

抓緊提升競爭力的機會

Grab the chance to become more competitive

本刊記者 Staff reporter

中小型旅行社將得到資助，利用資訊科技去發展業務。

SME travel agents will be subsidised to expand business through IT.

致力推動資訊科技的應用

議會一直都堅信，資訊科技對旅行社的業務大有裨益，所以早在二零零四年就已在政府資訊科技總監辦公室的贊助下，為會員舉辦了形形色色的資訊科技活動，而且歷年來從未停止，例如推出個別顧問服務，舉行座談會、工作坊、資訊科技方案展覽，開辦培訓班等等，藉以使會員在辦公室自動化方案、顧客關係管理系統、流動應用程式、社交媒體行銷等不同方面，趕上最新的資訊科技趨勢。因此，今年初當議會得悉財政司長將撥款支持旅行社使用資訊科技時，真是喜出望外。

甚麼是先導計劃？

政府已為「旅行社資訊科技發展配對基金先導計劃」(先導計劃)撥款港幣一千萬元，將以對等配對形式去資助中小型旅行社使用資訊科技，從而拓展業務，提升生產力與競爭力。議會因為是先導計劃的執行夥伴及秘書處，所以特別成立了「旅行社資訊科技發展配對基金先導計劃工作小組」(成員見表一)，以制定申請資格及程序、評審準則、資助條款等，監察先導計劃的推行，以及成立獨立的評審委員會。

評審委員會負責審核所有申請，成員為兩名旅遊業界代表、兩名資訊科技專家、兩名獨立人士及兩名政府代表(成員見表二)。委員會必須經過表決才能下決定，所有成員都不得洩露會議的討論內容，不得利用機密資料作個人或商業用途，而且必須申報利益。

Committed to pushing the use of IT

Strongly believing that Information Technology is most important to the business of travel agents, the TIC has organised a wide range of IT activities for members as early as 2004 and continuing ever since, with sponsorship from the Office of the Government Chief Information Officer, such as conducting IT consultancy clinic sessions; holding seminars, workshops and IT solution fairs; and organising training classes. The purpose of these activities is to allow members to catch up with the latest IT trends in various aspects such as Office Automation solutions, Customer Relationship Management systems, mobile applications, social media marketing, etc. It is therefore a pleasant surprise for the TIC to have learned earlier this year that the Financial Secretary would allocate funding to support the use of IT by travel agents.

表一：先導計劃工作小組
Table 1: Working Group on the Pilot Scheme

召集人 Convener
徐王美倫女士 Mrs Gianna Hsu 議會副主席；議會出外旅遊委員會召集人 TIC Deputy Chairman; Convener; TIC Outbound Committee
成員 Members
梁志群先生 Mr Andrew Leung JP 議會業界理事；議會訓練委員會召集人 TIC trade director; Convener; TIC Training Committee
梁偉強先生 Mr Gary Leung 議會業界理事；議會票務委員會召集人 TIC trade director; Convener; TIC Ticketing Committee
梁耀霖先生 Mr Paul Leung 議會副主席；議會內地來港旅行團事務委員會召集人 TIC Deputy Chairman; Convener; TIC Mainland China Inbound Tour Affairs Committee
廖廣翔先生 Mr Aaron Liu 旅遊事務署旅遊事務助理專員 Assistant Commissioner for Tourism, Tourism Commission
馬煜文先生 Mr Martin Ma 議會名譽司庫；議會公共關係委員會召集人 TIC Honorary Treasurer; Convener; TIC Public Relations Committee
吳熹安先生 Mr Ng Hi On 議會業界理事；議會會籍委員會召集人 TIC trade director; Convener; TIC Membership Committee
施俊明先生 Mr Steve C M Sy 議會業界理事；議會來港旅遊委員會召集人 TIC trade director; Convener; TIC Inbound Committee
謝思明博士 Dr Tony Tse 議會獨立理事；香港理工大學酒店及旅遊管理學院助理教授 / 校企合作主任 TIC independent director; Assistant Professor / Programme Director (Industry Partnerships), School of Hotel & Tourism Management, The Hong Kong Polytechnic University
楊全盛先生 Mr Eric Yeung 香港軟件行業協會會長 Chairman, Hong Kong Software Industry Association

