

Exhibitor Package for HKTDC Hong Kong Toys and Games Fair 2017 香港貿發局香港玩具展 2017(參展商須知)

Thank you for your participation at the HKTDC Hong Kong Toys and Games Fair 2017. If you have any questions, please feel free to contact our colleagues below.

感謝 貴公司參加香港貿發局香港玩具展 2017。 如有任何疑問，請與以下同事聯絡。

Name 姓名	Tel 電話	Email 電郵	Fax 傳真
Ms. May Chin 錢婉婷小姐	(852) 2240 4162	may.yt.chin@hktdc.org	(852) 2169 9413
Mr. Nick Cheng 鄭子聰先生	(852) 2240 4610	nick.tc.cheng@hktdc.org	
Ms. Ailsa Chu 朱嘉曦小姐	(852) 2240 4615	ailsa.kh.chu@hktdc.org	
Mr. John Lam 林賢耀先生	(852) 2240 4439	john.yy.lam@hktdc.org	
Ms. Flora Liu 廖詠儀小姐	(852) 2240 4469	flora.wy.liu@hktdc.org	

* 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
9-11 January (Mon - Wed) 1月9至11日(星期一至三)	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
12 January (Thu) 1月12日(星期四)	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

Notes:

- 1, Exhibitor badges, vehicle permit for move-in and move-out will be sent separately in December 2016.
- 2, Exhibitor Manual and Facilities Order Forms will be uploaded on the fair website in mid-October 2016.

請注意:

- 1, 參展商工作證、進館及撤館車輛許可證將於 2016 年 12 月寄給各參展商
- 2, 參展商手冊及設施申請表將於 2016 年 10 月中旬上載至展會網站上

Item 資料項目		Index 索引
1	Checklist of Important Dates 重要日期清單	Special Circular (1) 特別通告(1)
2	Display of Remote Moving and Flying Exhibits Outside the Booth Area Is Prohibited 嚴禁於展位以外地方示範及展示遙控或其他飛行玩具	Special Circular (2) 特別通告(2)
3	Exhibitors' Manual and Order Forms Electronic Version (Submission deadline for additional facilities: 28 November 2016) 參展商手冊、額外設施及服務申請表格電子版本 (額外設施申請之截止日期：2016年11月28日)	Circular 1 通告 1
4	Move-in & Move-out 進館及撤館時間表	Circular 2 通告 2
5	Move-out Regulations 撤館規則	Circular 3 通告 3
6	Buyers Nomination Form for Hotel Sponsorship (Deadline: 1 December 2016) 酒店贊助買家推薦表格 (截止日期：2016年12月1日)	Circular 4 通告 4
7	Measures on Custom-built Participation 特裝參展措施	Circular 5 通告 5
8	Alteration of Basic / Standard / Premium Booth Structures (Deadline: 28 November 2016) 自行更改基本/標準/特級展台設施 (截止日期：2016年11月28日)	Circular 6 通告 6
9	hktdc.com Online Promotion 「貿發網」hktdc.com 推廣	Circular 7 通告 7
10	Additional Promotion Package 額外推廣計劃	Circular 8 通告 8
11	Fair Notices 展會通告	Circular 9 通告 9
12	Special Measures on Intellectual Property Protection 有關保護知識產權問題的措施	Appendix 1 附件 1
13	Brochure of SME Export Marketing Fund 中小企業市場推廣基金小冊子	

Special Circular (1) – Checklist of Important Dates
特別通告 (1) – 重要日期清單

Confirmation of Company Information 參展商資料最後確認日期	Early November 2016 二零一六年十一月上旬
Advertising and Promotion Opportunities Deadline 廣告及宣傳截止申請日期	5 December 2016 二零一六年十二月五日
Additional Facilities and Services Order Deadline 額外設施及服務截止申請日	28 November 2016 二零一六年十一月二十八日
Receipt of Move-In and Out Permit and Other Important Circulars 收到進館及撤館許可證及其他重要通知	Mid December 2016 二零一六年十二月中旬
Delivery of Exhibitor Badge 參展商工作證	Mid December 2016 二零一六年十二月中旬
Visitor Pre-Registration Deadline 參觀人士預先登記截止日期	<p><u>Receive Free Admission Badge by Mail:</u> For Buyers from HK: Please pre-register before 1 January 2017 For Buyers from outside HK: Please pre-register before 29 November 2016 (Buyers who submitted their pre-registration after the above deadline can collect a free admission badge on-site during the fair period.)</p> <p><u>郵寄免費入場證:</u> 香港買家: 請於二零一七年一月一日前登記 香港以外地區買家: 請於二零一六年十一月二十九日前登記 (在以上截止日期後登記之買家, 可在展覽期間於買家登記處索取免費入場証)</p>

Note 注意:

1. The above schedule is subject to change without advance notice
主辦機構保留更改以上日期的權利, 恕不另行通知。

Special Circular 2 - Display of Remote Moving and Flying Exhibits Outside the Booth Area Is Prohibited

In the previous edition of the Fair, some exhibitors were found demonstrating remote moving and flying exhibits outside the booth area. This circular serves to remind all exhibitors that the demonstration of exhibits should be made INSIDE the booth area. In addition, the exhibitor should make sure that the demonstration should not cause any damage, loss and hurt any other exhibitors, visitors or any other person in the fairground.

Clauses 33 and 69 of the rules and regulations of the Fair are extracted below for your reference:

33. The Exhibitor shall be solely responsible for the precautionary measures (such as guards or other means of protection) to protect the public from any moving or working exhibits. Such moving or working exhibits shall only be demonstrated or operated by competent persons authorized by the Exhibitor and shall not be left running in the absence of such persons. Display of such working or moving exhibits must be subject to the Organiser's prior written approval.
69. The Exhibitor undertakes to fully indemnify and at all times hereafter to keep indemnified in full the Organiser, its agents, representatives, contractors and employees on demand from and against all losses, liabilities, actions, proceedings, claims, damages, costs (including but not limited to legal costs) and expenses whatsoever which it may suffer or incur by reason of or in relation to the negligence, wilful default or fraud of the Exhibitor in the performance of any agreement hereunder or any breach by the Exhibitor of these Conditions.

Remark: The hall gangway and the area above the height above the booth are regarded as public area, no exhibit demonstration or display is allowed.

Thank you for your kind understanding and co-operation.

特別通告 2 - 嚴禁於展位以外地方示範及展示遙控或其他飛行玩具

在去屆展會中，主辦單位發現有些參展商於展位以外地方示範及展示展品，尤其是遙控或其他飛行玩具。特此提醒各參展商只可以在展位範圍以內的地方展示及示範展品。同時，參展商必須注意其示範行為不會傷害及對其他參展商、參觀者及其他在場人士造成任何損失。

以下為展覽會規則第 33 及 69 條的條款以供參考：

33. 參展商須全權負責採取預防措施以保護公眾人士免受任何移動或運作中的展品所傷，例如安排保安人員或其他保障方法。此類展品只可由參展商授權的合資格人士操作或進行示範及不得在無該等人看管的情況下運作。參展商如欲展示此類展品，必須事先獲得主辦機構書面許可。
69. 參展商保證按主辦機構、其代理、代表、承包商及雇員的要求悉數賠償他們因參展商在履行本規則項下任何協議時疏忽、故意失責或進行欺詐，或因參展商違反本細則而蒙受或招致的一切損失、責任、法律行動、訴訟、索償、賠償、費用（包括但不限於法律費用）及開支，並承諾於所有時間使主辦機構獲得悉數賠償。

注意：展覽館內的通道及展位高度限制以下的地方均屬於公眾範圍，參展商不可以在公眾範圍進行產品示範及陳列展品。

多謝合作!



Circular (1) – Exhibitors' Manual and Order Forms Electronic Version

Please note that the electronic version of Exhibitor Manual and Facilities Order Forms will be uploaded on the fair website in mid-October 2016 at the Fair Website for your review and downloading. The web link is as below: **(Remarks: No hardcopy will be distributed)**

Exhibitor Manual:

<http://www.hktdc.com/ex/hktoyfair/manual>

Order Forms:

<http://www.hktdc.com/ex/hktoyfair/orderform>

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.

The submission deadline for **Additional Facilities and Services** order forms: **28 November 2016**.

The submission deadline for **Advertising & Promotion** order forms: **5 December 2016**.

Should you require further information or assistance, please do not hesitate to contact the organiser.

Contact Persons:

Ms. May Chin; Tel: (852) 2240 4162; Email: may.yt.chin@hktdc.org

Mr. Nick Cheng; Tel: (852) 2240 4610; Email: nick.tc.cheng@hktdc.org

通告 (1) - 參展商手冊、額外設施及服務申請表格電子版本

參展商手冊及設施申請表將於 2016 年 10 月中旬上載至展會網站上供各參展商細閱及下載。網址如下：
(備註: 將不會派發印刷本)

參展商手冊:

<http://www.hktdc.com/ex/hktoyfair/manual/tc>

額外設施及服務申請表格:

<http://www.hktdc.com/ex/hktoyfair/orderform/tc>

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。

額外設施及服務申請表截止日期: 2016 年 11 月 28 日

廣告及推廣項目申請表截止日期: 2016 年 12 月 5 日

如有任何查詢或需要協助，歡迎與本局聯絡。

聯絡人:

錢婉婷小姐; 電話: (852) 2240 4162; 電郵: may.yt.chin@hktdc.org
鄭子聰先生; 電話: (852) 2240 4610; 電郵: nick.tc.cheng@hktdc.org

Circular (2) – Move-in & Move-out Schedule

	CUSTOM-BUILT PARTICIPATION	STANDARD BOOTH
Booth Construction	Halls 1, 3, 5 07 Jan 9:00am – 10:00pm 08 Jan 9:00am – 1:00pm	N/A
	Convention Hall and Foyer, Concourse of each Hall 07 Jan 2:00pm – 10:00pm 08 Jan 9:00am – 1:00pm	
Booth Decoration	08 Jan 10:30am – 8:00pm All booths must be fully decorated by 8pm	
Move In Exhibits	08 Jan (Please refer to schedule printed on the Vehicle Pass)	
Move Out Exhibits	12 Jan (Please refer to schedule printed on the Vehicle Pass)	
Termination of Booth Electricity	07-11 Jan 7:30 pm 12 Jan 6:30 pm	
Booth Dismantling including Additional Lighting	12 Jan 8:00pm – 12:00midnight	N/A

Exhibitors' Access

To allow preparation work for exhibitors during fair period, the exhibition halls will be opened for exhibitors at 9:00am (except for the first day of the exhibition which would be opened at 8:30 am). **All exhibitors are reminded to wear exhibitors' badges when entering the exhibition hall. No exhibitors under 18 will be admitted.**

Over-time Penalty claimed by HKCEC

Exhibitors and/or their appointed contractors shall follow the move in/out schedule. If the exhibitors or their appointed contractors work after 2400hrs on 07, 08 and 12 January 2016, they shall pay the Organiser the over-time penalty claimed by HKCEC against the Organiser. The rate of the over-time penalty for individual hall is listed on section 4.2.4.

For details, please feel free to contact Ms. May Chin at 2240 4162 or Mr. Nick Cheng at 2240 4610. You may also contact us via fax: (852) 2169 9413.

