



2017 時裝設計樣版製作補助計劃

Programa de Subsídios à Criação de Amostras de Design de Moda
Subsidy Programme for Fashion Design on Sample Making

 澳門特別行政區政府文化局
INSTITUTO CULTURAL do Governo da R.A.E. de Macau

申請日期

Período de Candidatura
Application Period

6.16
8.14

澳門文化創意產業系列補助計劃

Série de Programas de Subsídios para as Indústrias Culturais e Criativas de Macau
Subsidy Programme Series for Macao's Cultural and Creative Industries

www.icm.gov.mo

1. Introduction to the Programme

The Cultural Affairs Bureau of the Macao S.A.R. Government (hereafter referred to IC) launched the “Subsidy Programme for Fashion Design on Sample Making” for the first time in 2013 in order to promote the development of Macao’s fashion design industry, which has played a positive role in the local fashion design industry. In view of this, this year the IC is continuing with the “2017 Subsidy Programme for Fashion Design on Sample Making” (hereafter referred to as the “Subsidy Programme”).

Applicants must submit works and related materials. Following an initial review and second review, “beneficiaries” and their “winning works” will be selected by the professional adjudicating panel. Beneficiaries will be granted subsidies that can be used for sample production and the production of promotional materials. This programme aims to provoke the innovation of local fashion design, encourage fashion designers to equip with a feasible and credible business plan, enable them to get involved in commercial activities or participate in fashion marketing activities in China and overseas. In this way, the Macao fashion design industry can enhance its visibility and competitiveness in the market and sustain its development.

2. General Information

- 2.1 Name of Programme: 2017 Subsidy Programme for Fashion Design on Sample Making
- 2.2 Organiser: Cultural Affairs Bureau of the Macao Special Administrative Region Government (IC)
- 2.3 Location for Submitting Applications: Cultural Affairs Bureau Building, Tap Siac Square, Macao
- 2.4 Application Method: Please submit application documents indicated in item 5.1 of the Rules in person or through an authorised representative to the above location.
- 2.5 Application Dates: 16 June 2017 to 14 August 2017
- 2.6 Application Submission Time: Monday to Friday: 9:30–12:30, 15:00–17:00
- 2.7 Application documents shall be submitted to the above location before the above mentioned date and time. Late applications will not be accepted.
- 2.8 Applicants should present their Macao S.A.R. Resident Identity Cards (BIR) and original copies of all photocopied application documents for verification upon submission.
- 2.9 If there are any discrepancies between the hard copies and soft copies of the application documents, the hard copies shall prevail.
- 2.10 All documents submitted for the purpose of this programme will not be returned.
- 2.11 Enquiries (during office hours):
 - Ms. Lam or Ms. Choi
 - Tel.: (853) 8399 6205
 - Fax.: (853) 2892 2965
 - Email: info.dpicc@icm.gov.mo

Relevant information is available at:
www.icm.gov.mo / www.macaucci.gov.mo

3. Application Requirements

- 3.1 Applicants can apply on an individual or group (maximum of two persons) basis, and, the individual or at least one member of the group must be the designer of the entries;
- 3.2 Applicants must hold a valid Macao S.A.R. Resident Identity Card (BIR) and be aged 18 or above (by the application deadline);

- 3.3 Each applicant and each fashion brand can only apply once to this Subsidy Programme in the same year;
- 3.4 The members of the adjudicating panel¹ and the IC staff involved in the Subsidy Programme are not allowed to apply.

4. Quota of Beneficiaries, Subsidy Amount and Support Scope

- 4.1 The maximum quota of the Subsidy Programme is **eight** beneficiaries. The adjudicating panel reserves right to veto choice of candidates according to actual situation;
- 4.2 The amount of subsidy is equal to the total amount of the “Estimated Expenditure for Items Subsidised by the Programme” indicated in clause 6.3 of the Application Form of the 2017 Subsidy Programme for Fashion Design on Sample Making (hereafter referred to as the “Application Form”); the maximum subsidy granted should not exceed **one hundred and sixty thousand patacas (MOP160,000.00)**;
- 4.3 Estimated Expenditure for Items Subsidised by the Programme indicated above, includes:
 - 4.3.1 The production costs of the samples for the whole collection of the winning works (costs of sample making and materials, but costs incurred by the applicant selected for the second review for making and showcasing a sample of one outfit from the fashion collection would not be included);
 - 4.3.2 Production costs of promotional materials for winning works, including modelling photos, videos, printing materials and webpage;
 - 4.3.3 Transportation expenses for working personnel who travel between Macao and other places and shipping costs for the production of samples and promotional materials mentioned in items 4.3.1 and 4.3.2 of the Rules.

