

“E-Commerce Promotion (B2C) Incentives Scheme”

List of “Eligible B2C E-Commerce Platforms”

Company Name	Name of B2C Platform	Website	Contact Person	Telephone	E-mail	Effective Date
EMall Retail Limited	Macaumarket	www.macaumarket.com	Ms. Christy Lai	+853 28555286 (Ext. 22)	christy.lai@macaumarket.com sales@macaumarket.com	June 6, 2016
Macau Eshop Limited	Macaueshop	m.macaueshop.com Search “macaueshop” on wechat then click “進入商城 Enter Platform”	Ms. Natalie Tai/Mr. Stanley Yip	+ 853 8395 6875	natalietai@hngroup.com.mo; stanleyyip@hngroup.com.mo	June 6, 2016
Macao e-Media Development Company Limited	Dian Ping (Macau)	www.dianping.com/macau	Mr. Acen Jiang, General Manager	+853 28703076 +853 63225552	info@mem853.com	June 6, 2016
Mineyeah Company Limited	MINEYEAH	www.mineyeah.com	Mr. Mio Keng Seng, General Manager	+853 2822 7108 +853 63397922	admin@mineyeah.com	June 6, 2016
Taobao China Holdings Limited	Tmall Global	www.tmall.hk	Ms. Jin Hua, Business Development Representative	+86-571 85022088-15287 +86-137 6411 6969	hua.jin@alibaba-inc.com; tmall_global@service.tmall.com	August 31, 2016

Company Name	Name of B2C Platform	Website	Contact Person	Telephone	E-mail	Effective Date
Macau Telecommunications Company Limited	Macau GoodHands - Shopping	shopping.macaugoodhands.com	Business Service & Development Ms. Nicole Wan Mr. Livio Lou	+853 8891 2909 +853 8891 2282	nicole.nh.wan@ctm.com.mo; livio.ty.lou@ctm.com.mo	December 16, 2016
Guangdong Guangxin Trade Development Co., Ltd.	GTD Mall	www.gtdmall.com	Ms. Qiu Xiu Xia, Customer Service Representative	+86 20 8903 1637	qiuxx@ggtdc.com	December 16, 2016
Macau Aomengo Technology Co. Ltd	Yang Pin Wei	www.yangpinwei.cn www.yangpinwei.com	Mr. Kenny Qu, Manager	+853 2835 2836 +853 6351 8855 +853 6699 5673	kennyqu@qq.com	December 16, 2016
Central Technology Limited	Macau Central Mall	mall.macaucentral.com	Ms. Lau In Wa	+853 2835 8021	cs2@macaucentral.com	December 16, 2016

Disclaimer

All information provided above is for reference only. While every effort is made to ensure the accuracy of information, IPIM will not be held responsible or be liable for failing to guarantee the accuracy of any information provided, nor for any damage caused by inaccurate information or omissions.

2017/1/9

“E-Commerce Promotion (B2C) Incentives Scheme”

Terms and Conditions

1. Objectives

- To promote development of the E-Commerce sector of Macao.
- To encourage Macao SMEs to exploit new markets brought about by the evolution of promotional and distribution channels of the “Internet” and “Internet Plus”.
- To grasp E-Commerce business opportunities.
- To make use of effective and competitive E-Commerce Platforms (especially B2C E-Commerce Platforms) to facilitate more business transactions.

2. The Incentives Measures, Items Eligible for Incentives and Target Applicants

2.1 The Incentive Measures

These incentives are provided by Macao Trade and Investment Promotion Institute (IPIM) for applicants using IPIM’s “Eligible B2C E-Commerce Platforms” in the selected service items for promotion. (The list of “Eligible B2C E-Commerce Platforms” is uploaded at IPIM’s website, and will be updated from time to time)

2.2 Items Eligible for Incentives

- Annual Fee (or similar fees)
- Value-added service fees

2.3 Conditions for application

- To wholesale or retail products on IPIM’s “Eligible B2C E-Commerce Platforms”

3. Amount of Financial Incentives and Limit

- Successful applicant may receive financial incentives equivalent to a maximum of 70% of related expenses. The annual accumulated total for each enterprise is up to MOP20, 000.
- Each individual entrepreneur/company (taxpayer) will be granted incentives once for application lodged every financial year.

4. Eligibility and Criteria

Applicants (Individual Entrepreneur or Company) should meet the following requirements:

- Registered with Macao Financial Services Bureau (DSF) and fulfilling tax obligations and
- At least 50% of the company shareholders are Macao residents or a wholly-owned Macao enterprise if the applicant is a company (For enterprises not fulfilling the above conditions, but obtaining proof of ‘Made in Macao’ or “Macao Brands”, then may also be discretionarily considered eligible to apply for the financial incentives)
- Should be engaged in manufacturing, trading, retail or wholesale of products.

