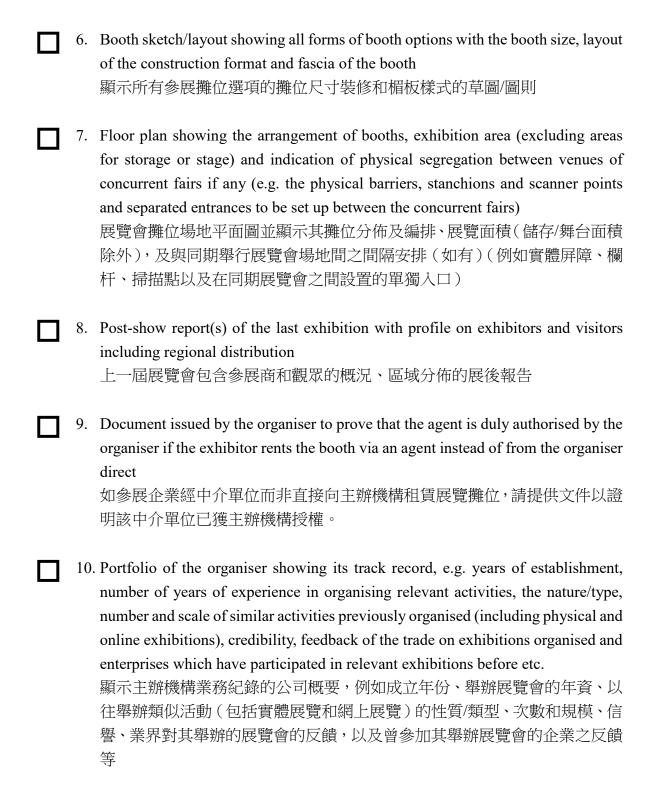
Preliminary Advice on the Eligibility of a Specific Promotion Activity for funding support under the SME Export Marketing Fund (EMF) 就個別推廣活動是否符合中小企業市場推廣基金 資助資格的初步查詢

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 <u>ALL</u> the following information of the activity in question <u>in writing</u> (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<u>書面形式</u>(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、攤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



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
11. No. 1-5 and 9-10 of the above items
以上1-5及9-10項文件
12. 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)
13. 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
14. 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[confirmed]
15. 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
16. 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

- (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) 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)。