表二：評審委員會
Table 2: Vetting Committee

主席 Chairman
<p>周雪鳳女士 Ms Dilys Chau 議會獨立理事；安永會計師事務所合夥人(審計服務) TIC independent director; Partner (Assurance), Ernst & Young</p>
副主席 Deputy Chairman
<p>謝思明博士 Dr Tony Tse 議會獨立理事；香港理工大學酒店及旅遊管理學院助理教授 / 校企合作主任 TIC independent director; Assistant Professor / Programme Director (Industry Partnerships), School of Hotel & Tourism Management, The Hong Kong Polytechnic University</p>
成員 Members
<p>陳漢光先生 Mr Boer Chan 政府資訊科技總監辦公室總系統經理(產業發展) Chief Systems Manager (Industry Development), Office of the Government Chief Information Officer</p>
<p>趙子翹先生 Mr Jason Chiu 創奇思行政總裁 Chief Executive Officer, Chenypicks</p>
<p>廖廣翔先生 Mr Aaron Liu 旅遊事務署旅遊事務助理專員 Assistant Commissioner for Tourism, Tourism Commission</p>
<p>王麗蓮博士 Dr Ong Lay Lian 職業訓練局香港專業教育學院學術總監(資訊科技) Academic Director (IT), Hong Kong Institute of Vocational Education, Vocational Training Council</p>
<p>龐美觀先生 Mr Freddy Pong 新一旅業有限公司董事 Director, Sunpac Tours & Travel Ltd</p>
<p>姚柏良先生 Mr Perry Yiu 香港中旅港澳遊管理有限公司總經理 General Manager, China Travel (HK & Macau Tour) Management Hong Kong Ltd</p>

如何申請資助？

看到這裡，你必定想知道究竟怎樣申請先導計劃了。如果你的公司持有有效的旅行代理商牌照，而且員工只有十人，那就符合申請資格了，因為只有僱員人數少於五十人的旅行社才有資格申請。既然符合資格，接著就要構思拿甚麼項目去申請了。顧名思義，先導計劃所資助的項目必須和資訊科技有關，例如改善公司的網站，但資助不可以用來購買硬件，例如電腦之類。

想好了項目要做甚麼之後，就要考慮項目的成本了，因為申請表上是要列出預算的。每家合資格的旅行社最多只會有一個項目獲得資助，而每個項目的資助金額最多是港幣十萬元，或項目成本的百分之五十，以兩者較低者為準；此外，受資助的旅行社必須以現金承擔與資助額對等的款項。當然，項目的成本可以高於港幣二十萬元，但資助金額仍然以港幣十萬元為上限。

想好了項目，並且初步估計過成本後，就可以填寫並遞交申請表了。一般來說，旅行社遞交申請表後，在申請截止日期起計的四個月內，就會收到評審結果。申請成功的話，通知書會指明獲批准

What is the Pilot Scheme?

The Government has allocated HK\$10 million for the Pilot Information Technology Development Matching Fund Scheme for Travel Agents (Pilot Scheme), under which SME travel agents will be subsidised on a one-for-one matching basis to use IT to expand business and raise productivity and competitiveness. As the implementation partner and secretariat of the Pilot Scheme, the TIC has specially established the Working Group on Pilot Information Technology Development Matching Fund Scheme for Travel Agents (see table 1 for its members), in order to work out the criteria and procedures for application, the assessment criteria and the terms and conditions, as well as set up an independent vetting committee.

Tasked with vetting all applications, the Vetting Committee consists of two trade representatives, two IT experts, two independent persons and two government

representatives (see table 2 for its members). All its decisions must be made by vote, and its members, apart from declaring interests, must not disclose deliberations of the meetings or use confidential information for personal or business benefit.

How to apply for funding?

Having read this far, you must want to know how to apply for the Pilot Scheme. If your company has a valid travel agent's licence and a staff of 10, then it is eligible because **the Pilot Scheme is only for travel agents with employees fewer than 50**. Now that your company is eligible, you have to think up a project to apply for funding. As is clear from its name, the Pilot Scheme only subsidises IT projects such as enhancement of your company's website; but the funding cannot be used to buy hardware such as computers.

With a project in mind, you now need to consider its cost because you need to list its budget items in the application form. **Each eligible travel agent will be subsidised for one project only, and the funding for each project is capped at HK\$100,000 or 50% of its cost, depending on which amount is lower. Each subsidised travel agent needs to contribute in cash an amount equal to the subsidy.** Of course, the cost of a project may be higher than HK\$200,000, but the ceiling of the subsidy is still HK\$100,000.

