

**The banking sector's support for**  
**SME's digital transformation**

Latest statistics

- In the first seven months following the announcement of the nine SME support measures in March 2024, around 24,000 SMEs have benefitted, involving an aggregate credit limit of over HK\$52 billion. Among others, banks:
  - provided credit reliefs (including principal moratorium and partial principal repayment) to over 6,100 SMEs, involving an aggregate amount of over HK\$22.8 billion.
  - approved about 7,900 credit applications from SMEs, providing over HK\$29.2 billion of funds for their cash flow and business expansion.
  - continued to provide fee waivers and concessions to over 9,900 SMEs to ease their expenditure, including concessions on credit application fees, commitment fees and interest.

Case examples of banks assisting SME customers to digitalise their business

Case 1 : Boosting business volume through electronic payment and online promotion

- A restaurant owner expressed an interest in adopting digital payment and sales systems to enhance customer experience during a conversation with a bank employee. The bank proactively suggested the restaurant to apply for the Government-funded Digital Transformation Support Pilot Programme. The restaurant successfully obtained funding from the Programme and adopted off-the-shelf digital payment system and shopfront sales solution.
- Through the relevant system and online promotion, the restaurant's customers can make online reservations at any time, thereby increasing customer flow by around 15%. At the same time, the restaurant used the bank's one-stop online cash management platform to conveniently handle employee salary payments and manage operating cashflow, enhancing the restaurant's efficiency and business performance.

## Case 2 : Expanding into the e-commerce market

- A system development company with over a decade of experience and operations in both Hong Kong and Shenzhen sought advice from its banker in addressing the challenges brought about by changes in the operating environment. Upon understanding the needs of the company and conducting analysis and assessment, the bank approved a loan of HK\$3.5 million. The fund provided timely support for the company to complete a system upgrade, enhancing its workflow and improving the overall efficiency of its operations. The bank has also helped the company to expand into overseas e-commerce markets, with its revenue increased by around 30%.

## Case 3: Obtaining fast-approval loan to expedite the transformation process

- A Chinese restaurant adopted a digital technology solution offered under the Digital Transformation Support Pilot Programme following a bank's referral. The electronic payment system installed by the restaurant made it more convenient for customers to pay and enhanced the restaurant's ability to analyse its operational data.
- In addition, the bank offered a fast-approval loan to the restaurant which made a loan application through the bank's online platform and received the loan approval confirmation within five days. Timely availability of funds helped the restaurant to expedite its upgrade and transformation, enhancing the overall operational efficiency.

## Case 4: Simplifying the purchase process through online platform

- A collectible toy model design company, at the suggestion of the bank, introduced online sales platform and electronic payment so that customers no longer have to go to physical stores to pay deposits for their orders in person. This change provided convenience to customers and significantly enhanced customer experience.
- The bank also obtained, with the company's consent, the company's electronic customs declaration records through the Commercial Data Interchange, facilitating loan approval of HK\$5 million to support the company's daily cashflow and digital transformation needs. The loan application process was also streamlined using alternative data; the company did not have to submit financial statements to the bank.