

# **PMQ MANAGEMENT COMPANY LIMITED**

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**GUIDES FOR STUDIO UNIT  
(WITH CONCESSIONARY LICENCE FEE) APPLICANTS**

**AT**

**PMQ, 35 ABERDEEN STREET, CENTRAL, HONG KONG**

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## SECTION ONE

### INTRODUCTION

#### 1.1 REMINDERS TO APPLICANTS

This “**GUIDES FOR STUDIO UNITS (WITH CONCESSIONARY LICENCE FEE) APPLICANTS**” together with the relevant “**ANNEX**” forms part of the application, applicants are required to read all the documents before submitting their applications.

Applicant can only be allowed to submit one application. Each successful application will be allocated one studio unit only.

#### 1.2 VISION & MISSION OF PMQ

##### VISION

1. To establish PMQ as an **ICON** of HK creative industries that shines in the region;
2. To showcase HK’s high quality brands and build success in the international market; and
3. To elevate the appreciation of the value created by design & innovation.

##### MISSION

We are committed to transform a historical compound and develop it into a unique hub of broad appeal to serve the evolving creative industries through -

1. Champion of Enterprising Creativity (turning Creativity to Business);
2. Nurturing of local create-preneurs and designers;
3. Promotion of appreciation of creativity to the community;

#### 1.3 SCOPE

PMQ will be a platform to help local design entrepreneurs attain new heights in brand development and retail distribution through direct access to high quality retail traffic (local, regional and international). By doing so, PMQ can serve as a stepping stone for designers who have gone through an exploratory stage and have obtained sufficient experience in production, branding and channel distribution to further enhance their brands and expand their scope of business. It will not only become a major attraction to locals and tourists, but also a regional hub to house quality brands. It will be a platform for the public to be introduced to the best of local and regional designs, and a unique cluster incorporating, professional studio unit, design, cultural education, architectural attractions, heritage interpretation, retail outlets, and high quality food and beverage.

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**SECTION TWO**  
**INFORMATION TO APPLICANTS**

**2.1. STUDIO UNIT**

1. Applicants who successfully pass the assessment process will be invited to visit the sample standard size unit to make their own independent evaluation of the possible handover condition before signing the agreement, and have to accept the unit on an “as is” basis”, without warranty of any kind, express or implied, given by PMQ
2. Studio units will primarily be allocated to Hong Kong brands, with a small portion opened to non-local designers.
3. The following standard features will be provided in each studio unit:
  - 60A single-phase electric supply
  - Wash basin with plumbing and drainage
  - Air conditioning unit
  - Telephone Line (Licensee has to contact service provider for connection)
  - Broadband Circuit (Licensee has to contact service provider for connection)
  - Automatic sprinkler and other fire-fighting installation
4. The final allocation of studio units is subject to the availability of the studio units.
5. Licensees will be entitled 1-month “Free licence fee period” for fitting out after handover.

**2.2. LICENCE PERIOD, LICENCE FEE, MANAGEMENT FEE & UTILITIES, GOVERNMENT RATES AND CONCESSIONARY LICENCE FEE POLICY**

**LICENCE PERIOD**

The licence period will be a fixed term of two (2) years. All renewal should be subject to re-application and assessment.



**LICENCE FEE**

The licence fee of our studio units will be set with reference to the market rental value of the Grade B office in Sheung Wan and Central districts. Licence fee (exclusive of management fee, utilities and government rates) of the standard size studio unit is as follow:

<b>Types of Studio Units</b>	<b>Licence Fee (before any discount offering)</b>
Standard Size	HK\$18,000

**MANAGEMENT FEE & UTILITIES**

1. The monthly management fee and utilities will be charged at a cost recovery basis according to the size of the studio unit.
2. The monthly management fee will be charged on top of the licence fee of the studio unit.

**GOVERNMENT RATES**

The licensee shall pay all government rates according to the demand for rates from the Rating and Valuation Department imposed on the studio unit quarterly in advance. In the event of the studio unit not yet having been assessed to government rates, the licensee shall pay a monthly sum in advance equivalent to 5.0% of the monthly licence fee in respect of the unit as would be charged until actual assessment and demand by the Rating and Valuation Department has been made. Any overpayment or shortfall shall be adjusted and settled when the studio unit has been assessed to government rates.

