

**Support in**

# **ORGANIZING & HOSTING MICE ACTIVITIES**

**in Gozo Scheme**

**Guidance  
Notes  
to Applicants**

**2021 - 2023**



**GOVERNMENT OF MALTA  
MINISTRY FOR GOZO**



## 1. Introduction

### 1.1 Objective of the Scheme

Through this scheme, financial assistance is granted to Destination Management Companies who offer their services to organize and host MICE activities in Gozo that reach quality standards, including, hiring of venue, catering services and touring activities.

The scheme gives further prominence to the Business Tourism sector which is predominantly featuring under MICE. The latter is not dependent on seasonality factors and hence, is a positive contributor to mitigating the pressures of seasonality produced by the tourism industry.

With the Government exhibiting commitment to giving due attention to diverse markets, particularly to the Business Tourism sector in Gozo, impetus is provided to undertakings to further research relevant concepts and invest in the quality of their provided services and products.

These Guidance Notes are intended to assist the Beneficiary in applying for grants under the scheme. All applicants must abide by the Guidance Notes valid at the time of application, which may be periodically reviewed, updated and amended.

### 1.2 Legal Basis for the Scheme

The administrative basis for this scheme is the Malta Budget 2021, specifically cited in section 3.18 of the Malta Budget Speech 2021, which aims to develop Gozo's potential in attracting Business Tourism under the concept of MICE and promote Gozo as an ideal location for the organisation of MICE activities.

### 1.3 Available Budget and Duration of the Scheme

The scheme is demand driven. Aid will be awarded on a first-come, first-served basis, subject to the annual ceiling and total budget. Complete applications must be submitted by **30<sup>th</sup> November 2023** for MICE activities organized between **2<sup>nd</sup> October 2021** and **30<sup>th</sup> November 2023**. Any exceptions made in relation to applications submitted after the 30<sup>th</sup> November 2023 deadline, will be at the discretion of the Ministry based on the entity of the proposed activity.

### 1.4 Main Parties involved in the Implementation of the Support in Organizing and Hosting MICE Activities in Gozo Scheme

#### A – Ministry for Gozo

The overall responsibility for the management and implementation of the Support in Organizing and Hosting MICE Activities in Gozo Scheme is the Ministry for Gozo.

#### B – The Beneficiary

The beneficiaries of the scheme shall be Destination Management Companies (DMCs). These shall receive reimbursements directly when organising MICE activities in Gozo on behalf of their clients.

The beneficiary is responsible to host the event in line with the terms and conditions of the Grant Agreement signed and of these Guidance Notes. The beneficiary should always be guided by the principles of good governance, sound financial management, fairness and transparency.

## 2. Eligibility

### 2.1 Eligibility of Applications

Complete applications will be evaluated against the eligibility criteria listed in this Section (2. Eligibility). Incomplete or incorrect applications will be rejected.

**2.1.1** The Scheme will be implemented in line with the provisions of Commission Regulation (EU) No 1407/2013 of 18 December 2013 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to De Minimis (OJ L 352, 18.12.2013, p.1), as amended by Commission Regulation (EU) 2020/972 of 2 July 2020 amending Regulation (EU) No 1407/2013 as regards its prolongation, and amending Regulation (EU) No 651/2014 as regards its prolongation and relevant adjustments (OJ L 215, 7.7.2020, p.3).

Undertakings active in all economic sectors may be eligible, with the exception of:

- (a) aid granted to undertakings active in the fishery and aquaculture sector, as covered by Council Regulation (EC) No 104/2000 of 17 December 1999 on the common organisation of the markets in fishery and aquaculture products (OJ L 17, 21.1.2000, p. 22).
- (b) aid granted to undertakings active in the primary production of agricultural products;
- (c) aid granted to undertakings active in the sector of processing and marketing of agricultural products, in the following cases:
  - i. where the amount of the aid is fixed on the basis of the price or quantity of such products purchased from primary producers or put on the market by the undertakings concerned;
  - ii. where the aid is conditional on being partly or entirely passed on to primary producers;
- (d) aid to export-related activities towards third countries or Member States, namely aid directly linked to the quantities exported, to the establishment and operation of a distribution network or to other current expenditure linked to the export activity;
- (e) aid contingent upon the use of domestic over imported goods.

