



2015

時裝設計樣版製作補助計劃

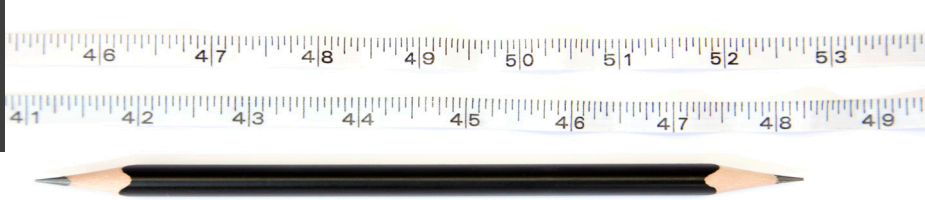
Programa de Subsídios à Criação de Amostras de Design de Moda
Subsidy Programme for Fashion Design on Sample Making

www.icm.gov.mo

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

Application Rules



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 “2015 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 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** : 2015 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 of the Macao Special Administrative Region Government—Department for the Promotion of Cultural and Creative Industries, Av. da Praia Grande, n.º 567, Edif. BNU, 12 andar A–D, Macau
- 2.4 **Application Method** : Please submit application documents in person or through an authorised representative to the above location. Applicants should present their Macao S.A.R. Resident Identity Cards (BIR) upon submission.
- 2.5 **Application Dates** : 9 June 2015 to 7 August 2015
- 2.6 **Application Submission Time** : Monday to Friday: 9:30–12:30, 15:00–17:00
- 2.7 **Enquiries (during office hours)** : Ms. Lam or Ms. Lau
Tel. : (853) 2892 4040
Fax. : (853) 2892 2965
Email : info.dpcc@icm.gov.mo

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

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 for the Subsidy Programme must meet the following criteria and requirements:
 - 3.2.1 Applicants must hold a valid Macao S.A.R. Resident Identity Card (BIR);
 - 3.2.2 Applicants must be aged 18 or above (by the application deadline).
- 3.3 Each applicant may only apply once to this Subsidy Programme in the same year;
- 3.4 The members of the adjudicating panel and the IC staff involved in the Subsidy Programme should avoid this application.

4. Quota of Beneficiaries and Subsidy Amount

- 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 budget of the “Designated Items of Expenditure” listed below; the maximum subsidy granted should not exceed **one hundred and sixty thousand patacas (MOP160,000.00)**;

- 4.3 Designated Items of Expenditure, as indicated in clause 6.3 of the Application form of the 2015 Subsidy Programme for Fashion Design on Sample Making (hereafter referred to as the “Application Form”), includes:
- 4.3.1 The production costs of the sample 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 for one outfit of 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 Application form of the 2015 Subsidy Programme for Fashion Design on Sample Making, which includes the following six parts:
 - 5.1.1.1 Basic Information;
 - 5.1.1.2 Marketing Analysis and Positioning of the Applied Collection;
 - 5.1.1.3 Brand Information (if applicable);
 - 5.1.1.4 Exhibition Plan for the Applied Collection (if applicable);
 - 5.1.1.5 Business Plan;
 - 5.1.1.6 Budget for Items of Expenditure.
 - 5.1.2 The entries that meet the requirements indicated in item 5.4 of the Rules;
 - 5.1.3 Application form and digital file of the entries (should be submitted on CD-ROM, entries must be in JPG format);
 - 5.1.4 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 printed on A4-size paper;
- 5.3 Applicants can, based on actual needs, list out the budget for items of expenditure in clause 6 of the Application Form; but the maximum amount of subsidy to be granted by this Subsidy Programme is **one hundred and sixty thousand patacas (MOP160,000.00)**, and the allowance (for second review) is up to a maximum of **eleven thousand patacas (MOP11,000.00)**;
- 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 should be specified, whether the works belong to spring/summer or fall/winter collections, whether it’s 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 coloured flat drawings mentioned in 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;
 - 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, detailed descriptions of each design, colour choice and materials; demonstration of the design details can also be attached.
 - 5.4.4 Fashion design drawings must be in A3-size paper (42 cm x 29.7 cm) in full-colour and packed into A3-size envelope, no mounting.
- 5.5 Entries must be original works. Commission works, produced works or sample-made works will not be regarded as entries;



- 5.6 The IC will not accept any documents submitted after the deadlines stated in items 2.5 and 2.6 of the Rules;
- 5.7 In the event that the application documents do not meet the requirements of the Rules, or the information provided is incomplete but can be corrected through resubmission, the applicant must resubmit the required materials before 14 August 2015, 17:00 after being notified by the IC;
- 5.8 If the applicant does not meet the resubmission deadline, the resubmitted documents are still incomplete or do not fulfil the requirements, the IC has the right to refuse the application;
- 5.9 Written documents supersede any other type of documents and materials submitted by applicants;
- 5.10 All application documents and works will not be returned;
- 5.11 If an applicant decides to withdraw application, s/he should take the initiative to notify IC as early as possible;
- 5.12 In the initial review, **a maximum of 15 entries** will be chosen for the second review;
- 5.13 Adjudicating panel reserves right to veto choice of candidates in second review according to actual situation.

