

Exhibitor Package for Home InStyle 2023

香港時尚家品展 2023 (參展商須知)

Dear Exhibitors,

Thank you for your participation in the **Home InStyle 2023**. If you have any questions, please feel free to contact our colleagues below.

Thank you for your attention and wish you every success in the Fair.

Hong Kong Trade Development Council

各位參展商：

感謝 貴公司參加**香港時尚家品展2023**。如有任何疑問，請與以下同事聯絡。

預祝 展出成功！

香港貿易發展局 謹啟

Home InStyle 2023 香港時尚家品展 2023				
Name 聯絡人		Tel 電話	Email 電子郵件	Fax 傳真
Mr Tony So	蘇宇東先生	(852) 2240 4059	tony.yt.so@hktcdc.org	(852) 3521 3241
Mr Jeffrey Tang	鄧景支先生	(852) 2240 4215	jeffrey.kc.tang@hktcdc.org	(852) 2169 9567
Ms Kitty Law	羅嘉桐小姐	(852) 2240 4821	kitty.kt.law@hktcdc.org	(852) 3521 3270
Ms Leslie Hui	許諾詩小姐	(852) 2240 4609	leslie.ls.hui@hktcdc.org	(852) 2169 9465

Download Exhibitors' Manual and Order Form from the Fair Website

於大會網頁下載參展商手冊及申請表格

Please note that the electronic version of Exhibitors' Manual and Order Forms is now available at the Fair Website for your review and downloading. The web link is as below:

參展商手冊及額外設施及服務申請表格現已上載到展會網站，供各參展商細閱及下載。網址如下：

Exhibitors' Manual 參展商手冊:	Order Form Submission Deadline 截止申請日期
https://www.hktcdc.com/event/homeinstyle/en/exhibitors-manual Order Forms* 額外設施及服務申請表格*: https://www.hktcdc.com/event/homeinstyle/en/additional-facilities-services-order-form (Remarks: Hardcopy will NOT be distributed) 備註: 本局將不會派發印刷本)	Additional Facilities & Services 額外設施及服務 16 / 3 / 2023
	Advertising & Promotion 廣告及推廣項目 8 / 3 / 2023

- * **Note:** Kindly be reminded to submit the orders of additional facilities & services before the application deadline as indicated on the order forms.
- * **注意:** 煩請留意申請各項額外設施或服務的截止日期，並於該日期前辦妥申請手續。

The Exhibitors' Manual outlines details of the exhibition and will assist you in preparing your participation in the fair. Please read through the manual carefully and observe all the rules and deadlines specified on the Order Forms for Additional Facilities and Services.

參展商手冊詳細刊載了今屆展覽會的有關資料，對貴公司籌備參展甚有幫助。請詳閱手冊內所列各項規則，並留意額外設施及服務申請表格上所列明的截止呈交日期。

Fair Dates & Opening Hours 展覽日期及開放時間:

Fair Date 展覽日期	Opening Hours 開放時間	Buyer Registration Hours 買家登記時間
19-21 April 2023 2023 年 4 月 19-21 日	10:00am-6:00pm 上午 10 時正至下午 6 時正	9:30am-5:30pm 上午 9 時 30 分至下午 5 時 30 分
22 April 2023 2023 年 4 月 22 日	10:00am-5:00pm 上午 10 時正至下午 5 時正	9:30am -3:30pm 上午 9 時 30 分至下午 3 時 30 分

- * **Note:** 1. Exhibitor badges, vehicle permit for move-in and move-out will be sent separately later.
 2. For trade only. Person under 18 will be not admitted.
- * **注意:** 1. 參展商工作證、進館及撤館車輛許可證會稍後寄給各參展商。
 2. 只供 18 歲或以上人士進場。

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2	Briefing Session on General Fair Information, Intellectual Property Rights (IPR) and Special Move-in/Move-out Arrangement 展會須知、保護知識產權及進館/撤館安排簡介會	Appendix 2 附件 2
3	Special Move-in and Move-out Arrangement 進館及撤館交通安排	Appendix 3 附件 3
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March 2023

Exhibitors' Manual and Additional Facilities Order Forms

Dear Exhibitors,

Thank you for your participation in the **Home InStyle 2023**.

Please note that the additional order forms and exhibitor manual have been uploaded to our fair website. Please submit the additional facilities application on or before **16 March 2023**, there is **20% surcharge** for late order received after **16 March 2023** and **30% surcharge** for late order received after **4 April 2023**.

Exhibitors are allowed to submit the additional facilities order through Exhibitor Online Platform. For registered user of "Exhibitor online Platform" (EOP), please submit the additional facilities order by logging in your account in MyHKTDC at www.hktdc.com. For non-registered user, please go to below link for additional order form(s) and booth layout plan:

Download Exhibitors' Manual and Order Form from the Fair Website

Order form*:

<https://www.hktdc.com/event/homeinstyle/en/additional-facilities-services-order-form>

Exhibitors' Manual:

<https://www.hktdc.com/event/homeinstyle/en/exhibitors-manual>

If you have any queries regarding the booth facilities, please free feel to contact our Exhibition Services Department as below:

Booth Location	Contact Person	Telephone	Email
Hall 1D - 1E	Mr. Angus Ng	(852) 2240-5499	hkhf.es@hktdc.org
Hall 3B - 3C	Mr. Frankie Wong	(852) 2240-5464	frankie.wk.wong@hktdc.org
Hall 5B, 5CA - CC	Ms. Christy Pok	(852) 2240-5476	christy.nk.pok@hktdc.org
Hall 5CD - CG	Mr. Angus Ng	(852) 2240-5492	angus.wh.ng@hktdc.org
For Custom-Built Booth	Mr. Aston Fong	(852) 2240 5459	aston.wh.fong@hktdc.org

*** Note:** Kindly be reminded to submit the orders of additional facilities & services **before the application deadline** as indicated on the order forms with payment. On-site orders may not be entertained due to limited man power or stock.

The Exhibitors' Manual outlines details of the exhibition and will assist you in preparing your participation in the fair. Please read through the manual carefully and observe all the rules and deadlines specified on the Order Forms for Additional Facilities and Services.

May we take this opportunity to wish you good business at the Fair!

Hong Kong Trade Development Council

參展商手冊及額外設施申請表格

各位參展商：

感謝 貴公司參加**香港時尚家品展2023**。

參展商手冊及額外設施及服務申請表格現已上載到展會網站，額外設施或服務的截止申請日期為**2023年3月16日**，請於該日期前辦妥手續。2023年3月16日後提交之申請須加收**額外20%附加費**；2023年4月4日後提交之申請須加收**額外30%附加費**。

參展商必須透過「**參展一站通**」提交額外設施或服務申請。已登記「參展一站通」(EOP) 的用戶，可以透過登入貴公司於 www.hktdc.com 「我的 HKTDC」帳戶，於網上遞交額外設施申請。沒有登記帳戶的參展商，煩請於下列網址下載申請表格及攤位規格圖：

於大會網頁下載參展商手冊及申請表格**額外設施及服務申請表格：**

<https://www.hktdc.com/event/homeinstyle/tc/additional-facilities-services-order-form>

參展商手冊：

<https://www.hktdc.com/event/homeinstyle/tc/exhibitors-manual>

如 貴司對攤位規格及設施有任何疑問，歡迎致電本局之展覽服務部向以下同事聯絡：

攤位位置	聯絡人	電話	電郵
展覽館 1D & 1E	吳偉康先生	(852) 2240-5499	hkhf.es@hktdc.org
展覽館 3B & 3C	黃永基先生	(852) 2240-5464	frankie.wk.wong@hktdc.org
展覽館 5B, 5CA - CC	濮雅琴小姐	(852) 2240-5476	christy.nk.pok@hktdc.org
展覽館 5CD - CG	吳偉康先生	(852) 2240-5492	angus.wh.ng@hktdc.org
特裝參展	方詠鴻先生	(852) 2240-5459	aston.wh.fong@hktdc.org

- * **注意：** 煩請留意申請各項額外設施或服務的**截止日期**，並於該日期前辦妥申請及付款手續。由於人力及物資有限，現場之臨時後加申請將可能不被接納。

參展商手冊詳細刊載了今屆展覽會的有關資料，對貴公司籌備參展甚有幫助。請詳閱手冊內所列各項規則，並留意額外設施及服務申請表格上所列明的截止呈交日期。

預祝 展出成功！

香港貿易發展局 謹啟

2023年3月

Dear Valued Exhibitors,

Home InStyle 2023
Booth Construction of Hall of Elegance – Hanging Structure

Thank you for your participation in the Hall of Elegance (HOE).

HOE are well-known platform for exhibitors with strong brand identity, innovative designs, and superior style, this can be reflected in the versatility of booth designs in this premium zone. To further increase the room for creativity, we are glad to inform you that hanging structure could be added in your booth design, with the following guidelines & requirements:

- Applicable to Hall 1DE and the floor space with sufficient hanging points only
- Corresponds to the booth boundaries and location assigned
- Should be an island booth (4-side open) of at least 30 sq.m.
- Hanging materials should be paper or fabrics
- Maximum height above ground: 5m
- Minimum ground clearance: 2.5m
- Not applicable under smoke curtain
- Additional 50% site work deposit applied
- Submit structural safety certificate endorsed by AP/RSE
- Submit structural calculations if total weight $\geq 100\text{kg}$
- Non-compliance will result in site work deposit deduction
- Subject to HKTDC's and HKCEC's approval

Should you have any question, please feel free to contact Mr Aston Fong at (852) 2240 5459 or aston.wh.fong@hktdc.org.

Yours faithfully,



Leslie Hui
Project Manager, Business Development
Hong Kong Trade Development Council



Appendix 1: Buyer Nominations for Incentive Programmes

Thank you very much for your support to the coming Home InStyle 2023. To encourage the participation of more buyers from around the world, we are offering hotel sponsorship program for selected overseas buyers to visit our fair.

In this regard, you are invited to nominate buyers for our selection. We shall give nominators due credit when extending the offer to the selected buyers. Meanwhile, we shall advise you the outcome of your nomination afterwards. Please note, however, that we shall have the final discretion in selecting the buyers for extending the offer.

To facilitate our preparation work, please make use of the nomination form attached and observe the submission deadline by **17 March 2023**.

We hope, with your full support in the promotion campaign, you will be able to capture the greatest business opportunities at the forthcoming trade show. If you have any questions, please do not hesitate to contact Miss Cathy Sin [Tel: (852) 2240 4827; Email: cathy.wl.sin@hktdc.org].

Yours faithfully,

Hong Kong Trade Development Council

附件 1: 買家專享贊助推薦計劃

致各參展商：

感謝 貴公司對香港時尚家品展 2023 的支持。為了吸引更多海外買家到場與 貴司洽談業務，我們將提供香港的酒店贊助予被挑選的買家。因此，誠邀閣下提名合適的買家。被揀選的買家，將會收到列出提名公司名稱的邀請函，同時，我們亦會通知 貴公司提名的結果。我們保留最終選擇權利。

為了給予我們充足的時間安排，請閣下填妥買家推薦表格，並於 **2023 年 3 月 17 日前**電郵給我們。我們將繼續以 貴司的利益為依歸，務求利用展覽會為 貴司締造一個具效益、高增值的宣傳渠道。詳情請電 (852) 2240 4827 或 電郵至 cathy.wl.sin@hktdc.org 與單詠琳小姐洽。

祝 展出成功!

香港貿易發展局



To : Hong Kong Trade Development Council
Attn : Miss Cathy Sin
E-mail : cathy.wl.sin@hktdc.org

From (Exhibitor Name): _____

Home InStyle 香港時尚家品展
(19-22 / 4 / 2023)

Buyers Nomination Form for Incentive Programmes 買家專享贊助推薦計劃

截止日期 Submission Deadline: 17 / 3 / 2023

買家資料 Information of Nominated Buyer

公司名稱

Name of Company: _____

買家姓名 (先生/小姐)

Name of Person: Mr. / Ms. _____

職位 Position: _____

公司地址 Address: _____

國家 Country: _____ 郵編 Postal Code: _____

電話 Tel: _____ 傳真 Fax: _____

電子郵件 E-mail: _____

網址 Web-site: _____

公司業務 Nature of Business: _____ (Wholesaler, Importer, Buying Agent, Distributor, Retailer etc.)

請復印此表格作更多買家提名。本局保留最終選擇權利。如有查詢，請致電 (852) 2240 4827 與單詠琳小姐聯絡。

Please copy this nomination form for nominating more buyers. Priority of hotel sponsorship is subject to sole discretion of the HKTDC. For further queries, please contact Miss Cathy Sin at Tel: (852) 2240 4827.

