



## Participate in the CUHK HK Start-up Survey and Get a HK\$ 30 Starbucks Coupon



The APEC Study Centre of the Chinese University of Hong Kong is currently undertaking a Hong Kong Start-ups Survey. The Centre is supported by the Trade and Industry Department of HKSAR Government for undertaking research projects and activities covering several APEC themes. This survey is a research project under the APEC "MSME" theme.

The objectives are (i) understanding the operating status, technology level and ecosystem of start-up businesses in Hong Kong; (ii) reviewing their possible interaction and operation in the Greater Bay Area; and (iii) assessing their short-term business prospects, challenges and opportunities.

Research findings would be provided to the relevant authorities in Hong Kong and the Greater Bay Area for their policy considerations. We encourage business owners to participate in our Survey. Your information and opinion are essential for our understanding of the current Hong Kong Start-ups/MSMEs ecosystem.

You may find the Survey questionnaire:

<https://cloud.itsc.cuhk.edu.hk/mycuform/view.php?id=188582>

Additionally, our Centre published a report introducing Hong Kong Government's funding schemes for supporting SMEs and Start-ups recently. The link of the report is the following: [http://www.cuhk.edu.hk/hkiaps/apecsc/working-papers/MSME\\_final.pdf](http://www.cuhk.edu.hk/hkiaps/apecsc/working-papers/MSME_final.pdf). We wish the report would be informative and helpful to the operation of SMEs and Start-ups.

In order to show our gratitude for your participation in this Survey, we will offer a **"\$30 Starbucks Coupon"** as a token of appreciation. Please provide us with your mailing address at the end of the Questionnaire (Section V), for the delivery of the coupon. Thanks again for participating in our Survey.