

Funding Support for Small-sized Meeting, Incentive & Convention (MIC) Groups 2019/20

Website:	https://partnetnet.hktb.com/en/industry_news/circulars/index.html?id=3612
Administered by:	Hong Kong Tourism Board (HKTB)
Objective:	To provide business building assistance for Hong Kong inbound tour operators, to enhance their competitiveness in attracting small-sized meeting, incentive and convention businesses to Hong Kong.
Eligibility of Applicant:	<p>The Applicant should be a Hong Kong licensed travel agent with <i>Ordinary Membership of Travel Industry Council of Hong Kong.</i></p> <p>The Applicant should be the official Hong Kong inbound tour operator* appointed by the overseas MIC event organiser or overseas travel agent to take up the following role:</p> <ol style="list-style-type: none"> a. the hotel accommodation booking for the MIC group; b. if the hotel booking is directly arranged by the overseas organiser or overseas travel agent, the Applicant should handle both local transportation and meal arrangements (at least one lunch or dinner) for the event. <p>*Only one official operator for each eligible MIC group.</p>
Eligibility of Meeting, Incentive or Convention (MIC) Group:	<p>The group size should be between 30* and 400 non-Hong Kong participants, who are:</p> <ol style="list-style-type: none"> a. employees and invited guests of a commercial corporation which organises a corporate meeting; b. employees or business associates of a commercial corporation which organises an incentive travel; or c. attendees of a convention <p><i>*HKTB has made amendment to the 2019/20 funding scheme and lowered <u>the minimum group size from 30 to 20 non-Hong Kong participants</u> with effect from 1 October 2019 to 31 March 2020.</i></p> <p>For multiple MIC groups coming from the same commercial corporation,</p>

	<p>trade or professional association for the same visit purposes within any three-month period, the Applicant shall consolidate these multiple groups into one single application for the same organiser with the accumulated total number of non-Hong Kong participants.</p> <p>The MIC group should stay in Hong Kong for a minimum of 2 nights at a hotel, which is a member of the Hong Kong Hotels Association (HKHA) or the Federation of Hong Kong Hotel Owners (FHKHO).</p> <p>The arrival date of the eligible MIC group should fall between 11 April 2019 and 30 September 2020.</p>
<p>Definition of a Qualified MIC Event:</p>	<p>Meeting event:</p> <ol style="list-style-type: none"> a. Internal and external corporate meetings organised by commercial corporations for business purposes. b. The event should comprise at least one half-day meeting proceedings (minimum 2 hours in total) in the meeting programme. c. Visitors should be non-Hong Kong employees and invited guests of the commercial corporation which organises the meeting event. <p>Incentive event:</p> <ol style="list-style-type: none"> a. The trip should be paid or sponsored by commercial corporations to reward their employees or business associates for performance recognition and team building. b. The incentive trip itinerary should comprise at least one special event for performance recognition or team building purposes. c. Visitors should be non-Hong Kong employees or business associates of the commercial corporation which organises the incentive event. <p>Convention event:</p> <ol style="list-style-type: none"> a. Conferences, congresses, seminars or forums organised by trade or professional associations. b. The event should comprise at least one half-day meeting proceedings (minimum 2 hours in total) in the convention programme. c. Visitors should be non-Hong Kong attendees of the convention event.

Funding Support:

Funding support will be offered to the successful applicant for serving a qualified MIC group in Hong Kong according to the actual number of non-Hong Kong participants and on reimbursement basis under the following tier structure:

Number of non-Hong Kong participants	Maximum amount of funding support from HKTB (HKD)
30-50	10,000
51-75	15,000
76-100	20,000
101-200	30,000
201-400	40,000

(Note: The maximum eligible funding will be reimbursed to the Applicant based on the actual number of non-Hong Kong participants who joined the MIC event in Hong Kong. In case of any update on the actual group size, the Applicant should notify the Hong Kong Tourism Board (HKTB) within 10 working days of the completion of the MIC event.)

