招商投資促進局
Instituto de Promoção do Comércio e do Investimento
Commerce and Investment Promotion Institute

Convention and Exhibition Stimulation Programme

Evaluation Criteria

- **45%** Event scale and overall effectiveness
- **25%** Boost to quality MICE industry developmen
- **20%** Capability, experience and previous event records
- **10%** Co-operation in fulfilling obligations

Subsidy Ceiling and Calculation Method

Subsidy ceiling: MOP 3,000,000

Basic Funding:

Conventions:	Exhibitions:
Determined according to the number of attendees	Determined according to venue rental costs

Additional Funding:

Based on actual event performance, the subsidy is subject to a gradual increase, and all increments are cumulative.

Funding Awarded on Merit

Grants are given based on merit and meeting the assessment standards

Subsidy Ceiling and Calculation Method

Conventions

Basic Funding

MOP 400 per non-local attendee

*or for all attendees if the convention is internationally accredited

Additional Funding

An additional 25% funding is granted per fulfilled conditions (MOP 100 per condition):

1. Engage at least 3 Macao SMEs with total services over MOP 500,000, and each SME contract ⩾ MOP 50,000
2. Include programmes that enhance "MICE + Tourism" elements
3. Attendees[1] from Portuguese-speaking countries ⩾ 10%
4. International attendees[2] ⩾ 30%
5. Contribute to attracting investment or fostering development in Macao or the Guangdong-Macao In-Depth Cooperation Zone in Hengqin
6. Convention & exhibition activities organised by a branch company /association set up in Macao by an overseas event organiser/planner.

Additional Funding

An additional 75% funding is granted per fulfilled conditions (MOP 300 per condition):

1. Accredited by the International Congress and Convention Association (ICCA)

ICCA

2. Professional convention related to Macao's major industries[3]

1. Attendees from Portuguese-speaking countries like Angola, Brazil, Cape Verde, Equatorial Guinea, Mozambique, Portugal, Quinea-Bissau, São Tomé and Príncipe, and Timor-Leste.
2. International attendees from outside China.
3. Professional conventions related to Macao's major industries: conventions mainly focusing on industrial development and technological innovation, and promoting exchanges and cross-domain co-operation among representatives of industry, academia and research institutions.

Exhibitions

Basic Funding

Subsidy for exhibition venue rental in Macao: up to MOP 26 per square meter, maximum 4 days.

Professional exhibition will be granted additional funding of MOP 3,000 per exhibitor from outside Macao.

Additional Funding (for Professional Exhibition[1] only)

Additional Funding

An additional 25% funding is granted per fulfilled conditions (MOP 750 per condition):

1. Engage at least 3 local SMEs with total event spending over MOP 500,000, and each SME contract ⩾ MOP 50,000
2. Include programmes that enhance "MICE + Tourism" elements
3. Exhibitors from Portuguese-speaking countries[2] ⩾ 10%
4. International exhibitors[3] ⩾ 30%
5. Contribute to attracting investment or fostering development in Macao or the Guangdong-Macao In-Depth Cooperation Zone in Hengqin

Additional Funding

An additional 75% funding is granted per fulfilled conditions (MOP 2,250 per condition):

A professional exhibition related to Macao's major industries.

ufi Approved International Event

A professional exhibition related to Macao's major industries.An additional one-off fixed subsidy of MOP 100,000 is available for: Professional exhibitions in the process of applying for Global Association of the Exhibition Industry (UFI) accreditation

1. Professional exhibitions: Professional exhibitions accredited by the Global Association of the Exhibition Industry (UFI); or commercial exhibitions of specific industries or professional fields, primarily targeting domestic and international industry professionals and are generally not open to the public. And their core purpose is to promote industry exchange, showcase new technologies and products, and expand business opportunities.
2. Exhibitors from Portuguese-speaking countries like Angola, Brazil, Cape Verde, Equatorial Guinea, Mozambique, Portugal, Quinea-Bissau, São Tomé and Príncipe, and Timor-Leste.
3. International exhibitors from outside China.

Targets

- Non-public entities serving as the hosts or organisers of conferences and/or exhibitions in Macao
- Including business owners and associations legally established in Macao, or non-public entities legally established outside Macao

Application Deadline and Frequency

- Deadline: at least 50 days prior to the event start date
- Annual Limit
  - Identical events (same type & theme): 2 per year
  - B2C (business to consumer) events: 4 per year

* Calculated based on the year in which the applications are submitted

Application Method

Submit online via the "Business & Associations Platform" portal/mobile app operated by Public Administration and Civil Service Bureau of Macao SAR.

Submit in person by the applicant or legal representative at IPIM.*

*Applicants may use a valid account in "Event Online Application System" operated by IPIM to complete forms and upload documents.

Scope of Funding

Conventions

Category	Condition
Convention certified by international organisation	Conventions certified by the International Congress and Convention Association (ICCA)
General convention	1. Total attendees: ⩾ 100 2. International attendees: ⩾ 20% 3. And meets either of the following: » Stays overnight in Macao or Guangdong-Macao In-Depth Cooperation Zone in Hengqin and total meeting hours ⩾ 4 hours » Plenary sessions held over 2 days with total meeting hours ⩾ 6 hours

Exhibitions

Category	Condition
Exhibition certified by international organisation	Exhibitions certified by the Global Association of the Exhibition Industry (UFI)
General exhibition	1. Trade events 2. Duration: 2–4 consecutive days, open ⩾ 6 hours daily 3. Daily exhibition area: ⩾ 1,000 m^2 4. ⩾ 30 exhibitors, each with a standard booth of ⩾ 9 m^2

*The event must take place in a convention/exhibition centre, hotel premises or other professional venues for holding conventions and exhibitions.

*Activities with charity fundraising, social gatherings, award presentations or display as main component are not eligible for the funding.

Subsidy Ceiling and Calculation Method

"Multi-venue Events"

A one-off fixed subsidy is available for events held concurrently in Macao and Guangdong-Macao In-Depth Cooperation Zone in Hengqin, provided that the Hengqin session meets the following criteria:

Conventions (all attendees participate for at least 4 hours):

- 100–199 attendees: MOP 50,000
- 200–499 attendees: MOP 100,000
- 500+ attendees: MOP 150,000

Exhibitions (held for at least 2 consecutive days, open ⩾ 6 hours per day):

- 50–74 exhibitors: MOP 50,000
- 75–99 exhibitors: MOP 100,000
- 100+ exhibitors: MOP 150,000

Convention and Exhibition Stimulation Programme

Program Detail

Enquiries

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*Content is subject to the terms and conditions of the Convention and Exhibition Stimulation Programme.