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## 中小企業的發展 和所需支援 意見調查結果

## Findings on SME Development and Support



## 生產力局 • 資助計劃

香港生產力促進局（生產力局）致力透過政府資助計劃協助香港中小企升級轉型，並積極跟進企業和工業的需要，發展和加強相關業界的資助計劃。自2021年資助計劃科成立以來，每年接獲的新申請數目逐年遞增，以2022/23年度為例，已收到超過2萬2千宗申請，申請數目比2021/22年度同期上升80%。作為全港領先的資助計劃執行機構，生產力局一直希望更進一步協助中小企創優增值及妥善運用政府資助計劃。

## 意見調查背景及目的

生產力局於2023年7月委託香港中文大學傳播與民意調查中心進行網上問卷調查和聚焦小組訪談，就以下三方面了解中小企業的發展方向和疫情後面對的挑戰，以及所需的政府支援。

中小企業在新冠  
疫情後面對的  
挑戰和發展方向

中小企業對政府  
資助計劃和其  
申請過程的意見

中小企業對有關  
政府資助計劃的  
資訊平台的意見

## 調查方法及涵蓋行業

問卷調查有超過500名中小企公司代表回應，包括零售、專業服務、進出口貿易、款待及餐飲、電子及信息通訊、教育與培訓以及紡織工業等，涵蓋各行各業。

聚焦小組訪談成功訪問30位來自不同界別之中小企代表並進行了六組聚焦小組訪談，其中兩組的參與者為沒有申請政府資助的中小企業公司代表，另外四組為曾經申請政府資助的中小企業公司代表。

## HKPC Funding Schemes

The Hong Kong Productivity Council (HKPC) is committed to assisting Hong Kong's SMEs in upgrading and transforming through Government funding schemes. We actively respond to the needs of businesses and industries by developing and strengthening relevant funding initiatives. Since the establishment of the Funding Scheme Branch (FSB) in 2021, the number of new applications received has been increasing each year. For example, in the 2022/23 fiscal year, we have received over 22,000 applications, marking an 80% increase compared to the same period in 2021/22. As the leading funding implementer of funding schemes in Hong Kong, we always aimed to further assist SMEs in enhancing their competitiveness, value creation, and proper utilization of Government funding schemes.

## Introduction & Background of the Survey

In July 2023, HKPC commissioned the Centre for Communication and Public Opinion Survey (CCPOS) of the Chinese University of Hong Kong to conduct an online survey and focus group discussion to learn about the development direction and challenges faced SMEs in the post-pandemic era, as well as their needs for Government support. The survey and interviews aimed to gather insights on the following three aspects:

Challenges faced  
by SMEs and their  
developments after  
the COVID-19  
pandemic

Opinions of  
SMEs on Government  
Funding Schemes  
and their application  
processes

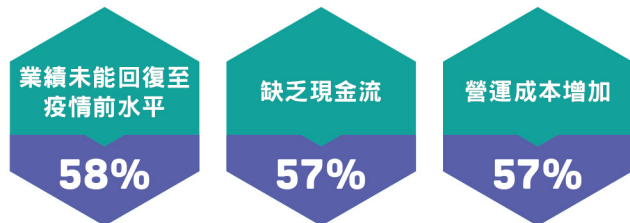
Opinions of SMEs  
on the information  
platforms regarding  
Government Funding  
Schemes

## Methodology & Industry Coverage

The online survey received responses from over 500 representatives of SMEs. These companies represent various industries, including retail, professional services, import-export trade, hospitality and catering, electronics and information communications, education and training, and textiles, covering a wide range of sectors.

Regarding the focus group discussion, a successful outreach was made to 30 SME representatives from different sectors. 6 focus group interviews were conducted, with 2 groups consisting of SME representatives who had not applied for Government funding, and the remaining 4 groups comprising SME representatives who had previously applied for Government funding.

