Special Funding Support Programme for Small-sized Corporate Meeting and Convention (MC) Groups 2025/26

(For Hotels)

Guide to Application

Application Period: 1 April 2025 – 30 April 2025

(Updated on March 2025)

Guide to Application ("Guide")

This special funding support prorgamme (the "Programme") aims at providing business-building assistance for all Hong Kong licensed hotels, to increase their competitiveness in winning small-sized corporate meetings and conventions to Hong Kong.

Applicants should read the following information carefully before submitting their application.

1. Scope and Eligibility

1.1 Eligibility of Applicant

1.1.1 The Applicant must be a licensed hotel registered at the Office of the Licensing Authority[1] under the Home Affairs Department of the HKSAR Government.

1.1.2 As the hotel representative from the Sales / Event / Catering department to apply for the funding, he/she is the manager to handle direct contract negotiation with the event organiser on the following services, without going through any intermediaries including but not limited to any destination management companies (DMCs) and professional conference organisers (PCOs):

a) Hotel accommodation for the corporate meeting or convention (MC) groups in the Applicant hotel, and;
b) Venue rental contract for the MC event staging in the Applicant's hotel premises

1.2 Eligibility of Corporate Meeting or Convention (MC) Group

1.2.1 The group size must be at least ten (10) physical non-Hong Kong participants*, who are:

a) Organised by a commercial corporation, inviting **non--Hong Kong** employees and invited guests. or
b) Non-Hong Kong participants of a convention

For the avoidance of doubt, the group travelling to Hong Kong for the purpose of incentive trip are not eligible to the Programme.

** If the actual number of physical non-Hong Kong participants in the applied event group exceeds four hundred (400), the maximum amount of funding will be capped at four hundred (400) participants. If the event group has already received any other funding support from the Hong Kong Tourism Board or the Hong Kong Special Administrative Region Government/public organisation(s), to avoid duplicate disbursement, the event will not be eligible for this scheme. The Hong Kong Tourism Board reserves the sole and final discretion in determining the eligibility for this application.*

1.2.2 Physical non-Hong Kong participants are defined as event attendees who are not residing in Hong Kong and have registered for participation with the organiser of a qualified MC event.

1.2.3 The event of the MC groups must take place at the proper meeting facilities of the Applicant hotel excluding any bars and restaurants of the Applicant hotel. Multi-purpose function rooms may be accepted with justifications subject to the approval from the Hong Kong Tourism Board ("HKTB").

1.2.4 The MC group must stay in the applying hotel for a minimum of one (1) night.

[1] For the full list of licensed hotels, please visit https://www.hadla.gov.hk/en/hotels/index.html

1.2.5 The arrival date of the eligible MC group to Hong Kong must fall between 8 April 2025 and 30 September 2026, both dates inclusive.

1.2.6 The MC groups already confirmed to be held in Hong Kong at the time of submitting this application will not be eligible.

1.2.7 For multiple MC groups coming from the same commercial corporation, trade, or professional association for the same visit purposes within any three-month period, the Applicant shall consolidate these multiple groups into one single application for the same organiser with the accumulated total number of physical non-Hong Kong participants.

1.3 Definition of a Qualified MC Event

It is required that the MC event has not been officially confirmed to be held in Hong Kong at the time of submitting this application.

1.3.1 Corporate Meeting event:

a) Internal and external corporate meetings organised by commercial corporations for business purposes.
b) The event must comprise at least one half-day meeting proceedings of minimum 4 consecutive hours held at the residing hotel's meeting facilities.
c) Visitors should be physical non-Hong Kong employees and/or invited guests of the commercial corporation which organises the meeting event.

1.3.2 Convention event:

a) Conferences, congresses, seminars or forums organised by trade or professional associations.
b) The event must comprise at least one half-day meeting proceedings of minimum 4 consecutive hours held at the residing hotel's meeting facilities.
c) Visitors shall be physical non-Hong Kong attendees of the convention event.

For the avoidance of doubt, it is hereby clarified that sales and promotional activities targeting consumers including but not limited to consumer fairs, paid courses, academic teaching programmes, investment promotion for developing non-Hong Kong markets, etc. are excluded in this provision.

