

7th Subsidy Programme for Fashion Design on Sample Making Application Rules

1. Introduction to the Programme

In order to promote the development of Macao's fashion design industry, the Cultural Affairs Bureau of the Macao S.A.R. Government (hereafter referred to as IC) launched in 2013 the "Subsidy Programme for Fashion Design on Sample Making". Since then, it has played a positive role in the local fashion design industry. In view of this, this year the IC is continuing with the "7th 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: 7th Subsidy Programme for Fashion Design on Sample Making
- 2.2 Organiser: Cultural Affairs Bureau of the Macao Special Administrative Region Government
- 2.3 Location for Submitting Applications: Cultural Affairs Bureau Building, Tap Siac Square, Macao
- 2.4 Application Method: Submit all required documents indicated in item 5.1 of the Rules in person or through an authorised representative to the above location.
- 2.5 Application Period: 11 September 2019 to 25 October 2019
- 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 original 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
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 Applicant 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 Individual who has already been the beneficiary of the “Subsidy Programme for Fashion Design on Sample Making” on five or more occasions cannot apply for this program;
- 3.3 Applicant must hold a valid Macao S.A.R. Resident Identity Card (BIR) and be aged 18 or above (by the application deadline);
- 3.4 Each applicant and each fashion brand can only apply once to this Subsidy Programme in the same year;
- 3.5 The members of the adjudicating panel and the IC staff involved in the Subsidy Programme are not allowed to apply.

4. Quota of Beneficiary, 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 will correspond 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 7th Subsidy Programme for Fashion Design on Sample Making (hereafter referred to as the “Application Form”), in a maximum amount of **one hundred and seventy thousand patacas (MOP170,000.00)**;
- 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 selected works (covering the costs of sample making and materials, but excluding costs incurred in making one outfit from the fashion collection required for Second Review);
 - 4.3.2 Production costs of promotional materials for selected 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 Hard copy of 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 “7th 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 Applicant can submit previous work portfolio with up to ten photos;
- 5.3 Applicant 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 4cm x 4cm, 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 of the Rules);
 - 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 Applicant 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 (42cm x 29.7cm) 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 applicants must revise and resubmit the required materials before 31 October 2019, 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 3.2 or item 3.4 of the Rules, applicants should submit updated information before 31 October 2019, 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 Applicant selected for the Second Review must, **within 30 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 after completing the presentation mentioned above and obtaining IC’s approval on the submitted “7th Subsidy Programme for Fashion Design on Sample Making—Second Review Expenditure Report”. The amount of the allowance will correspond to the “Estimated expenditure for expenditure items on second review” indicated in clause 6.2 of the Application Form, in a maximum amount of **twelve thousand patacas (MOP12,000.00)**. The allowance should only be used to cover sample making and showcasing expenses for the “Show Piece for Second Review” and should be paid based on actual expenses;
- 7.4 Any other expenses except the above item should be borne by the applicants;
- 7.5 Applicant 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 Applicant 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 applicant ask IC for any extra fees or compensation.

8. Adjudicating Panel and Adjudicating Rules

- 8.1 Adjudicating panel comprises fashion designers and professionals;
- 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 of the Rules, 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 of the Rules;

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 7th Subsidy Programme for Fashion Design on Sample Making” (hereafter referred to as “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 Rules.

10. Rights and Obligations of Beneficiary

- 10.1 Beneficiary shall complete the sample and promotional material production as well as marketing plan for the selected works according to the design drawings and descriptions stated in the Application Form;
- 10.2 If the beneficiary needs to amend the design drawings of the selected works in order to produce samples, s/he shall submit written notice to IC with budget changes (if any), and shall not proceed before obtaining permission;
- 10.3 If the beneficiary needs to amend the marketing plan, s/he shall provide a reasonable explanation when submitting the Closure Report for the 7th Subsidy Programme for Fashion Design on Sample Making (hereafter referred to as the “Closure Report”);
- 10.4 Within 180 days after signing the agreement, beneficiary shall complete sample making of the whole selected collection and provide photos as proof;
- 10.5 Under request of IC, beneficiary shall provide the actual samples once completed, for further verification;
- 10.6 Within one year after signing the agreement, beneficiary shall duly complete and submit the Closure Report as well as copies of promotional materials (if any), and shall ensure the truthfulness of all the information stated in the report;
- 10.7 If the beneficiary fails to complete sample making, fails to finish the production of promotional material and/or fails to submit the Closure Report within the time period stated in item 10.4 or 10.6, s/he must explain to IC in writing the detailed reasons for the delay;
- 10.8 If situation indicated in item 10.3 or 10.7 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 beneficiary to return the subsidy received;
- 10.9 Beneficiary shall include the sentence of “Selected Works of the 7th Subsidy Programme for Fashion Design on Sample Making organised by Cultural Affairs Bureau of the Macao S.A.R. Government” and the IC logo provided by IC in both digital and non-digital promotional materials;
- 10.10 If the selected works of the beneficiary received awards or being included in an exhibition, beneficiary shall inform IC immediately in written letter;
- 10.11 Beneficiary has the obligation to participate in showing, exhibiting, training and other activities organised by IC;
- 10.12 IC has the right to use, publish and showcase the samples for the whole collection of the selected 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 beneficiary ask IC for any extra fees or compensation;
- 10.13 The cooperating partners (such as sample production agency, and make-up artist, hair stylist, photographer and model needed for promotional material production) of the beneficiary can be non-local residents, companies, associations or organisations;

- 10.14 Beneficiary shall ensure the originality of the selected work as well as the ownership and copyright for all samples and promotional material of the collection. Beneficiary shall also ensure that IC will not be violating any third party's copyright or other rights when using any of the samples or promotional materials from the beneficiary's collection;
- 10.15 Beneficiary shall bear all the costs and liabilities occurring in the process of making samples and promotional materials for the selected work, and shall not receive any payment in any form from other organisations or individuals regarding the subsidised item of this Programme.