To provide business building assistance for Hong Kong inbound tour operators to attract small-sized MIC groups, **the funding should be utilised for:**

a. **Providing special hospitality offers for eligible MIC groups in the following areas:**

- i. Hotel accommodation
- ii. Meals
- iii. Meeting packages
- iv. Special events
- v. Attraction admissions
- vi. Cultural performances
- vii. Greeting services
- viii. Local transportation

b. **Offsetting the cost of *pre-event site inspection visit in Hong Kong for eligible MIC groups in the following areas:**

- i. Round-trip air tickets (economy class only)
- ii. Hotel accommodation (the maximum room rate eligible for the support is HK\$1,620 per room per night inclusive of service charges)

**The visit should be attended by overseas event organisers, event planners, travel agents or professional conference organisers (PCOs).*

	<p>The total cumulative amount of approved funding for each Applicant will not exceed HK\$500,000 in respect of applications starting from 1 April 2019 to 31 March 2020.</p> <p>Funding will be allocated to eligible Applicants on a reimbursement and first-come, first-served basis based on actual group size of non-Hong Kong participants (upon receipt of a completed application with all required details and documentation), subject to the overall funding availability and approval of the HKTB.</p>
Application Period:	<p>All applications should be submitted by the Applicant to the HKTB during the period of 1 April 2019 to 31 March 2020 for processing. (Note: The arrival date of eligible MIC groups in Hong Kong should fall between 11 April 2019 and 30 September 2020.)</p>
Application Procedures:	<p>The Applicant should send the fully completed <i>Application Form</i> (Form A) at least 7 working days (Monday to Friday, excluding public holidays) prior to the arrival date of the eligible MIC group in Hong Kong to the HKTB by email or fax. Late submissions will not be accepted.</p> <p>The Applicant is required to submit the event programme/itinerary (which should include an activities outline with dates, time, venue and rundown).</p> <p>Within 10 working days (Monday to Friday, excluding public holidays) of the completion of the MIC event, the Applicant is required to submit the following supporting documents to the HKTB:</p> <p>a) the <i>Letter of Appointment</i> (Form B) to be signed by the overseas event organiser or overseas travel agent specifying:</p> <ul style="list-style-type: none"> i. the appointment of the Applicant as the official Hong Kong inbound tour operator for the MIC group; and ii. name of overseas event organiser, event name, travel period, number of non-Hong Kong participants, main event venue, hotel for group accommodation, etc. <p>Note:</p> <p>As an alternative to the <i>Letter of Appointment</i> (Form B), the Applicant can submit a copy of the service agreement counter-signed by the Applicant and the overseas event organiser or overseas travel agent with their respective company chops. The agreement should clearly state all the required details as specified in Form B.</p>

	<p>The agreement copy which serves as an alternative to Form B should be submitted to the HKTb together with the completed <i>Application Form</i> (Form A) at least 7 working days prior to the arrival date of the eligible MIC group in Hong Kong. While the agreement copy will be kept by the HKTb for internal checking and record purposes only, the Applicant should ensure that the disclosure of its content to HKTb does not violate any confidentiality terms between the Applicant and the overseas event organiser or overseas travel agent.</p> <p>The HKTb reserves the right to accept the agreement copy as an alternative to Form B, subject to the completeness of all the required details as specified in points (i) and (ii) above. The HKTb may request for additional supporting documents or information as it deems appropriate.</p> <p>b) the <i>Letter of Confirmation of Hotel Stay</i> (Form C) signed by the hotel director of sales/ director of marketing (or above) to confirm the stay of the group. The letter should list out details of the MIC group (including event name, travel period, number of non-Hong Kong participants, meeting/convention venue and hotel booking details, etc). The hotel booking should be confirmed on or after 1 April 2019 so as to be eligible for funding support.</p> <p>c) a copy of invoice(s) of the related special hospitality offers and/or site inspection visit expenses issued by third-party service supplier(s) as supporting documents.</p>
<p>Funding Provision:</p>	<p>Under normal circumstances, the HKTb will complete the processing of a valid application within 30 working days from the date of receipt of the duly completed application accompanied by all necessary supporting documentation, upon confirmation of the eligible MIC event. The Applicant will be notified of the application result (successful or otherwise) by the HKTb in writing by email.</p> <p>The successful Applicant is then required to issue an invoice for the eligible funding to the HKTb for funding provision.</p>
<p>Enquiry:</p>	<p>Phone no. : 8120 0056 Fax no. : 2503 6356 Email : SMGsupport@hktb.com</p>