As you have thought up a project and estimated its cost, you may complete the application form and send it to the secretariat. In general, you will be informed of the application result within four months after the deadline for applications. If your application is successful, the noti-

的資助金額，以及需要遵守的條款及細則；而即使申請失敗，通知書也會告知理由，以便重新申請。

如何執行項目？


假如你的公司收到申請成功的通知書，兩個月內就要向秘書處提交按照規定取得的書面報價。簡單來說，產品或服務的總值在港幣五萬元以下的話，最少要取得兩個書面報價；如果總值在港幣五萬至一百四十三萬元之間，則最少要有五個書面報價。此外，應當選擇價錢最低的報價。

假如你選擇的報價與當初在申請表列出的預算金額有差異，因而與通知書所指明的資助金額也有差異，那怎麼辦？在這種情況下，通知書的資助金額是有可能增加或減少的，但要視乎所選擇的報價是多於還是少於指明的資助金額而定。接著，你公司需要與議會簽訂資助協議，當中除了會指明可能經過修訂的資助金額，還會列出需要遵守的各項條款及細則。

簽署了資助協議，就表示可以開始工作了，不過要記住，項目必須在十二個月內完成，而在項目完成後的三個月內，必須提交完成報告。完成報告的內容要包括項目的成果及效益，以及科技應用的情況、經驗總結等。在項目推行期間的所有開支，必須在項目完成後的兩個月內繳清；至於與項目有關的賬目，則必須由執業會計師審核，經審核賬目也必須在項目完成後的三個月內提交。

餘話

項目如果按時完成，兼且提交的完成報告與經審核賬目獲秘書處接納，核准撥款就會發放了。不過，項目即使完成後，獲資助購買的產品或服務也要保留兩年，以備秘書處查核。假如要在兩年內把有關產品或服務轉移、出售或棄置，必須事前得到秘書處以書面批准。

有興趣成為第一批獲得資助的旅行社，可在今年七月八日至九月七日期間遞交申請表。先導計劃的所有文件，都已上載到議會網站(www.tichk.org → 「會員服務」 → 「配對基金」)。如有疑問，可向「先導計劃」秘書處查詢(電話：2969-8127；電郵：pilotscheme@tichk.org)。 

ification will specify the approved amount of the subsidy and the terms and conditions to be followed; and even if you fail in your application, you will be informed of the reasons so that you may submit another application.

How to implement a project?

If your company has received a notification of successful application, then you need to submit written quotations to the secretariat within two months according to the rules. Put simply, if the total amount of any products or services you wish to buy is less than HK\$50,000, you need to get at least two written quotations; and if the total amount falls in the range of HK\$50,000 and HK\$1.43 million, at least five written quotations are needed. Besides, you should choose the quotation with the lowest price.

Now you may wish to know what if there is a difference between the quotation you have chosen on the one hand, and the budgeted amount in the application form and the approved amount of the subsidy on the other. In this case, the amount of the subsidy specified in the notification may be raised or reduced, which depends on whether the selected quotation is higher or lower than the approved amount of the subsidy. Next, your company will need to sign with the TIC a funding agreement, in which the (possibly revised) amount of the subsidy and various terms and conditions will be specified.

After signing the funding agreement, you may start your project, but don't forget to complete it within 12 months. When the project is completed, you need to submit a completion report within three months, the content of which should include the project deliverables and benefits, the IT adopted and the experience gained. All expenses incurred during the project period must be paid up within two months after completion of the project; and the accounts related to the project must be audited by a certified public accountant (practising), with the audited accounts also submitted within three months after the project is completed.

A few more words

If your project is completed on time, and the secretariat is satisfied with your completion report and audited accounts, then you will be disbursed the approved amount of the subsidy. But even after the project is completed, you still need to keep the purchased products or services for two years in order for the secretariat to inspect. If you want to transfer, sell or dispose of any of these products or services within two years, you need to obtain written approval from the secretariat beforehand.

If you want to be one of those travel agents to be subsidised in the first batch, then submit your application between 8 July and 7 September 2016. All documents related to the Pilot Scheme are uploaded to the TIC website (www.tichk.org → “Services for Members” → “Matching Fund”). For enquiries, please contact the secretariat of the Pilot Scheme by calling 2969-8127 or emailing to pilotscheme@tichk.org. 