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Application for Coffee Corner Opportunities at The Fashion-Pop - DX design hub's Retail Space

Submission Deadline: 4pm (HK Time) on 3 July 2026

1. About Hong Kong Design Centre (HKDC)

Hong Kong Design Centre is a strategic partner of the Hong Kong SAR Government in leveraging the city's East-meets-West advantage to create value from design.

To achieve our goals we:

- Cultivate a design culture
- Bridge stakeholders to opportunities that unleash the value of design
- Promote excellence in various design disciplines

Learn more at www.hkdesigncentre.org

2. About DX design hub

Sham Shui Po is traditionally known as a hub for retail and wholesale of fabric and fashion, combining creativity, craftsmanship, and grassroots wisdom. The HKSAR Government announced the implementation of the Sham Shui Po Design and Fashion Base Project in early 2018, reserving a five-storey commercial section with an area of approximately 39,000 square feet for redevelopment by the Urban Renewal Authority (URA). HKDC is responsible for operations, while The Cultural & Creative Industries Development Agency (CCIDAHK) plays the role of strategy formulation, co-ordination and supervision. DX design hub will leverage the district's unique characteristics, integrating design, fashion, garment manufacturing, and retail to create new synergies. It is poised to become a focal point for design and fashion in Hong Kong, a gathering place for the industry. Together with the city's first design museum, it aims to become a tourist attraction that will stimulate tourism in the district.

3. About The Fashion-Pop

The Fashion-Pop, approximately 3,000 square feet, is a retail area of DX design hub that consists of mobile kiosks, open space, and wall spaces - for local designers and brand collections. It champions and supports the artistic pursuits of young talents, showcasing their creative collections in this versatile pop-up space. It facilitates the freshest expressions of style and navigates the thrilling landscape of cutting-edge fashion.

Target Audience

- Tourists
- Local Communities
- Students from Design Institutes
- Design-lovers and Emerging Designers

4. About the Coffee Pop-up

Hong Kong Design Centre is pleased to invite Hong Kong coffee experts/ coffee brands/ baristas/ coffee shops (as referred to Clause 5) to submit applications for operating the temporary coffee corner at DX design hub – G/F The Fashion-Pop.

Objectives for HKDC:

- To create a sensory journey to DX design hub's visitors
- To enhance engagement with visitors
- To draw traffic to The Fashion-Pop
- To provide a rental-free venue for passionate coffee makers for their business trial

Ideal participants who:

- love designs on fashion and/or food and beverage related
- would like to gain coffee retail experiences from public venue
- love to interact not only with local coffee lovers but tourists from abroad

Terms and Conditions

(a) Rent

HKDC waives The Fashion-Pop's rental fee for the selected applicant. HKDC and the appointed retail operator shall not charge any rent against the selected applicant prior to, during and after the consigned period.

(b) Period

Selected applicant will take up the designated coffee area for **four** consecutive months, subject to review by HKDC, based on popularity and performance, etc.

(c) Sub-letting

Subletting to other coffee brand, café or individual is strictly prohibited during the agreed period, the agreement would be forfeited or terminated.

(d) Equipment, Space, Location and Fixtures

The location of the designated coffee area is subject to HKDC's discretion. While coffee machines including grinder and refrigerator would be provided (models to be determined by HKDC), selected applicant may propose and provide their own coffee station.

(e) Transactions

All transactions made within the premises of DX design hub will be managed by a third-party retail operator appointed by HKDC. HKDC shall not be responsible for any issues or disputes from direct sales, inventory management and product loss and liability.

(f) Commission Rates

Subject to this Clause (f), the Licensee shall pay to Hong Kong Design Centre a commission calculated on the consignment fee of each completed transaction at the rates specified

below.

Category A – Ready-to-eat Food and Beverages (5%)

A commission of **five percent (5%)** shall apply to transactions involving **food and beverage items sold for immediate consumption at The Fashion-Pop**, whether prepared on-site or supplied as ready-to-consume products, including but not limited to:

- coffee;
- tea;
- milk and milk-based beverages;
- frozen carbonated beverages;
- bottled drinks sold for immediate consumption;
- pastries; and
- packaged snacks sold for immediate consumption.

Category B – Merchandise Items (20%)

A commission of **twenty percent (20%)** shall apply to transactions involving **retail or takeaway items not primarily intended for immediate consumption at the point of sale**, including but not limited to:

- coffee beans, whether whole or ground;
- drip coffee bags or similar single-serve coffee products; and
- coffee-related merchandise and other retail goods.

(g) Payment Surcharge

Payment surcharge will be applied and will be borne by the selected applicant. (Please refer to the below Payment Surcharge Rate)

Payment Surcharge Rate

Payment Type	Rate (%)
Visa	1.5
Visa Oversea	3
Mastercard	1.5
Mastercard Oversea	3
Union Pay	1.8
American Express	1.9
Alipay	1.2
Alipay China	1.2
Wechat Pay	1.2
Wechat Pay China	1.2

*Payment surcharge only applies on e-payment, except EPS and debit card. Otherwise, payment shall be handled by the selected applicant.

(f) Liability

HKDC shall not be liable for any indirect, incidental, or consequential damages arising from any product, including but not limited to any damages claimed by any third party, sold at The Fashion-Pop. The selected applicant shall be responsible for all such damages.

Roles and Responsibilities

Hong Kong Design Centre shall be responsible for:

- 1) Electricity supply support
- 2) Venue support
- 3) Basic equipment such as coffee machine, grinder, and refrigerator (models to be determined by HKDC)

Selected Applicant shall be responsible for:

- 1) Coffee corner's hardware such as relevant machines, high table, chairs and more
- 2) Operational materials such as supplying drinking water, ice, cups, utensils and more
- 3) Applying for and obtaining **Temporary Food Factory License**. License fee shall be borne by the selected applicant. License shall be renewed every 7 days.
- 4) Applying for and obtaining **Temporary Places of Public Entertainment Licence (TPPE Licence)** may be required.
- 5) Completing the set-up and managing the operation, including cashier, of the coffee corner by their manpower and at their own costs.
- 6) Operating **at least 5 days a week and at least 6 hours daily. Operation on Friday, Saturday, Sunday and public holidays is a must.** (Operational schedule and opening hours shall require mutual agreement in advance)
- 7) Providing daily (only in respect of the operation days) and monthly sale reports to HKDC.
- 8) Conducting marketing and promotional activities for the coffee corner.
- 9) Obtaining and maintaining insurance coverage for operation, merchandise, and activities.
- 10) All logistics and transportation costs related to operation.
- 11) Additional visual merchandising elements, if needed, such as new fixtures & tools.
- 12) Dismantling upon the completion of the project. The Fashion-Pop shall be reinstated to its original condition.

Operation Period

There are two operation periods, **(a) 1 August to 30 November 2026; (b) 1 December 2026 to 31 March 2027**. Set-up, dismantling, and test run period exclusive. The Fashion-Pop's opening hours is 09:00 - 19:00 (Mon to Sun). Applicants shall indicate your preferred period(s) in the Appendix 1 - application form. The operation period(s) assigned is not guaranteed; start and end dates may vary, subject to HKDC's final decision.

Venue

The Fashion-Pop (Retail Space), G/F, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon, Hong Kong.

5. Eligibility Criteria for Applicant

Independent Status

- Applicants must (i) be a holder of Hong Kong Permanent Identity Card if he/she is an individual or a sole proprietor, (ii) have more than 50% of its partners being permanent resident(s) of Hong Kong if it is a partnership, or (iii) have more than 50% of its shares held by permanent resident(s) of Hong Kong if it is a company incorporated in Hong Kong, who/which is operating baristas/ coffee shops/ coffee brands based in Hong Kong.

Non-Association with Chains

- The brand must not be affiliated with or under any chain coffee brand or restaurant in Hong Kong or worldwide.

The implementation of the above stated requirements is certified by a declaration (Form B) which is an integral part of the Consignment Application. Supporting legal documents shall be submitted in the application (Details refer to Section 8 “List of required documents”)

6. Selection Process

Stage 1 – Application Deadline [4pm, 3 July 2026]

Stage 2 – Selection by Panel (Physical presentation may require) [Week of 6 July 2026]

Stage 3 – Announcement of the Selected Applicant [on or before 17 July 2026]

(Selected brands and products shall receive notifications by 17 July 2026.)

7. Selection Criteria

Application submitted will be assessed and considered by the following aspects:

Criteria	Ratio	Remarks
Quality of Coffee	30%	- Menu variety - Beans selections - Brewing techniques
Operation and Customer Service	30%	- Standard of hygiene and food safety - Service flow and customer engagement - Operational and manpower management
Company Portfolio	20%	- Brand identity and reputation - Awards or certificates attained
Professionalism and Past Experience	20%	Proven record in operating a coffee shop or relevant business

		Ability to comply with regulatory, licensing, and operational requirements
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8. Submission

The full package of application (as listed in the “List of Required Documents” below) shall reach email dxdesignhub@hkdesigncentre.org.

The e-mail subject should be marked:

“The Fashion-Pop: Coffee Corner Opportunities 2026 <Name of the applicant>”.

List of Required Documents:

- Completed and signed application form (Appendix 1) and declaration form (Appendix 2)
- Proposed Drink Menu and/or Merchandise Line Sheet
- Hong Kong Identity Card or equivalent document obtained in Hong Kong certifying the legal status of the applicant.
- Scanned copy of the effective Business Registration Certificate (BR) / Certificate of Incorporation (CI)
- Portfolio with reference of past projects (if applicable)

9. Submission Deadline

4pm, Friday, 3 July 2026. Late or incomplete submission will NOT be considered.

10. Tentative Project Milestones

Key Date	Milestones
3 July 2026, 4pm	Application Deadline
Week of 6 July 2026	Selection by Panel
on or before 17 July 2026	Announcement of the Selected Applicant

11. Enquiry

If there are any questions regarding this Consignment Application, please contact Mr. Eric Choi (Manager – Retail Operation) at dxdesignhub@hkdesigncentre.org.

12. General Terms

This ‘Consignment Application’ is both confidential and proprietary to HKDC. HKDC reserves the right to recall the ‘Consignment Application’ in its entirety or in part.

The applicant shall not include or reference this ‘Coffee Corner Opportunities in any publicity without prior written approval from HKDC. By submitting applications to Hong Kong Design Centre Limited (“HKDC”) confirms that you/your company has read, fully understood, and agreed to all the terms and conditions stated this document. The applicant also accepts all

the foregoing terms and conditions without exception. All submission and responses to the 'Consignment Application' will become the property of HKDC and will not be returned.

13. Terms of Retail Consignment Applicants

Submitting applications to Hong Kong Design Centre ("HKDC") means that you/your company has read, fully understood, and agreed to the 'Terms of Retail Consignment Applicants'. Please refer to Appendix 3.

14. Disclaimer

Whilst the information in this invitation document has been prepared in good faith, it does not claim to be comprehensive or has been independently verified. Any liability in respect of any such information or inaccuracy in or omission is expressly disclaimed. HKDC is not obliged to inform applicants of any update or change of any of the information in the Invitation Document made or that comes to its knowledge after the issue of the Invitation Document.

Appendix 1
Application Form
Coffee Corner Opportunities at The Fashion-Pop (DX design hub's retail space)

- 1) Applicants should read the consignment application document carefully before completing this Form. By submission of this form the applicant confirms having read, fully understood and the intention to be bound by the Terms & Conditions.
- 2) Please complete this Form in English. Incomplete form will NOT be considered.
- 3) Eligibility of Applicant:

Independent Status

- Applicants must (i) be a holder of Hong Kong Permanent Identity Card if he/she is an individual or a sole proprietor, (ii) have more than 50% of its partners being permanent resident(s) of Hong Kong if it is a partnership, or (iii) have more than 50% of its shares held by permanent resident(s) of Hong Kong if it is a company incorporated in Hong Kong, who/which is operating baristas/ coffee shops/ coffee brands based in Hong Kong.

Non-Association with Chains

- The brand must not be affiliated with or under any chain coffee brand or restaurant in Hong Kong or worldwide.

Retail Location Limitation

- Applicants shall be operating not more than 3 physical stores or branches.