### CONCESSIONARY LICENCE FEE POLICY

Concessionary licence fee will be given to designers during the licence period depending on the assessment and their respective business developmental stages at the time of application as stated below:

Category	- Definition / Stage of development
Established Local Designers	<ul style="list-style-type: none"> <li>- Have more than 1 retail shop / outlet / office or having an average annual turnover of \$3M or above in the last 2 financial years</li> <li>- Their own brand / name is widely recognized by the design industry / public</li> </ul>
Local Designers	Other than “Established Local Designers”

Local Designers means designers who are permanent residents of HKSAR or companies in the design profession formed and registered under the Companies Ordinance (Cap. 32) except non-Hong Kong companies.

Category	Maximum Discount offered in the first 2 years licence period
Local Designers	20% - 50%*
Established Local Designers	0%
Non-Local Designers / Local or Non-Local Institutions / Associations	0%

\* A maximum of 50% discount will only be considered on exceptional cases only.

Exceptional cases will be considered on individual merits. A maximum of 20% discretionary discount can be given by PMQ Management Co. Ltd. on a case by case basis

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**SECTION THREE**  
**APPLICATION**

**3.1. GENERAL APPLICATION CRITERIA**

Applicants should possess solid knowledge and experience (at least 3 years) in the following design categories, and have adequate and sufficient experience in production, branding and channel distribution of the relevant self-designed products / services:

(Exceptional cases with lesser experience will be considered on individual merits.)

<b>Design Categories</b>	<b>Nature of Design</b>
Personal Product Design	- Fashion / Fashion Accessories Design - Jewelry / Watch Design
Household / Office Product Design	- Product / Gifting design
Design Service	- Advertising / Branding - Animation / Game / Internet Multimedia / Web / Interactive Design - Architecture / Interior / Spatial Design - Illustration / Graphic Design

Application will be assessed according to the first-come-first-serve basis, and the application process will suspend once the available units are filled

**Applications unrelated to the above design categories will also be considered, but assessment priority will be given to applicants with design categories mentioned below.**

**Majority of the products / services on sale or distribution in the studio unit by the successful applicant have to be self-designed by the licensee, or with certain degree of the licensee's involvement.**

### 3.2. CATEGORIZATION OF APPLICATION

Applications are categorized into:

Types of Application	Definition
<b>Personal* / Company Application</b>	- Application can be submitted in the name of a person* or company and will solely occupy a studio unit.
<b>Institutions / Associations Application</b>	- Application can only be submitted in the name of an institution / association with 50 or more members and will solely occupy a studio unit.

**\*Personal application refers to a person who is aged 18 or above and have the right to reside and work in Hong Kong.**

#### **Notes to All Applications:**

1. Applicants have to submit the duly completed application form and all the required documents mentioned in “Part H: Checklist for Applicant” of the application form.
2. Each application (i.e. personal / company application or institutions / associations application) is applying for 1 studio unit only.
3. Allocation priority will be given to local designers and local institutions / associations.
4. Applicants have to set up a Hong Kong registered limited company under the Companies Ordinance (Cap 32) to serve as a legal entity by the time of signing the licence agreement if application is successful. Documentary proofs of the newly established company have to be submitted when signing the licence agreement.

#### **Notes to Institutions / Associations Applications:**

1. “Applicant Portfolio” required on “Part H: Checklist for Applicant” of the application form should be the portfolio of all members who will showcase their design works during the first 3 months of operation at the studio unit if application succeeds.
2. Apart from the “Applicant Portfolio”, all other information required on “Part H: Checklist for Applicant” of the application form should be completed in the name of the institution / association which submit the application.
3. Successful institution / association applicant is required to rotate the design works from member at the studio unit from time to time.



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**3.3. CHECKLIST & INFORMATION REQUIRED FOR APPLICATION**

1. Please refer to “Part H: Checklist for Applicant” of “ANNEX 1: PMQ STUDIO UNIT (WITH CONCESSIONARY LICENCE FEE) APPLICATION”.
2. All information has to be filled and provided **in English**.

