



澳門貿易投資促進局
Instituto de Promoção do Comércio e do Investimento de Macau
Macao Trade and Investment Promotion Institute

Macao Trade and Investment Promotion Institute (IPIM)

Convention and Exhibition Stimulation Programme

Effective from 6 February 2023



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Application Venue:	Macao Trade and Investment Promotion Institute (IPIM) 1/F, Office Building, Complex of Commerce and Trade Co- operation Platform for China and Portuguese-speaking Countries, Rua Sul de Entre Lagos, Macao
Application Methods:	Submit in-person, by post or digitally ¹
Effective Date:	Effective from 6 February 2023
Office Hours:	Monday-Thursday: 9:00-13:00, 14:30-17:45 Friday: 9:00-13:00, 14:30-17:30
Enquiries:	Tel: (853)2871 0300 Fax: (853)2872 6777 E-mail: cesp@ipim.gov.mo Website: www.ipim.gov.mo

¹ Depending on the online application system and the actual conditions of the applicant, the applicant must submit the original documents to IPIM for approval/verification.

1. Objectives

According to Article 10 of Administrative Regulation No. 18/2022 “Public Financial Support Scheme of Macao Special Administrative Region” and Article 10 of “Financial Support Regulation of Macao Trade and Investment Promotion Institute”, approved by Dispatch No. 79/2022 of the Secretary for Economy and Finance, the Macao Trade and Investment Promotion Institute (hereinafter referred to as "IPIM") has formulated the "Convention and Exhibition Stimulation Programme" (hereinafter referred to as "Programme"). The purpose of this Programme is to provide financial support to organisers who plan to hold conventions and exhibitions in Macao Special Administrative Region (hereinafter referred to as "Macao"), so as to enhance the internationalisation, marketisation, professionalism, digitalisation and green development of conventions and exhibitions, and to enhance the competitiveness of MICE industry, to promote the moderate economic diversification of Macao, building Macao into an internationally renowned MICE destination, enhancing the role of the MICE industry in terms of driving other industries forward, further promoting regional co-operation, and attracting more conventions and exhibitions, and business tourists to Macao.

2. Target and Eligibility

- 2.1 In the name of the event organiser or planning entity, the following natural persons or entities who have no dept arrears to the Treasury of the Macao Special Administrative Region and planning to hold conventions and/or exhibitions in Macao, may apply for the financial support (hereinafter referred to as "applicants" or "grantees"):
- Commercial entrepreneurs legally established in Macao, whose enterprise must be registered with the Financial Services Bureau for tax purposes;
 - Associations legally established in Macao;
 - Entities legally established outside Macao.
- 2.2 Events organised by the same organiser or planning entity with the same type and theme can apply for this Programme for up to twice a year; B2C (business to consumer) exhibitions organised by the same organiser, planning entity or related entity can apply for this Programme for up to four times a year, regardless of theme.

3. Conditions for Application

The conventions and exhibitions to be granted by this Programme are mainly:

- 3.1 Confirmed conventions to be held in Macao or potential conventions proposed to be held in Macao:
 - 3.1.1 Those accredited by the International Congress and Convention Association (ICCA).
 - 3.1.2 Those conventions which meet the following conditions:
 - 3.1.2.1 The group scale should be fifty participants or above;
 - 3.1.2.2 Participants from outside Macao must account for 20% or above;
 - 3.1.2.3 All participants should attend the convention no less than four consecutive hours;
 - 3.1.2.4 During the convention, participants must:
 - 3.1.2.4.1 Stay in a hotel in Macao for at least one night, or
 - 3.1.2.4.2 Stay in a hotel in the Guangdong-Macao In-depth Co-operation Zone in Hengqin for at least one night, or participate in community activities in Macao for no less than three hours.
- 3.2 Confirmed exhibitions to be held in Macao or potential exhibitions proposed to be held in Macao must meet the following conditions:
 - 3.2.1 The exhibition should be held for at least two consecutive days, and the actual opening time per day should not be less than six hours;
 - 3.2.2 The actual paid rental venue floor space should be no less than 1,000 square metres per day;
 - 3.2.3 There are at least 30 exhibitors (each exhibitor must have at least one standard booth of nine square metres);
 - 3.2.4 The exhibition must focus on commercial activities.
- 3.3 For potential conventions/exhibitions proposed to be held in Macao, it must be confirmed that Macao has been included in the candidate list to bid the event.
- 3.4 The event must take place in a convention/exhibition centre, hotel premises or other professional venues for holding conventions and exhibitions.
- 3.5 The service providers of the granted events must be enterprises legally established in Macao.