通告(2) - 進館及撤館時間表

	特裝參展用戶	標準攤位用戶
攤位建築	展覽廳 1、3、5 1月07日 上午9時至晚上10時 1月08日 上午9時至下午1時 會議廳、會議廳前廳、各展覽廳大堂 1月07日 下午2時至晚上10時 1月08日 上午9時至下午1時	不適用
攤位佈置	1月08日 上午10時30分至下午8時 所有攤位佈置必須於下午8時前完成	
展品進場	1月08日 (請依照車輛通行證上的時間)	
展品離場	1月12日 (請依照車輛通行證上的時間)	
終止攤位電源	1月07至11日 下午7時30分 1月12日 下午6時30分	
攤位拆卸 包括照明裝置	1月12日 晚上8時至午夜12時	不適用

進場守則

為方便參展商在展覽開放前作好一切準備，展覽場館將在展覽期間上午9時開放(除展覽會首天將於上午8時30分開外)。參展商於進入展覽場館時必須佩戴工作證，參展商如未滿十八歲均不准進場。

香港會議展覽中心徵收超時罰款

參展商及/或其委託之承建商必須遵守進場及離場時間表。假若參展商或其委託之承建商於2016年1月07、08及12日午夜12時後進行工作，必須向主辦機構繳交由香港會議展覽中心向主辦機構徵收的超時罰款。各展覽廳的超時罰款額列載於第四節4.2.4條。

若有任何疑問，請致電(852)2240 4162與錢婉婷小姐或(852)2240 4610與鄭子聰先生聯絡。貴公司亦可以傳真方式[傳真：(852)2169 9413]與本局聯絡。

Circular (3) – Move-out Regulations

Please note that many buyers have to utilize all opening hours in the 4-day event to schedule and complete their visits at the Fair. We have received several complaints about exhibitors who had removed all the exhibits well before the official closing time. In order to maintain a good image of the Fair including exhibitors' professionalism, and to protect all exhibitors and buyers as well as their interests, **move-out of exhibits is prohibited before 5:00 p.m. on 12 January 2017.** According to clause 45 in the exhibition regulation listed on the application form – no stand or exhibits shall be dismantled or removed before the official closing time. Our staff will conduct on-site spot-checks in the afternoon on 12 January 2017, those exhibitors who violated such rule will be served a warning letter. It may affect the booth selection priority and location at future editions of the Fair for those exhibitors who violate the rule. In addition, the HKTDC reserves the right to reject their future participations at the Fair. Grateful for your understanding and cooperation.

通告(3) – 撤館規則

主辦機構去年接到不少買家投訴參展商提早撤離展館，影響其預定的參觀計劃。為了保持展覽會及參展公司專業和良好的形象，以及保障所有參展商及買家的利益，所有參展商**嚴禁於1月12日下午5時前把展品搬離會場**。參展申請表內的展覽會規則第45項，已列明展商須於展覽結束後，才可收拾展品，請各參展商務必遵守。主辦機構將於1月12日下午派員巡察各展館，如發現展商違規，主辦機構將即時發出警告信。此舉或會影響違規展商下屆參展選擇展位的次序，間接影響其展位位置。此外，主辦機構保留拒絕違規展商往後參展之權利。敬請各參展商諒解及合作。

Circular 4

Nomination of Buyers for Hotel Sponsorship

Thank you very much for your keen support to the HKTDC Hong Kong Toys & Games Fair 2017, which is expected to be patronised by over 2,000 exhibitors from all over the world. In order to maximise the effectiveness of your participation, we have launched a worldwide visitor promotion campaign over the past year, which includes:

- Global advertising campaign and special editorial coverage in major toys publications and international newspapers
- Promotional counters at major international toys fairs

To encourage the participation of more quality buyers, we are launching a hotel sponsorship programme in Hong Kong for selective new overseas buyers to visit our fair. In this regard, we would like to ask for your nomination of the appropriate buyers. We shall give you due credit when extending the offer to the buyers and advise you the outcome of your nomination afterwards. Please note that, however, we shall have the final discretion in selecting the buyers for extending the offer, and that priority will always be given to those who have not visited our fair before.

To facilitate our preparation work, please make use of the nomination form attached and observe the submission deadline of 9 December 2016.

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.

For queries, please contact Mr. Cyril Fok at tel: (852) 2240 4203, by fax: (852) 2169 9169 or via e-mail: hktoys.visitor@hktdc.org.

通告 4

酒店贊助買家推薦

感謝 貴司對香港貿發局香港玩具展 2017 的支持。今屆舉行的香港貿發局香港玩具展，預計有來自全世界超過 2,000 家的參展商參與是次盛會。為了吸引更多海外買家到場與 貴司洽談業務，本局在過去一年積極實行了全球買家推廣計劃，其中包括：

全球媒體廣告計劃，遍及世界各地著名的玩具雜誌
於世界著名玩具展設置宣傳攤位

為進一步吸引更多高質素國際玩具進口商及連鎖店買家到來採購，本局將提供香港酒店贊助予被挑選的新海外買家。因此，我們誠邀 閣下提名合適的買家。被揀選邀請的海外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。從未參觀過香港玩具展的新買家將可獲優先權，本局將保留最終選擇權利。

為了給予本局充足的時間安排，請閣下填妥買家推薦表格，並於 2016 年 12 月 9 日前回覆。

本局將繼續以 貴公司的利益為依歸，務求透過展覽會為 貴公司締造一個具效益、高增值的宣傳渠道。

詳情請電 (852) 2240 4203 或 傳真 (852) 2169 9169 或 電郵 hktoys.visitor@hktdc.org 與霍竟昌先生洽。

祝 各參展商展出成功。

To 致 : Mr. Cyril Fok, Hong Kong Trade Development Council (HKTDC)
香港貿易發展局, 霍竟昌先生

Fax 傳真 : (852) 2169 9169

From 由: (Exhibitor's Name 參展商姓名) : _____
(Contact Person 聯絡人) : _____
(Telephone 聯絡電話) : _____

HKTDC Hong Kong Toys & Games Fair 2017
香港貿發局香港玩具展 2017
9 – 12 / 1 / 2017

Overseas Buyers Nomination Form for Hotel Sponsorship 酒店贊助海外買家推薦

截止日期 Submission Deadline – 9 / 12 / 2016

買家資料 Information of Nominated Buyer

*必須填寫 Mandatory data

*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.)

買家是否首次參觀香港玩具展? Is it the Buyer's first time to visit the fair?

是 Yes 否 No

I agree that the above information may be used by the Hong Kong Trade Development Council for incorporation in all or any of its database for business matching (and may therefore become available to the public within and/or outside of Hong Kong for use by them), and for any other purposes as stated in the Privacy Policy Statement. I confirm that I have the consent of each individual's name in this form to release their personal data for the purposes stated herein. 本人同意香港貿易發展局可將上述資料編入其全部或任何資料庫內作為商貿配對 (因而可能成為可供本地及/或海外公眾人士使用), 以及用於本局在私隱政策聲明中所述之其他用途。本人確認已獲得此表格上所述人士同意, 將其個人資料提供予本局。

Please tick here if you do not wish to receive any promotional and other materials from the HKTDC via email, fax, postage and any other appropriate means. 若閣下不欲繼續收取香港貿易發展局以電郵、傳真、郵遞或其他途徑發送的任何宣傳及其它資料, 請於方格內加上✓號。

Name 姓名 _____ Signature/Co. Chop 簽署/公司印鑑 _____ Date 日期 _____

請複印此表格作更多買家提名。本局保留最終選擇權利, 從未參觀過香港玩具展的買家將獲優先考慮。如有查詢, 請致電(852) 2240 4203 與霍竟昌先生聯絡。

Please copy this nomination form for nominating more than one buyer. Priority of hotel sponsorship will be given to new overseas visitor, and is subject to sole discretion of the HKTDC. For further queries, please contact Mr. Cyril Fok at tel: (852) 2240 4203.

Circular (5) – Measures on Custom-Built Participation

In order to enhance the overall safety and efficiency of the fair, new measures regarding custom-built stands on raw space have been implemented since 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 Participation contractors' information (Form 1), construction drawings, lighting distribution plan, site work deposit and insurance copy. Otherwise, a late charge of HK\$ 3,000 (US\$ 400) will be charged to the Exhibitor/Contractor.</p> <p>Submission of "Structural Safety Certificate", Documentary Proof of Fire Services Compliance and "Certification of <Electrical> installation, inspection & testing" (Form WR1) are also required.</p>
4.2.2	<p><u>Site work deposit</u> Calculation based on HK\$ 300/US\$ 40 per sqm. For two-storey booth, the site work deposit is doubled. Minimum and maximum deposit amounts are HK\$5,000 and HK\$ 75,000 respectively.</p>
4.2.3	<p><u>Insurance</u> Contractors are required to carry out and maintain public liability insurance in a sum not less than HK\$10 million for any single claim, unlimited in aggregate. The insurance should be maintained in force at all times during the move-in period, exhibition period and move-out period, i.e. 7-13 Jan 2017.</p>
4.2.4	Hall rental charges for over-time move-in and move-out
4.2.5	Height Limit
4.2.6	<p><u>Structural Safety Certificate / Fire Services Certificate</u> A structural safety certificate must be submitted for all custom-built stands exceeding 2500mm in height, using a hanging lighting truss and/or otherwise deemed required by the Organiser and/or the Venue Operator. All stand construction must be constructed under the supervision of an Authorized Person/Registered Structural Engineer (AP/RSE). The AP/RSE shall verify the stability of the stand by completing the structural safety certificate.</p> <p>Exhibitors must accept full responsibility for the safety of the Stand and comply with the Construction Sites (Safety) Regulations (Chapter 59).</p> <p>The mentioned certificate above (together with structural calculations, where applicable under section 4.2.1) should be submitted to the Organiser at Technical Services Counter by 1500 hrs on the last move-in day, i.e. 8 Jan 2017. The Organiser will forward the original to the Venue Operator. If this rule is not observed, the Organiser and/or the Venue Operator reserve the rights to prohibit all access to the Stand.</p> <p>Exhibitors are advised to maintain stability of the booth by evenly distributing the exhibits on the fixtures. Please consult your contractor or AP/RSE if necessary.</p>



4.2.7	<p><u>Electricity</u> The Official Contractor appointed by the Organiser shall only carry out any electrical works at Exhibitors' expenses. In addition, all electrical installations must be carried out by a qualified electrician with a valid "Certificate of registration of electrical worker". Design plans or proposals for electrical installation must be submitted to reach the Organiser for review together with aforementioned stand design proposals before 28 Nov 2016. Electricity can be supplied in 220 volt (± 6%), single phase, 50 Hz or 380 volt (± 6%), three phases, 50 Hz.</p> <p>In compliance with the Electricity Ordinance (Chapter 406) Electricity (Wiring) Regulations, all electrical installations, inspection and testing must be carried out by a registered electrical worker together with a registered electrical contractor. "Certification of installation, inspection & testing" (Form WR1) should be submitted to the Official Electrical Contractor by 1500 hrs on the last move-in day, i.e. 8 Jan 2017. Failing to provide by 2200 hrs on the last move-in day will result in suspension of electricity supply throughout the fair period.</p>
4.2.13	<p><u>Construction Industry Safety Training Certificate</u> Labour Department, Hong Kong Exhibition and Convention Industry Association (HKECIA) and the Venue Operator have concurrently agreed to endorse the Contractor Green Card System at the Venue.</p> <p>With immediate effect, contractors entering the Venue for construction works are required to obtain the Construction Industry Safety Training Certificates (also know as "Green Card"). The main objective is to ensure that mandatory basic safety training has been provided to contractors before working at the fairground.</p> <p>All stand fitting contractors must acquire the said certificates (cards) and have it properly displayed when working at the Venue. The Venue Operator's security reserves the rights to refuse entry or remove personnel for those who fail to provide valid credentials.</p> <p>Please feel free to contact the Event Planning & Co-ordination Team of the Venue Operator at hkcepec@hkcec.com or (852) 2582 8888 should you need further assistance.</p>
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 even 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 via http://www.asiaworld-expo.com.hk/uploads/files/download/HKECIA_Safety_Guideline_Eng.pdf

For queries, please feel free to contact Mr Ricky Lam (ricky.tk.lam@hktcd.org) / Mr Aston Fong (aston.wh.fong@hktcd.org) / Mr Abel Kwan (abel.kwan@hktcd.org)

Thank you for your kind understanding and cooperation in advance.

