

February 2012

Exhibitor Package for HKTDC Hong Kong Houseware Fair 2012 and World of Pet Supplies 2012
香港貿發局香港家庭用品展 2012 及寵物用品世界 2012 (參展商須知)

Dear Exhibitors,

Thank you for your participation in the **HKTDC Hong Kong Houseware Fair 2012 and World of Pet Supplies 2012**. Please note that the following items will be included in your exhibitor package. If you have any questions, please feel free to contact our colleagues below.

Thank you for your attention and wish you every success in the Fair.

Hong Kong Trade Development Council

各位參展商：

感謝 貴公司參加**香港貿發局香港家庭用品展2012及寵物用品世界2012**，煩請檢查已領取的資料是否齊全。如有任何疑問，請與以下同事聯絡。

預祝 展出成功！

香港貿易發展局 謹啓
2012年2月

HKTDC Hong Kong Houseware Fair 2012 香港貿發局香港家庭用品展 2012				
Name 聯絡人	Tel 電話	Email 電子郵件	Fax 傳真	
Mr Brian Chu 朱浩恩先生	(852) 2240 4372	brian.hy.chu@hktdc.org	(852) 2169 9716	
Miss Karen Wong 黃家詠小姐	(852) 2240 4609	karen.kw.wong@hktdc.org	(852) 2169 9577	
Mr Jeffrey Tang 鄧景支先生	(852) 2240 4215	jeffrey.kc.tang@hktdc.org	(852) 2169 9567	
Mr William Ng 吳偉銓先生	(852) 2240 4601	william.wc.ng@hktdc.org	(852) 2169 9706	

World of Pet Supplies 2012 寵物用品世界 2012				
Name 聯絡人	Tel 電話	Email 電子郵件	Fax 傳真	
Miss Anna Hui 許蕤菁小姐	(852) 2240 4327	anna.tc.hui@hktdc.org	(852) 3915 1449	
Mr Jeffrey Tang 鄧景支先生	(852) 2240 4215	jeffrey.kc.tang@hktdc.org	(852) 2169 9567	
Miss Vanilla Wong 王思蓉小姐	(852) 2240 4738	vanilla.sy.wong@hktdc.org	(852) 3915 1486	

Download Exhibitors' Manual and Order Form from the Fair Website

於大會網頁下載參展商手冊及申請表格

Please note that the electronic version of Exhibitors' Manual and Order Forms is now available at the Fair Website for your review and downloading. The web link is as below:

參展商手冊及額外設施及服務申請表格現已上載到展會網站，供各參展商細閱及下載。網址如下：

Exhibitors' Manual 參展商手冊:
<http://hkhousewarefair.hktdc.com/manual/manual.htm>
Order Forms* 額外設施及服務申請表格*:
<http://hkhousewarefair.hktdc.com/manual/order.htm>

(Remarks: Hardcopy will NOT be distributed)
備註：本年度將不會派發印刷本

Order Form Submission Deadline 申請表截止日期
Additional Facilities & Services 額外設施及服務 9 / 3 / 2012
Advertising & Promotion 廣告及推廣項目 16 / 3 / 2012

- * **Note:** Kindly be reminded to submit the orders of additional facilities & services before the application deadline as indicated on the order forms.
- * **注意:** 煩請留意申請各項額外設施或服務的截止日期，並於該日期前辦妥申請手續。

The Exhibitors' Manual outlines details of the exhibition and will assist you in preparing your participation in the fair. Please read through the manual carefully and observe all the rules and deadlines specified on the Order Forms for Additional Facilities and Services.

參展商手冊詳細刊載了今屆展覽會的有關資料，對貴公司籌備參展甚有幫助。請詳閱手冊內所列各項規則，並留意額外設施及服務申請表格上所列明的截止呈交日期。

Fair Dates & Opening Hours 展覽日期及開放時間:

Fair Date 展覽日期	Opening Hours 開放時間	Buyer Registration Hours 買家登記時間
19 April 2012 2012年4月19日	Nil 不適用	2:00pm-7:00pm 下午2時正至下午7時正
20-22 April 2012 2012年4月20-22日	9:30am-6:30pm 上午9時30分至下午6時30分	9:00am-6:00pm 上午9時正至下午6時正
23 April 2012 2012年4月23日	9:30am-5:00pm 上午9時30分至下午5時正	9:00am-3:30pm 上午9時正至下午3時30分

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Appendix 1: Complimentary Invitation Cards to your Buyers

Dear Hong Kong Exhibitors,

Send Invitation Cards to your Overseas Buyers – Postage Free!

Thank you for participating in the **HKTDC Hong Kong Houseware Fair 2012 and World of Pet Supplies 2012**.

We have taken a number of initiatives, including advertising, direct mailing and distribution of souvenir at major related overseas fairs, to maximize publicity and attract buyers from all over the world to visit the fair. We feel that these efforts will further enhance the awareness of the fair.

However, you will most likely have your own overseas business contacts whom you would like to invite. In order to make it easier for you to invite them to the HKTDC Hong Kong Houseware Fair 2012 and World of Pet Supplies 2012, we have arranged 100 buyer invitation postcards with pre-paid postage which are enclosed for your distribution. Visitors can enjoy free admission with this postcard when they register on-site.

All you need to do is to

1. Put the contact addresses on the invitation cards
2. Separate them by mailing zones (details are listed on the special yellow envelope)
3. Fill in the information on the yellow envelope
4. Seal it and deposit it in any nearby postal boxes

**No need to affix any postage stamp if postcards are sent from Hong Kong to any countries/regions.*

As for your local business contacts, we have enclosed other invitation leaflets for you to invite your buyers to visit the fair for free.

We hope that these measures will assist you in building up a good relationship with your contacts. If you have further queries regarding the above, please contact Mr. Jeffrey Tang on (852) 2240 4215.

May we take this opportunity to wish you good business at the Fair!

Hong Kong Trade Development Council

附件 1: 本地參展商專用邀請卡

致各香港參展商：

感謝 貴公司參與**香港貿發局香港家庭用品展 2012 及寵物用品世界 2012**。

本局為吸引世界各地的買家到場參觀，已作出一系列宣傳，包括刊登廣告、直銷郵件及於海外各大同類展覽會中派發印有展覽會日期的紀念品等。

為方便 貴公司更方便地邀請一些業務夥伴及客戶蒞臨參觀，本局特別提供**100 張已付郵資的專用邀請卡**給 貴公司邀請海外客戶。貴公司的海外客戶只要收到這張明信片，便可於**香港貿發局香港家庭用品展 2012 及寵物用品世界 2012** 期間憑卡免費登記進入會場參觀。

貴公司只需依循以下方法，便可利用該批專用明信片寄給客戶：

1. 將客戶的通訊地址寫在明信片上
2. 將明信片依照郵遞區域分類（詳情可參閱特製的黃色大信封）
3. 在信封上填妥各項資料
4. 封妥信封後，將之投寄到任何一個郵箱

* 如從本港投寄往海外，無需貼上任何郵票

至於 貴公司的本地客戶，可使用本局另外預備的買家請柬，亦可憑卡免費入場。

對於上述的安排，希望能幫助 貴公司與客戶建立更佳關係。假如 貴公司有任何疑問，歡迎致電本局鄧景支先生（電話：(852) 2240 4215）聯絡。

在此預祝 貴公司展覽成功，業務蒸蒸日上！

香港貿易發展局

Appendix 2: Buyer Nominations for Incentive Programmes

Thank you very much for your support to the coming HKTDC Hong Kong Houseware Fair 2012 / World of Pet Supplies 2012. To encourage the participation of more buyers from around the world, we are offering hotel sponsorship program for selected overseas buyers to visit our fair.

In this regard, you are invited to nominate buyers for our selection. We shall give nominators due credit when extending the offer to the selected buyers. Meanwhile, we shall advise you the outcome of your nomination afterwards. Please note, however, that we shall have the final discretion in selecting the buyers for extending the offer.

To facilitate our preparation work, please make use of the nomination form attached and observe the submission deadline by **16 March 2012**.

We hope, with your full support in the promotion campaign, you will be able to capture the greatest business opportunities at the forthcoming trade show. If you have any questions, please do not hesitate to contact Mr Ken Lee [Tel: (852) 2240 4017; Fax: (852) 2270 5761].

Yours faithfully,

Hong Kong Trade Development Council

附件 2: 買家專享贊助推薦計劃

致各參展商：

感謝 貴公司對香港貿發局香港家庭用品展 2012 及寵物用品世界 2012 的支持。為了吸引更多海外買家到場與 貴司洽談業務，我們將提供香港的酒店贊助予被挑選的買家。因此，誠邀閣下提名合適的買家。被揀選的買家，將會收到列出提名公司名稱的邀請函，同時，我們亦會通知 貴公司提名的結果。我們保留最終選擇權利。

為了給予我們充足的時間安排，請閣下填妥買家推薦表格，並於**2012年3月16日前**傳真給我們。我們將繼續以 貴司的利益為依歸，務求利用展覽會為 貴司締造一個具效益、高增值的宣傳渠道。詳情請電 (852) 2240 4017 或 傳真至(852) 2270 5761 與李曉民先生洽。

祝 展出成功!

香港貿易發展局

To : Hong Kong Trade Development Council
Attn : Mr Ken Lee
Fax : (852) 2270 5761

From (Exhibitor Name): _____

HKTDC Hong Kong Houseware Fair 香港貿發局香港家庭用品展
World of Pet Supplies 寵物用品世界
(20-23 / 4 / 2012)

Buyers Nomination Form for Incentive Programmes 買家專享贊助推薦計劃

截止日期 Submission Deadline

16 / 3 / 2012

買家資料 Information of Nominated Buyer

公司名稱

Name of Company: _____

買家姓名 (先生/小姐)

Name of Person: Mr. / Ms. _____

職位 Position:

公司地址Address:

國家 Country:

郵編 Postal Code:

電話Tel:

傳真Fax:

電子郵件 E-mail:

網址 Web-site:

公司業務 Nature of Business:

(Wholesaler, Importer, Buying Agent, Distributor, Retailer etc.?)

請復印此表格作更多買家提名。本局保留最終選擇權利。如有查詢，請致電 (852) 2240 4017 與李曉民先生聯絡。

Please copy this nomination form for nominating more buyers. Priority of hotel sponsorship is subject to sole discretion of the HKTDC. For further queries, please contact Mr. Ken Lee at Tel: (852) 2240 4017.

Appendix 3: hktdc.com Online Promotion Maximises Your Exhibition Effectiveness

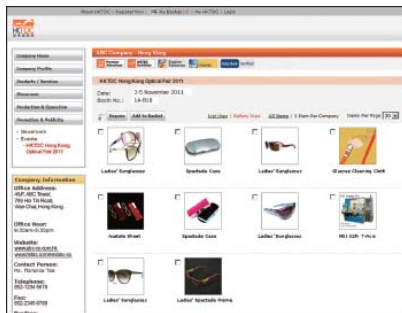
All HKTDC Hong Kong Houseware Fair 2012 Hong Kong exhibitors can now enjoy a one-year online promotion at HKTDC's Online Marketplace (www.hktdc.com) from February 2012 to January 2013 that will enable them to display company information and 10 product photos, plus subsequent onsite value-added services to boost buyer enquiries.

Value-added Service One: Exhibitor Code Scanning Service



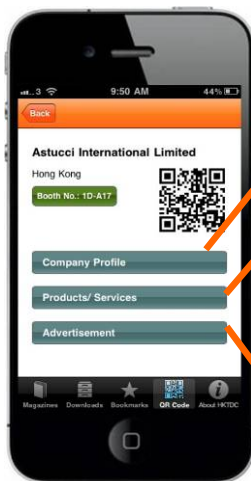
Exhibitors of the Houseware Fair can enjoy free trial of the Exhibitor Code Scanning Service. When buyers pass through or visit your booth, they can scan the QR Code via their smartphones or tablet devices to download your company information and product catalogue.

1. Upload your latest company information, product photos and catalogues to hktdc.com before the fair
2. HKTDC **passes a dedicated QR Code** to you at exhibitor check-in counter. Please place in a prominent position at your booth
3. HKTDC will assist buyers to **download the HKTDC Product Magazines App** which incorporates the scanner



Exhibitor codes scanning function

4. When buyers scan the code at your booth, your company information will be displayed on the buyers' smartphones or tablet devices, allowing them to easily:
 - a) browse more information at your webpage
 - b) download your product catalogue
 - c) view your advertisement in the fair catalogue (if applicable)



a) browse more information at your webpage

b) download your product catalogue



c) view your advertisement in the fair catalogue (if applicable)

If your product catalogue is not available, buyers can download the product / service information of your company

or



5. You are encouraged to invite buyers to scan your QR Code at the fairground. A daily report will be emailed to buyers consolidating all the exhibitors' information which they scanned for their records. We will also **send you a buyer list providing the contact information of the buyers who scanned your QR Code** at the end of each fair day so that you can easily record these buyers and contact them directly.

Company Information	View eCatalogue	Booth No.
Evergreat Ind. Ltd. - Taiwan Scanned on: 28-Oct-2011 3:57PM		1C-A18
Everjoy Asia Limited - Hong Kong Scanned on: 28-Oct-2011 4:29PM		1E-C07
Ka Hin International Industries Ltd. - Hong Kong Scanned on: 28-Oct-2011 5:10PM		1E-E29
Lakco Ltd. - Hong Kong Scanned on: 08-Nov-2011 3:32PM		1E-B23

Sample supplier list received by buyers



Sample buyer list received by exhibitors

Please submit your product information, photos and catalogue to hkhf2012@hktdc.org now!

Value-added Service Two: TV Wall Ad at the Buyer Registration Counter

To attract more buyers to visit your booth, **Hong Kong exhibitors' product photos will be displayed at the TV Wall near the Buyer Registration Counter** and the **Exhibitor Locator System** located at major aisles of the fairground. To enjoy this service, you must upload your product information and photos to www.hktdc.com before the fair.



