

**Preliminary Advice on the Eligibility of a Specific Promotion Activity for
funding support under 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 Trade Publications
評估貿易刊物所需資料

In seeking preliminary advice on a **trade publication**, 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**貿易刊物**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 以下有關活動的資料，並分項列出。

- ☐ 1. Latest copy (original or copy)/link of electronic version of the publication
最新一期刊物正/副本或電子版的網址
- ☐ 2. Media kit/documents provided by the publisher showing the publication's geographical and circulation statistics (including those within and outside Hong Kong)
由出版商提供的媒體資料包/文件顯示讀者的地域分析及印刷量數據（包括香港境內和境外）
- ☐ 3. Service contract/documents showing the breakdown of price of the advertisement package
顯示刊登廣告方案的收費資料的服務合約/文件副本
- ☐ 4. Sample of the advertisement to be placed on the publication
擬刊登廣告之樣本
- ☐ 5. Portfolio of the organiser showing its track record, e.g. years of establishment, number of years of experience in publishing relevant publications, the nature/type, number and scale of similar publications previously published, credibility, feedback of the trade on the relevant publications and enterprises which have participated in the publications before etc.
顯示主辦機構業務紀錄的公司概要，例如成立年份、籌辦相關刊物的年資、以往籌辦類似刊物的性質/類型、次數和規模、信譽、業界對其籌辦的刊物的反饋，以及曾參加其籌辦刊物的企業之反饋等

- ☐ 6. 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 Trade Publications 有關貿易刊物的特別注意事項

- (a) Consumer magazines, leisure magazines, research journals or publications of similar nature are not eligible for funding support under the EMF.

消費者雜誌、休閒雜誌、學術研究刊物及其他類近性質的刊物不符合基金資助資格。