**3.4. ENQUIRIES & SUBMISSION OF APPLICATION**

1. Please submit the application together with all required documents in person, by courier or registered mail delivery to the following address; other forms of submission or late submissions will not be processed.

Address: PMQ Management Co. Ltd.  
S614, Block A, PMQ,  
35 Aberdeen Street,  
Central, Hong Kong

**(Please mark “PMQ Studio Unit Application” on the envelope)**

**(For entries sent by post or courier, the postmark date on envelope will be regarded as the date of application)**

Office Hour: 10:00 a.m. – 6:00 p.m. (Mon – Fri);  
Lunch Hour: 1:00 p.m. – 2:00 p.m.

2. Application will be assessed according to the first-come-first-serve basis, and the assessment process will suspend once the available units are filled.
3. If applicants fail to submit items in accordance with the requirements or fail to provide essential information in the application form, PMQ Management Co. Ltd. reserves the right to disqualify the application(s) concerned. All submitted documents and materials will **NOT** be returned to applicants.
4. In the event that a typhoon signal No. 8 or above or black rainstorm warning is issued, please submit your application on the next working day.
5. After submitting an application with PMQ Management Co. Ltd., the applicants shall not attempt to initiate any contact, whether direct or indirect, with PMQ Management Co. Ltd. on their applications. PMQ Management Co. Ltd. shall have the sole right to initiate any such further contact and all such contacts and any replies of the applicants thereto shall be in writing or formally documented in writing.



**SECTION FOUR**  
**ASSESSMENT**

**4.1. ASSESSMENT PROCESS**

There will be two rounds of selection. The first-round selection will be conducted, based on the information provided by the applicants, in sufficient detail to shortlist the applicants for further assessment in the second-round selection.

Applicants, who have passed the first-round selection, will proceed to the second-round selection. They are encouraged to take along more prototype, model or actual product etc., to attend an interview to answer questions on their application and/or provide further information in front of the Assessment Panel. The interview and presentation will form part of the assessment.

**4.2. ASSESSMENT CRITERIA**

During both rounds of selection, the Assessment Panel will examine and assess the applications in accordance with the following marking scheme for each area of assessment.

<b>Areas of Assessment</b>	<b>Maximum Marks</b>
a. Creativity	45%
b. Business nature and viability	45%
c. Contributions in promoting design industries and PMQ to the public	10%

**4.3. ASSESSMENT DATE & RESULT NOTIFICATION**

Applicants who have passed the first round selection will be notified to attend the interview. Applicants who have not received any interview notification can treat their application as unsuccessful.

**4.4. APPLICANT’S COMMITMENT**

1. All parts of the applications submitted and offered by the applicants shall be binding on the applicant. Applicant is deemed to have satisfied to the correctness of the application.
2. All proposals, information and responses submitted by each applicant shall be the representation of the applicant and may by law or at PMQ Management Co. Ltd.’s sole option be made between PMQ Management Co. Ltd. and the successful applicant in such manner as PMQ Management Co. Ltd. considers appropriate.

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## SECTION FIVE

### KEY MANDATORY REQUIREMENTS & DISCLAIMER

#### 5.1. KEY MANDATORY REQUIREMENTS

Please note this part only attempt to summarize a few key elements of the House Rules, and the House Rules at the time of signing the licence agreement shall prevail.

##### 1. Licensee Responsibilities:

- i. Daily Opening Hours
  - Studio unit who use for retail purpose shall remain open for business at least 7 consecutive hours between 11:00 a.m. and 8:00 p.m. daily.
- ii. Working and Interacting with the Public
  - Studio unit has to adopt an open door policy during the daily opening hours to interact with the public.
  - The licensees are encouraged to hold workshop or interactive activities to engage with the public.
  - Licensees of those studio units which are of non-retail nature are encouraged to participate in different public engagement activities organized at PMQ Management Co. Ltd.
- iii. Types of Business
  - The licensee shall use the studio unit solely for the purpose of carrying out commercial activities or trade as stated in the application.
  - Any trade activity which is incompatible with the image of PMQ will be prohibited.
  - The licensee shall not use the studio unit for residential purpose.
  - It is the licensee's responsibility to obtain all trade licenses necessary for conducting the business.
- iv. Exterior Façade of the Studio Unit
  - For the purpose of conservation, the exterior of the studio unit facing the street is common property and shall be protected and maintained in the state and condition as at the date of delivery of the studio unit. As such, the licensee will not be allowed in any circumstance to alter the façade.
- v. Participation in PMQ Promotional Activities
  - The licensee is encouraged to participate in all promotion activities organized by PMQ Management Co. Ltd.

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**2. Site Management**

- i. Smoke Free except at Designated Areas
  - Smoking is prohibited in any studio unit or common areas (except designated areas) of PMQ.
- ii. Pet Free
  - Any kind of pet is prohibited in any studio unit or common areas of PMQ.

**5.2. DISCLAIMER**

1. Whilst the information in this **“GUIDES FOR STUDIO UNIT (WITH CONCESSIONARY LICENCE FEE) APPLICANTS”** (GUIDES) together with the relevant **“ANNEX”** have been prepared in good faith, it does not claim to be comprehensive or to have been independently verified. Neither PMQ Management Co. Ltd., nor any of its staff or the members of any Committee and Panel, accepts any liability or responsibility as to, or in relation to the adequacy, accuracy or completeness of the information contained in the GUIDES together with the relevant **“ANNEX”** or any other written or oral information which is, has been or will be provided or made available to any applicants; nor do they make any representation, statement or warranty, express or implied, with respect to such information or to the information on which GUIDES is based. Any liability in respect of any such information or any inaccuracy in the GUIDES with the relevant ANNEX or omission from the GUIDES with the relevant ANNEX is expressly disclaimed. In particular, but without prejudice to the generality of the foregoing, no representation or warranty is given as to the achievability or reasonableness of any future projections, estimates or prospects contained in the GUIDES and relevant ANNEX. Nothing in the GUIDES and the relevant ANNEX nor in any other written or oral information which is, has been or will be provided or made available to any applicants should be relied on as a representation, statement or warranty as to the intentions, policy or action in future of PMQ Management Co. Ltd., any of its staff or the members of any Committee or Panel.
2. The submission of any application by applicants shall be taken to be an acceptance of the terms of this Disclaimer.
3. The GUIDES and the relevant ANNEX are not intended to provide the basis for any investment decision and should not be considered as a recommendation by the PMQ Management Co. Ltd. or any of its staff to any applicant to submit any application.

4. The GUIDES and ANNEX do not constitute an offer nor does it constitute the basis of any contract which may be concluded in relation to the application.
5. PMQ Management Co. Ltd. reserves the right, without prior consultation or notice, to change the content of the GUIDES and the relevant ANNEX. PMQ Management Co. Ltd. also reserves the right to terminate any or all the application process or negotiations in its discretion before executing any binding contract with the successful applicant.
6. The participation of applicants in the application and assessment process to the extent provided for shall be entirely at their own risk. PMQ Management Co. Ltd. will not under any circumstances be liable to any applicants for any cost, expense, loss or damage whatsoever arising out.
7. The floor plan provided in “ANNEX 1: PMQ STUDIO UNIT (WITH CONCESSIONARY LICENCE FEE) APPLICATION” is for indication purpose and might not be to scale or reflect the actual site situation.
8. Employees of the PMQ Management Co. Ltd and members of the PMQ Studio Unit Selection Committee are not eligible to apply the studio unit at PMQ. PMQ Management Co. Ltd. reserves the right to verify the eligibility of all applicants.
9. Members of the PMQ Studio Unit Selection Committee and PMQ Studio Unit Assessment Panel will be withdrawn from designated assessment and / or interview if an application submitted by him / her, a close family member (i.e. spouse, children and sibling) of the member or a company / institution which the member holds a directorship / partnership / managerial position is being reviewed.

### **5.3. NOTICES REGARDING THE PERSONAL DATA (PRIVACY ORDINANCE)**

1. The personal data provided by means of the concerned “ANNEX 1: PMQ STUDIO UNIT (WITH CONCESSIONARY LICENCE FEE) APPLICATION” will be used by PMQ Management Co. Ltd. for the following purposes:
  - Processing of studio unit licence application for PMQ Management Co. Ltd.
  - Communication in the normal course and in case of emergencies.
  - Communication regarding other service(s) of PMQ Management Co. Ltd.

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2. The provision of personal data by means of the “ANNEX 1: PMQ STUDIO UNIT (WITH CONCESSIONARY LICENCE FEE) APPLICATION” is voluntary. However, if insufficient information is provided, the application may not be processed.
  3. The personal data provided by means of “ANNEX 1: PMQ STUDIO UNIT (WITH CONCESSIONARY LICENCE FEE) APPLICATION” may be disclosed to relevant government departments, selection committee and assessment panel for the purposes mentioned in point 1 above.

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**IMPORTANT NOTES**

- Please read the “**GUIDES FOR STUDIO UNITS (WITH CONCESSIONARY LICENCE FEE) APPLICANTS**” and the **ANNEX** before filling in the “**PMQ STUDIO UNIT (WITH CONCESSIONARY LICENCE FEE) APPLICATION**”.
- Applicant can only be allowed to submit one application. Each successful application will be allocated one studio unit only.



- Company Application\* **(Start to fill in your application from Part B1)**
  - Company applicant will solely occupy a studio unit.
- Institution / Association Application\* **(Start to fill in your application from Part B1)**
  - Institution / Association applicant will solely occupy a studio unit.
- Personal Application\* **(Start to fill in your application from Part B2)**
  - Personal applicant will solely occupy a studio unit.

\*Please refer to “Section 3.2 Categorization of Application” of “Guides for Studio Units (With Concessionary Licence Fee) Applicants” for more information.

<End of Part A>

Applicant(s) is / are required to complete either B1 or B2

Part B1 – Company / Institution / Association Information:	
Company / Institution / Association Name:	
Address:	
Date of Establishment:	Business Registration Number or Certificate of Registration / Exemption Number*:
Contact Person:	Position:
Tel. / Mobile:	Fax (if any):
Email:	Website (if any):

\*Delete where inappropriate

Please fill in B2 for application submission in the name of a person

Part B2 – Personal Information		
Name (in English): Mr. / Mrs. / Ms.*	Name (Chinese): 先生. / 女士 / 小姐*	
I.D. / Passport No.:	Nationality:	
Date of Birth (DD/MM/YY):	Place of Birth:	Gender:
Correspondence Address:		
Tel / Mobile:	Fax (if any):	
Email:	Website (If any):	

\*Delete where inappropriate

<End of Part B>





Part C1 – Major Design Category (Please ✓ as appropriate)	
Personal Product Design	<input type="checkbox"/> Fashion / Fashion Accessories Design
	<input type="checkbox"/> Jewelry / Watch Design
Household / Office Product Design	<input type="checkbox"/> Product / Gifting Design
Design Service	<input type="checkbox"/> Advertising / Branding
	<input type="checkbox"/> Animation / Game / Internet Multimedia / Web / Interactive Design
	<input type="checkbox"/> Architecture / Interior / Spatial Design
	<input type="checkbox"/> Illustration / Graphic Design

Part C2 – Applicant’s Experience	
a) Direct Experience – Operation / management experience of your own design related business	
b) Indirect Experience – Working experience in the related design industry	
a) Direct Experience (Years)	b) Indirect Experience (Years)

Part C3* – Design Achievement / Award (if any)		
Achievement / Award	Award Conferring Organization	Award Year

Part C4* – Award Received from Client Project(s) (if any)			
Award & Conferring Organization	Client Name	Project Name	Award Year

Part C5* – Membership(s) and Office-bearers of Designers’ Association(s) / Position(s) Held (if any) in Academic Institution(s)		
Designers’ Association / Institution	Member / Position	Date of Join

Part C6– Past Participation of Incubation Program in HK (if any)		
Have you ever been participated in any Incubation Program in HK <input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>If yes, please mentioned the details as follows:</b>		
Organization name	Name of Incubation Program	Year

Part C7* – Reference (if any)		
Name & Post Title	Authority / Company / Institution / Association	Tel / Email

Part C8* – Supplementary Information
Supplementary information that is helpful to your application (if any): (Attach additional pages if necessary)

**\*Please attach any copy of commendation, client’s project(s) for achievement / award being granted, certification or any supplementary information required**

<End of Part C>

Please fill in the following parts and compile it with D5 - Business Plan

Part D1 – Expected Paid Up Capital	
Expected paid up capital ( <b>HK\$000</b> ) (includes but not limited to stock, staff cost, renovation and fixtures)	HK\$

**Part D2 – Revenue Review and Revenue Projection**  
(Please provide the P&L statement in the last 2 financial years as support, company applicant who fail to provide P&L statement as support may categorized as Established Local Designers)

**(Note: Figures stated below are presented in HK\$'000, and 200 means \$200,000)**

Description	2 <sup>nd</sup> Last Year(Actual)	Last Year (Actual)	Year 1 in PMQ	Year 2 in PMQ
a) Revenue from service provision to clients	HK\$	HK\$	HK\$	HK\$
b) Revenue from design and sales of own brand name product	HK\$	HK\$	HK\$	HK\$
c) Staff Cost	HK\$	HK\$	HK\$	HK\$
d) Material and Production Cost	HK\$	HK\$	HK\$	HK\$
e) Operational Overhead	HK\$	HK\$	HK\$	HK\$
f) Marketing and Promotion Cost	HK\$	HK\$	HK\$	HK\$
Net Profit / (Loss) (a+b)-c-d-e-f	HK\$	HK\$	HK\$	HK\$

**Part D3 – Number of Staff Managed in the Last 2 Years**

Year	Retail, Sales & Marketing	Design & Creative	Others	Total
2 <sup>nd</sup> last year				
Last Year				

**Part D4–Estimate Number of Staff in PMQ Studio Unit (Including Applicant)**

	Retail, Sales & Marketing	Design & Creative	Others	Total
Number				

### Part D5 – Business Plan

Please provide a detailed business plan (in English) in A4 sized paper and the softcopy in a USB includes but not limited to the followings:

(Please separate the following parts with an interval page showing the part number and description)

D5.1) **Organizational Structure** - Your organizational structure (if any) in a flowchart and describe your role and key responsibilities.

D5.2) **Proposed Products / Services** - The new products / services that you are going to launch in the coming 2 years, its price range and strength. (attach image if required)

D5.3) **Target Customer and Implementation of Marketing Plan** - Your target customer, marketing strategy and implementation plan (including both online or offline) to promote your brand/product and to reach the target consumer.

D5.4) **Long Term Sustainability** - The reason and proposed action that you would drive your company or new products / services to sustain in a long run.

D5.5) **Key Milestone** - Your target business performance milestone for every year in the coming 2 years.

D5.6) **Co-Creation Project** – Apart from using the unit for your creative business, any project, workshop, exhibition or activities that you are planning to hold at PMQ to interact with the visitors and co-create the design community.

<End of Part D>

**Part E: Applicant Portfolio**

**Part E1 – Application Portfolio (in English)**

Please provide a detailed applicant portfolio (in English) in paper no larger than A3 sized and the softcopy in a USB to include but not limited to the followings:  
(Please separate the following parts with an interval page showing the part number and description)

- E1.1) **Background Introduction** - Resume or introduction of yourself / your company.
- E1.2) **Key Design Discipline** - Description of your key design discipline and comparative advantages.
- E1.3) **Design Portfolio** - Design portfolio in the previous 5 years, number of existing products / projects and its price range, includes but not limited to pictures, photos, sketches or artwork together with description and the key distribution channels (if any) (Please provide existing product catalogue if possible).
- E1.4) **Marketing Experience** –Specify any channels, marketing activities or campaign that you have organized or applied to promote your company / brand / self-designed products in the previous 5 years
- E1.5) **Public Engagement Experience** – Any activities, workshop or exhibition that you have participated or organized to strengthen the relationship with the visitors or the design community

<End of Part E>



**Part F1 – Usage of Studio Unit**

I intend to use the studio unit for retail purpose. (Please ✓ as appropriate)  
[ ] Yes [ ] No

Are you able to open the studio unit daily? (Please ✓ as appropriate)  
[ ] Yes [ ] No

**Remarks:**

- 1) Majority numbers of studio units will be allocated for retail purpose. Applicants not in design retail business or unable to open daily may state their intention for reference.
- 2) The above preference is for reference only and the final allocation is subject to the availability of the studio units.
- 3) Studio unit who use for retail purpose shall remain open for business at least between 1:00p.m. and 8:00p.m. daily.
- 4) Applicants who have not stated their preference on the usage or opening of studio unit will be automatically treated as using the studio unit for non-retail purpose.
- 5) PMQ Management Co. Ltd. reserves the right to make the final decision on the allocation.

<End of Part F>



- 1) I declare that all the particulars furnished in this application and the documents provided are true and correct. Any person who knowingly provides any misleading information or false statement to PMQ Management Co. Ltd. in respect of any application for a studio unit may result in the termination of the application, and I may be liable to prosecution.
- 2) I shall not relieve the obligations to comply with the offers, proposals and information provided in the application if being granted the studio unit. PMQ Management Co. Ltd. reserves the right to terminate the agreement if I fail to do so.
- 3) If I acquire a studio unit by providing misleading information or false statements, PMQ Management Co. Ltd. may terminate the agreement and I may be liable to prosecution.
- 4) I understand that the information collected from this application will be used only for the purpose of assessment, interview and compiling aggregate statistics.
- 5) I understand that the information and all documents provided for this application will be vetted by staff of PMQ Management Co. Ltd. and external assessors.
- 6) PMQ Management Co. Ltd. may, in processing the application, collect the data from other third party possessing the personal data for verification and confirmation of the eligibility.
- 7) Each application is applying for 1 studio unit only.
- 8) The submission of this application by applicants shall be taken to be an acceptance of the terms of the Disclaimer on "Guides for Studio Units (With Concessionary Licence Fee) Applicants".
- 9) I would like to receive email from PMQ Management Co. Ltd. about news update and events at PMQ. **(Please ✓ as appropriate)**  
 Yes                       No
- 10) I understand that PMQ Management Co. Ltd.'s decision is final if any possible dispute occurs.

\_\_\_\_\_  
Name / Company / Institution / Association

\_\_\_\_\_  
Full Name of Authorized Signatory

\_\_\_\_\_  
Date (DD/MM/YY)

\_\_\_\_\_  
Signature & Company Stamp (if applicable)

- 1) The personal data provided by means of the concerned “Annex 1: PMQ Studio Unit (with Concessionary Licence Fee) Application” will be used by PMQ Management Co. Ltd. for the following purposes:
  - Processing of studio unit licence application for the PMQ Management Co. Ltd.
  - Communication in the normal course and in case of emergencies.
  - Communication regarding other service(s) of PMQ Management Co. Ltd.
- 2) The provision of personal data by means of the “Annex 1: PMQ Studio Unit (with Concessionary Licence Fee) Application” is voluntary. However, if insufficient information is provided, the application may not be processed.
- 3) The personal data provided by means of “Annex 1: PMQ Studio Unit (with Concessionary Licence Fee) Application” may be disclosed to relevant government departments, selection committee and assessment panel for the purposes mentioned in point 1 above.

Please submit the application together with all required documents in person, by courier or registered mail delivery to

**PMQ Management Co. Ltd.**

S614, Block A, PMQ,  
35 Aberdeen Street,  
Central, Hong Kong

**(Please mark “PMQ Studio Unit Application” on the envelop)**

**(For entries sent by post or courier, the postmark date on envelope will be regarded as the date of application)**

Office Hour: 10:00a.m.–6:00p.m. (Mon – Fri); Lunch Hour: 1:00p.m. – 2:00p.m.