4. Type and Scope of Support

4.1 Type of Support:

Applicable to the expenses of the applicant for organising conventions and exhibitions in Macao as mentioned in point 2.

4.2 Scope of Support:

4.2.1 Confirmed conventions to be held in Macao:

Scope of Support	Content
Hotel Accommodation	<ul style="list-style-type: none"> ➤ Only applicable to attendees and speakers outside Macao. ➤ Eligible Macao hotels staying period are between two days prior to the first day and two days after the last day of the convention and must span across the actual convention dates.
Catering or Meeting Package	<ul style="list-style-type: none"> ➤ Only applicable to attendees and speakers outside Macao. ➤ The patronised catering venues must obtain a valid license issued by Macao Government Tourism Office or the Municipal Affairs Bureau. ➤ Catering activity must be held during the convention or one day prior to or after the convention. ➤ The catering/ meeting package expense is applicable for one-off spending at which all participants attend.
Promotion and Marketing	<ul style="list-style-type: none"> ➤ Including online and offline channels for promotion within and outside Macao. Eligible expenses which incurred between 9 months prior and 1 month after the convention.
Hardware Facilities	<ul style="list-style-type: none"> ➤ Including the basic facility of the convention, the rental of audio-visual equipment, basic stage installation, stage backdrop and other related expenses.



Exhibition Venue Rental	<ul style="list-style-type: none">➤ The exhibition must be held during the convention, at the same period same venue with the same or related themes.➤ The actual paid rental venue floor space should be no less than 500 square metres per day, and must be of an appropriate proportion.
Electronic Technology Application	<ul style="list-style-type: none">➤ Including expenses related to electronic technology applications such as online exhibition hall, online business matching, online contract signing, online live stream, artificial intelligence and big data.
Green Convention/Exhibition Application	<ul style="list-style-type: none">➤ Include the related expenses incurred by adopting green measures recognised by professional environmental protection organisations during the event, so as to reduce the event's resource consumption and carbon emissions.
Community Activity Organisation Fee and Local Transportation Fee	<ul style="list-style-type: none">➤ The organisation fee includes community guided tours, community team building activities or themed workshops.➤ The transportation fee support for hosting community activities includes the transportation for the participants travelling to Macao local communities (e.g. travelling to the communities for dinning or other activities, event service like shuttle bus between the event venue and ports of entry are not eligible for the support) The transportation must be arranged through the Macao travel agency or destination management compnay.
Event Planning and Management Fee for Macao Professional MICE Organiser	<ul style="list-style-type: none">➤ Only applicable to commercial entrepreneurs and associations legally established in Macao.➤ Applicants must hire a Macao professional MICE organiser to assist in organising the event.



4.2.2 Confirmed exhibitions to be held in Macao

Scope of Support	Content
Exhibition Venue Rental	➤ The actual paid rental venue floor space must be of an appropriate proportion, which includes the support for installation (move-in), event period and dismantling (move-out) venue rental. The rental for warehouse or unloading area are not eligible.
Hotel Accommodation	➤ Only applicable to exhibitors and qualified buyers outside Macao. ➤ The exhibition accommodation group should stay for at least 2 consecutive nights with no less than 50 hotel rooms per night in Macao. ➤ Eligible Macao hotels staying period are between two days prior to the first day and two days after the last day of the exhibition and must span across the actual exhibition dates.
Hardware Facilities	➤ Including the basic facilities of the exhibition, the rental of audio-visual equipment, the basic stage installation, the background board and other related expenses.
Logistics	➤ The logistics fees must be applied by the applicants only, which include the relevant logistics fees incurred by applicants and exhibitors.
Promotion and Marketing	➤ Including online and offline channels for promotion within and outside Macao. Eligible expenses which incurred between 9 months prior and 1 month after the exhibition.
Electronic Technology Application	➤ Including expenses related to electronic technology applications such as online exhibition hall, online business matching, online contract signing, online live stream, artificial intelligence and big data.



