

Get the HK\$20 Million Incentive for Recurrent Exhibitions

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The Government launches the Incentive Scheme for Recurrent Exhibitions (ISRE) to provide incentives to organisers of eligible recurrent exhibitions, aiming to consolidate and enhance Hong Kong's status as a trade and exhibition hub.

Why AWE on top of Financial Incentive

Business Potential	<p>Strategic Location</p> <ul style="list-style-type: none"> • Superb connections with cities in the Greater Bay Area and across the globe, reaching 86 million people in 1-hour living circle • 2 mins from the Airport • Reach Asia's key markets within 4 hours and half of the world's population within 5 hours
Upgraded Facilities	<p>Better Experience</p> <ul style="list-style-type: none"> • HK\$600 million was invested on venue renovation. Exhibition halls and public facilities have been comprehensively upgraded. • WiFi enhancement enabling bandwidth-intensive livestreaming and high-speed data exchange
Surrounding Amenities	<p>The Development of SKYCITY</p> <ul style="list-style-type: none"> • 11 SKIES, the largest retail, dining, entertainment and commercial landmark in Hong Kong, is opening in phases. It will feature 800 shops and 120 dining concepts. • Over 5,000 hotel rooms are available within a 10-minute drive from AsiaWorld-Expo
Bespoke Solution	<p>Distinctive Features</p> <ul style="list-style-type: none"> • Spacious and column-free exhibition halls with high ceilings • Break-out rooms are available for size control • Professional catering services adding value to visitors' experience
Endorsement	<p>Awards</p> <ul style="list-style-type: none"> • Recognised with over 100 awards, including the Best International Venue award

Scheme Duration

- The event starts within the period between 1 July 2023 and 30 June 2026

Eligibility

- The event is held recurrently, normally once every year or two years
- The organiser of the event does not receive other government funding in respect of the venue rental of the event

Minimum Area Uptake

- At least 2,000 square metres or more than 50% of the event area is used for exhibition

Rental Incentive

	International Exhibitions with over 50% or at least 500 non-local exhibitors and buyers	Other Exhibitions
Recurrent exhibitions that have been held at AWE or HKCEC for the past 5 consecutive editions (except for the editions in 2020 to 2022)	100% Rental Incentive Subject to a cap of HK\$20 million	50% Rental Incentive Subject to a cap of HK\$20 million
Other exhibitions without 5 past editions	75% Rental Incentive Subject to a cap of HK\$15 million Remaining 25% rental incentive to be disbursed upon the next edition to be held within the next or the next two calendar year, capped at HK\$5 million	37.5% Rental Incentive Subject to a cap of HK\$15 million Remaining 12.5% rental incentive to be disbursed upon the next edition to be held within the next or the next two calendar year, capped at HK\$5 million

*The application should be submitted within two months after completion of the recurrent exhibition. After vetting and approval, the Government will disburse the incentive to the organiser via AWE.

Receiving Advance Payment

	International Exhibitions with over 50% or at least 500 non-local exhibitors and buyers	Other Exhibitions
Recurrent exhibitions that have been held at AWE or HKCEC for the past 5 consecutive editions (except for the editions in 2020 to 2022)	May apply for receiving a 50% advance payment of the estimated rental incentive Subject to a cap of HK\$10 million	May apply for receiving a 25% advance payment of the estimated rental incentive Subject to a cap of HK\$10 million
Other recurrent exhibitions with at least 5 past editions	May apply for receiving a 25% advance payment of the estimated rental incentive Subject to a cap of HK\$5 million	

*The application form needs to be submitted at least two months before the start date of the event. The advance payment, if approved, will be disbursed directly to AWE as venue rental on behalf of the organiser.

Application Guidelines and Forms

<https://tinyurl.com/isreformen>

Please contact our Business Development Department at sales@asiaworld-expo.com or (852) 3606 8888 for more