

Market Development Scheme

Development Objectives / Target Groups

The MDA Market Development Scheme (MDS) is designed to encourage and assist Singapore-incorporated media companies to develop business to an international audience.

Eligibility Criteria

The Scheme is open to representatives of media companies which meet the following criteria:

- the company is a Singapore-registered business enterprise¹ and organization, with an employment of less than 100 employees and with at least 30% Singaporean or Singapore Permanent Resident (PR) ownership; and
- the company is involved in the marketing/export of at least one 'Made-by-Singapore' content/services in TV, film, publishing, games and animation.
- the company has a media-related SSIC code.

From May 2010, MDS will provide assistance through grants to cover the costs of **participating in trade markets with MDA-led pavilions**.

MDA reserves the right to reject this application if any information submitted hereto is found to be incomplete, false or misleading in any material aspect or if there is an overwhelming response to a certain event, and all materials submitted with this application will not be returned.

Quantum of Grant

From May 2010, MDS will cover up to a total of 30% of costs for up to 2 persons per trade event, by reimbursements (subject to a maximum of 6 times per year, or an annual cap of \$20,000, for each participating company, whichever comes first) for key items as follows:

- Costs of return economy airfares on any airlines for flights originating to/from Singapore to/from event destination on the shortest and most direct route;

- Reasonable accommodation costs;
- Registration fees for approved trade fairs/ market platforms;

Evaluation Criteria

- The market development activities should be over and above the normal business development activities involved in the running of the company's day to day operations.
- Market development activities should preferably be for or lead to export or export-related markets
- Participants should generally be financially sound and have a competent management team.

Report/Claims

Participants shall be required to submit to the MDA a report detailing the results of the participation, including, but not limited to, the value of deals secured and/or negotiated at the event **no later than one month** after the completion of the event. MDA may not support an application where the participant has failed to submit the trip report. No claim is valid under the Grant unless trip report has been submitted to the satisfaction of the MDA.

All claims under the MDS must be submitted to MDA no later than one month from the completion of the event.

Claims submitted after one month will not be supported.

The Grant shall be disbursed on a reimbursement basis.

The terms and conditions herein shall be governed by Singapore law.

Application for Grants

Application for MDA MDS should be made on the prescribed form fully completed and received by MDA at least **ONE month before** commencement of the trip and sent to:

Media Development Authority of Singapore
3 Fusionopolis Way #16-22 Symbiosis
Singapore 138633

Attn: Assistant Executive, Market Development
Communications

Please indicate 'Market Development Scheme' on the top-left hand corner of the envelope.

¹Business enterprises are defined as proprietorships, partnerships or companies.

Applicant's Particulars

Company Name:

Representative (s) attending event:

Designation:

Contact No. at Event:

Correspondence/Administrator Name:

Designation:

Contact Email:

Company Address:

Tel:

Fax:

Company Website:

Company Registration Number:

Company Activities:

First time participating in this event: *Yes/ No

Please indicate event details below

Date	Event Name	Location	Please tick here

Arrival/Departure Dates: (from)

(to)

Company Data (Capital Structure)¹

(a) Paid-up Capital: S\$

(b) Company Annual Turn Over (Est. in US\$):

(c) Shareholder:

Name of Company or Individual	Country Registered ² / Nationality ³	% of share investment/holding

(d) Please attach company profile.

(e) Please indicate SSIC code: _____

Employees

Numbers employed:

Please tick below accordingly:

- I declare that the company is NOT PART of a group of companies that employs more than 100 employees.
 I declare that the company IS PART of a group of companies that employs more than 100 employees.

Please list trip/s that you have participated in that were supported under the MDA Market Development Scheme for the current year⁴

Estimated cost to be incurred

Item	Unit	Estimated Cost in S\$	Total Cost in S\$
Registration fees			
Accommodation			
Airfare (economy)			
G/Total			

Other Sources of Funding

Please indicate if you have obtained or are seeking funding from another government agency for this event:

Item (eg. Registration Fees, Airfare, Accommodation)	Government Agency Name	Estimated Cost in S\$	Estimated Funding in S\$	Status
				*Approved/ Seeking
				*Approved/ Seeking
				*Approved/ Seeking
				*Approved/ Seeking
				*Approved/ Seeking
				*Approved/ Seeking

* Please delete where appropriate.
Please list in a separate sheet if insufficient space above.