5. Initial Review

- 5.1 Documents for Application:
 - 5.1.1 Hard copy of the “Application form” signed by the applicant, which includes the following six parts:
 - Part I: Applicant’s Information;
 - Part II: Marketing Analysis and Positioning of the Applied Collection;
 - Part III: Brand Information (if applicable);
 - Part IV: Exhibition Plan (if applicable);
 - Part V: Business Plan;
 - Part VI: Budget.
 - 5.1.2 The design drawings of the entries that meet the requirements indicated in item 5.4 of the Rules;
 - 5.1.3 Digital files of application form and design drawings of the entries (should be submitted on CD-ROM; “Applicant’s name” and “2017 Subsidy Programme for Fashion Design on Sample Making” should be written on the disc surface; entries must be in JPG format);
 - 5.1.4 A photocopy of the applicant’s highest education certificate;
 - 5.1.5 A photocopy of the applicant’s Macao S.A.R. Resident Identity Card (BIR).
- 5.2 Applicants can submit previous work portfolio with up to ten photos;
- 5.3 Applicants can, based on actual needs, fill out the budget in Part VI of the Application Form;
- 5.4 Requirements for Entries:
 - 5.4.1 Entries must be the applicant’s original fashion design works that have not been published prior to the submission of the application documents. The entries can be either spring/summer or fall/winter collections (excluding uniform design), menswear or womenswear, or childrenswear;
 - 5.4.2 Entries must be a collection, with a minimum of eight design pieces, no upper limit;

- 5.4.3 Applicant must provide “design drawings” of at least 8 and up to 15 outfits, with requirements as follows:
- 5.4.3.1 **Design Concept Drawing:** Describe the collection theme, the inspiration source and the design concept, can be the works belong to spring/summer or fall/winter collections, or menswear or womenswear, or childrenswear. Use images to express the theme, mood and style of the collection;
 - 5.4.3.2 **Materials Drawing:** Submit the colour scheme and fabric swatches of the collection (the size of fabric swatches must not smaller than 4 cm x 4 cm, all fabric swatches are required to be numbered, in corresponding to the description of the full-colour flat drawings mentioned in the item 5.4.3.4);
 - 5.4.3.3 **Fashion Illustration** of Featured Outfits: a full-colour collection line up of 8 to 15 outfits selected from the whole collection, each marked in Arabic numbers;
 - 5.4.3.4 **Full-colour Flat Drawings** of Each Featured Outfit (also known as Technical Drawing, Production Sketch): Each outfit should be individually presented in a piece of full-colour flat drawing, with front and back perspective, marked with the corresponding number (i.e. the numbers of the Fashion Illustration mentioned above), detailed descriptions of each design, colour choice and materials should be included; demonstration of the design details can also be attached; proposed retail price (MOP) of each outfit should be provided.
- 5.4.4 Applicants must select an outfit as the showpiece for the second review and mark it as “Show Piece for Second Review” on the full-colour flat drawing;
- 5.4.5 Fashion design drawings and previous work portfolio must be in A3-size paper (42 cm x 29.7 cm) in full-colour and packed into A3-size envelope, no mounting;
- 5.4.6 Entries must be original works. Commission works, produced works or sample-made works will not be regarded as entries.

6. Provision of Supplementary Information

- 6.1 In the event that the application documents or the information on the application form do not meet the requirements of the Rules or be incomplete, the applicant must revise and resubmit the required materials before 21 August 2017, 17:00 after being notified by the IC;
- 6.2 If the applicant does not meet the resubmission deadline, the resubmitted documents are still incomplete or do not fulfil the requirements, IC has the right to refuse the application;
- 6.3 In the event that the application documents do not meet the requirements of item 3.3 of the Rules, applicants should submit updated information before 21 August 2017, 17:00 after being notified by the IC. Failure to submit all revised documents before deadline, or revised documents do not comply with the requirements, IC will not accept those applications.