TV Wall



Exhibitor Locator System

Value-added Service Three: hktdc.com Free Sourcing Service

The HKTDC will provide free lists of relevant exhibitors to buyers by matching their sourcing needs with the exhibitors' product information on hktdc.com.

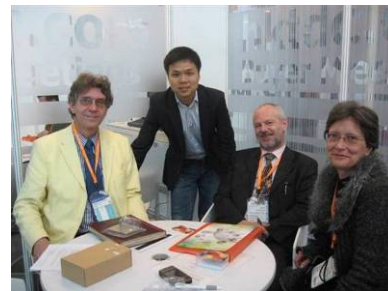
The more product information about your company available on hktdc.com, the higher the chance you will be referred to buyers. On average suppliers received over 100 buyer referrals from a single fair.



Value-added Service Four: hktcd.com Buyer Meetings

Buyer sourcing meetings will be organised for VIP buyers during the fair. Based on buyers' sourcing requirements, we will pre-screen exhibitors' product information on hktcd.com and refer appropriate suppliers to join the meetings and directly discuss business deals with the buyers.

Again, **the more product information you make available on hktcd.com, the higher the chance you will be referred to join these buyer meetings.**



You must complete the form (download: www.hktcd.com/hf2012/opf) and send the following materials to us by **20 March 2012** to ensure you can receive the QR Code and get more buyer enquiries from the above value-added services:

- i) **3 product / service information and photos**
- ii) **product / service catalogue**

Mail: Hong Kong Trade Development Council - Publications & E-Commerce Department
30/F, Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Attn: Ms. Michelle Lam

Email: hkhf2012@hktcd.org

Don't miss this unique opportunity, act now!

For enquiries, please contact our Customer Service Line (852) 1830 668.

附件 3: 「貿發網」 hktcdc.com 推廣助您加強展覽成效

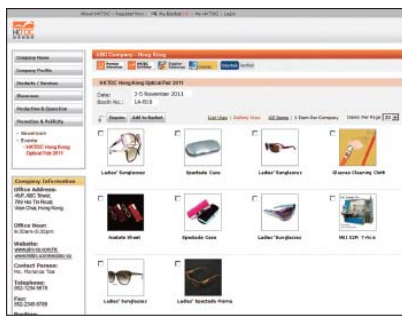
每間「香港家庭用品展 2012」香港參展公司均可在本局的「貿發網」網上商貿平台(www.hktcdc.com) 享有一年的基本推廣服務(2012 年 2 月至 2013 年 1 月), 登載公司資料及產品照片 10 張; 並透過我們在會場提供的一系列增值服務, 獲取更多買家查詢, 促成生意機會。



增值服務一) 參展商編碼掃描推廣服務

今屆家庭用品展的參展商可免費試用「參展商編碼掃描推廣服務」, 當入場買家經過或參觀貴公司的攤位時, 可透過智能手機或平板電腦即時下載貴公司的資料及產品目錄。

1. 貴公司於展覽會舉行前上載公司資料及最新的產品照片及目錄到「貿發網」。
2. 本局於展覽會進館當日向貴公司派發專屬的編碼(QR Code), 請放置於攤位當眼位置。
3. 本局將協助入場買家下載香港貿發局產品雜誌應用程式(HKTDC Product Magazines App), 此應用程式配備所需參展商編碼掃描器。

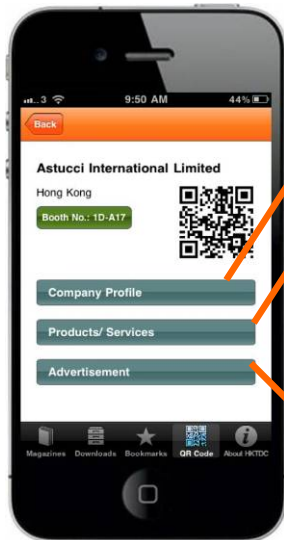


參展商編碼掃描功能

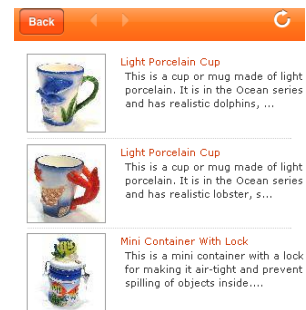
4. 當買家在您的攤位掃描編碼時, 貴公司的資訊隨即顯示於買家的手機或流動裝置中, 買家可即時:

- a) 進入貴公司在「貿發網」的推廣網頁瀏覽更多資訊
- b) 下載貴公司的產品目錄

如貴公司無提供產品目錄, 買家則可下載貴公司產品/服務資訊



或



c) 瀏覽貴公司在展會場刊登的廣告(如適用)

5. 本局十分鼓勵您在會場內主動邀請買家掃描您的 QR Code 編碼。在每日展覽會完結後，本局會輯錄買家當天下載過的參展商資料，傳送到其電郵中存檔。同時，我們亦會將曾下載過貴公司資料的買家名單及聯絡資料電郵給您，方便雙方存檔記錄，助您與這些買家跟進洽商。

Company Information	View eCatalogue	Booth No.
Evergreat Ind Ltd - Taiwan Scanned on: 28-Oct-2011 3:57PM		1C-A18
Everjoy Asia Limited - Hong Kong Scanned on: 28-Oct-2011 4:29PM		1E-C07
Ka Hin International Industries Ltd - Hong Kong Scanned on: 28-Oct-2011 5:10PM		1E-E29
Lalco Ltd - Hong Kong Scanned on: 08-Nov-2011 3:32PM		1E-B23

買家收取的參展商資料範例



參展商收取的買家名單範例

增值服務二) 買家登記處「大型電視屏幕廣告」

本局特別在買家登記處及會場內各主要通道設置「大型電視屏幕」及「參展商搜尋器」，在展覽會期間展示香港參展商於「貿發網」推廣網頁登載的產品照片廣告，吸引更多買家參觀您的展台。要享用此推廣服務，您必須在展覽會舉行前上載產品資料及相片到「貿發網」中。



大型電視屏幕



參展商搜尋器

增值服務三) hktcdc.com 展覽商貿配對服務

本局會根據入場買家所需搜尋的產品關鍵詞，與參展商在「貿發網」的公司及產品資料進行配對，並為他們提供一份切合其採購需要的參展商名單，藉此推介您的公司予合適買家。

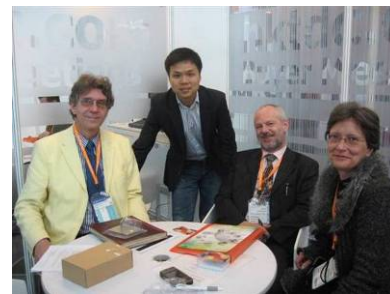
參展商在「貿發網」上載的產品資料及相片愈多，獲推介的機會愈大，因此請謹記在展覽會舉行前提交有關資料! 在數天展期內，供應商透過此服務平均獲取 100 個買家查詢。



增值服務四) hktdc.com 展覽買家採購會

本局會在展覽會期間為 VIP 買家舉行採購會，按買家的採購要求，與參展商在「貿發網」的產品資料進行配對，並推薦合適的參展商與買家直接會面洽商。

同樣，參展商上載的產品資料愈多，獲推薦參與買家採購會的機會愈大!



您必須在**2012年3月20日**或以前填妥表格(下載: www.hktdc.com/hf2012/opf)

及向本局提交下列資料，方可獲取參展商編碼及享用其他增值服務為您帶來更多的買家查詢：

- i) 三項產品/服務資料及照片
- ii) 產品/服務目錄

郵寄：香港灣仔皇后大道東 213 號胡忠大廈 30 樓
香港貿易發展局刊物及電子商貿部林嘉欣小姐收

電郵：hkhf2012@hktdc.org

勿失良機，請即行動! 如有任何查詢，請致電客戶服務專線 (852) 1830 668。

Appendix 4: Special Measures on Intellectual Property Protection & Exhibitors' Brief

We wish to draw your special attention to clause No. 42.1 - 42.3 in the exhibitors' application form about intellectual property protection. This is a matter taken very seriously by the HKTDC. Exhibitors with a history of infringement are barred from our trade fairs.

The following two measures will be implemented to tackle with the "Intellectual Property Protection" issue:

1. Intellectual Property Rights (IPR) Inspection Team

Same as previous years, an IPR inspection team will be appointed by the HKTDC to inspect on-site products displayed by the exhibitors. By the rules and regulations of the exhibition, the inspection team has the absolute right in asking exhibitors to remove any exhibits which are suspected to be infringing items.

2. Fair Legal Advisor

We have procedures for handling complaints promptly at the fairground, with the assistance of a Fair Legal Advisor. They are set out in the attached briefing notes and all exhibitors are invited to make use of them. These procedures are designed to safeguard exhibitors' intellectual property rights as well as to protect individual exhibitors from any business disruption caused by unfounded complaints.

The HKTDC reserves the right to deny admission to or reject from the Fair, anyone who does not follow these procedures or who disturbs the normal business of exhibitors or buyers inside the Exhibition Hall.

An exhibitors' briefing to elaborate on our on-the-spot handling procedures of complaints about intellectual property protection will be held on **12 March 2012**. The briefing will also cover how to go about proving ownership and infringement of intellectual property.

Date : 12 March 2012 (Monday)
Time : 2:30 p.m. – 4:00 p.m.
Address : HKTDC SME Training Room E
Unit 11, Expo Galleria, Hong Kong Convention & Exhibition Centre,
1 Expo Drive, Wanchai, Hong Kong

All exhibitors are encouraged to attend. (The briefing will be conducted in Cantonese but written materials will also be available in English). If you are interested in attending the briefing, please fill in the reply slip on "Briefing for Exhibitors" and return it to us by fax on or before **5 March 2012**. We look forward to seeing you at the briefing.

Encl. Exhibitor' Brief

附件 4: 有關保護知識產權問題的措施

香港貿易發展局為上述展覽的主辦機構，對侵權行為極為重視，為保障參展商權益，茲提醒 貴公司於展覽期間，必須遵守參展申請表格內參展規則第 42.1 至 42.3 項有關侵犯知識產權行為的條款。舉凡有觸犯侵權行為紀錄的參展商，將不獲准參加香港貿易發展局日後舉辦的展覽會，敬希垂注。

大會將會在展覽會期間實行兩項保護知識產權的措施：

1. 知識產權檢察小組

由香港貿發局成立的知識產權檢察小組，將於展覽期間巡查各參展商展品。如小組成員發現有懷疑侵犯知識產權之展品，展商必須遵從大會規定，立刻把展品收回。

2. 駐場法律顧問

香港貿發局訂有一套處理展覽現場侵權投訴的程序，並委聘法律顧問駐場提供協助。這套程序旨在保障參展商的知識產權，以及防止無理投訴阻礙參展商進行展銷活動。有關內容詳列於附頁，所有參展商務請遵行。

假若任何人士違反有關程序或於展場內騷擾參展商和買家的正常商業活動，香港貿發局有權驅逐有關人士離場或禁止其進入會場。

香港貿發局定於2012年3月12日舉行簡介會，向參展商解釋有關即場處理侵權投訴的程序，同時指引參展商如何證明其擁有知識產權和提出遭侵權的證據。

日期： 2012年3月12日（星期一）

時間： 下午2時30分至4時正

地點： 香港灣仔博覽道1號香港會議展覽中心（新翼）博覽商場11號舖
香港貿發局中小企培訓中心 E

簡介會將以廣東話進行，同時備有英文資料可供取閱，如 貴公司有興趣參加，請填妥表格之展覽簡介會回條並於2012年3月5日或以前傳真致香港貿易發展局。多謝合作!

附件： 參展商須知

Briefing for Exhibitors 展覽簡介會

To help exhibitors prepare for the **HKTDC Hong Kong Houseware Fair 2012 and World of Pet Supplies 2012** and enhance exhibitors' understanding of the arrangements during the Fair, the following briefing will be held:

為協助參展商籌備參加**香港貿發局香港家庭用品展 2012 及寵物用品世界 2012** 及對展覽會期間各項安排加深了解，本局將舉辦下列簡介會：

	Briefing Session 簡介會	Date 日期	Time 時間	Venue 地點
1.	Briefing on move-in/move-out arrangements 進館/撤館安排簡介會	12 March 2012 (Monday)	2:30pm–4:00pm	HKTDC SME Training Room E, Unit 11, Expo Galleria, HKCEC, Wanchai
2.	Briefing on Intellectual Property Protection 保護知識產權簡介會	2012年3月12日 (星期一)	下午2時30分 至4時正	香港會議展覽中心 博覽商場香港貿發局 中小企培訓中心 E

Notes 請注意:

- All the briefings will be conducted in Cantonese 所有簡介會將以廣東話進行
- Venue: Unit 11, Expo Galleria, HKCEC, 1 Expo Drive, Wanchai, Hong Kong
香港灣仔博覽道1號香港會議展覽中心(新翼)博覽商場11號舖

New exhibitors are highly recommended to attend the above briefings. Please return the following reply slip on or before **5 March 2012 (Monday)** to reserve your seats.

如 貴公司有興趣參加，請填妥下列回條並於**2012年3月5日(星期一)** 前傳真致本局。

Reply Slip 回條

To 致: HKTDC 香港貿易發展局

Fax 傳真: 2169 9706

HKTDC Hong Kong Houseware Fair 2012 and World of Pet Supplies 2012
香港貿發局香港家庭用品展 2012 及寵物用品世界 2012

	Briefing Session 簡介會	No. of seats 出席人數
<input type="checkbox"/>	Briefing on move-in/move-out arrangements 進館/撤館安排簡介會	
<input type="checkbox"/>	Briefing on Intellectual Property Protection 保護知識產權簡介會	

Company Name (in English)
公司名稱 (請用英文填寫):

Contact Person
聯絡人:

Booth No.
展位號碼:

Company Tel
公司電話:

Fax
傳真:

Signature
簽署:

Date
日期:

*** Please bring along your business card, Exhibitors' Manual and the circulars to the briefing sessions
請帶同閣下之名片，參展商手冊及參展商須知出席上述簡介會

Protection of Intellectual Property Rights (IPR) at HKTDC Exhibitions

Exhibitors' Brief

The Hong Kong Trade Development Council (HKTDC), the statutory body promoting Hong Kong's international trade, is committed to fostering original design and safeguarding intellectual property rights.