Business Details of Event

Please kindly fill up the following details:

Titles represented at event:

Announcements at event (if any):

Please specify if you would like MDA to assist on publicity matters for your announcements:

Confirmed/ planned meetings at event (if any):

Please specify whom you are meeting and the purpose:

Please indicate estimated deals (in US\$) expected at the event, in the next 6 months and 12 months:

At Event	Next 6 Months	Next 12 Months

Disclosure of Deals:

You will be required to provide partnerships and deals secured or in discussion as a result of participating in this event within **a week** after the close of the event. This is **COMPULSORY** as the figures will help to validate the growth/progress of the local media industry.

Information provided will be aggregated and used strictly for publicity and/or industry development matters. A Feedback Form will be provided to you on-site for your disclosure. Your understanding and cooperation on this matter is greatly appreciated.

I, ON BEHALF OF THE COMPANY HEREBY UNDERTAKE

- i) that as the signatory, I have full authority to make this submission to MDA and/or its appointed representative association, and that the information provided in this application is accurate and complete, and meets all the applicable criteria as set out in the Guidelines for the MDA Market Development Scheme;
- ii) that I shall notify MDA, within reasonable time, if changes occur to any information submitted and shall, if so requested by MDA, provide all relevant documents supporting such changes;
- iii) that MDA shall have the right to reject this application if any information submitted here to is found to be incomplete, false or misleading in any material aspect, and all materials submitted with this application will not be returned.
- iv) I shall acknowledge the MDA's support in such form as the MDA may reasonably direct. Without prejudice to the foregoing, I shall make use of the MDA's corporate logo and the Singapore Media Fusion (SMF) branding and such other trade mark as stipulated by MDA (MDA Trade Marks) in such manner as the MDA shall require and ensure that all the MDA Trade Marks are displayed prominently when in use. Without prejudice to the foregoing, the MDA may require me to use the MDA Trade Marks in project-related publicity and promotional materials and collaterals (e.g. press releases, newsletters, brochures, promotional literature, advertisements, etc.), on-site materials (e.g. exhibition banners, stage backdrop, etc) and websites.
- v) I shall consult MDA in respect of any use of any of the MDA Trade Marks and to obtain the MDA's approval for such intended use. Samples of any proposed use of the MDA Trade Marks shall be submitted to the MDA for prior approval. I shall not do or authorise / condone to be done, whether directly or indirectly anything which might adversely affect the MDA's rights in or to any of the MDA Trade Marks or the value thereof and/or any of the rights conferred on MDA under these terms and conditions. I shall immediately cease the use and/or display of the MDA Trade Marks, any other advertising or promotional materials or the conduct of any promotional activity upon receipt of a request from the MDA to do so.
- vi) As a member of the Singapore Media Fusion (SMF) Pavilion, I shall ensure that the following is done:
 - 1) place a link on my company website to www.smf.sg.
 - 2) carry the SMF logo on relevant collaterals, on a case-by-case basis, in discussion with the MDA's Communications team
 - 3) update my profile, including uploading of trailers, photographs or other image/audio/textual material on the www.smf.sg prior to my departure for the event
 - 4) feedback my views on the SMF website via an online form.
- vii) I shall comply at all times with all applicable laws, statutes, ordinances, rules, regulations and requirements of all governmental agencies and regulatory bodies and duly and promptly apply for and procure all necessary consents, permissions, authorisations and licenses which may be required from any of them in connection with the Project or the Grant.
- viii) I shall treat as confidential these terms and conditions, the amount of the Grant and all other information received from the MDA which the MDA has indicated in writing to be confidential or which is by its nature confidential or proprietary, including without limitation financial, operational, organizational, marketing or sales information of the MDA, its suppliers and contractors and shall use such confidential information solely for the purpose of performing its obligations under these terms and conditions. The MDA reserves the right to disclose in the MDA's publicity materials and web sites that I have been awarded the Grant and to provide a brief description of the project.
- ix) I shall inform MDA in advance, at least 4 weeks before the publicity, of any publicity plans for my participation at the event.

Name and Signature

Date and Company Stamp

¹ Please include the group structure on a separate sheet of paper indicating Shareholdings and Fixed Assets investment of each legal entity.

² Applies to Shareholders that are Companies.

³ Please state if Singapore PR.

⁴ Current year falls between 1st April of current year and 31st March of the next year.