7. Second Review

- 7.1 Applicants selected for the second review must, **within 40 days** after the second review list is announced, complete the “Show piece for second review” indicated in the application documents;
- 7.2 During the second review, the “Show piece for second review” must be presented by a model (full make-up and hair dressing are required, in order to bring out the total look); the applicant should give a presentation of the work to the adjudicating panel individually or in groups, and answer to the questions made by the panel;
- 7.3 Applicants selected for the second review will receive an allowance, up to a maximum of **eleven thousand patacas (MOP11,000.00)** after completing the presentation mentioned above and IC’s approval on the submitted “2017 Subsidy Programme for Fashion Design on Sample

Making—Second Review Expenditure Report”. The allowance should only be used to cover the “Estimated expenditure for expenditure items on second review” indicated in clause 6.2 of the Application Form and be paid based on actual expenses;

- 7.4 Any other expenses except the above item should be borne by the applicant;
- 7.5 Applicants selected for the second review shall not receive any extra funding, in any form, from any institutions or individuals, for covering the expenses for items of expenditure on second review;
- 7.6 Expenditures for second review must be implemented according to the budget for “Estimated expenditure for expenditure items on second review” filled out in clause 6.2 of the Application Form;
- 7.7 If the actual total expenses of “Expenditure items on second review” exceeds the total budget of “Expenditure items on second review” indicated in the Application Form, the difference should be borne by the applicant;
- 7.8 Expenses in foreign currency shall be denominated in patacas. The exchange rate will take the average of the exchange rates provided by Banco Nacional Ultramarino (BNU) and Bank of China (BOC) Macau branches on the date of the second review; if the result shows decimals, it should be rounded up to one decimal place;
- 7.9 Applicants selected for the second review should keep original copies of all the expenditure invoices for five years in case of audit;
- 7.10 IC has the right to use, publish and showcase the show piece for second review, as well as the right to use them for participating in fashion events, research, circulation, educational and promotional purposes. IC has the right to photographing and videotaping the works mentioned above and the copyright of the related photos and videos are owned by IC. Herein under no circumstances can the applicants ask IC for any extra fees or compensation.

8. Adjudicating Panel and Adjudicating Rules

- 8.1 Adjudicating panel comprises fashion designers and professionals from Macao and overseas;
- 8.2 The six adjudicating criteria are:
 - 8.2.1 Creativity and originality;
 - 8.2.2 Quality of the chosen materials and workmanship;
 - 8.2.3 Overall visual effects;
 - 8.2.4 Market potential;
 - 8.2.5 Feasibility and degree of perfection of the exhibition plan and business plan;
 - 8.2.6 Rationale of budgeting.
- 8.3 According to the criteria set forth in item 8.2, the adjudicating panel will review and analyse the application documents submitted for initial review and select a maximum of 15 entries for second review;
- 8.4 The adjudicating panel reserves the right to veto choice of candidates according to actual situation;
- 8.5 In the stage of the second review, the adjudicating panel will give a score for the presentation by the entrants to the second review according to the criteria set forth in item 8.2; the adjudicating panel will also interview with entrants, to select a list of applicants eligible for subsidy.

9. Signing of Agreement

Upon announcement of list of applicants eligible for subsidy, an “Agreement on 2017 Subsidy Programme for Fashion Design on Sample Making” (hereafter referred to as “the agreement”) will be signed between the IC and eligible applicants. Upon signing of the agreement, IC will grant them with the first payment, equal to 60% of the subsidy amount specified in item 4.2 of the Application Rules.

10. Rights and Obligations of Beneficiaries

10.1 Beneficiaries shall be bound by the following:

- 10.1.1 Samples of the whole collection of winning works must be completed within 180 days after signing the agreement;
- 10.1.2 The 2017 Subsidy Programme for Fashion Design on Sample Making—Closure Report (hereafter referred to as the “Closure Report”) and copies of promotional materials (if any) must be submitted within one year after signing the agreement.
- 10.2 If a beneficiary fails to complete sample making and/or fails to finish the production of promotional material in the time period indicated in item 10.1 of the Rules, s/he must explain to IC in writing the detailed reasons for the delay;
- 10.3 If the above mentioned situation occurred with no sufficient reasons, IC reserves the right to forfeit the beneficiary’s eligibility for subsidy, and also has the right to require the beneficiaries to return the subsidies received;
- 10.4 Beneficiaries shall not receive any extra funding, in any form, from any institutions or individuals, for covering the expenses of the expenditure items subsidised by the Programme;
- 10.5 IC has the right to use, publish and showcase the samples for the whole collection of the winning works and promotional materials, as well as the right to use them for participating in fashion events, research, circulation, educational and promotional purposes. IC has the right to photographing and videotaping the works mentioned above and the copyright of the related photos and videos are owned by IC. Herein under no circumstances can the beneficiaries ask IC for any extra fees or compensation;
- 10.6 The collaboration parties with the beneficiaries (such as sample making units, make-up artists, hair stylists, photographers, models for the production of promotional materials) can be non-local residents, enterprises, associations or institutions;
- 10.7 Beneficiaries will be awarded with certificates distributed by IC and are obliged to participate in fashion events, demonstration, exchange and training activities organised by IC.