2. Funding Support

2.1 Funding support will be offered to the approved Applicant for serving a qualified MC group in Hong Kong according to the actual number of physical non-Hong Kong participants and on a reimbursement basis subject to funding availability under the following tier structure:

Number of physical non-Hong Kong participants	Maximum amount of funding support from the HKTB (HK$)	
	2 nights stay or longer	1 night stay
10-19	7,500	3,750
20-50	15,000	7,500
51-75	22,500	11,250
76-100	30,000	15,000
101-200	45,000	22,500
>201	80,000	40,000

The maximum eligible funding will be reimbursed to the Applicant based on the actual number of physical non-Hong Kong participants residing at the Applicant hotel and the actual number of physical non-Hong Kong participants attending the meeting or convention in the Applicant hotel, whichever is lower. In case of any update on the actual group size, the Applicant should notify the HKTB within ten (10) working days of the completion of the MC event.

2.1.1. Applicants are not eligible to apply for this Scheme if they have used, or intend to use, the same handled MC group for applying other funding support from the HKTB or HKSAR Government or public organisation(s). Duplicate funding application is not permitted and this restriction is intended to avoid duplicated funding. The HKTB has the sole and final discretion in respect of any matter under this clause 2.1.1 and the HKTB's determination shall be final and binding on the Applicant.

2.2 To provide business-building assistance for Hong Kong licensed hotels to attract small-sized MC groups, the funding must be utilised in the following one or more areas:

Providing special hospitality offers for eligible MC groups (please refer to clause 1.2) in the following areas:

i. Hotel accommodation
ii. Dining
iii. Meeting packages
iv. Special events

2.3 The total cumulative amount of approved funding for each Applicant will not exceed five hundred thousand Hong Kong dollars (HK$500,000) in respect of applications for the entire application period of the Programme.

2.4 Funding will be allocated to eligible Applicants on a reimbursement and first-come, first-served basis based on the actual group size of physical non-Hong Kong participants as specified in clause 2.1 (upon receipt of a completed application with all required details and documentation), subject to the overall funding availability and approval of the HKTB. For the avoidance of doubt, HKTB reserves the right to approve or reject any application at any time in its absolute discretion without giving any reason or prior notice whatsoever.

2.5 If the total expenses under specific purposes (as specified in clause 2.2 above) exceed the maximum or eligible funding amount, the reimbursement of expenses for these specific purposes will be capped at the maximum or eligible funding amount as specified under clause 2.1.

2.6 If the total expenses under specific purposes (as specified in clause 2.2 above) are less than the maximum or eligible funding amount, HKTB's funding support will be capped at the total expenses as stated in the invoice(s) issued by the Applicant, while non-utilised funding support cannot be transferred to any other events.

2.7 Applicants are not eligible to apply for this Scheme if they have used, or intend to use, the same handled MC group for applying other funding support from the HKTB. Duplicate funding application is not permitted and this restriction is intended to avoid duplicated funding. The HKTB has the sole and final discretion in respect of any matter under this clause 2.7 and the HKTB's determination shall be final and binding on the Applicant.

3. Application and Funding Procedures

3.1 Application Period

3.1.1 All applications must be submitted by the Applicant to HKTB's appointed Secretariat ("the Secretariat") during the period of 1 April 2025 to 30 April 2025 for processing. (Note: The arrival date of eligible MC groups in Hong Kong must fall between 8 April 2025 and 30 September 2026, both dates inclusive.)

3.2 Application Procedures

3.2.1 Pre-Event

The Applicant must submit the following documents to the Secretariat by email at least ten (10) working days (Monday to Friday, excluding public holidays) prior to the arrival date of the eligible MC group in Hong Kong. **Late submissions will not be accepted**.

a) a fully completed online *Application Form* (Form A)
b) a detailed event programme/itinerary (which should include the activities outline with dates, time, venue and rundown)

3.2.2 During the staying period

HKTB may send staff or agents to the event venue to conduct on-site inspections and spot checks.

3.2.3 Post-Event

Within ten (10) working days (Monday to Friday, excluding public holidays) of the completion of the MC event, the Applicant is required to submit the following supporting documents to the Secretariat:

a) the *Letter of Event Confirmation* (Form B) signed by the event with their respective company chop specifying:

   i. the confirmation of event venue and services for the eligible MC (that was generated by the Applicant and taken place at the facilities of the Applicant hotel)
   ii. name of event organiser, event name, event date, time, and venue(s); and
   iii. the actual number of physical non-Hong Kong participants residing at the Applicant hotel and attending in the meeting or convention held at the Applicant hotel;

Note to clause 3.2.3 (a):

- As an alternative to the *Letter of Event Confirmation* (Form B), the Applicant can submit a copy of the venue rental service agreement duly signed between the Applicant and the event organiser with their respective company chops. The agreement shall clearly state all the required details as specified in Form B.