Appendix 2: Briefing Session on General Fair Information, Intellectual Property Rights (IPR) and Special Move-in/Move-out Arrangement

We wish to draw your special attention to clause No. 43.1 - 43.3 in the exhibitors' application form about intellectual property protection. This is a matter taken very seriously by the HKTDC. Exhibitors with a history of infringement are barred from our trade fairs.

The following two measures will be implemented to tackle with the "Intellectual Property Protection" issue:

1. Intellectual Property Rights (IPR) Inspection Team

Same as previous years, an IPR inspection team will be appointed by the HKTDC to inspect on-site products displayed by the exhibitors. By the rules and regulations of the exhibition, the inspection team has the absolute right in asking exhibitors to remove any exhibits which are suspected to be infringing items.

2. Legal Advisor

We have procedures for handling complaints with the assistance of on-call legal advisor. They are set out in the attached briefing notes and all exhibitors are invited to make use of them. These procedures are designed to safeguard exhibitors' intellectual property rights as well as to protect individual exhibitors from any business disruption caused by unfounded complaints.

The HKTDC reserves the right to deny admission to or reject from the Fair, anyone who does not follow these procedures or who disturbs the normal business of exhibitors or buyers inside the Exhibition Hall.

An exhibitors' briefing to elaborate on our on-the-spot handling procedures of complaints about intellectual property protection will be held on **31 March 2023**. The briefing will also cover how to go about proving ownership and infringement of intellectual property.

Date : 31 March 2023 (Friday)
Time : 2:30 p.m.
Venue : By Zoom (Registration Link to be provided)

All exhibitors are encouraged to attend (The briefing will be conducted in Cantonese). We look forward to seeing you at the briefing.

Encl. Exhibitor' Brief

附件 2: 展會須知、保護知識產權及進館/撤館安排簡介會

香港貿易發展局為上述展覽的主辦機構，對侵權行為極為重視，為保障參展商權益，茲提醒 貴公司於展覽期間，必須遵守參展申請表格內參展規則第 43.1 至 43.3 項有關侵犯知識產權行為的條款。舉凡有觸犯侵權行為紀錄的參展商，將不獲准參加香港貿易發展局日後舉辦的展覽會，敬希垂注。

大會將會在展覽會期間實行兩項保護知識產權的措施：

1. 知識產權檢察小組

由香港貿發局成立的知識產權檢察小組，將於展覽期間巡查各參展商展品。如小組成員發現有懷疑侵犯知識產權之展品，展商必須遵從大會規定，立刻把展品收回。

2. 法律顧問

香港貿發局訂有一套處理展覽現場侵權投訴的程序，並於展覽會開放期間備有法律顧問候命提供協助。這套程序旨在保障參展商的知識產權，以及防止無理投訴阻礙參展商進行展銷活動。有關內容詳列於附頁，所有參展商務請遵行。

假若任何人士違反有關程序或於展場內騷擾參展商和買家的正常商業活動，香港貿發局有權驅逐有關人士離場或禁止其進入會場。

香港貿發局定於 **2023 年 3 月 31 日**舉行簡介會，向參展商解釋有關即場處理侵權投訴的程序，同時指引參展商如何證明其擁有知識產權和提出遭侵權的證據。

日期： 2023 年 3 月 31 日（星期五）
時間： 下午 2 時 30 分
地點： 透過 Zoom 進行（登記鏈結將於稍後提供）

我們鼓勵所有參展商出席上述簡介會，簡介會將以廣東話進行。多謝合作！

附件：參展商須知

Briefing for Exhibitors
展覽簡介會

To help exhibitors prepare for the **Home InStyle 2023** and enhance exhibitors' understanding of the arrangements during the Fair, the following briefing will be held:

為協助參展商籌備參加**香港時尚家品展 2023** 及對展覽會期間各項安排加深了解，本局將舉辦下列簡介會：

	Briefing Session 簡介會	Date 日期	Time 時間	Venue 地點
1.	Briefing on move-in/move-out arrangements 進館/撤館安排簡介會	31 March 2023 (Friday)	2:30pm	By Zoom
2.	Briefing on Intellectual Property Protection 保護知識產權簡介會	2023 年 3 月 31 日 (星期五)	下午 2 時 30 分	

Notes 請注意：

1. All the briefings will be conducted in Cantonese 所有簡介會將以廣東話進行
2. Zoom registration link to be provided 登記鏈結將於稍後提供

Exhibitors' Brief on the Protection of Intellectual Property Rights at TDC Exhibitions

The Hong Kong Trade Development Council (referred to below as “**TDC**”, “**Organizer**”, “**we**”, “**our**” or “**us**”), the statutory body promoting Hong Kong’s international trade, is committed to fostering original design and safeguarding intellectual property rights.

We have on-the-spot procedures at our trade fairs for handling any complaint that a product on display infringes someone else’s intellectual property rights. These complimentary procedures are not the only way in which complainants can file complaints. Complainants can also file complaints with Hong Kong Customs and Excise Department and/or the Courts of Hong Kong.

These procedures, carried out with our on-call legal advisor, are designed to help establish whether there is a case to answer so that complaints may either be pursued or resolved promptly. Our legal advisors will be on-call during the opening hours of our trade fairs and will attend our office within a reasonable time upon notification by us to handle any complaint filed in accordance with the Exhibitor’s Brief. Our aim is as much to protect the rights of individual exhibitors to be promptly cleared of unfounded complaints as it is to uphold their obligation to respect the intellectual property rights of others.

In this respect, the attention of all exhibitors (“**Exhibitors**”) is drawn to Clause 36 of the conditions of participation, setting out rights and obligations of exhibitors at TDC exhibitions, which is set out below for ease of reference:

The Exhibitor warrants that the exhibits and packages thereof and the Publicity Material or any other part of the display on the Stand do not in any way howsoever violate or infringe any third party’s rights including all intellectual property rights including but not limited to trade marks, copyright, designs, names, and patents whether registered or otherwise. The Exhibitor agrees to fully indemnify the Organizer and its agents, representatives, contractors and employees against all costs, expenses and damages arising from any third party’s claim of infringements by the Exhibitor and/or the Organizer and/or the latter’s agents, representatives, contractors or employees of such third party’s rights.

The Exhibitor agrees that it shall comply with any “Exhibitors’ Brief on the Protection of Intellectual Property Rights at TDC Exhibitions” (“**Exhibitors’ Brief**”) that the Organizer may issue from time to time, including abiding by any complaint procedures and penalties stated in the Exhibitors’ Brief, whether as a Complainant of infringement of intellectual property right or as a party subject to any such complaint. If the Exhibitor fails or refuses to abide by any of the terms and conditions of the Exhibitors’ Brief, the Organizer shall have the sole and absolute discretion to ban the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies from any or all future TDC exhibitions and/or to further ban any representatives of the Exhibitor in question from entering the venue of the current TDC Exhibition in which the Exhibitor is participating.

If a complainant (“**Complainant**”) files a complaint with the Organizer in accordance with the Exhibitors’ Brief and requests the Organizer to take action against an Exhibitor, the Complainant agrees to hold the Organizer, its agents, representatives, contractors and employees (including but not limited to their Legal Advisors) harmless and to fully indemnify each and every one of them against any and all liabilities, losses, costs (including but not limited to legal costs), expenses and damages of any nature whatsoever incurred or suffered by any of them as a result of or however arising from any action that the Organizer, its agents, representatives, contractors or employees (including but not limited to their Legal Advisors) may take in reliance of or as result of such complaint filed by the complainant, or any other

requests, directions or instructions made or given by the complainant pursuant to such complaint. The Complainant further agrees not to take any legal action or make any claim or demand against the Organizer, its agents, representative, contractors or employees (including but not limited to their Legal Advisors) in relation to such complaint and the alleged infringement of intellectual property rights.

Procedures

1. If you have any complaint involving infringement of your intellectual property rights, this should be reported to the Fair Management Office, where it will be handled by HKTDC Fair Officials and the on-call Fair Legal Advisor engaged by HKTDC (the “**Fair Legal Advisor**”). The Fair Legal Advisor will be on-call during the opening hours of HKTDC’s trade fairs and will attend the HKTDC’s office within a reasonable time upon notification by the HKTDC to handle any complaint filed in accordance with the Exhibitor’s Brief.
2. If you receive a complaint at your booth, you should refer the Complainant to the Fair Management Office.
3. Both the documents attached to the Exhibitors’ Brief and the Legal Advisors on site will specify the kind of documents and other evidence necessary to support a complaint.
4. If the Legal Advisor is satisfied, on the basis of the documents provided, that the Complainant’s intellectual property rights are valid and have been infringed by the display of the Exhibitor’s product or material in dispute at the Fair, a TDC Fair Official will visit the booth involved.
5. The Fair Legal Advisor will also visit the HKTDC’s website (www.hktdc.com) to check whether the product or any material in dispute is displayed on the said website. If so, the HKTDC has the sole and absolute discretion to disable the link or otherwise take down / remove the disputed product or material from the Organizer’s website in accordance with the HKTDC’s *Terms & Conditions for Printed Advertisement & Online Promotion* without further notice.
6. As Fair Organizer, TDC has the power to immediately take at least 3 photographs of the product or any material in dispute.
7. The Exhibitor will be asked to remove the product or material in dispute immediately from display and not to trade in it for the remainder of the Fair unless he/she can adduce evidence to show to the satisfaction of the Legal Advisors that he/she has the right to deal in such product or material. He/she will also be required to sign an undertaking immediately to this effect. A copy of the signed undertaking and one copy of the photograph will be given to the Complainant and the Exhibitor. A further copy of the signed undertaking together with one copy of the photograph will be retained by the TDC for its records.
8. If the TDC is notified by the Customs and Excise Department that it is investigating possible violation of copyright and/or trademark by an Exhibitor at the Fair, the Exhibitor will be required to immediately remove the product or material which is under investigation for the remainder of the Fair.
9. If the Exhibitor fails or refuses to co-operate with TDC under paragraphs 6 and/or 7 and/or 8 above, TDC shall have the right and power, in its sole and absolute discretion, to ban the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies, from any or all future TDC exhibitions.
10. TDC staff will visit any booth in respect of which a complaint has been received and accepted by TDC’s Legal Advisors, in order to reconfirm that the disputed product or material is no longer on display and is not being traded. If the Exhibitor is found to have breached its undertaking not to display or deal with the product or material in dispute during the remaining period of the Fair, TDC shall have the right and power, at its sole and absolute discretion, to immediately terminate the right of participation in the Fair in question of the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies without any refund of the participation fee already paid, and to ban

the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies from any or all future TDC exhibitions.

Penalties

An Exhibitor or any parent, associate, affiliated and/or subsidiary companies may, in the sole and absolute discretion of the TDC, be banned from any or all future participation in TDC exhibitions if:

- a. after TDC has received and accepted a complaint against the Exhibitor, the Exhibitor fails or refuses to:
- allow TDC to immediately take 3 photographs of the product or material in dispute;
 - sign an undertaking immediately in favour of TDC in a form provided by TDC, indicating its decision whether to remove or continue to display the product or material in dispute;

OR

- b. if the Exhibitor refuses to remove from display the product or material in dispute and a legal action brought against the Exhibitor in relation to the display of the product or material in dispute is upheld by a Court in Hong Kong, notwithstanding that the Exhibitor has signed an undertaking in favour of TDC and allowed TDC to take photographs of the product or material in dispute during the Fair;

OR

- c. the Exhibitor removes the product or material in dispute immediately from display and signs an undertaking provided by TDC not to display or deal with any such item for the rest of the Fair period, but is subsequently found to be in breach of such an undertaking; in which case the TDC shall, in addition, be entitled to immediately terminate the Exhibitor's right of participation for the rest of the Fair period without refund of any participation fee already paid by the Exhibitor;

OR

- d. there are two or more court rulings from a Court in Hong Kong against the Exhibitor confirming its infringement of intellectual property rights of any Complainant(s) during two consecutive fair periods, notwithstanding that the Exhibitor has cooperated with TDC during the Fairs by removing the disputed product or material from display;

OR

- e. within two consecutive fair periods there are four or more valid complaints filed against the same exhibitor and which have been accepted by the Fair Legal Advisor:
- by more than one complainant in respect of different intellectual property rights; or
 - by the same complainant in respect of different products or material items

OR

- f. the Exhibitor is accused or convicted of any criminal offence relating to infringement of intellectual property rights or violation of intellectual property-related laws and regulations.

Penalties for intellectual property-related criminal offences

Copyright Ordinance (Chapter 528 the Laws of Hong Kong)

It is a criminal offence to make or deal in articles that infringe copyright. The Copyright Ordinance sets out in detail the different activities that constitute criminal offences. A person who commits such a criminal offence is liable to a fine of HK\$50,000 in respect of each infringing copy and to 4 years' imprisonment or a fine of HK\$500,000 and 8 years' imprisonment depending on the type of infringing activity carried out.

