

SME Export Marketing Fund (EMF)

Objective

To assist SMEs expand markets outside Hong Kong through funding support for their participation in export promotion activities.

Details

Scope:	<ul style="list-style-type: none"> • Trade exhibitions held outside Hong Kong targeting markets outside Hong Kong. • Trade exhibitions held in Hong Kong targeting markets outside Hong Kong. • Trade exhibitions held in Hong Kong targeting the local market.* • Online trade exhibitions.* • Business missions outside Hong Kong. • Online business missions. • Advertisements on trade publications which mainly target markets outside Hong Kong. • Export promotion activities which are conducted through electronic platforms/media and which mainly target markets outside Hong Kong. • Setting up or enhancement of a corporate website/mobile application of the applicant enterprise which mainly targets markets outside Hong Kong.
Funding amount:	HK\$100,000 at maximum or 50% of total approved expenditures for each successful application, whichever is the less
Cumulative funding amount:	HK\$800,000 per each enterprise
Initial payment:	Up to 75% of the total preliminarily approved government funding (enterprises need to apply in advance)

* For a period of two years starting from 30 April 2021, the funding scope of EMF is expanded to cover large-scale exhibitions targeting the **local market** as well as online exhibitions, and the eligibility criteria is relaxed to cover **non-SMEs**.

Eligibility and Requirement

- SMEs registered under the Business Registration Ordinance (Chapter 310)
- Have substantive business operation in Hong Kong
- The applicant 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.

Application Procedure

Apply for funding support within the application period through **Reimbursement** or **Initial Payment cum Final Payment method** via online e-Form, by post, via drop-in box or in person to the Implementation Agent:

i) Reimbursement:

Submit the completed application with supporting documents **within 60 calendar days after the completion date** of the qualified export promotion activity.

ii) Initial Payment cum Final Payment:

Submit the completed application form with supporting documents and a signed funding agreement in duplicate **within 45 – 120 calendar days before the commencement date** of the qualified export promotion activity. To reimbursement the final payment, please submit the completed application with supporting documents **within 60 calendar days after the completion date** of the activity. Details please refer to the Guide to Application.

Implementation Agent Trade and Industry Department

For enquiries, please contact "SME ReachOut" through "2-in-1 Hotline Services" Telephone & WhatsApp (Text Message Only) : (852) 2788 6868

The above general funding information is served as reference only and subject to change without prior notice. Please refer to the official website of the government funding scheme for the updated information of the funding application guideline. (4/2021)