5. Documents to be submitted

- Completed original application form of “E-Commerce Promotion (B2C) Incentives Scheme” (available for download at www.ipim.gov.mo).
- Copy of Business Registration Certificate (issued within 3 months).

- Copy of the Declaration Form of Start/Alteration of Activity of Industrial Contribution (M/1 Form) issued by the Financial Services Bureau. If it is lost, applicant is required to apply for a declaration of Start from Macao Financial Services Bureau as a replacement
- Copy of Macao SAR Resident Identity Card(s) of individual entrepreneur.
- Copy of Macao SAR Resident Identity Card(s) company shareholder(s), whose shareholding percentage exceeds 50%.
- Copy of the Receipt of Industrial Contribution (M/8 Form).
- Quotation issued by “Eligible B2C E-Commerce Platform”.
- Brief Introduction of Company and Product(s)
- Disclaimer: The applicant(s) must submit the above-mentioned documents to IPIM. IPIM has the right to require the applicants to present the above documents and any other supporting documents (or to grant exemption of any other documents) to facilitate consideration of the application. Any alterations to or any intention to cancel the application for E-commerce Promotion Incentives must be submitted in writing to IPIM. IPIM will notify the applicant of the result within 30 working days after the application and all required documents have been received.

6. Deadline for application

- Applications – Eligible Whole Year
- Reimbursement - Successful applicant must submit original receipt of expense with other necessary documents to IPIM within 90 days after the application has been approved.

7. Obligations of the Recipients of the Financial Incentives

- Approved applications are non-transferable and cannot be shared with other enterprises.
- Successful applicant must submit original receipt of expenses, a questionnaire and a declaration to IPIM within 90 days after the application is approved. The declaration should specify that the payment amounts stated on the receipts are the actual paid amount.
- IPIM will provide the financial incentive in accordance with the actual expenses.

8. DISCLAIMER

- The applicant shall ensure that the information submitted is true and correct. IPIM plays a supporting role and will not be liable for any legal responsibilities taken, via the Internet and/or at the exhibition, by any enterprise.
- IPIM may decide on the grant and the actual amount of the aforementioned financial incentives to be granted in accordance with the deployment of available internal resources. If the incentive recipient fails to fulfil the required duties and responsibilities, IPIM has the right to withdraw all or part of the incentives.
- IPIM reserves the right, and can exercise its discretion at any time, to decide on the granting of the application and the amount of the financial incentives to be granted.

9. “E-Commerce Promotion Incentive Measures”

To encourage enterprises to seize business opportunities brought about by E-Commerce development, IPIM also provides “E-Commerce Promotion Incentive Measures” for Macao SMEs to make use of B2B E-Commerce platforms to explore trade opportunities. Enterprises may make use of the designated services provided by IPIM’s “Eligible E-Commerce Operators” for their business promotion, and receive subsidies

equivalent to a maximum of 70% of related expenses for each application. The annual accumulated total for each enterprise is up to MOP30, 000. For more details, please visit:

<http://www.ipim.gov.mo/zh-hant/services/macao-business-support-centre/sme-service-center/>

Applications should be lodged with completed application form and other necessary documents to SME Service Centre in person.

Address: Macao Business Support Centre (MBSC), IPIM: 263, Alameda Dr. Carlos d'Assumpção, 19th floor, China Civil Plaza Building, Macao

Office hours: Monday to Friday: 9:00am-6:00pm (No lunch breaks). Closed on public and government holidays)

Tel: (853)2872 8212

Fax: (853)2872 7123

Website: www.ipim.gov.mo

E-mail: smec@ipim.gov.mo



APPLICATION FORM OF E-COMMERCE PROMOTION (B2C) INCENTIVES SCHEME

INFORMATION OF APPLICANT	1. NAME OF THE ENTERPRISE(Individual Entrepreneur /Company) (should be identical to the name of taxpayer submitted in Form "Mod M/1" - Industrial Contribution)				
	In Chinese:				
	In Portuguese/English:				
	2. INFORMATION REGARDING THE ENTERPRISE				
	a) For Enterprise (Type of enterprise: <input type="checkbox"/> Individual Entrepreneur <input type="checkbox"/> Company)				
	Operating Address:				
	Taxpayer No.:		Business Scope: (as registered in the Industrial Contribution M/1 Form):		
	Establishment Registration No. (as registered in the Industrial Contribution M/1 Form):		Establishment Registration No. (as registered in the Industrial Contribution M/1 Form):		
	Date of Establishment: _____(YY)_____(MM)_____(DD)		Registration No. (as registered in the Commercial and Movable Property Registry)		
	M A I N S H A R E H O L D E R S	Name		I.D. No. /Taxpayer's Code No.	Percentage of Shareholding
Percentage of share capital owned by Macao residents / by company(ies) wholly-owned by Macao residents: _____%					
3. CONTACT DETAILS					
Contact Person:			Position/Title:		
Telephone/Mobile:			Fax:		
E-mail:			Website:		
4. ELIGIBLE B2C E-COMMERCE PLATFORM					
Name of B2C E-Commerce Platform:					
5. PRODUCTS PROMOTED ONLINE					
Name and Nature of Products:					
6. ITEMS APPLIED FOR					
Item		Application Amount (MOP)			
Annual Fee					
Value-Added Service Fee					
Total Application Amount					
ITEMS ELIGIBLE FOR FINANCIAL INCENTIVE					