Trade Descriptions Ordinance (Chapter 362 the Laws of Hong Kong)

Under the Trade Descriptions Ordinance, any person who:-

- (i) applies a false trade description to any goods, or any service supplied or offered to be supplied to a consumer;
- (ii) supplies or offers to supply any goods, or any services to consumers, to which a false trade description is applied; or
- (iii) has in his possession for sale, or for any purpose of trade or manufacture, any goods to which a false trade description is applied commits a criminal offence.

Further, any person who forges any registered trade mark or falsely applies to any goods any trade mark so nearly resembling a registered trade mark as to be calculated to deceive also commits a criminal offence.

Further, any person who engages in relation to a consumer any unfair trade practices (including but not limited to any commercial practice that is a misleading omission, or is aggressive, or constitutes bait advertising, bait and switch, or wrongly accepting payment) also commits a criminal offence.

Any person who commits such an offence under the Trade Descriptions Ordinance may be liable -

- a. on conviction on indictment, to a fine of \$500,000 and to imprisonment for 5 years; and
- b. on summary conviction, to a fine of \$100,000 and to imprisonment for 2 years.

Documents Required as Evidence of Subsistence, Ownership and Infringement of Intellectual Property Rights

A. Copyright

Option 1: An affidavit of copyright ownership and subsistence made by the owner of the copyright work pursuant to Section 121 of the Copyright Ordinance (Cap. 528 of Laws of Hong Kong) - for reference purposes, a template affidavit is available for download at: http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf

OR

Option 2: If the Complainant owns and provides its original evidence for all of the below items 4-6 as evidence, and provide information and evidence of all of the following:-

1. date and place that the copyright work was first made or first published;
2. name of the author of the copyright work;
3. name of the owner of the copyright work;
4. original copyright work (e.g. design drawings, sketches, etc) - **NOTE:** copies, including photocopies or computer copies will not be accepted;
5. original evidence on proof of ownership of the copyright work - for example, in the event the author of the copyright work is an employee of the Complainant, that employee's contract of employment; or in the event the author of the copyright work is not the Complainant nor its employee, copyright assignment evidencing the assignment of copyright from the author to the Complainant; and
6. original evidence of the date of (i) the first sale of the product/article to which the copyright work relates (e.g. invoices, shipping documents, etc) or (ii) the first

publication of the copyright work, and such evidence must clearly identify the product/article in question

For any complaint made under Option 2, complainants will also be required to complete, provide and confirm **all** the above information and evidence in a standard-form checklist (which is available for download at http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/1.pdf or to be provided by TDC at the time of the complainant's filing of the complaint). If any of the required information and/or evidence is missing or otherwise incomplete, or if any of the information and/or evidence provided are, in TDC's opinion, unreliable, conflicting, false or inaccurate in any manner, the relevant complaint will not be processed or will be rejected.

B. Trade Mark

1. Original or certified copy of a valid Certificate of Registration of Trade Mark in **Hong Kong** including any renewal certificates or proof of renewal (**NOTE:** foreign registrations will **not** be accepted).

C. Registered Design

1. Original or certified copy of a valid Certificate of Registration of Design in **Hong Kong** including any renewal certificates or proof of renewal (**NOTE:** foreign registrations will **not** be accepted).

D. Patent

1. Original or certified copy of a valid Certificate of Grant of Patent in **Hong Kong** including any renewal certificates or proof of renewal (**NOTE:** foreign registrations will **not** be accepted); and
2. A written opinion from the complainant's Hong Kong patent agent or legal advisor that the Hong Kong patent is valid and infringed by the display of the Exhibitor's product or material in dispute during the Fair with clear and specific reference to the alleged infringing product in question.

And any other evidence that the Legal Advisor may require depending on the specific facts of the case.

* The Organiser reserves the right to amend any contents in the Exhibitor's Brief (including without limitation the documents required for filing a complaint) at any time without prior notice.

香港貿易發展局展覽會保護知識產權措施：參展商須知

香港貿易發展局(以下簡稱為「**本局**」、「**主辦機構**」)是專責促進香港對外貿易的法定機構，對於推動原創設計以及保護知識產權不遺餘力。

本局訂有一套處理展覽現場侵權投訴的程序，並聘法律顧問，以確定侵權投訴是否理據充足，協助有關方面決定採取進一步行動抑或從速解決糾紛。本局於展覽會開放期間備有法律顧問候命，如投訴人/參展商根據參展商須知向本局作出侵權投訴，本局之法律顧問將於收到本局有關通知後的合理時間內抵達本局之辦事處協助處理有關投訴。這些免費的投訴程序不是投訴人唯一的投訴方法，投訴人也可以向香港海關和/或香港法院提出投訴。

訂定這套程序的目的，是提醒參展商尊重他人的知識產權，並同時盡快澄清無理投訴以保障參展商的權益。

茲促請所有參展商(「**參展商**」)，必須遵守貿易發展局展覽會參展規則第 36 項有關參展商權利與責任的條款，內容如下：

參展商保證展品及產品包裝，以及宣傳品或攤位的任何展示部分，在任何各方面均沒有違反或侵犯任何第三者的權利，包括所有知識產權，其中包括但不限於已註冊或未註冊的商標、版權、外觀設計、名稱及專利；並同意悉數賠償主辦機構以及其代理、代表、承包商和僱員因第三者指控參展商及/或主辦機構及/或後者的代理、代表、承包商和僱員侵權而招致的費用、開支及索償。

參展商，無論是投訴他人侵權或被人指控侵權者，同意遵守主辦機構不時發出的任何《香港貿易發展局展覽會保護知識產權措施：參展商須知》(「**參展商須知**」)，包括其中所列的處理投訴程序和侵權罰則。假若參展商違反或拒遵守《參展商須知》的任何條款及條件，主辦機構有唯一及絕對酌情權禁止參展商及其任何代表、母公司、有聯繫公司、相關聯公司及/或附屬公司參加香港貿易發展局以後舉辦的任何或所有展覽會，及/或進一步禁止其代表進入參展商當時正在參展的展覽會場。

假若有投訴人(「**投訴人**」)按照《參展商須知》向主辦機構提出投訴，並要求主辦機構對其他參展商採取行動，投訴人必須同意免除主辦機構以及其代理、代表、承包商和僱員(包括但不限於所述各方的法律顧問)的所有責任，同時悉數賠償上述各方由於依據有關投訴或有關投訴人所作出的其他要求、指示或指令而採取的行動所招致的任何責任、損失、費用(包括但不限於法律費用)、開支和賠償；投訴人並同意不會就有關投訴及被指控侵權事件對主辦機構以及其代理、代表、承包商或僱員(包括但不限於所述各方的法律顧問)採取任何法律行動、或提出任何索償或要求。

處理投訴程序

1. 假若閣下欲提出有關侵犯閣下知識產權的投訴，請向主辦機構辦事處報告，本局的負責人員以及候命的法律顧問(「**法律顧問**」)將會處理有關投訴。法律顧問將於展覽會開放期間候命，如投訴人/參展商根據參展商須知向本局作出侵權投訴，法律顧問將於收到本局有關通知後的合理時間內抵達主辦機構辦事處協助處理有關投訴。
2. 假若閣下在攤位被人指控侵權，應轉介有關投訴到主辦機構辦事處提出投訴。
3. 隨附《參展商須知》的資料文件以及法律顧問，均會指明侵權投訴所需的文件及其他證據。

4. 假若法律顧問根據投訴人提供之文件，認為投訴人之知識產權有效，而且被有關參展商之展品或物品侵權，本局負責人員會前往涉嫌侵權參展商攤位處理該投訴。
5. 法律顧問亦會檢查有關涉嫌侵權展品或任何具爭議的物品有否於本局的網站 (www.hktdc.com) 上顯示。若有該等發現，本局有全權絕對酌情決定權根據本局之網上推廣條款及條件 停止顯示涉嫌侵權的產品之連結或以其他方式從本局的網站取下/刪除涉嫌侵權的展品以及其有關物品，恕不作另行通知。
6. 本局作為主辦機構，有權即時為涉嫌侵權展品或任何具爭議的物品拍照最少三張。
7. 除非有關參展商能提出使法律顧問認為滿意的證據顯示其有權經營該等涉嫌侵權的展品或物品，否則會被要求立即收回有關產品或物品以及不得在展覽會舉行期間經營所涉產品，同時須立即簽字作出承諾，而承諾書副本及一張相片則會交予被投訴人及有關參展商。本局會保留一份承諾書副本及一張相片作為紀錄。
8. 假若本局獲悉有參展商因涉嫌侵犯版權及/或商標而被香港海關調查，本局將要求該參展商立即收回所涉產品或物品。
9. 假若有關參展商拒絕合作或違反上述第6及/或第7及/或第8項條款，本局有權利及權力，按其唯一及絕對之酌情權，禁止該等參展商及其任何代表、母公司、有聯繫人士、相關聯公司及/或附屬公司參加本局以後舉辦的任何或所有展覽會的權利。
10. 本局職員會定期到法律顧問認為涉嫌侵權的攤位視察，以確保有關參展商不再展示或經營所涉產品或物品。假若發現參展商違反承諾，本局有權利及權力，按其唯一及絕對酌情權，即時取消該等參展商及其任何代表、母公司、有聯繫公司、相關聯公司及/或附屬公司的參展資格，毋須退還已收取的參展費，並禁止其及其任何代表、母公司、有聯繫公司、相關聯公司及/或附屬公司參加本局以後舉辦的任何或所有展覽會。

侵權處罰

本局有唯一及絕對酌情權就下列其中一種情況，決定是否禁止參展商或任何母公司、有聯繫公司、相關聯公司及/或附屬公司參加本局以後舉辦的任何或所有展覽會：

1. 在本局受理的侵權投訴中，涉嫌侵權的參展商沒有或拒絕：
 - 立即讓本局職員為涉嫌侵權的產品或物品拍三張照片；或
 - 應本局要求立即簽署本局提供的承諾書，註明是否願意收回或是決定繼續展示有關展品或物品。
2. 參展商雖然應本局要求簽署承諾書及讓本局職員為涉嫌侵權的展品或物品拍照，但拒絕收回涉嫌侵權的展品或物品，及有關展品或物品其後被香港法庭裁定侵權。
3. 參展商雖然立即收回涉嫌侵權的展品或物品，並簽字承諾在展覽會舉行期間不再展示或經營所涉產品，但其後被發現違反承諾。在此情況下，本局有權即時取消有關參展商的參展資格，同時毋須退還已收取的參展費。
4. 參展商雖然在展覽會舉行期間與本局合作收回涉嫌侵權的展品或物品，但遭香港法庭最少兩度裁定在連續兩屆展覽期中侵權。
5. 參展商在連續兩屆展覽會中，被超過一名投訴人就不同的知識產權或被同一名投訴人就不同產品或物品的權利作出四宗或以上的侵權投訴，而該等投訴均為駐場法律顧問所接納。
6. 參展商被控或被判觸犯任何有關侵犯知識產權或違反知識產權有關法律或法規之罪行。

有關知識產權刑事罪行之刑罰

版權條例 (香港法例第 528 章)

任何人製造或處理侵犯版權之物品即屬犯罪。版權條例已詳細列明可構成該等刑事罪行之各類行為。任何干犯有關罪行之人士可就每份侵犯版權複製品被處罰款港幣五萬元及監禁四年或處罰款港幣五十萬元及監禁八年，視乎有關行為之性質而訂。

商品說明條例 (香港法例第 362 章)

根據商品說明條例，任何人士：

- (i) 將虛假商品說明應用於任何貨品或應用於向消費者提供或要約提供的服務;
- (ii) 供應或要約供應已應用虛假商品說明的貨品、或向消費者提供或要約提供已應用虛假商品說明的服務;或
- (iii) 管有任何已應用虛假商品說明的貨品作售賣或任何商業或製造用途，即屬犯罪。

再者，任何人如偽造任何註冊商標或將任何商標或任何與某一商標極為相似而相當可能會使人受欺騙的商標以虛假方式應用於任何貨品，亦屬犯罪。

另外，任何商戶如就任何消費者作出任何不良營商手法（包括但不限於任何屬誤導性遺漏的營業行為、具威嚇性的營業行為、構成餌誘式廣告宣傳的營業行為、構成先誘後轉銷售行為的營業行為、或構成不當地就產品接受付款的營業行為），即屬犯罪。

任何干犯商品說明條例中有關罪行之人士可被：

- a. 一經循公訴程序定罪，可被處罰款港幣五十萬元及監禁五年; 及
- b. 一經循簡易程序定罪，可被處罰款港幣十萬元及監禁兩年。

證明知識產權的存在，擁有權及被侵權的所需文件

A. 版權

途徑 1: 版權作品的版權擁有人根據香港法例第 528 章《版權條例》第 121 條所作出證明其版權的存在及擁有權之誓章 - 誓章之樣本可於以下網頁下載，以供參考：

