

8 June 2022

**HKTDC Hong Kong International Tea Fair**  
**(11-13 August 2022)**

Dear Exhibitor,

Thank you for your support in joining the **HKTDC Hong Kong International Tea Fair** scheduled for 11-13 August 2022.

In response to the latest development of the epidemic and overall socio-economic needs, the Hong Kong government has relaxed border control measures since May, allowing non-Hong Kong residents to enter from overseas. Nonetheless, as the compulsory quarantine requirement at designated quarantine hotels for inbound travellers remains unchanged, there remain inconvenience for our buyers from overseas and Mainland China to join the fair in person.

In order to help our exhibitors continue to capture business opportunities, to establish trade connections and to explore retail business, we will open the **Hong Kong International Tea Fair 2022** to public visitors as well. During the 3-day fair, apart from establishing trade connections with locally based buyers, exhibitors can also explore retail opportunities and promote their brands to public visitors. Furthermore, you can also extend the interactions with buyers from physical exhibitions to virtual connections via the brand-new ‘EXHIBITION+’ hybrid model. With Click2Match smart business matching platform and hktdc.com Sourcing platform that provide round-the-clock services, the new model will enable your seamless connection with buyers from all over the world.

Please find the fair details as below:

Fair Dates	11-13 August 2022	
Opening Hours	11-12 August (Thur - Fri)	10:00 am - 10:00 pm
	13 Aug (Sat)	10:00 am - 6:00 pm
	- Trade buyers are admitted by pre-registered buyer badges - Open to the public by ticket admission. Children under 3 years old and seniors of age above 65 will be admitted free of charge	
Participation Fee	<p><b><u>Participation fee remains unchanged</u></b></p> <ul style="list-style-type: none"> <li>● 9 sqm Standard Booth + ‘EXHIBITION+’ Default Online Package<sup>^</sup>: HKD 28,610/ USD 3,770 + HKD3,000 / USD420</li> <li>● Custom Built Participation (per sqm) + ‘EXHIBITION+’ Default Online Package<sup>^</sup>: HKD 3,015 / USD 399 (min. 18sqm) + HKD3,000 / USD420</li> </ul> <p><sup>^</sup> Participation fee includes physical booth plus the default access to the online platform</p>	

HKSAR Government Subsidy	<p><b>Convention &amp; Exhibition Industry Subsidy Scheme</b> Companies will be subsidised 50% of its participation fee, subject to a cap of HK\$10,000 (USD 1,282) per 9 sqm booth and HK\$100,000 (USD 12,820) for each fair.</p> <p><b>SME Export Marketing Fund (EMF)– Enhanced Version<sup>#</sup></b> The funding scope of SME Export Marketing Fund, which is administered by the Trade and Industry Department (TID) of the HKSAR Government, has been expanded to cover large-scale exhibitions targeting the local market as well as online exhibitions. Its eligibility criteria has also been relaxed to cover non-SMEs for a period of two years.</p> <p>The maximum amount of funding support for each successful application is <b>50% of the total approved expenditure incurred by the participating company or HK\$100,000, whichever is less. In addition, the subsidy amount of EMF will be based on the original participation fee.</b></p>
HKTDC Concurrent Fairs	<ul style="list-style-type: none"> <li>• Food Expo</li> <li>• Home Delights Expo</li> <li>• Beauty &amp; Wellness Expo</li> </ul>

***#HKTDC will not guarantee exhibitors’ success in EMF application as it is subject to TID’s approval. For enquiries, please contact TID at tel: (852) 2398 5127 / email: [emf\\_enquiry@tid.gov.hk](mailto:emf_enquiry@tid.gov.hk) or visit [https://www.smefund.tid.gov.hk/english/emf/emf\\_update.html](https://www.smefund.tid.gov.hk/english/emf/emf_update.html) for more details.***

Once again, thank you for your strong support to us. We will contact you shortly about the application details and arrangement. If you have any questions, please feel free to contact our project team members:

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