

Incentive Scheme for Recurrent Exhibitions

Application Guide

Introduction

To support the recovery and maintain the competitiveness of Hong Kong's convention and exhibition (C&E) industry, as well as consolidate and enhance Hong Kong's status as an international trade centre and C&E hub, the Government launches the Incentive Scheme for Recurrent Exhibitions (ISRE) to provide incentives to organisers of eligible recurrent exhibitions.

Eligibility

2. For the purpose of the ISRE, an eligible recurrent 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 the Hong Kong Convention and Exhibition Centre (HKCEC) or the AsiaWorld-Expo (AWE);
- (iii) the event starts within the period between 1 July 2023 and 30 June 2026 (both dates inclusive). For the avoidance of doubt, an event which starts within the aforesaid period and ends beyond the aforesaid period is eligible, and 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 under the ISRE;
- (iv) 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;
- (v) the event is held recurrently, normally once every year or two years;
- (vi) the organiser of the event does not receive other government funding in respect of the venue rental of the event; and

(vii) the organiser and the event 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 recurrent **international** exhibition may receive an incentive equivalent to 100% of the venue rental, the organiser of other eligible recurrent exhibition may receive an incentive equivalent to 50% of the venue rental, subject to a cap of \$20 million for each exhibition. For the purpose of this paragraph, an international exhibition is an exhibition with over 50% or at least 500 non-local participants (including exhibitors and buyers), whichever is lower. A non-local participant is a person who does not reside in Hong Kong.

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 to the Government under the Convention and Exhibition Industry Subsidy Scheme.

Application and Incentive Disbursement

(A) For recurrent exhibitions with at least five past editions

5. The organiser of a recurrent exhibition with at least five past editions may apply for receiving advance payment of the incentive:

- (a) The organiser of a **recurrent exhibition that has been held at the HKCEC or AWE for the past five consecutive editions** may apply for receiving a 50% advance payment of the estimated incentive (i.e. equivalent to 50% of the estimated venue rental for eligible recurrent international exhibitions or 25% of the estimated venue rental for other eligible recurrent exhibitions, subject to a cap of \$10 million). The organiser may still apply for advance payment under this clause if the exhibition was moved to other cities in 2020 to 2022, provided that the exhibition was held at the HKCEC or AWE for editions in other calendar years.

- (b) The organiser of **other recurrent exhibition with at least five past editions** may apply for receiving an advance payment of the estimated incentive equivalent to 25% of the estimated venue rental, subject to a cap of \$5 million.

6. For the purpose of paragraph 5 above:

- (i) one edition refers to that the exhibition has actually taken place. The past five consecutive editions should normally have taken place in the five consecutive calendar years (for annual events) or the five consecutive alternate calendar years (for biennial events) **immediately before** the event under application, unless the exhibition has been cancelled or postponed in 2020 to 2022¹;
- (ii) each of the past five consecutive editions must satisfy the eligibility criteria in paragraph 2(iv) and, for an edition held in Hong Kong, paragraph 2(vii) above;
- (iii) for the purpose of paragraph 5(a), for receiving an advance payment equivalent to 50% of the estimated venue rental, each of the past five consecutive editions must satisfy the definition of an international exhibition in paragraph 3 above, except for the editions in 2020 to 2022.

7. Organiser of an eligible recurrent exhibition who wishes to receive advance payment should submit an application form (**Form A1**) and pay the remaining venue rental to the venue operator at least **two months before the start day of the event**. If any or all of the five past editions were not held at the HKCEC nor AWE, the application form should be accompanied by supporting documents demonstrating that the past edition(s) has/have taken place and satisfied the eligibility criterion in paragraph 2(iv) above.² The advance payment, if approved, will be disbursed directly to the venue operator as venue rental on behalf of the organiser one month before the exhibition. After the amount of the advance payment has been so disbursed to the venue operator, any change in the venue rental will be settled when considering the application for the remainder amount of the incentive in accordance with paragraph 9 below.

