



## **SME Export Marketing Fund**

### **Guide to Application<sup>1</sup>**

#### **Objective**

The SME Export Marketing Fund (EMF) aims to encourage small and medium enterprises (SMEs) to expand their markets outside Hong Kong by providing financial assistance to SMEs for participation in export promotion activities<sup>2</sup>.

#### **Eligibility**

2. An enterprise<sup>3</sup> applying for funding support under EMF must fulfil the following requirements:

- (i) It must be a non-listed enterprise registered in Hong Kong under the Business Registration Ordinance (Cap. 310)<sup>2</sup>.
- (ii) It must have substantive business operations in Hong Kong at the time of making the application. An enterprise holding a shell business registration or having its main business operation outside Hong Kong will not be regarded as having substantive business operations<sup>4</sup> in Hong Kong.
- (iii) If it has previously received funding support under EMF, the cumulative amount of funding received must not exceed the prevailing cumulative funding ceiling. Applicant enterprises which have similar business registration details (e.g. nature of business, address, contact numbers, shareholder/directorship) will be treated as connected enterprises. For the purpose of calculating the cumulative funding ceiling, connected enterprises are treated as if they are one enterprise,

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1 This Guide to Application supersedes the version of April 2021.

2 For a period of two years starting from 30 April 2021, the funding scope of EMF is expanded to cover large-scale exhibitions staged by organisers with good track record targeting the local market, as well as online exhibitions organised by Hong Kong Trade Development Council and reputable exhibition organisers with good track record; and the eligibility criteria is relaxed to cover non-SMEs.

3 For the purpose of EMF, “enterprise” refers to a legal entity which is engaged in any form of business for the purpose of gain. Non-profit-making or non-profit-distributing organisations are not eligible.

4 Trade and Industry Department (TID) may request the applicant enterprise to provide relevant documents to prove that it has substantive business operations in Hong Kong at the time of making the application. Please refer to [Appendix 1](#) for the vetting considerations and examples of supporting documents.

i.e. the cumulative amount of funding received by the connected enterprises concerned are aggregated and must not exceed the cumulative funding ceiling.

- (iv) It must not be the organiser/co-organiser/service provider or a related company of the organiser/co-organiser/service provider of the promotion activity and the related services covered by the application.

### **Funding Scope**

3. EMF provides funding support to enterprises for their participation in the following promotion activities to promote their own products and/or services. Such promotion activities/platforms must be organised/operated by organisations with good track record<sup>5</sup>:

- (i) Trade exhibitions held outside Hong Kong targeting markets outside Hong Kong.
- (ii) Trade exhibitions held in Hong Kong targeting markets outside Hong Kong.
- (iii) Trade exhibitions held in Hong Kong targeting the local market.
- (iv) Online trade exhibitions.
- (v) Business missions outside Hong Kong.
- (vi) Online business missions.
- (vii) Advertisements on trade publications which mainly target markets outside Hong Kong.
- (viii) Export promotion activities (such as placing advertisements, keyword search, listing product information, setting up or enhancing online shop, etc.) which are conducted through electronic platforms/media and which mainly target markets outside Hong Kong.
- (ix) Setting up or enhancement of a corporate website/mobile application owned by the applicant enterprise which mainly targets markets outside Hong Kong.

Please refer to Appendices 2 to 5 for the detailed requirements of the above promotion activities/platforms.

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5 In considering whether an organiser/operator/service provider has good track record, TID will make reference to various factors, including its business nature, size of business (such as number of employees), years of establishment, number of years of experience in organising/operating/providing relevant activities/platforms/services, the nature/type, number and scale of similar activities/platforms/services previously organised/operated/provided, organiser's/operator's/service provider's credibility, feedback of the trade on relevant activities/platforms/services organised/operated/provided and enterprises which have participated in the relevant activities/platforms or used the relevant services before, etc.

4. An enterprise may seek preliminary advice from Trade and Industry Department (TID) on the eligibility of a particular promotion activity for funding support under EMF<sup>6</sup>. The enterprise should provide in writing to TID information on the activity in question (including the name of the activity and platform/media<sup>7</sup>, objective and scope of the activity, target participants, programme details and date of the activity, etc.). TID will make a preliminary assessment on the eligibility of the activity in question and provide a written response. However, this preliminary assessment is not an approval for funding support under EMF in relation to the activity. Any subsequent change in the nature, scope or other arrangements of the activity may affect its eligibility for EMF. Previous approval for funding support in relation to a particular activity does not guarantee that the same activity will be eligible for funding support in future. TID will evaluate each activity and application having regard to the prevailing circumstances.

### **Extra Funding Conditions**

5. Applicant enterprises participating in eligible promotion activities must also comply with the following conditions in order to be eligible for funding support under EMF:

- (i) Applicant enterprises must participate in promotion activities as Hong Kong enterprises, and must display their full company name and Hong Kong contact information (e.g. address, telephone number, fax number) on the exhibitors' list, delegation list, advertisements, electronic platforms/media, and corporate website/mobile application.
- (ii) As far as exhibitions and business missions are concerned, applicant enterprises must participate as exhibitors in an exhibition and as delegates in a business mission. Applicant enterprises participating in online exhibitions, as booth exhibitors in physical exhibitions and in business missions should be directly represented by their proprietors/partners/shareholders, and/or Hong Kong-based salaried employees for the whole period of the activity concerned<sup>8</sup>. Participation by any other means, including outsourcing or subcontracting to a third party or authorising a third party to participate in the activity, will not be accepted.
- (iii) The activity itself must be related to the business of the applicant enterprise and the applicant enterprise must promote only its own products and/or services in the activity concerned.

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6 TID provides preliminary advice on exhibitions, business missions, advertisements on trade publications and export promotion activities conducted through electronic platform/media.

7 Applicant enterprises may obtain information on activities and platforms/media funded by EMF in the past 12 months from the "List of Previously Approved Activities/Trade Publications/Electronic Platforms or Media" function on the "SME Export Marketing Fund" webpage ([www.smefund.tid.gov.hk/emf/eng](http://www.smefund.tid.gov.hk/emf/eng)).

8 Including the eligible ancillary activities, viz. speaking session in physical/online exhibitions and business matching session in online exhibitions.

