

# Convention and Exhibition Industry Subsidy Scheme to fully launch and extend to end of next year

The Government announced today (November 15) that the part of the Convention and Exhibition Industry Subsidy Scheme related to the Hong Kong Trade Development Council (HKTDC) will be launched on November 30, and the entire Subsidy Scheme will be extended to December 31, 2021 in order to encourage more convention and exhibition activities to be held in Hong Kong.

The part of the Subsidy Scheme related to HKTDC subsidises exhibitors of exhibitions organised by HKTDC 50 per cent of their participation fees, subject to a cap of \$10,000 per nine-square-metre booth and 10 booths per exhibitor each time. Participants of HKTDC's major conventions can also receive a subsidy equivalent to 50 per cent of their participation fees, subject to a cap of \$10,000 each time. Eligible exhibitors and participants of major conventions do not need to submit applications. HKTDC will directly deduct the subsidy from the amount receivable.

Furthermore, eligible small and medium enterprises (SMEs) may apply in tandem for funding support under the SME Export Marketing Fund to cover their participation fees on a matching basis. HKTDC and the Trade and Industry Department will work closely together to streamline application procedures so that eligible SMEs could obtain the subsidies smoothly.

The Subsidy Scheme also provides a 100 per cent venue rental subsidy to organisers of exhibitions and international conventions that are held at the Hong Kong Convention and Exhibition Centre and AsiaWorld-Expo. This part was launched on October 3. The entire Subsidy Scheme was originally planned to last for 12 months. For enquiries about the Subsidy Scheme, please contact HKTDC or the two venue operators.