6. Second Review

- 6.1 For entries selected for the second review, each applicant must, **within 40 days** after the second review list is announced, complete a fashion sample (one outfit from the collection in the application) based on the flat drawings and within the budget of “Items of Expenditure on Second Review” indicated in clause 6.2 of the Application Form;
- 6.2 During the second review, the sample outfit 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;
- 6.3 Applicants selected for the second review will receive an allowance, up to a maximum of **eleven thousand patacas (MOP11,000.00)**. The allowance should only be used to cover the items of expenditure on second review indicated in clause 6.2 of the Application Form, including sample making and materials costs of the fashion sample, as well as make-up artist, hair stylist and model service charges and accessories costs incurred on the second review;
- 6.4 Any other expenses except the above item should be borne by the applicant;
- 6.5 The allowance indicated in item 6.3 of the Rules will be paid to the applicants based on actual expenses incurred, upon completion of the tasks indicated in items 6.1 and 6.2 of the Rules and upon submitting the expenditure chart (provided by the IC and completed accordingly) and copies of relevant receipts;
- 6.6 If the actual total expenses of “Items of Expenditure on Second Review” exceeds the total budget of “Items of Expenditure on Second Review” indicated in the Application Form, the difference should be borne by the applicant;
- 6.7 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;
- 6.8 The IC has the right to use, publish and showcase the fashion samples indicated in item 6.1 of the Rules, as well as the right to use them for participating in fashion events, research, circulation, educational and promotional purposes. Herein under no circumstances can the applicants selected for the second review ask the IC for any extra fees or compensation.

7. Obligations of Applicants

- 7.1 Applicants should not submit false information and documents;
- 7.2 Applicants must guarantee that no detail or their entries of the project infringe any rights of others or violate Macao's laws and regulations;
- 7.3 Applicants must bear full responsibility should any dispute or lawsuit be brought against the IC or the applicants themselves and they should compensate IC for any loss;
- 7.4 Applicants must not accept any funding from other sources;
- 7.5 Applicants must agree that the IC can photograph and videotape their entries and the fashion samples they have created, and that the IC reserves the right of showcasing their entries in the form of photographs or videos. The copyright of the related photographs or videos is owned by the IC;
- 7.6 Under no circumstances can the applicants ask the IC to pay them any extra fees or compensation for the above case.

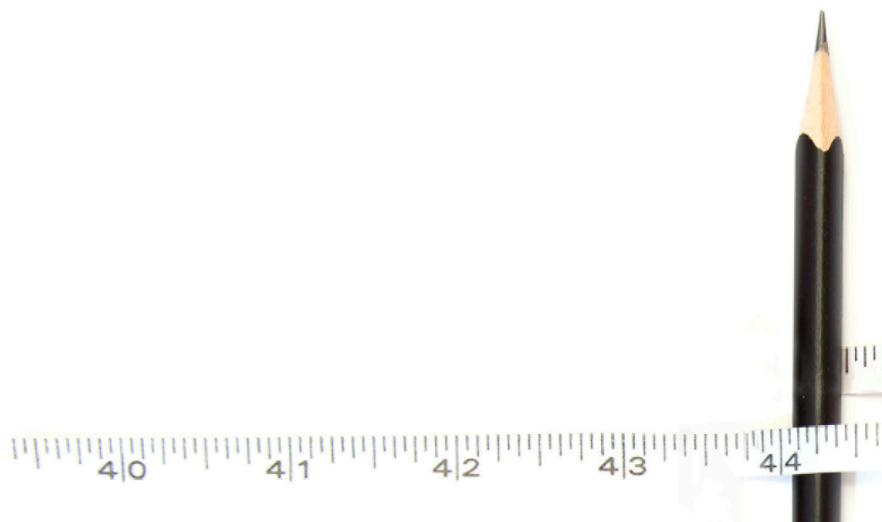


8. Adjudicating Panel and the Adjudicating Rules

- 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 The 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 planning and budgeting.