**Expenditure Items Eligible for EMF**

6. The following expenditure items are eligible for funding support under EMF:

***Trade exhibitions held outside Hong Kong (items (i) to (viii) below) or in Hong Kong (items (i) to (vi) below)***

- (i) Rental fee for exhibition booth charged by organiser/co-organiser for exhibitions, or rental fee charged by organiser/co-organiser for other forms of participation for exhibits to be displayed at a fixed location throughout the whole period of the activity concerned, including showcase, table-top display and mannequin/garment rack (viz. “other forms of participation”), if the applicant enterprise is listed as an exhibitor on the exhibitors’ list with its full company name and Hong Kong contact information.
- (ii) Construction, set-up and design fee of booth, transportation expenses for the components of booth and exhibits (but excluding goods intended for sales purpose), and rental charges for booth furniture for exhibitions. Expenses for purchasing reusable items and the operation costs of booth (such as salaries of employees) will not be funded.
- (iii) Participation fee charged by organiser/co-organiser for taking up a speaking session at an exhibition by booth exhibitors at the activity concerned<sup>9</sup>.
- (iv) Fee for placing advertisement in the catalogue of an exhibition<sup>10</sup> and fee for printing of brochures/leaflets (excluding souvenirs) bearing the full company name of the applicant enterprise and the activity concerned; those brochures/leaflets must be solely for use in that activity.
- (v) Fee charged by organiser/co-organiser for exhibitors of an exhibition to place on-site advertisements<sup>11</sup>, including hanging banner, poster, promotional sticker and display on electronic panel<sup>12</sup>, at a fixed location inside the contracted exhibition venue throughout the whole period of the activity concerned. The on-site advertisement must show the full company name and Hong Kong contact information of the applicant enterprise.
- (vi) Fee charged by the organiser/co-organiser for advertising through the use of

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9 Including exhibition-cum-conference in which the applicant enterprise takes up a speaking session at the conference plus staging a booth at the exhibition throughout the whole period of the activity concerned. The speaking session must be offered by the organiser of the exhibition concerned.

10 Including printed exhibition catalogue and electronic exhibition catalogue (in PDF format or placed on the dedicated official exhibition website of the physical exhibition).

11 The on-site advertisement location must be offered by the organiser of the exhibition concerned.

12 Including static (e.g. slides) or dynamic (e.g. videos) electronic display on the electronic panel.

mascot<sup>13</sup> inside a specific area of the contracted exhibition venue of an exhibition during specific timeslot(s) of the exhibition period as assigned by the organiser. The mascot should solely be engaged for the purpose of promoting the products and/or services of the applicant enterprise at the activity, and must show the full company name and Hong Kong contact information of the applicant enterprise. The design of the mascot must be registered by the applicant enterprise, or authorised to be used by the applicant enterprise.

- (vii) Travelling expenses of the proprietors/partners/shareholders and/or Hong Kong-based salaried employees of the applicant enterprise participating as booth exhibitors incurred between Hong Kong and the city where the activity takes place<sup>14</sup>, but excluding expenses for in-town transportation and travelling expenses not related to the participation of the activity concerned. In general, only travelling expenses incurred 5 days before the start of the activity to 5 days after the end of the activity are considered as related to the participation of the activity concerned.
- (viii) Hotel accommodation expenses of the proprietors/partners/shareholders and/or Hong Kong-based salaried employees of the applicant enterprise participating as booth exhibitors incurred during the period of the activity concerned at the activity city, but excluding expenses of stay not related to the participation of the activity concerned. In general, only hotel accommodation expenses incurred 2 days before the start of the activity to 2 days after the end of the activity are considered as related to the participation of the activity concerned.

### ***Online trade exhibitions***

- (ix) Fee charged by the organiser/co-organiser for participating as an exhibitor in an online exhibition, including the fee for joining the business matching activities and the participation fee for taking up a speaking session during the exhibition. The business matching activities and the speaking session must be ancillary to the online exhibition.
- (x) Fee charged by the organiser/co-organiser for the design of a virtual booth for a booth exhibitor in the online exhibition. The virtual booth should show the full company name and Hong Kong contact information of the applicant enterprise.
- (xi) Fee charged by organiser/co-organiser for exhibitors of an online exhibition to place advertisements, including advertisement on online exhibition catalogue, banners, pop-ups, etc. on the online exhibition website throughout the whole period of the activity concerned. The advertisement must show the full company name and Hong Kong contact information of the applicant enterprise.

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13 Excluding the production fee and storage fee of the mascot, and the salary for engaging staff as mascot.

14 Maximum hours of stay in city of transfer for connecting flight/transport is 24 hours.

***Business missions outside Hong Kong***

- (xii) Participation fee of business mission charged by organiser/co-organiser.
- (xiii) Travelling expenses of the proprietors/partners/shareholders and/or Hong Kong-based salaried employees of the applicant enterprise participating as mission delegates incurred between Hong Kong and the city where the activity takes place<sup>14</sup>, but excluding expenses for in-town transportation and travelling expenses not related to the participation of the activity concerned. In general, only travelling expenses incurred 5 days before the start of the activity to 5 days after the end of the activity are considered as related to the participation of the activity concerned.
- (xiv) Hotel accommodation expenses of the proprietors/partners/shareholders and/or Hong Kong-based salaried employees of the applicant enterprise participating as mission delegates incurred during the period of the activity concerned at the activity city, but excluding expenses of stay not related to the participation of the activity concerned. In general, only hotel accommodation expenses incurred 2 days before the start of the activity to 2 days after the end of the activity are considered as related to the participation of the activity concerned.

***Online business missions***

- (xv) Participation fee of business mission charged by organiser/co-organiser.

***Advertisements on trade publications***

- (xvi) Fee for placing advertisement on trade publications which mainly target markets outside Hong Kong.

***Export promotion activities conducted through electronic platforms/media***

- (xvii) Fee for placing advertisement and keyword searching on electronic platforms/media.
- (xviii) Non-recurrent fee for product information listing for sales purpose, setting up/enhancing and promoting online shop on electronic platforms/media. Expenses related to the operation and sales (such as fees for daily maintenance service of online shop, salaries of employees related to daily operation of the online shop, commission based on sales volume, etc.) will not be funded.

***Setting up/enhancing the corporate website/mobile application owned by the applicant enterprise***

- (xix) Non-recurrent fee for setting up/enhancing the corporate website/mobile

application owned by the applicant enterprise. Expenses related to the operation and sales (such as fees for daily maintenance service of the website/mobile application, salaries of employees related to daily operation of the website/mobile application, commission based on sales volume, etc.) will not be funded.

***All eligible promotion activities***

(xx) Fee charged for video/product shooting and editing services associated with the promotion of the product and/or services of the applicant enterprises at the eligible promotion activity it participated in. Standalone video/product shooting and editing services not related to the eligible promotion activity will not be considered. The video/product should bear the full company name of the applicant enterprise and information on the activity where appropriate. The service provider should be the organiser or the authorised agent of the organiser of the activity or a photography/videography company with good track record.

7. Only fees paid by an applicant enterprise<sup>15</sup> to the organiser/co-organiser/relevant operator/service provider of a promotion activity are eligible for funding support under EMF. Fees paid by any third party on behalf of an applicant enterprise, regardless of its relationship with the applicant enterprise, are not eligible for EMF funding. Any expenses that may be refunded by the organiser/co-organiser/operator/service provider or other organisations/parties of the activity concerned (e.g. refundable tax and deposits for participation in the activity) are also not eligible for funding support under EMF.