Part 1: Particulars of the Applicant

(A) Company Details		
Brand Name		
Company Registered Name (if different from Brand Name)		
Office or Correspondence Address		
Price Range	From HKD _____ to _____	
Social Media Account (if any)		
Website (if any)		
(B) Contact Details		
Salutations	☐ Dr ☐ Mr ☐ Mrs ☐ Miss ☐ Others:	
Name of the Applicant	(English)	(Chinese)
Title of Position		
Contact No.	(Office or Mobile)	(Mobile)
E-mail		

Your Brand Introduction

(English)	(Chinese)
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Coffee Pop-up Period(s)

Preferred Periods (you may select more than one; period assigned subjects to HKDC's final decision)
☐ 1 August to 30 November 2026
☐ 1 December 2026 to 31 March 2027

Signature of the Applicant (with company chop)

Signature

Date

Appendix 2

Declaration For Participation and Authenticity of the Information

The undersigned: _____ (Name of applicant) with HKID Card
 No.: _____ being the applicant / the office-bearer of the applicant / the legal representative
 of the applicant _____ (Company registered name), with
 business address: _____, to consignment application for
 The Fashion-Pop.

DECLARE

1. The data filled in the application forms is full and authentic.
2. The applicant is familiar with the Terms and Conditions, and Rights and Responsibilities of the consignment application and that the applicant is obliged to follow them.
3. If the proposal is approved, the applicant agrees that the content of all submitted proposals could be published on the platforms of Hong Kong Design Centre, and could be presented to the media and the public.
4. In cases that Hong Kong Design Centre organises briefings, presentations, vetting and discussion of the selection related to the Project, the applicant agrees to participate in them personally (in the case of a sole proprietor) or to send its representative (in the case of a company or a partnership) to participate in them to give information about the proposal. The applicant also agrees to participate in person (in the case of a sole proprietor) or to send its representative (in the case of a company or a partnership) to participate in any media activities, project activities, key meetings with stakeholders etc., requested by Hong Kong Design Centre if the proposal is approved.

Signature of undersigned (with company chop):

Signature

Date

Appendix 3

Terms for Coffee Corner Applicants

Before submitting applications to Hong Kong Design Centre Limited ("HKDC"), please read the terms and conditions set out below carefully. Submitting applications to HKDC implies that you/your company has read, fully understood, and agreed to the said terms and conditions.

Probity Clauses

English version

1. The applicants shall not, and shall procure that his/her directors, employees, agents and sub-contractors shall not, offer, solicit or accept an advantage as defined in the Prevention of Bribery Ordinance (Cap. 201), in connection with the quotation/tendering and execution of this contract.

2. Failure to so procure or any act of offering, soliciting or accepting advantage referred to in the preceding paragraph committed by the applicant or by a director, employee, agent or sub-contractor of the applicant shall, without affecting the applicant's liability for such failure and act, result in his/her application being invalidated.

Traditional Chinese version

1. 申請者不得且須禁止其董事、僱員、代理人及分判承辦商就本合約的申請及執行而提供、索取或接受《防止賄賂條例》(香港法例第201章) 所定義的利益。
2. 若未能促使前述結果, 或若申請者或申請者的董事、僱員、代理人或分判承辦商作出任何提供、索取或接受上一段所述的利益的行為, 將導致申請者的申請無效, 而申請者仍須就該等錯失及行為承擔責任。

