泉商务〔2022〕59号

泉州市商务局 泉州市财政局关于印发2022年泉州市促进电子商务高质量发展若干

措施申报指南的通知

各县（市、区）商务主管部门、财政局，泉州开发区、泉州台商投资区科经局、财政局：

为贯彻落实《泉州市商务局 泉州市财政局关于印发2022年泉州市促进电子商务高质量发展若干措施的通知》（泉商务规〔2022〕2号）文件精神，特制定《2022年泉州市促进电子商务高质量发展若干措施申报指南》，现印发给你们，请认真贯彻执行。

泉州市商务局 泉州市财政局

2022年4月20日

泉州市商务局 2022年4月20日印发

2022年泉州市促进电子商务高质量

发展若干措施申报指南

一、基本申报条件和材料

（一）基本申报条件

　　依法在泉州市登记注册、具有独立法人资格的单位，企业注册地、开户行（结算地）均在泉州地区；单位财务核算制度健全，会计信用和纳税信用良好；企业或法人代表无涉黑涉恶行为、失信行为、未发生安全生产事故。申报项目必须在2022年1月1日-12月31日内发生。

（二）基本申报材料

　　1.专项资金申请报告。包括单位的基本情况和财务状况、项目建设情况、经济和社会效益，以及申请资金的主要依据等；

　　2.申报单位2022年度完税（免税）证明。

（三）项目专项资金支持内容及条件

**1.培育电商平台项目**

**申报条件：**

2022年度平台交易额8000万元以上的电商平台（包含行业垂直电商平台、企业自建独立站等）。

**申报材料还需包括：**

　　①2022年电商平台建设补助资金申报表（附件1）；

　　②2022年度电商平台交易额证明文件（平台交易额汇总截图）；

　　③2022年度平台新增实际投资明细表（含建设改造、宣传推广、软件购置、服务器购置及开发、运营等费用，不得含土地、房屋、车辆购置费用）、相关费用发票及银行付款回单；

　　④与平台有关的经营网站或移动终端运营主要页面截图及有效期内的ICP经营许可证复印件或ICP备案证截图。

**2.引进电商龙头企业项目**

**申报条件：**

①入驻世界前100强或中国互联网前50强的电商企业；

　　②入驻企业需于2022年在泉州地区注册设立全国性/区域总部（独立核算）；

③实际到位注册资本金1000万元以上。

**申报材料还需包括：**

　　①2022年引进电商龙头企业奖励资金申报表（附件2）；

　　②设立下属公司或分支机构的营业执照；

　　③企业董事会等管理机构关于设立总部的决议文件；

　　④权威机构授予的龙头企业荣誉证书或证明文件；

⑤实际到资验资报告。

**说明：**世界前100强企业，是指美国《财富》杂志每年评选的“全球最大五百家公司”排行榜前一百名，名单以《财富》中文版发布为准；中国互联网企业前50强，是指中国互联网协会和工业和信息化部信息中心每年联合组织评选100家互联网企业前50名，评选结果以中国互联网协会官网公告为准。

