

Food Truck Pilot Scheme open for applications from tomorrow

The Government announced today (March 30) that the Food Truck Pilot Scheme will be open for applications from tomorrow (March 31).

The Financial Secretary announced in the 2015-16 Budget to consider introducing food trucks, which are popular abroad. The Tourism Commission under the Commerce and Economic Development Bureau was tasked with conducting a study and devised the Food Truck Pilot Scheme.

The Secretary for Commerce and Economic Development, Mr Gregory So, said, "The Food Truck Pilot Scheme, positioned as a tourism initiative, aims to add fun and vibrancy to Hong Kong by providing diverse, creative and high quality food options to tourists and the locals, as well as to showcase the good standard of food hygiene and safety in Hong Kong."

Under the Pilot Scheme, there will be a two-stage selection mechanism to select suitable operators. The first stage will be the assessment of food truck proposals from applicants. Assessment criteria include the food concept and menu, business and financial proposal and design of the vehicle. The second stage will be a cook-off challenge at which the applicants will demonstrate their proposed signature dish.

The Government will establish a selection panel comprising representatives from the relevant government departments and food truck operation venues, food critics, members of tourist industry and financial experts, to assess all applications carefully. The name list of panel members will be announced later after it is finalised.

The Government has worked out with the Hong Kong Mortgage Corporation Limited (HKMC) that food truck applicants, where needed, may apply for a loan of up to \$300,000 under the existing Microfinance Scheme. Persons interested in starting up business may also enroll for entrepreneurial training arranged by the HKMC.

There are eight designated venues for food truck operation under the Pilot Scheme, namely Golden Bauhinia Square in Wan Chai, Central Harbourfront Event Space, Ocean Park (the area outside the theme park), Tsim Sha Tsui Salisbury Garden, Tsim Sha Tsui Art Square, Energizing Kowloon East Venue 1, Wong Tai Sin Square next to Wong Tai Sin Temple and Hong Kong Disneyland (the area outside the theme park). Each operation venue will provide two parking spaces. Hence, 16 food trucks will operate at the above locations on a rotation basis under the Pilot Scheme. The Government will also line up food trucks to provide services at designated large scale tourism events to enhance the attractiveness of the events.

A designated office will be set up on April 1 under the Tourism Commission to co-ordinate the implementation of the Pilot Scheme and matters related to licence application, providing one-stop services for the applicants.

Mr So said, "We expect food trucks will commence business at end 2016 or early 2017. The Scheme will operate for two years. We hope that food trucks will enhance and enrich food options in Hong Kong and bring more specialty gourmet food to tourists and the locals."

The Pilot Scheme will be open for application for a two-month period which ends on May 30, 2016. Application details including application form, application guidelines and frequently asked questions are available at the Tourism Commission's Food Truck Pilot Scheme dedicated webpage (www.tourism.gov.hk/english/foodtruck/foodtruck.html). Interested persons or companies may send the completed application form, together with supporting documents, to the Food Truck Office, Tourism Commission, 22/F, West Wing, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong. Enquiries can be directed to the Food Truck Office (Tel. 3655 5404, Fax: 2121 1468, Email: foodtruck@cedb.gov.hk).

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