- The service agreement copy which serves as an alternative to Form B shall be submitted to the Secretariat together with **a rooming list of the concerned MC group***. The physical non-Hong Kong participants' names and personal information on the list must be partially covered for personal data protection, *e.g. *eter *Chan (hides the 1st letter of the first name and last name).*

- The funding will be confirmed based on the actual number of physical non-Hong Kong delegates accommodated in the Applicant hotel and the actual number of physical non-Hong Kong delegates attended the MC event in the Applicant's hotel, whichever is lower.
- The Applicant shall ensure that the disclosure of its content to the Secretariat does not violate any confidentiality terms between the Applicant and the event organiser. The agreement will be kept by the HKTB for internal checking and record purposes only.The HKTB will only accept the agreement duly signed between the Applicant and the event organiser.
- Subject to the completeness of all the required details as specified in points (i)-(iii) above, the Secretariat may request additional supporting documents or information as it deems appropriate.

b) the *Letter of Confirmation of Hotel Stay and Funding Usage* (Form C) signed by the hotel director of sales/director of marketing/director of finance (same or above) to confirm the stay and the provision of hospitality support to the eligible MC group. The letter shall list out details of the group (including Corporate meeting or Convention group name, check-in and check-out dates, the final actual number of physical non-Hong Kong participants, event venue and accommodation details*, etc.) and hospitality offer value. The hotel booking must be confirmed after the submission of this application so as to be eligible for funding support.

c) a copy of the invoice(s) or receipt(s) of related special hospitality offer expenses (including the associated group accommodation) issued by the Applicant as supporting document(s)*. (Note: the document shall indicate the amount of special hospitality offers or discount to the MC group)

d) Photograph(s) serve as evidence of the MC event, e.g. event signage at the venue, event images taking at the registration area or function room.

Applicant must redact or mask the names and personal information of MC group participants on the documents before submission. If otherwise, the Secretariat will destroy those documents and will not process the application until the redacted documents are received.

3.3 Funding Provision

3.3.1 Under normal circumstances, the Secretariat will complete the processing of a valid application within thirty (30) working days from the date of receipt of the duly completed online reimbursement application accompanied by all necessary supporting documentation (as specified in clause 3.2 above), upon confirmation of the eligible MC event. The Applicant will be notified of the application result (successful or otherwise) by the Secretariat in writing by email.

3.3.2 The successful Applicant is then required to issue an invoice for the eligible funding to the Secretariat for funding provision. The funding will be disbursed to the bank account provided by the successful Applicant within forty-five (45) working days under normal circumstances.

4. Enquiry

For enquiries, please contact the HKTB office with the details below:

The Secretariat, Special Funding Support Programme for Small-sized Corporate Meeting and Convention (MC) Groups 2024/25

Telephone: 8120 0006
Email: Specialmcfunding@hktb.com
Address: 9-11/F, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong

5. Important Notes

5.1 The source of business for the MC event booking(s) must originate from event organisers.

5.2 If the Applicant is receiving Mainland China/overseas delegations(s) to participate in an event that is already confirmed to be staged in Hong Kong, it will not be eligible for any funding support.

5.3 The acceptance of this funding proramme application shall not be construed as an endorsement or approval by the Hong Kong Tourism Board ("HKTB") of any products, services or opinions presented by the Applicant. The Applicant is strictly prohibited from using the HKTB's logo, name or trademark for publicity, promotion or any other purposes without obtaining prior written consent from the HKTB.

5.4 Owing to privacy concerns, please do not send participants' names and personal information to the Secretariat unless such information is specifically required. All materials and documents containing the following information related to guests shall be properly redacted before submitting to the HKTB: (i) travel document number: (ii) contact details such as phone number; (iii) address; and (iv) name other than the surname.

5.5 The personal data provided in the application and related supporting documents [including but not limited to Form A, Form B, Form C, copy of the invoice(s)] and supplementary information will be used by HKTB and the Secretariat in accordance with the Personal Information Collection Statement (Annex 1). Details of HKTB's applicable privacy policy are found at https://www.mehongkong.com/eng/home/privacy- policy.html. The HKTB reserves the right to not process an application if the Applicant fails to provide the required information.

5.6 The HKTB has the right to send staff or agents to the MC event venue in Applicant hotel for inspections and sample checks.

5.7 The Secretariat may request additional supporting documents or information as it deems appropriate.

5.8 In any event of change or cancellation of the event, the Applicant should notify the Secretariat as soon as possible prior to the event commencement. Otherwise, the application will be considered invalid, and thus funding will not be approved. In case of event cancellation, the application must be deemed cancelled.