11. Case Closure

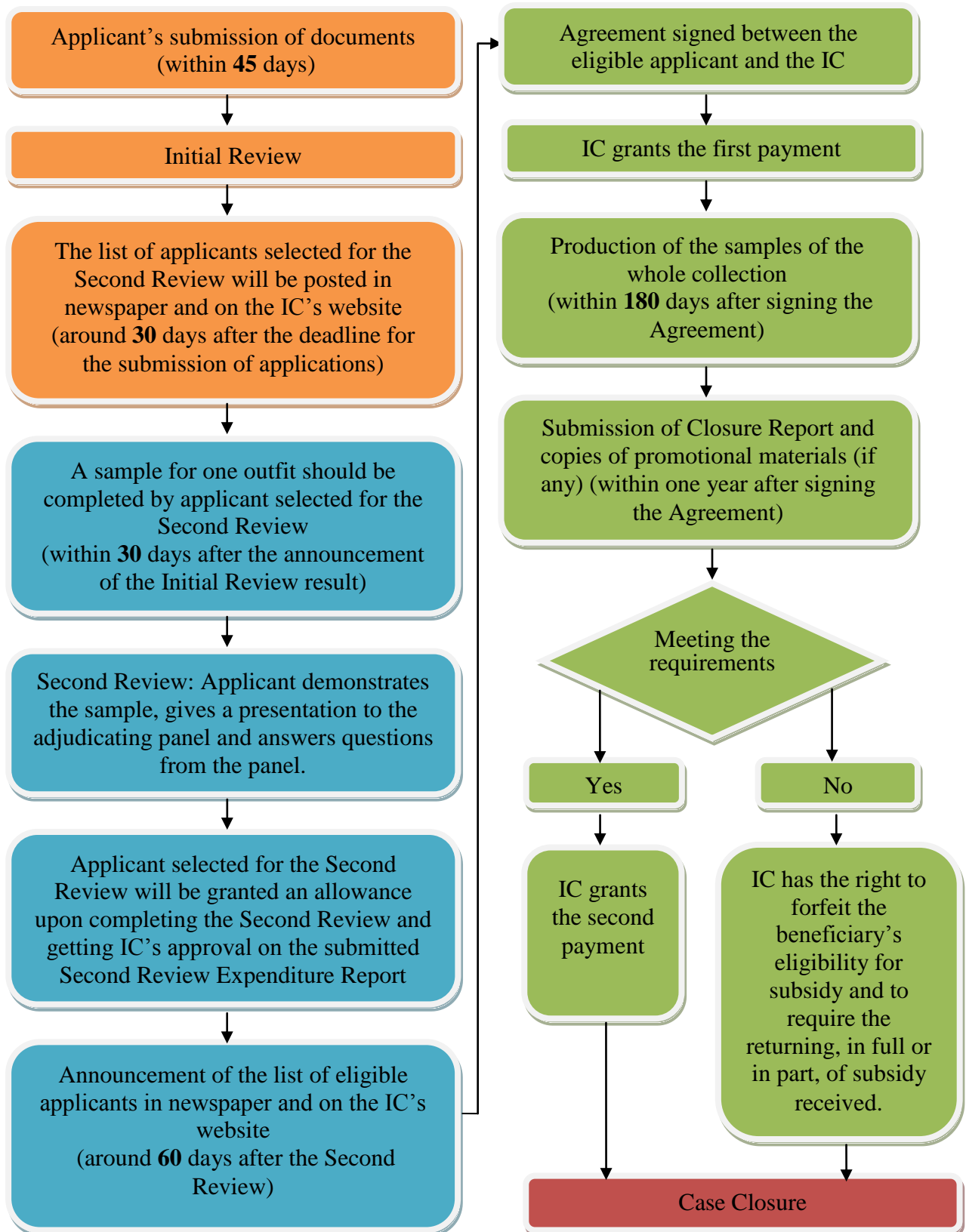
- 11.1 Beneficiary must submit the Closure Report and copies of promotional materials (if any) within one year after signing the Agreement;
- 11.2 After submitting a Closure Report and copies of promotional materials (if any) that meet all the requirements specified in the agreement and approved by IC, beneficiary will be granted the second payment;
- 11.3 The second payment 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, beneficiary 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 beneficiary to return the subsidy received;
- 11.7 If the verified total expenditure of "Items subsidised by the Programme" is 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. If the verified total expenditure of "Items subsidised by the Programme" is lower than the subsidy received, beneficiary 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 subsidy received;
- 11.9 If the subsidy is to be returned in accordance with items 11.6, 11.7 and 11.8, beneficiary must return the relevant sum in cash or cheque within the time period indicated in the IC's notification letter 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 Beneficiary 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 or not signing the agreement, applicant should notify IC in written letter as soon as possible;

- 12.2 If the eligible applicant does not attend the presentation to the panel during the Second Review, it will be deemed as giving up the application;
- 12.3 For violation of the Application Rules or the regulations of the Agreement, IC reserves the right to require beneficiary to return the granted subsidy partially or in full;
- 12.4 If the above occasion occurs, beneficiary must return the payment in cash or cheque within the time period indicated in the IC's notification letter about the refund matters;
- 12.5 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 beneficiary 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 violate Macao's laws and regulations;
- 14.3 If IC, applicants or beneficiaries were to be sued for any circumstances, the applicants / beneficiaries should be responsible for any legal liabilities arising from such incident and any losses IC may incur;
- 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 of final interpretation of (the terms and conditions of) the Subsidy Programme and its decision shall be deemed final.