

**“E-Commerce Promotion (B2C) Incentives Scheme”**  
**Application for Becoming an “Eligible B2C E-Commerce Platform”**  
**Terms and Conditions**

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## **1. Terms and Conditions**

### **1.1. Purpose**

To become an “Eligible B2C E-Commerce Platform” under the “E-Commerce Promotion (B2C) Incentives Scheme”

### **1.2. Eligibility**

“Eligible B2C E-Commerce Platform” under the “E-Commerce Promotion (B2C) Incentives Scheme”

- 1.2.1. Applicants should be online platforms that recruit enterprises to market and sell products on their platforms (which enable users to set up their own online stores, launch and sell products)
- 1.2.2. Applicants should offer both online and offline services (customers place order and complete payment online, and shops operate business and provide after-sales support)
- 1.2.3. Applicants should mainly engage in the wholesale and retail of products, particularly those made by Macao enterprises which possess industrial licences (or similar licences)
- 1.2.4. Proxy shipping service websites, online retail platforms run by small- and medium-sized companies solely for selling the products they manufacture/distribute/sell as agency are not eligible.
- 1.2.5. E-commerce platforms wholesaling or retailing second-hand products are not eligible.

### **1.3. Application methods**

- 1.3.1. Applications must be made in writing and supported with relevant information and documents (submission in digital form is also acceptable)
- 1.3.2. Full name and local mobile phone number of contact person, and business establishment address/ mailing address are required. Other required information include: telephone number, fax number and

email.

#### **1.4. Required information and documents**

1. Application letter
2. Copy of commercial registration certificate (Certidão de registo comercial) issued within three months
3. Certificate of No Tax Arrears
4. Macao ID copy (both sides):
  - For sole proprietorship, please submit ID copy of the proprietor.
  - For corporation, please submit shareholders' Macao ID copies
5. Business Tax - New Registration / Amendment Form (Form M/1) – copy of the Declaration of Initiation issued by the Financial Services Bureau (DSF)
6. Copy of Business Tax – Tax Demand Note (M/8) for the most recent year
7. Background and business operation information of the company
8. Platform's size and statistics (including number of visitors, international ranking and internet ranking)
9. List of current clients (please also specify their origins and to which industries they belong)
10. List of advertising media the platform is now using
11. Details and charges for the services
12. Monitoring and management of intellectual property rights
13. List of the Declaration of Goods for customs clearance (if applicable)
14. Seller (Merchant) credit assessment mechanism
15. Sample of contract signed between the B2C platform and general clients (merchant)
16. IPIM has the right to request applicants submit further supporting

documents which may facilitate the assessment

Non local companies may submit the above information/documents they are able to acquire in their countries/regions

## **2. Obligations of eligible e-commerce platforms**

- 2.1. Eligible platforms are responsible for the authenticity and legality of the information they provide, as well as any legal liability arising from the information.
- 2.2. The contents must not violate any of the Macao's laws relevant to publicity and advertising.
- 2.3. The contents should help promote Macao's trade and economic activities.
- 2.4. Indecent content or anything that will harm the image of the Macao SAR Government is prohibited.
- 2.5. Eligible platforms have the obligation to declare changes in their services in writing to IPIM. Relevant changes can be implemented upon IPIM's consent.
- 2.6. Eligible platforms should actively co-operate, and fulfil the obligation to submit the operation report for the previous year before March every year. The report should include efficacy statistics of the beneficiary enterprises and information helpful for assessing the project/service, in order to ensure that the platforms are operating continuously. Addressing platforms which do not submit an operation report by the deadline, IPIM will review their eligibility as e-commerce platforms and examine whether they meet the standards to serve as eligible platforms.
- 2.7. After becoming eligible e-commerce platforms, the company should preserve information of beneficiary enterprises, transaction records, original invoices and receipts for at least five years, in order to enable IPIM, an auditor appointed by IPIM or departments empowered by law to access, review and verify the data whenever needed.
- 2.8. When needed, applicants must submit further information or documents as per IPIM's request.
- 2.9. Platforms which submit false information on the application form or supporting documents, make a false statement or do not reveal necessary information, or do not fulfil the obligations required by the application,

will be disqualified. In the event there is any indication of criminal offence, involved individuals/entities will be reported to the relevant departments.

### **3. Disclaimer**

- 3.1. IPIM reserves the right to decide whether to approve the applications according to IPIM's internal available resources. If any applicant fails to fulfil relevant duties or obligations or provides false information (or files an application by an individual without the authorisation of the company), IPIM reserves the right to revoke the eligibility of this B2C.
- 3.2. IPIM reserves the right and discretion at any time to determine whether to accept the application of a prospective eligible B2C platform.
- 3.3. The “E-Commerce Promotion Incentive Scheme (B2C) Platform” is a subsidy to assist local SMEs to explore business opportunities and is not a commercial deal. The Macao Trade and Investment Promotion Institute (IPIM) shall be not liable for any form of compensation and indemnification arising therefrom.
- 3.4. IPIM only acts as the provider of the relevant incentive measures and shall not be liable for any legal or copyright issues arising from online business promotion by any enterprise, or any measures investigating eligible B2C platforms required by legal provisions.