

Potatoes New Zealand Inc. Market Exploratory Grant Application (for co-funding up to \$5,000)

Full Name of Applicant (<i>Legal Company Name</i>)			
Trading Name (<i>if different from above</i>)			
Contact Person and Title			
Alternative Contact Person and Title			
Main Industry Sector (Fresh, processing, seed, support industry)			
Postal Address			
Street Address (include city)			
Phone			
Contact E-mail			
Website Address			
Status of Business	<input type="checkbox"/>	Start-up (business has started within last 12 months)	
	<input type="checkbox"/>	Existing Business (trading for more than 1 year)	
Date Business started trading			
GST Number		IRD Number	

Names of Entities Associated with Applicant	Relationship to Applicant (e.g. parent company, associates, subsidiaries of a company, other business entities owned by the applicant's family members)
Names of potential suppliers	Please provide information about all intended or known suppliers. Please provide a description of any existing or previous relationships and/or dealing you have with any consultant or provider(s) chosen for your activities.
Please note that supplier arrangements with associated parties and contra invoicing arrangements are INELIGIBLE.	

1 COMPANY BACKGROUND

1.1 Describe the products / services produced by your business.

Please provide a clear description of what your business does. What are the products and / or services that you provide?. How long has the business been in operation.

1.2 Does the business currently export products? Please list the countries, approximate value, and products exported to each country.

1.3 How does the market exploration project fit in with the company's overall growth strategy?

2 MARKET EXPLORATION ACTIVITY DESCRIPTION

2.1 Outline of your proposed Market Exploration Project

Please provide details of the projects / activities you intend to undertake.

2.3 What information is being relied on to support undertaking this initial market investigation?

Describe where the initiative has come from and what market knowledge is being used to encourage the project to be undertaken?

2.2 What are the objectives of the market exploration project?

What do you want this project to achieve for your business? Please ensure that the objectives relate only to the market exploration project, not your business as a whole. What are the key outcomes you would like to achieve from undertaking this activity?

2.3 How will you fund the market exploration project?

Tell us how you will access financial backing to support the entire project (e.g. from profit, shareholder loan, bank loan, capital investment).

2.4 Link to Potatoes New Zealand Inc. Strategy

Discuss how the project promotes the objectives and/or themes for industry growth outlined in the Potatoes New Zealand Inc. Strategy.

2.5 Project Information

Please detail each cost you are requesting PNZ financial assistance,. The categories are:

- MARKETING COLLATERAL
- ADVERTISING AND PROMOTION
- TRADE SHOWS
- MARKET VISITS
- MARKET DEVELOPMENT PLAN

You may apply for more than one category and more than one activity per category.

Information required:

- Category the activity falls into
- What the specific activity is and the likely cost (if possible please include a supplementary quote)
- Who the supplier will be (if known)
- When you expect to undertake the activity
- An explanation of how this activity supports your overall market exploration project.
- For assistance with market visits please provide the proposed itinerary and schedule of visits. (This information will remain confidential)

NOTE: The maximum financial assistance available per year is \$5,000 regardless of how many expenses you request, but please provide details of all expenses that meet the eligibility criteria for the PNZ-ME grant.

Cost One:

Category	
Specific Item/Activity:	
Specific Location Of Activity	
External Advisor/Supplier:	
Timeframe for activity:	
Cost (inc GST):	

Cost Two:

Category	
Specific Item/Activity:	
Specific Location Of Activity	
External Advisor/Supplier:	
Timeframe for activity:	
Cost (inc GST):	

Add further categories as required.

2.6 Summary of costs for your Market Exploration Project

CATEGORY e.g. In-Market Representation	TOTAL COST OF CATEGORY (GST inclusive) – sum of the costs detailed above per category e.g. NZD \$10,000	FINANCIAL ASSISTANCE REQUESTED FOR CATEGORY (GST inclusive) e.g. NZD \$5,000 (50% of Total Cost)
MARKETING COLLATERAL		
ADVERTISING AND PROMOTION		
TRADE SHOWS		
MARKET VISITS, travel & accommodation, other		
MARKET DEVELOPMENT PLAN		
TOTALS (GST EXCLUSIVE)		

3 APPLICATION CHECKLIST

Please ensure that you have included all of the information requested on the Checklist below. We are unable to consider

Company Details	
Company Background	
Market Exploration Project	
Project Information	
Summary of costs for Market Exploration Activity	
Confirmation and Acknowledgement signed by a Director of the company	
PLEASE ATTACH THE FOLLOWING:	
Company's Export Market Exploration Plan/Strategy if completed	
Original Bank deposit slip	

your application for EDG-MD financial assistance unless all of the information requested in this checklist is provided

4 CONFIRMATION AND ACKNOWLEDGEMENT

I/We confirm and declare that:

- The proposed project/activity would not be undertaken without the assistance of PNZ EMDG or that PNZ EMDG's assistance will increase the scope or quality of the project/activity or the likelihood of it occurring or the speed at which it can take place.
- I/We have read the guidelines for making an application for co-funding that outline the procedures, terms, conditions and criteria and I/we understand and agree to these.
- The assistance sought in the attached application does not relate to expenditure that has been incurred prior to the receipt of this application by PNZ EMDG.
- The application involves an activity/project that is a lawful activity carried out lawfully, and is directed at a commercial exploration.
- The application is not being made by an organisation that is in receivership or liquidation or by an individual who is an un-discharged bankrupt.
- The project is not being managed by an undischarged bankrupt or someone prohibited from managing a business.
- The application is made by a company that is resident in New Zealand for the purpose of tax, and/or by an individual who is a New Zealand citizen or has permanent residence status.
- The information contained in the attached application is true and correct and there have been no misleading statements, omission of any relevant facts nor any misrepresentation made. PNZ Inc. is able to take legal action if any information is found to be fraudulent or misleading.
- I/We acknowledge that PNZ Inc. may wish to promote any successes that result from our proposal (while respecting commercial confidentiality).
- Where external providers are being employed as part of the project/activity, there is no relationship (whether financial, personal or by way of employment) between the applicant and provider.
- I/we have complied with all terms and conditions applying to co-funding received.

I/We understand that:

- Background checks maybe undertaken on all applicants/directors.
- PNZ EMDG may request additional information as part of the assessment of the application.
- PNZ EMDG may carry out checks to verify the contents of any information provided by me/us as part of the application process, and I/we confirm that I/we will provide access to my records/personnel for that purpose.

Acknowledgement

- **I/We acknowledge that the PNZ EMDG expects regular reports on the market exploration grant co-funding, including information on its usage.**

Funding for the market exploration grant is limited therefore not all applications will be successful. The fact that an application meets eligibility criteria does not guarantee co-funding. Allocation of available co-funding to eligible applicants will be at the sole discretion of PNZ EMDG.

APPLICANT MUST SIGN AND COMPLETE DETAILS BELOW

DIRECTOR'S NAME		DIRECTOR'S SIGNATURE	
DESIGNATION		DATE	

This confirmation/acknowledgement must be signed by the applicant. Where the applicant is a registered company, this confirmation/acknowledgement must be signed by a director of the company.