



working together for economic
INTERDEPENDENCE



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

ECONOMIC INTERDEPENDENCE

GRANT PROGRAMME FOR THE CONDUCT OF MARKET RESEARCH

Funded by:





working together for economic
INTERDEPENDENCE



**CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY**



Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

TABLE OF CONTENTS:

	<u>Page No.</u>
1. Introduction	3
2. Purpose and Available Funds for the Market Research Grant Programme	4
3. Grant Application Guidelines	4
4. Beneficiaries	5
5. Eligibility and Selection Criteria	5
6. The Evaluation Committee	6
7. Application Form	7
8. Annex I: Application Form	8
9. Annex II: Market Research Grant Evaluation Criteria Table	11
10. Annex III: List of Eligible Market Research Companies	12

Funded by:

2





CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

1. INTRODUCTION

Following the Second World War, the Peoples of Western Europe soon realised that the only way to permanently avoid future conflict was to create such a level of economic interdependence that the only way ahead would be reconciliation. Thus were laid the seeds of European Unity. On a smaller scale, the same imperative applies in Cyprus, a small island whose economy can only benefit from increased intra-island business to business partnerships. Irrespective of whatever permanent solution emerges to finally address the Cyprus question, its sustainability will require a large amount of economic convergence.

Implemented by the Cyprus Chamber of Commerce and Industry and the Turkish Cypriot Chamber of Commerce and funded by the UNDP-ACT programme (Action for Cooperation and Trust in Cyprus), the **ECONOMIC INTERDEPENDENCE** project intends to demonstrate the economic benefits businesses and ordinary citizens stand to gain by working and co-ordinating with the other community. It will attempt to contribute to reunification through an increase in intra-island trade/business cooperation and the enhancement of economic interdependence, encouraging cooperative planning to benefit the economy island-wide, creating more opportunities for partnerships, and helping the business communities in each community to identify and understand new and existing interdependent economic relationships.

In this direction there will be bi-communal business meetings, joint Chamber events for informing interested parties on the Green Line Trade, publication of a bi-communal business directory, conduct of surveys on the assessment of current economic interdependence between the two communities as well as development of a framework for a joint economic development strategy. In addition, grant programmes will be made available to encourage businesses from the G/C and T/C communities come together and establish joint partnerships but also to conduct market research between the two communities.

Funded by:

3





CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

2. PURPOSE AND AVAILABLE FUNDS FOR THE MARKET RESEARCH GRANT PROGRAMME

A number of other UNDP-ACT sponsored projects revealed a significant gap in terms of knowledge by producers of consumer needs in the other community. Therefore, although many Greek Cypriot and Turkish Cypriot business people would like to trade with the other community, they have limited or no knowledge at all as to what the needs of the other community are. The **ECONOMIC INTERDEPENDENCE** project has made available a total of 30,000 Euro for the market research grant fund in order to bridge this gap of market knowledge.

3. GRANT APPLICATION GUIDELINES

There will be a press launch of the grants and interested and eligible enterprises may apply. Interested enterprises will be asked to complete the "Request for a Grant" application form (Annex I). Once applications are assessed by the Evaluation Committee, all applicants, successful or unsuccessful will be notified of the result.

Application forms should be typed and not handwritten and must be submitted in English.

There is a limited amount of grants available, thus only one application per company is permitted. The maximum amount that can be paid to a company is €1,500 for a market research involving up to 3 (similar/homogeneous) products or services (e.g. biscuits, breakfast cereals, chocolates). The actual grant will depend on the eligible cost of the market research. If it is less than €1,500, then the lesser amount will be paid. Applicants are of course free to contribute matching funds if their cost estimate is in excess of €1,500.

Deadline for the submission of applications is set to be Monday 31st May 2010.

Estimated deadline for concluding the evaluation of the applications is Thursday 15th June 2010.

Estimated deadline for the completion of the market research is 3 months after the signing of the grant contract.