[\[http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf\]](http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf)

或

途徑 2: 若投訴人為版權擁有人並能提供下列第 4-6 項證據的正本作舉證，投訴人需提交下列所有的資料及證據：

1. 作品的首次創作或首次出版的日期和地點；
2. 作品的作者名稱；
3. 作品的擁有者名稱；
4. 版權作品的原作正本，例如設計圖樣及草圖等 - **註：**任何副本，包括影印本或電腦印刷本，均不接受；
5. 作品擁有權證明的正本。倘若有關作品的作者是投訴人的僱員，則須提供僱聘合約；或倘若有關作品的作者並非投訴人或投訴人的僱員，則須提供證明作者向投訴人轉讓版權的版權轉讓書；及

6. 發票、貨運文件或其他文件的正本，而該等文件可證明(1)首次出售有關該版權作品保護之產品或物品之日期，或 (2)首次發布有關版權作品之日期，而該證據必須清楚指明該產品/物品。

以途徑 2 作出之投訴，本局將向投訴人提供一份文件證據清單，而投訴人需要在該清單填寫、提供及確認上述所有資料及證據。證據清單可於以下網頁下載 [http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/1.pdf] 或於呈交投訴時向本局索取。若缺少任何資料及/或證據、或任何資料及/或證據不完整、或倘若本局認為任何提交之資料及/或證據為不可信、具任何矛盾、虛假或不準確的情況，有關投訴將不被處理或將被拒絕。

B. 商標

1. 有效的香港商標註冊證書正本或核證副本，包括續期證書或證明 (註：任何非香港的註冊均不接受)。

C. 外觀設計

1. 有效的香港外觀設計註冊證書正本或核證副本，包括續期證書或證明 (註：任何非香港的註冊均不接受)。

D. 專利

1. 有效的香港專利權證書正本或核證副本，包括續期證書或證明 (註：任何非香港的註冊均不接受)；及
2. 由投訴人之專利代理或法律顧問發出之書面意見書，清楚指明有關涉嫌侵權之展品或物品的詳情，並證明投訴人於香港之專利權有效，而且被有關參展商之展品或物品侵權。

以及任何由法律顧問因應實際情況要求提供的任何其他證據。

* 本局保留隨時更改參展商須知內的任何內容（包括但不限於提出投訴的所需文件）的權利，並無需另行通知。

Appendix 3: Special Move-in and Move-out Arrangement

Special traffic arrangements will be implemented to minimize pressure to traffic caused on the move-in day (i.e. **18 April**) and move-out day (i.e. **22 April**) of the **Home InStyle 2023**. These measures would be beneficial to both our valued exhibitors as well as the general public. Exhibitors are recommended to pay attention to the details of the arrangement as below:

Special Move-in Arrangement (18 April 2023)

A Vehicle Permit will be sent by Hong Kong Trade Development Council to exhibitors by Mid-April 2023.

- ◆ Based on the designated time on the Vehicle Permit issued by HKTDC, exhibitors who use large vehicle / lorry / light goods vehicle for move-in are required to queue up at the Vehicle Marshalling Area in Tsing Yi before they go to Hong Kong Convention and Exhibition Centre (HKCEC). The Vehicle Marshalling Area will open from 09:00 to 18:00. (Enclosed the location map of the marshaling area).
- ◆ A Trip Ticket will be issued to drivers at the Vehicle Marshalling Area in Tsing Yi.
- ◆ Lorries/vans will only be allowed to enter the HKCEC loading area via Expo Drive or Convention Avenue within 2 hours with a **valid Vehicle Permit** issued by HKTDC and a **Trip Ticket** issued at the Vehicle Marshalling Area.
- ◆ Vehicle Permit and Trip Ticket are NOT required for exhibitors who use private cars / taxi for move-in. Exhibitors can unload their goods only at the Expo Drive Entrance/Harbour Road Entrance. **NO waiting or parking at the HKCEC area is allowed.**

Special Move-out Arrangement (22 April 2023)

Can only be proceeded after 5:00pm

- ◆ A Move-out Vehicle Permit will be sent by HKTDC in Mid-April 2023
- ◆ Drivers are required to queue up at the Vehicle Marshalling Area in Tsing Yi. The Vehicle Marshalling Area will open from 16:00 to 22:00.
- ◆ Trip Tickets will be issued at the Vehicle Marshalling Area
- ◆ After 5:00pm, the drivers can come to HKCEC loading areas with a valid Vehicle Permit issued by HKTDC and a Trip Ticket issued at Vehicle Marshalling Area

The HKCEC will impose charges on vehicles with extended stay on 18 and 22 April. The charges are as follows:

	<u>Every 30 minutes (or part thereof)</u>
First 60 mins (Grace Period) :	: Free
First 2 hours after 60 minutes :	: HK\$100
After 3 hours :	: HK\$150
Each Lost Ticket :	: HK\$500 / per ticket / per day

Payment (if any) will be collected at the exit control booth with official receipt. Please note that vehicle permits are not suitable for parking purpose, and is not valid for private cars. The Expo Drive Hall loading area admits vehicles of 2.2m or below only.

*** According to the traffic conditions, the police may implement traffic diversions at the vicinity of HKCEC on the move-in and move-out day. ***

附件3: 進館及撤館交通安排及展品撤館服務

本局將於上述展覽會之進館日(即4月18日)及撤館日(即4月22日)實施特別交通安排,以舒緩所引起之交通阻塞,為各參展商及公眾人士帶來更大的方便。請留意以下詳情:

進館交通安排 (2023 年 4 月 18 日)

香港貿易發展局於4月中旬將會向各參展商發出**4月18日**之進場車輛許可証。

- 如參展商使用大型車輛、貨車及輕型客貨車,在進入會展中心貨物起卸區前,必須根據由香港貿發局所發出車証上之指定時間到車輛等候處報到及輪候。車輛等候處定於**青衣**並將於上午9時至下午6時開放(附件:青衣車輛等候處位置圖 - 青高路與青尚路交匯處)。
- 在青衣車輛等候處的工作人員會向輪候之司機發出一張往來證明書。
- 司機需攜同車証及往來證明書於兩小時內經會議道或博覽道前往會展中心貨物起卸區進場。
- 如使用私家車或的士進場的參展商,進入會展中心範圍則不需要持有車輛許可証及往來證明書,但只能於**港灣道或博覽道**正門進行落貨。司機於落貨後必須盡快離開會展中心範圍,不得停留或等候。

撤館交通安排 (2023 年 4 月 22 日)

參展商只可於**4月22日下午5時後**安排撤館:

- ◆ 撤館車輛許可証將於4月中旬寄給參展商。
- ◆ 貨車及輕型客貨車須根據由香港貿發局所發出車証上之指定時間到位於**青衣**之車輛等候處報到及輪候。車輛等候處將於下午4時至下午10時開放。
- ◆ 車輛等候處根據當時之交通情況向輪候之司機發出一張往來證明書。
- ◆ 於下午5時後,請各司機攜同車証及往來證明書在兩小時內經會議道或博覽道入口前往會展中心貨物起卸區進場。

當車輛進入會展貨物起卸區時,司機會收到一張印上進場時間的計時咭。為有效舒緩當日貨物起卸區交通緊張的情況,免費上落貨限時為**60分鐘**。香港會議展覽中心將於**4月18及22日**實施進場車輛使用時間收費計劃。有關收費如下:

	<u>每半小時收費(或不足半小時)</u>
車輛進場後首60分鐘	: 免費
其後兩小時內	: 港幣\$100
超過三小時內	: 港幣\$150
遺失進場計時咭(每張/每日)	: 港幣\$500

繳交費用(如適用)將於出口管制處辦理,並同時發出收據。許可證並非泊車證,亦不適用於私家車。博覽道展館之裝卸區只適用於**2.2米**或以下車輛進入。

*於進場及撤場當日,警方將視乎灣仔北及周邊一帶之交通情況,
酌情採取交通管制及改道措施*

Location of the Vehicle Marshalling Area in Tsing Yi

青衣車輛等候處位置圖





Circular 1: Storage of Packing Materials during fair period

Dear Exhibitor,

Thank you very much for your participation in the Home InStyle.

For safety reason, placing packaging materials, such as carton box, wooden box and plastic bag, above the ceiling, near the power sockets, lighting exhibits and any public area is strongly prohibited.

All packing materials which placed at inappropriate area should be removed immediately. If there is any fire accident, damage or booth collapse resulted from improper placement of packing materials, the Organiser reserves the right to claim at the expense of the exhibitor for any damages.

Any materials found leaving improperly will be removed or destroyed without further notice. The Organiser will not responsible for any loss and claim on all disposed items arose from the violation of conditions, rules and regulations by the Exhibitor/Contractor.

Hong Kong Trade Development Council

通告 1: 展覽會期間包裝物料之處理事宜

致各參展商:

首先，本局十分感謝 貴司參加香港時尚家品展。

為安全起見，於展會期間參展商應妥善安排所有包裝物料，例如紙箱、木箱、塑料包裝材料等，不可存放於攤位橫樑上或靠近電力裝置、射燈及燈飾展品的地方，及隨意棄置於攤位外。此舉會構成危險，引致火災及攤位倒塌，主辦機構將保留追究之權利。請參展商妥善處置所有包裝物料，否則主辦機構將代為處理，不予發還。

香港貿易發展局



Circular 2: Caution on Third Party Promotional Offers from Fair Guide/Expo Guide/Event Fair/ AVRON/ Golfarelli Editori/ International Fairs Directory

The Hong Kong Trade Development Council (HKTDC) has learnt that exhibitors have been receiving invitations from Fair Guide (owned by Construct Data) for listings in its guide at the exhibitors' expense. It has also come to HKTDC's attention that other companies under the name Expo Guide (owned by Commercial Online Manuals S de RL de CV ("Commercial Online Manuals")), Event Fair, AVRON, Golfarelli Editori and International Fairs Directory have sent similar invitations to exhibitors inviting them to update or correct their data with its fair directory for free listing. The HKTDC would like to stress that the Fair Guide, the Expo Guide, the Event Fair, the AVRON, Golfarelli Editori and the International Fairs Directory has **NO CONNECTION** with the HKTDC or any of our fairs.

UFI, an international organization which represents the interests of the exhibition industry worldwide has been warning the exhibition industry to be vigilant against Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals and other similar guides and organisations such as Event Fair, AVRON, Golfarelli Editori and International Fairs Directory. UFI has also reported that debt collection agencies work in partnership with these guides to intimidate exhibitors for payment. The practice of Construct Data has been considered as unconscionable and misleading by the Austrian Protective Association. Recent information suggests that Construct Data & Event Fair have shifted its operation from Austria to Mexico and/or Slovakia. It should be noted that the contents and wording of Fair Guide's and Expo Guide's letter and order form are virtually identical. It is possible that Construct Data, Commercial Online Manuals, Event Fair, AVRON, Golfarelli Editori and International Fairs Directory are related companies or are in some way connected. You should therefore exercise due diligence and care when being approached for such invitations so as to avoid possible unwarranted and/or unnecessary financial commitments.

In order to protect your own interests, you are urged to read the contracts (including the small print) and attachments carefully, as well as seeking legal advice, before signing any such documents. The HKTDC does not recommend that you sign any materials that you receive from Construct Data, and/or Commercial Online Manuals and/or Event Fair, and/or AVRON and/or Golfarelli Editori, and/or International Fairs Directory. If you have mistakenly entered into contract with Construct Data and/or Commercial Online Manuals and/or Event Fair and/or AVRON and/or Golfarelli Editori, and/or International Fairs Directory, you should notify Construct Data and/or Commercial Online Manuals and/or Event Fair and/or AVRON and /or Golfarelli Editori, and/or International Fairs Directory in writing and inform them that you dispute the validity of the contract on the basis of mistake and/or misrepresentation. You should take legal advice as to how to respond to any demands for payment that you might receive. For more information about UFI's action against Fair Guide, Expo Guide, Construct Data, AVRON, Golfarelli Editori and International Fairs Directory, please visit <http://www.ufi.org/industry-resources/warning-construct-data/>.



