

**Fifty-sixth Meeting of  
the Business Facilitation Advisory Committee**

***Agenda Item 4(a) : Report on the work of the  
Wholesale and Retail Task Force***

**Purpose**

This paper reports on the work of the Wholesale and Retail Task Force (WRTF) since the last Business Facilitation Advisory Committee (BFAC) meeting held on 15 October 2024.

**Work progress of WRTF**

***eMPF Platform***

2. At the WRTF meeting of 11 December 2024, the Mandatory Provident Fund Schemes Authority (MPFA) and eMPF Outreach Team briefed the WRTF on the eMPF Platform. The eMPF Platform was launched in June 2024 to centralise the administrative tasks currently dispersed across various trustees' platforms by providing one-stop services, and facilitate the standardisation, streamlining and automation of MPF scheme administration processes, thereby driving greater operation efficiency and reducing administrative costs. It is anticipated that the eMPF Platform will bring benefits to over 360 000 employees and 4.75 million scheme members. The administration fee of MPF funds will be reduced by an average of 36% in the first two years. A cumulative cost savings of \$30 billion to \$40 billion is expected over a 10-year period, which is equivalent to a 41% to 55% reduction in administration fee.

3. MPF schemes will be joining the Platform one by one in ascending order in accordance with the size of MPF assets under management by the trustees. As of 31 October 2024, five MPF trustees have joined the eMPF Platform, and it is anticipated that all MPF trustees will have onboarding the Platform by 2025.

4. The WRTF welcomed the eMPF Platform, and appreciated the MPFA and the eMPF Outreach Team in providing support measures through various channels to facilitate stakeholders in using the eMPF Platform.

*[Note: As eMPF Platform can benefit all trades, the MPFA was invited to brief Members at the 56<sup>th</sup> BFAC meeting.]*

***“E-commerce Easy” under Dedicated Fund on Branding, Upgrading and Domestic Sales (the BUD Fund)***

5. The Hong Kong Productivity Council briefed the WRTF on the “E-commerce Easy” under the BUD Fund. The Government launched the “E-commerce Easy” under the BUD Fund on 15 July 2024, with a view to assisting enterprises to develop the Mainland market through electronic commerce (e-commerce) business. Enterprises can flexibly make use of a maximum funding of \$1 million within their cumulative funding ceiling of \$7 million to implement e-commerce projects. Enterprises can make use of the funding for the establishment of online stores and placement of advertisements on third-party online sales platforms, development or enhancement of mobile applications and incorporation of online payment options on their websites.

6. The Chief Executive announced in the 2024 Policy Address that \$1 billion would be injected into the BUD Fund and the geographical scope of “E-commerce Easy” would be expanded to the ten ASEAN countries.

7. The WRTF welcomed the “E-commerce Easy”, and considered it conducive to assisting small and medium-sized enterprises in entering the Mainland market through digitalisation.

**Way forward**

8. Members are invited to note the work progress of the WRTF. The WRTF will continue to monitor the development of the above initiatives.

**Digitalisation and Business Facilitation Division  
Digital Policy Office  
Innovation, Technology and Industry Bureau  
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