

SME Export Marketing Fund
Necessary Supporting Documents for Application

Promotion Activity: Advertisements on trade publications

To apply for funding support for **advertisements on trade publications which mainly target markets outside Hong Kong**, applicant enterprise must submit the following:

Application for reimbursement OR Application for final payment

1. Original copy or certified true copy of the trade publication containing the advertisement concerned

Application for initial payment

2. A copy of the service contract showing clearly the name of the trade publication concerned, the publication date, the advertiser's full name (which should be the same as the full name of the applicant enterprise), advertising fee and other details, e.g. contact information of the publisher

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.*