通告(5) - 特裝參展措施

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，實施特裝展台措施。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	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 3000 港元(400 美元)的遲交罰款。亦須提交「結構安全證明書」、「電力裝置完工證明書」〔表格 WR1〕及符合相關消防規定證明書。
4.2.2	施工按金 按金以每平方米 300 港元/ 40 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 75,000 港元。
4.2.3	保險 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 2017 年 1 月 7-13 日)。
4.2.4	進場及離場超時租場收費。
4.2.5	攤位高度限制。
4.2.6	展覽攤位結構安全證明書/ 消防證明書 所有高度超逾 2.5 米的特裝攤位、懸空照明支架及/或主辦機構及/或展館營運者認為有需要者，必須提交展覽攤位結構安全證明書。所有攤位必須由註冊結構工程師監督下搭建。該註冊結構工程師須驗證其結構安全並簽發結構安全證明書。參展商須完全負責攤位結構的安全及遵守《建築地盤(安全)條例》第 59 章。 所有結構安全證明書須《連同攤位穩定性的數據證明(按照第 4.2.1 章規定)》於最後進場日(即 2017 年 1 月 8 日)下午 3 時或之前投放到「攤位設施」展位之收集箱。主辦機構將轉交展館營運者。如不遵守此規定，主辦機構或展館營運者有權禁止所有人士進入有關攤位。 參展商亦須注意平均地展示商品於攤位內，以免影響攤位的穩定性。如有疑問，請與承建商或註冊結構工程師商討。
4.2.7	電力裝置 所有電力裝置必須由大會指定的承建商進行，有關費用由參展商負責。所有電力安裝技工必須持有「香港電業工程人員註冊證明書」。電力裝置設計草圖及圖則須連同上述展台設計圖，於 2016 年 11 月 28 日前呈交主辦機構審閱。會場供應電力為 220 伏特 ((6%)、單相、50 赫或 380 伏特 ((6%)、三相、50 赫。 按電力條例〔第 406 章〕電力〔線路〕規例，所有電力安裝、檢查及測試必須由註冊電業工程人員及註冊電業承辦商代行，並須簽發表格 WR1 及於 2017 年 1 月 8 日下午 3 時前交予大會電力承建商 ，以茲證明。如未能於該晚下午 10 時前交妥，展期內將不獲電力供應。



4.2.13	<p>建築業安全訓練證明書</p> <p>勞工處、香港展覽會議業協會、展館營運者已達成共識，同意在展館推行建築業安全訓練證明書措施（即「平安咭」），並已生效。凡進入展館裝拆攤位的承建商必須持有有效的建築業安全訓練證明書。其目的是確保承建商在展館工作前已受到強制的根本安全訓練。</p> <p>凡進入展館工作的承建商，必須持有平安咭並須清楚地展示出來。否則，展館營運者之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，可透過電郵 hkcepc@hkcec.com 或致電（852）2582 8888 與展館營運者之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。

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」廣泛地涵蓋業界需注意的事項。請 貴公司及 貴公司委託的承建商能仔細的參閱。

(詳情請瀏覽香港展覽會議協會的網站:

http://www.asiaworld-expo.com.hk/uploads/files/download/HKECIA_Safety_Guideline_chi.pdf)

如有查詢，請透過電郵聯絡。

林梓鍵先生 (ricky.tk.lam@hktdc.org) / 方詠源先生 (aston.wh.fong@hktdc.org) /
關志文先生 (abel.kwan@hktdc.org)

多謝合作！

Circular (6) – Alteration of Standard / Deluxe / Premium Booth Structures

We would like to draw your attention that alteration of furnished booth structures is strictly prohibited by the HKTDC as shown in the following exhibition rules and regulations 4.1 stated in the Exhibitors' Manual:

4.1. Standard / Deluxe / Premium Booth

All Standard / Deluxe / Premium booths are designed, erected and decorated by the Organiser. Facilities including partitions, company fascia, table, chairs, display shelves, cabinets, spotlights and carpet will be provided. The Organiser reserves the right to make changes on the facilities provided at any time before the commencement of the Fair. Main switch and distribution board may be required to be installed within booth area at the organiser's discretion.

Fascia Board with company name will be provided for free. Exact wording of company name (in English) provided in your application form will be used for its fascia board.

Exhibitors are not allowed to make any alterations to the structure of the booths or remove any integral parts from the booths on their own. Exhibitors requiring extra assistance to relocate or delete standard facilities should submit their request using the **Forms 3 and 6** (Additional/Modification of standard facilities) downloadable at the fair website (<http://www.hktdc.com/ex/hktoyfair/orderform>) to the Organiser no later than **28 November 2016**.

Deletions of standard items are free of charge only if the Organiser is notified no later than the deadline of **28 November 2016**.

Standard / Deluxe / Premium Booth exhibitors must adhere to the following:

- (1) No additional booth fitting or display may be attached to the furnished booth structure.
- (2) No tapes, stickers, graphics, nails or fixtures of any kind are allowed to be affixed to the partitions, floor or ceiling. Exhibitors are liable to any damage caused to their booth fixtures and fittings at the Fair and the Official Contractor reserves the right to claim the cleaning cost if these items are not removed at the end of the Fair.
- (3) No items may exceed a height of 2.5 meters or extend beyond the boundaries of the booth allocated. These include but not limit to fittings, exhibits, company names, advertising material logos, inflatable brought along by the Exhibitor.
- (4) All exhibits stand materials and the like shall be removed immediately after the closing of the Exhibition according to arrangements and within the time limits specified by the Organiser. Any exhibits or stand materials left behind at the Exhibition Venue shall be deemed abandoned. Exhibitors are liable for the disposal expense so incurred by the Organiser.
- (5) If any booth which differs from the approved specifications or does not confirm to the Organiser's rules and regulations, the Organiser reserves the right to alter or remove without prior notice at the Exhibitor's / Contractor's own expense.
- (6) Installation of electrical equipment, including lighting fixtures, must adhere to the Electrical Regulations of Hong Kong Electricity Ordinance stringently. Exhibitors are prohibited to install any sub-standard fittings or wirings, which compromise the electrical safety standard.
- (7) If Contractor needs extra electricity, they should order from the Official Contractor and pay for the extra cost. Any illegal electricity wiring connection or any inadequate connection order will be charged for the price difference plus on-site surcharge and the site work deposit will be deducted.

Exhibitors will be requested to remove all the self-made structures and materials immediately upon request and the Organiser reserves the right to terminate your future participation in the HKTDC Hong Kong Toys & Games Fair should we found any violations of the above rules and regulations.

通告(6) - 自行更改標準/高級 / 特級展台設施

本局嚴禁各標準/高級/特級展台參展商在其展台內自行加建設施，現特請各參展商注意以下事項(參展商手冊第 4.1 條)：

4.1 標準/高級/特級展台

所有標準/高級/特級展台的設計、蓋建及裝修工作均由主辦機構負責。大會提供的設施包括圍板、公司名牌、桌子、椅子、陳列架、地櫃、聚光燈及地毯等。主辦當局有權在展覽會開幕前，更改所提供的設施，並有權要求將開關掣及過載保護分線箱安裝於展台內的適當位置。

主辦機構負責免費提供公司名牌。公司名牌之正確英文寫法將採用申請表格所提供之名稱。

一般而言，參展商不得改動展台結構或拆除展台的任何部份。參展商如有特別需要，如更改設施位置或刪除設施，須填寫從展會網站下載「額外/改動設施服務申請表」內之**表格三及六** (<http://www.hktdc.com/ex/hktoyfair/orderform/tc>)，並於**201 6年11月 28日**前交回本局。

如有需要刪除任何標準設施，請於**201 6年11月 28日**前通知本局，可免收費用。

租用標準/高級/特級展台的參展商必須注意及遵守下列各項規定：

- (1) 非大會供應的設施均不得裝嵌在標準/高級/特級展台結構的物料上。
- (2) 圍板、地板、天花板上不得貼上任何膠紙或膠布，亦不得釘上釘子或加裝任何裝置。展台及展場內裝置如有任何損壞，概由參展商負責賠償。
- (3) 任何物品的高度不得超過2.5米，或伸展超逾劃定的展台界限。有關物品包括但不限於參展商帶來的裝置、展品、公司名牌、宣傳材料、標記及充氣物。
- (4) 展覽會完結時，所有展品、展台物料必須在主辦機構規定的指定時間內立刻清理。任何展品展台物料擱置於展覽會場將視為棄置物品，主辦機構會向有關參展商收取所需的清理費用。
- (5) 如展台不符合認可規格或主辦機構所訂之規則，主辦機構保留權利進行改建或清拆而毋須另行通知。有關費用一概由參展商/承建商負責。
- (6) 參展商裝設的電器設備(包括照明裝置)必須符合香港政府電力條例之電力規定。嚴禁參展商在攤位內安裝不符合安全標準的電力裝置或電線。
- (7) 如需額外供電，應向大會承建商申請並付款。如發現任何非法的電源接駁或電力申請不足，必須繳付其差價及臨場附加費。施工按金亦會被扣除。

如發現有參展商違反上列規定，本局有權要求該參展商即時拆除有關之結構及物料並保留拒絕該參展商日後參加香港貿發局香港玩具展的權利。

Maximise Your Exhibition Effectiveness with *hktdc.com*



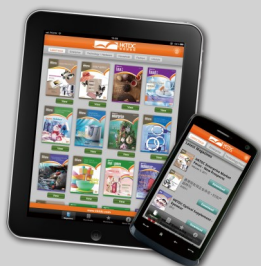
All eligible exhibitors of the **HKTDC Hong Kong Toys & Games Fair 2017** are entitled to a one-year online promotion at www.hktdc.com from (November 2016 to October 2017), introducing your company together with photos and information of 10 products/ services.

With your presence on hktdc.com, it helps to bring relevant buyers to your booth and increase your enquiries before and after the fair via our business matching activities. If you have done so, please also consider accepting online transactions at **hktdc.com Small Orders**. Learn more at <http://smallorders.hktdc.com/supplier> now!

1 Capture Buyer Contacts via Exhibitor QR Code

How does it work?

BUYERS



Download **HKTDC Marketplace App** for FREE from App Store/Google Play (or from the buyer badge)



Activate the scanner by scanning the Buyer QR code on the badge

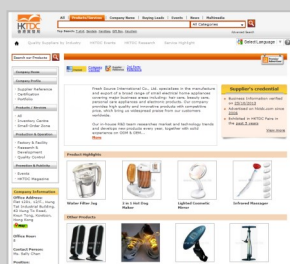


Scan Exhibitor QR code at your booth to access your online profile



Receive a daily summary from us with all the exhibitors' information they have scanned

EXHIBITORS



Update your profile on hktdc.com with the latest company and product/service photos and information before the fair



Receive a name card drop box with your Exhibitor QR code during move-in



Place the box prominently at the booth and invite buyers to scan for record and information exchange



Receive a daily summary from us with contact information of those buyers who have scanned your code

2 Instant Referrals Draw Buyers to Your Booth

Buyers will be provided with a list of relevant exhibitors before and during the fair, based on products they are looking for.

