

Objective:

Help SMEs in Hong Kong expand into international markets by offering financial support for export promotion activities.

Details:

Funding Coverage:

- Trade exhibitions outside or within Hong Kong targeting international or local markets.
- Online trade exhibitions.
- Business missions (including online).
- Ads in trade publications focused on international markets.
- Export promotions via electronic platforms/media targeting international markets.
- Setting up or enhancing a corporate website or mobile app aimed at international markets.

From April 30, 2021, to June 30, 2026, the funding scope includes large local exhibitions and online exhibitions organized by credible groups. Non-SMEs are also eligible.

Funding Amount:

- Up to HKD100,000 or 50% of approved expenses per application, whichever is lower.
- Each business can receive up to HKD1,000,000 in total. A maximum of 50% can be used for website/app projects.

Eligibility:

- Non-listed businesses registered in Hong Kong.
- Must have active business operations in Hong Kong.
- Cannot be the organizer or a related party of the promotion activity or service.

How to Apply:

Applications are open year-round and can be submitted online, by post, in person, or via drop-in box at the Trade and Industry Department. Indicate whether you are applying for (i) reimbursement or (ii) initial + final payment.

1. Reimbursement: Submit the completed application within 60 days after the promotion activity ends.
2. Initial + Final Payment: Submit the application 45-120 days before the activity for initial payment and within 60 days after the activity for the final payment.

Application Submission Address:

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

Hours: Monday to Friday, 08:45 a.m. – 12:30 p.m., 01:30 p.m. – 05:45 p.m.

Drop-box available next to the Enquiry Counter on the ground floor.

Implementation Agent:

Trade and Industry Department

Website: [SME Export Marketing Fund](#)