通告 2: 請小心處理由第三者(Fair Guide/Expo Guide/Event Fair/ AVRON/ Golfarelli Editori/ International Fairs Directory)提供之推廣優惠

香港貿易發展局獲悉參展商曾接獲 Fair Guide (由 Construct Data 所擁有) 的邀請, 在其指南中刊登名錄, 費用由參展商負責。香港貿發局最近發現另外多家公司, 包括 Expo Guide (由 Commercial Online Manuals S de RL de CV (“Commercial Online Manuals”) 所擁有), Event Fair、AVRON、Golfarelli Editori 和 International Fairs Directory 及亦向參展商發出類似信件, 邀請參展商更新或更正他們于其指南中之資料作為免費刊登名錄。香港貿發局特此澄清及重申: Fair Guide 或 Expo Guide 或 Event Fair 或 AVRON 或 Golfarelli Editori 或 International Fairs Directory 一概與香港貿發局或本局的任何展覽完全無關。

UFI, 一個代表全球展覽業利益的國際組織, 已經警告展覽業要小心警惕 Fair guide、Expo Guide、Construct Data、Commercial Online Manuals 和其他類似的指南和組織如 Event Fair、AVRON、Golfarelli Editor 和 International Fairs Directory。UFI 還報告說, 收債公司和這些指南和組織有夥伴的關係, 從而恐嚇參展商付款。Construct Data 之經營手法已被奧地利保障公平競爭協會 (Austrian Protective Association) 視為不公平及誤導。最近有資料顯示, Construct Data、Event Fair 及 AVRON 已從奧地利轉移其運作到墨西哥和/或斯洛伐克。

由於 Fair Guide 及 Expo Guide 的信件及訂單內容及語句幾乎完全相同, Construct Data, Commercial Online Manuals, Event Fair, AVRON, Golfarelli Editor 與 International Fairs Directory 可能是相關或連繫之公司。閣下因此應盡量以小心謹慎的態度處理該等邀請, 以免作出不必要的財務承擔。本局特此呼籲閣下在簽署任何合約 (包括以細小字體列印的合約) 及附件之前, 應細閱有關文件和尋求法律意見, 以保障閣下本身的利益。

本局并不建議閣下簽署任何從 Construct Data 及/或 Commercial Online Manuals 及/或 Event Fair 及/或 AVRON 及/或 Golfarelli Editori 及/或 International Fairs Directory 收到之文件。如閣下在錯誤情況下與 Construct Data 及/或 Commercial Online Manual 及/或 Event Fair 及/或 AVRON 及/或 Golfarelli Editori 及/或 International Fairs Directory 訂立合約, 閣下應以書面通知 Construct Data 及/或 Commercial Online Manuals 及/或 Event Fair 及/或 AVRON 及/或 International Fairs Directory 指出基於錯誤或被誤導之情況下簽署該文件, 有關合約無效。閣下應該就如何應對你可能會收到的付款要求尋求法律意見。

欲瞭解更多信息關於 UFI 對 Fair Guide, Expo Guide, Construct Data 與 Commercial Online Manuals 採取之行動, 請瀏覽此網頁 <http://www.ufi.org/industry-resources/warning-construct-data/>。



Circular 3: Caution on Rental of Credit Card Payment Terminals

The Hong Kong Trade Development Council (HKTDC) is recently informed that a service provider of credit card payment terminal has offered its payment terminal rental service to exhibitors in exhibitions held in Hong Kong, but failed to return the transaction amount to exhibitors before the deadline as stipulated in the contract. The HKTDC would like to clarify that it has **NOT** appointed any credit card payment terminal providers in **ALL** HKTDC fairs. To protect your own interests, you are reminded to exercise due diligence and read all contracts carefully before appointing any service providers.

The HKTDC would also like to remind exhibitors that no retail sales should be conducted at the Home InStyle 2023.

Should you have any questions, please contact Ms. Leslie Hui, Project Manager, Business Development at Tel: (852) 2240 4609 / Email: leslie.ls.hui@hktdc.org.

Hong Kong Trade Development Council

通告 3: 提防有關信用卡終端機租賃服務

香港貿易發展局(香港貿發局)獲悉近日有公司在香港舉辦的展覽會中提供信用卡終端機租賃服務予參展商，但並未有在合約指定日期發還有關交易金額。香港貿發局特此澄清本局並沒有委託或指派任何第三者提供信用卡終端機租賃服務，並提醒所有參展商在使用任何供應商的服務前，應先清楚了解其背景，並細閱有關文件及合約細則，以確保閣下本身的利益。

香港貿發局並提醒所有參展商不得在展覽會期間進行零售活動。如有任何問題，請與本局業務發展項目經理許諾詩小姐聯絡，電話：(852) 2240 4609 或 電郵: leslie.ls.hui@hktdc.org。

香港貿易發展局



Circular 4: Safety Measures on On-site Construction / Dismantling Work

In order to maintain the site safety of events held at the Hong Kong Convention & Exhibition Centre, with immediate effect, a new safety measure has been implemented. This new measure is in-line with the relevant regulations implemented by **Labour Department** and **Occupational Safety & Health Council**. Details are as below: -

- 1) Strictly for safety purposes, the use of ladders on or above 2 meters in height is prohibited in HKCEC by persons working in association with a Scheduled Exhibition. If the construction/dismantling work is carried out at a level over 2 metres or more above the ground, contractors should use high reach equipment, such as, metal scaffolding. In addition, the scaffold shall not be used on a construction site unless the Form 5 report has been made by a competent person. This form should be displayed in a prominent location of the scaffold (sample of the form is attached for reference), specifying the location, the extend of the scaffold on the site and includes a statement to the effect that the scaffold is in safe working order, strength and stability.
- 2) All Licensees and person requiring admission to the Licensed Area for any reasons in connection with building-up or breaking-down of the exhibition stands or for any activities will require **wearing Reflective Vest**.
- 3) Workers are required to **wear safety belt** while construction activities are carried out at 2 metres or more above the ground.
- 4) If this rule is not observed, HKCEC and the HKTDC will have the right to stop the relevant construction activity immediately.

You are kindly requested to comply with the above safety measure and inform your contractor accordingly. If you need further information, please feel free to contact Mr Aston Fong at (852) 2240-5459. You may also visit the website at: www.labour.gov.hk/eng/public/content2_8b.htm for the Code of Practice for Metal Scaffolding Safety.

通告 4: 展覽活動施工場地安全守則

為確保展覽活動施工場地安全，香港會議展覽中心將根據勞工處及職業安全健康局的有關規例切實執行安全措施及管理，即時生效，詳情如下：

- 1) 為確保安全，禁止任何人士於展覽期間在香港會議展覽中心使用高度2米或以上梯子。對於所有在離地2米或以上高度進行的攤位蓋建或拆卸工程，承建商必須使用金屬棚架等高空工作設備。於建築工地使用棚架者，必須由合資格人士提交《表格五》報告（隨附表格樣本以供參考）。該表格須於棚架當眼處展示，列明棚架的位置及範圍，並登載聲明表示棚架的堅穩程度合乎施工安全標準。
- 2) 任何獲授權或獲准進入租用攤位範圍，進行展覽攤位蓋建、拆卸或其他任何活動的人士，一律**必須穿上反光背心**。
- 3) 於距離地面2米或以上高度施工的工人**必須配戴安全帶**。
- 4) 如有違規者，香港會議展覽中心及香港貿發局有權立即制止有關搭建工程進行至符合安全標準。

請參展商注意及遵守有關規定並通知承建商。如需獲取更多資料，請致電(852)2240 5459 與方詠鴻先生聯絡。參展商亦可上網瀏覽《金屬棚架安全守則》，網址：www.labour.gov.hk/eng/public/content2_8b.htm



Circular 5: Security Measures Against Thefts and Losses at The Fair

As part of our continuing effort to improve security measures against potential thefts and losses of exhibitors' goods and displays at the fair, the HKTDC will put in place the following measures and revised procedures:

- 1) Extra security staff will be deployed in all the halls during daily morning set-up and end of fair move-out periods. As most past incidences of thefts and losses, although few in numbers, had occurred during the set-up and move-out periods, exhibitors are advised to be extra vigilant during these periods.
- 2) Enlarged prints will be used for the booth number on all exhibitors' badges for easy identification, especially during set-up and move-out periods.
- 3) Large visible warning signs indicating the presence of security cameras will be posted around all exhibition areas as an additional deterrent.
- 4) Curtains for exhibition stands to be provided during move-in periods for retaining privacy of your exhibits during non-opening hours.

These measures are designed to improve security against losses and thefts but are by no means full-proof. Therefore, we will continue to rely on your co-operation and vigilance. Exhibitors are also reminded that the responsibilities for ensuring sufficient insurance cover against any losses or damages rest on the exhibitors and not the HKTDC.

Hong Kong Trade Development Council

通告 5: 有關防止展品遺失或盜竊的保安措施

香港貿發局一向不遺餘力改善保安措施，以防止各參展商的展品遺失或遭盜竊。為更有效保障各參展商於展覽期間的財物安全，主辦機構特作出下列的保安預防措施：

- 1) **加強保安巡邏** - 香港貿發局將於每日早上進館及晚上離館期間額外聘用更多保安護衛，加強保安巡邏會場以確保場館及展品安全。由於以往展品遺失或盜竊事件通常發生於進館及離館時間，參展商亦必須特別提高警覺。
- 2) **參展商工作証** - 為更有效地識別各參展商的身份及所屬之攤位，香港貿發局將採用較大字體列印參展商工作証上的攤位號碼，以方便分辨各參展商的身份。
- 3) **保安標示** - 增加張貼保安標示於展覽場館內，以標示會場內已安裝閉路電視保安系統。
- 4) **攤位布簾** - 香港貿發局將提供攤位布簾給各參展商，以保障各攤位內於非開放時間的私隱。

為更有效及全面地防止展品遺失或盜竊，除配合以上的保安措施外，最終還有賴各參展商的合作及提高警覺。參展商亦應替其展品投購保險，以減低展品遺失或盜竊之損失。

香港貿易發展局

Circular (6) – Points to Note/New Measures on Custom-Built Participation

In order to enhance the overall safety and efficiency of the fair, new measures regarding custom-built stands has been implemented from July 2009. We have summarized the changes below and would like to draw your attention to them. You are strongly advised to go through the updated section 4 of the Exhibitors' Manual for details.

Section	Items															
4.2	<p><u>Information submission</u></p> <p>Please note the deadline for submission of Custom-Built Participation Contractors' Information (Form 1), construction drawings, lighting distribution plan, site work deposit and insurance copy. Otherwise, a late charge of HK\$3,000 (US\$400) will be charged to the Exhibitor or its appointed contractor.</p> <p>Submission of "Structural Safety Certificate", Documentary Proof of Fire Services Compliance and "Certification of <Electrical> installation, inspection & testing" (Form WR1) are also required</p>															
4.2.2	<p><u>Site work deposit</u></p> <p>Calculation based on HK\$300/US\$40 per sqm. For two-storey construction stand, the site work deposit is doubled. Minimum and maximum deposit amounts are HK\$5,000 (US\$667) and HK\$75,000 (US\$10,000) respectively.</p>															
4.2.3	<p>Contractors are required to carry out and maintain public liability insurance in a sum not less than HK\$10 million for any single claim, unlimited in aggregate. The insurance should be maintained in force at all times during the move-in period, exhibition period and move-out period, i.e. 17-23 April 2023.</p> <p>Labour inspectors are authorised to check the contractors working for exhibitors/organiser in the Exhibition Venue at all reasonable times under section 72(1) of Employment Ordinance, section 45(1) of Employees' Compensation Ordinance and section 17L(1) of Immigration Ordinance. Relevant records and documents should be arranged accordingly.</p>															
4.2.4	Hall rental charges for over-time move-in and move-out															
4.2.5	<p><u>Maximum stand height of custom-built booths</u></p> <p>In response to rising environmental and safety concerns, Hong Kong Trade Development Council will lower the maximum height of single-deck custom-built booths in all its fairs with details below:</p> <ol style="list-style-type: none">1. Since 1 May 2023, all new designs of single-deck custom-built booths shall not exceed the height of 4 metres (note: The booth height limit may be lower for specific locations, please refer to exhibition manual, hall plan or check with the following contacts).2. Based on last circular RSC001/21 on 1 April 2021, re-used single-deck booths at "4.5m < booth height ≤ 5m" can be reset up until 30 April 2023.3. Starting from 1 May 2023, re-used single-deck booths at "4m < booth height ≤ 4.5m" can be reset up until 30 April 2025. The booth design must remain unchanged as it was previously submitted to HKTDC for the same show without modification. Any amendments to original design will be treated as new design and subject to height restriction of 4 metres.															
4.2.6	<p><u>Submission of Structural Safety Certificate, Structural Calculations and Documentary Proof of Fire Services Compliance</u></p> <table><tr><td>Stands & temporary structures</td><td>>2.5m & <4.5mH</td><td>≥ 4.5mH or two-storey construction</td></tr><tr><td>Stages or platforms</td><td>>1.1m & <1.5mH</td><td>≥ 1.5mH</td></tr><tr><td>Suspended lighting truss & equipment</td><td><100 kg</td><td>≥ 100 kg</td></tr><tr><td>Self-standing speakers and/or lighting towers</td><td>≤2.5m</td><td>>2.5m</td></tr><tr><td>Authorized Person/Registered Structural</td><td>Verify stability of design drawings</td><td>Verify stability of design drawings & prepare structural calculations</td></tr></table>	Stands & temporary structures	>2.5m & <4.5mH	≥ 4.5mH or two-storey construction	Stages or platforms	>1.1m & <1.5mH	≥ 1.5mH	Suspended lighting truss & equipment	<100 kg	≥ 100 kg	Self-standing speakers and/or lighting towers	≤2.5m	>2.5m	Authorized Person/Registered Structural	Verify stability of design drawings	Verify stability of design drawings & prepare structural calculations
Stands & temporary structures	>2.5m & <4.5mH	≥ 4.5mH or two-storey construction														
Stages or platforms	>1.1m & <1.5mH	≥ 1.5mH														
Suspended lighting truss & equipment	<100 kg	≥ 100 kg														
Self-standing speakers and/or lighting towers	≤2.5m	>2.5m														
Authorized Person/Registered Structural	Verify stability of design drawings	Verify stability of design drawings & prepare structural calculations														