Green Convention/Exhibition Application	<ul style="list-style-type: none">➤ Include the related expenses incurred by adopting green measures recognised by professional environmental protection organisations during the event, so as to reduce the event's resource consumption and carbon emissions.
Community Activity Organisation Fee and Local Transportation Fee	<ul style="list-style-type: none">➤ The organisation fee includes community guided tours, community team building activities or themed workshops.➤ The transportation fee support for hosting community activities includes the transportation for the participants travelling to Macao local communities (e.g. travelling to the communities for dining or other activities, event service like shuttle bus between the event venue and ports of entry are not eligible for the support) The transportation must be arranged through the Macao travel agency or destination management company.
Event Planning and Management Fee for Macao Professional MICE Organiser	<ul style="list-style-type: none">➤ Only applicable to commercial entrepreneurs and associations legally established in Macao.➤ Applicants must hire a Macao professional MICE organiser to assist in organising the event.

4.2.3 Potential conventions/exhibitions proposed to be held in Macao

Scope of Support	Content
Site Inspection	<ul style="list-style-type: none">➤ The transportation and hotel accommodation fees for site inspection in Macao for a maximum of 4 key decision makers.➤ Including round-trip travel (bus/boat/flight) to Macao and hotel accommodation for up to 3 nights per person.
Bidding Support	<ul style="list-style-type: none">➤ The travel and hotel accommodation for bidding at the destination for a maximum of 4 key decision makers.➤ Including the round-trip train/ferry/flight tickets (from and to Macao), Macao local transportation fees and hotel accommodation for up to 3 nights per person.

Industry Association Admission Fee	➤ The membership admission fee for Macao associations joining the international or regional industry association with the objective of bidding for regional/international events to be held in Macao.
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5. Application

- 5.1 Applicants must submit the application form provided by IPIM at least 50 days prior to the event, together with the required documents as well as their digital copies. The application form must be duly completed in any official language of Macao or in English, signed and stamped by the legal representative of the enterprise, association or entity in accordance with valid identity document. The original application form must be submitted in person, by post or electronically² by the legal representative or proxy of the applicant. For details of the required documents, please refer to the guidelines of the Programme on IPIM's website.
- 5.2 If supplementary documents are required, applicants must submit them to IPIM at least 40 days prior to the event. After verification, IPIM may require the applicant to submit any documents or information for the assessment procedure within a designated period.

6. Preliminary Analysis

- 6.1 IPIM will conduct a preliminary analysis of the application documents to check whether the qualifications and conditions of the applicants and the documents submitted meet the objectives and requirements of the Programme. In any of the following circumstances, the applicant will not be admitted to the assessment procedures. IPIM will notify the applicant by letter if the application is rejected:
- 6.1.1 The event does not meet the requirements of points 1 to 3 of this Programme.
 - 6.1.2 The application does not meet the requirements in point 5, which the applicant does not submit the required documents within the designated period or the supplementary documents submitted still do not meet the requirement.
 - 6.1.3 The applicant is under the compulsory levy process by the Financial Services Bureau or under the rejected applicant list referred to in point 13 of this Programme.

² Depending on the online application system and the actual conditions of the applicant, the applicant must submit the original documents to IPIM for approval/verification.

- 6.1.4 The event which has been applied or granted funds from the other Macao public entity(-ies), except those where IPIM has coordinated with.
- 6.1.5 The event theme or content does not align with the applicant's engaged industry or the objective.
- 6.2 After the preliminary analysis, if the above circumstances do not occur, the relevant application will be further reviewed according to the standard of assessment of this Programme.

