E-Commerce Promotion Incentive Measures

List of Eligible E-Commerce Operators

- Effective from 1 November 2009, users of services provided by IPIM's Eligible E-Commerce Operators in business promotion may apply for IPIM's E-Commerce Promotion Incentive Measures.
- List of Eligible E-Commerce Operators:

Eligible E-Commerce Operator	Website	Enquiry Telephone No.	Contact Person	Effective Date
Alibaba.com Hong Kong Limited	www.alibaba.com www.alibaba.com.cn	(852) 22155128	Sales Department	1 November 2009
eBay Hong Kong Limited	www.ebay.com.hk	0800627 (Direct dialling)	Ms. Gerri Chan	1 February 2010
HK Trade Development Council	www.hktdc.com	(852) 22405740	Mr.Raymond Yeung	1 April 2010
Directel Macau	www.yp.com.mo	(86) 28517520	Vivienne Leong	6 October 2010
Focus Technology Co., Ltd. Made-in-China.com	www.made-in-china.com	(86) 25-6667 7777	Sales Department	12 August 2011
Global Sources	www.globalsources.com	(852) 28310215	Frances Tai	10 October 2011

- IPIM reserves the right to assess the eligibility of the Eligible E-Commerce Operators and their websites.
- Existing website service providers may write to IPIM to apply for an assessment as Eligible E-Commerce Operator. The application will be considered according to the following criteria:
  - Background and business operation of the company;
  - Website's involvement and relevance to economy and trade;
  - Details and charges for the services;
  - Monitoring and management of intellectual property rights;
  - Operation of the interactive platform on the internet;
  - Customer credit assessment mechanism;
  - Sample of existing contract signed between the website and general customers.
- IPIM may consider other relevant factors other than those mentioned above and reserves the right to add or cancel any website on the List of Eligible E-Commerce Operators.