The more product photos available on hktdc.com, the higher the chance you will be referred to buyers.



3 Meet with VIP Buyers

Sourcing meetings will be organised for VIP buyers during the fair. Exhibitors with relevant products/services will be pre-screened and referred to the buyers for face-to-face meetings. Again, the more product/service information on hktdc.com, the higher the chance you will be referred to VIP buyers.



*Act fast and submit the Products/Services information with photos by logging into the DIY platform - My HKTDC on or before **24 December 2016** in order to capture the above business opportunities.*

For the user guide of My HKTDC, please visit <http://www.hktdc.com/diy/>

Enquiries: Tel: (852) 1830 668 or email: hktgf2017@hktdc.org



hktdc.com

助你提升展覽效益

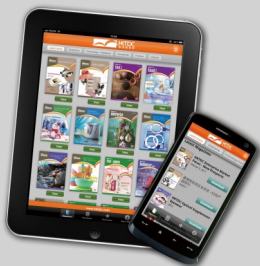


是次 **香港玩具展 2017** 展覽會之合資格參展商均可在本局的「貿發網」網上商貿平台 (www.hktdc.com) 享有一年的基本推廣服務(2016年11月至2017年10月)，登載公司資料及產品照片10張；並透過我們在會場提供的一系列增值服務，獲取更多買家查詢，促成生意機會。如已登載公司資料及產品照片，歡迎在貿發網「小批量採購專區」<http://smallorders.hktdc.com> 開通網上即時交易。詳情請瀏覽 <http://smallorders.hktdc.com/supplier>。

1 利用參展商專屬的二維碼(QR Code) 獲取買家資料

如何使用？

買家



從 App Store 或 Google Play 或買家入場證免費下載香港貿發局商貿平台應用程式 (HKTDC Marketplace App)。



開啓應用程式並點擊“Scan”，然後掃描買家入場證上的二維碼(QR Code)即完成啓動程序。

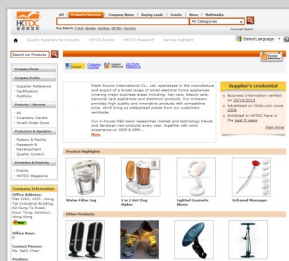


掃描在您攤位的參展商編碼，即時下載您的公司及產品資料。



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。

參展商



於展前更新或上載公司資料及產品/服務照片及目錄到「貿發網」。



本局於展覽會進館當日向貴公司派發附有二維碼(QR Code)的名片盒。



請將名片盒放置於攤位當眼位置並主動邀請買家掃描您的參展商編碼，以助買家即時記錄貴公司的資料。



本局會將曾下載過貴公司資料的買家名單及聯絡方法電郵給您，助您與這些買家跟進洽商。

2 即時配對，吸引買家到訪您的攤位

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/服務資料進行配對，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/服務資料及相片愈多，獲推介的機會愈大，因此請謹記在展覽會舉行前上載有關資料!



3 與 VIP 買家會面

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/服務資料進行配對，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/服務資料愈多，獲推薦參與買家採購會的機會愈大!



參展商必須在 2016 年 12 月 24 日 或以前通過 DIY 平台 - My HKTDC 自行上載產品資料，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。My HKTDC 使用方法可參閱 (<http://www.hktcdc.com/diy>)。

查詢可致電: 客戶服務專線 (852) 1830 668 或電郵 hktgf2017@hktcdc.org



Circular 8 通告8

Stand out from the crowd with eye catching promotion opportunities

利用矚目推廣方案從芸芸參展商中突圍而出

The HKTDC Hong Kong Toys & Games Fair and the concurrent HKTDC Hong Kong Baby Products Fair make the Asia's largest Toys & Games marketplace, which attracted **more than 45,000 buyers from 121 countries and regions** to visit in 2016. It is the world's gathering place for those who thrive on the Toys & Games business.

To stand out from over 2,000 exhibitors, you can make use of a variety of advertising channels, including fair catalogue, thematic e-Magazine, online, onsite and outdoor promotions to draw international buyers' attention!



「香港貿發局香港玩具展」加上同期舉行的「香港貿發局香港嬰兒用品展」是亞洲最大玩具產品商貿平台，於2016年吸引了來自**121個國家及地區逾45,000名買家入場參觀**，是玩具業界接通全球業務的最佳平台。

要在芸芸2,000多家參展商中突圍而出，您可利用一系列推廣渠道，包括展覽會場刊、電子版雜誌、網上、展會現場及戶外推廣，令環球買家留下深刻印象！

1. Fair Catalogue – HKTDC Toys & Games Jan 2017 Issue

展覽會場刊 — 《香港貿發局玩具》2017年1月號

HKTDC Toys & Games Jan 2017 issue is the **official magazine of the HKTDC Hong Kong Toys & Games Fair**, featuring articles, fair details and exhibitor directory. The magazine is published in print and electronic versions, helping you expand global business opportunities. *HKTDC Toys & Games* is published in Jan and Jul with annual readership of 231,000, and there are special advertising formats such as magazine cover, gatefold advertisement, etc for exhibitors' selection.

《香港貿發局玩具》2017年1月號為「香港貿發局香港玩具展」展會場刊，將刊載展覽會資料及參展商名錄。雜誌提供印刷及電子版，助您拓展環球商機。《香港貿發局玩具》逢1月及7月出版，全年讀者人數高達231,000，另設有特別廣告形式如封面廣告及拉頁廣告等以配合不同參展商的需要。



Print Version 印刷版

- ◎ Direct-mailed to buyers selected from the international business contacts in the HKTDC database, as well as to the buying offices in Hong Kong.
直接郵寄至本局國際企業資料庫中的合適海外買家，以及香港的採購辦事處。
- ◎ Distributed for free at the Hong Kong Toys & Games Fair and relevant trade fairs worldwide.
在香港玩具展及全球相關展覽會中免費派發。
- ◎ Displayed at business centres and receptions of selected hotels in Hong Kong during fair period.
在展覽會期間於本港特選酒店的商務中心及接待處展示。

Online Version 網上版

- **Published prior to trade fair starts**, allowing buyers to preview the products before visiting.
提早於展會前出版，供買家率先預覽。
- Buyers can read the magazines for free online.
供買家於網上免費瀏覽 (www.hktdc.com/magazines) 。



App Version 流動應用程式版

- Free download on smart devices.
於智能裝置中免費下載。



Exhibitors' benefits 參展商優惠

Exhibitors can **enjoy 20% off the full-page advertising rate** and the following benefits to attract buyers to visit your booth*:

參展商可享**全版廣告八折**，以及下列優勢吸引買家到訪展台參觀*：

- Front cover advertising exclusive for exhibitors only.
封面廣告只供參展商選購。

- Exhibitor's full-page advertisements will be placed at the front of corresponding advertising sections, with a fair label provided.
參展商的全版廣告將獲安排編印於所屬廣告分類的較前位置，並獲發「參展標籤」。



- Exhibitors' booth locations will be highlighted in App version when buyers tap the 📍 icon.

參展商展位位置於流動應用程式版一目了然，買家只需點 📍 即可瀏覽。

- A product photo will be displayed on the TV Wall at the Buyer Registration Counter and Exhibitor Locator System of the fair.

於會場內的買家登記處大型電子屏幕及參展商搜尋器展示一張產品照片。

*Terms and conditions apply 受條件及條款約束

2. e-Magazine and Product Display 電子版雜誌及展覽會產品陳列

Tailored for buyers who want to source for the hottest products. **World of Sports and STEM Toys** thematic e-Magazines allow exhibitors to reach target buyers via interactive advertisements, coupled with product display at the fair and promote through various online-to-offline channels.

《運動世界》及《啟發潛能玩具》電子版專題雜誌是特別為喜歡採購最新產品的買家而設，讓參展商透過互動廣告再配合展覽會產品陳列，以及一系列的網上網下宣傳渠道，抓緊買家目光。



- With readership of 135,000, World of Sports (80,000) and STEM Toys (55,000) are published along with the fair, allowing buyers to read the latest products and plan for planning fair visits.

《運動世界》及《啟發潛能玩具》將於展覽會舉行當月出版，讓買家瀏覽參展商最新產品，並籌劃行程，讀者人數將達135,000 [運動世界(80,000)及啟發潛能玩具(55,000)]。

- Product details, 360° animated photo and video can be embedded into the interactive advertisements for vivid product presentation.

互動廣告可植入產品資訊、360°轉動照片及多媒體短片，以更生動方式展示產品特色。



- Exhibitors can opt for display their products (up to 10 products in a showcase, or one product on table-top) at prominent location of the fair to attract buyers to visit their booths.

參展商可選擇於人流暢旺的專題陳列區展示相關產品，吸引買家到訪展台。本局提供獨立飾櫃(展示最多10款產品)或展示桌(展示一件產品)。

- Intensive promotion to attract buyers to download the thematic e-Magazine and to visit the product display zone via various visitor touch points at the fair venue and via online channels.

於展會現場各買家接觸點推廣及透過各網上渠道，吸引買家下載電子版雜誌，並到專題產品陳列區參觀產品。



3. hktcdc.com Online Promotions 「貿發網」網上推廣

hktcdc.com Online Marketplace (www.hktcdc.com) features 1.7 million worldwide registered buyers, including those quality buyers visiting the HKTDC trade fairs who source via hktcdc.com all year round. Business connections generated via hktcdc.com reach 24,000,000 a year.

To boost buyers' confidence, suppliers' information on hktcdc.com is verified by international renowned organisations including Dun & Bradstreet verifying company information, and SGS verifying the company certificates and factory compliances.

「貿發網」(www.hktcdc.com) 匯聚來自世界各地逾170萬名登記買家，包括每年來港參加貿發局展覽會的優質買家，全年不斷經「貿發網」進行採購。「貿發網」每年建立的商貿聯繫達2,400萬宗。

為突顯「貿發網」供應商的誠信優勢，加強買家採購信心，本局一直與不同的國際權威機構合作，包括鄧白氏及SGS香港通用檢測認證，提供公司資料認證、證書驗證及廠房符合性檢核服務。

Exhibitors' benefits 參展商優惠

- 20% off the advertising fee for promoting their company and products (from 100 items to up to 15,000 items depending on the package) on www.hktcdc.com for one year, and enjoy professional web content editing service to improve ranking.

參展商可享八折優惠，於「貿發網」推廣公司及其產品(視乎推廣計劃而定，由100項至15,000項不等)，為期一年，並由專人修訂網頁內容，提高搜索排名。



- Priority referral to fair visitors via the hktcdc.com Free Sourcing Service where the HKTDC provides free lists of relevant hktcdc.com suppliers to buyers according to their sourcing needs at more than 100 exhibitions in Hong Kong and overseas. You can also receive a buyer list with contact details to reach your targets directly.

透過「hktcdc.com展覽商貿配對服務」獲優先推介予展會買家。本局於本地及海外逾100個展覽會，根據買家所需產品，免費提供一份相關的供應商名單，「貿發網」供應商除可獲優先推介外，更可並獲取對口買家名單及詳細聯絡方法，盡佔先機。

- Priority participation at hktcdc.com Buyer Meetings and activities which the HKTDC organises for VIP buyers during major trade fairs throughout the year.

優先獲推介參與本局全年於各主要展覽會為VIP買家舉行的採購會及交流活動。



4. hktcdc.com Showcase Display 「貿發網」產品陳列



- Product display at HKTDC Buyer Centre at Hall 1 Concourse to attract buyers to visit your booth.

於展覽廳一號大堂附近的「香港貿發局買家服務中心」陳列產品，吸引買家參觀您的展台。

- Ambassadors to assist buyers interested in your products to scan the QR code, hence your company and product information will be downloaded to buyers' smart devices instantly. You can also receive the list of interested buyers with contact details for prompt follow up after the fair.

專人協助買家掃描展櫃上的二維碼(QR Code)，您公司及產品資料將直接下載至買家的智能裝置，並可於展後獲取相關買家名單。

5. hktcd.com Small Orders Online-Offline Promotion

「貿發網小批量採購」網上網下推廣

Exhibitors who accept small orders from 5 to 1,000 units can conduct online transactions with buyers via <http://smallorders.hktcd.com>. Selected products, maximum 10 types, can be showcased at the hktcd.com Small Orders product display zone of the fair to draw buyers' attention and to increase enquiries and orders.



參展商如接受產品數量介乎5至1,000小批量訂單，可透過「貿發網小批量採購」平台 (<http://smallorders.hktcd.com>) 與買家直接進行網上交易，並將精選產品(最多十款)於會場內的「貿發網小批量採購」產品陳列區展示，吸引買家購買及查詢，締造更多商機。

- Product display zone located at high-traffic Expo Drive Entrance or Hall 1 Concourse.
產品陳列區設於人流暢旺的展覽會博覽道入口或一號展館大堂。

- Prices in USD and MOQ for each product are clearly specified to speed up buyers' sourcing decisions.

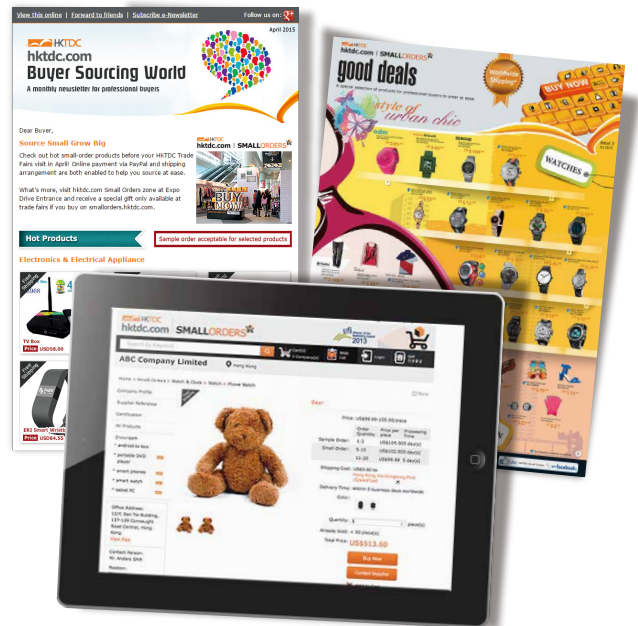
每件產品旁均清楚標示美元價格及最低訂購數量，加快買家的採購決定。

- Suppliers with a PayPal Business Account can conduct instant business transactions with buyers through the online transaction platform.

供應商只需開通PayPal商業帳戶即可透過網上平台與買家進行實時網上交易。

- Selected products will be highlighted in e-News and Good Deals leaflet to attract buyers to purchase.

精選產品將獲刊載於買家電郵及Good Deals宣傳單張重點推廣。



- Dedicated QR Codes will be provided, allowing buyers to view product details and conduct online transactions via smart devices.

每個展櫃設有二維碼(QR Code)，讓買家利用智能裝置即時下載產品資料及即時進行網上交易。

- During fair period, exhibitors will receive the list of buyers who have scanned the company's QR Codes or orders placed on the online transaction platform through email.

展會期間，參展商將以電郵方式收取曾掃描其二維碼的買家名單，以及買家透過網上平台發出的訂單。



6. Onsite and Outdoor Promotions 展覽現場及戶外推廣

Build your brand and attract visitors to your booth via the onsite advertising items at prominent locations.
利用在展會現場顯眼的廣告位置建立品牌形象，吸引買家參觀您的展台。

Interior Advertisements 展覽會場內廣告

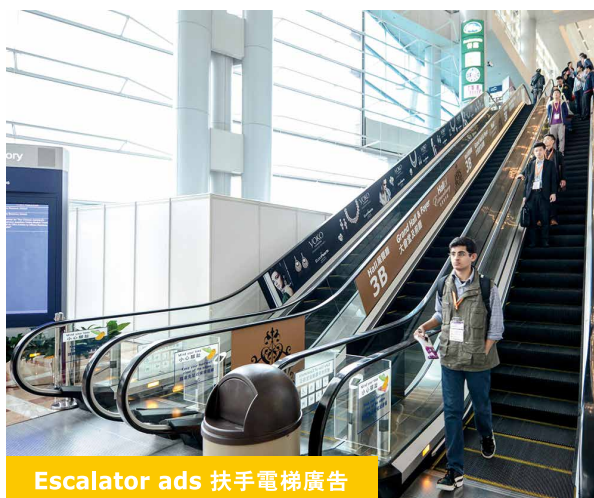
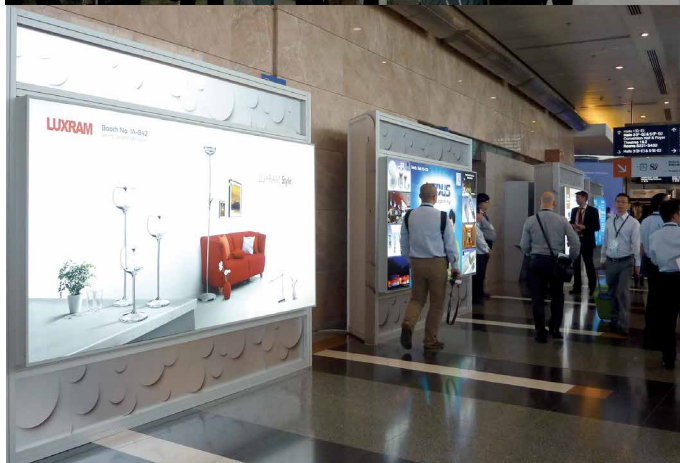
Benefit from higher visibility and buyer traffic to your booth through an array of onsite advertisements located at the most prominent spots.

利用設於場內主要位置的各種宣傳廣告，突出產品及公司形象，吸引買家到訪展台。

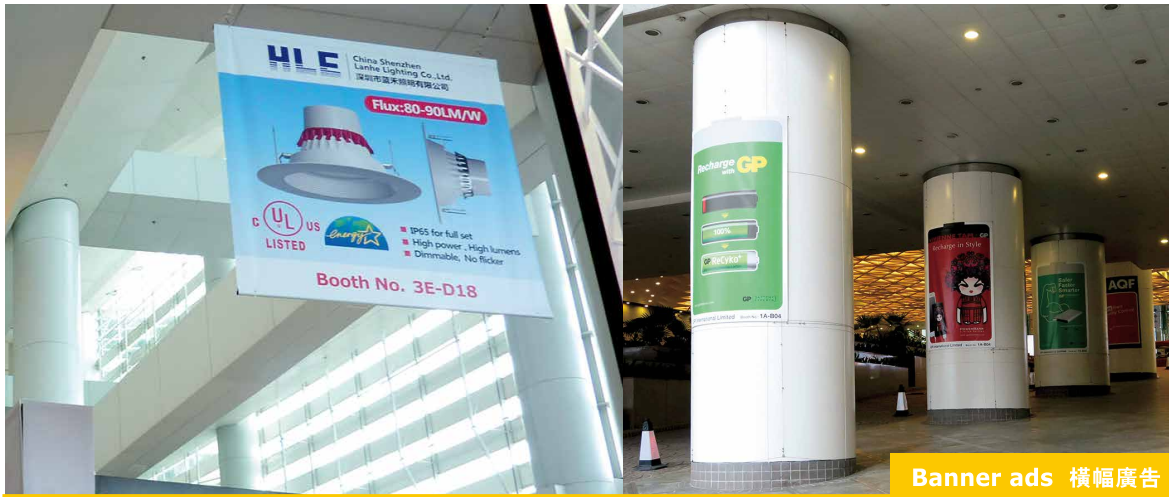
Hanging Poster ads 懸掛式海報廣告



Lightbox ads 燈箱廣告



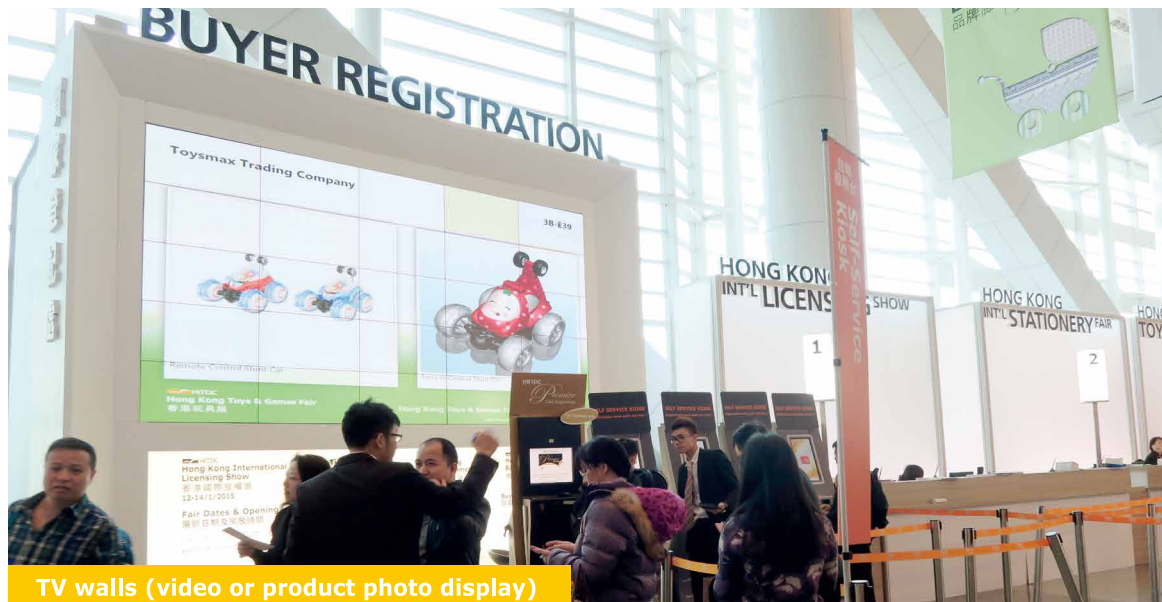
Escalator ads 扶手電梯廣告



Banner ads 橫幅廣告

◎ TV Wall Advertising 大型電視屏幕廣告

Highlight your product's functions and features via video or product photo display.
以播放短片或產品照片突顯產品功能及特色。



TV walls (video or product photo display)

大型電視屏幕 (播放短片或產品照片)

◎ Targeted Media Opportunities 針對性強的推廣媒體

Maximise your exposure by advertising on high-profile, on-the-go channels.
透過矚目的流動推廣媒體爭取更多曝光機會。



