



EMF Eligibility & Application Guide

The content of this guide is based on the information from TID website https://www.smefund.tid.gov.hk/english/emf/emf_expends.html as of 8th March 2024, any updates and final eligibility are subject to the terms set by TID

What is EMF?

The SME Export Marketing Fund (EMF) aims to encourage small and medium enterprises (SMEs) to expand their markets outside Hong Kong by providing financial assistance to SMEs for participation in export promotion activities.

Effective from 30 April 2021 until 30 June 2026, the funding scope of EMF is expanded to cover large-scale exhibitions staged by organisers with good track record targeting the local market, as well as online exhibitions organised by the Hong Kong Trade Development Council and reputable exhibition organisers with good track record; and the eligibility criteria is relaxed to cover non-SMEs.

So, who is eligible for EMF?

An enterprise applying for funding support under EMF must fulfil the following requirements:

1. It must be a non-listed enterprise registered in Hong Kong under the Business Registration Ordinance (Cap. 310).

For the purpose of EMF, "enterprise" refers to a legal entity which is engaged in any form of business for the purpose of gain. Non-profit-making or non-profit-distributing organisations are not eligible. Effective from 30 April 2021 until 30 June 2026, the funding scope of EMF is expanded to cover large-scale exhibitions staged by organisers with good track record targeting the local market, as well as online exhibitions organised by the Hong Kong Trade Development Council and reputable exhibition organisers with good track record; and the eligibility criteria is relaxed to cover non-SMEs.

2. It must have substantive business operations in Hong Kong at the time of making the application. An enterprise holding a shell business registration or having its main business operation outside Hong Kong will not be regarded as having substantive business operations* in Hong Kong.

*Trade and Industry Department (TID) may request the applicant enterprise to provide relevant documents to prove that it has substantive business operations in Hong Kong when making the application. When considering whether the applicant enterprise has substantive business operations in Hong Kong, TID will make reference to various factors, such as:

- nature of the business operation in Hong Kong
 - size/extent/percentage of the business operation in Hong Kong
 - amount of investment in Hong Kong
 - number of employees in Hong Kong
 - information of customers/clients
 - years of establishment
 - whether profits are assessable in Hong Kong
 - information/assessment issued by relevant financial and professional organisations
3. If it has previously received funding support under EMF, the cumulative amount of funding received must not exceed the prevailing cumulative funding ceiling. Applicant enterprises which have similar business registration details (e.g. nature of business, address, contact numbers, shareholder/directorship) will be treated as connected enterprises. For the purpose of calculating the cumulative funding ceiling, connected enterprises are treated as if they are one enterprise, i.e. the cumulative amount of funding received by the connected enterprises concerned are aggregated and must not exceed the cumulative funding ceiling.
 4. It must not be the organiser/co-organiser/service provider or a related company of the organiser/co-organiser/service provider of the promotion activity and the related services covered by the application.

What items/activities are eligible for funding support under EMF?

1. Rental fee for exhibition booth charged by organiser/co-organiser for exhibitions, or rental fee charged by organiser/co-organiser for other forms of participation for exhibits to be displayed at a fixed location throughout the whole period of the activity concerned, including showcase, table-top display and mannequin/garment rack (viz. "other forms of participation"). The applicant enterprise must be listed as an exhibitor on the exhibitors' list with its full company name and Hong Kong contact information.
2. Construction, set-up and design fee of booth, transportation expenses for the components of booth and exhibits (but excluding goods intended for sales purpose), and rental charges for booth furniture for exhibitions

ITEMS INCLUDED FOR RETHINK HK

Your Showcase Booth or Pavilion production, installation, furniture, power, lighting and carpet (including any additional items you order such as TV, internet connection, enhanced furniture) + the design cost of your booth graphics. For booth packages these will be produced, installed and recycled by our contractor

3. Participation fee charged by organiser/co-organiser for taking up a speaking session at an exhibition **by booth exhibitors** at the activity concerned (Including exhibition-cum-conference in which the applicant enterprise takes up a speaking session at the conference plus staging a booth at the exhibition throughout the whole period of the activity concerned. The speaking session must be offered by the organiser of the exhibition concerned.)