## 中小企主要面對的營商挑戰



調查發現，業績未能回復至疫情前水平、缺乏現金流，以及營運成本持續上升三方面為香港中小企首三位主要面對的營商挑戰。

## 中小企未來業務目標

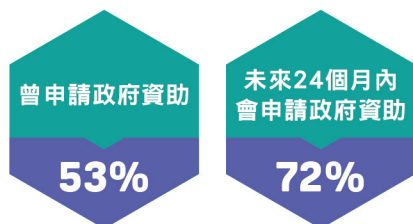
擴闊盈利版塊、拓展業務、提升生產力是中小企首要3項發展目標。



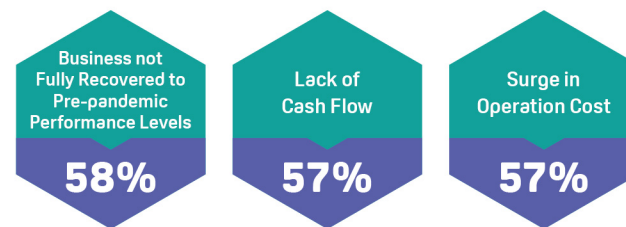
## 中小企期望獲得的政府支援

- 人才方面** 優化海外人才輸入政策，放寬海外大學門檻，不單純以排名釐定，同時加強本地人才培訓，尤其是IT人才。
- 營運成本** 推出低息有抵押貸款，避免申請銀行融資困難。
- 政府角色** 政府牽頭並統籌協助中小企拓展內地及海外市場、包括舉辦交流團、考察團及展覽會，幫助中小企深入認識目標市場，特別是當地法規及在地市場資訊。
- 資訊科技** 協助吸引更多本地及內地資訊科技公司為資助計劃方案之供應商。

## 中小企申請資助計劃概況



## Major Challenges SMEs Faced after the Pandemic



“Business not fully recovered to pre-pandemic performance levels”, “lack of cash flow” and “surge in operation cost” were the three major challenges.

## Future Goals of SMEs

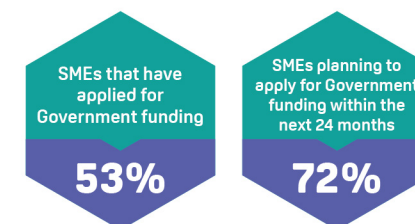
“Profit maximization”, “growth / expansion (outside HK)” and “increase operational efficiency and productivity” are top 3 goals in future.



## Desired Government Support by SMEs

- Compete for Talents** Optimize policies for recruiting overseas talent, relax the requirements for overseas universities, considering factors beyond rankings. Additionally, strengthen local talent training, particularly in the field of IT.
- Operating Costs** Introduce low-interest mortgage loans to help SMEs avoid difficulties in obtaining bank financing.
- Government Role** Take the lead in coordinating and assisting SMEs in expanding their presence in mainland China and overseas markets. This includes organizing exchange programs, study tours, and exhibitions to help SMEs gain in-depth knowledge of the target markets, especially local regulations and market intelligence.
- Information Technology** Assist to attract more local and mainland IT companies as the service supplier of funding schemes.

