

Fly to Buy/Fly to Trade Scheme FAQs

The Fly to Buy/Fly to Trade scheme enable organisers of international delegations to apply for a grant to assist with the costs of attending the Festival. Applications will be assessed against a set of eligibility criteria and will be subject to a formal appraisal process which will be undertaken by the International Team of the Festival.

Applicants should be aware that the process is on a first come first served basis and that the grant funding is limited.

Once all the funding has been allocated, there will be no further funding allocated.

1. What is a delegation?

To be eligible for the grant it is compulsory that a delegation must originate outside the UK and comprise of 5 or more businesses to be defined as a delegation. Delegates must have clear objectives for attending the Festival.

2. What level of grant is available?

Two levels of grant are available:

- up to GBP2,500 for delegations originating outside Europe.
- up to GBP1,500 for delegations originating in Europe.

The grant and the grant amount is subject to a detailed application being submitted and evaluated by the Festivals International Team, if the application is successful.

3. What can the grant be used for?

The grant must be used to enable delegates to participate in the Festival. Delegates will need to show their commitment by building an itinerary of their planned Festival activity.

Grants can be used for the following:

- Travel & accommodation costs
- Attending Festival events e.g. conferences
- Other direct costs associated with attending the Festival

4. How will you receive the grant?

If your application is successful, we will contact you informing you that you have been successful and provide you with two documents:

- The first will be a Grant Offer letter which will have the terms and conditions of the grant. This must be signed and returned to the International Team.

- The second will be a Account Setup Form. This form is used by the finance team to add you to the finance system so you can receive your grant payments. This will also need to be sent back to our team.

Once the documents have been signed and returned to the International Team, grant payments can begin to be received, once an invoice has been received to the Liverpool Vision finance team and we can confirm that delegates have bought festival tickets or confirmed their attendance at hosted event. The amount received will be 25% of the overall payment.

Later in the process another document will need to be completed, which details the confirmed delegation's itinerary, flight details, visa status of delegation and other information. This will be required to receive 50% of the overall payment.

Final 25% of the grant will be sent after a completed evaluation has been submitted and reviewed by the Festival Team. The form will be the standard evaluation form that the Festival uses for all delegates, after they have attended the festival. As part of the final payment, we will need to see the details of how the money has been spent so far e.g copies of plane tickets that have been used.

5. Do applicants need to find other financial support?

Delegation organisers and individual delegates will need to meet all other costs of attending the Festival. It is expected that delegations will take advantage of Government and other incentive schemes available in the originating country.

As part of the application process, we will ask applicants to provide details and evidence of them looking for alternative sources of support from their country, region or city.

6. How do applicants apply for the scheme?

Applicants will need complete an Application Form to apply for the Fly to Buy/Fly to trade grant. The application form, requests the following:

- **Applicant Details:** Lead organization, short profile and primary contact details
- **Delegation Details:** including estimated number of business delegates, business sector focus, proposed timing, delegation/delegate objectives
- **Outline Business Case for assistance:**
 - Why are you applying for Fly to Buy funding?
 - How will the funding, if awarded, be used?
 - How will you measure the success of the delegation?
 - Details and evidence of any other grants that have been applied for?

Completed Applications should be submitted to the Festival's International team via flytobuy@thebusinessfestival.com under the heading 'Fly to Buy Application'

7. What will happen after I submit my application?

The Festival international team will assess the Application and consult with the Festival's International partners to ensure there is no duplication in Applications and to ensure the right checks have been made about the applicant the delegation they intend to bring.

Only one application form should be submitted for the same delegation to either the Festival Team or its partners.

The Festival's International Partners are:

- Department of International Trade (DIT) International Offices
- BABC (British American Business Council)
- Canning House (Latin America)
- CBBC (China British Business Council)
- COBCOE (Council of British Chambers of Commerce in Europe)
- Connect China
- Confederation of Indian Industry
- Commonwealth Enterprise & Investment Council
- Focus West Africa
- UKASEAN-Business Council (Southern Asia)
- UKIBC (UK-India Business Council)

It is intended that Applicants will be notified of the outcome within 2 weeks from receipt of a completed Application.

The Festival team will then work with **Successful Applicants** on the detail of the delegation including detailed timing and logistics, any language requirements, individual delegate/company profiles, Festival programme/delegate itineraries and other requirements.

Unsuccessful Applicants will be notified of the reasons why their Application was not approved.

If you have any questions relating to the Fly to Buy scheme, please email flytobuy@thebusinessfestival.com with the subject line 'Fly to Buy Query'.