We have on-the-spot procedures at our trade fairs for handling any complaint that a product on display infringes someone else's intellectual property rights. These complimentary procedures are not the only way in which complainants can file complaints. Complainants can also file complaints with Hong Kong Customs and Excise Department and/or the Courts of Hong Kong.

These procedures, carried out with our legal advisor, are designed to help establish whether there is a case to answer so that complaints may either be pursued or resolved promptly.

Our aim is as much to protect the rights of individual exhibitors to be promptly cleared of unfounded complaints as it is to uphold their obligation to respect the intellectual property rights of others.

In this respect, the attention of all exhibitors is drawn to Clause 42 of the conditions of participation, setting out rights and obligations of exhibitors at HKTDC exhibitions:

The Exhibitor warrants that the exhibits and packages thereof and the Publicity Material or any other part of the display on the Stand do not in any way whatever violate or infringe any third party's rights including all intellectual property rights including but not limited to trade marks, copyright, designs, names, and patents whether registered or otherwise. The Exhibitor agrees to fully indemnify the Organiser and its agents, representatives, contractors and employees against all costs, expenses and damages arising from any third party's claim of infringements by the Exhibitor and/or the Organiser and/or the latter's agents, representatives, contractors or employees of such third party's rights.

The Exhibitor agrees that it shall comply with any "Exhibitors' Brief on the Protection of Intellectual Property Rights at HKTDC Exhibitions" ("**Exhibitors' Brief**") that the Organiser may issue from time to time, including abiding by any complaint procedures and penalties stated in the Exhibitors' Brief, whether as a complainant of infringement of intellectual property right or as a party subject to any such complaint. If the Exhibitor fails or refuses to abide by any of the terms and conditions of the Exhibitors' Brief, the Organiser shall have the sole and absolute discretion to ban the Exhibitor and any of its parent, associate, affiliated and/or subsidiary companies from any or all future HKTDC exhibitions and / or to further ban any representatives of the Exhibitor in question from entering the venue of the current HKTDC Exhibition in which the Exhibitor is participating.

If a complainant/an Exhibitor ("**complainant**") files a complaint with the Organiser in accordance with the Exhibitors' Brief and requests the Organiser to take action against an Exhibitor, the complainant agrees to hold the Organiser, its agents, representatives, contractors and employees (including but not limited to their legal advisors) harmless and to fully indemnify each and every one of them against any and all liabilities, losses, costs (including but not limited to legal costs), expenses and damages of any nature whatsoever incurred or suffered by any of them as a result of or however arising from any action that the Organiser, its agents, representatives, contractors or employees (including but not limited to their legal advisors) may take in reliance of or as result of such complaint filed by the complainant, or any other requests, directions or instructions made or given by the complainant pursuant to such complaint. The complainant further agrees not to take any legal action or make any claim or demand against the Organiser, its agents, representative, contractors or employees (including but not limited to their legal advisors) in relation to such complaint and the alleged infringement of intellectual property rights.



香港貿發局展覽會保護知識產權措施

參展商須知

香港貿發局是專責促進香港對外貿易的法定機構，對於推動原創設計以及保護知識產權不遺餘力。

本局訂有一套處理展覽現場侵權投訴的程序，並聘有駐場法律顧問，以確定侵權投訴是否理據充足，協助有關方面決定採取進一步行動抑或從速解決糾紛。這些免費的投訴程序不是投訴人唯一的投訴方法，投訴人也可以向香港海關和/或香港法院提出投訴。

訂定這套程序的目的，是提醒參展商尊重他人的知識產權，並同時盡快澄清無理投訴以保障參展商的權益。

茲促請所有參展商，必須遵守香港貿發局覽會參展規則第 42 項有關參展商權利與責任的條款，內容如下：

參展商保證展品及產品包裝，以及宣傳品或攤位的任何展示部分，在各方面均沒有違反或侵犯任何第三者的權利，包括所有知識產權，其中包括但不限於已註冊或未註冊的商標、版權、外觀設計、名稱及專利；並同意悉數賠償主辦機構以及其代理、代表、承包商和僱員因第三者指控參展商及/或主辦機構及/或後者的代理、代表、承包商和僱員侵權而招致的費用、開支及索償。

參展商，無論是投訴他人侵權或被人指控侵權者，同意遵守主辦機構不時發出的任何《香港貿發局展覽會保護知識產權措施：參展商須知》（「參展商須知」），包括其中所列的處理投訴程序和侵權罰則。假若參展商違反或拒絕遵守《參展商須知》的任何條款及條件，主辦機構有唯一及絕對酌情權禁止參展商及其任何母公司、有聯繫公司、相關聯公司及/或附屬公司參加香港貿發局以後舉辦的任何或所有展覽會，及/或進一步禁止其代表進入參展商當時正在參展的展覽會場。

假若有投訴人/參展商（「投訴人」）按照《參展商須知》向主辦機構提出投訴，並要求主辦機構對其他參展商採取行動，投訴人必須同意免除主辦機構以及其代理、代表、承包商和僱員（包括但不限於所述各方的法律顧問）的所有責任，同時悉數賠償上述各方由於依據有關投訴或有關投訴人所作出的其他要求、指示或指令而採取的行動所招致的任何責任、損失、費用（包括但不限於法律費用）、開支和賠償；投訴人並同意不會就有關投訴及被指控侵權事件對主辦機構以及其代理、代表、承包商或僱員（包括但不限於所述各方的法律顧問）採取任何法律行動、或提出任何索償或要求。



Procedures

1. If you have any complaint involving infringement of your intellectual property rights, this should be reported to the Fair Management Office, where it will be handled by HKTDC Fair Officials and the Fair Legal Advisor engaged by HKTDC.
2. If you receive a complaint at your booth, you should refer the complainant to the Fair Management Office.
3. Both the documents attached to the Exhibitors' Brief and the Fair Legal Advisor on site will specify the kind of documents and other evidence necessary to support a complaint.
4. If the Fair Legal Advisor is satisfied, on the basis of the documents provided, that the complaint's intellectual property rights are valid and have been infringed by the display of the Exhibitors' product or material in dispute at the Fair, a HKTDC Fair Official will visit the booth involved.
5. As Fair Organizer, HKTDC has the power to immediately take at least 3 photographs of the product or any material in dispute.
6. The exhibitor will be asked to remove the product or material in dispute immediately from display and not to trade in it for the remainder of the exhibition unless he/she can adduce evidence to show to the satisfaction of the Fair Legal Advisor that he/she has the right to deal in such product or material. He/she will also be required to sign an undertaking immediately to this effect. A copy of the signed undertaking and one copy of the photograph will be given to the complainant and the Exhibitor. A further copy of the signed undertaking together with one copy of the photograph will be retained by the HKTDC for its records.
7. If the HKTDC is notified by the Customs and Excise Department that it is investigating possible violation of copyright and/or trademark by an Exhibitor at the Fair, the Exhibitor will be required to immediately remove the product or material which is under investigation for the remainder of the fair.
8. If the exhibitor fails or refuses to co-operate with HKTDC under paragraphs 5 and/or 6 and/or 7 above, HKTDC shall have the power, in its sole and absolute discretion, to ban the Exhibitor, or any parent, associate, affiliated and / or subsidiary company, from any or all future HKTDC exhibitions.
9. HKTDC staff will visit any booth in respect of which a complaint has been received and accepted by HKTDC's legal advisors, in order to reconfirm that the disputed product or material is no longer on display and is not being traded. If the Exhibitor is found to have breached its undertaking not to display or deal with the product or material in dispute during the remaining period of the Fair, HKTDC shall have the power, at its sole and absolute discretion, to immediately terminate the Exhibitors' right of participation in the Fair in question without any refund of the participation fee already paid by the Exhibitor and to ban the Exhibitor or any parent, associate, affiliated and / or subsidiary company from any or all future HKTDC exhibitions.

Penalties

An exhibitor or any parent, associate, affiliated and / or subsidiary company may, in the sole and absolute discretion of the HKTDC, be banned from any or all future participation in HKTDC exhibitions if :

- a. after HKTDC has received and accepted a complaint against the Exhibitor, the Exhibitor fails or refuses to:
 - allow HKTDC to immediately take 3 photographs of the disputed product or material in dispute;
 - sign an undertaking immediately in favour of HKTDC in a form provided by HKTDC, indicating its decision whether to remove or continue to display the product or material in dispute; OR
- b. if the Exhibitor refuses to remove from display the product or material in dispute and a legal action brought against the Exhibitor in relation to the display of the product or material in dispute is upheld by a Court in Hong Kong, notwithstanding that the Exhibitor has signed an undertaking in favour of HKTDC and allowed HKTDC to take photographs of the product or material in dispute during the Fair; OR



處理投訴程序

1. 假若閣下欲提出有關侵犯閣下知識產權的投訴，請向主辦機構辦事處報告，本局的負責人員以及派駐現場的法律顧問將會處理有關投訴。
2. 假若閣下在攤位被人指控侵權，應轉介有關投訴到主辦機構辦事處提出投訴。
3. 隨附《參展商須知》的資料文件以及駐場法律顧問，均會指明侵權投訴所需的文件及其他證據。
4. 假若駐場法律顧問根據投訴人提供之文件，認為投訴人之知識產權有效，而且被有關參展商之展品或物品侵權，本局負責人員會前往涉嫌侵權參展商攤位處理該投訴。
5. 本局作為主辦機構，有權即時為涉嫌侵權展品或任何具爭議的物品拍照最少三張。
6. 除非有關參展商能提出使駐場法律顧問認為滿意的證據顯示其有權經營該等涉嫌侵權的展品或物品，否則會被要求立即收回有關產品或物品以及不得在展覽會舉行期間經營所涉產品，同時須立即簽字作出承諾，而承諾書副本及一張相片則會交予被投訴人及有關參展商。本局會保留一份承諾書副本及一張相片作為紀錄。
7. 假若本局獲悉有參展商因涉嫌侵犯版權及/或商標而被香港海關調查，本局將要求該參展商立即收回所涉產品或物品。
8. 假若有關參展商拒絕合作或違反上述第 5 及/或第 6 及/或第 7 項條款，本局有唯一及絕對之酌情權禁止該等參展商或其任何母公司、有聯繫人士、相關聯公司及/或附屬公司參加本局以後舉辦的任何或所有展覽會的權利。
9. 本局職員會定期到駐場法律顧問認為涉嫌侵權的攤位視察，以確保有關參展商不再展示或經營所涉產品或物品。假若發現參展商違反承諾，本局有唯一及絕對酌情權即時取消該等參展商或其任何母公司、有聯繫公司、相關聯公司及/或附屬公司的參展資格，毋須退還已收取的參展費，並禁止其或其任何母公司、有聯繫公司、相關聯公司及/或附屬公司參加本局以後舉辦的任何或所有展覽會。

侵權處罰

本局有唯一及絕對酌情權就下列其中一種情況，決定是否禁止參展商或任何母公司、有聯繫公司、相關聯公司及/或附屬公司參加本局以後舉辦的任何或所有展覽會：

1. 在本局受理的侵權投訴中，涉嫌侵權的參展商沒有或拒絕：
 - 立即讓本局職員為涉嫌侵權的產品或物品拍三張照片；或
 - 應本局要求立即簽署本局提供的承諾書，註明是否願意收回或是決定繼續展示有關展品或物品。
2. 參展商雖然應本局要求簽署承諾書及讓本局職員為涉嫌侵權的展品或物品拍照，但拒絕收回涉嫌侵權的展品或物品，及有關展品或物品其後被香港法庭裁定侵權。



- c. The Exhibitor removes the product or material in dispute immediately from display and signs an undertaking provided by HKTDC not to display or deal with any such item for the rest of the Fair period, but is subsequently found to be in breach of such an undertaking; in which case the HKTDC shall, in addition, be entitled to immediately terminate the Exhibitors' right of participation for the rest of the Fair period without refund of any participation fee already paid by the Exhibitor; OR
- d. There are two or more court rulings from a Court in Hong Kong against the Exhibitor confirming its infringement of intellectual property rights of the complainant(s) during two consecutive fair periods, notwithstanding that the Exhibitor has cooperated with HKTDC during the Fairs by removing the disputed product or material from display; OR
- e. Within two consecutive fair periods there are four or more valid complaints filed against the same exhibitor and which have been accepted by the Fair Legal Advisor:
 - by more than one complainant in respect of different intellectual property rights; or
 - by the same complainant in respect of different products or material items; OR
- f. The Exhibitor is accused or convicted of any criminal offence relating to infringement of intellectual property rights or violation of intellectual property-related laws and regulations.

Penalties for intellectual property-related criminal offences

Copyright Ordinance (Chapter 528 the Laws of Hong Kong)

It is a criminal offence to make or deal in articles that infringe copyright. The Copyright Ordinance sets out in detail the different activities that constitute criminal offences. A person who commits such a criminal offence is liable to a fine of HK\$50,000 in respect of each infringing copy and to 4 years' imprisonment or a fine of HK\$500,000 and 8 years' imprisonment depending on the type of infringing activity carried out.

Trade Descriptions Ordinance (Chapter 362 the Laws of Hong Kong)

Under the Trade Descriptions Ordinance, any person who:-

- (i) applies a false trade description to any goods;
- (ii) supplies or offers to supply any goods to which a false trade description is applied; or
- (iii) has in his possession for sale, or for any purpose of trade or manufacture, any goods to which a false trade description is applied commits a criminal offence.

Further, any person who forges any registered trade mark or falsely applies to any goods any trade mark so nearly resembling a registered trade mark as to be calculated to deceive also commits a criminal offence.

Any person who commits such an offence under the Trade Descriptions Ordinance may be liable -

- (a) on conviction on indictment, to a fine of \$500,000 and to imprisonment for 5 years; and
- (b) on summary conviction, to a fine of \$100,000 and to imprisonment for 2 years.



