to Application and Application Form, please visit our website at <http://www.cedb.gov.hk/citb/psdas>. The deadline of this round of application is **30 September 2008**.

This Bureau and the Joint Professional Centre (JPC) will organise a briefing session on the Scheme on 27 August 2008. Details and registration form of the briefing sessions are also attached.

If you have any questions, please feel free to contact us at 2918 7593 or reach us at the email address [psdas@cedb.gov.hk](mailto:psdas@cedb.gov.hk). Our "Help Desk" service will also be open from 27 August 2008 onwards to provide assistance to applicants in completing the Application Form. The same telephone number can be used to contact staff concerned.

PSDAS Secretariat  
Commerce and Economic Development Bureau



2 July 2008

Dear Sir/Madam,

**Briefing on Professional Services Development Assistance Scheme**  
**27 August 2008**

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 21<sup>th</sup> 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 : 27 August 2008 (Wednesday)  
 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, Government of HKSAR

As seats are limited, please complete and return the form below by fax on or before 20 August 2008 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 27 August 2008.

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