## Overview of SMEs Applying for Government Funding



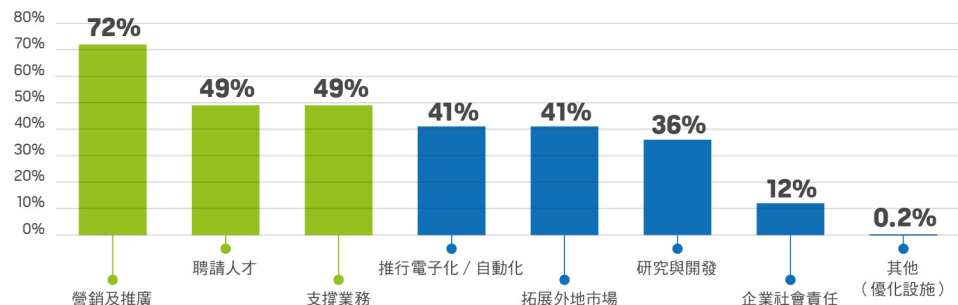




## 中小企期望政府推出的資助項目

受訪中小企表示最期望政府推出有關營銷及推廣、招聘人才、支援業務開支之資助計劃。另外，超過80%受訪者表示有興趣申請專門支援中小企拓展香港業務的資助計劃。

### 中小企期望政府推出的資助項目



## 中小企理想的資助計劃資訊平台

可以幫助中小企認識及申領政府資助計劃的資訊平台應該包括：

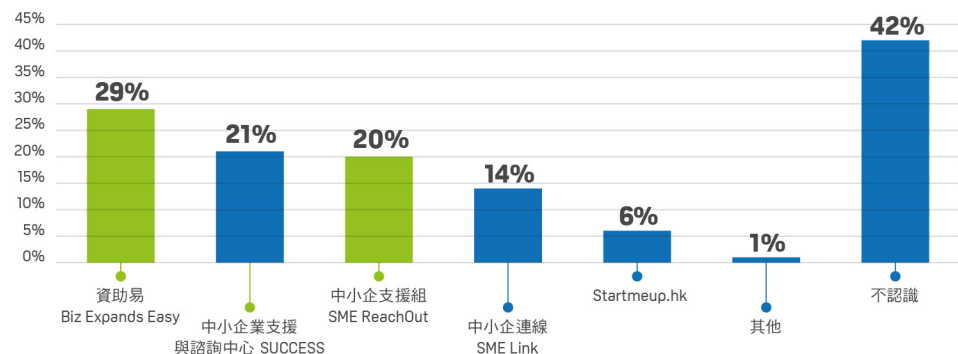
單一帳戶管理  
不同資助申請

不同行業成功  
申領政府資助  
的個案分享

申請人經驗  
交流群組

社交媒體發放  
最新資訊及  
電子報

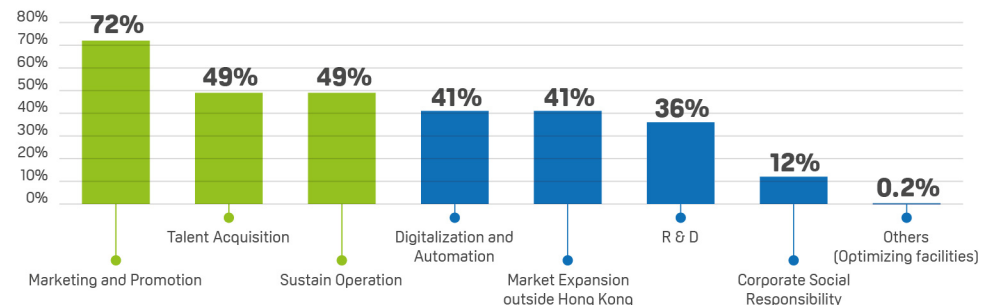
### 中小企對資助計劃資訊平台的認識



## Opinions on Government Funding Support for SMEs

The survey indicated that SMEs have a strong desire for the Government to introduce funding schemes related to marketing and promotion, talent recruitment, and support for business operating expenses. In addition, 80% of the respondents expressed interest in applying for funding programs specifically designed to support the business development of Hong Kong by SMEs.

### Opinions on Government Funding Support for SMEs



## Ideal Funding Information Platform for SMEs

Ideal information platform to help SMEs understand and apply for Government funding schemes should include:

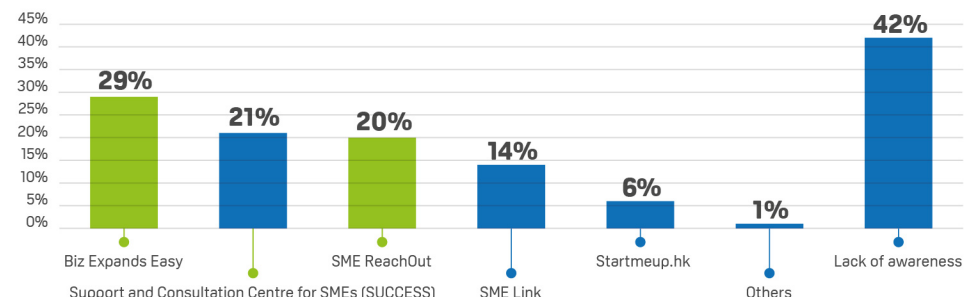
Single account management for multiple funding applications

Case studies of successful Government funding applications from different industries

Experience-sharing groups for applicants to exchange their funding application experience

Regular updates and newsletters through social media platforms to provide the latest information

### Awareness of Information Platforms Regarding Government Funding Schemes





## 聚焦小組訪談 參與者意見節錄

### 業績不理想

在疫情期間開設實體舖，對開關後人流增幅不多感到失望，而現時透過第三方在泰國營運，未來希望申請BUD資助直接在當地經營業。

零售行業的的聚焦小組訪談參加者

### 成本持續高企

基於成本考量，只在內地設置辦公室和聘請十多位員工，沒有在香港聘請任何員工。

進出口行業的  
聚焦小組訪談參加者

### 缺乏現金流

我的客戶通常也是中小企業，疫情後很多中小企業都削減開支，導致生意不多；同時，作為中小企業，資金周轉不足以支撐這個時期，又沒有預算進行市場營銷，市場份額被大公司蠶食。