11. Case Closure

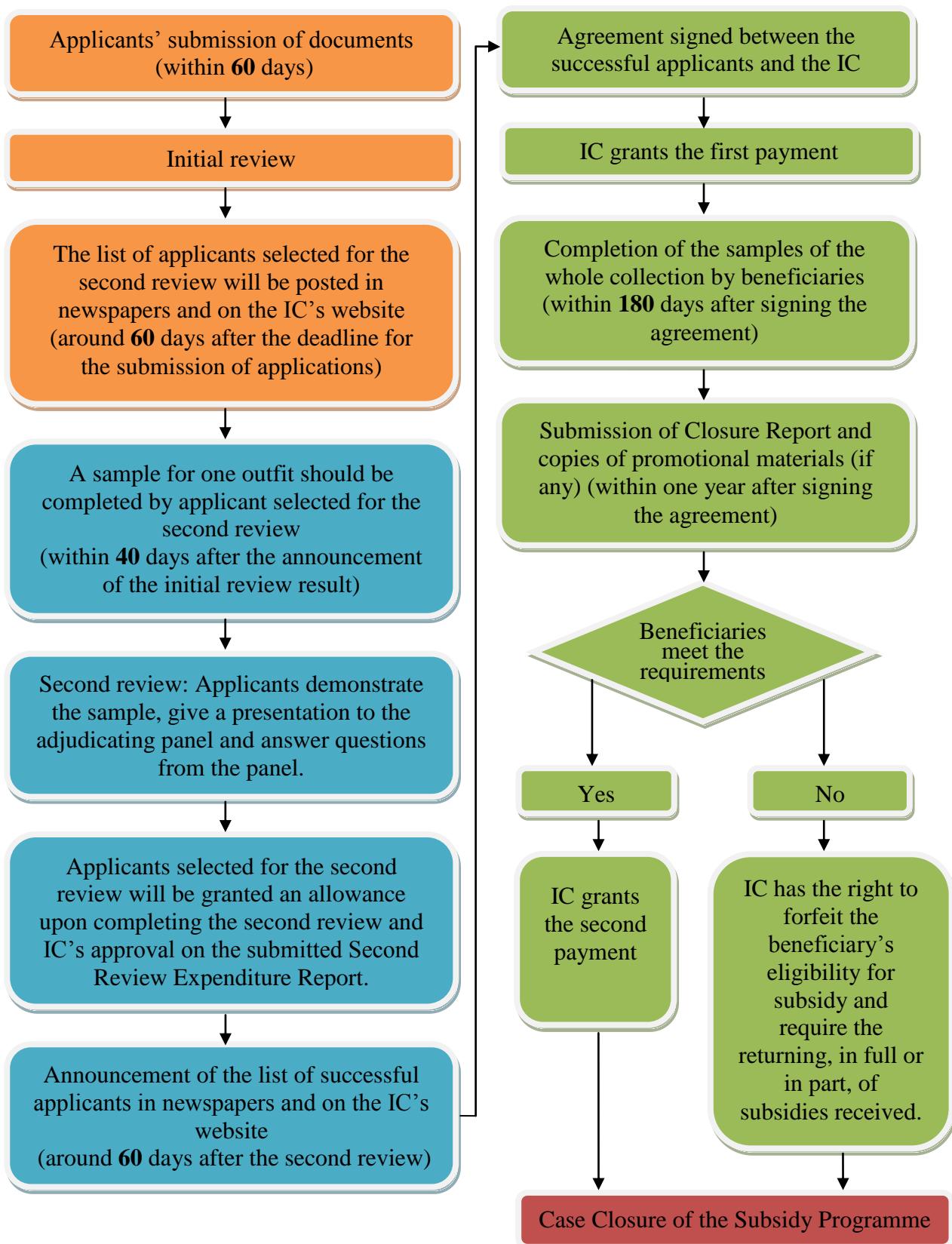
- 11.1 Beneficiaries must submit the “Closure Report” and copies of promotional materials (if any) within one year after signing the agreement;
- 11.2 After submitting a Closure Report and copies of promotional materials (if any) that meet all the requirements specified in the agreement and approved by IC, beneficiaries will be granted the second payment;
- 11.3 The second payment is to be paid based on actual expenses, and is calculated by subtracting the amount of subsidy paid in first payment from the amount of subsidy indicated in item 4.2 of the Rules; however, the final amount shall be determined by IC, through the calculation method specified in items 11.4 to 11.8 of the Rules;
- 11.4 If the verified total expenditure of “Items subsidised by the Programme” exceeds the total “Estimated expenditure for items subsidised by the Programme” indicated in the Application Form, the difference should be borne by the beneficiary;
- 11.5 If the actual expenditure of any item from the “Items subsidised by the Programme” are 20% higher than the budget of the corresponding item indicated in the Application Form, beneficiaries must explain in written format, stating out the difference with detailed reasons to IC;
- 11.6 If the above mentioned situation occurred with no sufficient reasons, IC reserves the right to calculate the expenditure of related item in accord with the budget indicated in the Application Form, not grant the second payment, or may forfeit the beneficiary’s eligibility for subsidy, and also require the beneficiaries to return the subsidies received;
- 11.7 Should the verified total expenditure of “Items subsidised by the Programme” lower than the total amount of the “Estimated expenditure for items subsidised by the Programme” indicated