8. If necessary, TID may require an applicant enterprise to provide additional documents (e.g. copy of bank records/credit card statements/bank cheque/cashier order/telegraphic transfer records showing the full company name of the applicant enterprise) to substantiate full payment of the expenses incurred at the activity concerned.

9. If the expenditure items covered by an application are paid in a currency other than Hong Kong Dollars, TID reserves at all times the absolute right to use prevailing market exchange rates, as it deems fit, to determine the equivalent amount of the expenditure in Hong Kong Dollars. TID will not be liable for any discrepancy, due to fluctuation of exchange rate, between the actual amount of expenses in Hong Kong Dollars incurred by the applicant enterprise and the amount of funding support under EMF.

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<sup>15</sup> Including expenses paid by sole proprietor/partners/shareholders/Hong Kong-based salaried employees on behalf of the applicant enterprise, where such expenses have been reimbursed by the applicant enterprise.

## **Funding Ceilings**

### *Funding Ceiling per Application*

10. Each application should cover expenditure related to one promotion activity. The maximum amount of funding support for each successful application is 50% of the total approved expenditure incurred by the applicant enterprise or \$100,000, whichever is the less. The amount of funding support for video/product shooting and editing services for each application will be no more than the total amount of government funding approved for all other eligible expenditure items under the same application, i.e. capped at 50% of the total approved government funding per application.

### *Cumulative Funding Ceiling per Enterprise*

11. There is no limit on the number of applications by an enterprise for funding support under EMF. However, each enterprise may receive funding support under EMF up to a cumulative limit of \$800,000 and a maximum of 50% of the cumulative limit may be used for applications relating to setting up/enhancing the corporate website/mobile application owned by the applicant enterprise.

12. Applicant enterprises may obtain online a full record of their applications and available funding balance under EMF by keying in their Business Registration numbers and any one of its application numbers via the function of “Enquiry on Previously Approved Applications/Application Status/Applicant’s Available Funding Balance” on the “SME Export Marketing Fund” webpage ([www.smefund.tid.gov.hk/emf/eng](http://www.smefund.tid.gov.hk/emf/eng)).

## **Types of Application**

### *Reimbursement*

13. An enterprise may opt to apply for reimbursement of the expenditure items eligible for funding support under EMF after the completion of a promotion activity. TID will assess each application for reimbursement in accordance with the eligibility criteria, conditions of use, and requirements and procedures as specified in this Guide to Application. For each successful application, the applicant enterprise will receive an approved government funding of up to the funding ceiling per application.

### *Initial Payment cum Final Payment*

14. An applicant enterprise may also opt to apply for initial payment of the estimated expenditure items eligible for EMF before the commencement of a promotion activity, to be followed by a corresponding application for final payment of the balance of the eligible



expenditure items after the completion of the activity concerned. For avoidance of doubt, an application for initial payment and its corresponding application for final payment constitute one single application for funding support under EMF for the activity concerned. The funding ceiling per application will apply in considering the total final amount of government funding to be provided for the activity.

15. TID will assess each application for initial payment and the corresponding application for final payment of the promotion activity in accordance with the eligibility criteria, conditions of use, and requirements and procedures as specified in this Guide to Application. For each successful application for initial payment, the applicant enterprise will receive an initial payment of up to 75% of the total preliminarily approved government funding.

16. TID will determine the total final amount of government funding for the activity concerned upon receipt of the corresponding application for final payment. If, upon assessment, the amount of initial payment for the activity concerned is less than the total final approved amount of government funding, the remaining balance of funding support for the eligible expenditures claimed will be disbursed to the applicant enterprise.

17. If the amount of initial payment is assessed to be in excess of the total final approved amount of government funding, or if the application is subsequently rejected due to non-compliance with the eligibility criteria and/or conditions of use of EMF, or if the applicant enterprise fails to complete the activity concerned, or if the applicant enterprise does not submit an application for final reimbursement on the activity concerned within the specified application period, the applicant enterprise shall refund to TID any payment in excess of the amount of initial payment or the initial payment together with any interest as required.

18. An applicant enterprise opting for initial payment must submit in duplicate a signed funding agreement on initial payment upon its first application for initial payment to undertake to complete the promotion activity concerned within the time frame as specified in the application form, the duration of which should not exceed one year from the claimed commencement date of the promotion activity, submit a corresponding application for final payment after the completion of the activity concerned, and refund the initial payment or any payment in excess of the amount of initial payment to TID according to the result of assessment of the application for final payment. The funding agreement will apply to all subsequent applications for initial payment of the applicant enterprise. An applicant failing to observe the terms and conditions of the funding agreement will be subject to administrative measures including the suspension of application services under EMF. The suspension of services will include the suspension of the issuance of cheques for other applications of the applicant enterprise and its connected enterprises and/or related enterprises (i.e. enterprises of the same owner(s), shareholder(s) and director(s) of the applicant enterprise). TID may also take legal proceedings to recoup the initial payment or any payment in excess of the amount of initial payment together with any interest as required.

## **Application Period**

### *Reimbursement*

19. Enterprises should submit an application for funding support **within 60 calendar days** after the completion date of the exhibition or business mission, the issue date of the trade publication containing the advertisement, the completion date of the relevant promotion activity conducted through an electronic platform/media, or the completion date of the relevant project on setting up/enhancing the corporate website/mobile application owned by the applicant enterprise.

### *Initial Payment cum Final Payment*

20. Enterprises should submit an application for initial payment **within 45 to 120 calendar days** before the commencement date of the exhibition or business mission, the issue date of the trade publication containing the advertisement, the commencement date of the relevant promotion activity conducted through an electronic platform/media, or the commencement date of the relevant project on setting up/enhancing the corporate website/mobile application owned by the applicant enterprise.

21. A successful applicant enterprise of initial payment should also submit a corresponding application for final payment covering the remaining balance of the expenditure items claimed for the promotion activity covered in its application for initial payment **within 60 calendar days** after the completion date of the promotion activity in accordance with the parameters set out for application for reimbursement under paragraph 19.

## **Application Procedures**

22. Applications may be submitted through online e-Form, by post, via drop-in box or in person to TID's "SME Export Marketing Fund Branch" according to the application period specified under each type of application. Applicant enterprises should indicate clearly on the Application Form whether they are applying for initial payment cum final payment or reimbursement of eligible expenditure items. Applicant enterprises should note that it is their responsibility to ensure that their applications are received by TID before the stipulated deadline. **Late submission of an application will not be accepted unless there are exceptional circumstances or justified grounds substantiated with supporting documents. In this connection, applicant enterprises should take note of the lead-time required for submitting applications by post.** Local calendar (i.e. Hong Kong time) will be used for determining the deadline regardless of whether the activity concerned is held in Hong Kong. In case the deadline for submission falls on a Saturday, Sunday or public holiday, applicant enterprises should ensure that their application is properly received by TID by the nearest working day before the deadline. Otherwise, the application will be regarded as late submission.

