

**SME Export Marketing Fund -
Summary of enhancements implemented since 30 April 2021**

	Before enhancement	After enhancement from 30 April 2021[#]
Eligibility Criteria	Hong Kong SMEs with substantive business operation in Hong Kong	Non-listed Hong Kong enterprises with substantive business operation in Hong Kong*
Funding Scope	Local exhibitions and online exhibitions should mainly target markets outside Hong Kong	Local exhibitions and online exhibitions targeting the local market are also eligible*
	Business missions outside Hong Kong conducted in physical form	Business missions outside Hong Kong conducted in physical form or online
Fundable Expenditure Items	Fee for non-exhibitors to place on-site printed advertisements in an exhibition is fundable	Fee for exhibitors or non-exhibitors to place on-site printed advertisements in an exhibition is fundable
	Fee for participating as an exhibitor in an online exhibition is fundable	Fee for participating as an exhibitor in an online exhibition, including fee for conducting business matching activities, is fundable
	Fee for the design of a virtual booth in an online exhibition is not covered	Fee for the design of a virtual booth in an online exhibition is fundable
	Fee for video/product shooting and editing services is not covered	Fee for video/product shooting and editing services is fundable for eligible market promotion activities

* Enhancement measures for a period of two years.

Please refer to the EMF [Guide to Application](#) (version of Apr 2021) for details of the funding conditions and requirements of the enhancement measures.