9. Obligations of Beneficiaries

- 9.1 After the subsidy list is announced, beneficiaries must sign an agreement with the IC within a specified period of time to define rights and obligations. They should also declare that subsidies will be spent on “Designated Items of Expenditure” only;
- 9.2 Agreement should list the contents of the task as agreed by both parties and relevant deadlines are as follows:
 - 9.2.1 Samples of the whole collection of winning works must be completed within 180 days after signing the agreement;
 - 9.2.2 A summary report (complete according to the format as the IC provided) and copies of receipts as well as copies of promotional materials (if any) must be submitted within one year after signing the agreement.
- 9.3 After signing agreement with the IC, beneficiaries will be granted the first payment in the amount of 60% of the total budget for the “Designated Items of Expenditure” in advance, but not over ninety-six thousand patacas (MOP96,000.00);
- 9.4 If a beneficiary fails to complete sample making and/or fails to finish the production of promotional material (if any) in the time period indicated in item 9.2.1 of the Rules, s/he must explain to the IC in writing the detailed reasons for the delay;
- 9.5 If the above mentioned situation occurred with no sufficient reasons, the IC reserves the right to forfeit the beneficiary’s eligibility for subsidy, and also requires the beneficiaries to refund the subsidy received;
- 9.6 The IC has the right to use, publish, showcase the whole fashion collection and its promotional materials made by the beneficiaries, as well as the right to use them for participating in fashion events, research, circulation, educational and promotional purposes. Herein under no circumstances can the beneficiaries ask the IC to pay them any extra fees or compensation;
- 9.7 The collaboration parties with the beneficiaries (such as sample making units, make-up artists, hair stylists, photographers, models and so on) can be non-local residents, enterprises, associations or institutions;
- 9.8 Beneficiaries will be awarded with certificates distributed by the IC and have the opportunity to participate in exhibition, exchange and training activities organised by the IC.

