

A blurred background image of an office setting. A person is visible at a desk, interacting with a computer monitor. The scene is out of focus, emphasizing the text overlay.

# **Business Under Epidemic**

## **Radica Distance Business Programme (D-Biz)**

**RADICA**

# **RADICA Distance Business Programme (D-Biz)**

The recent epidemic has been shaking all types of industries strongly. The Government has launched D-Biz Programme, under the Second Round of Anti-epidemic Fund, total expenditure to be \$500 million, which aims to ease the business pressure of the of the corporates. D-Biz will last for 6 months and **10 business days** express approval for subsidizing companies to use technology to continue operations and provide training.

The D-Biz Programme will provide 100% funding support to qualified enterprises, subject to a cap of HK\$100,000 per IT solution (related training expenses to be capped at 10% of solution cost) and HK\$300,000 per enterprise. An initial payment of 30% of the approved funding amount is payable to a designated bank account after the application has been approved.

The funding scope include online stores, e-marketing & training related expenses etc. To help enterprise survive under the tough times and get back on track.

# WHY RADICA

1

The first batch of government-certified high-quality suppliers

2

Priority enjoy a more simplify the application process

3

Support max \$100K per solutions and total \$300,000 per enterprise\*

\* Except listed companies, statutory bodies and NGOs funded by the Government

# Target Timeline



\*Application Period: 4<sup>th</sup> May 2020 – 31<sup>st</sup> October 2020, for a period of six months

# RADICA Marketing Solutions and Applicable Industries

RADICA provide professional marketing solutions up to 100 suitable enterprises in retail, consumer goods beauty and cosmetics industries. We offer one-stop marketing solutions, which enable companies to accelerate digital marketing promotion and improve customer experience, boost ROI and ultimately create more value for the enterprise.



E-commerce  
Online Store



Automated  
E-Marketing in  
Cross Channels



5G AI Remote  
Retail Solution



E-marketing with AI  
(Programmatic  
Marketing)