**3.引导工业企业设立电商总部或法人企业项目**

**申报条件：**

①工业企业需于2022年在泉州地区新注册设立电商总部或专营电商法人企业（独立核算）；

②注册后年度网上零售销售额达到5000万元或1亿元以上。

**申报材料还需包括：**

①2022引导设立电商总部或法人企业奖励资金申报表（附件3）；

②设立电商总部或专营电商法人企业的营业执照；

③注册后年度企业网上销售额证明文件（生意参谋、数据罗盘、支付宝等第三方支付平台截图）；

④其他佐证材料。

**4.支持电商平台做大做强项目**

**申报条件：**

上年度纳统营业收入首次超过3000万元、8000万元、1亿元的电商平台企业。

**申报材料还需包括：**

①2022年支持电商平台做大做强奖励申报表（附件4）；

②纳统营业收入首次超过3000万元、8000万元、1亿元的证明材料。

**5.国家级电商示范基地（园区）、企业奖励项目**

**申报条件：**

新获批的国家级电商示范基地（园区）或企业。

**6.泉州跨境电商公共服务平台项目**

**申报条件：**

　　①开发符合监管要求的跨境电商公共服务平台；

　　②2022年度报关单量（含邮件、快件、跨境电商9610、1210、9710、9810报关模式）比增达到50%以上。

**申报材料：**

　　①2022年跨境电商公共服务平台建设补助资金申报表（附件5）；

　　②对公共服务平台运营主体按照平台年度新增投资额（含：本部建设改造、系统开发、软件购置、设备投入、平台宣传等）的费用发票、银行付款回单及相关合同复印件；

③报关单量的证明。

**7.跨境电商海外仓项目**

**申报条件：**

①赴境外自主建设仓储面积达到500平方米以上，或租赁仓储面积达到1000平方米以上；

②2022年度实际投资额达到70万美元以上。

**申报材料还需包括：**

①2022年跨境电商海外仓项目补助资金申报表（附件6）；

②建设、租凭仓储面积证明(产权、建设相关证明或租凭合同等)；

③海外仓实际投资额证明（发票、银行付款回单）；

④海外仓场地使用证明材料。

**8.跨境电商国际物流项目**

**申报条件：**

　　①承接跨境电商进出口业务（海关监管代码9610、1210、9710、9810）的跨境电商物流企业，包括提供报关代理服务及仓储、物流等服务的具有国际快件运营企业资质企业；

　　②或者在泉州开展国际快件通关业务的国际快件运营企业，包括从事国际快件揽货物流企业、具有国际快件运营企业资质及国际快件监管场所经营企业。

**申报材料还需包括：**

①2022年跨境电商国际物流补助资金申报表（附件7）；

②监管场所主体出具跨境电商物流企业或国际快件运营企业进出口业务的数据证明；

③具有审计资格的会计师事务所出具的申报项目专项审计报告。

**9.跨境电商新业态拓展项目**

**申报条件：** 开展国际快件、跨境电商业务的国际快件中心或跨境电商监管场所的运营主体（对同时运营2个及以上监管场所的企业，只可选择其中一个监管场所进行申报，不可重复享受）。

**申报材料还需包括：**

①2022年跨境电商新业态拓展补助资金申报表（附件8）；

②海关出具的监管场所跨境电商或国际快件进出口业务数据证明。

**10.泉品展播中心建设项目**

**申报条件：**

完成年度建设任务的运营中心。

**申报材料还需包括：**

①2022年泉品展播中心建设补助资金申请表（附件9）；

②2022年度建设任务计划书；

③展示泉州产品的佐证材料；

④2022年度新增实际投资明细表（含租赁、建设改造、宣传推广、软件购置、服务器购置及开发、运营等费用）、相关费用发票及银行付款回单；

⑤场地租赁、装修合同等复印件。

**11.市级电商示范基地（园区）创建项目**

**申报条件：**

①办公使用面积超过1.5万平方米；

②入驻纳税企业数量达15家以上；

③至少具备6种以上电子商务功能（战略咨询、技术开发、网络推广、拍摄服务、信用认证、市场开拓、人才培训、信息发布、网上交易、仓单质押、融资、加工、物流、配送、商标注册）的园区。

**申报材料还需包括：**

①2022年泉州市级电商示范基地（园区）补助申报表（附件10）；

②园区规划设计图复印件；

　　③入驻企业（含电商服务业）名单及其纳税证明；

　　④入驻企业租赁合同复印件；

⑤园区为入驻企业提供战略咨询、技术开发、网络推广、拍摄服务、信用认证、市场开拓、人才培训、信息发布、网上交易、仓单质押、融资、加工、物流、配送、商标注册等配套服务的有关证明。

**12.电商活动项目**

**申报条件：**

①在本市开展电商峰会、资源对接会等活动的电子商务行业组织、第三方服务机构；

②参会人数数量达到100人以上。

**申报材料还需包括：**

　　①2022年开展电商活动补助资金申报表（附件11）；

②活动实施方案；

③活动服务合同、费用发票、银行付款回单；

④活动宣传材料、相关报道及现场照片（需体现参会人数）；

⑤活动通知或活动手册；

⑥参会人员名单（名单应包含单位、联系人、联系电话）。

1. 线上申报事项

1.属地商务主管部门组织企业通过“泉州市惠企政策线上直达兑现平台”（网址：https://bmhqpt.qzdsj.net/policyPc/#/policyList）进行申报。

