

HOW TO APPLY TRADE PROMOTION COMPETITION LICENCE

This is a summary of how to apply for a Trade Promotion Competition Licence. For details, please refer to the Guide to Applicants (the Guide), obtainable from the Licensing Section of the Television and Entertainment Licensing Authority (the Licensing Section) at Room 915, 9/F, Revenue Tower, 5 Gloucester Road, Wan Chai, Hong Kong.

What is a Trade Promotion Competition

- A Trade Promotion Competition, as defined under the Gambling Ordinance, Cap. 148, is a competition or scheme conducted for the purpose of promoting a business or sale of any product by way of a game which allots prizes by chance. Typical examples are lucky draws organized by department stores and restaurants to promote sales and business.
- Anyone who wishes to conduct a trade promotion competition in Hong Kong has to apply for a licence from the Commissioner for Television and Entertainment Licensing (the Commissioner), in accordance with the provisions of the Gambling Ordinance and Gambling Regulations, Cap. 148 (see Chapter I of the Guide). The issue of such licences is subject to a set of guidelines (see Chapter III of the Guide).

Where and How to Apply

- You can visit the Licensing Section and obtain application forms and the Guide. The Licensing Section is open from 8:45 a.m. to 1:00 p.m. and 2:00 p.m. to 6:00 p.m. on weekdays and closed on Saturdays, Sundays and Public Holidays.
- You can also:
 - (i) browse our homepage (<http://www.tela.gov.hk>) and download application forms therein; or
 - (ii) use the Interactive Voice Response System by dialing 2802 0089 to obtain copies of the application forms by fax.
- Please read Chapter IV of the Guide regarding the completion of application forms and refer to the sample of a completed application form at Chapter VI of the Guide.
- Completed forms can be submitted to the Licensing Section either by mail or in person.

How long does it take to Issue a Licence

Upon receipt of the properly completed application forms, relevant enclosures and supporting documents, we will start processing your application. Upon payment of the prescribed fee, we will issue you with a licence. This process normally takes 7 working days (working days exclude Saturdays, Sundays and Public Holidays). **The time taken for you to provide additional information and/or clarifications during the process is not counted towards these 7 working days. In the circumstances, you are advised to apply for a licence at least 2 calendar weeks in advance.** If you plan to place

advertisements of your competition in the media, your application should reach us even earlier.

When you have a Licence

- You can start conducting the competition.
- Upon completion of the competition, you should publish the competition results in one English and one Chinese local newspapers. A copy of the relevant cuttings should be forwarded to the Commissioner (see Chapters II and V of the Guide).

Compliance with Licence Conditions

- You are hereby reminded that as and when a trade promotion competition licence is issued to you, you are required to comply with all the licence conditions which are prescribed by law (see Chapter II of the Guide). Non-compliance of a condition may result in the licence being revoked and in prosecution for an offence and you are liable to a fine of \$50,000 and imprisonment for 2 years. Moreover, non-compliance reflects on the ability to fulfill licence conditions which may be taken into due consideration in processing future applications for trade promotion competition licences.

Frequently-Asked Questions

- We have prepared answers to some frequently-asked questions at Chapter V of the Guide.

Payment of Licence Fees and Collection of Licence

- You can choose to pay the licence fee by cheque or in cash and collect the licence by mail or in person. If you wish to pay in cash, please visit our office in person.
- The current prescribed licence fee for a Trade Promotion Competition Licence is \$1,590 and the amendment fee (amendments to details on the Licence) is \$155. These fees are subject to revision from time to time.

Telephone Enquiries

- If you have any enquiries regarding the above, you can call us at 2594 5809 or 2594 5817.

Television and Entertainment Licensing Authority
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