### 2.2 Beneficiary's Eligibility

Eligibility is subject to availability of funds and subject to the overall scheme's eligibility period. The latest version of the documentation, as published on the Ministry for Gozo website must be submitted.

- 2.2.1** To be eligible, the Beneficiary must certify that it has neither exceeded, nor will exceed with the aid granted through this scheme, the de minimis threshold of €200,000 (or €100,000 in the case of a single undertaking performing road freight transport for hire or reward) cumulatively from this scheme and any other De Minimis scheme over the applicable three-year reference period, in line with the De Minimis Regulation.
- 2.2.2** Further to point 2.2.1, the Beneficiary must duly fill in the State Aid (*De Minimis*) Declaration found at Section D of the Scheme Application and submit it at the application stage.
- 2.2.3** The DMC must be registered with the relevant authorities accordingly and must have a valid Malta Tourism Authority Licence. Confirming documentation is to be submitted at the Application Stage.
- 2.2.4** Using the [template](#) provided, a declaration signed by both the DMC and the entity on whose behalf the MICE activity is being organised must be submitted at the application stage, recognizing provision of funds by the Ministry for Gozo as per these Guidance Notes. A similar

signed declaration also specifying the amount of funds to be reimbursed is to be submitted upon request for reimbursement.

- 2.2.5** DMCs shall be eligible provided that at least 25 participants/attendees each day of the MICE activity are non-Gozo residents, Maltese and/or Foreigners. Using the [templates](#) provided, at the application stage, the DMC shall fill in a table with details of the participants/attendees. At reimbursement stage, the DMC and the entity on whose behalf the MICE activity is being organised must provide a signed declaration confirming the number and details of the participants/attendees that were present for the MICE activity. Any exceptions to this clause are at the discretion of the Directorate for Tourism and Economic Development at the Ministry for Gozo.
- 2.2.6** Venue for hosting of event must be in Gozo.
- 2.2.7** Events spanning more than one day shall be back-to-back to qualify for reimbursement benefits.
- 2.2.8** Minimum duration shall be a full one-day event backed by the Agenda/Programme of the event (as applicable).
- 2.2.9** The event must qualify as one of the MICE activities which are **M** Meetings, **I**ncentives, **C**onventions and **E**xhibitions.
- 2.2.10** Catering must be professionally procured in that the organizer must have a predefined number of participants. At application stage, the beneficiary must provide documentation showing the pricing agreement with the caterer based on the number of expected participants/attendees. The grant will be reimbursed on the basis of the actual expenditure incurred.

### **3. Financial Management, Eligible Amount and Payments**

Financial Reimbursement is based on the percentage of costs incurred on Venue, Catering and Touring activities as described below. These are finally capped with an aggregate maximum threshold of reimbursement. These thresholds and the combined percentages differ according to the duration of the event.

#### **3.1 Payment Procedures and Reimbursement**

As part of the payment and reimbursement procedures, the Tourism and Economic Development Directorate within the Ministry for Gozo will be responsible to ensure that the:

- a. Claims for reimbursement made by the Beneficiary are correct;
- b. All the required documentation is provided and valid;
- c. Events/activities took place **in Gozo** as proposed in the submission of application.

##### **3.1.1 Supporting Documentation**

Description of reimbursed costs are as described in Clause 3.2 of these Guidelines. Eligibility for reimbursement will only be based on the submission of the following documentation, in addition to the documentation mentioned in Section 2 above (kindly refer to the [checklists](#) for a full list of documentation to be submitted at the application and reimbursement stages):

- I. **Venue:**
  - a. Details of the venue including the number of participants envisaged, estimate price and date/s of the MICE activity at application stage;
  - b. Invoice that breaks down costs of venue separated from other ancillary services. The cost of the venue by itself must be listed on the invoice at reimbursement stage;
  - c. Proof of payment documentation and receipts at reimbursement stage.

**II. Catering:**

- a. Written correspondence showing reservation with the service provider including the number of participants envisaged, estimate price and date/s of the MICE activity at application stage;
- b. Invoice that breaks down costs of catering separated from other ancillary services such as venue and accommodation. The cost of catering by itself must be listed on the invoice at reimbursement stage;
- c. Proof of payment documentation and receipts at reimbursement stage.

