

# ITE Hong Kong Updates



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## Early Payment Discount, EMF Subsidy, Wide Media Interest, Others

### (1) Early Payment Discount – All Exhibitors

Please be advised ITE Hong Kong 2025 already started accepting application and been offering to all exhibitors the Early Payment Discount which for payment on or before **30-Nov-2024** will get a **15% discount** on rental. [[Book now](#)]

### (2) EMF Subsidy positive prelim assessment - Hong Kong Exhibitors

For eligible Hong Kong exhibitors, the EMF subsidy certainly has a much larger impact and please be informed that EMF Branch has already given ITE a positive preliminary assessment details of which please see below:

Subsequent to submission by TKS on 26-Aug-2024, we received on 5-Sep-2024 reply from SME Export Marketing Fund informing that “it is of the preliminary view that ITE Hong Kong 2025 (12 - 15 June 2025) is an eligible activity for funding support under the EMF”, which means “Eligible Hong Kong exhibitors may apply for funding support under the EMF”.

All those in yellow quotes from EMF Branch. Interested party is advised to visit SME website <https://www.smefund.tid.gov.hk/eindex.html> for details and/or updates. Below further quotes from EMF Branch:

Applicant enterprise must also fulfil the eligibility criteria, requirements and funding conditions as stipulated in the EMF Guide to Application. You may wish to refer to the Guide to Application ([https://www.smefund.tid.gov.hk/english/emf/files/EMF\\_Guide\\_Eng.pdf](https://www.smefund.tid.gov.hk/english/emf/files/EMF_Guide_Eng.pdf)) for more details.

For details on application procedures: [https://www.smefund.tid.gov.hk/english/emf/emf\\_procedures.html](https://www.smefund.tid.gov.hk/english/emf/emf_procedures.html)

For details on supporting documents: [https://www.smefund.tid.gov.hk/english/emf/emf\\_supporting\\_documents.html](https://www.smefund.tid.gov.hk/english/emf/emf_supporting_documents.html)

To download EMF application form: [https://www.smefund.tid.gov.hk/english/emf/emf\\_form.html](https://www.smefund.tid.gov.hk/english/emf/emf_form.html)

You may visit EMF website at [https://www.smefund.tid.gov.hk/english/emf/files/EMF\\_eForm\\_Demo.pdf](https://www.smefund.tid.gov.hk/english/emf/files/EMF_eForm_Demo.pdf) for the 'Online Application Demo'.

Please note that any expenses refunded to exhibitors are not eligible for funding support under the EMF. It is an offence in law to obtain property/pecuniary advantage by deception or assisting persons to obtain property/pecuniary advantage. Any person who does so may be liable to legal proceedings.

## (3) Wide Media Interest Abroad and Locally

In July this year, we published and distributed online a press release titled “**Strong showing of regional visitors, ITE2025 forward to Full Recovery**” on results of ITE 2024 through agency to Asian and European media, and responses been most encouraging! In total, it got nearly 20000 views and published by nearly 600 international media.

Also, ITE was widely reported in May and June this year by trade and public media locally and in neighboring areas which include, dailies and TV stations etc. Further, findings of ITE 2024 public survey findings was quoted in Front Page and Editorial of a major newspaper in Hong Kong in August. Click [HERE](#) for ITE 2024 news-clippings.

The great interest and support from media will not only enhance ITE image but also help drawing more exhibitors, trade and public visitors from internationally and locally, then even higher media interest and a positive feedback loop.

## (4) Others

Immediate past exhibitors can continue enjoying our free promotion services which include free listing on ITE official website (Regional Trade) and ITE FB/IG (Premium FIT) by invitation, till end of September this year. Interested party please contact ITE team.

Also, ITE 2024 Video ([youtube](#)) is just released.

ITE Hong Kong 2025, which comprises of the 39th ITE (Leisure) and the 20th ITE MICE, will be held from 12 to 15 June 2025 in 5 halls from Halls 1A to 1E of Hong Kong Convention and Exhibition Centre.

For details, please visit: [www.itehk.com](http://www.itehk.com) Exhibiting / Media Inquiry, please contact the Organizer, TKS Exhibition Services Ltd: Email [travel@tkshk.com](mailto:travel@tkshk.com) | WhatsApp: [+852 69361271](tel:+85269361271) | wechat: [itehongkong](#) | Facebook: [itehk](#)