軟件開發初創公司

### 對資助範疇 的意見

現時計劃多針對海外市場，希望有資助計劃針對本地市場。

多名聚焦小組訪談參加者

### 希望拓展香港以外市場

憂慮對當地營商環境認識不多，尤其是法規方面的限制，期望政府多提供資訊獲取方面的協助，如組織小組討論讓有意或已經拓展同一市場的中小企業分享和交流經驗。

計劃拓展海外市場的中小企

### 政府更積極主動協助中小企業 宣傳品牌和擴展規模

建議政府多開拓與其他地區的合作關係，例如在外地籌辦展覽會供中小企業參加，讓中小企業能藉此開拓其它市場，尋找新客源。

計劃拓展海外市場的中小企

### 對資助金額的意見

關注資助的持續性，以其申請成功的基金為例，資助只涵蓋18個月，在建立網上平台後就停止資助，忽略了平台後續的維護支出，希望政府能延長資助計劃覆蓋的時期。

行業商會的參加者

## Opinions of Participants in the Focus Group Discussion (Excerpts)

### Subpar business performance

I am disappointed with the limited increase in traffic after opening a brick-and-mortar store during the pandemic. Currently, I am operating in Thailand through a third party, and I hope to apply for BUD Fund to directly run the business locally.

Participant from the retail industry in focus group

### Persistent high operating costs

Due to cost consideration, I have only set up an office and hired around 10 employees in mainland China, without hiring any employees in Hong Kong.

Participant from the import-export industry in focus group

### Lack of cash flow

Most of my clients are SMEs, many of them have reduced expenses after the pandemic, resulting in business shrinks. At the same time, as an SME, I lack sufficient funds to support my daily operation and don't have a budget for marketing and promotion, which allows larger companies to dominate the market.

Participant from a software development startup

### Opinions on funding scope

Currently, there are many funding schemes targeting overseas markets. We hope to have funding schemes that focus on the local market.

Multiple participants from focus group interviews

### Desire to expand beyond the Hong Kong market

I am concerned about the lack of knowledge about the local business environment, especially regulatory restrictions. I hope the Government can provide assistance in obtaining information, such as organizing discussion groups for SMEs interested in or already expanding into the same market to share and exchange experiences.

Participant from an SME planning to expand overseas

### Government assistance in brand promotion and scaling up

I suggest that the government explore more cooperative relationships with other regions, such as organizing exhibitions in foreign locations for SMEs to participate in, enabling them to explore new markets and find new customers.

Participant from an SME planning to expand overseas

### Opinions on funding amounts

I am concerned about the sustainability of funding. For example, my applied funding only covers 18 months for a successful grant application, and after establishing an online platform, the funding stops, overlooking the ongoing maintenance expenses. I hope the Government can extend the coverage period of funding schemes.

Participant from an industry association

# 整合三大線上線下策略 生產力局助中小企掌握最新政府支援



生產力局於2022年推出資助易 (BEE) 一站式平台，涵蓋超過20個政府資助計劃資訊，助中小企更容易發掘資助資源及支援。作為全港領先的資助計劃執行機構，生產力局整合《中小企業的發展和所需支援意見調查》結果，推出可協助中小企業創優增值、以及妥善運用政府資助計劃的三大行動策略：



## 成立 Biz Expands Easy Square (BEE<sup>2</sup>)

BEE<sup>2</sup> 匯聚政府部門、行業商會及政府資助計劃申請者。其目標是建立一個交流平台，提供互動經驗分享環節，助中小企業和初創企業獲取政府資助資源資訊。



## 全新推出 「政府資助101」影片頻道

以短片方式分享成功申領政府資助個案，為中小企提供申請入門指南。



## 採用「智方便」 優化 BEE ePass 資助通

BEE ePass 資助通現已支援「智方便」，讓用戶無須輸入用戶名稱和密碼，即可使用「智方便」登入 BEE ePass 資助通帳戶、查閱和管理由生產力局作為秘書處的政府資助計劃。

# Integrated Three Strategies to Assist SMEs for Up-to-Date Government Support



In 2022, HKPC launched Biz Expands Easy (BEE) platform, a one-stop platform that covers information on over 20 government funding schemes, making it easier for SMEs to discover funding resources and support. As the leading funding implementer of funding schemes in Hong Kong, we have integrated the findings from survey and introduced three major action strategies to assist SMEs in enhancing their competitiveness and effectively utilizing Government support:



## Establishing Biz Expands Easy Square (BEE<sup>2</sup>)

BEE<sup>2</sup> brings together government departments, industry associations, and funding scheme applicants with the objective of establishing a communication platform that provides interactive experience sharing sessions, helping SMEs as well as startups to obtain government information.



## Launching a New "Government Funding 101" Video Series

Short videos showcasing successful government funding application cases are shared to provide SMEs with an introductory guide to the application process.



## Enhancing BEE ePass Functionality with Integration of "iAM Smart"

The integration of "iAM Smart" with BEE ePass allows users to conveniently log in to BEE ePass using their "iAM Smart" credentials. This integration streamlines access and management of government funding schemes administered by HKPC, as users can utilize a single account and password for these purposes.