¹ For example, for an annual event to be held in 2024, if the event was cancelled in 2020 to 2022, the past five consecutive editions should have taken place in 2023, 2019, 2018, 2017 and 2016.

² Examples of such supporting documents include licensing agreements, publicity materials, event photos, floor plans, etc.

8. If an exhibition is eventually cancelled or is postponed to a date beyond the validity period of the ISRE, the organiser must return to the Government the entire advance payment within one month after the organiser has made the decision to cancel or postpone the exhibition.

9. **Within two months after completion of an eligible recurrent exhibition**, the organiser should submit **Form A2** (for organiser whose application for advance payment has been approved) or **Form B** (for organiser who chooses not to apply for advance payment or whose application for advance payment has not been approved), together with supporting documents set out in paragraph 13 below (if applicable), to the venue operator to confirm final venue rental and event turnout. If the amount of the advance payment disbursed is more than the final amount of incentive determined in accordance with paragraph 3 above, the organiser must return the difference to the Government within one month after the final amount of incentive is so determined by the Government.

(B) For other recurrent exhibitions

10. For a recurrent exhibition which does not fall within paragraph 5(a) or (b) above, such as a recurrent exhibition with less than five past editions or a new exhibition intended to be held recurrently, the organiser of an eligible recurrent exhibition should submit application (**Form B**) to the venue operator **within two months after completion of the exhibition**. After vetting and approval, the Government will disburse 75% of the incentive (i.e. equivalent to 75% of the venue rental for eligible recurrent international exhibitions or 37.5% of the venue rental for other eligible recurrent exhibitions, subject to a cap of \$15 million) to the organiser via the venue operator.

11. To be eligible to receive the remaining 25% of the incentive (i.e. equivalent to 25% of the venue rental for eligible recurrent international exhibitions or 12.5% of the venue rental for other eligible recurrent exhibitions, subject to a cap of \$5 million), 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) and (vii) above³. The organiser should submit (**Form C**) to the venue

³ 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 2023 edition after the completion of

operator **within two months after completion of the next edition of the exhibition.** If the next edition of the exhibition satisfies all the criteria in paragraph 2 above, the organiser should submit the Form C and Form A2 or Form B (where applicable) in relation to the next edition to the venue operator in one go.

12. 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.

13. For organisers of international exhibitions, the application form (Form A2 or Form B) 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 definition of international exhibition in paragraph 3 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.

14. 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 incentive, after deducting the amount of advance payment (if applicable), to the organiser through the venue operator within 12 working days after receipt of duly completed application form and supporting documents.

15. 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 (including advance

the 2023 edition; 25% of incentive in respect of the 2023 edition and 75% of incentive in respect of the 2024 edition after the completion of the 2024 edition; 25% of incentive in respect of the 2024 edition and 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.

payment) disbursed in accordance with paragraph 7, 9 or 10 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 or any other funding scheme for the C&E industry.

16. 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, 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 or advance payment made to the organiser must be returned to the Government forthwith.

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

18. If an organiser fails to return any incentive or advance payment under the ISRE to the Government, including pursuant to paragraphs 8, 9, 16 or 17 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 or any other funding scheme for the C&E industry.

Government's Other Rights

19. 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 set out in this Application Guide.

20. 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, including early termination of the ISRE (for example, due to exhaustion of funds).

21. For enquiries, please contact the venue operators.

Incentive Scheme for Recurrent Exhibitions (ISRE)

Application form (Advance payment)

(To be submitted at least two months before exhibition)

(A) Exhibition Details

Organiser:

Event name:

(Name on licensing agreement)

(Name in public domain)

Event date:

(move-in)

(show date)

(move-out)

Venue:

(hall/conference room numbers)

Hong Kong Convention and Exhibition Centre (HKCEC)

AsiaWorld-Expo (AWE)

Venue rental:

(in Hong Kong dollars)

(B) Distribution of Gross Floor Area (GFA)

	Exhibition	Others	Total
GFA (in m²)			
Venue rental			

(C1) Previous Exhibition Details

Year

Date

Venue

(please state the city and country for exhibitions held outside HK)

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

(C2) Previous Event Turnout

- International exhibition
- Non-international exhibition

For exhibitions previously held in Hong Kong, please fill in all columns. 'Non-local' refers to those who does not reside in Hong Kong. For exhibitions held outside Hong Kong, please provide the total number of exhibitors and buyers for each edition of the exhibition.

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;
- (b) I agree to comply and fulfil the eligibility criteria, terms and conditions prescribed in the application guide for the ISRE;
- (c) I guarantee that the exhibition will comply with all applicable laws in Hong Kong. I understand that violation of any applicable law in Hong Kong will render the event ineligible for incentive under the ISRE;
- (d) I agree that if the exhibition is cancelled or postponed or otherwise becomes ineligible for incentive under the ISRE, the applicant shall return to the Government the amount of advance payment disbursed by the Government to the venue operator on behalf of the applicant; 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 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:**

ISRE-

Incentive Scheme for Recurrent Exhibitions (ISRE)

Application form (Remainder of incentive) (for applicants who have received advance payment)

(To be submitted within two months after exhibition)

(A) Exhibition Details

Organiser: _____

Event name: _____

(Name on licensing agreement)

(Name in public domain)

Event date: _____

(move-in)

(show date)

(move-out)

Venue: _____

(hall/conference room numbers)

Hong Kong Convention and Exhibition Centre (HKCEC)

AsiaWorld-Expo (AWE)

Final venue rental: _____

(in Hong Kong dollars)

(B1) Event Turnout

International exhibition *[Organisers of international exhibition should submit the application form with an auditor's report prepared by a certified public accountant (practising) within the meaning of the Accounting and Financial Reporting Council Ordinance (Cap. 588).]*

Non-international exhibition

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

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

(B2) Final 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;
- (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;
- (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, the applicant shall return to the Government the amount of incentive (including advance payment) 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 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:**

ISRE-

Incentive Scheme for Recurrent Exhibitions (ISRE)

Application form (for applicants who have not received advance payment)

(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:**

(hall/conference room numbers)

- Hong Kong Convention and Exhibition Centre (HKCEC)
- AsiaWorld-Expo (AWE)

Venue rental:

*(in Hong Kong dollars)***(B1) Event Turnout**

International exhibition *[Organisers of international exhibition should submit the application form with an auditor's report prepared by a certified public accountant (practising) within the meaning of the Accounting and Financial Reporting Council Ordinance (Cap. 588).]*

Non-international exhibition

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 m²)			
Venue rental			

(C1) Previous Exhibition Details for Recurrent Exhibitions

Year

Date

Venue

(please also state the city and country for exhibitions held overseas)

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

(C2) Event Turnout

For exhibitions previously held in Hong Kong, please fill in all columns. 'Non-local' refers to those who do not reside in Hong Kong. For exhibitions held outside Hong Kong, please provide the total number of exhibitors and buyers for each edition of the exhibition.

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;
- (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;
- (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, 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 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:**

ISRE-

Incentive Scheme for Recurrent Exhibitions (ISRE)

Application form (Remainder of incentive)
(for applicants to apply for additional incentive)

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

(A) Exhibition Details**Organiser:**

Event name:

(Name on licensing agreement)

(Name in public domain)

Event date:

(move-in)

(show date)

(move-out)

Venue:

(hall/conference room numbers)

 Hong Kong Convention and
Exhibition Centre (HKCEC)

 AsiaWorld-Expo (AWE)
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:

(hall/conference room numbers)

 Hong Kong Convention and
Exhibition Centre (HKCEC)

 AsiaWorld-Expo (AWE)
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 m²)			
Venue rental			

(D) Declaration

On behalf of the applicant:

- (a) I have read and fully understood the application guide for the ISRE;
- (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;
- (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, 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 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:**

ISRE-