**III. Programme of activities and/or agenda:**

- a. A detailed programme of activities and/or agenda must be provided at application stage. It must incorporate the Name of the Organizer of the MICE activity and the name of the MICE activity itself, the dates of the MICE activity, the catering and coffee breaks provisions and the themes presented;
- b. If applicable and in the case of activities that span a minimum of two days (as described in Clause 3.2.2), for group touring activities, written correspondence showing reservation with the service provider including the number of participants envisaged, estimate price and date/s of the activity at application stage;
- c. Invoice that breaks down costs of the touring activity. The cost of the group touring activity by itself must be listed on the invoice at reimbursement stage;
- d. Proof of payment documentation and receipts at reimbursement stage.

### **3.2 Eligible Costs**

**3.2.1 For One Day Activity: 25 % of the following expenditure, up to a maximum of €2,500, will be covered:**

- i. Venue fees including all ancillary facilities;
- ii. Catering fees.

**3.2.2 For a minimum Two-Day Activity: 50 % of the following expenditure, up to a maximum of €8,500, will be covered:**

- i. Venue fees including all ancillary facilities;
- ii. Catering fees;
- iii. Group touring activities in Gozo fees, which may include cultural/historical tours, an outdoor sporting activity and Gozo Land/Marine Roundtrip.

### **3.3 Disqualifying criteria**

- Political nature campaigning events.
- Destination Management Companies (DMCs) not licensed by the Malta Tourism Authority shall not be eligible.
- Failure to submit the requested documentation.
- Failure to meet the minimum number of attendees or participants.

- False declared information and documentation provided may result in the nullification of eligibility of reimbursement.
- Other potential elements, for which clarification is requested and the reply obtained, is deemed as non-satisfactory by the Ministry for Gozo.

### **3.4 Liabilities, Damages and Injuries**

The Ministry shall not be held liable for any malfunction and mishap during the event. Nor shall it be held liable for damages to the property or third-party properties and injuries.

### **3.5 Revocation of Aid**

If an applicant is found to have breached the terms and conditions set in these Guidance Notes, the Ministry reserves the right to revoke, suspend or recover any aid awarded.

## **4. Information & Data Protection**

### **4.1 Publicity**

- a. In order to enhance transparency regarding the use of the Scheme's funds, general details of the operation such as the name of the Beneficiary; the title of the operations and the amount of public funding allocation to each Undertaking may be published.
- b. The Beneficiary must include in all publicity of the event that the event in question is being partially funded by the Ministry for Gozo.

### **4.2 Data Protection**

All data is collected and held by the Ministry for Gozo and/or transferred to third parties in order to fulfil reporting functions, publicity, research and other Community obligations according to Law and in line with the provisions of the Data Protection Act<sup>1</sup> and the General Data Protection Regulation<sup>2</sup>.

1 Data Protection Act, Cap 440 of the Laws of Malta

2 General Data Protection Regulation (GDPR) EU 2016/67

## 5. Definition of Terms Used

**Beneficiary** – refers to the entity legally responsible for the application submitted and the recipient of the aid. To be eligible, the Beneficiary must certify that it has neither exceeded, nor will exceed with the aid granted through this scheme, the de minimis threshold of €200,000 (or €100,000 in the case of a single undertaking performing road freight transport for hire or reward), cumulatively from this scheme and any other *De Minimis scheme* over the applicable three-year reference period, in line with the De Minimis Regulation.

**The acronym "MICE"** – Refers to Meetings (Corporate), Incentives, Conventions (Congress, Conference) and Exhibitions. A further detailed breakdown refers according to the:

- **Meetings:** a general term indicating the coming together of a number of people in one place, to confer or carry out a particular activity consisting of Annual General Meetings, Board/Management/Shareholder Meetings, Stakeholder Meetings, Training Seminars, and Committee Meetings.
- **Incentives:** Trips for employees and other relevant stakeholders sponsored under a corporate umbrella, intended for reward or motivation purposes.
- **Conventions:** Participatory meetings of hundreds or thousands of individuals belonging to a single profession, cultural or religious group or with another common interest. Conventions can entail a regional, national or international dimension. Conferences and Congresses including forums and symposiums all fall under the umbrella of a Convention.
- **Exhibitions:** whereby businesses and other types of entities rent an exhibition space with the purpose of displaying or promoting their services, goods, role or objective to the public, client firm representatives and other participants.