23. For enterprises applying through online e-Form, they should fill in the particulars of their applications at the government e-Form portal (<https://eform.one.gov.hk/form/tid001/en/>) and upload the digital files of the supporting documents in accordance with the specified format and requirements<sup>16</sup>. After submitting the completed e-Form, applicant enterprises may sign the declaration for application by organisational digital certificate or in paper form. Applicant enterprises which opt to sign the declaration in paper form should download the “Declaration for Application / Application Record” from the portal, print the “Declaration for Application” and sign it with the company chop, and submit it to “SME Export Marketing Fund Branch” of TID by post, via drop-in box or in person within one week. For first time application for initial payment, a signed funding agreement should also be submitted in duplicate together with the declaration. Failure to provide the required or legible supporting documents or the duly signed declaration/agreement may cause delay in the processing of the applications.

24. “SME Export Marketing Fund Branch Service Counter” of TID receives application at the following address and hours:

Address:

Room 1301, 13/F, Trade and Industry Tower, 3 Concorde Road,  
Kowloon City, Hong Kong

Hours for receiving applications:

Monday to Friday: 0845 to 1230 and 1330 to 1745  
(Lunch break from 1230 to 1330)

Closed on Saturdays, Sundays and public holidays.

25. The drop-in box for EMF is located next to Enquiry Counter on G/F of Trade and Industry Tower. Applications deposited outside office hours will be considered as properly received by TID on the next working day.

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16 Applicant enterprises should prepare the supporting documents in accordance with the following requirements:

- (i) The file(s) must be in JPG, JPEG, PNG, PDF, DOC or DOCX format;
- (ii) The information contained in the file(s) must be clear and legible (resolution no less than 200dpi); and
- (iii) The e-Form supports 10 attachments at a total capacity of 10MB. If the total number or size of files to be uploaded exceeds the limits, enterprise should merge or compress the files beforehand, or upload them separately through “Submit Supplementary Documents” function.

If necessary, TID may request for digital files of better resolution or the original of supporting documents for assessment of the applications.

## **Supporting Documents**

26. Enterprises applying for **reimbursement** should submit the documents required for each promotion activity concerned as set out in this paragraph. Enterprises applying for **initial payment cum final payment** should submit the documents marked with “#” under this paragraph for the promotion activity concerned under an application for initial payment, and the other documents listed in this paragraph after the completion of the activity concerned under a corresponding application for final payment. **For first-time application for initial payment, an applicant enterprise should also submit in duplicate a signed funding agreement on initial payment together with the documents required.**

### *All promotion activities#*

- (i) A duly completed application form<sup>17</sup>.
- (ii) A copy of a valid Business Registration Certificate of the applicant enterprise.
- (iii) (a) ***For unlimited company***: Certified Extract/Electronic Extract of Information on the Business Register, i.e. Form 1(a) or Form 1(c) of the Business Registration Office, issued within the past 2 years; or  
(b) ***For limited company***: full copy of the most recent Annual Return (i.e. Form NAR1) or Incorporation Form (i.e. NNC1) of the Companies Registry.
- (iv) A copy of a valid Hong Kong Identity Card or Passport of the person signing the application form for and on behalf of the applicant enterprise.
- (v) ***For first-time application for initial payment***: A signed funding agreement for initial payment in duplicate<sup>17</sup>.
- (vi) (a) ***For application for reimbursement***: **Original receipts/certified true copy**<sup>18</sup> of each receipt in relation to payments made by the applicant enterprise for declared expenditure items, plus a copy each of the relevant invoices/quotations/contracts (showing detailed contact information of the issuing organisation). The name of the payer shown on the receipt(s)/documents must be the same as the name of the applicant enterprise<sup>19</sup>.

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17 For paper-form submission, Application Form, and Funding Agreement for Initial Payment can be obtained from TID or downloaded from the “Guide to Application, Forms and Leaflet” function on the “SME Export Marketing Fund” webpage ([www.smefund.tid.gov.hk/emf/eng](http://www.smefund.tid.gov.hk/emf/eng)). Applicant enterprises may make photocopy of the forms and agreement for use. Applicant enterprises are reminded to use the latest version of the forms and agreement available from TID or the “SME Export Marketing Fund” webpage when submitting their applications.

18 The digital files uploaded through the portal of e-Form will be regarded as a certified true copy of the original by the applicant enterprise.

19 Relevant receipts/documents should show the full name of the applicant enterprise. For travelling expenses incurred by the sole proprietor/partners/shareholders/Hong Kong-based salaried employees of the applicant enterprise participating in an eligible activity outside Hong Kong to and from the city of activity and their accommodation expenses during the period of the activity concerned at the city of activity, relevant receipts showing the full name of eligible representatives to the activity will also be considered.

- (b) *For applications for initial payment cum final payment: **Original receipts/certified true copy***<sup>18</sup> of each receipt of deposit paid and the relevant booking confirmation/signed contracts/invoices/quotations (showing detailed contact information of the issuing organisation) if payments for the declared expenditure items have not been made in full upon application for initial payment. The name of the payer shown on the receipt(s)/documents must be the same as the name of the applicant enterprise<sup>19</sup>. ***Original receipts/certified true copy***<sup>18</sup> of each receipt of payments specified in (vi)(a) should be submitted upon a corresponding application for final payment.

***Trade exhibitions held outside Hong Kong (items (vii) to (xviii) below) or in Hong Kong (items (vii) to (xvi) below); and online trade exhibitions (items (vii) to (xi), (xiii), (xix) and (xx) below)***

- (vii) Information pertaining to the exhibition, including name of the organiser, activity name and date of the activity, etc. #
- (viii) Exhibitors' list showing clearly the full company name of the applicant enterprise, booth/stand number and Hong Kong contact information.
- (ix) For physical exhibition: Photos of exhibition booth/other form of participation; or  
For online exhibition: Printouts of the online exhibition page/online booth layout with date of printing and hyperlink of the website concerned.  
The exhibitor's full name (which should be the same as the full name of the applicant enterprise), booth number, all exhibits and the complete layout should be clearly shown on the photo/printout.
- (x) Evidence to substantiate the applicant enterprise's full participation in the activity -  
For physical exhibition: Proof such as exhibitor's badge, travelling and accommodation proofs in respect of proprietors/partners/shareholders/Hong Kong-based salaried employees participating in activities outside Hong Kong. Travel records of the parties concerned may be requested; or  
For online exhibition: Proof on the applicant enterprise's completion of the relevant activity (such as completion report issued by organiser), report on online business matching activities recording participation of the applicant enterprise as certified by the organiser.
- (xi) Evidence showing that participants of the activity are the proprietors/partners/shareholders/Hong Kong-based salaried employees of the applicant enterprise (such as Mandatory Provident Fund records of the month when the activity is conducted, employment contract, salary payment record, and Employer's Return of Remuneration and Pensions for the Inland Revenue Department).

