



【📢 「數碼轉型支援先導計劃」現已擴展至旅遊業！】

尊敬的香港旅遊業議會會員：

「數碼轉型支援先導計劃」透過一對一的配對資助模式，協助中小企應用現成的基礎數碼科技方案配套，加快中小企數碼轉型的步伐。計劃的涵蓋範圍從餐飲業及零售業延伸至旅遊業，並已接受中小企以的申請。旅遊業中小企包括旅行代理商、持牌酒店及賓館等。

📌 三個類別的數碼科技方案：

◆ 電子支付系統及店面銷售 ◆

包括電子支付、POS 系統、QR code 自助落單、自助售賣系統、電子排隊系統等，以減低成本及增加效率。

◆ 線上推廣 ◆

包括製作公司網站、社交媒體宣傳、推高網上熱搜排行等，協助增加曝光率，以吸納新顧客。

◆ 客戶管理及優惠系統 ◆

包括設立電子會員計劃、電子優惠券等，以強化競爭力。

➡ 瀏覽方案清單：<https://dtspp.cyberport.hk/zh-hk/解決方案/>

➡ 立即申請：<https://dtspp.cyberport.hk/zh-hk/資助申請人/>

為協助更多中小企申請並充分利用「數碼轉型支援先導計劃」的優勢和好處，數碼港代表將於【數碼轉型支援先導計劃】數碼科技方案展示日為有興趣參加計劃的旅遊業中小企提供免費專人諮詢服務。另外，活動將邀請計劃下的 9 個方案供應商設置攤位，讓參加者即場了解和體驗各種數碼科技方案。

活動詳情:

日期: 3月25日(星期二)

時間: 下午2時30分 - 下午5時正

地點: 油麻地窩打老道23號 城景國際酒店(水晶宴會廳)

語言: 廣東話

費用: 免費

如欲了解更多有關「數碼轉型支援先導計劃」的詳情, 請瀏覽網頁 dtssp.cyberport.hk、電郵至 dtssp@cyberport.hk 或致電熱綫 2599 7501 與我們聯繫。

“Digital Transformation Support Pilot Programme” Has Expanded to Cover Tourism Industry

Dear Members of Travel Industry Council of Hong Kong,

“Digital Transformation Support Pilot Programme Programme” adopts a one-to-one matching basis to assist SMEs in adopting readily available digital solutions, accelerating the pace of digital transformation for SMEs. The scope of the programme is now expanded from the F&B and Retail industries, to the Tourism industry. SMEs from the Tourism industry include travel agencies, licensed hotels and guesthouses, etc.

📌 Three Digital Solution Categories:

◆ Digital Payment Solutions and Shopfront Sales ◆

Including e-payment, POS system, QR code self-ordering, self-service vending machine/kiosk, e-line-up system, etc., to lower operating costs and increase efficiency.

◆ Online Promotion ◆

Including establishment of company websites, social media promotion, boosting ranking on online search engines, etc., to increase exposure and attract new customers.

◆ Customer Management and Loyalty Solutions ◆

Including e-membership programmes and e-coupons, etc., to strengthen competitiveness.

➡ Browse Solutions: <https://dtspp.cyberport.hk/solutions/>

➡ Apply NOW: <https://dtspp.cyberport.hk/apply/>

To encourage more SMEs to apply for and fully benefit from the “Digital Transformation Support Pilot Programme” (DTSP), representatives from Cyberport will offer free consultation services in “Digital Technology Solution Day” to interested SMEs in the Tourism industry. Additionally, the event will invite 9 solution providers under the programme to set up booths, enabling participants to understand and experience various digital solutions.

Event details:

Date: 25 March (Tuesday)

Time: 2:30pm – 5:00pm

Venue: The Cityview Hotel (Crystal Ballroom), Yau Ma Tei

Language: Cantonese

Admission: No admission fee

For more information about DTSP, please visit the website (dtspp.cyberport.hk) or reach out to us at dtspp@cyberport.hk or via our hotline at 2599 7501.