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1 Objective

- The MIP fosters co-operation at industry level in co-ordinating marketing efforts between companies and assists companies in finding and promoting new market outlets to ensure maximum market return to the seafood sector.
- The MIP has been designed to meet the requirements of EU legislation no. 2792/1999.

2 Company Eligibility

- Eligible applicants include seafood processing, aquaculture and fishing companies/operations/co-operatives engaged in the direct sale of seafood to the market.

3 Type of Application

Projects can be sectoral or collective. Sectoral applications cover activities by one company. Collective projects cover joint activities by two or more companies, where the participating companies do not have a financial or non-financial beneficial interest in each other. Due to budget restrictions, priority will be given to collective projects.

The following documentation should be submitted with each application type:

a) *Sectoral Applications:*

- *Application Form* - typed/printed and signed. An application form is enclosed.
&
- *Latest Audited Company Accounts* - where the grant aid sought exceeds €6,349.*
&
- *Tax Clearance Certificate*.
&
- *Overview and Rationale of Project* - for applications with total expenditure up to €20,000.
or
- *Market Development Plan* - for applications with total expenditure over €20,000. The Market Development Plan should include a company profile, objectives, marketing strategy and financial analysis.

b) *Collective Applications:*

- *Application Form* - typed/printed and signed. Please contact BIM for application form.
&
- *Latest Audited Company Accounts* - for each applicant.
&
- *Tax Clearance Certificate* - for each applicant.
&
- *Market Development Plan* - the Market Development Plan should include company profiles, objectives, marketing strategy and financial analysis.

Applications which are not complete and do not have all of the appropriate documentation will be returned.

* All audited accounts submitted must provide a detailed balance sheet and profit & loss statement for the previous two years to facilitate a financial analysis to be carried out by BIM. Where company accounts do not provide sufficient information, BIM reserves the right to reject or defer the application.

4 Application Timescales

- Applications cover a fixed period of twelve months. All applications must be received by BIM before the start of the project.
- Applications will be evaluated at a meeting of the BIM Marketing Investment Committee (MIC) at the beginning of each year. The industry will be advised of the deadline for submission of applications.

5 Eligible Marketing Areas

The MIP assists companies in 'Specific Market Activities' for each market, while also supporting 'General Marketing Activities' which cover all markets. Grant aid is available for both these activities as follows:

- | | | |
|------------------------------|---|------------------------------|
| ■ Market Studies & Surveys | } | Specific Market Activities |
| ■ Trade & Market Development | | |
| ■ Promotional Support | | |
| ■ New Product Development | } | General Marketing Activities |
| ■ Quality Development | | |
| ■ Marketing Skills | | |

The breakdown of eligible activities for the above areas is as follows:

Specific Market Activities

Market Studies & Surveys:

Market Studies, Product Studies

- Hiring of external consultants normally for a maximum of one year. Three quotes are required.

Intelligence Surveys

- Cost of published reports.

Trade & Market Development:

Market Investigation, Visits to Potential Customers, Inward Buyer Visits, Visits to Trade Events

- Economy airfare only for a maximum of two employees per visit.
- Daily subsistence (no overnight stay): total eligible expenditure of €200 per person.
- Overnight subsistence: total eligible expenditure of €400 per person.
- Internal travel costs: car hire, train, taxis.



*Visits to potential customers in the Republic of Ireland do not qualify.
Visits to potential customers in Northern Ireland qualify for petrol expenses only.
Visits to existing customers are not eligible, unless linked to a particular purpose.*

Exhibiting at Trade Events

- Space rental, stand construction, design and display costs, stand valeting, catalogue entry expenses, transport of exhibits/samples to and from the exhibition, installation of services, telephone connection and rental, interpreter, photography and insurance expenses, origination of point of sale material but *not* printing.
- Economy airfare for up to two employees only.
- Overnight subsistence: total eligible expenditure of €400 per person for up to two employees only.

Participation costs for stands are eligible in EU markets only where BIM or Bord Bia do not have a national stand.

Promotional Support:

Consumer Promotions

- Economy airfare to promotion venue.
- Origination costs for point of sale material.
- Shipment of product samples.
- Agency staff for promotion.

Information Material

- Design and origination costs for company brochures, product inserts and company CD ROMs. Three quotes are required.
- Design of company website. Three quotes are required.