3. 參展商雖然立即收回涉嫌侵權的展品或物品，並簽字承諾在展覽會舉行期間不再展示或經營所涉產品，但其後被發現違反承諾。在此情況下，本局有權即時取消有關參展商的參展資格，同時毋須退還已收取的參展費。
4. 參展商雖然在展覽會舉行期間與本局合作收回涉嫌侵權的展品或物品，但遭香港法庭最少兩度裁定在連續兩屆展覽期中有據。
5. 參展商在連續兩屆展覽會中，
 - 被超過一名投訴人作出四宗或以上牽涉及不同知識產權的有據投訴；或
 - 被同一名投訴人投訴最少有四項不同產品或物品侵權；而該等投訴為駐場法律顧問所接納。
6. 參展商被控或被判觸犯任何有關侵犯知識產權或違反知識產權有關法律或法規之罪行。

有關知識產權刑事罪行之刑罰

版權條例 (香港法例第 528 章)

任可人製造或處理侵犯版權之物品即屬犯罪。版權條例已詳細列明可構成該等刑事罪行之各類行為。任何干犯有關罪行之人士可就每份侵犯版權複製品被處罰款港幣五萬元及監禁四年或處罰款港幣五十萬元及監禁八年，視乎有關行為之性質而訂。

商品說明條例 (香港法例第 362 章)

根據商品說明條例，任何人士：

- (i) 將虛假商品說明應用於任何貨品；
- (ii) 供應或要約供應已應用虛假商品說明的貨品；或
- (iii) 管有任何已應用虛假商品說明的貨品作售賣或任何商業或製造用途，

即屬犯罪。

再者，任何人如偽造任何註冊商標或將任何商標或任何與某一商標極為相似而相當可能會使人受欺騙的商標以虛假方式應用於任何貨品，亦屬犯罪。

任何干犯商品說明條例中有關罪行之人士可被：

- (a) 一經循公訴程序定罪，可被處罰款港幣五十萬元及監禁五年；及
- (b) 一經循簡易程序定罪，可被處罰款港幣十萬元及監禁兩年。



Documents Required as Evidence of Subsistence and Ownership of Intellectual Property Rights

A. Copyright

1. date and place that the work was first made;
2. name of author and name of owner of the work;
3. original work or a certified copy of the original work e.g. design drawings, sketches;
4. proof of ownership of the work. In the event the author of the works is an employee of the complainant, contract of employment;
5. in the event the author of the works is not the complainant nor an employee of the complainant, copyright assignment evidencing assignment of copyright from author to complainant;
6. invoice, shipping document or other documents evidencing the date of (i) first sale of the product or article to which the original copyright work relates or (ii) first publication of the relevant copyright work;
7. alternatively, an affidavit of the copyright ownership pursuant to Section 121 of the copyright Ordinance.

B. Trade Mark

1. Original or certified copy of a valid Certificate of Registration of Trade Mark in Hong Kong including any renewal certificates or proof of renewal.

C. Registered Design

1. Original or certified copy of a valid Certificate of Registration of Design in Hong Kong including any renewal certificates or proof of renewal.

D. Patent

1. Original or certified copy of a valid Certificate of Grant of Patent in Hong Kong including any renewal certificates or proof of renewal.
2. A written opinion from the complainant's Hong Kong patent agent or legal advisor that the Hong Kong patent is valid and infringed by the display of the Exhibitor's product or material in dispute during the Fair.

And any other evidence that the Legal Advisor may require depending on the specific facts of the case.



證明知識產權的存在及擁有權的所需文件

A. 版權

1. 作品的創作日期和地點；
2. 作品的作者名稱及擁有者名稱；
3. 原作正本或核證副本，例如設計圖樣及草圖等；
4. 作品擁有權證明。倘若有關作品的作者是投訴人的僱員，則須提供僱聘合約；
5. 倘若有關作品的作者並非投訴人或投訴人的僱員，則須提供證明作者向投訴人轉讓版權的版權轉讓書；
6. 發票、貨運文件或其他文件，而該等文件可證明(1)首次出售有關該版權之產品或物品之日期；或(2)首次發布有關版權作品之日期。
7. 或根據版權條例第一二一條所作之誓章。

B. 商標

1. 有效的香港商標註冊證書正本或核證副本，包括續期證書或證明。

C. 外觀設計

1. 有效的香港外觀設計註冊證書正本或核證副本，包括續期證書或證明。

D. 專利

1. 有效的香港專利權證書正本或核證副本，包括續期證書或證明。
2. 由投訴人之專利代理或法律顧問發出之書面意見書，證明投訴人於香港之專利權有效，而且被有關參展商之展品或物品侵權。

以及任何由駐場法律顧問因應實際情況要求提供的其他證明文件。

* * * * *



Appendix 5: Special Move-in and Move-out Arrangement

Special Move-in Arrangement (19 April 2012)

A Vehicle Permit will be sent by Hong Kong Trade Development Council to exhibitors by late March 2012.

- ◆ Based on the designated time on the Vehicle Permit issued by HKTDC, exhibitors who use lorries / vans for move-in are required to queue up at the Vehicle Marshalling Area before they come to HKCEC. The location of the vehicle marshalling area will be in **Tsing Yi**.
- ◆ A Trip Ticket will be issued to drivers at the Vehicle Marshalling Area.
- ◆ Lorries/vans will only be allowed to enter the HKCEC loading area via Expo Drive or Convention Avenue within 2 hours with a valid Vehicle Permit issued by HKTDC and a Trip Ticket issued at the Vehicle Marshalling Area.
- ◆ Vehicle Permit and Trip Ticket are NOT required for exhibitors who use private cars / van for move-in. Exhibitors can unload their goods only at the Expo Drive Entrance/Harbour Road Entrance. **NO waiting or parking at the HKCEC area is allowed.**

Special Move-out Arrangement (23 April 2012)

Exhibitors can choose to use the complimentary centralised forwarding services provided by HKTDC through Kerry Logistics Limited or use your own lorries/vans for move-out.

Option 1	Option 2
Complimentary Centralised Forwarding Service by HKTDC (free of charge) <u>Can be proceeded after 5:00pm on 23 April</u>	Exhibitors who use their own lorries/vans or other forwarders <u>Can only be proceeded after 8:00pm on 23 April</u>
<ol style="list-style-type: none"> 1) Pallets will be distributed to the exhibitors after 5:00pm 2) Exhibitors are required to put their packed items onto the pallets. Staff from Kerry Logistics will collect the pallets and issue an acknowledge receipt to the exhibitors. 3) The goods will be delivered to Kerry Logistics' warehouse at Kwai Chung 4) Exhibitors can pick up their goods at Kerry Logistics' warehouse at Kwai Chung <u>from 09:00 to 18:00 on 24-27 April 2012</u> 	<ol style="list-style-type: none"> 1) Vehicle Permit will be sent by HKTDC in <u>March 2012</u> 2) Drivers are required to queue up at the Vehicle Marshalling Area at Tsing Yi. The Vehicle Marshalling Area will open from 2:00pm until all the move-out activities have finished 3) Trip Tickets will be issued at the Vehicle Marshalling Area 4) After 8:00pm, the drivers can come to HKCEC loading areas with a valid <u>Vehicle Permit</u> issued by HKTDC and a <u>Trip Ticket</u> issued at Vehicle Marshalling Area

*** According to the traffic conditions, the police may implement traffic diversions at the vicinity of HKCEC on the move-in and move-out day. ***

Points to Note:

- 1) HKTDC will sponsor a minimum of TWO free pallets (1m X 1m X 1.5m maximum height of exhibits) to the exhibitors who use the centralised move-out service provided through Kerry Logistics Limited. Please refer to the following table for number of free pallets entitled:

Booth size (sqm.)	Maximum amount of FREE shipment (subsidised on pallet basis)
1-18	2
19-30	3
31-60	6
61 or above	10

Volume of exhibits per pallet: 1000mm x 1000mm x 1500mm (H)

- 2) Through a tendering procedure, HKTDC has appointed Kerry Logistics as the service provider. Exhibitors who need extra service provided by Kerry Logistics Ltd please refer to the following table:

Optional Services	Additional Charge
Extra pallet charge in addition to complimentary pallets sponsored by HKTDC	HKD330 per pallet
Additional handling cost for pick-up beyond 09:00 to 18:00 during <u>24-27 April 2012</u>	HKD50 per pallet (advance booking required)
Additional handling cost at the warehouse after <u>27 April 2012</u>	HKD100 per pallet per day (prior application required)
Purchase of pallets upon pick-up (to avoid transferring exhibits from pallet to pallet)	HKD90 per pallet
Local delivery service without specific delivery date , during <u>25-27 April 2012</u>	HKD270 for 1 st pallet HKD170 for 2 nd pallet HKD120 per extra pallet thereafter
Local delivery service with specific delivery date , during <u>25-27 April 2012</u>	HKD380 for 1 st pallet HKD220 per extra pallet thereafter
Next Day delivery service on <u>24 April 2012*</u>	HKD500 for 1 st pallet HKD300 per extra pallet thereafter

- 3) A gate charge of HKD50 per vehicle (under 24-ton) should be paid by the exhibitor.
- 4) All exhibitors should pick up their exhibits on or before **27 April 2012** or have delivery service arranged on or before **28 April 2012**. If Kerry Logistics do not receive any notice or instruction from the exhibitors, all the exhibits stored at Kerry Logistics' warehouse after **28 April 2012** will be turned to Kerry Logistics for disposal at the exhibitors' own risk. Limitation of delivery service: single drop-off point, except outlying islands, CFS warehouses, ports & terminals and other routes involving staircases and de-palletising before delivery.
- 5) Further enquiries regarding Kerry Logistics' services, please call their hotline at 2211-3633.

附件 5: 進館及撤館交通安排

進館交通安排 (2012 年 4 月 19 日)

香港貿易發展局於 3 月下旬將會向各參展商發出 4 月 19 日之進場車輛許可証。

- 如參展商使用貨車及輕型客貨車，在進入會展中心貨物起卸區前，必須根據由香港貿發局所發出車証上之指定時間到車輛等候處報到及輪候。車輛等候處定於青衣區。
- 在青衣車輛等候處的工作人員會向輪候之司機發出一張往來證明書。
- 司機需攜同車証及往來證明書於兩小時內經會議道或博覽道前往會展中心貨物起卸區進場。
- 如使用私家車或的士進場的參展商，進入會展中心範圍則不需要持有車輛許可証及往來證明書，但只能於港灣道或博覽道正門進行落貨。司機於落貨後必須盡快離開會展中心範圍，不得停留或等候。

撤館交通安排 (2012 年 4 月 23 日)

本局將為香港參展商提供便捷之展品撤館服務，此服務之供應商為嘉里物流（香港）有限公司。另外，參展商亦可選用閣下之貨車或貨運代理自行安排撤館。

選擇一	選擇二
本局提供之展品撤館服務(免費) 於4月23日下午5時後進行	自行安排撤館 只可於4月23日下午8時後進行
1) 嘉里物流 ² 之員工將於下午5時後到達各使用該服務參展商之攤位派發卡板。	1) 撤館車輛許可証將於3月下旬寄給參展商。
2) 參展商用紙箱自行包妥有關之展品並放於卡板上以待嘉里之員工與參展商於現場進行即時交收。	2) 貨車及輕型客貨車須根據由香港貿發局所發出車証上之指定時間到位於青衣之車輛等候處報到及輪候。車輛等候處將下午2時開放，直至撤館程序完成為止。
3) 貨物將被運往嘉里位於葵涌貨倉暫存。	3) 車輛等候處根據當時之交通情況向輪候之司機發出一張往來證明書。
4) 參展商於 4月24-27日上午9時至下午6時期間到嘉里位於葵涌貨倉提貨。	4) 於下午8時後，請各司機攜同車証及往來證明書在兩小時內經會議道或博覽道入口前往會展中心貨物起卸區進場。

***於進場及撤場當日，警方將視乎灣仔北及周邊一帶之交通情況，
酌情採取交通管制及改道措施***

注意：

1. 香港貿發局會為使用嘉里物流服務之參展商**免費提供最少二板貨量**[每板之呎吋：1.0米 x 1.0米 x 1.5米（高）*此為最高載貨的高度限制]，**免費之板貨數量**依攤位大小而定。**免費之撤館貨量**如下：

展位面積（平方米）	最多可提供之免費貨量（以板數計）
1-18	2
19-30	3
31-60	6
61或以上	10
每板展品之體積：1.0米 x 1.0米 x 1.5米*（高）	
*此為最高載貨高度限制	

2. 嘉里物流（香港）有限公司以最低之報價成為此服務之供應商。除本局提供之免費服務外，各參展商亦可選擇以下由嘉里提供的附加服務：

附加服務	額外收費
額外貨量	每板港幣330元
於4月24-27日上午9時至下午6時以外時間提貨	每板港幣50元（需預約）
4月27日後存倉附加費用	每板每天港幣100元（需提前申請）
提貨時如需購買貨板	每板港幣90元
4月25-27日： 從嘉里貨倉 不限特定送貨日期 運至本港範圍內*	第一板為港幣270元 第二板為港幣170元 其後每板為港幣120元
4月25-27日： 從嘉里貨倉 限特定送貨日期 運至本港範圍內*	第一板為港幣380元 其後每板為港幣220元
4月24日： 從嘉里貨倉 翌日 運至本港範圍內*	第一板為港幣500元 其後每板為港幣300元

3. 參展商繳付每車**港幣50元**（只限24噸或以下貨車）之**入關費**。
4. 所有貨物須於**2012年4月27日或之前**提走或在**2012年4月28日或之前**安排運送，**2012年4月28日**後仍留在嘉里葵涌貨倉的貨物將交由嘉里物流（香港）有限公司自行處理，所有風險由參展商承擔。本港送貨的限制：收費以每一送貨點計算，不包括離島、貨運集散倉、港口、機場貨運站及其他有樓梯或需拆卸送貨的地點。
5. 本局將**不會**發放撤館車輛許可証予已選用嘉里物流撤館的參展商。嘉里物流查詢電話：2211 3633.