- in the Application Form, the difference will be deducted from the second payment. Should the verified total expenditure of “Items subsidised by the Programme” lower than the subsidies received, beneficiaries must return the difference to IC;
- 11.8 After evaluation of the Closure Report submitted by the beneficiary, if non-compliance is confirmed, IC has the right to forfeit the beneficiary’s eligibility for subsidy and require the returning, in full or in part, of subsidies received;
- 11.9 If the subsidy is to be returned in accordance with items 11.6, 11.7 and 11.8, the beneficiary must return the relevant sum in cash or cheque within 15 days from the following day after receiving IC’s notification about the refund matters;
- 11.10 In Closure Report, expenses in foreign currency shall be denominated in patacas. The exchange rate will take the average of the exchange rates provided by Banco Nacional Ultramarino (BNU) and Bank of China (BOC) Macau branches on the date of signing the agreement; if the result shows decimals, it should be rounded up to one decimal place;
- 11.11 Beneficiaries should keep original copies of all the expenditure invoices for five years in case of audit.

12. Applicant Withdrawal and Violation of Regulations

- 12.1 For withdrawal after submitting the application or during the second review period, applicants should notify IC in written format as soon as possible;
- 12.2 If the eligible applicants do not attend the presentation to the panel during the second review, it will be deemed as giving up the application;
- 12.3 If the eligible applicant decides not to sign the Agreement, s/he should notify IC in written format as soon as possible;
- 12.4 For violation of the Application Rules or the regulations of the Agreement, IC reserves the right to require beneficiaries to return the granted subsidy partially or in full;
- 12.5 If the above occasion occurs, the beneficiaries must return the payment in cash or cheque within 15 days from the following day after receiving IC’s notification about the refund matters;
- 12.6 Before receiving refund of the related amount, IC reserves the right not to accept the application for the Subsidy Programme for Fashion Design on Sample Making by the applicant in future.

13. Work Flow for Application, Selection, Subsidies Granting and Case Closure of the Subsidy Programme



14. Final Provisions

- 14.1 All information submitted by applicants and beneficiaries of this programme must be true and accurate;
- 14.2 Applicants and beneficiaries must guarantee that no detail or their entries of the project infringe any copyright or any rights of others, or violate Macao's laws and regulations;
- 14.3 Applicants / beneficiaries must bear full responsibility should any dispute or lawsuit be brought against the IC or the applicants / beneficiaries themselves due to the violation of the above items, and compensate IC for any loss;
- 14.4 All information provided by applicants are treated as confidential and IC shall not use it for purposes other than as set forth in this programme;
- 14.5 By participating in the Subsidy Programme, the applicants are deemed to have thoroughly read and agreed all the terms and conditions and contents of the Rules, having no objections;
- 14.6 IC only accepts expenditure from when after the Subsidy Programme is announced;
- 14.7 In case of any discrepancies between the provisions of the Application Rules and the provisions of the Agreement signed between the beneficiary and IC, the latter shall prevail;
- 14.8 IC reserves the right to final interpretation of (the terms and conditions of) the Subsidy Programme and its decision shall be deemed final.