

Reference to Overseas/Mainland Market Development Support Scheme (MDSS) Sign-up Form, Part B, the Plan [Doc Ref: ECO.SF.010]

Plan	
Exhibition/ delegation (Format: Name, country, date)	Budget (HKD)
(below are references, please provide all relevant information, * is mandatory field)	
<p>[Category]* delegation mission [Name of activity] * Cyberport FinTech Mission to London [city, region] * London, UK [period] * DD-MM-YYYY to DD-MM-YYYY [webpage] https://www.cyberport.hk/en/about_cyberport/cyberport_partners/partners_news/4623 [Name of organizer] * [objective] * [items in the budget] programme fee, travel & accommodation expenses, interpretation services</p>	\$80,000
<p>[Category] * exhibition/ conference [name of activity] * DIGITAL FUTURE SHOW [city, region] * Shanghai, China [period] * DD-MM-YYYY to DD-MM-YYYY [webpage] * http://www.shanghaidfs.com/cn/ [items in the budget] exhibition fee, travel & accommodation expenses</p>	\$30,000
<p>[Category] * local marketing exhibition [name of activity]* Asian Financial Forum [city, region] * Hong Kong, China [period] * DD-MM-YYYY to DD-MM-YYYY [webpage] * https://www.asianfinancialforum.com/aff/ [items in the budget]</p>	\$40,000
<p>[Category] * landing services [name of activity]* legal and professional services that is necessary to setup business in Guangzhou [city, region]* Guangzhou, China [period]* DD-MM-YYYY to DD-MM-YYYY [webpage] https://www.pwc.com/gx/en/services/entrepreneurial-private-business.html [items in the budget]* company registration, translation services, certificate cost...etc</p>	\$45,000
<p>[Category]* online/ offline marketing services [name of activity]* Placement of advertisement on Facebook</p>	\$50,000

<p>[city, region]* Singapore (align with market expansion plan in coming two years above) [period]* MM-YYYY to MM-YYYY [webpage]* company facebook page [plan of placement of advertisement]* Facebook advertisement on saving ad and engagement campaign</p>	
<p>[Category]* online/ offline marketing services [name of activity]* live streaming services [city, region]* Hong Kong, China (location where the event is held) [period]* DD-MM-YYYY to DD-MM-YYYY [webpage]* event webpage [audience outreach]* outreach channel/ locations</p>	\$20,000
<p>[Category]* online/ offline marketing services [name of activity]* advertisements on printed trade publications [city, region]* Singapore (align with market expansion plan in coming two years above) [period]* DD-MM-YYYY to DD-MM-YYYY [webpage] [type of media]* outdoor billboard, trade magazine, television/ radio advertisement</p>	\$50,000
<p>[Category]* online/ offline marketing services [name of activity]* video for corporate/ product branding [city, region]* Taipei, Taiwan (align with market expansion plan in coming two years above) [period]* MM-YYYY to MM-YYYY (production/ service period) [webpage]* (company webpage to enlist the video) [content brief]* (voice over language, subtitle language, number of video, duration of video)</p>	\$40,000