7. SUPPORTING DOCUMENTS

- Copy of Business Registration Certificate (issued within 3 months).
- Copy of the Declaration Form of Start/Alteration of Activity of Industrial Contribution (M/1 Form) issued by the Financial Services Bureau. If it is lost, applicant is required to apply for a declaration of Start from Macao Financial Services Bureau as a replacement.
- Copy of Macao SAR Resident Identity Card(s) of individual entrepreneur; Copy of Macao SAR Resident Identity Card(s) of enterprise shareholder(s), whose shareholding percentage exceeds 50%.
- Copy of the Receipt of Industrial Contribution (M/8 Form)
- Quotation issue by "Eligible B2C E-Commerce Platform"
- Brief Introduction of Company and Product(s)

Disclaimer: The applicant(s) must submit the above-mentioned documents to IPIM. IPIM has the right to require the applicants to present the above documents and any other supporting documents (or to grant exemption of any other documents) to facilitate consideration of the application.

8. DECLARATION OF COLLECTION OF PERSONAL DATA

- I acknowledge and agree to give the Macao Trade and Investment Promotion Institute (IPIM) direct access to all relevant tax and business registration information relating to this application included in Macao Government databases, namely those of the Macao Financial Services Bureau and of the Commerce and Movable Property Registry. Such information is to be used only for purposes related to the processing of this application, under the terms of IPIM's Incentive Programme for Participation in Exhibitions and Trade Fairs.
- I do not agree to give the Macao Trade and Investment Promotion Institute (IPIM) direct access to any relevant tax and business registration information relating to this application included in Macao Government databases, namely those of the Macao Financial Services Bureau and of the Commerce and Movable Property Registry. I confirm that all supporting documents needed to process this application, namely documents featuring relevant tax and business registration information, will be submitted by me.

Name: _____ Signature: _____ Date: _____

9. STAMP AND SIGNATURE OF THE APPLICANT

We hereby declare that all the information furnished above is true and correct. We understand and agree with the rules and regulations.

Name: _____ Signature: _____ Date: ____YY ____MM ____DD

Name: _____ Signature: _____ Date: ____YY ____MM ____DD

Name: _____ Signature: _____ Date: ____YY ____MM ____DD

10. ELIGIBILITY FOR APPLICATION

Applicants (Individual Entrepreneur or Company) should meet the following requirements:

1. Registered with Macao Financial Services Bureau (DSF) for at least two years and fulfilling tax obligations.
2. At least 50% of the company shareholders are Macao residents or a wholly-owned Macao enterprise, if the applicant is a company. (Enterprises not fulfilling the above conditions, but obtaining proof of "Made in Macao" or "Macao Brands", then may also be discretionarily considered eligible to apply for the financial incentives)
3. Should be engaged in manufacturing, trading, retail or wholesale of products.

11. DEADLINE FOR APPLICATION

Application	Eligible Whole Year
Reimbursement	Successful applicant must submit original receipt of expense with other necessary documents to IPIM within 90 days after the application has been approved.

12. Responsibilities of Incentive Recipient

1. Approved applications are non-transferable and cannot be shared with other enterprises.
2. Successful applicant must submit original receipt of expenses, a questionnaire and a declaration to IPIM within 90 days after the application is approved. The declaration should specify that the payment amounts stated on the receipts are the actual paid amount.
3. IPIM will provide the financial incentive in accordance with the actual expenses.

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- IPIM may decide on the grant and the actual amount of the aforementioned financial incentives to be granted in accordance with the deployment of available internal resources. If the incentive recipient fails to fulfil the required duties and responsibilities, IPIM has the right to withdraw all or part of the incentives.
- IPIM reserves the right, and can exercise its discretion at any time, to decide on the granting of the application and the amount of the financial incentives to be granted.

14. For IPIM use only

15. ACKNOWLEDGEMENT OF DOCUMENTS BY IPIM

Received by:

Received on: YY MM DD

Application No.: C ()

*Applicant is required to put the (1) Company / Entity chop or (2) Signature of legal representatives on the top left corner of each page 3/3