Shuttle bus sticker ads 大會穿梭巴士車身貼紙



Tote bag ads or inserts 大會購物袋廣告或宣傳單張插袋



Battery Charger ads 手機充電站廣告

Advertising Packages 廣告組合

Advertising Packages 廣告組合	Package Details 組合內容	Booking Deadline 預訂截止日期 (d / m / y年)	Advertising Fee* 廣告費*
1) Fair Catalogue 展覽會場刊			
<input type="checkbox"/> HKTDC Toys & Games 《香港貿發局玩具》	Full-page ad in Jan 2017 issue 2017年1月號全版廣告	5 / 12 / 2016	每頁HK\$14,000 / US\$2,160 per page (Original 原價: HK\$17,500 / US\$2,700)
2) Thematic e-Magazine Promotion Package 電子版專題雜誌推廣計劃			
<input type="checkbox"/> World of Sports / STEM Toys Thematic e-Magazine 《運動世界》/《啟發潛能玩具》 電子版專題雜誌	Full-page ad in Jan 2017 issue 2017年1月號全版廣告 (Can top up with product display, please contact HKTDC for details 可額外加配產品陳列, 請向本局查詢詳情)	5 / 12 / 2016	每頁HK\$5,800 / US\$900 per page
3) Online Promotions at www.hktcdc.com 「貿發網」 hktcdc.com 網上推廣			
<input type="checkbox"/> hktcdc.com Standard Package 「貿發網」標準計劃	Company profile with 100 product photos on English website and 10 photos on Chinese website for one year 公司專頁連產品照片, 英文網站100張, 中文網站10張, 為期一年	23 / 12 / 2016	HK\$14,240 / US\$2,200 (Original 原價: HK\$17,800 / US\$2,750)
4) Showcase Display & Online Promotions* 產品陳列及網上推廣*			
<input type="checkbox"/> hktcdc.com Showcase Display Package at Hall 1 Concourse 於展覽廳一號大堂「貿發網」產品陳列 推廣計劃	One unit of product display, company profile with 10 product photos on English and Chinese sites respectively, for 6 months and distribution of 100 leaflets 產品陳列櫃一格、公司專頁連產品照片, 英文及中文網站各10張, 為期半年, 及派發公司產品宣傳單張100張	21 / 11 / 2016	每格展櫃HK\$13,500起 / US\$2,080up per showcase unit
<input type="checkbox"/> hktcdc.com Small Orders online-offline promotion 「貿發網小批量採購」網上網下推廣	<ul style="list-style-type: none"> One unit of product display 產品陳列櫃一格 Company profile with 30 product photos on English website for one year 公司專頁連產品照片, 英文網站30張, 為期一年 	21 / 11 / 2016	每格展櫃HK\$9,000起 / US\$1,400up per showcase unit
5) Onsite Advertising Items 展會現場廣告			
<input type="checkbox"/> Onsite Advertising Items 展會現場廣告	<input type="checkbox"/> Hanging poster ads 懸掛式海報廣告 <input type="checkbox"/> TV wall 大型電視屏幕 <input type="checkbox"/> Banner ads 橫幅廣告 <input type="checkbox"/> Shuttle bus sticker ads 大會穿梭巴士車身貼紙廣告 <input type="checkbox"/> Escalator ads 扶手電梯廣告 <input type="checkbox"/> Tote bag ads or inserts 大會購物袋廣告 或 宣傳單張插放 <input type="checkbox"/> Lightbox ads 燈箱廣告 <input type="checkbox"/> Battery charger ads 手機充電站廣告 (All items are subject to stock availability 所有項目均受實際供應量限制)	31 / 8 / 2016	Our representative will contact you for advertising details 本局職員將與您聯絡提供廣告詳情
Total Advertising Fee 總廣告費用			HK\$ / US\$

We understand that the location and allocation of onsite advertising items and showcases are at HKTDC's sole and absolute discretion. We further agree and acknowledge that all applications, including advertisement design and content, and the exhibits for showcase display are subject to the final approval of HKTDC.

本公司明白主辦機構有權分配及更改展覽會現場廣告及產品陳列櫃之位置, 亦同時知悉香港貿發局對所有申請, 包括廣告內容及設計, 於陳列櫃內之展品擁有最終決定權, 本公司不會作出任何異議。

Company Name 公司名稱: _____ Person In-Charge 負責人: _____

Contact Person 聯絡人: _____ Title 職位: _____ Tel 電話: _____ Fax 傳真: _____

Address 地址: _____

Business Registration Certificate No. 商業登記證: _____

Email 電郵: _____ Website 網站: _____

Company Stamp & Authorised Signature 公司印鑑及負責人簽名: _____

* Non-Hong Kong applicants must pay in US dollars. The Hong Kong dollar price is applicable to Hong Kong applicants only.
港元價格僅適用於香港公司之申請, 非香港公司必須以美元價格繳付。

Acceptance of Showcase Display & Online Promotions packages is subject to showcase availability. Applications are accepted on a first-come, first-served basis. Showcase locations are subject to change without prior notice. The HKTDC has the right of final decision in case of any dispute. Existing hktcdc.com advertisers will receive a self-selected-keyword priority listing on the website for one month.
產品陳列及網上推廣組合如有超額申請情況, 將以先到先得形式安排。陳列位置如有更改, 恕不另行通知。如有任何爭議, 香港貿發局保留最終決定權。「貿發網」現有廣告客戶如參加此組合, 將獲「貿發網」自選關鍵詞搜尋結果頁優先排名, 為期一個月。



Hong Kong Trade Development Council - Publications & E-Commerce Department
30/F, Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong
Tel: (852) 1830 668 Fax: (852) 2575 0303 Email: supplier@hktcdc.org

香港貿易發展局 — 刊物及電子商貿部
香港灣仔皇后大道東213號胡忠大廈30樓
電話: (852) 1830 668 傳真: (852) 2575 0303 電郵: supplier@hktcdc.org

www.hktcdc.com

Circular (9) – Fair Notices 通告 (9) – 展會通告

Table of Contents 目錄	
1	Booth decoration and exhibits should be ready before the opening 準時開放攤位予買家參觀
2	Fast Action Scheme 快速行動計劃
3	Construction Waste and Exhibit Samples Disposal 棄置建築廢料及展品
4	Caution on Rental of Credit Card Payment Terminals 提防有關信用卡終端機租賃服務
5	Important Exhibition Regulations 展覽會重要規則
6	Immigration Regulations to be Observed and Followed by Exhibitors (if applicable) 參展商須遵守的入境規例
7	Caution on Third Party Promotional Offers from Fair Guide/Expo Guide/Event Fair/AVRON/International Fairs Directory 請小心處理由第三者(Fair Guide/Expo Guide/Event Fair/AVRON/International Fairs Directory)提供之推廣優惠
8	Trolley Rental Service NOT Available 展覽會不設租用手推車服務
9	Free Wireless LAN Service (for general Internet access only) 免費無線上網服務

1. Booth decoration and exhibits should be ready before the opening 準時開放攤位予買家參觀

To ensure all exhibitors and buyers have sufficient time for trade activities during the fair period as well as upholding the quality of Hong Kong Toys & Games Fair, exhibitors are reminded to have their exhibits ready and their booths well-manned at least 30 minutes before the opening of the fair every day. The fair will be opened to visitors on time.

為確保參展商與買家在展期內有足夠時間洽商及進一步提升展覽會形象，參展商請於每日展覽會開放前30分鐘準備好攤位佈置及所有展品，並同時看守其攤位，展覽會將每日準時開放予買家進場參觀。

主辦機構一向致力確保所主辦的展覽會成功舉行，同時亦重視展覽場地的安全，務求為參展商、工作人員、參觀者、買家及所有參與活動的人士營造一個安全的環境。

2. Fast Action Scheme 快速行動計劃

Starting from October 2006, the Customs and Excise Department (the "Customs") will collaborate with the "Hong Kong Brands Protection Alliance" ("HKBPA") to conduct a trial run of the "Fast Action Scheme" ("the Scheme") during local fairs. HKBPA represents 53 trade associations and is now inviting applications from Hong Kong companies who are members of one of the 53 participating trade associations to join the Scheme.

Exhibitors can join the Scheme by registering the details of their trade marks and copyrights with HKBPA and paying the applicable handling fees to HKBPA prior to the Fair. Upon receipt of a complaint from the relevant trademark or copyright owner, the Customs will take enforcement action against products exhibited at the Fair that infringe the rights of those companies that have joined the Scheme.

The Scheme will be operated independently by the Customs and HKBPA, and it is not a substitute for the existing on-site intellectual property rights ("IPR") complaints procedure implemented by the HKTDC. Exhibitors who do not wish to participate in the Scheme are welcome to visit the HKTDC's on-site IPR office for assistance in the same manner as at previous fairs.

For more details concerning the Scheme, please contact the Secretariat of HKBPA directly as follows:

Address : 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Tel : (852) 2788 5391
Fax : (852) 2788 5388
Website : www.hkbpa.org
Email : info@hkbpa.org



Exhibitors are also strongly advised to carefully scrutinize your exhibits and conduct all necessary due diligence on the IPRs attached to your exhibits prior to the Fair to avoid possible IPR infringement at the Fair.

If you have further questions regarding HKTDC's on-site IPR complaints procedure, please feel free to contact Ms. Flora Liu, Exhibitions Project Manager [Tel: (852) 2240 4469 / Email: flora.wy.liu@hktdc.org].

由 2006 年 10 月開始，香港海關〈海關〉將與「香港工商品牌保護陣綫」〈「陣綫」〉合作於展覽會試行「快速行動計劃」〈「計劃」〉。代表 53 個商會的「陣綫」現誠意邀請各商會所屬之會員公司參與是項計劃。

參展商可預先向「陣綫」登記其產品的品牌及版權資料，並於展覽會前向「陣綫」繳付有關費用。當已登記之品牌或版權持有人舉報侵權行為時，海關將核實跟進，並採取現場執法行動。

「計劃」將由海關及「陣綫」獨立運作，並不取代香港貿易發展局(香港貿發局)現有於展場內處理侵權投訴的程序。參展商如未有參加「計劃」，仍可一如以往親臨香港貿發局於場內之知識產權辦事處尋求協助。

如欲查詢「計劃」詳情，請與「香港工商品牌保護陣綫秘書處」聯絡：

地址：香港九龍達之路 78 號生產力大樓 3 樓
電話：(852) 2788 5391
傳真：(852) 2788 5388
網址：www.hkbpa.org
電郵：info@hkbpa.org

本局特提醒各參展商於展覽會前詳細檢查其展品及盡力去處理其展品的知識產權，避免於展會中被控侵權。

如 貴公司有任何進一步關於香港貿發局於場內處理侵權投訴的程序的疑問，歡迎隨時與本局展覽項目經理廖詠儀小姐聯絡〔電話：(852) 2240 4469 / 電郵：flora.wy.liu@hktdc.org〕。

3. Construction Waste and Exhibit Sample Disposal 棄置建築廢料及展品

This is to notify you that the dumping of contractors' and exhibitors' samples, packing, construction and waste materials in the exhibition halls, loading docks and fire exit areas at all Hong Kong Trade Development Council's Trade Fair venues is strictly prohibited. Any such materials will be removed and destroyed without further notice and the contractor or exhibitor concerned shall be liable for all expenses and costs thereby incurred.

If you wish to report the dumping of any materials in such areas, please contact the Fair Management Office. Thank you for your co-operation.