INCLUDED FOR RETHINK HK

Any at-event conference involvement speaking opportunity (e.g. panel speaker, solo presentation)

4. Fee for placing advertisement in the catalogue of an exhibition and fee for printing of brochures/leaflets (excluding souvenirs) bearing the full company name of the applicant enterprise and the activity concerned; those brochures/leaflets must be solely for use in that activity. Including printed exhibition catalogue and electronic exhibition catalogue (in PDF format or placed on the dedicated official exhibition website of the physical exhibition).

INCLUDED FOR RETHINK HK

ReThink HK does not produce a printed catalogue – any Sponsorship fees for placing advertisements and promotions in the electronic catalogues are eligible for funding support

5. Fee charged by organiser/co-organiser for exhibitors of an exhibition to place on-site advertisements, including hanging banner, poster, promotional sticker and display on electronic panel at a fixed location inside the contracted exhibition venue throughout the whole period of the activity concerned. The on-site advertisement must show the full company name and Hong Kong contact information of the applicant enterprise.

INCLUDED FOR RETHINK HK

ReThink HK will not have any printed advertisements, any Sponsorship fees for placing advertisements and promotions on the at-event electronic panel, including static (e.g. slides) or dynamic (e.g. videos) electronic display are eligible for funding support

Funding Ceiling per Application

Each application should cover expenditure related to one promotion activity. The maximum amount of funding support for each successful application is **50% of the total approved expenditure incurred** by the applicant or **HK\$100,000**, whichever is the less.

Types of Application

1. Reimbursement

50% of total approved expenditure incurred all reimbursed after the post event

Full reimbursement of the funding amount (50% of the expenditure items eligible for funding support under EMF) after the completion ReThink HK 2024.

Enterprises should submit an application for funding support **within 60 calendar days** after the completion date of the exhibition.

NOTE: Applications can be submitted from Saturday 14th September until Monday 13th November 2024 (no extension is possible)

2. Initial Payment cum Final Payment

50% of total approved expenditure incurred

- 75% of which can be advanced prior to the event

- 25% balance of total expenditure reimbursed after the event

Initial payment (75%) of the estimated funding amount (50% of the expenditure items eligible for funding support under EMF) before the commencement of ReThink HK 2024 to be followed by a corresponding application for final payment of the balance of the eligible expenditure items after the completion of ReThink HK 2024.

Enterprises should submit an application for initial payment **within 45-120 calendar days** before the commencement date of ReThink HK 2024.

A successful applicant enterprise of initial payment should also submit a corresponding application for final payment covering the remaining balance of the expenditure items claimed for the promotion activity covered in its application for initial payment **within 60 calendar days** after the completion date of ReThink HK 2024.

NOTE: Initial Application can be submitted from Wednesday 15th May until Sunday 29th July 2024 (no extension is possible).

NOTE: Final Application can be submitted from Saturday 14th September until Monday 13th November 2024 (no extension is possible)

How to submit an application?

E-application for “SME Export Marketing Fund – Application for Funding support”

Applications may be submitted through online e-Form, by post, via drop-in box or in person to TID’s “SME Export Marketing Fund Branch” according to the application period specified under each type of application.

However, we suggest submitting the application via the online e-Form.

What do you need to do? Here’s a summary

Pre-Event (15th May – 29th July 2024)

For application for **Initial Payment cum Final Payment**, the e-application form for “Initial Payment” with pre-event supporting documents should be submitted 45-120 calendar days before ReThink HK 2024.

For application of **Reimbursement**, though application is to be submitted after the event, we suggest you start filling the form pre-event and save it for updating and completion after the event.

At-event (12th – 13th September 2024)

Take photographs of the following to serve as the required supporting documents for completing the EMF Application:

1. Your booth/Pavilion
 - a. Empty booth with company name clearly displayed
 - b. Busy booth with your staff and clients
 - c. Photos of products on display
2. Your exhibitor/speaker badge(s)
3. Your colleagues speaking in the Conference
4. Any branding/advertising displays away from your booth

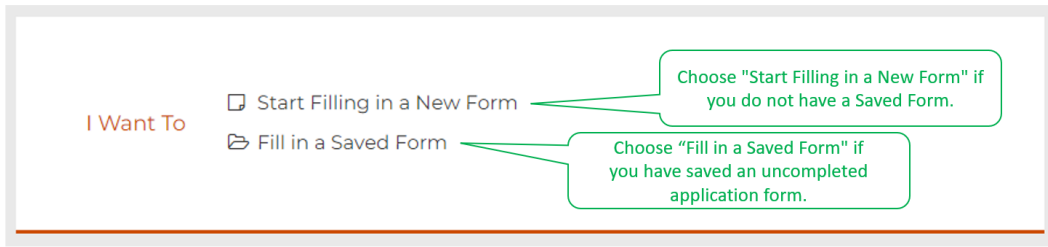
Post-event (14th September – 13th November 2024)

For either the application for **Final Payment** or **Reimbursement**, e-application form with all related supporting documents should be submitted within 60 calendar days after the completion of ReThink HK 2024.