2.申报单位须在项目要求时限前登录“泉州市惠企政策线上直达兑现平台”[完成注册并按照项目提示要求上传申报材料。逾期报送将不予受理。](https://bmhqpt.qzdsj.net/policyPc/#/policyList）完成注册并按照项目线上提交申报材料至对应初审的属地商务主管部门。逾期报送将不予受理。)

3.属地商务主管部门及时登录平台后台管理系统，配置好平台系统相关人员信息，在项目要求时限内完成企业申报信息受理审核工作。

三、其他方面

1.任何单位不得以任何形式骗取、截留、挪用专项资金，如存在弄虚作假、挪用截留、挤占资金的行为，市商务局和市财政局有权追回已拨付的款项并取消该单位2年内申请资金资格，并将依照《财政违法行为处罚处分条例》等有关规定进行查处。

2.属地商务、财政部门要做好项目申报企业及其法定代表人失信、安全生产等方面的背景及项目建设的真实性进行认真审核，并填报《县（市、区）企业安全生产情况排查汇总表》（附件12），严格把关，切实做好推荐申报工作，于线上审核的初审环节上报。审核不通过企业原则上不予推荐上报。

3.市商务局、财政局对符合要求的项目进行审定，联合下达补助资金。各县（市、区）商务、财政部门必须及时将补助资金下拨到相关单位。

4.本通知可从泉州市商务局网站（网址：http://qzbofcom.quanzhou.gov.cn）“资金申报”栏目中下载。

附件：1.2022年电商平台建设补助资金申报表

2.2022年引进电商龙头企业奖励资金申报表

　　 3.2022引导设立电商总部或法人企业奖励资金申报表

4.2022年支持电商平台做大做强奖励申报表

5.2022年跨境电商公共服务平台建设补助资金申报表

　　  6.2022年跨境电商海外仓项目补助资金申报表

7.2022年跨境电商国际物流补助资金申报表

8.2022年跨境电商新业态拓展补助资金申报表

　　    9.2022年泉品展播中心建设补助资金申请表

　　  10.2022年泉州市级电商示范基地（园区）补助申报表

11.2022年开展电商活动补助资金申报表

12.县（市、区）企业安全生产情况排查汇总表

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 附件1 | | | | | | | |
| 2022年电商平台建设补助资金申报表 | | | | | | | |
| 填报单位（盖章）： | | | | | | | |
| 申请企业基本情况 | 企业名称 | |  | | | 注册时间 |  |
| 企业地址 | |  | | | 注册资本 （万元） |  |
| 法人代表 | |  | 联系电话 |  | 申请扶持金额（万元） |  |
| 联系人 | |  | 联系电话 |  |
| 从业人数 | | 合计 人，其中：直接从事电商人员 人。 | | | | |
| 平台名称 | |  | | 平台网址 |  | |
| 企业获得荣誉 | |  | | | | |
| 主要指标完成情况 | 年份 | | | 2021年 | | 2022年 | |
| 注册用户数（个） | | |  | |  | |
| 网上订单量（笔） | | |  | |  | |
| 平台交易额（万元） | | |  | |  | |
| 2022年平台投入 费用合计（万元） | |  | | 其中：建设改造 万元，宣传推广 万元， 软件购置 万元，服务器购置及开发 万元。 | | | |
| 获政府扶持 或外部投资情况 | | (请列明项目已获得或正在申请的财政资金扶持情况，获得风投资金情况) | | | | | |
| 企业声明：  本企业所填报的各项内容和递交的申请材料，均真实无误。如有漏报、失实或欺诈，将承担相应的法律责任。 | | | | | | | |
| 法定代表人签字： | | | | | | | |
| 年 月 日 | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 附件2 | | | | | | |
| 2022年引进电商龙头企业奖励资金申报表 | | | | | | |
| 填报单位（盖章）： | | | | | | |
| 申请企业基本情况 | 企业名称 |  | | | 注册时间 |  |
| 企业地址 |  | | | 开展电商时间 |  |
| 注册资本 （万元） |  | 实际到资额（万元） |  | 从业人数 |  |
| 平台网址 |  | | | 企业排名 |  |
| 企业性质 | □国有（集体）企业 □外资企业 □民营企业 □股份制企业 □其它 | | | | |
| 法人代表 |  | 联系电话 |  | 申请奖励金额 （万元） |  |
| 联系人 |  | 联系电话 |  |