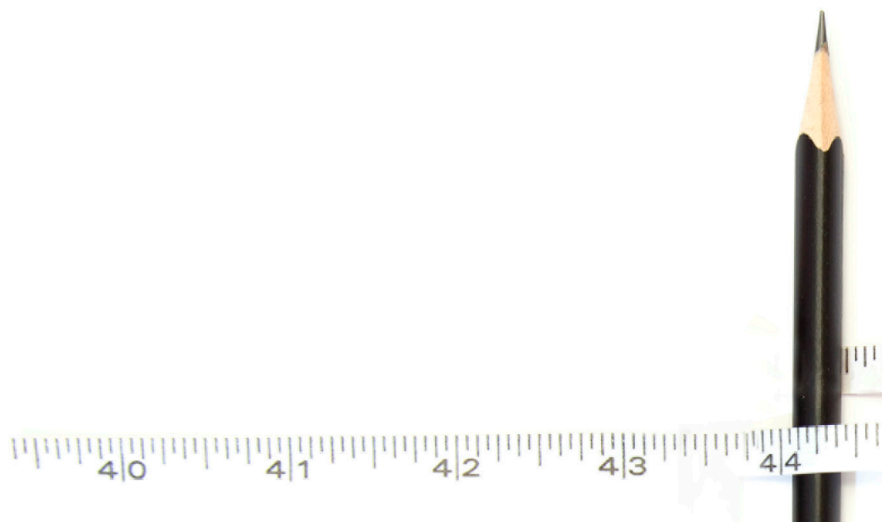


10. Closure Procedure of the Subsidy Programme

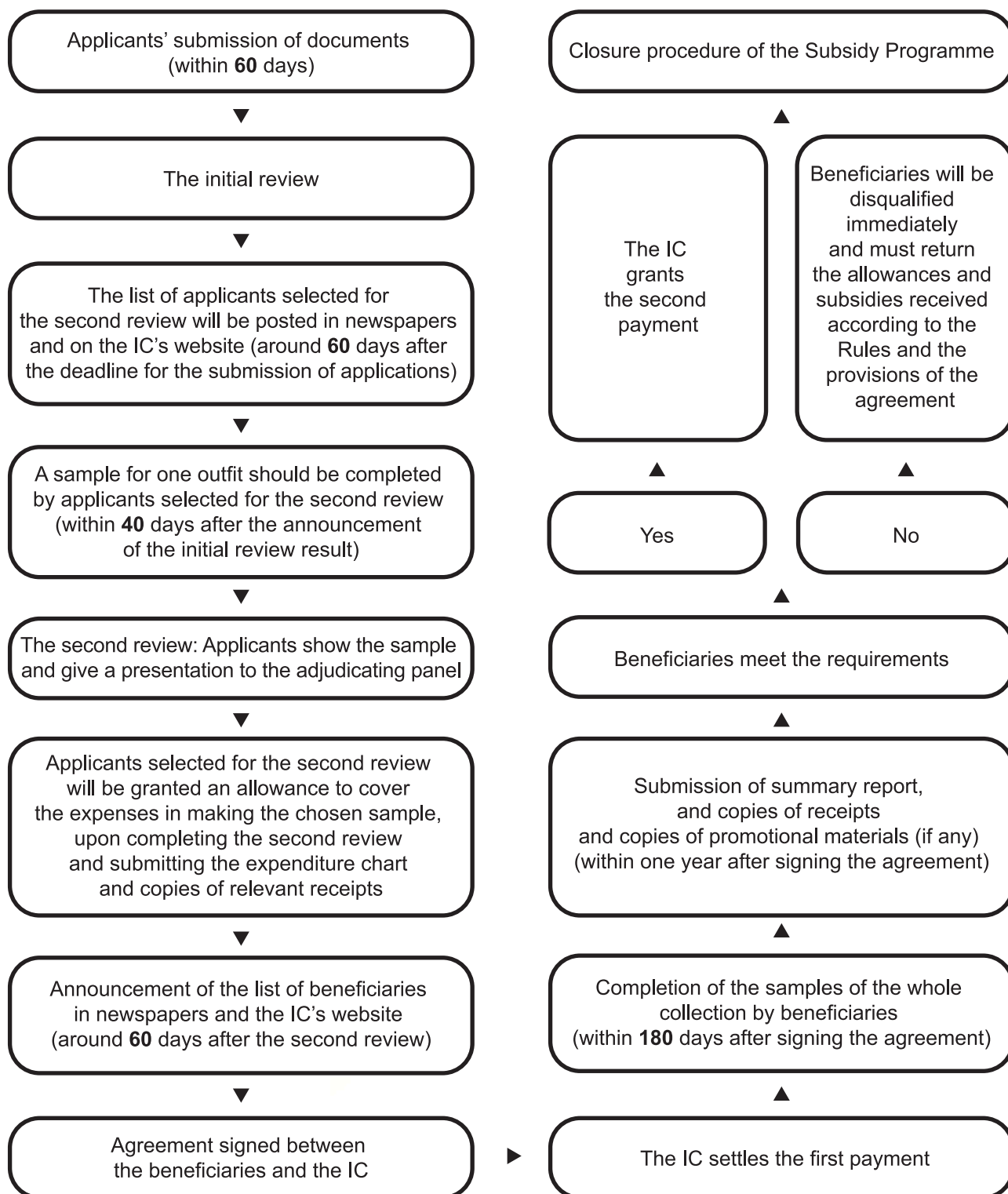
- 10.1 The subsidy will be paid to the beneficiaries based on actual expenses incurred, the maximum subsidy granted should not exceed the amount indicated in item 4.2 of the Rules;
- 10.2 After submitting a summary report, copies of receipts and copies of promotional materials (if any) that meet all the requirements specified in the agreement and approved by IC, beneficiaries will be granted the second payment (the remaining amount of the subsidy);
- 10.3 If the total actual expenses of “Designated Items of Expenditure” exceeds the total budget of the “Designated Items of Expenditure” indicated in the Application Form, the difference should be borne by the beneficiary;
- 10.4 If the actual expense of any item for the “Designated Items of Expenditure” 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 the IC;
- 10.5 If the above mentioned situation occurred with no sufficient reasons, the IC reserves the right to calculate the expenditure of related item in accord with the budget indicated in the Application Form, or not grant the second payment, or may forfeit the beneficiary’s eligibility for subsidy, and also requires the beneficiaries to refund the subsidy received;
- 10.6 Should the total actual expenses of “Designated Items of Expenditure” lower than the total budget of “Designated Items of Expenditure” indicated in the application form, the difference will be deducted from the second payment;
- 10.7 Should the final actual expenses of “Designated Items of Expenditure” lower than the subsidies received, beneficiaries must return the difference to the IC;
- 10.8 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 signing the agreement; if the result shows decimals, it should be rounded up to one decimal place.

11. Violations

- 11.1 The applicants or beneficiaries will be disqualified immediately should they violate any regulation of the Rules;
- 11.2 The disqualified applicants or beneficiaries must return the allowances and subsidies received;
- 11.3 In cases of plagiarism or copyright infringement, offenders must bear full criminal and/or civil liabilities.



12. General Procedures of Application, Adjudication, Subsidies Payment, and Closure Procedure of the Subsidy Programme



13. Final Provisions

- 13.1 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;
- 13.2 Detailed rules are subject to the Agreement of the 2015 Subsidy Programme for Fashion Design on Sample Making signed between the IC and the beneficiaries;
- 13.3 The Rules are provided in Chinese, Portuguese and English versions, but the Chinese version shall prevail in case of doubts or any dispute;
- 13.4 The IC reserves the right to final interpretation of (the terms and conditions of) the Subsidy Programme and its decision shall be deemed final.

