

**SME Export Marketing Fund -
Summary of Enhancements Implemented since 30 April 2021 and
the Related Adjustments to the Eligible Expenditure Items
(as at 7 November 2022)¹**

	Before enhancement	After enhancement
Cumulative Funding Ceiling per Enterprise	HK\$800,000	HK\$1,000,000
Eligibility Criteria	Hong Kong SMEs with substantive business operation in Hong Kong	Non-listed Hong Kong enterprises with substantive business operation in Hong Kong ²
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 ² .
	Business missions outside Hong Kong conducted in physical form	Business missions outside Hong Kong conducted in physical form or online
Fundable Expenditure Items	(A) Physical Exhibition	
	Fee for non-exhibitors to place on-site printed advertisements in an exhibition is fundable.	Fee for exhibitors to place on-site advertisements (including printed advertisements and display on electronic panels) as well as advertising through the use of mascot in an exhibition is fundable.
	(B) Online Exhibition	
	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 and taking up a speaking session, 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.
	Advertisement fee on the online exhibition website is not covered.	Fee for exhibitors to place advertisements on the online exhibition website is fundable.
	(C) All Eligible Promotion Activities	
Fee for video/product shooting and editing services is not covered.	Fee for video/product shooting and editing services associated with the promotion of the product and/or services at the eligible promotion activity the applicant participated in is fundable ³ .	

Notes:

1. This summary has been updated with the latest enhancements under the 2022 Policy Address, in addition to the enhancement measures implemented from 30 April 2021 and the subsequent adjustment made to the scope of the fundable expenditure items. Please refer to the EMF [Guide to Application](#) (version of November 2022) for details.
2. Measures take effect from 30 April 2021 until 30 June 2026.
3. Standalone video/product shooting and editing services not related to the eligible promotion activity will not be considered.