- (xii) For transportation expenses for booth components/exhibits (not for sales purpose) of the physical exhibition, delivery documents issued by transportation companies to applicant enterprise showing clearly the full name and contact information (e.g. address and telephone number) of transportation companies, full company name of the applicant enterprise, the transportation date(s), address of goods collection and delivery, and types and quantity of the goods.
- (xiii) For participation fee for a speaking session by a booth exhibitor in a physical/online exhibition, **an original copy/certified true copy**<sup>18</sup> of the agenda/programme of the speaking session issued by the organiser showing the name of the speaker, the full company name of the applicant enterprise and topic of the presentation; photo/screen capture showing clearly the name of the activity, the speaker in the speaking session with the target audience and the topic of the presentation; and a copy of the presentation material for the speech. The speaker must be one of the proprietors/partners/shareholders/Hong Kong-based salaried employees of the applicant enterprise. The invoice/contract provided must contain a clear breakdown showing the participation fee for the speaking session.
- (xiv) For advertising expenses for the printed/electronic catalogue and/or printing expenses of the brochure/leaflet of a physical exhibition, **an original copy/certified true copy**<sup>18</sup> of the catalogue/brochure/leaflet concerned. As far as electronic catalogue is concerned, the hyperlink for retrieving the catalogue is also required.
- (xv) For advertising expenses for placing an on-site advertisement in a physical exhibition, photos certified by the organiser showing clearly the full view of the advertisement, the full company name and local contact information of the applicant enterprise, location of the advertisement concerned and the name of the activity; and a floor plan showing the location of the advertisement. For advertisement in the form of dynamic display on electronic panel, a separate coloured copy of or a hyperlink to the final output of the video/other dynamic display showing the full company name and local contact information of the applicant enterprise is also required.
- (xvi) For fee on advertisement through the use of mascot in a physical exhibition, photos certified by the organiser showing clearly the mascot concerned, the full company name and local contact information of the applicant enterprise on the mascot; certification by the organiser on the name of the activity concerned, the timeslot(s) assigned and floor plan showing the assigned area of mascot promotion; and the proof of registration/authorised use of the mascot design.

- (xvii) For travelling expenses of the eligible representative participating in a physical exhibition held outside Hong Kong, flight itinerary issued by airline/travel agency to the applicant enterprise (with contact details of the airline/travel agency) and other relevant supporting information as required (such as boarding passes, travel records of the representatives concerned, etc.). Travelling expenses will not be considered for participation in forms other than exhibition booth.
- (xviii) For hotel accommodation expenses of the eligible representative participating in a physical exhibition held outside Hong Kong, a copy of hotel voucher/guest folio (showing clearly the address and telephone/fax number of the hotel, guest name(s) which should be the same as those listed on identity documents or passports, number of room(s) occupied, check in/out dates and room rates, etc.). If there are accommodation services recommended by the organiser of the exhibition outside Hong Kong concerned, information of the charges of such accommodation services should be submitted. The funding support offered to applicant enterprise for expenses on accommodation arranged by itself would not exceed the funding support offered to the applicant enterprise if it were to use the accommodation services recommended by the organiser of the activity concerned. Hotel accommodation expenses will not be considered for participation in forms other than exhibition booth.
- (xix) For participation fee for online exhibitions, statistics on the geographical distribution of visitors/downloads of the relevant electronic platform of the online exhibition covering the period of the activity issued by the operator of the platform concerned.
- (xx) For the fee for placing advertisement on the online exhibition website, printout certified by the organiser showing clearly the full view of the advertisement on the online exhibition website, hyperlink of the website concerned, the advertisement period, the full company name and local contact information of the applicant enterprise.

### ***Business missions***

- (xxi) Information pertaining to the business missions, including name of the organiser, activity name, date of the activity, final itinerary/programme, etc. #
- (xxii) For physical business mission: the finalised agenda of the one-on-one business matching sessions with overseas buyers issued by the organiser (not applicable to business missions organised by the Government, Government-related or non-profit distributing trade and industrial organisations for the purpose of market expansion); or  
For online business missions: schedule of online business matching activities certified by organiser (showing clearly the full name of applicant enterprise and participating representatives).

- (xxiii) Records and photos of business matching sessions (showing clearly the full company name of applicant enterprise and participating representatives) or business meetings, and the name cards of overseas buyers or overseas officials/business contacts collected during the matching sessions or business meetings, according to the nature and the mode of the business mission.
- (xxiv) Evidence to substantiate the applicant enterprise's full participation in the activity (including delegation list showing the full company name of the applicant enterprise with Hong Kong contact details; and travelling and accommodation proofs in respect of proprietors/partners/shareholders/Hong Kong-based salaried employees participating in the activity for physical business missions, or attendance list of delegates for online business mission certified by the organiser for online business missions. Travel records of the parties concerned may be requested.).
- (xxv) Evidence showing that participants of the activity are the proprietors/partners/shareholders/Hong Kong-based salaried employees of the applicant enterprise (such as Mandatory Provident Fund records of the month when the activity is conducted, employment contract, salary payment record, and Employer's Return of Remuneration and Pensions for the Inland Revenue Department).
- (xxvi) For travelling expenses of the eligible representative participating in a physical business mission held outside Hong Kong, flight itinerary issued by airline/travel agency to the applicant enterprise (with contact details of the airline/travel agency) and other relevant supporting information as required (such as boarding pass, travel records of the representatives concerned, etc.).
- (xxvii) For hotel accommodation expenses of the eligible representative participating in a physical business mission held outside Hong Kong, a copy of hotel voucher/guest folio (showing clearly the address and telephone/fax number of the hotel, guest name(s) which should be the same as those listed on identity documents or passports, number of room(s) occupied, check in/out dates and room rates, etc.). If there are accommodation services recommended by the organiser of the business mission concerned, information of the charges of such accommodation services should be submitted. The funding support offered to applicant enterprise for expenses on accommodation arranged by itself would not exceed the funding support offered to the applicant enterprise if it were to use the accommodation services recommended by the organiser of the activity concerned.

***Advertisements on trade publications***

- (xxviii) A copy of the service contract showing clearly the name of the trade publication concerned, the publication date, the advertiser's full name (which should be the same as the full name of the applicant enterprise), advertising fee and other details, e.g. contact information of the publisher (for application for initial



payment only). #

- (xxix) **Original copy or certified true copy**<sup>18</sup> of trade publication containing the advertisement concerned.