	Engineer (AP/RSE) should be deployed to	Supervise construction works at site
		Verify stability after completion by issuing structural safety certificate
	Submit design drawings to Organiser by 8 March 2023	By email
	Submit by dropping into the collection box at Technical Services Counter by 1500 hrs on 18 April 2023	1. Structural safety certificate (refer to section 4.2.6)* 2. Fire Services certificate (submit upon request) (refer to section 4.2.8)
	Submit to Official Electrical Contractor by 1500 hrs on 18 April 2023	Certificate of installation, inspection & testing (Form WR1) (please refer to section 4.2.7)*
<p>* Failing to provide the required certificate and form by 2200 hrs on last move-in day will result in prohibition all access to the stand/suspension of electricity supply throughout the fair period.</p> <p>Exhibitors must accept full responsibility for the safety of the Stand, as Construction Sites (Safety) Regulations (Chapter 59) is applicable.</p> <p>An Authorized Person can either be a Registered Architect (AP-List I), or a Registered Structural Engineer (AP-List II), or a Registered Building Surveyor (AP-list III). An Authorized Person is legally defined in the HKSAR Buildings Ordinance Chapter 123. For AP/RSE registry, please visit https://www.bd.gov.hk/en/resources/online-tools/registers-search/registrationsearch-disclaimer.html?reg_type=RSE.</p> <p>Documentary Proof of Fire Services Compliance In compliance with the Venue's Rules & Regulations, all construction and decoration of stands (including but not limit to drapes, curtains, fabrics, banners, backdrops) must be non-combustible, inherently non-flammable or durably flameproof and may be inspected by authorized personnel of Venue Operator or the Hong Kong Government to verify compliance. As such, relevant documentation relating to fire tests, flame tests, fume tests and other similar tests which may be required by the relevant legislation and regulations should be available upon request.</p> <p>Alternatively, these items shall be brought up to any of those standards by treating with a fire retardant paint or solution acceptable to Director of Fire Services. The work shall be carried out by a Class 2 Registered Fire Service Installation Contractor and a certificate (FS251) to this effect from the Exhibitor/Contractor shall be submitted to the Organiser upon request, as documentary proof of compliance. Please refer to https://www.hkfsd.gov.hk/eng/source/licensing/PPA106-Eng-Web.pdf for details. For Registered Fire Service Installation Contractor registry, please visit http://www.hkfsd.gov.hk/home/eng/source/FSIC_list_eng.pdf.</p>		
4.2.7	Electricity In compliance with the Electricity Ordinance (Chapter 406) Electricity (Wiring) Regulations, all electrical installations, inspection and testing must be carried out by a registered electrical worker together with a registered electrical contractor. "Certification of installation, inspection & testing" (Form WR1) should be submitted to the Official Electrical Contractor as per schedule mentioned above.	
4.2.9	Reflective Vest All Licensees and person requiring admission to the Licensed Area for any reasons in connection with building-up or breaking-down of exhibition stands or for any activities will require wearing Reflective Vest.	
4.2.12	Waste Reduction and Recovery Measures In accordance with the Waste Disposal (Chemical Waste) (General) Regulation, Hong Kong Convention & Exhibition Centre has been approved as a waste producer for disposing mercury lamps. Nine recycling bins have been placed at G/F opposite to Design Gallery, Hall 1AC	

	loading area, Hall 3CEG loading area and Hall 5CEG loading area.
4.2.13	<u>Construction Industry Safety Training Certificate</u> All stand fitting contractors must acquire Construction Industry Safety Training Certificates ("Green Card") qualifications and have it properly displayed when working at HKCEC. HKCEC's security reserves the right to refuse entry or remove personnel for those who fail to provide valid credentials. Please feel free to contact the Event Planning & Co-ordination Team of the Venue Operator at hkcepc@hkcec.com or (852) 2582 8888 should you need further assistance.
4.2.14	Requirements must be complied with by the Exhibitor and his/her appointed Contractor
4.2.15	Deduction of site work deposit

We believe that you and your appointed contractor(s) will support us in this initiative in creating a safer working environment. To ensure a full compliance on the above rules, we will penalize offenders by refusing their participation in our future fairs, and forfeiting totally the site work deposits lodged with us.

"A Guide on Safety and Health in the Hong Kong Exhibition and Convention Industry" has been published by the Hong Kong Exhibition and Convention Industry Association (HKECIA), which extensively covers various aspects of the industry that requires proper attention. You and your appointed contractor(s) are advised to go through the guide via [A Guide to Health and Safety in the Hong Kong Exhibition & Convention Industry_Eng.pdf](#).

For queries, please feel free to contact:

Mr. Aston Fong at Tel: (852) 2240 5459, or Email: aston.wh.fong@hktdc.org

Thank you for your kind understanding and co-operation!

通告(6) – 特裝參展新措施及注意事項

為提升展覽的整體安全及效率，香港貿易發展局於2009年7月開始，實施特裝參展自建攤位新措施。簡要如下，詳情請參閱參展商手冊第四部份段。

部份	內容		
4.2	提交資料 請留意特裝參展承建商資料申報表(表格一)、設計圖則及燈圖、施工按金、公眾責任保單副本的提交日期。否則，主辦機構會向參展商/承建商收取 3,000 港元(400 美元)的逾期行政費。		
	亦須提交「結構安全證明書」、「電力裝置完工證明書」(表格 WR1)及符合相關消防規定證明書。		
4.2.2	施工按金 按金以每平方米 300 港元(40 美元)計算。搭建雙層結構攤位必須繳交雙倍按金。而最低及最高的金額分別為 5,000 港元(667 美元)及 75000 港元(10,000 美元)。		
4.2.3	承建商必須購買有效的公眾責任保險，每次事故賠償限額不少於 1000 萬港元，而保險期內累積賠償額則無限。有效期須包括進場、展覽期間及離場(即 2023 年 4 月 17-23 日)。 按《僱傭條例》第 72(1)條、《僱員補償條例》第 45(1)條及《入境條例》第 17L(1)條，授權予勞工處人員於任何合理時間，於展館內視察及檢查其相關記錄及文件。		
4.2.4	進場及離場超時租場收費		
4.2.5	特裝展位高度限制 香港貿易發展局為促進環保及安全施工，將在其展覽會下調單層特裝展位最高可建高度，詳情安排如下： 1. 自 2023 年 5 月 1 日起，所有新設計的單層展位高度不得超越 4 米(註：特裝展位所處位置或有較低高度限制，請參閱參展商手冊、展覽廳平面圖或與以下人士查詢)。 2. 根據 2021 年 4 月 1 日所發出的通告 RSC001/21，單層重用展位在”4.5 米<高度≤5 米”將於 2023 年 4 月 30 日後不可再使用。 3. 由 2023 年 5 月 1 日起，單層重用展位在”4 米<高度≤4.5 米”可重用並延期保留至 2025 年 4 月 30 日。重用展位設計必須跟上一屆提交給貿發局同場展覽的圖則相同，並不可作出任何結構性改動。如有任何改動，本局將以新設計論，並將會把展位可建高度下調至 4 米。		
4.2.6	提交「結構安全證明書」、「數據證明」、符合相關消防規定證明書		
	攤位及臨時搭建物	>2.5 米 而 <4.5 米高	≥ 4.5 米高或雙層結構
	平台或舞台	>1.1 米 而 <1.5 米高	≥ 1.5 米高
	懸空照明支架及設備	<100 公斤	≥ 100 公斤
	獨立揚聲器和/或照明燈架連燈	≤2.5 米	>2.5 米
	認可人士/註冊結構工程師應	證明其設計圖則穩定性	證明其設計圖則穩定性及數據證明
		監督搭建工程	
		在完成搭建後驗證並簽發結構安全證明書	
	於 2023 年 3 月 8 日 或之前提交圖則予主辦機構	以電郵方式	
	於 2023 年 4 月 18 日 下午 3 時或之前投放到「攤位設施」展位之收集箱	1. 結構安全證明書〔詳情請參閱第 4.2.6 章〕* 2. 消防證明書〔按要求下提交〕 〔詳情請參閱第 4.2.8 章〕	

	於 2023 年 4 月 18 日 下午 3 時或之前交予 大會電力承建商	電力裝置完工證明書〔表格 WR1〕 〔詳情請參閱第 4.2.7 章〕*
	<p>*如未能於最後進場日晚上 10 時前交妥相關證明書/表格，主辦機構有權在整個展期內禁止所有人士進入有關攤位/停止電力供應。</p> <p>參展商須完全負責攤位結構的安全，詳情可參照《建築地盤（安全）條例》第 59 章。</p> <p>認可人士包括註冊建築師（認可人士名單 1）、註冊結構工程師（認可人士名單 2）或註冊屋宇測量師（認可人士名單 3）。認可人士的定義詳述於香港建築物條例第 123 章。有關<u>認可人士/註冊結構工程師</u>的名冊，請瀏覽屋宇署網頁： https://www.bd.gov.hk/tc/resources/online-tools/registers-search/registrationsearch-disclaimer.html?reg_type=RSE</p>	
	<p>符合相關消防規定證明書 按展館營運者的規定，所有搭建及裝飾材料〔包括但不限於窗簾、門簾、織物、橫幅、木材結構〕必須屬非可燃材料，非易燃品質地或防火耐用性材料。展館營運者或香港政府授權代表可要求檢查這些材料的合規性，而參展商/承建商必須提供有關防火試驗、燃燒試驗、煙薰試驗及相關法例及規例要求的其他類似試驗的相關文件。</p> <p>或由註冊二級消防裝置承辦商，以防火溶液將搭建及裝飾材料加以處理的工作，並在完工後簽發消防證明書〔消防表格 251〕以證明符合規定。參展商/承建商必須保存該表格，並需應展館營運者或香港政府要求而提交。詳情請瀏覽消防處網頁。 http://www.hkfsd.gov.hk/home/chi/source/FSIC_list_chi.pdf。有關<u>註冊消防裝置承辦商</u>的名冊，請瀏覽消防處網頁： http://www.hkfsd.gov.hk/home/chi/source/FSIC_list_chi.pdf。</p>	
4.2.7	<p>電力裝置 按電力條例〔第 406 章〕電力〔線路〕規例，所有電力安裝、檢查及測試必須由註冊電業工程人員及註冊電業承辦商代行，並須簽發表格 WR1 及須於上述指定時間交予大會電力承建商，以茲證明。</p>	
4.2.9	<p>反光背心 任何獲授權或獲准進入租用攤位範圍，進行展覽攤位搭建、拆卸或其他任何活動的人士，一律必須穿上反光背心。</p>	
4.2.12	<p>減少廢物及回收措施 根據《廢物處置（化學廢物）（一般）規例》，香港會議展覽中心已成為含水銀燈管廢物產生者，並於該中心地下「設計廊」對面；展覽廳一 A、C 卸貨區；展覽廳三 C、E、G 卸貨區及展覽廳五 C、E、G 卸貨區共設置九個回收筒供棄置之用。</p>	
4.2.13	<p>建築業安全訓練證明書 凡進入展館工作的承建商，必須持有建築業安全訓練證明書措施（即「平安咭」），並須清楚地展示出來。否則，展館營運者之保安人員有權拒絕該人士進入或要求該人士離開展館。</p> <p>如有任何查詢，可透過電郵 hkcepc@hkcec.com 或致電（852）2582 8888 與展館營運者之項目策劃及統籌部聯絡。</p>	
4.2.14	參展商及其承建商必須遵守的規定	
4.2.15	施工按金扣款制	

本局深信 貴公司及 貴公司委託的承建商必定全力支持上述措施，共同營造更安全的工作環境。為確保參展商及承建商遵守上述規定，本局將拒絕違規者參加本局日後舉辦的展覽會，並全數沒收其繳交的施工按金，以作處分。

由香港展覽會議協會出版的「香港展覽會議業之安全及健康指南」已涵蓋業界需注意的事項。
請 貴公司 及 貴公司委託的承建商仔細參閱以下網站：

[A Guide to Health and Safety in the Hong Kong Exhibition & Convention Industry_chi.pdf](#)

如有查詢，請聯絡：

方先生(電話: (852) 2240 5459 ; 電郵: aston.wh.fong@hktdc.org)

多謝合作！



Circular 7: Immigration Regulations to be Observed and Followed by Exhibitors

1. Exhibitors from outside Hong Kong

According to the policy of Immigration Department of Hong Kong, foreign visitors are allowed to remain in Hong Kong for the purposes of sightseeing, shopping, as well as conducting contracts, attending meetings and conferences, etc. For the purpose of immigration control, visitors are subject to certain conditions of stay specified in the Immigration Regulations. These conditions preclude a visitor from taking up employment, whether paid or unpaid and he is not allowed to establish or join in any business. Those who wish to be engaged in day-to-day business operations or investment activities in Hong Kong will have to apply for a work permit.