**Single Undertaking** – A 'single undertaking' includes, for the purposes of this scheme, all enterprises having at least one of the following relationships with each other:

- a. one enterprise has a majority of the shareholders' or members' voting rights in another enterprise;
- b. one enterprise has the right to appoint or remove a majority of the members of the administrative, management or supervisory body of another enterprise;
- c. one enterprise has the right to exercise a dominant influence over another enterprise pursuant to a contract entered into with that enterprise or to a provision in its memorandum or articles of association;
- d. one enterprise, which is a shareholder in or member of another enterprise, controls alone, pursuant to an agreement with other shareholders in or members of that enterprise, a majority of shareholders' or members' voting rights in that enterprise.

Enterprises having any of the relationship referred to in points (a) to (d) above through one or more other undertakings, shall also be considered to be a single undertaking.

**Destination Management Company (DMC)** – a locally based, for-profit tourism business whose function is to provide other client organisations, generally (but not necessarily) located elsewhere, with professional services to meet their local transportation, event management, accommodation and entertainment interests and needs. The DMC must have a valid Malta Tourism Authority Licence.

**DECLARATION TEMPLATE TO BE FILLED IN BY DMCs AND ENTITY AT APPLICATION STAGE**

[Name of DMC and MTA Licence No.] and [Name of entity that procured the DMC for the MICE activity] hereby recognize that the Ministry for Gozo will provide funds as per the Guidance Notes found on [to insert web link] by way of support in organizing and hosting MICE activities in Gozo.

DMC representative in the capacity of [insert designation] and Signature:

---

Entity representative in the capacity of [insert designation] and Signature:

---

Date: \_\_\_\_\_



**TEMPLATE WITH DETAILS OF PARTICIPANTS/ATTENDEES TO BE PROVIDED AT APPLICATION STAGE**

Number of participants/attendees	Country	City

\*Add rows as applicable

**DECLARATION TEMPLATE TO BE SIGNED BY DMC AND ENTITY CONFIRMING THE NUMBER AND DETAILS OF PARTICIPANTS/ATTENDEES AT REIMBURSEMENT STAGE**

[Name of DMC representative and designation] and [name of entity representative and designation] representing [name of DMC and name of entity] hereby confirm that \_\_\_\_\_ participants/attendees were present at the MICE Activity organized in Gozo on \_\_\_\_\_ and that at least 25 participants/attendees each day of the MICE activity were non-Gozo residents (in line with Clause 2.2.5 of the Guidance Notes found on [to insert web link]).

Signature of DMC representative:

\_\_\_\_\_

Signature of Entity representative:

\_\_\_\_\_

Date: \_\_\_\_\_

**CHECKLIST OF DOCUMENTS TO BE SUBMITTED WITH APPLICATION**

<b>Section/Clause</b>	<b>Document</b>	<b>Submitted: Yes/No/N.A</b>
2.2.2	State Aid (De Minimis) Declaration;	
2.2.3	DMC's Malta Tourism Authority Licence;	
2.2.4	Signed declaration that demonstrates recognition that funds will be provided by the Ministry for Gozo;	
2.2.5	Filling in of table with details of the participants/attendees;	
3.1.1 I a	Details of the venue including the number of participants envisaged and their place of residence, estimate price and date/s of the MICE activity;	
3.1.1 II a	Reservation with the catering service provider including the number of participants envisaged, estimate price and date/s of the MICE activity;	
3.1.1 III a	Detailed programme of activities and/or agenda including the Name of the Organizer of the MICE activity and the name of the MICE activity itself, the dates of the MICE activity, the catering and coffee breaks provisions and the themes presented;	
3.1.1 III b	Reservation with the touring activity service provider including the number of participants envisaged, estimate price and date/s of the activity at application stage.	

**CHECKLIST OF DOCUMENTS TO BE SUBMITTED AT REIMBURSEMENT STAGE**

<b>Section/Clause</b>	<b>Document</b>	<b>Submitted: Yes/No/N.A</b>
2.2.5	Signed declaration that confirms the number and details of the participants/attendees;	
3.1.1 I b	Invoice that breaks down costs of venue separated from other ancillary services;	
3.1.1 I c	Proof of payment documentation and receipts of venue;	
3.1.1 II b	Invoice that breaks down costs of catering separated from other ancillary services;	
3.1.1 II c	Proof of payment documentation and receipts of catering;	
3.1.1 III c	Invoice that breaks down costs of the touring activity;	
3.1.1 III d	Proof of payment documentation and receipts of touring activity.	