

**Preliminary Advice on the Eligibility of a Specific Promotion Activity for
funding support under Electronic Platforms/Media for
the SME Export Marketing Fund (EMF)**
就個別推廣活動是否符合中小企業市場推廣基金
資助資格初步查詢

Necessary Information for Assessment on Electronic Platforms/Media
評估電子平台/媒介所需資料

In seeking preliminary advice on **electronic platform/media**, please provide the Trade and Industry Department (TID) with **ALL** the following information of the activity in question in writing (Email: emf_enquiry@tid.gov.hk). The information should be listed item by item.
就電子平台/媒介作初步查詢，請以 書面形式（電郵：emf_enquiry@tid.gov.hk）向工業貿易署（工貿署）提供 所有 下列有關活動的資料，並分項列出。

- ☐ 1. Link to the electronic platform/media concerned
有關電子平台/媒介的網址
- ☐ 2. Copy of the service contract issued by the concerned electronic platform/media showing details including activity period, contact information of the operator of the relevant electronic platform/media and payment details, list of services provided and cost breakdown, etc.
由相關電子平台/媒介發出的服務合約副本，以顯示該活動詳情包括活動推行時間、電子平台/媒介營辦商的聯絡資料和付款詳情、服務項目、分項收費等
- ☐ 3. Documents issued by the operator of the electronic platform/media concerned to prove that the agent/representative is duly authorised if the service contract/invoice/receipt to the applicant is issued by an agent/representative
如服務合約/發票/收據乃由中介單位/代理向申請企業發出，請提供由有關電子平台/媒介營辦商發出的文件以證明該中介單位/代理已獲授權。
- ☐ 4. Sample/screen capture of relevant activity such as website containing the advertisement, results of keyword search, product listing with the company full name and Hong Kong local contact information (e.g. address, telephone number, fax number)
在該電子平台/媒介上刊登廣告/關鍵字搜尋/上載產品資料的範本/擷取圖，須顯示廣告商的香港聯絡資料（如地址、電話號碼及傳真號碼）

- ☐ 5. Account registration information on the electronic platform/media concerned including the account name, the company full name and Hong Kong contact information, etc.
在有關電子平台/媒介登記帳號的資料，包括登記者的名稱、公司全名及香港聯絡資料等
- ☐ 6. Statistics on the geographical distribution of visitors/downloads on the relevant electronic platform/media issued by the operator of the platform/media concerned in recent six months
由有關電子平台/媒介營辦商提供所涉電子平台/媒介的最近六個月的訪客/下載量的地域分析統計數據
- ☐ 7. Portfolio of the operator showing its track record, e.g. years of establishment, number of years of experience in operating relevant platforms, the nature/type, number and scale of similar platforms previously operated, credibility, feedback of the trade on the platforms operated and enterprises which have participated in the relevant platforms before etc.
顯示營運機構業務紀錄的公司概要，例如成立年份、營運相關平台的年資、以往營運類似平台的性質/類型、次數和規模、信譽、業界對其營運的平台之反饋，以及曾參加其相關平台的企業之反饋等
- ☐ 8. Information on any form of benefits or offers (including but not limited to discount, promotion rebate) provided by the organiser/co-organiser/operator/service provider and/or a related company of any of the aforesaid, and/or an organiser/party, of or involved in: (A) the promotion activity covered by the application, and (B) services related to the promotion activity covered by the application, to the potential EMF applicants
由（甲）申請所涉及的推廣活動及（乙）與申請所涉及的推廣活動相關的服務的主辦/協辦/營運機構/服務供應商及/或與其有關連公司，及/或（甲）及（乙）的或其所涉及的機構/人士向潛在 EMF 申請企業提供的任何形式之利益或要約（包括但不限於折扣、宣傳回贈）的資料

Enquirers are also welcomed to provide the TID with any documents in addition to the above, if you consider the information is relevant to the assessment of eligibility.

除以上資料外，查詢人士亦可向工貿署提供任何閣下認為與評估資助資格有關的文件。

Special Note on Electronic Platforms/Media 有關電子平台/媒介的特別注意事項

- (a) Electronic platforms/media mainly targeting at Hong Kong market are not eligible for funding support under the EMF.
以香港市場為主要對象的電子平台/媒介不符合基金資助資格。

- (b) Please refer to Appendix 4 of the EMF Guide to Application or the EMF web page (https://www.smefund.tid.gov.hk/english/emf/emf_electronic_platforms.html) for the requirements of export promotion activities conducted through electronic platforms/media. 就通過電子平台/媒介進行出口推廣活動的要求，請參閱基金申請指引附件四或基金網頁（https://www.smefund.tid.gov.hk/tc_chi/emf/emf_electronic_platforms.html）。