《深圳市商务局〈关于加快建设国际会展之都的若干措施（修订）〉实施细则》（节选）
Implementation Rules of Shenzhen Municipal Commerce Bureau for Several Measures of Shenzhen Municipality on Accelerating the Building of an International Exhibition Capital (Revised) (Excerpts)

第六条 支持本地展会高质量发展。大力引进全国百强展览与国内外知名品牌展会，支持培育战略性新兴产业集群和未来产业展会，推动本地展会规模化发展，按展会举办情况给予分类扶持，具体条件和标准如下：

Article 6 Support the High-Quality Development of Local Exhibitions. Vigorously introduce China's Top 100 Exhibitions and well-known branded exhibitions at home and abroad, support the cultivation of exhibitions for strategic emerging industry clusters and future industries, promote the large-scale development of local exhibitions, and provide categorized support according to the circumstances of exhibition holding. The specific conditions and standards are as follows:

（一）支持条件

(I) Support Conditions

1.展会在我市专业展馆举办。

1. The exhibition is held in a professional exhibition venue in this Municipality.

2.展出内容限制在一个或少数几个相邻的行业，展出者和参观者为专业人士的展会（展销会除外）。

2. The exhibition's exhibits are limited to one or a few adjacent industries, and its exhibitors and visitors are professionals (excluding sales exhibitions).

（二）支持标准

(II) Support Standards

1.新引育展会奖励：对符合以下条件的“首展”项目，按展会场租的 20%给予一次性奖励，最高 600 万元/届：

1. Award for Newly Introduced and Cultivated Exhibitions: For “debut exhibition” projects that meet the following conditions, a one-time award equal to 20% of the exhibition venue rental shall be granted, up to CNY 6 million per session:

（1）新落地“首展”：未在深圳举办过，且展览面积 5000 平方米（含）以上的展会。

(1) Newly Landed “Debut Exhibition”: an exhibition that has not been held in Shenzhen before and has an exhibition area of 5,000 m^2 or more (inclusive).

（2）品牌拓展“首展”：我市现有展会首次推出的衍生系列新展会，且展览面积 5000 平方米（含）以上。

(2) Brand Expansion “Debut Exhibition”: a new derivative series exhibition launched for the first time by an existing exhibition in this Municipality, with an exhibition area of 5,000 m^2 or more (inclusive).

（3）大型展会回归“首展”：离开深圳后首次回归举办，且最近 1 年未在深圳举办、展览面积 5 万平方米（含）以上。不包括“双城展”“多城展”固定在深圳举办的届数。

(3) Large-Scale Exhibition Return “Debut Exhibition”: an exhibition that returns to Shenzhen for the first time after leaving, has not been held in Shenzhen in the most recent year, and has an exhibition area of 50,000 m^2 or more (inclusive). This does not include the sessions of “two-city exhibitions” and “multi-city exhibitions” that are regularly held in Shenzhen.

同一项目不得同时申报新落地“首展”、品牌拓展“首展”、大型展会回归“首展”。

The same project may not simultaneously apply as a Newly Landed “Debut Exhibition,” a Brand Expansion “Debut Exhibition,” and a Large-Scale Exhibition Return “Debut Exhibition.”

2.展会培育期资助：对符合我市战略性新兴产业集群和未来产业布局的新落地展会（即未在深圳举办过的展会），按展会场租的 25%给予连续三年培育期资助。同一展会资助最高 50 万元/届，三年累计资助不超过 3 次、合计不超过 150 万元。

2. Exhibition Incubation Period Subsidy: For newly landed exhibitions that conform to the layout of this Municipality’s strategic emerging industry clusters and future industries (i.e., exhibitions that have not been held in Shenzhen before), an incubation period subsidy shall be granted for three consecutive years at 25% of the exhibition venue rental. The maximum subsidy for the same exhibition shall be CNY 500,000 per session; the cumulative subsidy over three years shall not exceed 3 times and shall not exceed CNY 1.5 million in total.

3.展会场租资助：对在专业展馆举办的展会给予资助，基准资助比例为展会场租的 10%。对成长性展会、国际性展会、特定时间段举办的展会及设有“外贸优品中华行”专区的展会，适当上浮资助比例：

3. Exhibition Venue Rental Subsidy: Subsidies shall be granted to exhibitions held in professional exhibition venues, with the baseline subsidy rate being 10% of the exhibition venue rental. For growth-oriented exhibitions, international exhibitions, exhibitions held during specified periods, and exhibitions with a “Foreign Trade Quality Products China Tour” zone, the subsidy rate shall be appropriately increased:

（1）成长性展会：指连续三届展览面积复合增长为正，且当届展览面积较上届实现增长的展会。对增长面积的资助标准上浮 10%，其余面积按基准比例资助。

(1) Growth-Oriented Exhibition: an exhibition whose exhibition area has achieved positive compound growth for three consecutive sessions and whose current session’s exhibition area has increased compared with the previous session. The subsidy rate for the increased area shall be increased by 10%, and the remaining area shall be subsidized at the baseline rate.

（2）国际性展会：指国际展商占比 10%（含）以上，或国际观众占比 5%（含）以上，或国际展商重复参展率 20%（含）以上的展会，资助标准上浮 5%。

(2) International Exhibition: an exhibition with international exhibitors accounting for 10% or more (inclusive), or international visitors accounting for 5% or more (inclusive), or a repeat participation rate of international exhibitors of 20% or more (inclusive); the subsidy rate shall be increased by 5%.

（3）特定时段展会：指在 1 月、2 月、7 月、8 月、12 月举办的展会。对特定时段展会的资助标准上浮 5%。

(3) Specified-Period Exhibition: an exhibition held in January, February, July, August, or December. The subsidy rate for specified-period exhibitions shall be increased by 5%.

（4）设有“外贸优品中华行”专区展会：指经市商务主管部门认可在展会中设有“外贸优品中华行”专区的，专区参展企业不少于 40 家，专区面积不低于 360m²（含）。对专区面积的资助标准上浮 10%（专区资助上限为 900 ㎡），其余面积按基准比例资助。

(4) Exhibition with a “Foreign Trade Quality Products China Tour” Zone: an exhibition recognized Products China Tour” zone, with no fewer than 40 exhibiting enterprises in the zone and a zone area of no less than 360 m^2 (inclusive). The subsidy rate for the zone area shall be increased by 10% (the subsidy cap for the zone is 900 m^2), and the remaining area shall be subsidized at the baseline rate.

符合条件的展会可获得以上一个或多个情形的资助上浮，上浮部分合计不超过 100 万元/届。同一展会的场租资助（包括基准资助及上浮部分）合计不超过 300 万元/届。

Eligible exhibitions may receive subsidy increases for one or more of the above circumstances, and the total increased portion shall not exceed CNY 1 million per session. The total venue rental subsidy for the same exhibition (including the baseline subsidy and the increased portion) shall not exceed CNY 3 million per session.

4.申报单位不得以同一项目重复获取新引 by the municipal competent department of commerce as having a “Foreign Trade Quality 育展会奖励、展会培育期资助及展会场租资助。

4. An applicant shall not repeatedly obtain the Award for Newly Introduced and Cultivated Exhibitions, the Exhibition Incubation Period Subsidy, and the Exhibition Venue Rental Subsidy for the same project.