

**Preliminary Advice on the Eligibility of a Specific Promotion Activity for  
funding support under the SME Export Marketing Fund (EMF)**  
就個別推廣活動是否符合中小企業市場推廣基金  
資助資格的初步查詢

**Necessary Information for Assessment on Trade Exhibition**  
評估貿易展覽會所需資料

In seeking preliminary advice on a **trade exhibition**, please provide the Trade and Industry Department (TID) with **ALL** the following information of the activity in question **in writing** (Email: emf\_enquiry@tid.gov.hk). The information should be listed item by item.

就貿易展覽會作初步查詢，請以 書面形式（電郵：emf\_enquiry@tid.gov.hk）向工業貿易署（工貿署）提供 所有 以下有關活動的資料，並分項列出。

*About the physical exhibition 關於實體展覽會*

- ☐ 1. Exhibition details (Please list out by item the exhibition website, name, period of physical and/or online exhibition, venue, name and contact information of organiser, theme/scope, target, etc.)  
展覽會詳情（請分項列出展覽會網站、展覽會名稱、實體及/或網上展期、地點、主辦機構名稱及聯絡資料、展覽主題/範疇、目標對象等。）
- ☐ 2. Exhibition brochure  
展覽會宣傳冊子
- ☐ 3. Admission policy of the exhibition (Please indicate whether it is open to trade/public/both.)  
展覽會入場措施（請註明展覽會是否對業界/公眾/業界及公眾開放。）
- ☐ 4. Target market(s) of the exhibition (Please indicate whether it is targeting local market and/or markets outside Hong Kong.)  
展覽會目標市場（請註明展覽會是否以本地市場及/或境外市場為目標。）
- ☐ 5. Contract or application form showing the exhibition period, participation format, booth rental fee and other details (including itemised cost breakdown of items included in the booth package)  
顯示展期、參與形式、展位租賃費用及其他細節（包括展位套餐中包含各分項收費明細）的合約或參展報名表
- ☐ 6. Booth sketch/layout showing all forms of booth options with the booth size, layout of the construction format and fascia of the booth  
顯示所有參展展位選項的展位尺寸裝修和楣板樣式的草圖/圖則

- ☐ 7. Floor plan showing the arrangement of booths, exhibition area (excluding areas for storage or stage) and indication of physical segregation between venues of concurrent fairs if any (e.g. the physical barriers, stanchions and scanner points and separated entrances to be set up between the concurrent fairs)  
展覽會展位場地平面圖並顯示其展位分佈及編排、展覽面積（儲存/舞台面積除外），及與同期舉行展覽會場地間之間隔安排（如有）（例如實體屏障、欄杆、掃描點以及在同期展覽會之間設置的單獨入口）
- ☐ 8. Post-show report(s) of the last exhibition with profile on exhibitors and visitors including regional distribution  
上一屆展覽會包含參展商和觀眾的概況、區域分佈的展後報告
- ☐ 9. Document issued by the organiser to prove that the agent is duly authorised by the organiser if the exhibitor rents the booth via an agent instead of from the organiser direct  
如參展企業經中介單位而非直接向主辦機構租賃展覽展位，請提供文件以證明該中介單位已獲主辦機構授權
- ☐ 10. Portfolio of the organiser showing its track record, e.g. years of establishment, number of years of experience in organising relevant activities, the nature/type, number and scale of similar activities previously organised (including physical and online exhibitions), credibility, feedback of the trade on exhibitions organised and enterprises which have participated in relevant exhibitions before etc.  
顯示主辦機構業務紀錄的公司概要，例如成立年份、舉辦展覽會的年資、以往舉辦類似活動（包括實體展覽和網上展覽）的性質/類型、次數和規模、信譽、業界對其舉辦的展覽會的反饋，以及曾參加其舉辦展覽會的企業之反饋等
- ☐ 11. Information on any form of benefits or offers (including but not limited to discount, promotion rebate) provided by the organiser/co-organiser/operator/service provider and/or a related company of any of the aforesaid, and/or an organiser/party, of or involved in: (A) the promotion activity covered by the application, and (B) services related to the promotion activity covered by the application, to the potential EMF applicants  
由（甲）申請所涉及的推廣活動及（乙）與申請所涉及的推廣活動相關的服務的主辦/協辦/營運機構/服務供應商及/或與其有關連公司，及/或（甲）及（乙）的或其所涉及的機構/人士向潛在 EMF 申請企業提供的任何形式之利益或要約（包括但不限於折扣、宣傳回贈）的資料

Enquirers are also welcomed to provide the TID with any documents in addition to the above, if you consider the information is relevant to the assessment of eligibility.

除以上資料外，查詢人士亦可向工貿署提供任何閣下認為與評估資助資格有關的文件。

About the online exhibition 關於網上展覽會

- ☐ 12. No. 1-5 and 9-11 of the above items  
以上 1 – 5 及 9 – 11 項文件
- ☐ 13. Layout of online exhibition page/online booth, including company full name and contact information of exhibitors (e.g. address, telephone number, fax number)  
展覽版面/網上展位設計圖則，須顯示參展公司全名、聯絡資料（如地址、電話號碼、傳真號碼）
- ☐ 14. Details on the arrangements of online business matching activities for exhibitors  
參展商網上商貿配對活動安排的詳情
- ☐ 15. Estimated projection on the geographical location of target audiences  
網上展覽會目標對象的預計地域分析數據
- ☐ 16. Details of website domain of the online exhibition concerned, and registration information of that website domain showing the identity of the registrant  
網上展覽會的網站域名詳情及顯示域名登記者的網址登記資料
- ☐ 17. Post-show report(s) including statistics on the geographical distribution of visitors/downloads of the last online exhibition  
包含參觀人士/下載量地域分析數據的上一屆網上展覽會展後報告

**Special Note on Trade Exhibitions 有關貿易展覽會的特別注意事項**

- (a) Seminars, workshops, conferences and meetings, etc. solely assist enterprises to understand relevant development in their industries or mainly for technology exchange are not within the scope of funding support under the EMF.  
純為協助企業了解相關行業發展或以技術交流為主的研討會、工作坊、會議以及交流會等，不屬於基金的資助範圍。
- (b) Please refer to Appendix 2 of the EMF Guide to Application or the EMF web page ([https://www.smefund.tid.gov.hk/english/emf/emf\\_exhibitions.html](https://www.smefund.tid.gov.hk/english/emf/emf_exhibitions.html)) for the detailed requirements of trade exhibitions.  
就貿易展覽會的詳細要求，請參閱基金申請指引附件二或基金網頁 ([https://www.smefund.tid.gov.hk/tc\\_chi/emf/emf\\_exhibitions.html](https://www.smefund.tid.gov.hk/tc_chi/emf/emf_exhibitions.html))。