

SME Export Marketing Fund
Necessary Supporting Documents for Application

Promotion Activity: Online trade exhibitions

To apply for funding support for **online trade exhibitions**, applicant enterprise must submit the following:

Application for reimbursement OR Application for final payment

- 1. **Information pertaining to the exhibition**
Including name of the organiser, activity name and date of the activity, etc.

- 2. **Exhibitors' list**
Showing clearly the full company name of the applicant enterprise, booth/stand number and Hong Kong contact information

- 3. **Statistics on the geographical distribution** of visitors/downloads of the relevant electronic platform of the online exhibition covering the period of the activity issued by the operator of the platform concerned

- 4. **Printouts/screenshots of the online exhibition page/online booth layout** with date of printing/capture and hyperlink of the website concerned, showing clearly the exhibitor's full name (which should be the same as the full name of the applicant enterprise), booth number, all exhibits and the complete layout

- 5. **Evidence showing that participant(s) is/are eligible representative(s) (i.e. the proprietor/partners/shareholders and/or Hong Kong-based salaried employees of the applicant enterprise)**
e.g. Mandatory Provident Fund (MPF) records of the month when the activity is conducted, employment contract, salary payment record, and Employer's Return of Remuneration and Pensions for the Inland Revenue Department

- 6. **Evidence to substantiate the applicant enterprise's full participation in the activity**
e.g. completion report issued by organiser, report on online business matching activities recording participation of the applicant enterprise as certified by the organiser

Supporting documents applicable to individual expenditure item:

- 7. *(if applicable)* **Participation fee for a speaking session delivered by an eligible representative of the booth exhibitor:**
 - Original copy/certified true copy of the agenda/programme of the speaking session issued by the organiser showing the name of the speaker, the full company name of the applicant enterprise and topic of the presentation;
 - Screenshots showing clearly the name of the activity, the speaker in the speaking session with the target audience and the topic of the presentation; and
 - A copy of the presentation material for the speech

- 8. *(if applicable)* **Fee for placing advertisement on the online exhibition website:**

Printouts/screenshots certified by the organiser showing clearly the full view of the advertisement on the online exhibition website, hyperlink of the website concerned, the advertisement period, the full company name and local contact information of the applicant enterprise

Application for **initial payment**

- 9. Item 1 of the above (i.e. information pertaining to the exhibition)

Notes:

- (i) *Each application is considered on its own merits. The Trade and Industry Department may further request an applicant enterprise to submit other supplementary documents.*
- (ii) *The name of the payer shown on the receipts/invoices/contracts/quotations/documents must be the same as the name of the applicant enterprise, and detailed contact information of the issuing organisation should be shown.*
- (iii) *The digital files uploaded through the online e-Form will be regarded as a certified true copy of the original by the applicant enterprise.*
- (iv) *Please click [here](#) for the necessary supporting documents for associated video/product shooting and editing services.*