Procedures of Completing the E-Application

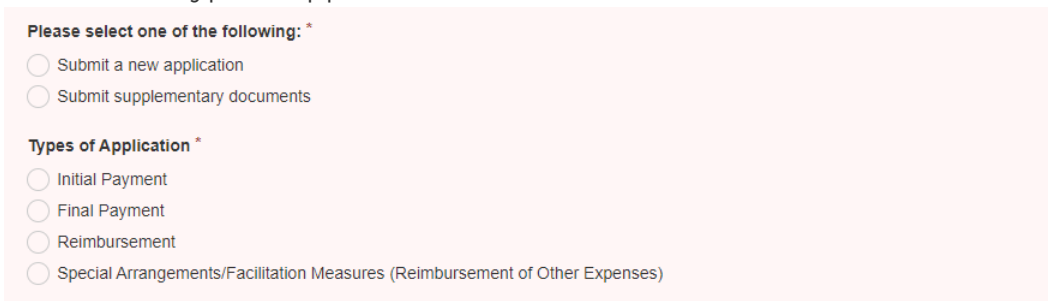
Step 1 Start and Preparation

1. Click [here](#) to begin the application
2. Scroll to the bottom and choose “Start Filing in a New Form”



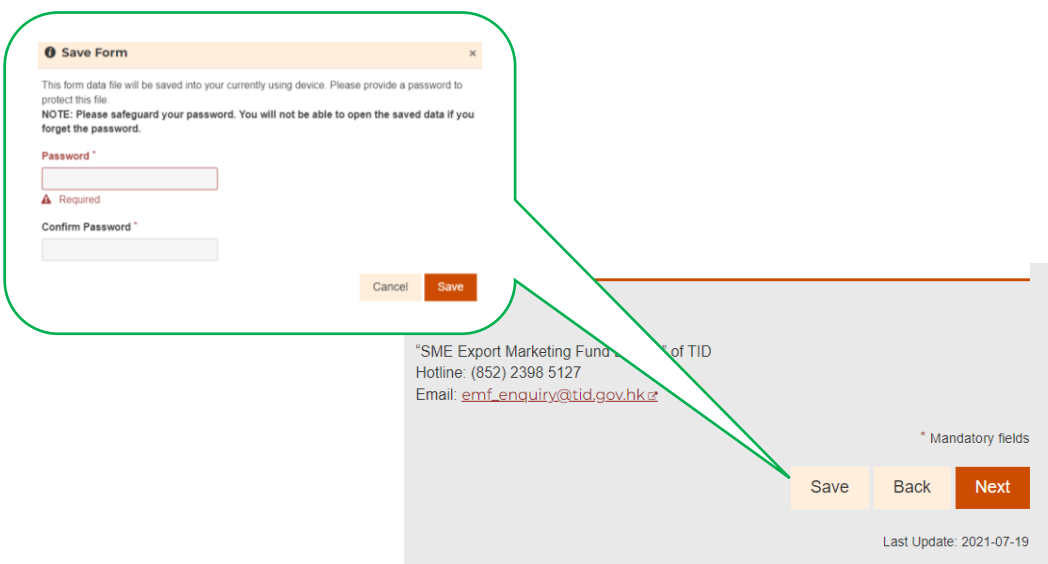
The screenshot shows a section titled "I Want To" with two radio button options: "Start Filing in a New Form" and "Fill in a Saved Form". A callout box points to the first option with the text: "Choose 'Start Filing in a New Form' if you do not have a Saved Form." Another callout box points to the second option with the text: "Choose 'Fill in a Saved Form' if you have saved an uncompleted application form."

3. Choose the type of application:



The screenshot shows a form titled "Please select one of the following: *". It has two sections of radio button options. The first section has two options: "Submit a new application" and "Submit supplementary documents". The second section is titled "Types of Application *" and has four options: "Initial Payment", "Final Payment", "Reimbursement", and "Special Arrangements/Facilitation Measures (Reimbursement of Other Expenses)".

