



ReThink HK 2021

EMF Eligibility & Application Guide

What is EMF?

Traditionally 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.

However, for a period of two years starting from 30 April 2021, the funding scope of EMF is expanded to cover large-scale exhibitions staged by organisers with a good track record targeting the local Hong Kong market 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)1.
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.
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/activity 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"), if the applicant enterprise is 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 backdrop which will be produced and installed 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:

INCLUDED FOR RETHINK HK

Any Sponsorship fees that cover your workshop, presentation or panel session involvement in the Conference programme

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.

ReThink HK does not produce a printed catalogue – we are exploring whether online/digital/app advertisements and promotions are eligible for funding support

ReThink HK does not permit the distribution of printed brochures/materials – we are exploring with EMF whether the design and hosting of digital materials produced specifically for ReThink HK would be eligible for funding support

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

ReThink HK will not have any printed advertisements, hanging banners, posters or floor stickers. We are exploring whether at-event digital advertisements 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 expenditure items eligible for funding support under EMF after the completion ReThink HK 2021.

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

NOTE: Applications can be submitted between Thursday 07 October and Friday 03 December 2021 (no extension is possible)

2. Initial Payment / 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 expenditure on items eligible for EMF before the commencement of ReThink HK 2021 to be followed by a corresponding application for final payment of the balance of the eligible expenditure items after the completion of ReThink HK 2021.

Enterprises should submit an application for initial payment no later than **45 days** before the commencement date of ReThink HK.

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.

NOTE: Initial Application can be submitted from now until Friday 20 August 2021 (no extension is possible)

NOTE: Final Application can be submitted between Thursday 07 October and Friday 03 December 2021 (no extension is possible)

How to submit an application?

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

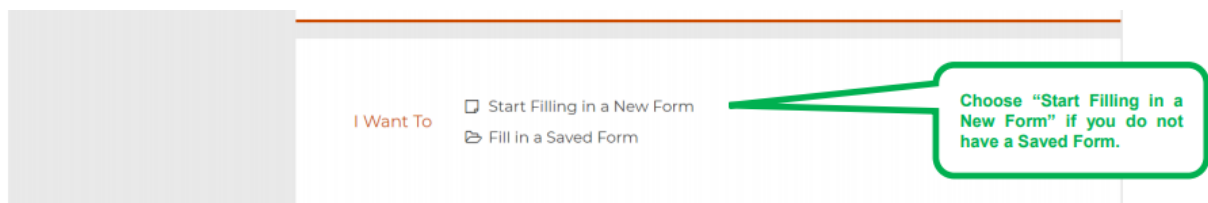
Applications may be submitted through online e-Form, by post, via drop-in box or in person to TID’s “SME Export Marketing Fund Branch” according to the application period specified under each type of application.

However, we suggest to submit the application via the online e-Form

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

Pre-event

Step 1 Select Type of Application



I Want To

- Start Filling in a New Form
- Fill in a Saved Form

Choose “Start Filling in a New Form” if you do not have a Saved Form.

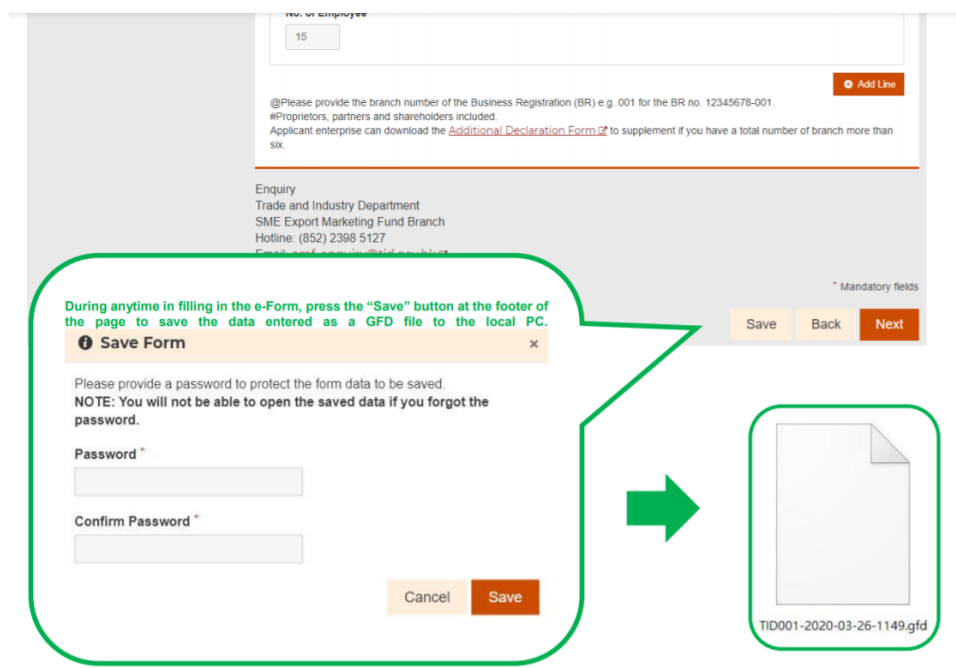
Section A **Submit a new Application**

Initial Payment

1. Press **SAVE** on every page after information filled
2. Create **PASSWORD** and take note your created password for future reference and further updates
3. You will be receiving the confirmation email (auto-reply with **TID number** indicated) immediately after successfully submitting the application.

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 Submission



15

@Please provide the branch number of the Business Registration (BR) e.g. 001 for the BR no. 12345678-001.
#Proprietors, partners and shareholders included.
Applicant enterprise can download the [Additional Declaration Form](#) to supplement if you have a total number of branch more than six.

Enquiry
Trade and Industry Department
SME Export Marketing Fund Branch
Hotline: (852) 2398 5127

* Mandatory fields

Save Back Next

Save Form

Please provide a password to protect the form data to be saved.
NOTE: You will not be able to open the saved data if you forgot the password.

Password *

Confirm Password *

Cancel Save

TID001-2020-03-26-1149.gfd

Upload supporting documents

e-Form supports 10 attachments at a total capacity of 10MB

- 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 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

“Submit Supplementary Documents”

Select “Submit Supplementary Documents” and submit below

Get ready before “Submit Supplementary Documents”,

- “e-Form Transaction No.” (with prefix “TID001”) or “Application No.” (with prefix “E”),
- Business Registration No
- The supporting documents prepared in the required format as mentioned in Frequent Asked Question D1 before using “Submit Supplementary Documents”

Declaration

- Review and sign the declaration with “Organisational Digital Certificate” to confirm data inputted.
[Digi-Sign Organisational ID-Cert Class 2](#)
[Digi-Sign Organisational ID-Cert Class 5](#)
- Submit the E-Form and download “Declaration for Application / Application Record”.

Note: For **first-time application** for initial payment, please print, sign with company chop and submit the following documents to “SME Export Marketing Fund Branch” of TID by post, via drop-in box or in person **within one week after e-submission**

- “Declaration for Application” (on p.2 of the “Declaration for Application / Application Record” PDF file)

If necessary, TID may request for digital files of better resolution or the original of the supporting documents for assessment of your application.

Failure to provide the required or legible supporting documents, or the duly signed Declaration/Agreement may cause delay in the processing of your application.

At-event

Take photographs of your booth/Pavilion

1. Empty booth with company name clearly displayed
2. Busy booth with your staff and clients

Take photographs of your colleagues speaking in the Conference or hosting Workshop sessions

Take photographs of any branding/advertising displays away from your booth

Post-event

Section A

Fill in a Saved Form

Reimbursement and Final Payment

1. Input created **PASSWORD** and to have further updates
2. You will be receiving the confirmation email (auto-reply) immediate right after submit the application addition
3. 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 submission

If necessary, TID may request for digital files of better resolution or the original of the supporting documents for assessment of your application.

Failure to provide the required or legible supporting documents, or the duly signed Declaration/Agreement may cause delay in the processing of your application.

Key Dates & Deadlines

13 August 2021

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

20 August 2021

Deadline to submit your documents for Initial Payment / Final Payment Application (see page 3)

07 October - 03 December 2021

Open period to submit your final claim documents for Initial Payment / Final Payment Application

Open period to submit your application and claim documents for Reimbursement Application

Further Information & Resources

Funding Scope

https://www.smefund.tid.gov.hk/english/emf/emf_scope.html

Funding Ceiling

https://www.smefund.tid.gov.hk/english/emf/emf_grant.html

Supporting Documents

https://www.smefund.tid.gov.hk/english/emf/emf_supporting_documents.html

Application Procedures

https://www.smefund.tid.gov.hk/english/emf/emf_procedures.html

E-Application Form

<https://eform.one.gov.hk/form/tid001/en/>

Example of Completed Application Form

https://www.smefund.tid.gov.hk/english/emf/files/EMF_eForm_Demo.pdf

This Summary guide does not constitute official advice. Neither event participation or application guarantees funding will 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