

## **International Media Manpower Programme**

### **(A) What is the International Media Manpower Programme (IMMP) all about?**

Under the IMMP, MDA seeks to attract top international media talents and anchor their presence in Singapore to boost the capability of local media talent, local institutes of higher learning (IHLs) and media enterprises and Singapore's reputation as a global media city. Specifically, the IMMP is aimed at enabling:

- Local media enterprises to engage such talents to work in Singapore and achieve a quantum leap in their quality of production capability and expertise in the short-term with a view of attaining substantial growth in the capability of local enterprises and talent in the long-run.
- IHLs to upgrade IHL staff and students' capabilities, through exposure and transfer of skills from international experts to Singapore students and lecturers; encourage IHLs to plan for the injection of industry and international expertise in a coordinated and integrated manner, for instance, during the course planning, design and review stages and enhance the quality of their media courses, both in planning and delivery.

### **(B) What are the features of the Programme?**

Under the IMMP, companies and institutes of higher learning will identify the potential international talent they wish to engage in Singapore and approach MDA for preliminary discussion and assessment. MDA will then assess the proposal based on its merits and benefits to the Singapore media industry. MDA will co-fund up to 50% of the qualifying expenses to engage the international talent, subject to a cap of S\$100,000 per talent.

#### **(I) For Companies**

##### **Who may apply?**

The IMMP is open to all Singapore-based media companies which are at least 30% owned by Singaporeans and/or Singapore Permanent Residents that wish to engage top international talent for a minimum period of one year with skills that could not be found locally and are critical to the further development of the company's business.

##### **How to apply?**

Companies should provide MDA with the CVs of the proposed international talents and the intended designations for which they will be assigned at the Company for MDA's preliminary assessment. A full application form will be provided should the proposal be assessed to be suitable for consideration under IMMP.

### **What would be the assessment criteria for the Programme?**

In assessing applications, the following factors will be considered:

- Financial Status of company
- Profile of Talent
- Objectives for engaging the talent
- The value that the talent can bring to the company and to the Singapore media industry at large
- Singapore citizens and PRs who will be under the mentorship of talent during his/her employment with company
- Specific projects and activities which the talent will partake during his/her stay in Singapore, both within the company and outside of the company
- Costs involved to engage talent

The talents to be engaged by companies under this programme should ideally be professionals who have:

- international credentials and experience in his/her area of expertise (at least 5-10 years)
- played key or leading roles in international / notable projects
- won or been nominated for top international awards
- worked in supervisory or key roles in renowned/established companies
- advanced skills and experience in specific skillsets which are crucial to the successful anchoring and completion of major projects in Singapore
- Besides the skills, experience and personal accomplishments of the talent, consideration will also be given to professionals who are able to bring other benefits and spin-offs that can contribute to the growth of the media industry (e.g. providing access to international networks, attracting and anchoring new business and partners and creating jobs).

Companies should:

- be able to demonstrate clearly the objectives of engaging the talent and the value that he/she can bring to the company and the Singapore media industry at large;
- ensure that there is skills and knowledge transfer to Singaporean/PR staff within the company, as well as to the local media industry.

## (II) For Institutes of Higher Learning

### **Who may apply?**

Local institutes of higher learning with media courses

### **How to apply**

To apply for IMMP, IHLs should come to MDA with a list of proposed international talents they intend to engage over a period of time (e.g. during the following semester) as a package.

IHLs should provide MDA with the CVs of the proposed international talents and the subjects which they will be teaching and projects in which they will be involved in for MDA's preliminary assessment. A full application form will be provided should the proposal be assessed to be suitable for consideration under IMMP.

### **What would be the assessment criteria for the Programme?**

In considering whether MDA will support an IHL under IMMP, the following factors will be taken into consideration:

- The training programme/lecturing stints by the international talents should be well planned and structured as a part of the curriculum of specific media courses at IHLs. Their training activities in Singapore should also be planned in a manner by the IHL to provide seamless integration or add value to the relevant media course(s) (e.g. to supplement a lack of expertise in a particular subject area, or add breadth and depth to a course). IHLs should provide evidence on how the engagement of the international talents will add to the value of the relevant course(s).
- The curriculum or course description of the specific area or subject that the international talents will be teaching. **Ad-hoc masterclasses and seminars on general topics will not be supportable under IMMP.** The course outline of the specific modules, courses or subject areas the international talents will be teaching should be detailed and rigorous and should be submitted for MDA's evaluation. Ideally, a breakdown of the activities during contact hours with the students can be provided.
- The activities that the international talents will be engaged in. International talents should be engaged to conduct other value-added activities at the IHL. Such activities include planning or reviewing curriculum, "train-the trainers" programmes or working on school/industry projects. The planned activities of the international talents should also benefit the local industry members through skills and knowledge transfer.

The talents to be engaged by IHLs under this programme should ideally be professionals who have:

- industry experience in his/her area of expertise (at least 5-10 years)
- played key or leading roles in international / notable projects
- won or been nominated for top international awards
- worked in supervisory or key roles in renowned/established companies
- advanced skills and experience in specific skillsets which are crucial to the successful implementation of the curriculum/courses.
- Prior academic/teaching/lecturing experience would be advantageous, though not necessary

IHLs should

- be able to demonstrate clearly the objectives of engaging the talent and the value that he/she can bring to the IHL and the students/media industry at large;
- ensure that there is skills and knowledge transfer to students, Singaporean/PR staff within the IHL, as well as to the local media industry.

### **(C) General Funding procedures/terms & conditions to note (for IHLs)**

MDA will co-fund up to 50% of the qualifying expenses, to be disbursed upon evidence of employment contract between international talents and the IHL and submission of a debit note.

IHLs would be required to submit reports to indicate how the engagement of the international talents have benefited the IHL, staff, students and the industry.

International talents engaged IHLs need to set aside time outside of their work commitment at the IHLs to transfer their knowledge beyond the applying company or institution to benefit more people in the media industry and community. The amount of time to be set aside will vary according to the duration of the talent(s)' stay in Singapore.

Please note that there will be no retrospective funding under the Programme. All applications have to be approved by MDA before any employment contract between the IHL and the talent is signed.

**(C) General Funding procedures/terms & conditions to note (for companies)**

MDA will co-fund up to 50% of the qualifying expenses, to be disbursed upon evidence of employment contract between international talents and the company and submission of a debit note.

Companies would be required to submit reports to indicate how the engagement of the international talents have benefited the company, staff and the industry.

International talents engaged by companies need to set aside time outside of their work commitment at the companies to transfer their knowledge beyond the applying company to benefit more people in the media industry and community. For companies, the talents need to set aside at least 20 hours.

Please note that there will be no retrospective funding under the Programme. All applications have to be approved by MDA before any employment contract between the company and the talent is signed.

For more information, please contact:

Ms Joanna Lo  
Management Executive (Capability Development)  
Email: [Joanna.Lo@mda.gov.sg](mailto:Joanna.Lo@mda.gov.sg)  
Tel: 97263125