承建商及參展商的展品、包裝材料、施工物料及廢物，一律不得棄置在香港貿易發展局所有展覽會會場之展覽地點、卸貨區及走火通道範圍內，特此通告。所有棄置在上述範圍的物料均會被清理及銷毀，不作另行通知，所需費用概由有關承建商或參展商負責。

如發現棄置在上述範圍的物料，請致電聯絡主辦機構辦事處。多謝合作。

4. Caution on Rental of Credit Card Payment Terminals 提防有關信用卡終端機租賃服務

The 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 Toys & Games Fair. Should you have any questions, please contact Ms. Flora Liu, Exhibitions Project Manager at Tel: (852) 2240 4469; or via email address: flora.wy.liu@hktdc.org of the Hong Kong Trade Development Council.



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廖詠儀小姐聯絡，電話：(852) 2240 4469 或 電郵：flora.wy.liu@hktdc.org。

5. Important Exhibition Regulations 展覽會重要規則

Sub-letting

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 employees; and
- (ii) allow its own employees 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.

Display 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.

We would like to thank you in advance for your cooperation and understanding in complying with these particular rules which have been brought to your special attention. These rules exist in order to keep a fair and profitable business environment for all participants in the Exhibition.

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香港貿易發展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产品類別展區相符。

展品類別

參展商展示的产品，必須與展覽會攤位確認信所述的产品類別展區相符。假若主辦機構發現有參展商用於展示指定产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。

以上規則旨在為所有參展商提供一個公平有利的展覽環境，各參展商須遵守，多謝合作。

6. Immigration Regulations to be Observed and Followed by Exhibitors 參展商須遵守的入境規例

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, 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 the Organiser.

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。需要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, 歡迎聯絡主辦機構。

7. Caution on Third Party Promotional Offers from Fair Guide/Expo Guide/Event Fair/AVRON/International Fairs Directory

請小心處理由第三者(Fair Guide/Expo Guide/Event Fair/AVRON/International Fairs Directory)提供之推廣優惠

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 also come to HKTDC's attention that other companies under the name Expo Guide (owned by Commercial Online Manuals S de RL de CV ("Commercial Online Manuals")), Event Fair, AVRON and International Fairs Directory have 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 the Fair Guide, the Expo Guide, the Event Fair, the AVRON and the International Fairs Directory has NO CONNECTION with the HKTDC or any of our fairs.

UFI, an international organization which represents the interests of the exhibition industry worldwide has been warning the exhibition industry to be vigilant against Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals and other similar guides and organisations such as Event Fair, AVRON and International Fairs Directory. UFI has also reported that debt collection agencies work in partnership with these guides to intimidate exhibitors for payment. The practice of Construct Data has been considered as unconscionable and misleading by the Austrian Protective Association. Recent information suggests that Construct Data & Event Fair have shifted its operation from Austria to Mexico and/or Slovakia. It should be noted that the contents and wording of Fair Guide's and Expo Guide's letter and order form are virtually identical. It is possible that Construct Data, Commercial Online Manuals, Event Fair, AVRON and International Fairs Directory are related companies or are in some way connected. You should therefore 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, as well as seeking legal advice, before signing any such documents. The HKTDC does not recommend that you sign any materials that you receive from Construct Data, and/or Commercial Online Manuals and/or Event Fair, and/or AVRON, and/or International Fairs Directory. If you have mistakenly entered into contract with Construct Data and/or Commercial Online Manuals and/or Event Fair and/or AVRON, and/or International Fairs Directory, you should notify Construct Data and/or Commercial Online Manuals and/or Event Fair and/or AVRON, and/or International Fairs Directory in writing and inform them that you dispute the validity of the contract on the basis of mistake and/or misrepresentation. You should take legal advice as to how to respond to any demands for payment that you might receive. For more information about UFI's action against Fair Guide, Expo Guide, Construct Data, AVRON and International Fairs Directory, please visit <http://www.ufi.org/industry-resources/warning-construct-data/>

香港貿易發展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外多家公司, 包括Expo Guide (由 Commercial Online Manuals S de RL de CV ("Commercial Online Manuals") 所擁有), Event Fair、AVRON和International Fairs Directory及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: Fair Guide或Expo Guide或Event Fair或AVRON或International Fairs Directory概與香港貿發局或本局的任何展覽完全無關。

UFI, 一個代表全球展覽業利益的國際組織, 已經警告展覽業要小心警惕Fair guide、Expo Guide、Construct Data、Commercial Online Manuals和其他類似的指南和組織如Event Fair、AVRON和 International Fairs Directory。UFI還報告說, 收債公司和這些指南和組織有夥伴的關係, 從而恐嚇參展商付款。Construct Data之經營手法已被奧地利保障公平競爭協會 (Austrian Protective Association) 視為不公平及誤導。最近有資料顯示, Construct Data、Event Fair及AVRON已從奧地利轉移其運作到墨西哥和/或斯洛伐克。



由於Fair Guide及Expo Guide的信件及訂單內容及語句幾乎完全相同，Construct Data, Commercial Online Manuals, Event Fair, AVRON與International Fairs Directory可能是相關或連繫之公司。閣下因此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，應細閱有關文件和尋求法律意見，以保障閣下本身的利益。

本局並不建議閣下簽署任何從Construct Data及/或Commercial Online Manuals及/或Event Fair及/或AVRON及/或International Fairs Directory收到之文件。如閣下在錯誤情況下與Construct Data及/或Commercial Online Manual 及/或Event Fair及/或AVRON及/或International Fairs Directory訂立合約，閣下應以書面通知Construct Data及/或Commercial Online Manuals及/或Event Fair及/或AVRON及/或International Fairs Directory指出基于錯誤或被誤導之情況下簽署該文件，有關合約無效。閣下應該就如何應對你可能會收到的付款要求尋求法律意見。

欲瞭解更多信息關於UFI 對Fair Guide, Expo Guide, Construct Data 與Commercial Online Manuals採取之行動，請瀏覽此網頁<http://www.ufi.org/industry-resources/warning-construct-data/>。

8. Trolley Rental Service NOT Available 展覽會不設租用手推車服務

Trolley rental service will NOT be available for exhibitors at the fair. Exhibitors are advised to make your own arrangement in advance should you need to use any trolley in the fair.

參展商請特別留意，展覽會將不設租用手推車服務。參展商如需要使用手推車，請自行安排。

9. Free Wireless LAN service 免費無線上網服務

To ensure smooth Internet access during the fair period for business usage that requires stable connection (such as website demonstration, download of multimedia files, remote access to company server, etc.) throughout the Fair, exhibitors are advised to order a dedicated Broadband Line inside your booth, instead of relying on the Wireless LAN service provided by Hong Kong Convention and Exhibition Centre (HKCEC) (Please refer to FORM 5 in the "Order Forms").

All exhibitors are kindly reminded that the free Wireless LAN service operated by HKCEC intends only for light and casual usage by a limited number of users simultaneously. The wireless connection may fail or become slow and/or unstable during the fair period, and will disconnect if the connection is idle for over 10 minutes.

如 貴公司在展覽會期間需要穩定流暢之網路連線作商務洽談用途(如網頁示範、檔案下載或遠程連接電腦伺服器)，主辦機構強烈建議閣下訂購一條獨立的寬頻上網線路以便在展位中使用，避免依賴香港會議展覽中心提供之無線上網服務（申請程序請見「申請表格」內的表格5）。

各參展商亦必須注意香港會議展覽中心提供之免費無線上網服務只能為有限的使用者提供輕量及臨時的上網用途。因此在展覽會期間網路可能出現連線失敗，不穩定或緩慢等情況，且若連線後停止瀏覽網頁超過 10 分鐘，無線上網服務亦會自行中止。

Exhibitors' Brief on the Protection of Intellectual Property Rights at TDC Exhibitions

The Hong Kong Trade Development Council (referred to below as "**TDC**", "**Organizer**", "**we**", "**our**" or "**us**"), 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 on-call 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 legal advisors will be on-call during the opening hours of our trade fairs and will attend our office within a reasonable time upon notification by us to handle any complaint filed in accordance with the Exhibitor's Brief. 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 ("**Exhibitors**") is drawn to Clause 43 of the conditions of participation, setting out rights and obligations of exhibitors at TDC exhibitions, which is set out below for ease of reference:

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 howsoever 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 Organizer 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 Organizer 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 TDC Exhibitions" ("**Exhibitors' Brief**") that the Organizer 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 Organizer shall have the sole and absolute discretion to ban the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies from any or all future TDC exhibitions and/or to further ban any representatives of the Exhibitor in question from entering the venue of the current TDC Exhibition in which the Exhibitor is participating.

If a complainant ("**Complainant**") files a complaint with the Organizer in accordance with the Exhibitors' Brief and requests the Organizer to take action against an Exhibitor, the Complainant agrees to hold the Organizer, 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 Organizer, 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 Organizer, 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.

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 on-call Fair Legal Advisor engaged by HKTDC (the "**Fair Legal Advisor**"). The Fair Legal Advisor will be on-call during the opening hours of HKTDC's trade fairs and will attend the HKTDC's office within a reasonable time upon notification by the HKTDC to handle any complaint filed in accordance with the Exhibitor's Brief.
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 Legal Advisors on site will specify the kind of documents and other evidence necessary to support a complaint.
4. If the Legal Advisor is satisfied, on the basis of the documents provided, that the Complainant's intellectual property rights are valid and have been infringed by the display of the Exhibitor's product or material in dispute at the Fair, a TDC Fair Official will visit the booth involved.
5. The Fair Legal Advisor will also visit the HKTDC's website (www.hktdc.com) to check whether the product or any material in dispute is displayed on the said website. If so, the HKTDC has the sole and absolute discretion to disable the link or otherwise take down / remove the disputed product or material from the Organizer's website in accordance with the HKTDC's *Terms & Conditions for Printed Advertisement & Online Promotion* without further notice.
6. As Fair Organizer, TDC has the power to immediately take at least 3 photographs of the product or any material in dispute.
7. 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 Fair unless he/she can adduce evidence to show to the satisfaction of the Legal Advisors 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 TDC for its records.
8. If the TDC 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.
9. If the Exhibitor fails or refuses to co-operate with TDC under paragraphs 6 and/or 7 and/or 8 above, TDC shall have the right and power, in its sole and absolute discretion, to ban the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies, from any or all future TDC exhibitions.
10. TDC staff will visit any booth in respect of which a complaint has been received and accepted by TDC'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, TDC shall have the right and power, at its sole and absolute discretion, to immediately terminate the right of participation in the Fair in question of the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies without any refund of the participation fee already paid , and to ban the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies from any or all future TDC exhibitions.

Penalties

An Exhibitor and/or any of its representatives, parent, associate, affiliated and/or subsidiary companies may, in the sole and absolute discretion of the TDC, be banned from any or all future participation in TDC exhibitions if:

a. after TDC has received and accepted a complaint against the Exhibitor, the Exhibitor fails or refuses to:

- allow TDC to immediately take 3 photographs of the product or material in dispute;
- sign an undertaking immediately in favour of TDC in a form provided by TDC, 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 TDC and allowed TDC to take photographs of the product or material in dispute during the Fair;

OR

c. the Exhibitor removes the product or material in dispute immediately from display and signs an undertaking provided by TDC 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 TDC shall, in addition, be entitled to immediately terminate the Exhibitor's 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 any Complainant(s) during two consecutive fair periods, notwithstanding that the Exhibitor has cooperated with TDC 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 Legal Advisors:

- 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, or any service supplied or offered to be supplied to a consumer;
- (ii) supplies or offers to supply any goods, or any services to consumers, 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.