4. Press “Save” after filling in the 1st page and create a password. After saving, a GFD. file will be automatically downloaded. Please take note of your created password and keep the GFD. file for future login and updating

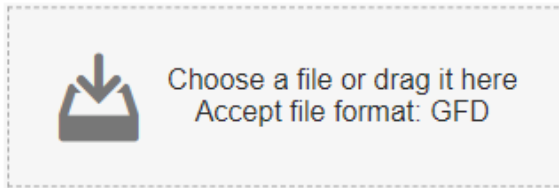


The screenshot shows a "Save Form" dialog box with the following text: "This form data file will be saved into your currently using device. Please provide a password to protect this file. NOTE: Please safeguard your password. You will not be able to open the saved data if you forget the password." Below this is a "Password *" field with a red asterisk and a "Required" warning icon, followed by a "Confirm Password *" field. There are "Cancel" and "Save" buttons at the bottom of the dialog. In the background, the main form has a "Save" button highlighted with a green box. The main form also displays contact information for the SME Export Marketing Fund of TID, including a hotline and email address, and a "Next" button.

5. For “Fill in a Saved Form”, drag the GFD. file to the rectangle as instructed and input your password for loading your previously filled record

Open a Saved Form

Saved Form File *



Password *

Cancel

Open

Step 2 Completing the E-Application Form

Fill in the required information for the 5 Sections. Make sure that you press “Save” after the completion of each page.

- | | |
|-------------|--|
| Section A - | Particulars of the Applicant Enterprise |
| Section B - | Particulars of the Promotion Activity |
| Section C - | Expenditure Items for which Grant is being Applied for |
| Section D - | Other Information |
| Section E - | Language of Correspondence |

Step 3 Upload Supporting Documents

Upload the required supporting documents for your application.

The supporting documents should follow the following requirements:

- The file(s) must be in JPG, JPEG, PNG, PDF, DOC or DOCX format
- The information contained in the file(s) must be clear and legible
- Resolution of the files should be no less than 200dpi
- Please merge or compress the files beforehand, or upload them separately through [“Submit Supplementary Documents” function](#) in case of exceed the limits (10 attachments at a total capacity of 10MB)

The required supporting documents are listed as below:

For “Initial Payment” Application pre-show

- I. A copy of a valid Business Registration Certificate of the applicant enterprise

- II. (a) **For unlimited company:** Certified Extract/Electronic Extract of Information on the Business Register, i.e. Form 1(a) or Form 1(c) of the Business Registration Office, issued within the past 2 years; or

(b) **For limited company:** full copy of the most recent Annual Return (i.e. Form NAR1) or Incorporation Form (i.e. NNC1) of the Companies Registry.
- III. A copy of a valid Hong Kong Identity Card or Passport of the person signing the application form for and on behalf of the applicant enterprise
- IV. **For first-time application for initial payment:** A signed [Funding Agreement for Initial Payment](#) in duplicate
- V. Original receipts/certified true copy of each receipt of deposit paid and the relevant booking confirmation/signed contracts/invoices/quotations (showing detailed contact information of the issuing organisation) if payments for the declared expenditure items have not been made in full upon application for initial payment. The name of the payer shown on the receipt(s)/documents must be the same as the name of the applicant enterprise
- VI. Information pertaining to the exhibition, including name of the organiser, activity name and date of the activity, etc

For Reimbursement / Final Payment Application post-show

- I. A copy of a valid Business Registration Certificate of the applicant enterprise
- II. (a) **For unlimited company:** Certified Extract/Electronic Extract of Information on the Business Register, i.e. Form 1(a) or Form 1(c) of the Business Registration Office, issued within the past 2 years; or

(b) **For limited company:** full copy of the most recent Annual Return (i.e. Form NAR1) or Incorporation Form (i.e. NNC1) of the Companies Registry.
- III. A copy of a valid Hong Kong Identity Card or Passport of the person signing the application form for and on behalf of the applicant enterprise
- IV. **For first-time application** for initial payment: A signed funding agreement for initial payment in duplicate
- V. Original receipts/certified true copy of each receipt in relation to payments made by the applicant enterprise for declared expenditure items, plus a copy each of the relevant invoices/quotations/contracts (showing detailed contact information of the issuing organisation). The name of the payer shown on the receipt(s)/documents must be the same as the name of the applicant enterprise.
- VI. Information pertaining to the exhibition, including name of the organiser, activity name and date of the activity, etc.
- VII. Exhibitors' list showing clearly the full company name of the applicant enterprise, booth/stand number and Hong Kong contact information
- VIII. For physical exhibition: Photos of exhibition booth/other form of participation;