IMPORTANT:

All exhibitors are required to submit the following Reply Slip no later than **19 March 2012 (Monday)**. For enquiries, please call HKTDC customer service hotline at 1830-668.

HKTDC Hong Kong Houseware Fair 2012 / World of Pet Supplies 2012

To : HKTDC
Fax : 2169 9706

Choice for move-out arrangement :

Kindly choose one from the two options below, if you do not choose any option or choose both options, we will treat you as using your own goods vehicle or forwarders to move-out:

Option 1

We would like to apply for the complimentary move-out service offered by HKTDC and would like Kerry Logistics (HK) Ltd. ("KLHK") to contact us accordingly⁽¹⁾. We understand that whether the application is successful or not is under full discretion of KLHK and will be certified by the confirmation letter issued by Kerry Logistics (HK) Ltd. We understand that no Move-Out Vehicle Permit would be issue to our company.

Option 2

We would like to use our own goods vehicles or forwarders during the move-out day and please provide an "**After 8:00pm**" move-out Vehicle Permit to our company.

Company Name: _____ Booth No. _____

Contact Person: _____ Tel: _____

Direct Contact Email: _____

Signature and company chop: _____ Date: _____

* **Please return this slip to Fax no 2169 9706 immediately so as to avoid delay.**

Remarks: (1)For those exhibitors who choose the move-out arrangement by appointing KLHK, they shall receive the Application Form through e-mail/ fax. Exhibitors should fill in the Application Form for the details of service required and return it to KLHK on or before **30 March 2012**.



請注意：

各參展商須於**2012年3月19日（星期一）**前填妥以下回條並傳真回本局。如有疑問，請致電香港貿易發展局客戶服務熱線 **1830-668**查詢。

香港貿發局香港家庭用品展2012 / 寵物用品世界2012

致：香港貿易發展局
傳真：2169 9706

撤館之安排：

請選擇下列**其中一項**，如**不選擇或選多於一項**將被視作**自行撤館**處理。

- 選項一**
本公司欲申請由香港貿易發展局免費提供之展品撤館服務，敬請承辦商嘉里物流（香港）有限公司與我們聯絡。本公司明白申請成功與否將由嘉里物流（香港）有限公司全權決定⁽¹⁾，並以嘉里物流（香港）有限公司所發出的確認信為準。本公司明白香港貿易發展局將不發放撤館車輛許可証於本公司。
- 選項二**
本公司將自行撤館，請提供“下午八時後”之撤館車輛許可証一張。

公司名稱：_____ 展位號碼：_____ (請用英文填寫)

聯絡人：_____ 電話：_____

聯絡人電郵：_____

簽署及公司印章：_____ 日期：_____

* 請於填妥後立即傳真此回條至**2169 9706**

備註： ⁽¹⁾嘉里物流將以電郵/傳真發出申請表格予所有申請使用嘉里物流撤館服務之參展商。敬請參展商於**2012年3月30日**或以前將填妥之申請表格傳真予嘉里物流。如參展商未能於上述指定日期內交回表格，將被視作自行撤館論。

Location of the Vehicle Marshalling Area in Tsing Yi

青衣車輛等候處位置圖



Circular (1) Important Exhibition Regulations

We would like to draw your attention to these important Exhibition regulations, as set out in the Terms and Conditions governing your participation. A Task Force comprising members of the Organiser and Co-organisers will visit all exhibition booths to ensure strict compliance with them.

1. Displaying relevant exhibits

Exhibitors are reminded that they may only display exhibits which fall into the product category zone as stated in the booth confirmation letter of the Exhibition. If we find Exhibitors using less than 60% of their display area exhibiting the appropriate product under a designated product category zone, we have the right and will have no hesitation to ask the Exhibitor to immediately relocate and/or terminate its participation in the Exhibition, without any recourse on our part.

2. Sub-letting is forbidden

You are strictly forbidden to sublet or otherwise share your Space or Stand to or with any third party. Any Exhibitor found to be in breach of this sub-letting prohibition will be asked to immediately remove all illegitimate third party business cards, materials and exhibits (promotional or otherwise) from its Space or Stand at its own expenses and will also be banned from taking part in all the HKTDC trade fairs.

By way of clarification, an Exhibitor is ONLY permitted to:-

- (i) promote, distribute or display exhibits, printed matters or graphic materials bearing its name or distribute name cards of its own employee; and
- (ii) allow its own employee to solicit business for itself, at its Space or Stand.

An Exhibitor may also (i) promote, distribute or display exhibits, printed matters or graphic materials bearing the name of its wholly-owned subsidiary or any third party company having a formal agreement with itself appointing the Exhibitor as agent or distributor of that third party company or (ii) allow the employee of such subsidiary or third party company to solicit business for such subsidiary or third party company at its Space or Stand. Please however be reminded that you MUST first obtain the prior written permission from us by applying in writing to us at least 3 months before the commencement of the Exhibition if you wish to conduct the said activities for your subsidiary or any such third party company. We will expect to receive some form of documentation confirming the relationship between you and the relevant subsidiary or third party company before considering your application.

Our permission is given entirely at our sole and absolute discretion and our decision is final. Please note that any Exhibitor found to be conducting the above activities for your subsidiary or any third party company without having obtained our prior written permission will be treated as "sub-letting" in contravention of the sub-letting prohibition. Please nonetheless be reminded that any of the above activities can only take place in relation to products which fall into the same product category zone as stated in the booth confirmation letter of the Exhibition.

3. Receiving buyers with courtesy

According to the laws on discrimination in Hong Kong, exhibitors must not discriminate against any visitors solely based on their sex, disabilities, or other criteria prescribed by law by refusing their visit to their booths. Exhibitors are thus requested to welcome visitors that are qualified and admitted by the Organiser. In case of non-compliance with the regulation, the exhibitor's future participation right may be affected.

4. Move-out Regulations

Please note that all exhibitors are required to strictly abide by the move-out regulation. **No exhibitors can move out exhibits or dismantle its booths before the closing of the Fair (23 April 2012, 5:00pm).** Kindly understand that this will seriously disturb other exhibitors' business negotiations and adversely affect the image of the Fair.

To uphold the quality of our Fair and to avoid violation of this regulation, our staff will give verbal warning to exhibitors who move out before the official closing time. If exhibitors insist to move out early, the Organiser reserves the right to reject future applications of the exhibitor.

通告 (1) 展覽會重要規則

各參展商在展出期間，必須遵守各項展覽會規則。現特別將其中重要規則詳列如下，敬希垂注。而由大會主辦機構及合辦機構組成的行動隊伍，將於展覽期間巡視所有參展商之攤位，以確保各項規則有效執行。

1. 展示合適展品

參展商展示的產品，必須與展覽會攤位確認信所述的產品類別展區相符。假若主辦機構發現有參展商用於展示指定產品的展覽面積少於六成，有權採取行動，要求參展商即時重新安排展品，或終止其參展權，參展商並無追索權。

2. 禁止分租

參展商一律嚴禁將展覽攤位或攤位分租予第三者或與以任何其他方式第三者共用。如有違者，主辦機構會著令有關參展商即時將所有有關第三者之名片、展品及物品（宣傳性質或其他）遷離展覽攤位或攤位，費用由該參展商自付，該參展商亦會被禁止參加本局舉辦的所有展覽活動。

主辦機構明確規定，參展商只可在其展覽攤位或攤位內進行以下活動：

- (i) 推廣、派發或展出附有參展商名稱之展品、印刷品或圖像宣傳資料，或派發其僱員的名片。
- (ii) 容許其僱員招攬生意。

參展商亦可在其展覽攤位或攤位內 (i) 推廣、派發或展出印有其全資附屬公司，或與之訂有代理或分銷協議的公司名稱的名片、展品、印刷品或圖像宣傳資料；或 (ii) 容許其全資附屬公司，或與之訂有代理或分銷協議的公司的僱員招攬生意。惟參展商必須緊記，假若參展商有意為其附屬公司或上述第三者公司進行上述活動，參展商必須於展覽會舉行前最少三個月，以書面形式向主辦機構提出申請事先書面許可，並須提交有關文件，證明參展商與有關附屬公司或第三者公司的關係。

主辦機構有唯一及絕對酌情權決定是否批准有關申請，其他人不得異議。如未經主辦機構事先書面許可，參展商不得擅自為其附屬公司或任何第三者公司進行上述活動，否則將被當作違規處理。參展商亦須緊記，上述活動涉及的产品，必須與展覽會攤位確認信所述的產品類別展區相符。

3. 有禮接待買家

根據香港歧視條例，參展商不得純粹基於參觀者的性別、殘疾或該條例所列出的其他因素而對參觀者有所歧視，當中包括拒絕有關人士到其攤位參觀。因此，大會籲請各參展商對所有獲本局接納進場參觀的人士表示歡迎。假若大會接獲參觀者對有關參展商作出歧視行為之投訴，而且理據確鑿，這將對所涉參展商日後的參展申請有所影響。

4. 撤館守則

特此通告各參展商需嚴格遵守大會的撤館時間，不得於展覽指定結束時間(2012年4月23日5時正)前將展品運走及開始收拾其攤位。敬希 貴司明白此舉將嚴重影響其他與會人士進行商務洽談活動及展覽會形象。

為進一步提高展覽會質素及避免同類事件發生，本展職員會於2012年展會中口頭勸喻提早離場之參展商，若參展商堅持提早撤館，本局有權取消違規公司的參展資格，敬希留意。

Circular (2) Caution on Third Party Promotional Offers

The Hong Kong Trade Development Council (HKTDC) has learnt that exhibitors have been receiving invitations from FAIR GUIDE (owned by CONSTRUCT DATA) for listings in its guide at the exhibitors' expense. It has recently come to HKTDC's attention that another company under the name EXPO-GUIDE (owned by Commercial Online Manuals S de RL de CV) has sent similar invitations to exhibitors inviting them to update or correct their data with its fair directory for free listing. The HKTDC would like to stress that neither the **FAIR GUIDE** (owned by CONSTRUCT DATA) nor the **EXPO-GUIDE** (owned by Commercial Online Manuals S de RL de CV) has any connection with the HKTDC or any of our fairs. You should exercise due diligence and care when being approached for such invitations so as to avoid possible unwarranted and/or unnecessary financial commitments. In order to protect your own interests, you are urged to read the contracts (including the small print) and attachments carefully before signing any such documents.

It should be noted that the contents and wording of EXPO-GUIDE's and FAIR GUIDE's letter and Order Form are virtually identical. It is possible that EXPO-GUIDE and CONSTRUCT DATA are related companies or are in some way connected. As the practice of CONSTRUCT DATA has been considered as unconscionable and misleading by the Austrian Protective Association against Unfair Competition, you are urged not to sign any materials that you receive from CONSTRUCT DATA, EXPO-GUIDE and/or Commercial Online Manuals S de RL de CV. If you have mistakenly entered into contract with CONSTRUCT DATA and/or EXPO-GUIDE, you should notify CONSTRUCT DATA and/or EXPO-GUIDE in writing accordingly and inform them that you dispute the validity of the contract on the basis of mistake and/or misrepresentation. In any event, you are strongly advised to seek independent legal advice before signing any documents issued by or sending any money to CONSTRUCT DATA, EXPO-GUIDE and/or Commercial Online Manuals S de RL de CV.

Should you have any questions, please contact:

For HKTDC HK Houseware Fair 2012

Mr. Brian Chu, Exhibitions Project Manager [Tel: (852) 2240 4372 / Email: brian.hy.chu@hktdc.org]

For World of Pet Supplies 2012

Ms. Anna Hui, Exhibitions Project Manager [Tel: (852) 2240 4327 / Email: anna.tc.hui@hktdc.org]

Hong Kong Trade Development Council

通告 (2) 請小心處理由第三者提供之推廣優惠

香港貿易發展局 (香港貿發局) 獲悉參展商曾接獲FAIR GUIDE (由CONSTRUCT DATA所擁有) 的邀請, 在其指南中刊登名錄, 費用由參展商負責。香港貿發局最近發現另一公司 (EXPO-GUIDE) (由Commercial Online Manuals S de RL de CV所擁有) 亦向參展商發出類似信件, 邀請參展商更新或更正他們於其指南中之資料作為免費刊登名錄。香港貿發局特此澄清及重申:由CONSTRUCT DATA所擁有之FAIR GUIDE或Commercial Online Manuals S de RL de CV所擁有之EXPO-GUIDE概與香港貿發局或本局的任何展覽完全無關。閣下應盡量以小心謹慎的態度處理該等邀請, 以免作出不必要的財務承擔。本局特此呼籲閣下在簽署任何合約 (包括以細小字體列印的合約) 及附件之前, 應細閱有關文件, 以保障閣下本身的利益。

由於EXPO-GUIDE及FAIR GUIDE的信件內容及語句幾乎完全相同, EXPO-GUIDE及CONSTRUCT DATA可能是相關或有連繫之公司。由於CONSTRUCT DATA之經營手法已被奧地利保障公平競爭協會視為不公平及誤導, 本局現勸籲閣下不要簽署任何從CONSTRUCT DATA, EXPO-GUIDE及/或Commercial Online Manuals S de RL de CV收到之文件。如閣下在錯誤情況下與CONSTRUCT DATA及/或EXPO-GUIDE訂立合約, 閣下應以書面通知CONSTRUCT DATA及/或EXPO-GUIDE指出基於錯誤或被誤導之情況下簽署該文件, 有關合約無效。在任何情況, 本局強烈建議閣下於簽署任何由CONSTRUCT DATA, EXPO-GUIDE及/或Commercial Online Manuals S de RL de CV及/或其付款之前尋求獨立法律意見。

如有任何問題, 請與本局展覽項目經理聯絡:

香港貿發局香港家庭用品展 2012

朱浩恩先生 (電話: (852) 2240 4372) / 電郵: brian.hy.chu@hktdc.org)

寵物用品世界 2012

許藜菁小姐 (電話: (852) 2240 4327) / 電郵: anna.tc.hui@hktdc.org)

香港貿易發展局



Circular (3) Caution on Rental of Credit Card Payment Terminals

The Hong Kong Trade Development Council (HKTDC) is recently informed that a service provider of credit card payment terminal has offered its payment terminal rental service to exhibitors in exhibitions held in Hong Kong, but failed to return the transaction amount to exhibitors before the deadline as stipulated in the contract. The HKTDC would like to clarify that it has **NOT** appointed any credit card payment terminal providers in **ALL** HKTDC fairs. To protect your own interests, you are reminded to exercise due diligence and read all contracts carefully before appointing any service providers.