In the case of a trade exhibition, whether an exhibitor needs a work permit would depend on the nature of the business of the exhibition booth he/she mans and his/her activities therein. In general, if the exhibitor's activities are focused on promotion without engaging in retail sales, he will not need to apply for a work permit. However, if an exhibitor from outside Hong Kong is engaged in retail sales activities, a work permit will be required.

2. Exhibitors from Mainland China

Where Mainland China exhibitors participating in trade fairs are concerned, it should be noted that they must apply for exit permission from the relevant Mainland China authorities. For business visits, Mainland China residents have to apply to the PSB Office in their place of domicile for permission to enter Hong Kong under the Business Visit Scheme. The PSB will issue an exit-entry permit with a business visit endorsement to Mainland business visitors. Exhibitors from Mainland China are required to meet Hong Kong Immigration regulations as stipulated in item 1 of the above.

3. Exhibitors from India

Under the new policy announced by the Immigration Department of the Government of the Hong Kong Special Administrative Region, Indian nationals will now be required to complete a free online pre-arrival registration and get an instant result regarding their eligibility for 14-day visa-free entry into Hong Kong.

The Pre-arrival Registration (PAR) for Indian nationals are being implemented from 23 January 2017 onwards. Failure to present the notification slip from the online registration together with a valid Indian passport will lead to refusal of their boarding a conveyance bound for the HKSAR and refusal of entry into Hong Kong upon arrival.

For more information and online registration, please visit:

http://www.immd.gov.hk/eng/services/visas/pre-arrival_registration_for_indian_nationals.html

4. Hong Kong Exhibitors

If any local exhibitor is planning to deploy or hire any personnel from outside Hong Kong at the booths during fair period (including move-in and move-out days), the above regulations (items 1 and 2) will also apply.

For details of Hong Kong immigration regulations, you may access the Immigration Department's web-site (www.info.gov.hk/immd/). If you have any queries regarding the above, please do not hesitate to contact Hong Kong Trade Development Council.



通告 7: 參展商須遵守的入境規例

1. 來自香港以外的參展商

根據香港入境事務處的政策，外來旅遊人士可憑觀光、購物、洽談合約及出席會議等理由在香港逗留，唯逗留期間，旅遊人士必須遵守香港入境規例內訂明的若干條件。根據有關條件，旅遊人士不得從事僱傭工作(無論受薪或非受薪)，亦不得開設或參與任何業務。有意在香港從事日常業務運作或投資活動的人士，必須申請工作簽證。

就貿易展覽會而言，參展商是否需要申請工作簽證，將視乎其展覽攤位的業務性質以及所涉活動而定。一般來說，假若參展商的活動主要為業務推廣而不涉及零售，則毋須申請工作簽證；假若參展商從事零售活動，便須申請工作簽證。

2. 中國內地參展商

參加貿易展覽會的內地參展商，必須向中國內地有關部門申請出境許可。至於商務旅遊，內地居民須向戶籍所在的公安機關，根據商務旅遊計劃申請來港許可，公安機關會向內地的商務旅遊人士簽發往來港澳通行證及商務簽注。內地參展商必須遵守以上第1項所列的香港入境規例。

3. 來自印度參展商

跟據香港特別行政區（香港特區）入境事務處的指引，印度國民必須預先於網上申請及成功辦妥預辦入境登記，才可免簽證前來香港特區旅遊或過境。申請人可即時得知免簽證資格的結果。

「印度國民預辦入境登記」於 2017 年 1 月 23 日開始實施。請注意，如登記人未能出示通知書和該本用以辦妥預辦入境登記的有效印度護照，會被拒登上前來香港特區的運輸工具，以及在抵港時被拒絕進入香港特區。

欲查詢更多資訊或作網上登記，請瀏覽：

http://www.immd.gov.hk/hkt/services/visas/pre-arrival_registration_for_indian_nationals.html

4. 香港參展商

假若任何本地參展商有意於展覽會舉行期間(包括進館及撤館期間)，在攤位派駐或僱用任何來自香港以外的人士，上述規例(第1及2項)亦同樣適用。

有關香港入境規例詳情，請瀏覽香港入境事務處網址(www.info.gov.hk/immd/)。如對上述規定有任何疑問，歡迎聯絡香港貿發局。



Circular 8: Important Exhibition Regulations

We would like to draw your attention to these important Exhibition regulations, as set out in the Terms and Conditions governing your participation. A Task Force comprising members of the Organiser and Co-organisers will visit all exhibition booths to ensure strict compliance with them.

1. Displaying relevant exhibits

Exhibitors are reminded that they may only display exhibits which fall into the product category zone as stated in the booth confirmation letter of the Exhibition. If we find Exhibitors using less than 60% of their display area exhibiting the appropriate product under a designated product category zone, we have the right and will have no hesitation to ask the Exhibitor to immediately relocate and/or terminate its participation in the Exhibition, without any recourse on our part.

2. Sub-letting is forbidden

You are strictly forbidden to sublet or otherwise share your Space or Stand to or with any third party. Any Exhibitor found to be in breach of this sub-letting prohibition will be asked to immediately remove all illegitimate third party business cards, materials and exhibits (promotional or otherwise) from its Space at its own expenses and will also be banned from taking part in all the HKTDC fairs.

By way of clarification, an Exhibitor is ONLY permitted to:-

- (i) promote, distribute or display exhibits, printed matters or graphic materials bearing its name or distribute name cards of its own employee; and
- (ii) allow its own employee to solicit business for itself, at its Space.

An Exhibitor may also (i) promote, distribute or display exhibits, printed matters or graphic materials bearing the name of its wholly-owned subsidiary or any third party company having a formal agreement with itself appointing the Exhibitor as agent or distributor of that third party company or (ii) allow the employee of such subsidiary or third party company to solicit business for such subsidiary or third party company at its Space. Please however be reminded that you MUST first obtain the prior written permission from us by applying in writing to us at least 3 months before the commencement of the Exhibition if you wish to conduct the said activities for your subsidiary or any such third party company. We will expect to receive some form of documentation confirming the relationship between you and the relevant subsidiary or third party company before considering your application.

Our permission is given entirely at our sole and absolute discretion and our decision is final. Please note that any Exhibitor found to be conducting the above activities for your subsidiary or any third party company without having obtained our prior written permission will be treated as "sub-letting" in contravention of the sub-letting prohibition. Please nonetheless be reminded that any of the above activities can only take place in relation to products which fall into the same product category zone as stated in the booth confirmation letter of the Exhibition.

3. Receiving buyers with courtesy

According to the laws on discrimination in Hong Kong, exhibitors must not discriminate against any visitors solely based on their sex, disabilities, or other criteria prescribed by law by refusing their visit to their booths. Exhibitors are thus requested to welcome visitors that are qualified and admitted by the Organiser. In case of non-compliance with the regulation, the exhibitor's future participation right may be affected.



通告 8: 展覽會重要規則

各參展商在展出期間，必須遵守各項展覽會規則。現特別將其中重要規則詳列如下，敬希垂注。而由大會主辦機構及合辦機構組成的行動隊伍，將於展覽期間巡視所有參展商之攤位，以確保各項規則有效執行。

1. 展示合適展品

參展商展示的產品，必須與展覽會攤位確認信所述的產品類別展區相符。假若主辦機構發現有參展商用於展示指定產品的展覽面積少於六成，有權採取行動，要求參展商即時重新安排展品，或終止其參展權，參展商並無追索權。

2. 禁止分租

參展商一律嚴禁將展覽攤位或攤位分租予第三者或與以任何其他方式第三者共用。如有違者，主辦機構會著令有關參展商即時將所有有關第三者之名片、展品及物品（宣傳性質或其他）遷離展覽攤位或攤位，費用由該參展商自付，該參展商亦會被禁止參加本局舉辦的所有展覽活動。

主辦機構明確規定，參展商只可在其展覽攤位或攤位內進行以下活動：

- (i) 推廣、派發或展出附有參展商名稱之展品、印刷品或圖像宣傳資料，或派發其僱員的名片。
- (ii) 容許其僱員招攬生意。

參展商亦可在其展覽攤位內 (i) 推廣、派發或展出印有其全資附屬公司，或與之訂有代理或分銷協議的公司名稱的名片、展品、印刷品或圖像宣傳資料；或 (ii) 容許其全資附屬公司，或與之訂有代理或分銷協議的公司的僱員招攬生意。惟參展商必須緊記，假若參展商有意為其附屬公司或上述第三者公司進行上述活動，參展商必須於展覽會舉行前最少三個月，以書面形式向主辦機構提出申請事先書面許可，並須提交有關文件，證明參展商與有關附屬公司或第三者公司的關係。

主辦機構有唯一及絕對酌情權決定是否批准有關申請，其他人不得異議。如未經主辦機構事先書面許可，參展商不得擅自為其附屬公司或任何第三者公司進行上述活動，否則將被當作違規處理。參展商亦須緊記，上述活動涉及的产品，必須與展覽會攤位確認信所述的產品類別展區相符。

3. 有禮接待買家

根據香港歧視條例，參展商不得純粹基於參觀者的性別、殘疾或該條例所列出的其他因素而對參觀者有所歧視，當中包括拒絕有關人士到其攤位參觀。因此，大會籲請各參展商對所有獲本局接納進場參觀的人士表示歡迎。假若大會接獲參觀者對有關參展商作出歧視行為之投訴，而且理據確鑿，這將對所涉參展商日後的參展申請有所影響。



Circular 9: Move-out Regulations

Please note that many buyers have to utilize all opening hours in the 4-day event to schedule and complete their visits at the Fair. In order to maintain a good image of the Fair including exhibitors' professionalism, and to protect all exhibitors and buyers as well as their interests, **move-out of exhibits is prohibited before 5:00 p.m. on 22 April 2023**. According to clause 46 in the exhibition regulation listed on the application form – no stand or exhibits shall be dismantled or removed before the official closing time. Our staff will conduct on-site spot-checks in the afternoon on **22 April 2023**, those exhibitors who violated such rule will be served a warning letter.

Performance Bond

If an exhibitor violates the rules in Home InStyle 2023 and receives a warning letter issued by the Hong Kong Trade Development Council, the exhibitor must place a deposit (performance bond) when they apply for Home InStyle 2024. The amount of the performance bond is based on exhibitor's booth size as follows:

Booth Area in 2024	Performance Bond Amount
6-35sq.m.	HK\$5,000 / US\$650
36-89sq.m.	HK\$10,000 / US\$1,300
90-161sq.m.	HK\$20,000 / US\$2,600
162sq.m. or above	HK\$40,000 / US\$5,200

Exhibitors concerned have to pay the performance bond by cheque to the HKTDC Exhibitions Department. Further details shall be found in the invitation letter for Home InStyle 2024.

The application of Home InStyle 2024 will not be accepted if the exhibitor fails to pay the performance bond on or before deadline.

If an exhibitor violates the rule again during Home InStyle 2024, full amount of the performance bond will be forfeited. Otherwise the deposit will be returned in full after the exhibition period of the Fair.

The deduction of performance bond does not remove any obligation from exhibitor to comply with all terms and conditions. If an exhibitor fails to comply with the above rules and the violations persist, the Organiser reserves the right to penalize such exhibitor, including but not limited to by delaying such exhibitor's turn in selecting a stand or the right to retain their stand for the Fair or to cancel its entitlement to exhibit to be held in the following year.

Thank you for your cooperation and kind understanding.