Terms for Safeguarding National Security

English version

1. The applicant represents and warrants that it will comply with all applicable laws and regulations, including but not limited to the Law of the People's Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region (the "HKNSL"), in the performance of its obligations under this Agreement.
2. The applicant shall not engage in any acts or activities that is or could be deemed to be in violation of the HKNSL or contrary to the interest of national security, including but not limited to activities related to secession, subversion, terrorism, and collusion with foreign organizations.
3. The applicant shall indemnify and keep HKDC indemnified against any losses, damages, liabilities, costs or expenses arising from any violation of the HKNSL or any acts or activities which are contrary to the interest of national security by the applicant or its employees, agents, and/or subcontractors.
4. HKDC shall have the right to reject the applicant's application and/or the agreement to be made pursuant to this application forthwith upon the occurrence of any of the following events:
 - (a) the applicant has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security;
 - (b) the continued consideration of the applicant's application or the continued performance of the agreement to be made pursuant to this application is contrary to the interest of national security; or
 - (c) HKDC reasonably believes that any of the events mentioned above has occurred or is about to occur.
5. HKDC shall have the right to terminate the Agreement with the selected applicant forthwith upon the occurrence of any of the following events:
 - (a) the selected applicant has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security;
 - (b) the continued engagement of the selected applicant or the continued performance of the Agreement is contrary to the interest of national security; or
 - (c) HKDC reasonably believes that any of the events mentioned above has occurred or is about to occur.
6. Notwithstanding anything to the contrary in the Agreement and/or the application documents, HKDC reserves the right to disqualify an applicant on the grounds that the applicants/ selected applicant has engaged, is engaging, or is reasonably believed to have engaged or been engaging in acts or activities that are likely to cause or constitute the occurrence of offences endangering national security or otherwise the disqualification is necessary in the interest of national security, or is necessary to protect the public interest of Hong Kong, public morals, public order or public safety.

Traditional Chinese version

1. 申請者聲明及保證，其在履行在本協議所述的責任時，將遵守所有適用的法律和法規，包括但不限於《中華人民共和國香港特別行政區維護國家安全法》（下稱「香港國家安全法」）。
2. 申請者不得從事任何違反或可能被視為違反香港國家安全法或有違國家安全利益的行為或活動，包括但不限於與分裂國家、顛覆國家政權、恐怖主義及勾結外國組織有關的活動。
3. 申請者須就因投標人或其僱員、代理人及/或外判商違反香港國家安全法或任何違反國家安全利益的行為或活動而引致的任何損失、損害、法律責任、費用或開支，對香港設計中心作出彌償，並致使香港設計中心獲得彌償。
4. 香港設計中心有權在發生以下任何情況時立即拒絕申請者的申請 及/或 終止根據本次申請而達成的協議：
 - (a) 申請者已經或正在從事可能構成或導致危害國家安全罪行發生的行為或活動，或以其他方式已經或正在從事違反國家安全利益的行為或活動；
 - (b) 繼續處理申請者的申請或繼續履行根據本次申請而達成的協議有違國家安全利益；或
 - (c) 香港設計中心合理地相信上述任何事件已經發生或將會發生。
5. 香港設計中心有權在發生以下任何情況時立即終止與承辦商的協議：
 - (a) 承辦商已經或正在從事可能構成或導致危害國家安全罪行發生的行為或活動，或以其他方式已經或正在從事違反國家安全利益的行為或活動；
 - (b) 繼續聘用承辦商或繼續履行協議有違國家安全利益；或
 - (c) 香港設計中心合理地相信上述任何事件已經發生或將會發生。
6. 儘管協議及/或申請文件有任何相反的規定，香港設計中心保留權利，以申請者從事、正在或有理由相信已經從事或正在從事可能導致或構成危害國家安全罪行發生的行為或活動為由，取消申請者的資格，或為了國家安全的利益所需，或為保障香港公共利益、公共道德、公共秩序或公共安全所需而取消其資格。

Submission Checklist

- ☐ Completed and signed application form (Appendix 1) and declaration form (Appendix 2)
- ☐ Proposed Drink Menu
- ☐ Hong Kong Identity Card or equivalent document obtained in Hong Kong certifying the legal status of the applicant
- ☐ Scanned copy of the effective Business Registration Certificate (BR) / Certificate of Incorporation (CI).
- ☐ Submitting applications to Hong Kong Design Centre Limited ('HKDC') confirms that you/your company has read, fully understood, and agreed to the 'Terms for Coffee Corner Applicants'. Before submitting applications to HKDC, please read the said terms and conditions set out carefully. Please refer to 'Appendix 3 – Terms for Coffee Corner Applicants'.
- ☐ Submitting applications to Hong Kong Design Centre Limited ('HKDC') confirms that you/your company has read, fully understood, and agreed to all the terms and conditions stated in '01. Coffee Opportunities - Consignment Application at The Fashion-Pop 2026'