7. Standard of Assessment

- 7.1 In order to ensure the proper use of public resources, the grantor has the discretion in the assessment procedures, to grant, partially grant or not to grant based on the budget affordability of the Programme and the public interest, and base on the following standard of assessment to evaluate the event:
 - 7.1.1 Scale of the event and overall effectiveness (45%): The event impact on its industry, the contribution to the MICE industry large-scale development, the development of the community economy and the participants' experience of the event.
 - 7.1.2 Qualitative development of MICE industry (25%): whether it helps to enhance the competitiveness of Macao's MICE industry and promote Macao as an ideal regional MICE destination, by measuring the international pace, market-based operation, professionalism, digitization and green MICE development of the event.
 - 7.1.3 Capability, experience and previous event records (20%): the ability and influence of each units within the event organisation structure, as well as the experience and previous event records of the applicant or planning entity in organising conventions and exhibitions.
 - 7.1.4 Reasonableness of budget (10%): whether the reasonableness of the event budget planning achieves cost-effectiveness.
- 7.2 For those professional conventions and exhibitions related to key industries proposed in the "Second Five-Year Plan for Economic and Social Development of the Macao Special Administrative Region (2021-2025)", which include the industries of the Big Health industry(traditional chinese medicine); modern financial services; high technology; and conferences and exhibitions, commerce and trade, and culture and sports, after being analysed by IPIM, a maximum of up to 10 extra points can be granted.

7.3 For those professional conventions and exhibitions with “One Fair, Two Venues” concept, which are conducive to promote the co-operation of MICE industry between Macao, the Guangdong-Macao In-depth Co-operation Zone in Hengqin and the cities within the Greater Bay Area, or those which are conducive to promote the co-operation in economy, trading and MICE industry between China and Portuguese-speaking countries, after being analysed by IPIM, a maximum of up to 10 extra points can be granted.

8. Assessment Procedures, Grant Ceilings and Decisions

- 8.1 Depending on the complexity and significance of the event, the applicant may be required to reply the enquiries from IPIM or IPIM may seek advice from other public or private entities.
- 8.2 Applications with a score of 50 or above after analysis will be eligible for the financial support. The granted amount shall not be the total expenses of the event, the maximum granted total amount of each application shall not exceed MOP3,000,000 and shall not exceed 60% of each eligible expense of the scope of support.
- 8.3 Decisions shall be made after the submitted documents and standard of assessment being analyzed by the granting authority.
- 8.4 The decision on the granted funds should specifically state the purpose, the granted amount, the payment method and the other conditions attached.

9. Confirmation of Expenses and Payment Method

- 9.1 This Programme is to provide a subsidy for the actual expenses incurred by the grantee for organising the event. All actual expenses should be paid by the grantee. The final settlement is subject to the actual reimbursement and will be settled according to the granted percentage and the maximum granted amount.
- 9.2 If the grantee is a commercial entrepreneur or association established in Macao, an advance payment of part of the granted fund from IPIM during the application upon a reasonable explanation. If the application is approved, the advance disbursement will generally not exceed 50% of the total funding amount of the Programme.
- 9.3 If the grantee is a commercial entrepreneur or association established in Macao, the grantee can apply an advance payment of up to maximum 50% of the total granted amount with a reasonable explanation upon the application.
- 9.4 IPIM will distribute the granted funds by "bank transfer" to the bank account under the name identical to the grantee's.

10. Inspection

- 10.1 IPIM has the right to monitor the grantee's compliance with this Programme, especially whether the granted fund is used to serve the purpose specified in the decision when being approved.
- 10.2 To fulfil the duty of inspection, IPIM has the right to request the grantee to provide necessary information, and to co-operate and assist IPIM's staff to complete the inspection on the progress and achievement of the event implementation. IPIM may, according to the actual circumstances, adjust the granted funds to the grantee.
- 10.3 IPIM has the right to examine the relevant units through different means, relevant units such as the grantees, participants, speakers, exhibitors, buyers, service providers.

11. Documents for Settlement and Submission

- 11.1 The grantee must submit the original post-event report provided by IPIM within 30 days after the event, and submit the required documents within 60 days after the event. The post-event report must be properly completed in any official language of Macao or in English, signed and stamped by the legal representative of the grantee in accordance with valid identity document. The original post-event report must be submitted by the legal representative or proxy of the grantee in person or by post. For details of the required documents, please refer to the guidelines of the Programme on IPIM's website.
- 11.2 The post-event report should specifically state the event implementation, the achievements and the use of granted funds.
- 11.3 IPIM may, according to the actual situation, require the grantee to submit the documentary proof of the relevant expenses which IPIM considers to be useful for the settlement approval.

12. The Grantee's Duties and Responsibilities

- 12.1 All provided information and declarations must be honest and accurate.
- 12.2 Granted funds must be used for the specific approved purpose only.
- 12.3 Ensure the careful and reasonable planning and execution of funded events.
- 12.4 Co-operate with public departments and entities as referred to in point 10 of this Programme in regards to the inspection and auditing of fund usage, such as but not limited to the inspection of relevant income, expense and financial status, and the timely provision of required information.