Exhibitions & Digital Business Department
Hong Kong Trade Development Council

通告 9: 撤館規則

為了保持展覽會及參展公司專業和良好的形象，以及保障所有參展商及買家的利益，**所有參展商嚴禁於 4 月 22 日下午 5 時前把展品搬離會場**。參展申請表內的展覽會規則第 46 項，已列明展商須於展覽結束後，才可收拾展品，請各參展商務必遵守。本局將於 4 月 22 日下午派員巡察各展館，如發現展商違規，本局將即時發出警告信。

違規罰款按金

如參展商於**香港時尚家品展 2023** 違反展覽會規則 46 條有關撤館規則，並收到香港貿發局所發出之違規通知書，在申請參與來年香港時尚家品展時，參展商必須繳付違規罰款按金。違規罰款按金將按展臺的大小而定：

2024 年展台面積	違規罰款按金
6-35 平方米	港幣\$5,000 / 美金\$650
36-89 平方米	港幣\$10,000 / 美金\$1,300
90-161 平方米	港幣\$20,000 / 美金\$2,600
162 平方米或以上	港幣\$40,000 / 美金\$5,200

有關參展商必須於來年報名時將罰款按金以劃線支票形式交回香港貿發局展覽事務部。詳情將列於香港時尚家品展 2024 的參展邀請函。如參展商未能於指定日期前繳付違規罰款按金，主辦機構將不會接納參展商於香港時尚家品展 2024 的申請。

如參展商於 2024 年再度違規，違規罰款按金將會被沒收。如參展商於 2024 年展覽期間並無任何違規事宜，所有按金將於展會後退回。

徵收違規罰款並不代表在繳付罰款之後參展商便可排除等責任，故參展商若繼續違規，不予改善，屬於嚴重違規行為，主辦機構將保留權利押後未來選擇攤位次序或取消該公司保留位置的權利，甚至取消未來的參展資格。

敬希各參展商能遵守以上展覽會規則，多謝合作！

預祝 展出成功

香港貿易發展局



Circular 10: Free Wireless LAN Service provided by HKCEC (for general Internet access only)

No pre-registration is required for using the TDC's Wireless LAN service to browse the web and send/read your emails. Simply bring your laptop and a wireless LAN adapter (supports IEEE802.11b standard) to the fairground during the fair period and follow the configuration setup and registration procedures below, and you can enjoy the FREE Wireless LAN service.

Steps :

1. Open the wireless connection on your device and select "HKCEC_Public" network from the available wireless network list.
2. Open a web browser and access any web page.
3. You will be connected to the logon web page. Please select the "Free User" button.
4. Internet access is now enabled. You can access your desired web page while you are within the wireless network in HKCEC. **You can proceed to Expo Drive Entrance for better Wireless LAN coverage.**
(The wireless Internet service will disconnect if the connection is idle for over 10 minutes.)

IMPORTANT NOTE:

Since the free Wireless LAN service is provided to all exhibitors and buyers by the HKCEC, it may be utilised by a considerable amount of users at the same time. **There may be connection failures or the connection can sometimes become unstable or slow** and is therefore **suitable for general Internet access only** (e.g. checking emails). To ensure **smooth Internet connection** for heavy usages (such as website demonstration, download of multimedia files, etc.) throughout the fair, **exhibitors are strongly recommended to order a Broadband Line** (Please refer to **FORM 5** of the "Additional Facilities and Services Order Forms downloadable at the Fair website").

Should you have further enquiries, please contact our **Wireless LAN Service Hotline on 2582 1846 / 2582 1849** during fair period.

通告 10: 由香港會議展覽中心提供的免費無線上網服務(只供基本上網使用)

透過此免費無線上網服務服務，閣下可根據以下程序在展覽期間於展位內以手提電腦及無線上網連接器(必須支援 IEEE802.11b)連接上網。

步驟：

1. 先啟動閣下無線網絡裝置，並於選單中選取「HKCEC_Public」網絡接通無線上網服務。
2. 開啟瀏覽器並進入任何一個網頁。
3. 瀏覽器將被轉到登入網頁，請選擇「免費用戶」按鈕。
4. 無線網絡正式接通。閣下可於香港會議展覽中心內有無線網絡覆蓋的地方使用無線上網服務，瀏覽不同網頁。**連接無線網絡較理想的位置為博覽道入口大堂。**
(如連線後停止瀏覽網頁超過 10 分鐘，無線上網服務便會自行中斷。)

請注意：

由於所有參展商及買家均可於展覽期間享用上述由香港會議展覽中心提供的免費無線上網服務，同一時間內可能會有大量使用者，因此**可能出現接駁失敗、網路不穩定及緩慢等情況**，故**此項免費服務只適用於基本的上網用途**(如查覆電郵)。如貴公司在展覽期間**需要穩定暢通之網絡連線作業**(如網頁示範，檔案下載等)，則建議閣下**訂購一條獨立的寬頻上網線路**(請參閱展會網站「額外設施及服務申請表格」內之**申請表格五**)。

於展覽期間，如有任何疑問，請聯絡**無線上網諮詢熱線(852) 2582 1846 / (852) 2582 1849**。



Circular 11: e-Badge for exhibitors and buyers

Thank you for your participation in the Home InStyle. Please note the special circular on e-Badge below for your attention.

e-Badge would be introduced to upgrade exhibitor's and buyer's experience at the fair as well as support environmental protection.

Exhibitors and buyers are required to download the "HKTDC Marketplace" mobile App and complete registration, then login to retrieve e-Badge. When entering fairground, bluetooth service of the mobile device has to be enabled to obtain a "green tick" on the e-Badge and show to staffs for seamless fairground access. Paper badge for exhibitors and buyers would still be available.

More functions would be introduced in later stage. Based on the exhibitors' and buyers' needs and preferences, customised information in the "HKTDC Marketplace" App will be provided for exhibitors to connect with buyers, and receive latest fair information and special offers at fingertips, providing convenience and all-rounded fair experience.

Exhibitor badge details: http://tpwebapp.hktdc.com/fair/Multi_fairs/Exhibitor_e-Badge/index_en.html

Buyer badge details: http://tpwebapp.hktdc.com/fair/Multi_fairs/e-Badge/landing.html

通告 11: 參展商及買家電子入場證

感謝 貴司參與香港時尚家品展。請留意以下有關電子入場證的特別通告。

現今流動技術日益普及，大會亦與時並進，推出參展商及買家電子入場證 (e-Badge)，期望提升展會體驗，同時響應環保。

參展商及買家只需下載香港貿發局商貿平台 (HKTDC Marketplace) 流動應用程式，完成登記後，便可索取電子入場證。進入會場時，先啟動藍牙，並向工作人員展示「綠剔」，即可進入會場。參展商及買家仍可選擇以實體入場證進場。

大會將在展後逐步加入更多功能，稍後 App 能針對參展商及買家需求及喜好設定，提供個人化資訊；方便展商連繫目標買家，更容易獲取最新展會資訊及優惠，帶來更便捷及全面的展會體驗。

展商資訊： https://tpwebapp.hktdc.com/fair/Multi_fairs/Exhibitor_e-Badge/index_tc.html

買家資訊： http://tpwebapp.hktdc.com/fair/Multi_fairs/e-Badge/landing_tc.html



中小企業市場推廣基金
SME Export Marketing Fund

SME Export Marketing Fund (EMF)

Purpose

To help small and medium enterprises (SMEs) expand markets outside Hong Kong through funding support for their participation in export promotion activities.



Eligibility

SMEs that are registered in Hong Kong under the Business Registration Ordinance (Cap. 310) with substantive business operations in Hong Kong.

"SMEs" are manufacturing businesses which employ fewer than 100 persons in Hong Kong; or non-manufacturing businesses which employ fewer than 50 persons in Hong Kong.^{Note}

Scope

- Participation in trade fairs/exhibitions outside Hong Kong, as well as local trade fairs/exhibitions which mainly target at markets outside Hong Kong.
- Participation in business missions outside Hong Kong.
- Advertisements on printed trade publications which mainly target at markets outside Hong Kong.
- Participation in export promotion activities (such as placing advertisements, keyword search, listing product information, setting up or enhancing online shop, etc.) conducted through electronic platforms/media which mainly target at markets outside Hong Kong.
- Setting up or enhancing a corporate website/mobile application of the applicant enterprise which mainly targets at markets outside Hong Kong.



Expenditures charged by organisers for participating in trade fairs/exhibitions (such as exhibition rental fees, participation fees for taking up a speaking session by an exhibitor, advertising fees for placing on-site printed advertisements by a non-exhibitor) and business missions; travelling expenses and hotel accommodation expenses incurred by eligible representatives for participating in trade fairs/exhibitions and business missions; fees for advertising in trade publications; fees for advertising, keyword search, product information listing, setting up or enhancing online shop on electronic platforms/media; and fees for setting up or enhancing a corporate website/mobile application of the applicant enterprise are generally eligible for support under the EMF.

Note: For the purpose of the EMF, "enterprise" refers to a legal entity who is engaged in any form of business for the purpose of gain. Non-profit-making or non-profit-distributing organisations are not eligible.

Amount of Grant

For each successful application, the maximum amount of grant will be 50% of the total approved expenditures incurred by the applicant or \$100,000, whichever is the less. The cumulative amount of grant an SME may obtain from the EMF is \$400,000.



Application Procedures

An SME should submit application for grant within 60 calendar days after the completion date of the trade fair/exhibition or business mission; the issue date of the trade publication containing the advertisement; the completion date of the relevant contract of the export promotion activity conducted through an electronic platform/medium, or the completion date of the relevant project on setting up/enhancing the corporate website/mobile application of the applicant enterprise. Duly completed application form with all necessary supporting documents should be submitted to the EMF Section either in person or by post.



For more details of the EMF, please refer to the Guide to Application. Application form and Guide to Application can be obtained free of charge at the Trade and Industry Department or can be downloaded from EMF's website at www.smefund.tid.gov.hk/emf/eng.

For enquiries, please contact:

SME Export Marketing Fund Section Trade and Industry Department

Room 1301 (EMF), 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City, Hong Kong

Tel. : 2398 5127

Fax : 2391 2646 / 3525 0329

Email : emf_enquiry@tid.gov.hk

Website : www.smefund.tid.gov.hk/emf/eng



Expand
markets outside Hong Kong

SME
Export Marketing
Fund

中小企業市場推廣基金

目的

透過資助中小企業參與出口推廣活動，從而協助其擴展香港境外市場。



申請資格

所有在香港按照商業登記條例(第310章)登記並在本港有實質業務運作的中小企業。

「中小企業」指從事製造業而在本港僱用少於100人；或從事非製造業而在本港僱用少於50人的企業^註。

資助範圍

- 參與香港境外展銷／展覽會，及以香港境外市場為主要對象的本地展銷／展覽會。
- 參與香港境外商貿考察團。
- 在以香港境外市場為主要對象的印刷貿易刊物上刊登廣告。
- 通過以香港境外市場為主要對象的電子平台／媒介進行出口推廣活動，例如刊登廣告、關鍵字搜尋、上載產品資料、建立或優化網上商店等。
- 建立或優化申請企業所擁有的以香港境外市場為主要對象的公司網站／流動應用程式作出口推廣。



由主辦機構收取展銷／展覽會的參展租賃費、參展商擔任演講嘉賓的報名費、非參展商於有關活動場地展示印刷廣告的廣告費；商貿考察團團費；合資格代表參與展銷／展覽會或考察團的交通費及酒店住宿開支；貿易刊物的廣告費；在電子平台／媒介刊登廣告、作關鍵字搜尋、上載產品資料、建立或優化網上商店的費用；及建立或優化申請企業所擁有公司網站／流動應用程式的費用，一般情況下可獲基金資助。

註：就基金而言，「企業」是指為了圖利而從事任何形式的業務的法人。非圖利或非分配利潤組織並不符合資格。

資助金額

每宗申請最高的資助額為申請企業就有關活動繳付的核准開支總費用的50%或10萬元，以較低者為準。每家中小企業的累積資助金額上限為40萬元。



申請手續

在展銷／展覽會或考察團完結日、刊登廣告的貿易刊物出版日、在電子平台／媒介進行的出口推廣活動的有關合約完結日，或建立／優化申請企業擁有的公司網站／流動應用程式的有關項目完成日起計的六十個曆日內，把已填妥的申請表連同所需證明文件以郵遞方式或親身送交工業貿易署「中小企業市場推廣基金」組。



有關申請手續的詳情，請參閱申請指引。申請表格及申請指引可免費於工業貿易署索取，或從基金網頁(www.smefund.tid.gov.hk/emf/tc)下載。

如有查詢，歡迎聯絡：

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工業貿易大樓13樓1301室(EMF)

工業貿易署
中小企業市場推廣基金組

電話：2398 5127

傳真：2391 2646 / 3525 0329

電郵：emf_enquiry@tid.gov.hk

網頁：www.smefund.tid.gov.hk/emf/tc

中小企業
市場推廣基金