"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)
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