- 12.5 Implement programmes in accordance with the activity plan submitted at the time of application. Except for cases of force majeure, if the relevant events is to be cancelled, interrupted or changed, the grantee must notify IPIM in writing within seven days after becoming aware of the actual situation, and provide a reasonable explanation.
- 12.6 The granted event must not receive any other financial support from IPIM or other public departments in Macao, except for situation where arrangement were made by IPIM via coordination with other public entity(-ies).
- 12.7 Regarding post-event report and documents for settlement, as referred to in point 11 of this Programme, should be submitted in time. If submission cannot be made in time due to force majeure or other reasons not attributable to the grantee, the grantee must notify IPIM within 7 working days from the date of the relevant facts. Once approved by IPIM, the period for submitting the event report shall be within 30 days from the day after the indicated reason is resolved.
- 12.8 If the granted fund is not used fully in the relevant events or there remains any surpluses, or the grantee decides not to hold the funded event, the grantee shall notify IPIM within seven working days from the date of the facts or the date of the decision, and return the corresponding funds within 30 days from the date of notification.
- 12.9 When the grantee purchases services or goods from a service provider that falls under any of the following circumstances, the name of the beneficiary, the relationship with the grantee, and the content of the expected transaction must be disclosed in the application documents in advance.
- 12.9.1 The grantee's shareholders, members of the administration or their spouses or parents or children are shareholders, or members of the administration of the service provider;
 - 12.9.2 The grantee is a shareholder of the service provider;
 - 12.9.3 The service provider is a shareholder of the grantee.
- 12.10 The grantee is responsible for the products/services displayed or information disseminated in the event or on any of its online platforms. Exhibitors are also strictly prohibited from selling, displaying or placing any pirated or unauthorised items. Display of any items restricted by laws of Macao or any acts of infringement of intellectual property rights (including trademarks, copyrights, designs, trade names and patents.) are also strictly prohibited. Any exhibits that are indecent, violating good customs, involving politics, religion or detrimental to the image of Macao should also not be displayed.

- 12.11 The grantee should ensure that products or services exhibited by exhibitors are related to the theme of the exhibition. At the same time, all booths should be stationed by at least one representative throughout the opening hours of the exhibition and the representative should either be a shareholder, legal representative or employee of the exhibitor. The grantee must ensure all exhibition booths are clearly segregated to allow booth's size to be determined without ambiguity.
- 12.12 The grantee must co-operate with staff of the Statistics and Census Service of Macao SAR Government to conduct data collection of surveys regarding "conference participants", "exhibitors" and "trade visitors" during the event.
- 12.13 It is the responsibility of the grantee to purchase prior to the event, appropriate insurance to protect the interests of event participants and third parties.
- 12.14 By no less than three working days before the event, the grantee must submit final event information (e.g., the name of the event contact person, contact information, list of exhibitors, booth number and area, event floor plan and booth location, event programme) to IPIM and the Statistics and Census Service of Macao SAR Government for the planning and implementing of final work arrangements.
- 12.15 According to the “Consumer Rights Protection Law”, the organisers of exhibitions held in Macao are obliged to notify the Consumer Council of the event at least two working days prior to its commencement.
- 12.16 The grantee must comply with the Administrative Regulation No. 18/2022 “Public Financial Support Scheme of Macao Special Administrative Region”, the “Financial Support Regulation of Macao Trade and Investment Promotion Institute”, which is approved by Dispatch No. 79/2022 by Secretary for Economy and Finance as well as other applicable laws and regulations and other provisions of the Programme.

13. Consequences of Breach of Obligations

- 13.1 According to the nature and severity of the applicant/grantee's breach of obligations, IPIM will determine the corresponding consequences, unless there is a reasonable explanation which is accepted by IPIM. The consequences of breach of obligations include:
- 13.1.1 Denial of grant and decline of applications within five years:
- 13.1.1.1 The applicant provides false information or uses other illegal means to obtain financial support.

