

**Business Facilitation Advisory Committee
Wholesale and Retail Task Force**

Trade Promotion Competition Licence

Purpose

This paper briefs members on the licensing requirements of trade promotion competition licence (“the licence”) issued under the Gambling Ordinance (Cap. 148).

The Issue of Licence

2. A trade promotion competition, as defined by section 2 of the Gambling Ordinance, is a competition or scheme promoted, conducted or managed for the purpose of promoting a trade/business/product sale by way of a game that distributes or allots prizes by lot/chance. Typical examples are lucky draws organized by department stores or restaurants to boost sales and promote business. Such competitions have to be licensed by the public officer appointed by the Secretary for Home Affairs (“the public officer”) under section 22 of the Gambling Ordinance. The Office of the Licensing Authority (“OLA”) of the Home Affairs Department is responsible for issuing the licence.

3. Licensed trade promotion competition must comply with the following licence conditions:

- (i) No prize offered shall be a money prize.
- (ii) No fee shall be charged for entering the competition.
- (iii) Advertising in respect of the competition shall refer to the licence granted by stating its number as “Trade Promotion Competition Licence No.”.

- (iv) Within 10 days from the date of the drawing or judging of the competition, details of the results shall be published in one English and one Chinese newspaper circulating in Hong Kong, and a copy of the relevant newspaper cuttings shall be forwarded to the public officer.

The licence fee is HK\$1,590. In 2015, OLA issued about 1,900 trade promotion competition licences.

Application Process

4. Any person who intends to organise a trade promotion competition shall apply to OLA for the Licence. The applicant must complete the prescribed application forms and provide details of the trade promotion competition, including mode of operation, method of participation, terms and conditions, prize list, publicity materials and webpage layout, etc. A licence will be issued within seven working days upon applicant's submission of all necessary documents and information.

5. Guide for applicants and application forms can be obtained at OLA's office or downloaded at <http://www.hadla.gov.hk/el/en/forms/index.html>. The guide contains Frequently Asked Questions and sample of completed forms to facilitate licence applications.

Way Forward

6. Members are requested to note the content of this paper and offer comments, if any.

Office of the Licensing Authority
Home Affairs Department
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