| 经济指标 | 年份 | 主营业务收入（万元） | 利润额  （万元） | 税收额（万元） | 网络销售额（万元） | |
| 2022年 |  |  |  |  | |
| 企业电商 运营情况（包括获得荣誉、政策支持等） | | （可另附纸张说明） | | | | |
| 企业声明：  本企业所填报的各项内容和递交的申请材料，均真实无误。如有漏报、失实或欺诈，将承担相应的法律责任。 | | | | | | |
| 法定代表人签字： | | | | | | |
| 年 月 日 | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 附件3 | | | | | | | |
| 2022引导设立电商总部或法人企业奖励资金申报表 | | | | | | | |
| 填报单位（盖章）： | | | | | | | |
| 申请企业基本情况 | 企业名称 |  | | | | 成立时间 |  |
| 企业地址 |  | | | | 注册资本（万元） |  |
| 法人代表 |  | 联系电话 |  | | 申请奖励金额 （万元） |  |
| 联系人 |  | 联系电话 |  | |
| 从业人数 | 合计 人，其中：从事网络零售人员 人。 | | | | | |
| 主要销售平台 | 平台类型 | | | 平台网址 | | 平台交易额 （万元） |
| 自营/第三方 | B2B/B2C/C2C | |
|  |  |  | |  | |  |
|  |  |  | |  | |  |
| 网络零售商品品类 | |  | | | | |
| 企业获得荣誉 |  | | | | | |
| 主要指标情况 | 年份 | | 2022年 | | | | |
| 网络零售额（万元） | |  | | | | |
| 网络零售占公司零售比例 | |  | | | | |
| 企业声明：  本企业所填报的各项内容和递交的申请材料，均真实无误。如有漏报、失实或欺诈，将承担相应的法律责任。 | | | | | | | |
| 法定代表人签字：    年 月 日 | | | | | | | |

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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | 附件7  2022年跨境电子商务国际物流项目补助资金申请表 | | | | | | | | 填报单位（盖章）： | | | | | | | | 申请企业基本情况 | 企业名称 |  | | | 成立时间 |  | | 企业地址 |  | | | 注册资本 （万元） |  | | 法人代表 |  | 联系电话 |  | 申请补助金额 （万元） |  | | 联系人 |  | 联系电话 |  | | 从业人员 | 合计 人 其中：直接从事电商物流人员 人。 | | | | | | 主要指标 | 进/出口 | 主要品类 | | | 2022年业务情况（票） | | | 进口 |  | | |  | | | 出口 |  | | |  | | | 合计 | | | |  | | | 企业声明：  本企业所填报的各项内容和递交的申请材料，均真实无误。如有漏报、失实或欺诈，将承担相应的法律责任。 | | | | | | | | 法定代表人签字： | | | | | | | | 年 月 日 | | | | | | | |

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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | 附件8  2022年跨境电商新业态拓展补助资金申报表 | | | | | | | | 填报单位（盖章）： | | | | | | | | 申请企业基本情况 | 企业名称 |  | | | 成立时间 |  | | 企业地址 |  | | | 注册资本 （万元） |  | | 法人代表 |  | 联系电话 |  | 申请补助金额 （万元） |  | | 主要负责人 |  | 联系电话 |  | | 监管场所建设情况 |  | | | | | | 主要指标 | 进/出口 | 主要品类 | | | 2022年业务情况（票） | | | 进口 |  | | |  | | | 出口 |  | | |  | | | 合计 | | | |  | | | 企业声明：  本企业所填报的各项内容和递交的申请材料，均真实无误。如有漏报、失实或欺诈，将承担相应的法律责任。 | | | | | | | | 法定代表人签字： | | | | | | | | 年 月 日 | | | | | | | |