5.9 The Applicant must complete the application form and provide all supporting documents in a timely and truthful manner. Inaccurate and incomplete information may affect the processing and approval of the applications by the HKTB. Moreover, any false, misrepresented or omitted information may lead to the rejection of applications and/or full recovery of any funding already granted.

5.10 By submitting the online application, the Applicant is deemed to have accepted and agreed to be bound by the Terms and Conditions stipulated therein.

5.11 The HKTB reserves the final discretion and right to amend this 'Guide to Application' without prior notice.

5.12 The HKTB's decision on accepting or rejecting any application shall be final.

5.13 The Applicant undertakes that the Applicant and the Event shall comply with all applicable laws in Hong Kong, including but not limited to, the Law of the People's Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region, Prevention of Bribery Ordinance (as defined below) and Competition Ordinance.

5.14 The Applicant shall observe the relevant provisions of the Prevention of Bribery Ordinance (Cap 201 of the Laws of Hong Kong) ("PBO"). The Applicant shall prohibit its affiliated companies and their respective employees, the directors, contractors, agents, sub-contractors and other personnel of the Applicant from offering, soliciting or accepting any advantage (as defined in the PBO) or excessive entertainment in connection with the funding support by the Tourism Board. If the Applicant or its affiliated companies or their respective employees, the directors, contractor, agents, sub-contractors and other personnel of the Applicant commit any offence under the PBO (including offering of any advantages to any members or employees of the Tourism Board), the Tourism Board may terminate this Agreement and demand return of the funding support by the Tourism Board in full immediately and hold the Applicant liable for any loss or damage which the Tourism Board may sustain, and suspend the Applicant from applying any Tourism Board funding in the future.

5.15 These Terms and Conditions are written in English and Chinese. In case of discrepancies, the English version shall prevail.

5.16 This guide to application is subject to change at any time without prior notice.

Annex 1

Special Funding Support Programme for Small-sized Corporate Meeting and Convention (MC) Groups ("the MC Scheme")

Hong Kong Tourism Board

Personal Information Collection Statement (PICS)

Hong Kong Tourism Board ("**HKTB**") respects the personal data privacy of all individuals. HKTB is committed to ensuring that all personal data collected under Special Funding Support Programme for Small-sized Corporate Meeting and Convention (MC) Groups ("the MC Scheme") ("**Programme**") are handled according to the relevant provisions of the Personal Data (Privacy) Ordinance (Cap. 486) ("**PDPO**") or any applicable laws. A copy of HKTB's Privacy Policy Statement may be found at https://partnernet.hktb.com/en/privacy_policy/index.html

Providing personal data to HKTB is voluntary. However, if you do not provide HKTB with the required personal data, HKTB will be unable to process the registration for the Programme.

Purpose of Collecting Personal Data

HKTB will collect and use your personal data for facilitating your application, registration, participation and/or evaluation relating to the Programme only. HKTB will also take photos and videos and in most situations, these will be taken randomly throughout the Programme for non-commercial promotion, marketing and publicity of HKTB so your image may be so captured in which case, HKTB may not be able to identify you specifically nor will HKTB be able to obtain or store a record of your personal data in such situation.

Disclosure and Transfer of Personal Data

HKTB will keep your personal data confidential. Only authorised personnel will have access to and handle your personal data.

HKTB may transfer your personal data to third parties, including advisers, agents, contractors, sub-contractors, data processors, business partners, third-party service providers and/or merchants engaged by HKTB in carrying out the Programme.

HKTB will disclose your personal data when required to do so by law. HKTB may also disclose your personal data in response to requests from law enforcement agencies or regulatory authorities.

Security and Retention

HKTB will securely store your personal data according to prevailing information security practices. Appropriate technical and organisational measures will be in place to protect the personal data against unauthorised or accidental access, processing, erasure, loss or use.

HKTB will retain your personal data for 27 March 2024 – 31 March 2025 and destroy your personal data on or before 30 March 2032.

Access to Personal Data

You may access and/or correct your personal data in the records of HKTB. You may contact Programme Secretariat Specialmcfunding@hktb.com.

Consent (Please complete through online form)

☐ I have read the above PICS and understand its contents. I agree that HKTB can handle and use my personal data for the purpose(s) set out above.

Any person who registers on others' behalf must obtain the prior consent of the concerned individual before using his or her personal data in this registration.