

**[ TAPI ADMINISTRATIVE ORDER NO. 2018-01,  
April 24, 2018 ]**

**IMPLEMENTING GUIDELINES FOR PROMOTION AND MARKETING  
PROGRAM (PMAP)**

*Adopted: 03 April 2018  
Date Filed: 24 April 2018*

**I. DESCRIPTION**

The Program provides financial support for the printing of promotional materials of commerciable/matured technologies, inventions, and innovations of:

1. DOST Attached Agencies
2. Other Government Organizations/Offices
3. Private Firms
4. Academe
5. Individual Technology Generators/Inventors/Innovators

**II. ASSISTANCE COVERAGE**

The financial assistance covers the cost of promotional and marketing activities not more than Twenty Thousand (P20,000.00) or not more than Fifty Thousand Pesos (P50,000.00) as identified in the ANNEX A of this Guidelines. The Director may provide or amend the list of activities from time to time upon recommendations of the Program Manager.

PMaP also provides technical assistance and marketing support through endorsement or referral of TAPI-assisted project beneficiaries and inventors with active intellectual property (IP) rights as stated in RA 7459 to other government institutions.

A Proponent is limited to avail of the assistance for only once in a year per technology/invention.

**III. QUALIFICATION REQUIREMENTS**

1. The applicant must:
  - a. Be a Filipino citizen (A Filipino citizen must be a natural born or naturalized citizen in accordance of Philippines law and those who has dual citizenship under RA No. 9225) residing in the Philippines;
  - b. Be involved in the generation and promotion of technologies, inventions and S&T activities;

- c. Have no outstanding obligations/unliquidated account with TAPI;
- d. Has not received previous promotional assistance similar in Section II from TAPI or other government agencies for the technology to be promoted; and

2. The invention/innovation should have an active IP protection (Patent, Utility Model and Industrial Design Registration) when the requesting party is a private firm/inventor (Not applicable to DOST and other government agencies).

#### **IV. CHECKLIST OF REQUIREMENTS**

The applicant must send a letter request to the TAPI Director specifying the purpose of the promotional collaterals and/or participation to trade fairs/exhibition/demonstration including among others:

1. Certification from TAPI-Accounting Section of no outstanding obligations or unliquidated accounts (Annex B\*);
2. Certification of no previous similar assistance from other government agencies;
3. Additional Requirements

For printing of promotional materials:

- a. Price quotations from three (3) suppliers registered with the Bureau of Internal Revenue (BIR). Price quotations should be addressed to the requesting agency/project leader; and
- b. Final layout of promotional material

For the reimbursement of freight cost assistance:

- c. Three (3) quotation/s from BIR-accredited freight forwarder/courier (if applicable);
- d. Product/invention demonstration report with photos;
- e. Transport tickets, Invoice receipts, bill of lading, delivery receipts, etc. For registration fee in participation to trade fairs/exhibition/demonstration:
- f. Invitation and confirmation letter of participation from the organizer
- g. Profile/Program for the event.

#### **V. CRITERIA FOR EVALUATION**

The Program Manager shall review the proposal/request based on the following criteria: