

Reproduction of Hong Kong Currency Notes for Advertisement Purposes
(General Guidelines)

Under section 103 of the Crimes Ordinance (Cap. 200 of the Laws of Hong Kong), a person who, without the consent in writing of the Monetary Authority, reproduces on any substance whatsoever, and whether or not to the correct scale, any Hong Kong currency note or any part of a Hong Kong currency note, commits an offence.

In the light that there have been cases of counterfeit notes being accepted by the public as genuine notes, the HKMA and the Police have put in place appropriate approval procedures for reproduction of Hong Kong currency notes to guard against the passing of counterfeit notes into circulation.

It is not necessary to seek approval for “digital reproduction” of genuine banknotes, unless the electronic images of currency notes are to be reproduced into a physical form whereby the standard application procedures shall apply.

Application Procedures

Anyone who intends to reproduce any Hong Kong currency notes for printed advertisement purposes must, in accordance with the above-mentioned Ordinance, submit **Application Form 2** to the HKMA with the following details:

- (1) Name of applicant or organisation
- (2) Contact details of applicant or organisation
- (3) Use of the proposed reproduction
- (4) Denomination and name of note-issuing bank
- (5) Product information
- (6) After obtaining the HKMA’s interim approval, a sample of the advertisement
- (7) Other information requested by the HKMA

The applicant can submit his or her application to the HKMA via any of the following methods:

- Email: publicenquiry@hkma.gov.hk
- Fax: 2878 2010
- Post: 55/F, Two International Finance Centre, 8 Finance Street,
Central, Hong Kong (Attn: HKMA Public Enquiry Service)

Upon receipt of the application, the HKMA will reply to the applicant granting

him/her an interim approval to prepare a sample of the advertisement for review by the HKMA and Commercial Crime Bureau of Hong Kong Police Force. The HKMA, after confirming that the sample(s) and details submitted are in compliance with the requirements, will issue a written approval. Generally speaking, the processing time will take around 2 weeks. To avoid infringing intellectual property rights, applicants may also need to obtain the consent of the concerned note-issuing banks or the Information Services Department of the HKSAR Government (for the Government \$10 notes) to use their currency note images. The contact details are as follows:

- HSBC: email hsbc.bank.note.support@hsbc.com.hk
- Standard Chartered Bank (Hong Kong) Ltd: email Sustainability.HK@sc.com
- BOC(HK): email corp_comm@bochk.com
- Information Services Department: please contact the HKMA: email publicenquiry@hkma.gov.hk

CONDITIONS FOR ADVERTISEMENT PURPOSES

- (1) The reproduction must be smaller or larger than the actual size of the currency note by at least 20%.
- (2) The reproduction shall be shown at an oblique angle of perspective and be appreciably curled or otherwise distorted.
- (3) The applicant shall destroy all negatives, plates and other materials used in making the reproduction immediately after use.
- (4) The HKMA may attach additional conditions or amend the above conditions as deemed necessary for the applicant's compliance.
- (5) The applicant is required to undertake to comply with all conditions imposed by the HKMA if the application is approved.