***Export promotion activities conducted through electronic platforms/media***

- (xxx) A copy of the service contract of the relevant activity conducted through an electronic platform/media showing the activity concerned, the activity period and other details, e.g. contact information of the operator of the relevant electronic platform/media and payment details. If the contract is issued by an agent/representative, the applicant enterprise should provide supporting documents issued by the operator of the electronic platform/media concerned to prove that the agent/representative is duly authorised. #
- (xxxi) Printout of relevant activity with date of printing and hyperlink of the website concerned (such as website containing the advertisement, results of keyword search, website of the online shop) showing the content of the activity including the Hong Kong contact of the applicant enterprise. If the application involves enhancement of an online shop, a printout of the online shop before the enhancement(s) is also required.
- (xxxii) Proof on completion of the relevant activity (such as completion report and invoice issued by the operator of the relevant electronic platform/media).
- (xxxiii) Statistics on the geographical distribution of visitors/downloads on the relevant electronic platform/media covering the period of the activity issued by the operator of the platform/media concerned.
- (xxxiv) Payment record showing identity of the payer and payee (such as copy of bank records/credit card statements/bank cheque/cashier order/telegraphic transfer records showing the full company name of the applicant enterprise).

***Setting up/enhancing the corporate website/mobile application owned by the applicant enterprise***

- (xxxv) Written quotations<sup>20</sup> obtained prior to the award of contract if the project price is over HK\$2,000. The lowest conforming quotation should have been chosen unless otherwise justified by the applicant enterprise. #
- (xxxvi) Contract for the setting up/enhancement of the corporate website/mobile application showing company information of the service provider with details of the services provided and breakdown of fees charged. #
- (xxxvii) Printout of the relevant corporate webpages or screen dumps of the relevant

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20 At least 2 quotations are required for project price from over HK\$2,000 to HK\$50,000; 3 quotations for project price from over HK\$50,000 to HK\$300,000; 5 quotations for project price from over HK\$300,000 to HK\$1,400,000; and public tender is required for project price over HK\$1,400,000.

corporate mobile applications (with date of printing and hyperlink of the webpages concerned) showing the applicant enterprise's full company name, products/services provided, as well as Hong Kong contact information. If the application involves enhancement of corporate website/mobile application, a printout of the relevant webpages or screen dumps before the enhancement(s) is also required.

- (xxxviii) Registration details of the relevant website provided by the service provider for website hosting and domain name registrant. In case of corporate mobile applications, details of the publisher of the relevant corporate mobile application, as well as the date of publish and areas/countries available for download on app store(s) are required.
- (xxxix) The final user acceptance test report on the corporate website/mobile application endorsed by the applicant enterprise, with information on project completion date.

***Expenses on video/product shooting and editing services***

- (xl) A copy of the contract/service order/confirmation with the service provider showing clearly the service details including the specification of the final output and the production period if applicable, the customer's full name (which should be the same as the full name of the applicant enterprise), service fee and other details, e.g. contact information of the service provider. #
- (xli) A coloured copy of or a link to the final output of the video/product shooting and editing services. The full name of applicant enterprise and information on the activity name should be shown on the final output where appropriate.

27. For fees paid by the proprietors/partners/shareholders/Hong Kong-based salaried employees of the applicant enterprise on behalf of the applicant enterprise and reimbursed by the applicant enterprise, the applicant enterprise has to submit the payment records (e.g. copy of bank records/credit card statements showing the full name of the account holder and relevant transactions showing the full name of the payer). TID may request for repayment records to substantiate the claims<sup>21</sup>. If the payer is a Hong Kong-based salaried employee of the applicant enterprise, employment proof (e.g. Mandatory Provident Fund records of the month when the relevant transaction(s) is/are made) is required.

28. TID may request an applicant enterprise to submit supplementary documents and provide explanation on individual areas of the application as the case warrants for assessment of an application.

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21 For fees paid by the sole proprietor of the applicant enterprise on behalf of the applicant enterprise, repayment record to the sole proprietor is not required.

### **Processing of Applications**

29. Applications will be processed on a first-come-first-served basis according to the time and date of receipt of a duly completed and valid application by TID. Under normal circumstances, TID will complete the processing of a valid application **within 30 clear working days** from the date of receipt of the duly completed application accompanied by all necessary documentation. Applicant enterprises are reminded to ensure that their applications are submitted to TID together with supporting documents as detailed in this Guide to Application. In the case of an application for final payment, applicant enterprises are reminded to make reference to the notice of the result of their applications for initial payment for any additional information required for its application, as well as the supporting documents required as detailed in this Guide to Application. Failure to submit supporting documents by applicant enterprises may cause delay in the processing of their applications. In case any of the required supporting document is not available before the submission deadline (e.g. pending a formal receipt to be issued by an overseas organisation), an applicant enterprise may still submit a duly completed application form, and in the case of an application for final payment, an application with reference to the notice of the result of application for initial payment, to TID before the submission deadline, together with an explanation on why a particular document is outstanding and when it will become available. TID will process the application after the outstanding document is submitted.

30. In general, TID will notify an applicant enterprise of the result of an application (successful or otherwise) by ordinary post. Original documents provided by an applicant enterprise will be returned if requested by the applicant enterprise. For a successful application, the applicant enterprise will receive the approved government funding by a crossed cheque bearing the full name of the applicant enterprise. For first-time successful application for initial payment, the applicant enterprise will also receive a copy of the funding agreement on initial payment signed by TID for record. For unsuccessful applications, TID will explain the reasons in the notification.

31. TID reserves at all times the absolute right to review any approved application and adjust the amount of funding support as it deems fit and proper. In this scenario, TID will duly inform the applicant enterprise, which must refund the government funding to TID either wholly or partially as required.

### **Amendment and Withdrawal of Applications**

32. If there is any material change to the information contained in an application after its submission to TID, the applicant enterprise should **promptly** inform TID in writing. The applicant enterprise should also indicate whether it wishes to amend or withdraw an application arising from such a change. In its written notification to TID, the applicant enterprise should

state clearly the relevant application number, its Business Registration number, and information on the promotion activity concerned. TID will not accept any amendment to an application which will render the application null and void.

### **Personal Data Protection**

33. TID is committed to ensuring that all personal data provided by an applicant enterprise in connection with an application will be handled in accordance with relevant provisions of the Personal Data (Privacy) Ordinance (Cap. 486). In providing supporting documents to TID, an applicant enterprise may cover up any information on documents that is irrelevant to the application. Personal data provided in an application and its supporting documents will be used by TID or its authorised agents solely and exclusively for:

- (i) The processing and authentication of applications, payment of funding support, and any refund and related administrative measures required thereof.
- (ii) Statistical analysis relating to the operation and review of EMF.

34. Personal data provided in an application will be kept in confidence. However, such data may be disclosed to other departments of the HKSAR Government, or to third parties in Hong Kong or elsewhere, if such disclosure is authorised or required by law.

35. If necessary, TID will contact other departments of the HKSAR Government and other relevant parties or organisations (such as the organisers/co-organisers/operators/service providers of the promotion activities/platforms, trustees of Mandatory Provident Funds, and proprietors/partners/shareholders/employees of the applicant) to verify the truth of personal data provided in an application.

