

Press Release

For Immediate Release

Digital Transformation Support Pilot Programme Expands to Tourism and Personal Services Industries

Hong Kong, 31 December 2024 – Cyberport announced today (31 December) the expansion of the Digital Transformation Support Pilot Programme (DTSP) to cover the tourism and personal services industries, in addition to the food and beverage (F&B) and retail industries. The DTSP will provide funding support to local small and medium enterprises (SMEs) on a 1:1 matching basis, enabling them to adopt ready-to-use digital solutions in three categories: Digital Payment Solutions and Shopfront Sales, Online Promotion, and Customer Management and Loyalty Solutions. Eligible SMEs in the tourism industry include travel agencies, licensed hotels and guesthouses, etc. In the personal services industry, eligible businesses encompass beauty parlours, massage services, barber shops, laundry and dry-cleaning services, foot bath services, and the servicing and repairing of motor vehicles and motorcycles, among others. Each approved SME can receive funding covering up to 50% of the total project cost, or a maximum of HKD50,000, whichever is lower. For further details, please visit the DTSP webpage (<https://dtspp.cyberport.hk/>).

Besides, the DTSP has been optimised to encourage more solution providers to participate in the programme. SMEs can now apply for the remaining funding from Cyberport 6 months after the approval and implementation of their solutions, instead of the previous 12 months. This adjustment enables solution providers to have quicker access to their remaining funds and the optimization measure is also applicable to applications that have already been submitted or approved*.

Ir Eric Chan, Chief Public Mission Officer of Cyberport, stated: “As the global landscape continues to evolve, SMEs must proactively adapt to stay competitive. The DTSP provides appropriate support to help these businesses address the pain points in digital transformation. We are delighted to witness the successful implementation of the DTSP within the F&B and retail industries, where SMEs have shared positive feedback about its effectiveness in reducing costs, enhancing operational efficiency, and broadening customer reach. At present, there are approximately 60,800 SMEs in the F&B and retail industries and 26,000 SMEs in the tourism and personal services industries in Hong Kong. These industries play a vital role in Hong Kong's economy. We encourage relevant SMEs to seize this opportunity to boost their competitiveness and leverage the benefits of the digital economy by applying for the DTSP.”

SMEs can access the one-stop DTSP portal at <https://dtspp.cyberport.hk/>, select their preferred solutions, and submit applications seamlessly. The vetting process will normally

complete within 2 months after receiving complete information from the applicants. They can also track the application status on the website using their assigned application number.

Furthermore, Cyberport will organise a DTSP Solution Day in February 2025, offering free participation for SMEs. During the event, Cyberport representatives will share the programme details, while solution providers will showcase their offerings, empowering SMEs to understand how to leverage the programme for business upgrades and transformations. Stay tuned for more information about the Solution Day, which will be announced soon on Cyberport's social media channels.

For any inquiries, please feel free to reach the DTSP Secretariat by email at dtspp@cyberport.hk or call the hotline at 2599 7501.

** For details, please refer to the guidelines and conditions for funding applicants:*
[**DTSP-Guide-and-Conditions-for-Funding-Applicants Eng.pdf**](#)

For high-resolution photos, please download via this [link](#).



The DTSP is now open for applications from SMEs in the F&B, retail, tourism, and personal services industries.



Ir Eric Chan, Chief Public Mission Officer of Cyberport, stated that the DTSP provides appropriate support to help these businesses address the pain points in digital transformation. The DTSP has been successfully implemented in the F&B and retail industries, with positive feedback from SMEs and solution providers, in particular on reducing costs, enhancing operational efficiency, and broadening customer reach. We encourage SMEs from F&B, retail, tourism, and personal services industries to seize this opportunity to boost their competitiveness by applying for the DTSP.

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About Cyberport

Cyberport is Hong Kong's digital technology flagship and incubator for entrepreneurship with over 2,100 members including over 900 onsite and over 1,200 offsite start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, wholly owned by the Hong Kong Special Administrative Region Government, and committed to the vision to inject new impetus into digital economy and smart city development through innovation and technology, and to connect enterprises to Mainland China and overseas markets. Cyberport strives to nurture a vibrant tech ecosystem by cultivating talents, promoting entrepreneurship among the youth, supporting start-ups, fostering technology industry development by promoting strategic collaboration with local, Mainland Chinese and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk