Incentive Scheme for Recurrent Exhibitions 2.0

Application Guide

Introduction

The Government implements the Incentive Scheme for Recurrent Exhibitions (ISRE) 2.0 to provide incentives to organisers of eligible international exhibitions as an important measure to further promote the development of the convention and exhibition (C&E) industry and generate overall economic benefits for Hong Kong.

Eligibility

2. For the purpose of the ISRE 2.0, an eligible international exhibition is defined as follows –

(i) the event is organised by a private organiser and is not organised or co-organised by a government department or public body;

(ii) the event is held at one of the following specified venues:
- Hong Kong Convention and Exhibition Centre (HKCEC);
- AsiaWorld-Expo (AWE);
- Central Harbourfront Event Space (Central Harbourfront); or
- Great Lawn, Harbourside Lawn – East and/or Arts Pavilion of the West Kowloon Cultural District (WKCD);

(iii) the event starts on or after 1 July 2025 up to a date to be announced by the Government in due course. The actual implementation period of the ISRE 2.0 is subject to the utilisation of funds and the Government will make an announcement in good time before the intended end date. For the avoidance of doubt, an event which starts on or before 30 June 2025 should apply for incentive under the ISRE launched on 1 July 2023 (the relevant Application Guide is available at https://www.cedb.gov.hk/en/). The start date of an event is the first day on which the event opens to buyers and participants, irrespective of the licensing period, move-in/out period or when an organiser submits an application;

(iv) the event attracts at least 1 500 non-local participants (including exhibitors and buyers). A non-local participant is a person who does not reside in Hong Kong;

(v) more than 50% or at least 1,200 square metres of the gross floor area of the event, whichever is higher, is used on each day of the event as the demonstration or display of products, materials and/or services by multiple sellers to multiple buyers with an aim to trade such products, materials and/or services whether inside or outside of the venue;

(vi) the event is held recurrently, normally once every year or two years;

(vii) the organiser of the event does not receive other government funding in respect of the venue rental of the event; and

(viii) the organiser and the event shall comply with all applicable laws in Hong Kong, including but not limited to the Law of the People's Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region, Prevention of Bribery Ordinance and Competition Ordinance.

3. The organiser of an eligible international exhibition may receive an incentive equivalent to 100% of the venue rental, subject to a cap of $10 million for each exhibition.

4. Each application will be examined and considered by the Government carefully. Track record of the organiser (including its shareholders/directors) and/or the event, prospect of the event being held recurrently in Hong Kong, as well as the licensing agreement between the organiser and the venue operator will also be taken into account for determining eligibility and the incentive amount. The Government may cross-check the information submitted by the same organiser and/or in relation to the same event with other government bureaux/departments and venue operator(s) in considering the application.

Application and Incentive Disbursement

(A) For recurrent exhibitions with past edition(s)

5. The organiser of an **eligible recurrent exhibition with past edition(s) held at one of the specified venues in paragraph 2(ii)** should submit **Form I**, together

with the auditor's report (details set out in paragraph 10 below), to the venue operator **within two months after completion of the exhibition**. If past edition(s) was/were not held in the same venue as that for the event under application, the application form should be accompanied by supporting documents, including licensing agreement(s), publicity materials, event photos, floor plans, etc.

6. For the purpose of paragraph 5 above –

(i) one edition means that the exhibition has actually taken place. The number of past editions will not affect the amount of incentive; and

(ii) the past edition must satisfy the eligibility criteria in paragraph 2(v) and (viii) above.

(B) For new exhibitions with no past editions

7. For a **new exhibition that has never taken place at one of the specified venues in paragraph 2(ii) above**, the organiser should submit application (**Form IIA**), together with the auditor's report (details set out in paragraph 10 below), to the venue operator **within two months after completion of the exhibition**. After vetting and approval, the Government will disburse 75% of the incentive to the organiser via the venue operator.

8. To be eligible to receive the remaining 25% of the incentive, the organiser must hold the next edition of the exhibition within the next calendar year (for annual event) or the next two calendar years (for biennial event) following the current one, and the next edition should satisfy the eligibility criteria in paragraph 2(i), (ii), (iv), (v), (vi) and (viii) above[1]. The organiser should submit (**Form IIB**) to the venue operator **within two months after completion of the next edition of the exhibition**.

9. Organisers of eligible recurrent exhibitions should duly complete the applicable application forms attached to these guidelines, with all applicable entries duly completed, and submit to the venue operators within the applicable timeframe.

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[1] For example, for an eligible recurrent exhibition intended to be held annually in July, provided that all of the eligibility criteria are satisfied, the organiser will receive the incentives according to the following schedule – 75% of incentive in respect of the 2025 edition after the completion of the 2025 edition and 25% of incentive in respect of the 2025 edition after the completion of the 2026 edition.

10. The application form (**Form I** or **Form IIA**) should be accompanied by an auditor's report prepared by a certified public accountant (practising) within the meaning of the Accounting and Financial Reporting Council Ordinance (Cap. 588), which is not in any way connected with the organisers, confirming that the event satisfies the eligibility criteria in paragraph 2(iv) above. The auditor's report should demonstrate all of the following –

(i) the mechanism to count and ensure the accuracy of the number of participants, including exhibitors and buyers;

(ii) the mechanism to identify, record and ensure the accuracy of the place of residence of participants;

(iii) the number of local and non-local participants; and

(iv) the percentage of non-local participants among all participants.

11. The Government may seek additional information and supporting documents from the organiser through the venue operator to substantiate the application. After vetting and approval, the Government will endeavour to disburse the approved incentive to the organiser through the venue operator within 12 working days after receipt of duly completed application form and supporting documents.

12. For the avoidance of doubt, if the organiser fails to organise the next edition of the exhibition, the organiser does not need to return the incentive disbursed in accordance with paragraph 7 above, but the Government reserves the right to reject the application by the same organiser or in relation to the same event under the ISRE 2.0 or any other funding scheme for the C&E industry.

13. The Government reserves at all times the absolute right to reject an application or withdraw its approval of an application if an event is found or becomes ineligible for incentive under the ISRE 2.0, or the Government considers that the organiser has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security. In such case, any incentive made to the organiser must be returned to the Government forthwith.

14. Any applicants knowingly or wilfully makes a false statement, misrepresenting or concealing any information in order to obtain incentive under the ISRE 2.0 by deception commits a criminal offence and is liable on conviction to imprisonment. Any misapplied incentive must be returned to the Government.

15. If an organiser fails to return any incentive under the ISRE 2.0 to the Government, including pursuant to paragraphs 13 or 14 above, such sum is recoverable as a civil debt due to the Government; and the Government reserves the right to reject the application by the same organiser (including the same company and other companies with common shareholders/directors) or in relation to the same event under the ISRE 2.0 or any other funding scheme for the C&E industry.

Government's Other Rights

16. The Government reserves at all times the absolute right to determine whether an organiser/event has met the eligibility criteria and whether an application has met the various conditions, requirements and criteria for the ISRE 2.0 set out in this Application Guide.

17. The Government reserves at all times the absolute right to revise, with advance notice, the eligibility criteria, requirements, application procedures, disbursement arrangement, etc. under the ISRE 2.0, including termination of the ISRE 2.0 due to exhaustion of funds as mentioned in paragraph 2 above.

Handling of Information

18. The Government is committed to ensuring that all personal data submitted under the ISRE 2.0 are handled in accordance with the relevant provisions of the Personal Data (Privacy) Ordinance, Cap. 486 (PD(P)O). For details, please refer to the Personal Information Collection Statement set out at **Annex**.

19. For enquiries, please contact the venue operators.

Annex

Incentive Scheme for Recurrent Exhibitions (ISRE) 2.0

Personal Information Collection Statement

Purpose of Collection

1. The personal data provided in the applications and related supporting documents and supplementary information will be used by the Government for the following purposes –

(a) processing and assessing the applications, conducting related checks, and authentication of applications under the ISRE 2.0;
(b) arranging payment of incentive and any refund thereof;
(c) arranging public announcement and publicity;
(d) meeting any disclosure requirements under any applicable law, rules and regulations;
(e) monitoring the performance of the ISRE 2.0 and evaluating the funded events;
(f) preparing statistics and research; and
(g) purposes related to the above.

2. Your provision of all the personal data requested in the application is obligatory. Your application may not be considered if you fail to provide all information requested.

Classes of Transferees

3. The personal data provided in the applications will be kept in confidence provided that such obligations and restrictions do not apply to any disclosure which is necessary for the purposes mentioned in paragraph 1, or any disclosure which is authorised or required by law, or any disclosure which is consented by the organiser.

4. If necessary, the Government will contact other relevant parties to verify the personal data provided in the applications with those held by them for the purposes mentioned in paragraph 1.

Enquiries

5. Organisers whose personal data are collected by the Government may request access to them under PD(P)O. A charge will be made to cover the cost of photocopying the data supplied. In addition, if the organiser considers that the data supplied to the Government is inaccurate, a request for correction of the personal data may be made in writing after a data access request has been complied with. Requests for access to personal data submitted under the ISRE 2.0 can be made in writing to –

Commerce and Economic Development Bureau
23/F, West Wing,
Central Government Officers,
2 Tim Mei Avenue, Tamar, Hong Kong

Form I

Incentive Scheme for Recurrent Exhibitions (ISRE) 2.0

Application form (for recurrent exhibitions with past edition(s))

(To be submitted within two months after exhibition)

(A) Event Details

Organiser: _____

Event name: _____ *(Name on licensing agreement)*

_____ *(Name in public domain)*

Event date: _____ *(move-in)* _____ *(show date)* _____ *(move-out)*

Venue:

- ☐ Hong Kong Convention and Exhibition Centre (HKCEC)
- ☐ AsiaWorld-Expo (AWE)
- ☐ Central Harbourfront Event Space (Central Harbourfront)
- ☐ West Kowloon Cultural District (WKCD)

(please specify) _____ *(hall/conference room numbers or section/site names)*

Venue rental: _____ *(in Hong Kong dollars)*

(B1) Event Turnout

Note: To be eligible for incentives under ISRE 2.0, the exhibition should attract at least 1 500 non-local participants (including exhibitors and buyers). This application form should be accompanied by an auditor's report prepared by a certified public accountant (practising) within the meaning of the Accounting and Financial Reporting Council Ordinance (Cap. 588).

Exhibitors (in numbers)			Buyers (in numbers)		
Local	**Non-local***	**Total**	**Local**	**Non-local***	**Total**

** 'Non-local' refers to those who do not reside in Hong Kong.*

(B2) Distribution of Gross Floor Area (GFA)

	Exhibition	Others	Total
GFA (in m^2)			
Venue rental			

(C1) Previous Exhibition Details for Recurrent Exhibitions

Year	Date	Venue (please also state the GFA for the exhibitions held)

(C2) Event Turnout of Previous Exhibition(s)

Year	Exhibitors (in numbers)			Buyers (in numbers)		
	Local	Non-local	Total	Local	Non-local	Total

(D) Other Government Subsidy

Have you obtained, or are you planning to obtain other Government funding?

☐ **Yes**, the funding is: _____

☐ **No.**

(E) Declaration

On behalf of the applicant:

(a) I have read and fully understood the application guide for the ISRE 2.0;

(b) I declare that the applicant and the exhibition complied and fulfilled the eligibility criteria, terms and conditions prescribed in the application guide for the ISRE 2.0;

(c) I declare that the exhibition complied with all applicable laws in Hong Kong;

(d) I agree that if the exhibition becomes ineligible for incentive under the ISRE 2.0, the applicant shall return to the Government the amount of incentive disbursed by the Government; and

(e) I solemnly and sincerely declare that all the information on this application form is correct. I understand that the deliberate provision of false information or omission of information in order to obtain incentive under the ISRE 2.0 by deception is a criminal offence. In addition to the consequence of being ineligible for the incentive, I am liable on conviction to imprisonment under the Theft Ordinance, Chapter 210.

Signature: _____

Name: _____

Title: _____

Organisation: _____

(please apply organisation chop on this form)

Contact number: _____

Email address: _____

Date: _____

To be completed by venue operator

To the best of our knowledge, the information provided in this form is correct.

Signature:	
Name:	
Title:	
Contact number:	
Email address:	
Date:	
Application serial number:	**ISRE2.0-**

Form IIA

Incentive Scheme for Recurrent Exhibitions (ISRE) 2.0

Application form (for new exhibitions with no past editions)

(To be submitted within two months after exhibition)

(A) Event Details

Organiser: _____

Event name: _____ *(Name on licensing agreement)*

_____ *(Name in public domain)*

Event date: _____ *(move-in)* _____ *(show date)* _____ *(move-out)*

Venue:

- ☐ Hong Kong Convention and Exhibition Centre (HKCEC)
- ☐ AsiaWorld-Expo (AWE)
- ☐ Central Harbourfront Event Space (Central Harbourfront)
- ☐ West Kowloon Cultural District (WKCD)

(please specify) _____ *(hall/conference room numbers or section/site names)*

Venue rental: _____ *(in Hong Kong dollars)*

(B1) Event Turnout

Note: To be eligible for incentives under ISRE 2.0, the exhibition should attract at least 1 500 non-local participants (including exhibitors and buyers). This application form should be accompanied by an auditor's report prepared by a certified public accountant (practising) within the meaning of the Accounting and Financial Reporting Council Ordinance (Cap. 588).

Exhibitors (in numbers)			Buyers (in numbers)		
Local	**Non-local***	**Total**	**Local**	**Non-local***	**Total**

* *'Non-local' refers to those who do not reside in Hong Kong.*

(B2) Distribution of Gross Floor Area (GFA)

	Exhibition	Others	Total
GFA (in m^2)			
Venue rental			

(C) Other Government Subsidy

Have you obtained, or are you planning to obtain other Government funding?

☐ **Yes**, the funding is: _____

☐ **No.**

(D) Declaration

On behalf of the applicant:

(a) I have read and fully understood the application guide for the ISRE 2.0;

(b) I declare that the applicant and the exhibition complied and fulfilled the eligibility criteria, terms and conditions prescribed in the application guide for the ISRE 2.0;

(c) I declare that the exhibition complied with all applicable laws in Hong Kong;

(d) I agree that if the exhibition becomes ineligible for incentive under the ISRE 2.0, the applicant shall return to the Government the amount of incentive disbursed by the Government; and

(e) I solemnly and sincerely declare that all the information on this application form is correct. I understand that the deliberate provision of false information or omission of information in order to obtain incentive under the ISRE 2.0 by deception is a criminal offence. In addition to the consequence of being ineligible for the incentive, I am liable on conviction to imprisonment under the Theft Ordinance, Chapter 210.

Signature: _____

Name: _____

Title: _____

Organisation: _____

(please apply organisation chop on this form)

Contact number: _____

Email address: _____

Date: _____

To be completed by venue operator

To the best of our knowledge, the information provided in this form is correct.

Signature:	
Name:	
Title:	
Contact number:	
Email address:	
Date:	
Application serial number:	**ISRE2.0-**

Incentive Scheme for Recurrent Exhibitions (ISRE) 2.0

Application form (for remainder of incentive)

(To be submitted within two months after next edition of exhibition)

(A) Event Details

Organiser: _____

Event name: _____
(Name on licensing agreement)

_____
(Name in public domain)

Event date: _____ _____ _____
(move-in) *(show date)* *(move-out)*

Venue:
- ☐ Hong Kong Convention and Exhibition Centre (HKCEC)
- ☐ AsiaWorld-Expo (AWE)
- ☐ Central Harbourfront Event Space (Central Harbourfront)
- ☐ West Kowloon Cultural District (WKCD)

(please specify) _____
(hall/conference room numbers or section/site names)

Venue rental: _____
(in Hong Kong dollars)

(B) Exhibition Details of Next Edition

Event name: _____
(Name on licensing agreement)

_____
(Name in public domain)

Event date: _____ _____ _____
(move-in) *(show date)* *(move-out)*

Venue:
- ☐ Hong Kong Convention and Exhibition Centre (HKCEC)
- ☐ AsiaWorld-Expo (AWE)
- ☐ Central Harbourfront Event Space (Central Harbourfront)
- ☐ West Kowloon Cultural District (WKCD)

(please specify) _____
(hall/conference room numbers or section/site names)

Venue rental: _____
(in Hong Kong dollars)

(C1) Event Turnout of Next Edition

Exhibitors (in numbers)			Buyers (in numbers)		
Local	**Non-local***	**Total**	**Local**	**Non-local***	**Total**

** 'Non-local' refers to those who do not reside in Hong Kong.*

(C2) Distribution of Gross Floor Area (GFA) of Next Edition

	Exhibition	**Others**	**Total**
GFA (in m^2)			
Venue rental			

(D) Declaration

On behalf of the applicant:

(a) I have read and fully understood the application guide for the ISRE 2.0;

(b) I declare that the applicant and the exhibition (both the edition under application and the next edition) complied and fulfilled the eligibility criteria, terms and conditions prescribed in the application guide for the ISRE 2.0;

(c) I declare that the exhibition (both the edition under application and the next edition) complied with all applicable laws in Hong Kong;

(d) I agree that if the exhibition becomes ineligible for incentive under the ISRE 2.0, the applicant shall return to the Government the amount of incentive disbursed by the Government; and

(e) I solemnly and sincerely declare that all the information on this application form is correct. I understand that the deliberate provision of false information or omission of information in order to obtain incentive under the ISRE 2.0 by deception is a criminal offence. In addition to the consequence of being ineligible for the incentive, I am liable on conviction to imprisonment under the Theft Ordinance, Chapter 210.

Signature: _____

Name: _____

Title: _____

Organisation:	(please apply organisation chop on this form)
Contact number:	
Email address:	
Date:	

To be completed by venue operator

To the best of our knowledge, the information provided in this form is correct.

Signature:	
Name:	
Title:	
Contact number:	
Email address:	
Date:	
Application serial number:	**ISRE2.0-**