- IX. Evidence to substantiate the applicant enterprise's full participation in the activity
- Proof such as exhibitor's badge
- X. Evidence showing that participants of the activity are the proprietors/ partners/ shareholders/ Hong Kong-based salaried employees of the applicant enterprise (such as Mandatory Provident Fund 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)
- XI. For transportation expenses for booth components/exhibits (not for sales purpose) of the physical exhibition, delivery documents issued by transportation companies to applicant enterprise showing clearly the full name and contact information (e.g. address and telephone number) of transportation companies, full company name of the applicant enterprise, the transportation date(s), address of goods collection and delivery, and types and quantity of the goods
- XII. For participation fee for a speaking session by a booth exhibitor in a physical/online exhibition, an 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; photo/screen capture 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. The speaker must be one of the proprietors/partners/shareholders/Hong Kong-based salaried employees of the applicant enterprise. The invoice/contract provided must contain a clear breakdown showing the participation fee for the speaking session
- XIII. For advertising expenses for the printed/electronic catalogue and/or printing expenses of the brochure/leaflet of a physical exhibition, an original copy/certified true copy of the catalogue/brochure/leaflet concerned. As far as electronic catalogue is concerned, the hyperlink for retrieving the catalogue is also required
- XIV. For advertising expenses for placing an on-site advertisement in a physical exhibition, photos certified by the organiser showing clearly the full view of the advertisement, the full company name and local contact information of the applicant enterprise, location of the advertisement concerned and the name of the activity; and a floor plan showing the location of the advertisement. For advertisement in the form of dynamic display on electronic panel, a separate coloured copy of or a hyperlink to the final output of the video/other dynamic display showing the full company name and local contact information of the applicant enterprise is also required

Step 4 Review, Declaration & Submission

1. Review the data inputted and make sure all data are accurate
2. Choose “Organisational Digital Certificate” for signing method
3. Follow the instructions to upload the digital certificate file and input password of the file
4. Sign the declaration with “Organisational Digital Certificate”
5. Create and take note of a password to protect the “Declaration for Application / Application Record”
6. Submit the E-Form and download “Declaration for Application / Application Record”
7. You will be receiving the confirmation email (auto-reply with **TID number** indicated) immediately after successfully submitting the application
8. Save all the documents as **e-copy** in case for further verification

Please allow **5 working days** to check the status of the application process after the Submission

Note: “Declaration for Application”

- After submitting the completed e-Form, applicant enterprises may sign the declaration for application by **organisational digital certificate** or in **paper form**.
- Opt for **Paper form**: Applicant enterprises should **download the “Declaration for Application / Application Record”** from the portal, **print** the “Declaration for Application” and **sign** it with the **company chop**, and submit it to “SME Export Marketing Fund Branch” of TID by post, via drop-in box or in person **within one week**.

Note: For first time application for initial payment, a signed **funding agreement** should also be submitted **in duplicate together with the declaration**. Failure to provide the required or legible supporting documents or the duly signed declaration/agreement may cause delay in the processing of the applications.

Key Dates & Deadlines

13th June 2024

Deadline to pay your booth rental charges prior to an Initial Payment cum Final Payment Application (a receipt will be provided)

29th July 2024

Deadline to submit your application for initial payment with supporting documents for Initial Payment cum Final Payment Application (see page 3)

14th September – 13th November 2024

Open period to submit your application for final payment with supporting documents for Initial Payment cum Final Payment Application

Open period to submit your application for Reimbursement with supporting documents

Further Information & Resources

[Funding Scope](#)

[Funding Ceiling](#)

[Supporting Documents](#)

[Application Procedures](#)

[E-Application Form](#)

[Example of Completed Application Form](#)

This Summary guide does not constitute official advice. Neither event participation nor application guarantees funding will be approved.

You should contact “SME Export Marketing Fund Branch” of TID with any questions or queries.
Hotline: (+852) 2398 5127 / Email: emf_enquiry@tid.gov.hk