The HKTDC would also like to remind exhibitors that no retail sales should be conducted at the HKTDC Hong Kong Houseware Fair 2012 and World of Pet Supplies 2012.

Should you have any questions, please contact:

For HKTDC HK Houseware Fair 2012

Mr. Brian Chu, Exhibitions Project Manager [Tel: (852) 2240 4372 / Email: brian.hy.chu@hktcd.org]

For World of Pet Supplies 2012

Ms. Anna Hui, Exhibitions Project Manager [Tel: (852) 2240 4327 / Email: anna.tc.hui@hktcd.org]

Hong Kong Trade Development Council

通告 (3) 提防有關信用卡終端機租賃服務

香港貿易發展局(香港貿發局)獲悉近日有公司在香港舉辦的展覽會中提供信用卡終端機租賃服務予參展商，但並未有在合約指定日期發還有關交易金額。香港貿發局特此澄清本局並沒有委託或指派任何第三者提供信用卡終端機租賃服務，並提醒所有參展商在使用任何供應商的服務前，應先清楚了解其背景，並細閱有關文件及合約細則，以確保閣下本身的利益。 香港貿發局並提醒所有參展商不得在展覽會期間進行零售活動

如有任何問題，請與本局展覽項目經理聯絡：

香港貿發局香港家庭用品展 2012

朱浩恩先生 (電話：(852) 2240 4372) / 電郵: brian.hy.chu@hktcd.org)

寵物用品世界 2012

許藜菁小姐 (電話：(852) 2240 4327) / 電郵: anna.tc.hui@hktcd.org)

香港貿易發展局

Circular (4) Safety Measures on On-site Construction / Dismantling Work

In order to maintain the site safety of events held at the Hong Kong Convention & Exhibition Centre, with immediate effect, a new safety measure has been implemented. This new measure is in-line with the relevant regulations implemented by **Labour Department** and **Occupational Safety & Health Council**. Details are as below: -

- 1) Strictly for safety purposes, **the use of ladders in excess of 2 metres in height is prohibited** within the HKCEC by persons working in association with a Scheduled Exhibition. If the construction/dismantling work is carried out at a level over 2 metres or more above the ground, contractors should use high reach equipment, such as, metal scaffolding. In addition, the scaffold shall not be used on a construction site unless the Form 5 report has been made by a competent person. This form should be displayed in a prominent location of the scaffold (sample of the form is attached for reference), specifying the location, the extend of the scaffold on the site and includes a statement to the effect that the scaffold is in safe working order, strength and stability.
- 2) All Licensees and person requiring admission to the Licensed Area for any reasons in connection with building-up or breaking-down of the exhibition stands or for any activities will require **wearing Reflective Vest**.
- 3) Workers are required to **wear safety belt** while construction activities are carried out at 2 metres or more above the ground.
- 4) If this rule is not observed, HKCEC and the HKTDC will have the right to stop the relevant construction activity immediately.

You are kindly requested to comply with the above safety measure and inform your contractor accordingly. If you need further information, please feel free to contact Ms. Cerise Kwong at (852) 2240 5519. You may also visit the website at: www.labour.gov.hk/eng/public/content2_8b.htm for the Code of Practice for Metal Scaffolding Safety.

通告 (4) 展覽活動施工場地安全守則

為確保展覽活動施工場地安全，香港會議展覽中心將根據勞工處及職業安全健康局的有關規例切實執行安全措施及管理，即時生效，詳情如下：

- 1) 為確保安全，**禁止任何人士**於展覽期間在香港會議展覽中心內**使用高度超過2米梯子**。對於所有在離地2米或以上高度進行的攤位蓋建或拆卸工程，承建商必須使用金屬棚架等高空工作設備。於建築工地使用棚架者，必須由合資格人士提交《表格五》報告（隨附表格樣本以供參考）。該表格須於棚架當眼處展示，列明棚架的位置及範圍，並登載聲明表示棚架的堅穩程度合乎施工安全標準。
- 2) 任何獲授權或獲准進入租用攤位範圍，進行展覽攤位蓋建、拆卸或其他任何活動的人士，一律**必須穿上反光背心**。
- 3) 於距離地面2米或以上高度施工的工人**必須配戴安全帶**。
- 4) 如有違規者，香港會議展覽中心及香港貿發局有權立即制止有關搭建工程進行至符合安全標準。

請參展商注意及遵守有關規定並通知承建商。如需獲取更多資料，請致電(852)2240 5519 與鄭殷漫小姐聯絡。參展商亦可上網瀏覽《金屬棚架安全守則》，網址：www.labour.gov.hk/eng/public/content2_8b.htm

僱主或承建商姓名或名稱
Name or Title of Employer
or Contractor

建築地盤地址
Address of Site

開始施工日期
Work Commenced Date

表格五
FORM 5

[規例第 38F(1) 條]
[reg. 38F(1)]

建築地盤(安全)規例
棚架

每十四日一次或在其他場合執行的檢查結果報告
本表格乃由勞工處處長為施行建築地盤(安全)規例第 38F(1)條而認可

Construction Sites (Safety) Regulations

SCAFFOLDS
REPORTS OF RESULTS OF FORTNIGHTLY OR OTHER INSPECTIONS

*Form approved by the Commissioner for Labour for the purposes of
regulation 38F(1) of the Construction Sites (Safety) Regulations*

有關棚架的說明或所在地點 Description or location (1)	檢查日期 Date of inspection (2)	檢查結果 註明該座棚架是否處於安全操作狀態 Result of inspection State whether the scaffold is in safe working order (3)	檢查者簽署及職階 Signature and designation of person who made the inspection (4)

任何合資格檢驗員或合資格的人，如向承建商交付他明知有任何要項屬虛假的證明書或報告，即屬犯罪：一經定罪，可處罰款二十萬元及監禁十二個月。
Any competent examiner or competent person who delivers to a contractor a certificate or makes a report which is to his knowledge false as to a material particular shall be guilty of an offence and shall be liable on conviction to a fine of \$200,000 and to imprisonment for 12 months.

Circular (5) Security Measures Against Thefts and Losses at The Fair

As part of our continuing effort to improve security measures against potential thefts and losses of exhibitors' goods and displays at the fair, the HKTDC will put in place the following measures and revised procedures:

- 1) Extra security staff will be deployed in all the halls during daily morning set-up and end of fair move-out periods. As most past incidences of thefts and losses, although few in numbers, had occurred during the set-up and move-out periods, exhibitors are advised to be extra vigilant during these periods.
- 2) Enlarged prints will be used for the booth number on all exhibitors' badges for easy identification, especially during set-up and move-out periods.
- 3) Large visible warning signs indicating the presence of security cameras will be posted around all exhibition areas as an additional deterrent.
- 4) Curtains for exhibition stands to be provided during move-in periods for retaining privacy of your exhibits during non-opening hours.

These measures are designed to improve security against losses and thefts but are by no means full-proof. Therefore, we will continue to rely on your co-operation and vigilance. Exhibitors are also reminded that the responsibilities for ensuring sufficient insurance cover against any losses or damages rest on the exhibitors and not the HKTDC.

Hong Kong Trade Development Council

通告 (5) 有關防止展品遺失或盜竊的保安措施

香港貿發局一向不遺餘力改善保安措施，以防止各參展商的展品遺失或遭盜竊。為更有效保障各參展商於展覽期間的財物安全，主辦機構特作出下列的保安預防措施：

- 1) **加強保安巡邏** - 香港貿發局將於每日早上進館及晚上離館期間額外聘用更多保安護衛，加強保安巡邏會場以確保場館及展品安全。由於以往展品遺失或盜竊事件通常發生於進館及離館時間，參展商亦必須特別提高警覺。
- 2) **參展商工作証** - 為更有效地識別各參展商的身份及所屬之攤位，香港貿發局將採用較大字體列印參展商工作証上的攤位號碼，以方便分辨各參展商的身份。
- 3) **保安標示** - 增加張貼保安標示於展覽場館內，以標示會場內已安裝閉路電視保安系統。
- 4) **攤位布簾** - 香港貿發局將提供攤位布簾給各參展商，以保障各攤位內於非開放時間的私隱。

為更有效及全面地防止展品遺失或盜竊，除配合以上的保安措施外，最終還有賴各參展商的合作及提高警覺。參展商亦應替其展品投購保險，以減低展品遺失或盜竊之損失。

香港貿易發展局

Circular (6) New Measures on Custom-Built Participation Stand

In order to enhance the overall safety and efficiency of the fair, new measures regarding custom-built stands has been implemented from July 2009. We have summarized the changes below and would like to draw your attention to them. You are strongly advised to go through the updated section 4 of the Exhibitors' Manual for details.

Section	Items																					
4.2	<p><u>Information submission</u> Please note the deadline for submission of custom-built contractors' information (Form 1), construction drawings, lighting plan, site work deposit and insurance copy. Otherwise, a late charge of HK\$1,200 (US\$150) will be charged to the Exhibitor/Contractor.</p>																					
4.2.1	<p><u>Plans & Design Proposals</u> Drawings submitted must be in reasonable scale of at least 1:100, fully dimensioned and must contain information such as floor plan, stand elevation, electrical fittings, carpeting, colours and materials to be used, moving exhibits, audio-visual equipment, weights and point loading of exhibits etc.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Stands & temporary structures</td> <td style="text-align: center;">>2500mm & <4500mmH</td> <td style="text-align: center;">≥ 4500mmH or two-storey construction</td> </tr> <tr> <td style="text-align: center;">Stages or platforms</td> <td style="text-align: center;">>1100mm & <1500mmH</td> <td style="text-align: center;">≥ 1500mmH</td> </tr> <tr> <td style="text-align: center;">Suspended lighting truss & equipment</td> <td style="text-align: center;"><100 kg</td> <td style="text-align: center;">≥ 100 kg</td> </tr> </table> <p>An Authorized Person/ Registered Structural Engineer's (AP/RSE) should</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: center;">Verify stability of design drawings</td> </tr> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: center;">Supervise construction works at site</td> </tr> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: center;">Verify stability after completion by completing structural safety certificate.</td> </tr> </table> <p>Submit to Organiser by dropping into the collection box at Technical Services Counter by 1500 hrs on 19 Apr 2012.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; text-align: center;">Structural safety certificate</td> <td style="width: 33%;"></td> <td style="width: 33%; text-align: center;">Structural safety certificate & Structural calculations</td> </tr> <tr> <td colspan="3" style="text-align: center;">Please refer to section 4.2.6 for details</td> </tr> </table> <p>An Authorized Person could either be a Registered Architect (AP-List I), or a Registered Structural Engineer (AP-List II), or a Registered Building Surveyor (AP-list III). An Authorized Person is legally defined in the HKSAR Buildings Ordinance Chapter 123. For the latest AP/RSE registry, please visit http://www.bd.gov.hk/english/inform/index_ap.html.</p> <p>Any alterations after drawing submission should be addressed to the Organiser for review.</p>	Stands & temporary structures	>2500mm & <4500mmH	≥ 4500mmH or two-storey construction	Stages or platforms	>1100mm & <1500mmH	≥ 1500mmH	Suspended lighting truss & equipment	<100 kg	≥ 100 kg		Verify stability of design drawings		Supervise construction works at site		Verify stability after completion by completing structural safety certificate.	Structural safety certificate		Structural safety certificate & Structural calculations	Please refer to section 4.2.6 for details		
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Structural safety certificate		Structural safety certificate & Structural calculations																				
Please refer to section 4.2.6 for details																						
4.2.2	<p><u>Site work deposit</u> Calculation based on HK\$200/sqm. For two-storey booth, the site work deposit is doubled. Minimum and maximum deposit amounts are HK\$5,000 and HK\$50,000 respectively.</p>																					
4.2.3	<p>Contractors are required to take out and maintain public liability insurance in a sum not less than HK\$10 million. The insurance should be maintained in force at all times during the move-in period, exhibition period and move-out period, i.e. 18-24 April 2012.</p>																					



4.2.4	Hall rental charges for over-time move-in and move-out – Update.
4.2.5	Maximum booth height.
4.2.13	<u>Green Card Policy</u> All stand fitting contractors must acquire “Green Card” qualifications and have it properly displayed when working at HKCEC. HKCEC’s security reserves the right to refuse entry or remove personnel for those who fail to provide valid credentials. Please feel free to contact the Event Planning & Co-ordination Team of HKCEC at (852) 2582 8888 should you need further assistance.
4.2.14	Points should be complied with by the Exhibitor and his/her appointed Contractor.
4.2.15	Deduction of site work deposit.

We believe that you and your appointed contractor(s) will support us in this initiative in creating a safer working environment. To ensure a full compliance on the above rules, we will penalize offenders by refusing their participation in our future fairs, and forfeiting totally the site work deposits lodged with us.