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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | 附件9 | | | | | | | | 2022年泉品展播中心建设补助资金申请表 | | | | | | | | 填报单位（盖章）： | | | | | | | | 申请企业基本情况 | | 企业名称 |  | | | 成立时间 |  | | 企业地址 |  | | | 注册资本 （万元） |  | | 法人代表 |  | 联系电话 |  | 申请补助金额 （万元） |  | | 联系人 |  | 联系电话 |  | | 从业人员 | 合计 人，其中：管理人员 人，专业技术人员 人。 | | | | | | 新增投资建设 | |  | | | | | | | | | | | 项目建设运营概况 | |  | | | | | | | 企业声明：  本企业所填报的各项内容和递交的申请材料，均真实无误。如有漏报、失实或欺诈，将承担相应的法律责任。 | | | | | | | | | 法定代表人签字： | | | | | | | | | 年 月 日 | | | | | | | | | | | | | | | | | | | | |
| 附件10 | | | | | | | | | | | |
| 2022年泉州市级电商示范基地（园区）补助申报表 | | | | | | | | | | | |
| 填报单位（盖章）： | | | | | | | | | | | |
| 基地（园区）名称 | | |  | | | | | 投入运营时间 |  | | |
| 基地（园区）地址 | | |  | | | | | 电商开展时间 |  | | |
| 管理运营企业 | | |  | | | | | 从业人数 |  | | |
| 法人代表 | |  | | 联系电话 | |  | | 申请奖励金额  （万元） |  | | |
| 负责人 | |  | | 联系电话 | |  | |
| 占地面积 （m²） | |  | | 办公面积 （m²） | |  | | 入驻企业数 |  | | |
| 入驻企业 | □战略咨询 □技术开发 □网络推广 □广告设计 □信用认证 □融资 | | | | | | | | | | |
| 涉及服务 | □市场开拓 □人才培训 □信息发布 □在线支付 □物流配送  □商标注册 □仓单质押 □其他： | | | | | | | | | | |
| 入驻市 场主体  个 | 其中：企业 家，个体工商户 户。 | | | | | | | | | | |
| 其中：电商平台企业 家； 电商应用企业及个体网店 家； 配套服务企业 家； 其他企业 家。 | | | | | | | | | | |
| 入驻基地电商企业  2022年交易总额  （万元） | | |  | | 2022年纳税的  入驻企业数量 | |  | 是否被认定为 国家级示范基地 | | □是 □否 | |
| 园区获得荣誉 与政策支持 | | |  | | | | | | | | |
| 企业声明：  本企业所填报的各项内容和递交的申请材料，均真实无误。如有漏报、失实或欺诈，将承担相应的法律责任。 | | | | | | | | | | | |
| 法定代表人签字： | | | | | | | | | | | |
| 年 月 日 | | | | | | | | | | | |
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| 附件11  2022年开展电商活动补助资金申报表 | | | | | | | |
| 填报单位（盖章）： | | | | | | | |
| 申请企业基本情况 | 企业名称 |  | | | 成立时间 | |  |
| 企业地址 |  | | | 申请补助金额 （万元） | |  |
| 法定代表人 |  | 联系电话 | |  | | |
| 主要负责人 |  | 联系电话 | |  | | |
| 活动情况 | 活动主题 |  | | 参与人数 | |  | |
| 活动时间 |  | | 活动支出费用  （万元） | |  | |
| 活动举办情况（要体现规模及效果） | | | | | | | |
| 企业声明：  本企业所填报的各项内容和递交的申请材料，均真实无误。如有漏报、失实或欺诈，将承担相应的法律责任。  法定代表人签字：  年 月 日 | | | | | | | |

附件12

县（市、区）企业安全生产情况排查汇总表

填报单位（盖章）： 填报日期： 年 月 日

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| 序号 | 企业名称 | 统一社会  信用代码 | 法定代表人 | 身份证号码 | 2022年度企业安全生产方面情况 |
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