Promotions by individual companies of single branded and private label products are not eligible in EU markets.

General Marketing Activities

New Product Development:

Feasibility Studies

- Consultancy fees to identify product gaps in the market.

Product Development

- Consultancy/laboratory fees for development of new products.

Test Marketing

- Consumer product test panels/focus groups for new products.



Quality Development:

Fees for Quality Certification

- Application fees and certification for new quality system.

Set-up Costs for New Quality Standards

- Consultancy costs for establishing new consumer-driven quality system.

Staff Development

- Cost of quality courses for two personnel.

Marketing Skills:

Marketing, Language and E-Business Courses

- Cost of marketing seminars, conferences, workshops, language and e-business courses. Limited to two personnel.

Technical Exchange Programmes

- Economy travel and accommodation for production, packaging, fish handling and retail exchanges. Limited to two personnel.



6 Levels of MIP Assistance

- Sectoral project expenditure is eligible for up to 40% grant assistance, subject to availability of funds.
- Collective project expenditure is eligible for up to 60% grant assistance, subject to availability of funds.

7 BIM Approval Procedure

- Applications which do not have all the relevant documentation as detailed in Section 3 will be returned.
- The BIM Marketing Investment Committee (MIC) will meet to evaluate all applications and make recommendations to BIM Management.
- BIM will advise the industry of the deadline for submission of applications for consideration by the Marketing Investment Committee (MIC).
- In advance of the MIC meeting, BIM will meet with all companies to discuss their application.
- Applications received after the submission deadline will be processed subject to MIP monies still being available.
- Applicants will receive notification confirming whether or not the application has been successful. Successful applicants will receive details of approval and drawdown timescale.



- Successful applicants will receive an *Approval Schedule* detailing the activities to be grant assisted and the level of financial support to be provided. Applicants must sign and return an *Acceptance Form* agreeing to the General Conditions of the MIP.

8 MIP Review Procedure

- BIM will work with approved applicants throughout the course of the grant-aided schedule.

9 Making a MIP Claim

- The deadline for receipt of claims will be indicated in the MIP Letter of Offer and must be adhered to.
- Claims can only be submitted after approved expenditure has been paid in full.
- All claims will exclude VAT and Government tax.
- Claims will not be processed unless all of the following is enclosed:
 - A completed BIM *Claim Form*.
 - A project report, which details the progress of the approved activities.
 - Copy invoices and airline tickets as appropriate. Original invoices will not be returned.
 - An Audit Certificate.
 - An up-to-date Tax Clearance Certificate.
 - Copies of any reports and information material funded by the MIP.

10 General Conditions

- Applicants must sign and return the *Acceptance Form* within one month of the date on the *Acceptance Form*.
- Only the activities on the *Approval Schedule* are eligible for grant support. Additional approval must be obtained *before* any additional activities take place.
- Grant support for approved activities is limited to the overall grant amount approved, subject to the availability of funds. Claims must not exceed the approved amount, unless prior approval is obtained from BIM.
- Grant support is subject to claim deadlines being adhered to.
- Grant support for collective activities is only available to separately trading companies who are co-operating together.
- Applicants must provide three quotations when using an outside agency or company.
- Applicants must comply with tax clearance procedures.
- Financial assistance must not be received from any other State or Semi-State source for activities approved by BIM.
- Records of all transactions relating to the project must be maintained. These records and all supporting documentation must be available for inspection as required by BIM.

- Financial assistance will be withdrawn or reclaimed where:
 - Grant aid was not used for the intended purpose.
 - The project was not carried out in a manner satisfactory to BIM.
 - The beneficiary, being a limited company, is wound up or a receiver appointed.
 - The beneficiary, being a person, is declared bankrupt.
- Grant assistance is not available to companies that do not comply with all EU and national regulations.
- Companies must comply with the Equal Opportunities Act.
- Details of the MIP programme can be subject to change by BIM.



11 Confidentiality

- BIM will not release any information received as part of this application except as may be required by law, including the Freedom of Information Act 1997. In the event of an FoI request, the client will be given reasonable advance notice in order to contest such disclosure. BIM will continue to treat all commercially sensitive information supplied by clients, within the Marketing Investment Programme as confidential.