“A Guide on Safety and Health in the Hong Kong Exhibition and Convention Industry” has been published by the Hong Kong Exhibition and Convention Industry Association (HKECIA), which extensively covers various aspects of the industry that requires proper attention. You and your appointed contractor(s) are advised to go through the guide at [http://www.exhibitions.org.hk/info/2010_HKECIA_Safety_Guideline\(Eng\).pdf](http://www.exhibitions.org.hk/info/2010_HKECIA_Safety_Guideline(Eng).pdf)

For queries, please feel free to contact Ms. Cerise Kwong at Tel (852) 2240 5519 or Email: cerise.tl.kwong@hktdc.org



通告 (6) 特裝參展攤位新措施

為提升展覽的整體安全及效率，香港貿易發展局於2009年7月開始，實施特裝參展自建攤位新措施。簡要如下，詳情請參閱參展商手冊第四部份段。

部份	內容																					
4.2	<p>提交資料 請留意承建商資料申報表(表格一)、設計圖則、燈圖、施工按金及保單副本的提交日期。否則，主辦機構會向參展商/承建商收取 1200 港元(150 美元)的遲交罰款。</p>																					
4.2.1	<p>設計圖則 圖則比例必須不少於 1:100，並須註明十足尺寸及詳附平面布置圖、攤位正視圖、電力裝置、地毯、用色及用料、流動展品、視聽器材、展品重量及點荷載等資料。</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">攤位及臨時搭建物</td> <td style="text-align: center;">>2.5 米 而 <4.5 米高</td> <td style="text-align: center;">≥ 4.5 米高或雙層結構</td> </tr> <tr> <td style="text-align: center;">平台或舞台</td> <td style="text-align: center;">>1.1 米 而 <1.5 米高</td> <td style="text-align: center;">≥ 1.5 米高</td> </tr> <tr> <td style="text-align: center;">懸空照明支架及設備</td> <td style="text-align: center;"><100 公斤</td> <td style="text-align: center;">≥ 100 公斤</td> </tr> </table> <p>認可人士/註冊結構工程師應</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center;">證明其設計圖則穩定性</td> </tr> <tr> <td colspan="2" style="text-align: center;">監督搭建工程</td> </tr> <tr> <td colspan="2" style="text-align: center;">在完成搭建後驗證並簽發結構安全證明書</td> </tr> <tr> <td style="text-align: center;">於2012年4月19日 下午 3 時或之前投放到 「攤位設施」展位之收集箱</td> <td style="text-align: center;">結構安全證明書</td> </tr> <tr> <td colspan="2" style="text-align: center;">結構安全證明書及 數據證明</td> </tr> <tr> <td colspan="2" style="text-align: center;">詳情請參閱第 4.2.6 章</td> </tr> </table> <p>認可人士包括註冊建築師（認可人士名單 1）、註冊結構工程師（認可人士名單 2）或註冊屋宇測量師（認可人士名單 3）。認可人士的定義詳述於香港建築物條例第 123 章。有關認可人士/註冊結構工程師的名冊，請瀏覽屋宇署網頁： http://www.bd.gov.hk/chineseT/inform/index_ap.html</p> <p>所有已交到主辦機構之圖則如有改動，亦須交予主辦機構審閱。</p>	攤位及臨時搭建物	>2.5 米 而 <4.5 米高	≥ 4.5 米高或雙層結構	平台或舞台	>1.1 米 而 <1.5 米高	≥ 1.5 米高	懸空照明支架及設備	<100 公斤	≥ 100 公斤	證明其設計圖則穩定性		監督搭建工程		在完成搭建後驗證並簽發結構安全證明書		於 2012年4月19日 下午 3 時或之前投放到 「攤位設施」展位之收集箱	結構安全證明書	結構安全證明書及 數據證明		詳情請參閱第 4.2.6 章	
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結構安全證明書及 數據證明																						
詳情請參閱第 4.2.6 章																						
4.2.2	<p>施工按金 按金以每平方米 200 港元/25 美元計算。蓋建雙層展覽攤位必須繳交雙倍按金。而最低及最高的金額分別為 5,000 港元及 50,000 港元。</p>																					
4.2.3	<p>承建商必須購買有效及不少於港幣 1000 萬保額之公眾責任險保險有效期須包括進場、展覽期間及離場(即 2012 年 4 月 18-24 日)。</p>																					
4.2.4	<p>進場及離場超時租場收費。</p>																					
4.2.5	<p>攤位高度限制之更新。</p>																					

4.2.13	<p><u>平安咭</u></p> <p>凡進入會展工作的承建商，必須持有平安咭並須清楚地展示出來。否則，會展保安人員有權拒絕該人士進入或要求該人士離開展館。</p> <p>如有任何查詢，可致電（852）2582 8888 與會展項目策劃及統籌部聯絡。</p>
4.2.14	參展商及其承建商須注意及遵守事項。
4.2.15	施工按金罰則。

本局深信 貴公司及 貴公司委託的承建商必定全力支持上述措施，共同營造更安全的工作環境。為確保參展商及承建商遵守上述規定，本局將拒絕違規者參加本局日後舉辦的展覽會，並全數沒收其繳交的施工按金，以作處分。

請 貴公司及 貴公司委託的承建商參閱由香港展覽會議協會出版的「香港展覽會議業之安全及健康指南」([http://www.exhibitions.org.hk/info/2010_HKECIA_Safety_Guideline\(Chi\).pdf](http://www.exhibitions.org.hk/info/2010_HKECIA_Safety_Guideline(Chi).pdf))。

如有查詢，請致電與 鄭殷漫小姐 (電話 : (852) 2240 5519) 聯絡或電郵：
cerise.tl.kwong@hktdc.org



Circular (7) Immigration Regulations to be Observed and Followed by Exhibitors

1. Exhibitors from outside Hong Kong

According to the policy of Immigration Department of Hong Kong, foreign visitors are allowed to remain in Hong Kong for the purposes of sightseeing, shopping, as well as conducting contracts, attending meetings and conferences, etc. For the purpose of immigration control, visitors are subject to certain conditions of stay specified in the Immigration Regulations. These conditions preclude a visitor from taking up employment, whether paid or unpaid and he is not allowed to establish or join in any business. Those who wish to be engaged in day-to-day business operations or investment activities in Hong Kong will have to apply for a work permit.

In the case of a trade exhibition, whether an exhibitor needs a work permit would depend on the nature of the business of the exhibition booth he/she mans and his/her activities therein. In general, if the exhibitor's activities are focused on promotion without engaging in retail sales, he will not need to apply for a work permit. However, if an exhibitor from outside Hong Kong is engaged in retail sales activities, a work permit will be required.

2. Exhibitors from Chinese Mainland

Where Chinese Mainland exhibitors participating in trade fairs are concerned, it should be noted that they must apply for exit permission from the relevant Chinese Mainland authorities. For business visits, Chinese Mainland residents have to apply to the PSB Office in their place of domicile for permission to enter Hong Kong under the Business Visit Scheme. The PSB will issue an exit-entry permit with a business visit endorsement to Mainland business visitors. Exhibitors from Chinese Mainland are required to meet Hong Kong Immigration regulations as stipulated in item 1 of the above.

3. Hong Kong Exhibitors

If any local exhibitor is planning to deploy or hire any personnel from outside Hong Kong at the booths during fair period (including move-in and move-out days), the above regulations (items 1 and 2) will also apply.

For details of Hong Kong immigration regulations, you may access the Immigration Department's web-site (www.info.gov.hk/immd/). If you have any queries regarding the above, please do not hesitate to contact Hong Kong Trade Development Council.



通告 (7) 參展商須遵守的入境規例

1. 來自香港以外的參展商

根據香港入境事務處的政策，外來旅遊人士可憑觀光、購物、洽談合約及出席會議等理由在香港逗留，唯逗留期間，旅遊人士必須遵守香港入境規例內訂明的若干條件。根據有關條件，旅遊人士不得從事僱傭工作(無論受薪或非受薪)，亦不得開設或參與任何業務。有意在香港從事日常業務運作或投資活動的人士，必須申請工作簽證。

就貿易展覽會而言，參展商是否需要申請工作簽證，將視乎其展覽攤位的業務性質以及所涉活動而定。一般來說，假若參展商的活動主要為業務推廣而不涉及零售，則毋須申請工作簽證；假若參展商從事零售活動，便須申請工作簽證。

2. 中國內地參展商

參加貿易展覽會的內地參展商，必須向中國內地有關部門申請出境許可。至於商務旅遊，內地居民須向戶籍所在的公安機關，根據商務旅遊計劃申請來港許可，公安機關會向內地的商務旅遊人士簽發往來港澳通行證及商務簽注。內地參展商必須遵守以上第1項所列的香港入境規例。

3. 香港參展商

假若任何本地參展商有意於展覽會舉行期間(包括進館及撤館期間)，在攤位派駐或僱用任何來自香港以外的人士，上述規例(第1及2項)亦同樣適用。

有關香港入境規例詳情，請瀏覽香港入境事務處網址(www.info.gov.hk/immd/)。如對上述規定有任何疑問，歡迎聯絡香港貿發局。

Circular (8) Free Wireless LAN Service provided by HKCEC **(for general Internet access only)**

No pre-registration is required for using the TDC's Wireless LAN service to browse the web and send/read your emails. Simply bring your laptop and a wireless LAN adapter (supports IEEE802.11b standard) to the fairground during the fair period and follow the configuration setup and registration procedures below, and you can enjoy the FREE Wireless LAN service.

Steps :

1. Open the wireless connection on your device and select "HKCEC_Public" network from the available wireless network list.
2. Open a web browser and access any web page.
3. You will be connected to the logon web page. Please select the "Free User" button.
4. Internet access is now enabled. You can access your desired web page while you are within the wireless network in HKCEC. **You can proceed to Expo Drive Entrance for better Wireless LAN coverage.**
(The wireless Internet service will disconnect if the connection is idle for over 10 minutes.)

IMPORTANT NOTE:

Since the free Wireless LAN service is provided to all exhibitors and buyers by the HKCEC, it may be utilised by a considerable amount of users at the same time. **There may be connection failures or the connection can sometimes become unstable or slow** and is therefore **suitable for general Internet access only** (e.g. checking emails). To ensure **smooth Internet connection** for heavy usages (such as website demonstration, download of multimedia files, etc.) throughout the fair, **exhibitors are strongly recommended to order a Broadband Line** (Please refer to **FORM 5** of the "Additional Facilities and Services Order Forms downloadable at the Fair website").

Should you have further enquiries, please contact our **Wireless LAN Service Hotline on 2582 1846 / 2582 1849** during fair period.

通告 (8) 由香港會議展覽中心提供的免費無線上網服務 **(只供基本上網使用)**

透過此免費無線上網服務服務，閣下可根據以下程序在展覽期間於展位內以手提電腦及無線上網連接器(必須支援 IEEE802.11b)連接上網。

步驟：

1. 先啓動閣下無線網絡裝置，並於選單中選取「HKCEC_Public」網絡接通無線上網服務。
2. 開啓瀏覽器並進入任何一個網頁。
3. 瀏覽器將被轉到登入網頁，請選擇「免費用戶」按鈕。
4. 無線網絡正式接通。閣下可於香港會議展覽中心內有無線網絡覆蓋的地方使用無線上網服務，瀏覽不同網頁。**連接無線網絡較理想的位置為博覽道入口大堂。**
(如連線後停止瀏覽網頁超過 10 分鐘，無線上網服務便會自行中斷。)

請注意：

由於所有參展商及買家均可於展覽期間享用上述由香港會議展覽中心提供的免費無線上網服務，同一時間內可能會有大量使用者，因此**可能出現接駁失敗、網路不穩定及緩慢等情況**，故**此項免費服務只適用於基本的上網用途**(如查覆電郵)。如貴公司在展覽期間**需要穩定暢通之網絡連線作業**(如網頁示範，檔案下載等)，則建議閣下**訂購一條獨立的寬頻上網線路**(請參閱展會網站「額外設施及服務申請表格」內之**申請表格五**)。

於展覽期間，如有任何疑問，請聯絡**無線上網諮詢熱線(852) 2582 1846 / (852) 2582 1849**。

"Small Order Trading" Integrated Promotion Package for Houseware Industry Helping Gain More Businesses

Due to shorter product cycles and an uncertain global economic situation, more buyers are looking for suppliers who can offer flexible sourcing solutions - such as accepting smaller orders and more flexible payment terms.

HKTDC survey on buyers' sourcing trends conducted in October 2011¹ revealed that:

- ✔ 50% of the buyers interviewed are sourcing products in small quantity
- ✔ 55% of the suppliers interviewed are selling in small lots
- ✔ buyers source small lots through exhibitions, the Internet and existing suppliers

In view of the current trend, the HKTDC will launch a "Small Order Trading" Integrated Promotion Package, to help suppliers promote small lot products and gain more businesses through exhibitions, the Internet and product magazines.

1) Onsite Promotion at the Hong Kong Houseware Fair 2012

• Product Display at "Small Order Zone" ²

- Location: ➤ Expo Drive entrance, where visiting buyers and suppliers can meet for business discussions
- Showcase Size: ➤ approx. 450mmL x 450mmW x 450mmH
- Value-added Services: ➤ Dedicated QR codes will be provided, allowing buyers to download suppliers' company and product information via mobile devices
- Instant messaging tools such as Skype and MSN available for buyers to contact suppliers



"Small Order Zone" at Houseware Fair (for reference only)

• Product Video

- A 10-second product video for each supplier will be featured on the TV set up at the Zone

2) Year Round Promotions at www.hktcd.com

• hktcd.com Small Order Zone

- Non-stop promotions on quality small order products throughout the year, connecting with more than 1.1 million international registered buyers for more business opportunities
- Additional 30 photos in English website and unlimited photos in Chinese website
- Dun & Bradstreet authentication of company information and Intertek verification of certificates on hktcd.com enhance credibility and give buyers extra confidence
- "Small Order Zone" Buyers eNewsletter: promote your new products to buyers with a maximum of 4 issues per year



hktcd.com Small Order Zone



"Small Order Zone" Buyers eNewsletter (sample)

若閣下不欲繼續收取香港貿易發展局以傳真發送的任何宣傳及其他資料，請致電客戶服務專線（852-1830668）或填寫下列資料，並傳真至（852-28034198）。

If you do not wish to receive any promotional and other materials from the HKTDC via fax, please contact our Customer Service Line at [852-1830668] or complete the following information and fax back at [852-28034198].

