

# 資訊科技配對基金計劃順利開展

## IT matching fund scheme kicks off well

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首輪申請期有二十三家旅行社申請配對基金的資助。

Twenty-three agents have applied for subsidies in the first-round application period.

**政**府今年撥款港幣一千萬元成立了「旅行社資訊科技發展配對基金先導計劃」，以資助中小型旅行社開發資訊科技項目，提升競爭力和拓展業務。議會負責執行先導計劃，為此舉辦了多個宣傳活動，以鼓勵旅行社申請資助。

議會首先於五月底舉辦了三次焦點小組會議，以瞭解中小型旅行社使用資訊科技的情況及需要，從而制定資助範圍。多個資訊科技商會也應邀向會員介紹應用資訊科技的最新情況。


經過一番準備工作後，先導計劃於七月八日開始接受首輪申請。議會於七月十三日舉行簡佈會，講解申請資助的詳情，有七十五名會員出席。為了使會員認識更多資訊科技公司，議會於八月十七日舉辦了「旅行社和資訊科技公司極速約會」活動，有三十二家會員、二十六家資訊科技公司的代表參加。活動中會員踴躍與不同類型的資訊科技公司交流，有十家更表示有興趣申請資助。

先導計劃首輪申請已於九月七日截止，共收到二十三份申請。所有申請將交由獨立的評審委員會於十月底審核，申請結果預計於十一月中或月底公佈。議會將舉辦新一輪宣傳活動，包括十月六日的第二次簡佈會，以及十月二十日在香港科學園的商業配對活動，有興趣申請計劃資助的會員切勿錯過。 

**T**his year, the Government has allocated HK\$10 million to set up the Pilot Information Technology Development Matching Fund Scheme for Travel Agents (Pilot Scheme), which aims at subsidising SME travel agents so that they can develop their own IT projects to enhance competitiveness and expand business. To implement the Pilot Scheme, the TIC has organised many promotional activities to encourage travel agents to apply for its funding.

**Three focus group meetings were first held in late May** to understand how SME travel agents used IT and what they needed, from which the scope of subsidy was worked out. Several IT trade associations were also invited to brief members on the latest IT applications.

After much preparatory work, the Pilot Scheme was open for first-round applications on 8 July. **A briefing on the application details was held on 13 July**, which was attended by 75 members. **To help members meet more IT companies, the TIC hosted a speed dating event for them on 17 August**, at which 32 members and 26 representatives of various IT companies lively exchanged views. Ten of these members even expressed interest in applying for funding from the Pilot Scheme.

A total of 23 applications were received at the end of the first-round application period, which closed on 7 September. All applications will be considered by the independent Vetting Committee, and the results are expected to be announced in mid- or late November. The TIC is launching a new round of promotional activities, including the second briefing scheduled for 6 October, and the business matching event to be held at Hong Kong Science Park on 20 October. Members interested in applying for the Pilot Scheme should not miss them. 



▲ 先導計劃簡佈會。  
Briefing on the Pilot Scheme.



▲ 旅行社與資訊科技公司極速約會。  
Speed dating for travel agents and IT companies.