**Notice of Investment Promotion Bureau of Haizhu District, Guangzhou on Issuing Several Measures for Promoting the Development of Digital Marketing Industry in Haizhu District, Guangzhou**

H.T.C.G.Z. [2024] No. 1

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To all units concerned,

Upon approval of the People's Government of Haizhu District, the *Several Measures for Promoting the Development of Digital Marketing Industry in Haizhu District, Guangzhou City* is hereby issued to you for your compliance and implementation.

Investment Promotion Bureau of Haizhu District, Guangzhou

October 21, 2024

**Several Measures for Promoting the Development of Digital Marketing Industry in Haizhu District, Guangzhou**

I. In order to thoroughly implement the decisions and plans made by the CPC Central Committee and the State Council on the Digital China Initiative, foster a robust digital marketing ecosystem, and promote the development of technological innovation enterprises and micro, small, and medium-sized enterprises, these Measures are formulated in accordance with the *Notice of the State Council on Issuing the 14th Five-Year Development Plan for the Digital Economy* (G.F. [2021] No. 29), the *Opinions of the General Office of the State Council on Accelerating the Development of New Types of Consumption Driven by New Business Forms and Patterns* (G.B.F. [2020] No. 32), the *Regulations of Guangdong Province on the Promotion of Digital Economy,* and the *Regulations of Guangzhou Municipality on the Promotion of Digital Economy*, as well as the industrial resources and foundation of Haizhu District (the "District").

II. These Measures shall apply to digital marketing enterprises that legally carry out business activities in the District and have a sound financial management system, as well as related enterprises that provide technical support and auxiliary services for the development of the digital marketing industry.

III. For the purposes of these Measures, digital marketing enterprises shall include enterprises in the following fields:

(I) Digital marketing agency services and management: advertising agency and integrated marketing case agency.

(II) Data and operation tools: development of Customer Relationship Management (CRM), Social Customer Relationship Management (SCRM), and Customer Data Platform (CDP) and related data services; media data, development of platform data service software and related data services; development of other marketing software and related data services.

(III) Touch points and content: e-commerce marketing (including live e-commerce marketing), private-domain marketing, content marketing, short-video marketing, social media marketing, metaverse marketing and digital human, third-party operation agencies, and Multi-Channel Networks (MCNs).

IV. The Innovative Space Action shall be implemented. Efforts shall be made to build a number of industrial parks or commercial buildings into the innovative space for digital marketing ecosystem and boost the clustered development of digital marketing enterprises.

(I) An innovative space for digital marketing ecosystem shall meet the following requirements:

1. Having distinctive characteristics of the development of the digital marketing industry, a relatively concentrated development layout of the digital marketing industry, as well as no less than ten digital marketing enterprises or rental area accounting for no less than 30% of the gross floor area;

2. Having clear ownership boundaries, free from ownership disputes, and the remaining validity period of land ownership or lease being no less than five years;

3. Having a unified management and operation service entity, which legally carries out business activities in the District and can provide auxiliary services related to digital marketing for enterprises;

4. Having a certain scale, a floor area of no less than 5,000 square meters, of which the public supporting area for digital marketing (including the public service center, public live-streaming room, public short video filming space, and shared exhibition area) shall be no less than 500 square meters, as well as no less than 20 live-streaming rooms;

(II) Enterprises shall be encouraged to participate in the construction and operation of the space. During the validity period of these Measures, the owner or operator of the space shall be granted a reward of up to RMB 50,000 and an annual reward of up to RMB 500,000 for every new digital marketing enterprise that legally conducts business activities in the innovative space for digital marketing ecosystem, generates an annual operating revenue of more than RMB 20 million from the next-generation information technology service industry, and has experienced no major safety accidents.

(III) For self-owned brand enterprises that operate legally and have experienced no major safety accidents in the innovative space, if they engage a live e-commerce agency that operates legally in the District to sell goods through brand live-streaming rooms and generate annual sales of local live-streaming (tax exclusive) exceeding RMB 30 million, a reward of up to 20% of the commission generated shall be granted, with an annual maximum of RMB 500,000.

(IV) The innovative space for digital marketing ecosystem shall be supported in applying for the title of national, provincial, and municipal e-commerce demonstration park (base). The innovative space that receives the national, provincial, and municipal title for the first time shall be granted a one-time reward of RMB 500,000, RMB 300,000, and RMB 200,000, respectively.

(V) Digital marketing enterprises (including e-commerce marketing enterprises and short-video marketing enterprises) shall be supported in the clustered development in the innovative space for digital marketing ecosystem. For new digital marketing enterprises in the innovative space, if they have newly rented office area of more than 500 square meters for self-use for a contracted period of over three years, legally conduct business activities, and have experienced no major safety accidents, a subsidy of up to 30% of the annual rent for the office area actually used shall be granted, with an annual maximum of RMB 1 million.

V. The Enterprise Growth Action shall be implemented. Digital marketing enterprises (including e-commerce marketing enterprises and short-video marketing enterprises) shall be supported in growing larger and stronger:

(I) For digital marketing enterprises (including e-commerce marketing enterprises and short-video marketing enterprises) that legally conduct business activities and have experienced no major safety accidents, if their annual operating revenue from next-generation information technology services reaches RMB 20 million, RMB 30 million, RMB 50 million, RMB 100 million, and RMB 300 million for the first time since their establishment, they shall be granted a reward of up to RMB 50,000, RMB 100,000, RMB 200,000, RMB 300,000, and RMB 500,000, respectively; if the corresponding operating revenue meets the reward criteria grade by grade during the validity period of these Measures, the difference between two reward grades shall be made up for the enterprise.

(II) For digital marketing enterprises (including e-commerce marketing enterprises and short-video enterprises) that legally conduct business activities and have experienced no major safety accidents, if their annual operating revenue from next-generation information technology services exceeded RMB 300 million in the previous year and their growth of operating revenue in the current year is above 20%, 35%, and 50%, they shall be granted a reward of up to 0.1%, 0.15%, and 0.2% of the incremental operating revenue of the current year, respectively, with an annual maximum of RMB 1 million.

VI. The Enterprise Cluster Action shall be implemented. Digital marketing enterprises (including e-commerce marketing enterprises and short-video marketing enterprises) shall be supported in organizing influential summits on the digital marketing industry in the District. For key summits organized in the District with an offline rental area of no less than 1,000 square meters, the organizer shall be granted a reward of up to 30% of the rental fees, up to RMB 200,000 per event and up to RMB 600,000 per organizer annually.

VII. The Excellent Talent Action shall be implemented. Efforts shall be made to improve the capabilities to attract talents, introduce and cultivate a number of influencers and live streamers with strong professional capabilities, and encourage digital marketing enterprises (including e-commerce marketing enterprises and short-video marketing enterprises) to expand their cooperation with influencers and live streamers as per relevant regulations. For every new influencer or live streamer with an annual income between RMB 500,000 and RMB 1 million in the District, their enterprise shall be granted a reward of up to RMB 50,000. For every new influencer or live streamer with an annual income between RMB 1 million and RMB 2 million in the District, their enterprise shall be granted a reward of up to RMB 100,000. For every new influencer or live streamer with an annual income exceeding RMB 2 million in the District, their enterprise shall be granted a reward of RMB 200,000. The annual maximum amount of this reward for a single digital marketing enterprise (including e-commerce marketing enterprises and short-video marketing enterprises) shall be RMB 500,000. Efforts shall be made to encourage the industry-education integration and support vocational colleges or qualified vocational skills training agencies in cooperating with digital marketing enterprises in the District to provide training services for influencers and live streamers.

VIII. The Empowerment Action shall be implemented. Digital marketing enterprises (including e-commerce marketing enterprises and short-video marketing enterprises) shall be pushed to empower the transformation and upgrading of traditional industries. Brand enterprises in the District shall be encouraged to expand their live e-commerce business. For those enterprises that newly build physical live-streaming rooms with an area of no less than 500 square meters in their operating site during the validity period of these Measures, a one-time reward of up to 30% of the actual construction and installation expenses (settled and reviewed by a third party) shall be granted, with an annual maximum of up to RMB 500,000 per enterprise.

IX. Qualified digital marketing enterprises (including e-commerce marketing enterprises and short-video marketing enterprises) in the District shall be granted support in terms of household registration, talent green cards, children's schooling, and talent apartments in Guangzhou based on their realities and annual plans.

X. Enterprises that have signed the agreement for land use in the District are entitled to rewards and subsidies set out in these Measures after meeting the economic indicator assessment requirements set forth in the agreement. For those that meet the criteria in both these Measures and other support policies and regulations of the District (including the policies and regulations of the higher-level departments requiring the District to offer relevant support and bear relevant funds), the support shall be granted according to the principle of observing higher standards without repetition, unless otherwise stipulated. Rewards shall be granted based on the total fiscal funding allocated annually. The annual total amount of the reward hereunder shall not exceed the total fiscal funding allocated in the current year. The total amount of the reward per year for a single enterprise shall not exceed RMB 3 million. For the purposes of these Measures, "over", "up to", and "no less than" shall include the given figure, and "exceed", "above", and "less than" shall exclude the given figure. For the purposes of these Measures, "operating revenue" shall mean the monetary income obtained by an enterprise from selling goods or providing services within a certain period of time. For the purposes of these Measures, "MCNs" shall mean enterprises that manage live streamers and provide culture and entertainment brokerage services, as well as commercial services.

XI. The cultivation of the innovative space for digital marketing ecosystem, project evaluation, supervision of fund use, and other related work in the District shall be conducted pursuant to these Measures. These Measures shall be implemented by the Investment Promotion Bureau of Haizhu District, which shall also release related annual application guidelines. Enterprises shall submit application materials on a voluntary basis, and the tax-related expenses shall be borne by enterprises. Enterprises applying for rewards and subsidies hereunder shall operate legally and sign relevant letters of commitment.

XII. These Measures shall enter into force as of the date of promulgation and remain effective for three years. The power of interpretation of these Measures shall be vested in the Investment Promotion Bureau of Haizhu District.

Disclosure method: Voluntary disclosure

Office of Investment Promotion Bureau of Haizhu District, Guangzhou Issued on October 23, 2024