36. An applicant enterprise may request access to its personal data kept by TID in accordance with the Personal Data (Privacy) Ordinance (Cap. 486). TID will charge an administration fee to recover the cost of providing the material. Request for access to personal data should be made using the Data Access Request Form (No. OPS003) issued by the Privacy Commissioner for Personal Data which is available at the Information Counter<sup>22</sup> of TID. The form may also be downloaded from TID's webpage<sup>23</sup>. Completed forms should be returned to TID's "SME Export Marketing Fund Branch". Should an applicant consider that the data supplied to TID is inaccurate, it may make a written request to TID for correction.

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22 TID's Information Counter is on 1/F, Trade and Industry Tower, 3 Concorde Road, Kowloon City, Hong Kong.

23 Webpage address: [www.tid.gov.hk/english/aboutus/form/publicform/others/index.html](http://www.tid.gov.hk/english/aboutus/form/publicform/others/index.html).

### **Double Funding**

37. If an applicant enterprise has received or will receive any direct Hong Kong public funding (whether or not provided by the Government of the HKSAR direct) for any expenditure item(s) of its promotion activity, it should not apply for a funding support from EMF for the same funded expenditure item(s) under the same activity. TID reserves the absolute right to determine whether an application under EMF is in conflict with the above conditions.

### **Timely and Truthful Declaration**

38. It is the responsibility of an applicant enterprise to complete an application form timely and truthfully and to provide all supporting documents. Inaccurate and incomplete information may affect the processing of the application by TID. Any misrepresentation or omission of information may lead to rejection of the application and/or full recovery by TID of any funding support which has been awarded. **It is an offence in law to obtain property/pecuniary advantage by deception or assisting persons to obtain property/pecuniary advantage. Any person who does so may be liable to legal proceedings.**

### **Prevention of Bribery**

39. The applicant enterprise shall observe the Prevention of Bribery Ordinance (Cap. 201) (POBO) and shall procure that its directors, employees, agents, consultants, contractors and other personnel who are in any way involved in the promotion activity shall not offer to or solicit or accept from any person any money, gifts or advantages (as defined in the POBO) in relation to the activity.

40. The offer of an advantage to any person of TID with a view to influencing the approval of an application is an offence under the POBO. Any such offer by the directors, employees, agents, consultants, contractors and other personnel who are in any way involved in the activity of the applicant enterprise will render the application null and void. TID may also cancel the application approved and hold the applicant enterprise liable for any loss or damage, which the Government may sustain.

### **Right of Final Decision**

41. TID reserves at all times the absolute right to determine whether an enterprise has met the eligibility criteria, whether an activity has met the funding conditions, whether a particular expenditure item is eligible for funding and whether an application has met the various conditions, requirements and criteria for funding support set out in this Guide to Application.

**Enquiry**

42. For enquiry on EMF, please contact “SME Export Marketing Fund Branch” of TID:

Address : Room 1301, 13/F, Trade and Industry Tower, 3 Concorde Road,  
Kowloon City, Hong Kong

Telephone no. : 2398 5127

Fax no. : 2391 2646/3525 0329

Email : [emf\\_enquiry@tid.gov.hk](mailto:emf_enquiry@tid.gov.hk)

Website : [www.smefund.tid.gov.hk/emf/eng](http://www.smefund.tid.gov.hk/emf/eng)

43. An applicant enterprise may make enquiries regarding the processing status of its application via the function of “Enquiry on Previously Approved Applications/Application Status/Applicant’s Available Funding Balance” on the “SME Export Marketing Fund” webpage ([www.smefund.tid.gov.hk/emf/eng](http://www.smefund.tid.gov.hk/emf/eng)). Please note that information provided in response to such enquiry is for reference only. Official communications between an applicant enterprise and TID should be made in writing. TID will formally notify the applicant enterprise of the outcome of its application in writing.

Trade and Industry Department  
June 2021

**The Requirements of Substantive Business Operations in Hong Kong**

When considering whether the applicant enterprise has substantive business operations in Hong Kong, TID will make reference to various factors, such as:

- nature of the business operation in Hong Kong
- size/extent/percentage of the business operation in Hong Kong
- amount of investment in Hong Kong
- number of employees in Hong Kong
- information of customers/clients
- years of establishment
- whether profits are assessable in Hong Kong
- information/assessment issued by relevant financial and professional organisations

To ascertain whether an enterprise has substantive business operations in Hong Kong, the enterprise may be required to submit the following supporting documents:

<b>Data of the Applicant Enterprise</b>	<b>Examples of Document</b>
Business operations	Commercial contracts, invoices, receipts, freight forwarding documents, quotations, bank records, records of purchase/sales of goods, office tenancy agreements, water/electricity bills
Financial information	Audited accounts, financial reports, monthly bank statements, Profits Tax Returns and taxation assessment issued by the Inland Revenue Department of the HKSAR Government
Information of Employees	Mandatory Provident Fund records or approved retirement plan records, employees' employment contracts, salary payment records, staff identity documents

**The Requirements of Exhibitions**

**(i) Trade exhibitions held in Hong Kong targeting markets outside Hong Kong**

1. Trade exhibitions held in Hong Kong targeting markets outside Hong Kong should mainly target traders outside Hong Kong and locally. In general, public admission should not be allowed. However, if public admission is allowed, the total period which is open to the public should not exceed half of the total duration of the activity. The organiser should also make arrangements to attract traders outside Hong Kong to participate in the exhibition concerned. In considering the duration which is open for public admission and the total duration of the activity, only the opening hours between 9am and 5pm each day will be taken into account. The opening arrangement beyond the said duration will not be subject to restriction.
2. For an exhibition held in Hong Kong which is open to both the public and traders and whereby a “trade zone” (i.e. a dedicated zone for the admission of traders exclusively within the exhibition area) is instituted by the organiser, the applicant enterprise will be considered as participating in a trade exhibition targeting markets outside Hong Kong if its booth is located inside the trade zone. However, the organiser must seek pre-approval from TID for such arrangement.
3. TID will consider the following factors in determining the pre-approval of the “trade zone”:
  - (a) The “trade zone” is segregated from the “public zone” and has a clearly separated entrance and signage indicating that admission to certain zone is restricted to traders only. Also, effective measures should be put in place by the organiser to ensure that visitors to the “public zone” will not be allowed to enter the “trade zone”.
  - (b) The opening hours and admission arrangements for the “trade zone” should be publicised to all exhibitors and visitors before and during the exhibition. The organiser should inform the exhibitors within the “trade zone” of the admission arrangements for the “trade zone” in details before they agree to join the exhibition.
  - (c) In seeking TID’s pre-approval, the organiser will be required to provide the price schedule for the exhibitors in both the “trade zone” and “public zone” to TID. After the exhibition is completed, the organiser will be required to provide a list showing all the exhibitors in both zones to TID. Applicant enterprises with booths in both the “trade zone” and “public zone” have to submit all related invoices and receipts as supporting documents for their applications.



