

SME Export Marketing Fund
Necessary Supporting Documents for Application

Promotion Activity: Export promotion activities conducted through electronic platforms/media

To apply for funding support for **export promotion activities conducted through electronic platforms/media**, applicant enterprise must submit the following:

Application for reimbursement OR Application for final payment

- 1. **A copy of the service contract of the relevant activity** conducted through an electronic platform/media showing the activity concerned, the activity period and other details
e.g. contact information of the operator of the relevant electronic platform/media and payment details
If the contract is issued by an agent/representative, the applicant enterprise should provide supporting documents issued by the operator of the electronic platform/media concerned to prove that the agent/representative is duly authorised

- 2. **Printouts/screenshots** of relevant activity with date of printing/capture and hyperlink of the website concerned
e.g. website containing the advertisement, results of keyword search, website of the online shop
 - Showing the content of the activity, including Hong Kong contact information of the applicant enterprise
 - If the application involves enhancement of an online shop, printouts/screenshots of the online shop before the enhancement(s) are also required

- 3. **Proof on completion of the relevant activity**
e.g. completion report and invoice issued by the operator of the relevant electronic platform/media

- 4. **Full set of statistics on the geographical distribution** of visitors/downloads on the relevant electronic platform/media covering the period of the activity issued by the operator of the platform/media concerned

- 5. **Payment record showing identity of the payer and payee**
e.g. copy of bank records/credit card statements/bank cheque/cashier order/telegraphic transfer records showing the full company name of the applicant enterprise

Application for **initial payment**

6. Item 1 of the above

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.*