**Notes of Submission:**

- 1) Application will be assessed according to the first-come-first-serve basis, and the assessment process will suspend once the available units are filled.
- 2) Application has to be submitted in person, by courier or registered mail delivery; other forms of submission will not be processed.
- 3) If Applicants fail to submit items in accordance with the requirements or fail to provide essential information in the application form, PMQ Management Co. Ltd. reserves the right to disqualify the application(s) concerned. All submitted documents and materials will **NOT** be returned to Applicants.
- 4) In the event that a typhoon signal No. 8 or above or black rainstorm warning is issued, please submit your application on the next working day.



**Part H: Checklist for Applicant**

**Part H1 – Checklist**

- Remarks:**
1. Each application has to submit **ONE(1)** set of information in hardcopy which staple in **THREE(3) separate groups** (i.e. Group A, B, C) and shall not be bound together according to the types of application stated in the following tables.
  2. Documents required for Group A and B have to be submitted in A4 sized paper, and documents required for Group C have to be submitted in paper no larger than A3 sized.
  3. Each application has to submit **ONE(1)** set of softcopy information in a **USB** according to the types of application stated in the following tables.
  4. Applicants are not allowed to make any addition, elimination, modification or resubmission on Applicant Portfolio and Business Plan.
  5. Please attached copy of commendation, clients’ project(s) for achievement / award being granted, certification or any supplementary information required (if any) with your application

<b>Documents Required for Personal Application</b>	
<b>Group</b>	<b>Hardcopy Information</b>
A	<ul style="list-style-type: none"> <li>- Duly completed Application Form <b>(Except Part D &amp; E)</b></li> <li>- Copy of ID / Passport of all applicants</li> </ul>
B	<ul style="list-style-type: none"> <li>- Revenue Projection and Business Plan <b>(Part D)</b></li> </ul>
C	<ul style="list-style-type: none"> <li>- Applicant Portfolio <b>(Part E)</b></li> </ul>
<b>USB</b>	<b>Softcopy Information</b>
1	<ul style="list-style-type: none"> <li>- Duly completed Application Form <b>(Except Part D &amp; E)</b></li> </ul>
2	<ul style="list-style-type: none"> <li>- Revenue Projection and Business Plan <b>(Part D)</b></li> </ul>
3	<ul style="list-style-type: none"> <li>- Applicant Portfolio <b>(Part E)</b></li> </ul>

<b>Documents Required for Company Application</b>	
<b>Group</b>	<b>Hardcopy Information</b>
A	<ul style="list-style-type: none"> <li>- Duly completed Application Form <b>(Except Part D &amp; E)</b></li> <li>- Copy of updated Business Registration</li> <li>- Updated memorandum and articles of association of all applicants</li> <li>- P&amp;L statement of the last 2 financial years of all applicants</li> </ul>
B	- Revenue Projection and Business Plan <b>(Part D)</b>
C	- Applicant Portfolio <b>(Part E)</b>
<b>USB</b>	<b>Softcopy Information</b>
1	- Duly completed Application Form <b>(Except Part D &amp; E)</b>
2	- Revenue Projection and Business Plan <b>(Part D)</b>
3	- Applicant Portfolio <b>(Part E)</b>

<b>Documents Required for Institution / Association Application</b>	
<b>Group</b>	<b>Hardcopy Information</b>
A	<ul style="list-style-type: none"> <li>- Duly completed application Form <b>(Except Part D &amp; E)</b></li> <li>- Copy of Certificate of Business Registration or Certificate of Registration of a Society or Certificate of Exemption from Registration of a Society</li> <li>- P&amp;L statement of the last 2 financial years</li> </ul>
B	- Revenue Projection and Business Plan of the applied institution / association. <b>(Part D)</b>
C	- Applicant Portfolio <b>(Part E)</b> of all members who will showcase their design works during the first 3 months of operation at the studio unit if application is successful.
<b>USB</b>	<b>Softcopy Information</b>
1	- Duly completed Application Form <b>(Except Part D &amp; E)</b>
2	- Revenue Projection and Business Plan of the applied institution / association. <b>(Part D)</b>
3	- Applicant Portfolio <b>(Part E)</b> of all members who will showcase their design works during the first 3 months of operation at the studio unit if application is successful.

<End of Part H>

Floor Plan of Studio Units & Verandah