- (d) Organiser should seek pre-approval from TID not less than 2 months before commencement of the trade exhibition in question. No retrospective application will be accepted.
4. Information on the pre-approved “trade zone” arrangements will be uploaded to the EMF website. TID officials may conduct site visit to the exhibition venue to ensure that the relevant arrangements of the exhibition are duly implemented.
- (ii) Trade exhibitions held in Hong Kong targeting the local market**
5. Trade exhibitions held in Hong Kong targeting the local market should be of a large-scale and organised in accordance with a proper theme by Government-related organisations, non-profit distributing trade and industrial organisations or reputable exhibition organisers with good track record, and the participating exhibitors should be commercial enterprises.
6. In considering whether a local exhibition targeting the local market is of a large-scale, TID will make reference to various factors, including the venue and nature of the exhibition, the nature and the number of participants/visitors of the exhibition, and feedback of the trade on the same or similar exhibition(s) organised before, etc. In general, trade exhibitions held in Hong Kong targeting the local market should be held in a proper and continuous exhibition area of at least 1,200 square metres.
7. An organiser may seek advice from TID on the eligibility of its exhibition targeting the local market for funding support under EMF. The organiser should provide in writing to TID information on the concerned exhibition (including the name, objective and scope of the exhibition, date of the exhibition, details of the exhibition venue, price schedule for the exhibitors, etc.). TID will make a preliminary assessment on the eligibility of the concerned exhibition and provide a written response.
8. Information on the exhibitions preliminarily assessed as eligible for EMF will be uploaded to the EMF website. TID officials may conduct site visit to the exhibition venue to ensure that the relevant arrangements of the exhibition are duly implemented.

**(iii) Online trade exhibitions**

9. Online exhibitions should be organised on a proper electronic platform in accordance with a proper theme by the Hong Kong Trade Development Council, other Government-related organisations, non-profit distributing trade and industrial organisations or reputable exhibition organisers with good track record, and the participating exhibitors should be commercial enterprises.
10. Online exhibition may include business matching activities (e.g. arranged through instant messaging functions and online meetings) and online speaking sessions conducted in line with the objective, the theme and the target market(s) of the exhibition, in addition to the display of the own products and/or services of the participating exhibitors. Market promotion activities conducted on electronic platforms intended primarily for retail or meeting purposes and livestreaming sales activities are not considered as online trade exhibitions. Participation primarily as a conference/seminar speaker in an online exhibition without a paid online booth of the applicant enterprise is also not eligible.
11. In considering whether an online exhibition is eligible for funding support under EMF, TID will make reference to the various factors including the domain name of the exhibition platform, the nature of the exhibition, the structure and the presentation of the exhibition, the nature and the number of participants/visitors of the exhibition, feedback of the trade on the same or similar trade exhibition(s) organised before in physical or online form, etc.
12. In considering whether an electronic platform is proper for conducting an online exhibition, TID will make reference to various factors, including how the electronic platform can facilitate the applicant enterprise in promoting its own products and/or services, the domain name of the platform, type of language used, content, function, type of target visitors, number and geographical distribution of visitors/downloads, nature/number/type of similar activities organised on the platform before, feedback of the trade on the same/similar activities organised on the platform before, etc. The domain name of the platform should generally be owned by the organiser of activity. The operator of the platform should provide statistics on the visitors/downloads of the relevant platform to substantiate the credibility of the platform.
13. An organiser may seek advice from TID on the eligibility of its online exhibition for funding support under EMF. The organiser should provide in writing to TID information on the concerned exhibition (including the name, objective and scope of the exhibition, date of the exhibition, layout of the online exhibition, price schedule for the exhibitors, etc.). TID will make a preliminary assessment on the eligibility of the concerned exhibition and provide a written response.
14. Information on the exhibitions preliminarily assessed as eligible for EMF will be uploaded to the EMF website.

### **The Requirements of Business Missions**

#### **(i) Business missions outside Hong Kong**

1. For physical business missions organised by Government, Government-related organisations or non-profit distributing trade and industrial organisations for the purpose of market expansion, the itinerary must include business meetings with the local government, the local trade and industry or the local trade and industrial organisations of the destination city, or include factory or site visits in the destination city.
2. For other physical business missions, the itinerary must include one-on-one business matching sessions for enterprises to meet with foreign buyers.
3. In considering the eligibility of a physical business mission, TID will take into account the overall arrangement for the business mission including the aim, the number of participants and other relevant details. Business mission comprises tours only will not be considered.

#### **(ii) Online business missions**

4. Online business missions should be organised in accordance with a proper theme by Government, Government-related organisations or non-profit distributing trade and industrial organisations of Hong Kong in a single local venue for participation by all delegates at a fixed time and duration of the business mission, and the participating delegates should be Hong Kong commercial enterprises.
5. Online business missions must include business matching activities (e.g. arranged through instant messaging functions and online meetings) conducted in line with the objective, the theme and the target market(s) of the online business mission, in addition to business meetings with the local government, the local trade and industry or the local trade and industrial organisations of the destination city, or virtual tour of the factory or site in the destination city.

**The Requirements of  
Export Promotion Activities conducted through Electronic Platforms/Media and  
which mainly targets markets outside Hong Kong**

1. Export promotion activities should be conducted on proper electronic platforms/media. Electronic platforms/media include trade portals, search engines, social media and electronic publications.
2. In considering whether an electronic platform/media is proper for conducting the export promotion activity and mainly targets markets outside Hong Kong, TID will make reference to various factors, including how the electronic platform/media can facilitate the applicant enterprise in export promotion, the domain name of the platform/media, type of language used, content, function, type of target visitors and geographical distribution of visitors/downloads, etc. In general, for a platform/media to be considered as mainly targeting markets outside Hong Kong, the number of local visitors/downloads of the platform/media should not exceed 30% of its total number of visitors/downloads. The operator of the platform/media concerned should provide statistics on the geographical distribution of visitors/downloads on the relevant electronic platform/media to prove that the credibility of the platform/media concerned and that it is mainly targeting markets outside Hong Kong.

**The Requirements of Setting up or Enhancement of  
a Corporate Website/Mobile Application Owned by the applicant enterprise  
which mainly targets markets outside Hong Kong**

1. In considering whether a corporate website/mobile application mainly targets markets outside Hong Kong, TID will make reference to various factors, including how the corporate website/mobile application can facilitate the applicant enterprise's export promotion, type of language used, content, function and proof of the applicant enterprise's export business, etc.
2. The service provider for the setting up/enhancement of the corporate website/mobile application must be an information technology company with good track record.
3. The corporate website/mobile application must contain information about the applicant enterprise, its products and/or services, as well as its full company name and Hong Kong contact information.
4. For setting up/enhancement of the corporate website of an applicant enterprise, the domain name of the website must be owned by the applicant enterprise. For setting up/enhancement of the corporate mobile application, the application must be published by the applicant enterprise on app store(s) and available for download in overseas markets.