傳真號碼

Fax No. () _____

公司

Co. Name _____

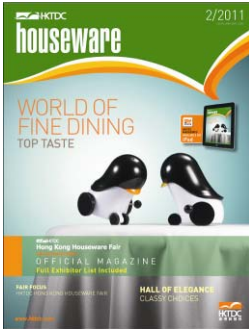
聯絡人

Contact Person _____

3) HKTDC Product Magazines

- **One Full-page ad. in HKTDC Houseware April 2012 issue**

- Combined with fair catalogue, the magazine features essential event highlights, floor plan and exhibitor list



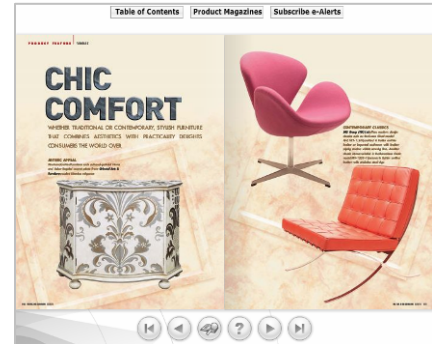
Printed Version

- Distributed free at the fairground, reaches some 25,000 visiting buyers³



Appazine Version

- Available for free download by buyers worldwide (Search for "HKTDC" in iPad, iPhone and Android devices)



Online Version

- Emailed to relevant buyers in the HKTDC database (www.hktdc.com/magazines)

- **"Small Order Zone" eSupplement Classified Ad.**

- Offering Appazine and Online versions, and each ad. will be linked to advertiser's promotional page on hktdc.com's "Small Order Zone"
- Featuring company and product name, minimum order quantity, price and one product photo



ABC International Limited
Product(s): iPod docks, boomboxes, clock radios, CD clock radios, radios, lighting audio, micro systems, turntables
Minimum Order: 1,000 pieces
Prices: US\$ 100 per piece

Classified Ad. Sample
(approx. 45mmW x 80mmH)



The e-advertisements are linked to the advertisers' promotional pages at hktdc.com enabling buyers to view more product information

"Small Order Trading" Integrated Promotion Package for Houseware Industry⁵
Special Price: HK\$23,000

Discount price for the first 30 participants⁴: HK\$22,500

Other promotional packages are also available for existing hktdc.com online and print magazine advertisers. For more details, please contact the HKTDC or our accredited advertising agents.

For enquiries, please contact our Customer Service Line at 1830 668 or email: supplier@hktdc.org

Booking Deadline: 15 Mar 2012

1. The survey interviewed some 1,400 buyers and more than 3,000 suppliers.
2. Advised to display products available in small order quantities from 50 to 1,000 pieces and the displayed products must comply with the product categories of the Hong Kong Houseware Fair 2012.
3. A total of 24,916 buyers visited the Hong Kong Houseware Fair 2012.
4. The first 30 registered participants to sign advertising contract before 30 December 2011, with full payment of the advertising fee, will be offered a discount price for the "Small Order Trading" Integrated Promotion Package.
5. The HKTDC reserves the right to amend or cancel the above promotional package without any further notice.

家庭用品業「小批量銷售」綜合推廣計劃 推廣優質小批量及現貨產品 助您爭取更多訂單

隨著產品周期縮短、產品不斷推陳出新，加上受環球經濟不穩影響，買家或會轉向一些能夠提供彈性採購方案的供應商，例如能夠接受較小批量的訂單和更具彈性的付款條件。

根據本局在 2011 年 10 月進行的採購趨勢調查顯示¹：

- ✔ 50%受訪買家表示現時有採購小批量產品
- ✔ 55%供應商表示現時提供小批量產品
- ✔ 大部份買家會透過展覽會、互聯網及現有供應食物色小批量產品

有見及此，香港貿發局將於 2012 年 4 月香港家庭用品展中首次推出「小批量銷售」綜合推廣計劃，讓您透過展覽會、互聯網及產品雜誌多渠道向全球買家推廣小批量及現貨產品，吸引近 25,000 名²入場買家參觀。

此外，本局今年更將加強力度廣邀本局 150 萬企業資料庫中的零售商、網上零售商、電視購物頻道及郵購公司，以及零售商會如 Electronics Retailers Association 之會員出席是屆展覽會，並在展覽期間提供獎勵計劃鼓勵買家到訪「小批量採購專區」採購。

一. 「香港家庭用品展 2012」現場推廣

• 「小批量採購專區」陳列產品³

- 位置： ➤ 博覽道入口，該處是家庭用品展入場買家與供應商會面洽商的地方
- 體積： ➤ 約為 450 毫米(長) x 450 毫米(闊) x 450 毫米(高)
- 增值服務： ➤ 提供專屬的 QR 編碼，讓買家利用智能手機或裝置即時下載您的公司及產品資料，並獲取相關買家名單
- 現場提供備有 Skype 及 MSN 等通訊設備，讓買家可即時與你在網上洽商



家庭用品展「小批量採購專區」
 (設計圖只供參考)

• 產品介紹短片

- 以短片介紹貴公司一件產品的特色約 10 秒，並於「小批量採購專區」當眼處設置的電視屏幕中播放，吸引買家注意

二. 「貿發網」全年推廣 (www.hktdc.com)

• 「貿發網」小批量採購專區

- 集中推廣小批量優質產品，全年無休止聯繫逾 120 萬名國際登記買家，拓展更多商機
- 在原有推廣計劃上額外增添產品照片位置 (英文版網頁 30 張，中文版網頁 10 張)，為期一年
- 由鄧白氏(Dun & Bradstreet)及天祥集團(Intertek)認證公司資料及各項證書一次，突顯企業誠信，增強買家信心
- 「小批量採購專區」買家電郵通訊推廣：透過一年最多四期電郵通訊向買家推介最新的產品，加強宣傳效果



網上「小批量採購專區」



「小批量採購專區」
 買家電郵通訊 (範例)

若閣下不欲繼續收取香港貿易發展局以傳真發送的任何宣傳及其他資料，請致電客戶服務專線 (852-1830668) 或填寫下列資料，並傳真至 (852-28034198)。
 If you do not wish to receive any promotional and other materials from the HKDC via fax, please contact our Customer Service Line at [852-1830668] or complete the following information and fax back at [852-28034198].

傳真號碼

Fax No. ()

公司

Co. Name

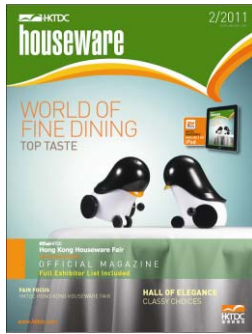
聯絡人

Contact Person

三. 香港貿發局產品雜誌

• 《香港貿發局家庭用品》2012年4月號全版廣告一頁

- 與「香港家庭用品展 2012」場刊合併，刊載詳盡的展覽會資料、展覽廳平面圖及參展商名錄



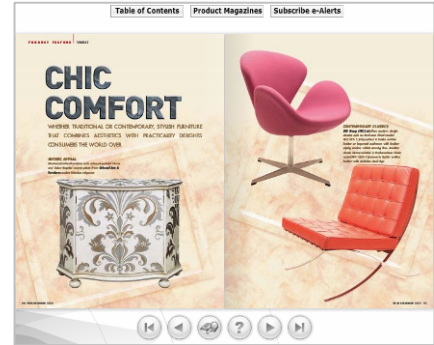
印刷版

- 與場刊合併，直達近 25,000 入場買家²



Appgazine 版

- 供全球買家於 iPad、iPhone 及 Android 流動裝置中免費下載(搜尋"HKDC")



網上版 (www.hktdc.com/magazines)

- 電郵至相關採購商，加強宣傳效果

• 《小批量採購專區》電子特

- 提供網上及 Appgazine 版，每篇廣告均連結至客戶在「貿發網」的小批量產品推廣網頁，讓買家瀏覽更多資訊
- 刊載公司及產品名稱、最低訂購數量、價格及照片一張



分類廣告範例
 (約 45 毫米闊 x 80 毫米高)



Appgazine 及網上版廣告均會連結至供應商於「貿發網」內的推廣網頁，讓買家查閱更多公司及產品資料

**截止日期：
2012年3月15日**

**家庭用品業「小批量銷售」綜合推廣計劃⁴
 優惠價：HK\$23,000**

尚有其他推廣計劃供現有「貿發網」及產品雜誌廣告客戶選用，詳情請與本局或認可廣告代理聯絡。

查詢請電客戶服務專線 1830 668 或 電郵: supplier@hktdc.org

1. 調查共訪問了近 1,400 名買家及逾 3,000 名供應商。
2. 「香港家庭用品展 2011」的入場買家人數為 24,916。
3. 建議陳列最低訂購數量為 50 件至 1,000 件的产品，並必須與「香港家庭用品展 2012」之展品類別相符。
4. 香港貿發局保留對上述推廣計劃作出修改或取消之權利，並不作另函通知。

SME Export Marketing Fund

It's your move



SME Export Marketing Fund (EMF)

Purpose

To help small and medium enterprises (SMEs) expand markets outside Hong Kong through funding them to participate in export promotion activities.

Eligibility

SMEs that are registered in Hong Kong under the Business Registration Ordinance (Chapter 310).

"SMEs" are any manufacturing businesses which employ fewer than 100 persons in Hong Kong; or any non-manufacturing businesses which employ fewer than 50 persons in Hong Kong. "Business" refers to any form of trade, commerce, craftsmanship, professional, calling or other activity carried on for the purpose of gain.

Scope

- Participation in trade fairs/exhibitions and business missions outside Hong Kong, as well as local trade fairs/exhibitions which are export-oriented.
- Advertisements on printed trade publications targeting export markets.
- Advertisements on eligible trade websites.

Expenditures such as the participation fees charged by the organisers, travelling expenses, hotel accommodation expenses and fees for advertising in trade publications or eligible trade websites can be funded.

Amount of Grant

The maximum cumulative amount of grant an SME may obtain from the EMF is \$150,000. For each successful application, the maximum amount of grant will be 50% of the total approved expenditures incurred by the applicant or \$50,000, whichever is the less.

Application Procedures

An SME should submit application for grant within 60 calendar days after the completion date of the concerned activity; the issue date of the trade publication containing the advertisement; or the commencement date when the advertisement is put on the eligible trade website. Application can be submitted either in person or by post with the following supporting documents:

- A completed application form;
- A photocopy of the valid Business Registration (BR) Certificate of the applicant;
- A photocopy of the valid Hong Kong Identity Card or Passport of the authorised person signing the application form for and on behalf of the applicant;
- Brochure of the concerned export promotion activity; original copy of the trade publication containing the concerned advertisement; or printout of website showing the advertisement and certified by the website service provider;
- Original and copy of receipts in relation to the declared expenditures plus evidence to substantiate the applicant's participation in the activity;
- Evidence showing the representatives attending the activity are employers/ employees of the applicant (e.g. Mandatory Provident Fund records); and
- Form 1(a) of the BR Office and/or Annual Return of the Companies Registry (i.e. Form AR1).

Application form is obtainable free of charge at Trade and Industry Department or can be downloaded from the homepage of the SME Funding Schemes at www.smefund.tid.gov.hk. For details, please refer to the Guide to Application.

For enquiries, please contact:

SME Export Marketing Fund Unit
Trade and Industry Department
4/F, Trade and Industry Department Tower
700 Nathan Road, Kowloon
Tel. : 2398 5127 / 2398 5125
Fax. : 2391 2646 / 3525 0329
Email : emf_enquiry@tid.gov.hk
Homepage : www.smefund.tid.gov.hk

中小企業市場推廣基金

棋先一着

把握推廣良機



東莞



上海



廣州



法蘭克福



杜拜



北京



拉斯維加斯



東京



深圳



杜塞爾多夫



華沙



新加坡



漢諾威



科隆



紐倫堡

中小企業市場推廣基金



目的

透過資助中小企業參與出口推廣活動，從而協助其擴展境外市場。



申請資格

所有在香港按照商業登記條例(第310章)登記的中小企業。

「中小企業」指任何從事製造業而在本港僱用少於100人的企業；或任何從事非製造業而在本港僱用少於50人的企業。

「企業」是指為了圖利而從事任何形式的生意、商務、工藝、專業、職業或其他活動。



資助範圍

- 參與境外商品展銷會、展覽及考察團，及以出口市場為主的本地商品展銷會和展覽。
- 在以出口市場為目標對象的印刷貿易刊物刊登的廣告。
- 在合資格貿易網站上刊登的廣告。

由主辦機構收取的參展費，交通費，酒店住宿開支及貿易刊物/合資格貿易網站的廣告費，可獲基金資助。



資助金額

每家中小企業的最高累積資助上限為15萬元。每次成功申請，最高的資助額為申請企業繳付受資助項目總費用的50%或5萬元，以較低者為準。



申請手續

在出口推廣活動完結日、刊登廣告的貿易刊物出版日或在合資格貿易網站展示廣告開始日起計的六十個曆日內，親身或以郵遞方式連同下列文件遞交申請：

- 填妥的申請表格；
- 申請企業的有效商業登記證副本；
- 簽署申請表格的授權人士的有效香港身份證或護照副本；
- 申報出口推廣活動的小冊子，刊登有關廣告的貿易刊物正本，或顯示有關廣告的網頁列印紀錄並由網站服務提供者加簽證明；
- 申報開支收據正本和副本，以及完成參與活動的證明；
- 參與活動代表為申請企業東主/僱員的證明（如強制性公積金記錄）；及
- 商業登記署的Form 1(a)及/或公司註冊處的周年申報表(即Form AR1)。

申請表格可於工業貿易署索取，或從中小企業資助計劃網頁 www.smefund.tid.gov.hk 下載。有關申請手續的詳情，請參閱申請指引。



如有查詢，歡迎聯絡：

九龍彌敦道700號工業貿易署大樓四樓工業貿易署
中小企業市場推廣基金組

電話 : 2398 5127 / 2398 5125
傳真 : 2391 2646 / 3525 0329
電郵 : emf_enquiry@tid.gov.hk
網頁 : www.smefund.tid.gov.hk