Further, any person who engages in relation to a consumer any unfair trade practices (including but not limited to any commercial practice that is a misleading omission, or is aggressive, or constitutes bait advertising, bait and switch, or wrongly accepting payment) 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.

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

A. Copyright

Option 1: An affidavit of copyright ownership and subsistence made by the owner of the copyright work pursuant to Section 121 of the Copyright Ordinance (Cap. 528 of Laws of Hong Kong) - for reference purposes, a template affidavit is available for download at: [\[http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf\]](http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf)

OR

Option 2: If the Complainant owns and provides its original evidence for all of the below items 4-6 as evidence, and provide information and evidence of **all** of the following:-

1. date and place that the copyright work was first made or first published;
2. name of the author of the copyright work;
3. name of the owner of the copyright work;
4. **original** copyright work (e.g. design drawings, sketches, etc) - **NOTE:** copies, including photocopies or computer copies will **not** be accepted;
5. **original** evidence on proof of ownership of the copyright work - for example, in the event the author of the copyright work is an employee of the Complainant, that employee's contract of employment; or in the event the author of the copyright work is not the Complainant nor its employee, copyright assignment evidencing the assignment of copyright from the author to the Complainant; and
6. **original** evidence of the date of (i) the first sale of the product/article to which the copyright work relates (e.g. invoices, shipping documents, etc) or (ii) the first publication of the copyright work, and such evidence must clearly identify the product/article in question

For any complaint made under Option 2, complainants will also be required to complete, provide and confirm **all** the above information and evidence in a standard-form checklist (which is available for download at [\[http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/1.pdf\]](http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/1.pdf) or to be provided by TDC at the time of the complainant's filing of the complaint). If any of the required information and/or evidence is missing or otherwise incomplete, or if any of the information and/or evidence provided are, in TDC's opinion, unreliable, conflicting, false or inaccurate in any manner, the relevant complaint will not be processed or will be rejected.

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 (**NOTE:** foreign registrations will **not** be accepted).

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 (**NOTE:** foreign registrations will **not** be accepted).

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 (**NOTE:** foreign registrations will **not** be accepted); and
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 with clear and specific reference to the alleged infringing product in question.

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

香港貿易發展局展覽會保護知識產權措施：參展商須知

香港貿易發展局（以下簡稱為「**本局**」、「**主辦機構**」）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。本局於展覽會開放期間備有法律顧問候命，如投訴人/參展商根據參展商須知向本局作出侵權投訴，本局之法律顧問將於收到本局有關通知後的合理時間內抵達本局之辦事處協助處理有關投訴。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（「**參展商**」），必須遵守貿易發展局展覽會參展規則第 43 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，在任何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《香港貿易發展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代表、母公司、有聯繫公司、相關聯公司及/或附屬公司參加香港貿易發展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（「**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。

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候命的法律顧問（「法律顧問」）將會處理有關投訴。法律顧問將於展覽會開放期間候命，如投訴人/參展商根據參展商須知向本局作出侵權投訴，法律顧問將於收到本局有關通知後的合理時間內抵達主辦機構辦事處協助處理有關投訴。
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. 法律顧問亦會檢查有關涉嫌侵權展品或任何具爭議的物品有否於本局的網站（www.hktdc.com）上顯示。若有該等發現，本局有全權絕對酌情決定權根據本局之*網上推廣條款及條件* 停止顯示涉嫌侵權的產品之連結或以其他方式從本局的網站取下/刪除涉嫌侵權的展品以及其有關物品，恕不作另行通知。
6. 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。
7. 除非有關參展商能提出使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。
8. 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。
9. 假若有關參展商拒絕合作或違反上述第 6 及/或第 7 及/或第 8 項條款，本局有權利及權力，按其唯一及絕對之酌情權，禁止該等參展商及其任何代表、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。
10. 本局職員會定期到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，本局有權利及權力，按其唯一及絕對酌情權，即時取消該等參展商及其任何代表、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，並禁止其及其任何代表、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任何其中一種情況，決定是否禁止參展商及/或其任何代表、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。
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侵權。
5. 參展商在連續兩屆展覽會中，被超過一名投訴人就不同的知識產權或被同一名投訴人就不同產品或物品的權利作出四宗或以上的侵權投訴，而該等投訴均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）

任何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或應用於向消費者提供或要約提供的服務；
- (ii) 供應或要約供應已應用虛假商品說明的貨品、或向消費者提供或要約提供已應用虛假商品說明的服務；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。

另外，任何商戶如就任何消費者作出任何不良營商手法（包括但不限於任何屬誤導性遺漏的營業行為、具威嚇性的營業行為、構成餌誘式廣告宣傳的營業行為、構成先誘後轉銷售行為的營業行為、或構成不當地就產品接受付款的營業行為），即屬犯罪。

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。

證明知識產權的存在及擁有權的所需文件

A. 版權

途徑 1：版權作品的版權擁有人根據香港法例第 528 章《版權條例》第 121 條所作出證明其版權的存在及擁有權之誓章 – 誓章之樣本可於以下網頁下載，以供參考：

[\[http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf\]](http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf)

或

途徑 2：若投訴人為版權擁有人並能提供下列第 4-6 項證據的**正本**作舉證，投訴人需提交下列**所有**的資料及證據：

1. 作品的首次創作或首次出版的日期和地點；
2. 作品的作者名稱；
3. 作品的擁有者名稱；
4. 版權作品的**原作正本**，例如設計圖樣及草圖等 – **註：**任何副本，包括影印本或電腦印列本，均**不**接受；
5. 作品擁有權證明的**正本**。倘若有關作品的作者是投訴人的僱員，則須提供僱聘合約；或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；及
6. 發票、貨運文件或其他文件的**正本**，而該等文件可證明(1)首次出售有關該版權作品保護之產品或物品之日期，或(2)首次發布有關版權作品之日期，而該證據必須清楚指明該產品/物品。

以途徑 2 作出之投訴，本局將向投訴人提供一份文件證據清單，而投訴人需要在該清單填寫、提供及確認上述所有資料及證據。證據清單可於以下網頁下載 [http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/1.pdf] 或於呈交投拆時向本局索取。若缺少任何資料及/或證據、或任何資料及/或證據不完整、或倘若本局認為任何提交之資料及/或證據為不可信、具任何矛盾、虛假或不準確的情況，有關投訴將不被處理或將被拒絕。

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（註：任何非香港的註冊均不接受）。

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（註：任何非香港的註冊均不接受）。

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（註：任何非香港的註冊均不接受）；及
2. 由投訴人之專利代理或法律顧問發出之書面意見書，清楚指明有關涉嫌侵權之展品或物品的詳情，並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。

以及任何由法律顧問因應實際情況要求提供的任何其他證據。

SME Export Marketing Fund

Expand markets outside Hong Kong



SME Export Marketing Fund (EMF)

Purpose

To help small and medium enterprises (SMEs) expand markets outside Hong Kong through funding support for their participation in export promotion activities.



Eligibility

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

“SMEs” are manufacturing businesses which employ fewer than 100 persons in Hong Kong; or non-manufacturing businesses which employ fewer than 50 persons in Hong Kong.^{Note}

Scope

- Participation in trade fairs/exhibitions and business missions outside Hong Kong, as well as local trade fairs/exhibitions which mainly target at markets outside Hong Kong.
- Advertisements on printed trade publications which mainly target at markets outside Hong Kong.
- Participation in export promotion activities (such as placing advertisements, keyword search, listing product information, setting up or enhancing online shop, etc.) conducted through electronic platforms/media which mainly target at markets outside Hong Kong.
- Setting up or enhancing a corporate website of the applicant enterprise which mainly targets at markets outside Hong Kong.



Expenditures such as the participation fees charged by organisers, travelling expenses, hotel accommodation expenses, fees for advertising in trade publications, fees for advertising, keyword search, product information listing, setting up or enhancing online shop on electronic platforms/media, and fees for setting up or enhancing a corporate website of the applicant enterprise are generally eligible for support under the EMF.

Amount of Grant

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. The



cumulative amount of grant an SME may obtain from the EMF is \$200,000.

The last \$50,000 of the total amount of grant must be used for participating in export promotion activities which are not previously funded by the initial grant amount of \$150,000. For more details regarding this requirement and its implementation, please enquire with the SME Export Marketing Fund Section (the EMF Section).

Application Procedures



An SME should submit application for grant within 60 calendar days after the completion date of the trade fair/exhibition or business mission; the issue date of the trade publication containing the advertisement; the completion date of the relevant contract of the export promotion activity conducted through an electronic platform/medium, or the completion date of the relevant project on setting up/enhancing the corporate website of the applicant enterprise. Duly completed application form with all necessary supporting documents should be submitted to the EMF Section either in person or by post.

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

For enquiries, please contact:
SME Export Marketing Fund Section
Trade and Industry Department
15/F, Trade and Industry Tower
3 Concorde Road, Kowloon City,
Hong Kong
Tel. : 2398 5127 / 2398 5125
Fax. : 2391 2646 / 3525 0329
Email : emf_enquiry@tid.gov.hk
Website : www.smefund.tid.gov.hk

Note: For the purpose of the EMF, “enterprise” refers to a legal entity who is engaged in any form of business for the purpose of gain. Non-profit-making or non-profit-distributing organisations are not eligible.

中小企業 市場推廣基金

開拓香港境外市場



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，從而協助其擴展香港境外市場。



申請資格

所有在香港按照商業登記條例(第310章)登記並在本港有實質業務運作的中小企業。

「中小企業」指從事製造業而在本港僱用少於100人；或從事非製造業而在本港僱用少於50人的企業^註。

資助範圍

- 參與香港境外展銷/展覽會及商貿考察團，及以香港境外市場為主要對象的本地展銷/展覽會。
- 在以香港境外市場為主要對象的印刷貿易刊物上刊登的廣告。
- 通過以香港境外市場為主要對象的電子平台/媒介進行出口推廣活動，例如刊登廣告、關鍵字搜尋、上載產品資料、建立或優化網上商店等。
- 建立或優化申請企業所擁有的以香港境外市場為主要對象的公司網站作出口推廣。



由主辦機構收取的參加費，交通費，酒店住宿開支，貿易刊物的廣告費，在電子平台/媒介刊登廣告、作關鍵字搜尋、上載產品資料、建立或優化網上商店的費用，及建立或優化申請企業所擁有公司網站的費用，一般情況下可獲基金資助。

資助金額

每宗成功申請最高的資助額為申請企業就有關活動繳付的核准開支總費用的50%或5萬元，以較低者為準。每家中小企業的累積資助上限為20萬元。



資助總額中最後的5萬元資助額，必須用於參與未曾獲基金首15萬元資助額資助的出口推廣活動。如欲了解更多有關本規定及其實施的詳情，請向「中小企業市場推廣基金」組查詢。

申請手續

在展銷/展覽會或考察團完結日、刊登廣告的貿易刊物出版日、在電子平台/媒介進行的出口推廣活動的有關合約完結日，或建立/優化申請企業擁有的公司網站的有關項目完成日起計的六十個曆日內，把已填妥的申請表連同所需證明文件以郵遞方式或親身送交工業貿易署「中小企業市場推廣基金」組。



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

如有查詢，歡迎聯絡：

香港九龍城協調道3號

工業貿易大樓15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

註：就基金而言，「企業」是指為了圖利而從事任何形式的業務的法人。非圖利或非分配利潤組織並不符合資格。