13.1.2 Denial of grant:

13.1.2.1 Any of the situation specified in point 6.1;

13.1.2.2 The scoring does not meet the requirements specified in point 8.2.

13.1.3 Full cancellation of approved grants, and decline of applications within five years:

13.1.3.1 The grantee breaches its obligations specified in points 12.1 and 12.2;

13.1.3.2 The grantee breaches its obligations specified in point 12.3 and caused serious damage to participants or public interest, or in particular damage to public safety or social order.

13.1.4 Suspension on disbursement of approved grants, appropriate restrictions when calculating the actual disbursement amount, or partial or total cancellation of approved grants:

13.1.4.1 The grantee breaches its obligations specified in points 12.4 to 12.16;

13.1.4.2 If the grantee violates the obligations specified in point 12.7, IPIM will reduce or cancel the amount of funding originally approved according to the following table:

Period	Overdue days	Treatment	Reduction
1	1-45 days	2% of the original funding amount will be deducted for each overdue day	2% - 90%
2	Over 45 days	Cancellation of the original funding amount in full	100%

13.1.4.3 Other obligations of this Programme or obligations specified upon approval of grant.

13.2 Refund of grants and placement on the rejected applicant list:

13.2.1 If the grant is cancelled in whole or in part, the grantee shall return all or part of the disbursed grant within 30 days from the date of notification. If the grantee applies in advance with reasonable reasons, IPIM may extend the above mentioned period once with the total period not exceeding 60 days.

13.2.2 If the grantee fails to return the disbursed grants in accordance with point 13.2.1, from the day after the overdue date of the granting until it is fully returned or refunded, IPIM will not accept any new applications from the natural person or entity(-ies) and suspend any applications that are in the approval or settlement stage.

13.2.3 If the grantee fails to return the disbursed grants within the period referred to in point 13.2.1, and the compulsory collection of the corresponding grants specified in point 14 fails, the grantee is no longer allowed to apply for grants specified in this Programme until the grant is fully refunded.

13.2.4 If the grant is cancelled in whole or in part due to the reasons listed in point 13.1.4, the grantee will be placed on the rejected applicant list. No grant applications from the grantee will be accepted for a maximum period of one year from the date of total or partial cancellation of the grant, except for cases not attributable to the grantee.

14. Compulsory Levy

In the event that the grantee fails to return the granted funds referred to in point 12.8 or 13.2.1 within the specified period, with no reasonable explanation, according to Article 20 of "Financial Support Regulation of Macao Trade and Investment Promotion Institute", the decision to cancel the granted funds should be the ground for enforcement. In such case, the tax enforcement department of the Financial Services Bureau shall conduct compulsory levy.

15. Civil and Criminal Liability

The grantee who makes false declarations, provides false information, or uses any illegal means to obtain the funding should bear civil and criminal liability in accordance with the laws of Macao, which does not affect the consequences mentioned in point 14.

16. Processing of Personal Data

The personal data in the application documents will be used only for IPIM's process of application and fund granting. The applicant/grantee must consent IPIM's right to provide data in documents to other public departments or entity in Macao for assessment purposes, as well as to acquire, handle and verify necessary personal data by any means including internal data exchange.

17. Other Issues

- 17.1 All application information will be used for this Programme only. Applicants must ensure that the submitted documents and information are accurate and accept that they will not be returned once submitted.
- 17.2 For those which are not specified in this Programme, the laws and regulations in force in Macao should apply, in particular, the provisions of Administrative Regulation No. 18/2022 “Public Financial Support Scheme of the Macao Special Administrative Region” and the “Financial Support Regulation of Macao Trade and Investment Promotion Institute”, approved by Dispatch No. 79/2022 by the Secretary for Economy and Finance.
- 17.3 The Programme and all the accompanying documents are in Chinese, English and Portuguese; in case of any conflict or inconsistency, the Chinese version shall prevail.
- 17.4 Decisions, speeches and messages made by the grantee during the event do not represent the position of IPIM.
- 17.5 If the funded events involve unlawful infringement of the rights of others, the grantee shall bear all responsibilities. IPIM also reserves the right to pursue its legal responsibility. If receiving any suggestions or complaints about the funded events, IPIM will refer to the grantee to follow-up and handle, the grantee shall report the result to IPIM afterwards.
- 17.6 IPIM reserves the absolute right of amendment and interpretation of this Programme.