



1 April 2021

Announcement

ITE Hong Kong 2021 –HK SME Exhibitors eligible to apply for Government funding support under the SME Export Marketing Fund to cover their participation fees

On March 26, TKS the organizer of ITE received email from related government department notifying us that ITE exhibitors, who are small and medium enterprises (SMEs) registered in Hong Kong and have substantive business operation here, are eligible to apply for funding support under the SME Export Marketing Fund to cover their participation fees for ITE Hong Kong 2021, which will be held from July 29 to Aug 1 at HKCEC.

Below highlights prepared by TKS for your convenience only. For accurate info, please **visit website at emf.tid.gov.hk/eng for details on eligibility, scope of coverage, funding ceilings, types of application, application period and application procedures.**

- a) The maximum amount of funding support for each successful application is 50% of the total approved expenditure incurred by the applicant enterprise or HK\$100,000, whichever is the less, which is also subject to the Cumulative Funding Ceiling per Enterprise.
- b) Applicant can apply for initial payment (submit applications **within 45 to 120 calendar days before the start date** of ITE2021) cum final payment (submit a corresponding application for final payment **within 60 calendar days after** ITE2021). Successful applicant enterprises may receive up to 75% of the total preliminarily approved government funding as initial payment before the ITE.

Organizer

TKS EXHIBITION SERVICES LTD

www.itehk.com

EXCERPT from SME email & Website

Based on the information provided, the EMF Branch is of the preliminary view that the **exhibition part** of the **ITE HONG KONG 2021 (29 Jul - 1 Aug 2021)** is an eligible activity for funding support under the EMF. **Hong Kong exhibitors** at the show may apply for funding support.

This is a preliminary assessment and is indicative only. It should not be taken as a guaranteed approval for all EMF applications related to the activity. Trade and Industry Department reserves the right to review the eligibility of any activity and/or applicant.

Please note that **only SMEs registered in Hong Kong and have substantive business operation here** are eligible for applying the fund. Moreover, **applicants must participate in the exhibition as Hong Kong SMEs and the exhibition should be directly relevant to their business**. Applicant enterprises participating in the form of exhibition booth must be directly represented by their proprietors/partners/shareholders, and/or Hong Kong-based salaried employees for the whole period of the activity concerned. Applicants will also be required **to provide booth/stand photos clearly showing the exhibitor name, booth/stand number and exhibits**. **Participation as a visitor or participate in the conference/seminar and other side activities are not eligible for funding support under EMF**.

Types of Applications

Reimbursement

An enterprise may opt to apply for reimbursement of the expenditure items eligible for funding support under EMF after the completion of an export promotion activity. For reimbursement, applicant enterprises should submit their applications **within 60 calendar days** after the completion date of the activity.

Initial Payment cum Final Payment

An applicant enterprise may also opt to apply for initial payment of the estimated expenditure items eligible for EMF before the commencement of an export 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 initial payment cum final payment, applicant enterprises should submit their applications **within 45 to 120 calendar days before the start date** of the activity. Successful applicant enterprises may receive up to 75% of the total preliminarily approved government funding as initial payment and they must also submit a corresponding application for final payment **within 60 calendar days** after the completion of the activity (as in the case of submitting an application for reimbursement).

No Double Funding

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 export promotion activity, it should not apply for a funding support from EMF for the same funded expenditure item(s) under the same activity.

For details on application procedures: https://www.smefund.tid.gov.hk/english/emf/emf_procedures.html

For details on supporting documents:

https://www.smefund.tid.gov.hk/english/emf/emf_supporting_documents.html

To download EMF application form: https://www.smefund.tid.gov.hk/english/emf/emf_form.html

You may visit our website at https://www.smefund.tid.gov.hk/english/emf/files/EMF_eForm_Demo.pdf for the 'Online Application Demo'.
