

Potatoes New Zealand Inc.

Market Development Grant Application

(for co-funding up to \$25,000)

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?

1.2 How many full-time equivalent staff are employed?

(Full time is more than 30 hours per week; including working proprietors/directors, offshore employees, excluding contractors).

1.3 How many part-time staff are employed?

(Part time is less than 30 hours per week; including working proprietors/directors, offshore employees, excluding contractors)

1.4 Turnover (gross revenue) in the last financial year

NZ \$

For whole company, including parents / subsidiaries (if part of a group).

1.5 Current Activities in Overseas Markets

MARKET SIGNIFICANCE BY TURNOVER (gross revenue):		
<i>NAME EACH COUNTRY WHERE YOU ARE CURRENTLY UNDERTAKING MARKET DEVELOPMENT ACTIVITY (exclude countries with sales less than \$10K)</i>	<i>INDICATE THE APPROXIMATE PERCENTAGE OF YOUR CURRENT TURNOVER WHICH IS OBTAINED FROM EACH MARKET</i>	<i>Describe any market development activities undertaken to date.</i>
New Zealand ✓		
Australia Pacific ✓		
Asia – South and Southeast ✓		
Asia – Central		
Asia - North		
Americas - North		
Americas – Central, Caribbean and Mexico		
Americas – South		
UK / Europe		
Middle East		
Africa		
TOTAL	100 %	

2 MARKET DEVELOPMENT ACTIVITY DESCRIPTION

2.1 Have you developed a Market Development Plan?

Please provide a copy of the plan (any documents provided will remain confidential)

Yes/No/ Under development

2.2 Outline of your proposed Market Development Project

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

2.3 What information is being relied on to support investment in the market development project?

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

2.3 What are the objectives of the market development project?

What do you want this project to achieve for your business? Please ensure that the objectives relate only to the market development project, not your business as a whole.

2.4 How will you fund the market development project?

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

2.5 Project Collaboration

Will you be collaborating with any other participants in the value chain? Provide details of the nature of the collaboration and what each party is bringing to the project. If no collaboration is anticipated provide details of how your organisation expects to be able to meet the market requirements over the long term.

2.6 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, **adding more pages as required**. The categories are:

- MARKETING COLLATERAL
- ADVERTISING AND PROMOTION
- TRADE SHOWS
- MARKET VISITS
- IN-MARKET REPRESENTATION
- MARKET RESEARCH
- PREPARATION OF MARKET DEVELOPMENT PLAN
- COMMERCIAL OR INDUSTRY COLLABORATION

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 development project.

NOTE: The maximum financial assistance available per year is \$25,000 incl. GST regardless of how many expenses you request, but please provide details of all expenses that meet the eligibility criteria for the PNZ-MD 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):	

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

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

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

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

Please provide an projection of what this activity involves and how it supports your overall initiative.:

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2.6 Summary of costs for your Market Development Project

CATEGORY e.g. In-Market Representation	TOTAL COST OF CATEGORY (GST inclusive) – sum of the costs detailed above per category e.g. NZD \$50,000	FINANCIAL ASSISTANCE REQUESTED FOR CATEGORY (GST inclusive) e.g. NZD \$25,000 (50% of Total Cost)
MARKETING COLLATERAL		
ADVERTISING AND PROMOTION		
TRADE SHOWS	\$	\$
MARKET VISITS		
IN-MARKET REPRESENTATION		
MARKET RESEARCH		
MARKET DEVELOPMENT PLAN		
COMMERCIAL OR INDUSTRY COLLABORATION		
TOTALS	Total eligible costs (gross amount GST inclusive):	Total financial assistance sought (up to 50% of eligible GST inclusive costs):

NOTES:

- The maximum amount of financial assistance available per applicant each project year is \$25,000 GST inclusive

3 APPLICATION CHECKLIST

Please ensure that you have included all of the information requested on the Checklist below. We are unable to consider your application for EMDG-Market Development financial assistance unless all of the information requested in this checklist is provided

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

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 development.
- 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 development grant co-funding, including information on its usage.**

Funding for the market development 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.