Funded by:

4





CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

4. BENEFICIARIES

Greek-Cypriot and Turkish-Cypriot companies interested in trading across the Green Line and in exploring the market in the other community in the sector of their interest. As such, and based on the Green Line Trade Regulation, the present market research grant programme is addressed to companies involved in the Services as well as the Manufacturing sectors of products eligible to be traded across the Green Line.

5. ELIGIBILITY AND SELECTION CRITERIA

Who may apply:

- ✓ Greek-Cypriot or Turkish-Cypriot companies interested in trading or already trading, across the Green Line;
- ✓ Must be able to communicate in English and by e-mail;
- ✓ Must select eligible market research providers from the list included in Annex III;

Selection Criteria:

- ✓ Priority will be given to companies that have not yet traded across the Green Line. This does not mean however that companies that are already trading will not be eligible for a grant;
- ✓ Priority will be given to companies interested in exploring markets of innovative or new products/services in Green Line Trade;
- ✓ Priority will be given to products/services for which there is *prima facie* demand in the other community;

In other words, the selection of applicants will be based mainly on the market areas into which they would like to conduct research. A more detailed depiction of the evaluation criteria can be found in Annex II ("Market Research Grant Evaluation Criteria Table").

Funded by:

5



Eligibility of Costs:

- ✓ The **ECONOMIC INTERDEPENDENCE** Market Research Grant programme will fund the actual cost directly related to the conduct of the market research by an appropriate market research company;
- ✓ Administrative expenses, infrastructure and equipment costs will be considered ineligible;
- ✓ Reimbursement of actual costs will be effected after the submission of the necessary documentation (copies of invoices and receipts, as well as copy of the market research report produced by the market research company)

Visibility:

It is expected that the **ECONOMIC INTERDEPENDENCE** project and UNDP ACT will be credited in the publication of the market research report using the following:

“This report is funded by the Economic Interdependence Market Research Grant Programme implemented by the Cyprus Chamber of Commerce and Industry and the Turkish Cypriot Chamber of Commerce and sponsored by UNDP-ACT”.

The report should also include the following copyright disclaimer:

“The views expressed in this publication are those of the author(s) and do not necessarily represent those of the United Nations or its Member States, UNDP or USAID”.

6. THE EVALUATION COMMITTEE

The role of the Evaluation Committee is the evaluation of all applications according to the criteria as set out in the guidelines. The Evaluation Committee members come from the Economic Interdependence Project Implementation Team and from the Project Steering Committee, as well as from the UNDP-ACT programme in an effort to secure objectivity, fairness and transparency.

Funded by:





working together for economic
INTERDEPENDENCE



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

7. APPLICATION FORM

A formal application form is required for the grants (Annex I). Completed applications may be submitted by **Monday 31st May 2010** at the latest by e-mail, fax, post or in person to either of the addresses below:

Cyprus Chamber of Commerce and Industry,
c/o Mrs Demetra Palaonda,
5th Floor,
38, Grivas Digenis Ave. & 3, Deligiorgis Street,
1066 Nicosia
Fax. +357-22668630
E-mail: demetrap@ccci.org.cy

Turkish Cypriot Chamber of Commerce,
c/o Mr Umut Vehit,
3rd Floor,
Bedrettin Demirel Caddesi No. 90,
Lefkoşa
Fax. +90-392-2283089
E-mail: uvehit@ktto.net

Funded by:





working together for economic
INTERDEPENDENCE



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

ANNEX I

ECONOMIC INTERDEPENDENCE

MARKET RESEARCH GRANT

REQUEST FOR A GRANT APPLICATION FORM

Funded by:

8





working together for economic
INTERDEPENDENCE



**CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY**



Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

1. APPLICANT

Company

Name: _____

Contact

Person: _____

Postal

Address: _____

City: _____

Postal Code: _____

Tel.: _____

Mobile: _____

Fax.: _____

E-mail: _____

2. ABOUT THE COMPANY

2a. Please describe briefly your company activities:

Funded by:

9





CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



2b. Please describe briefly the purpose and area(s) (i.e. products/services) of market research sought, specifying also the target market(s) of your products/services (i.e. targeting the high income level group of people, middle income level, low income level):

2c. My company has traded across the Green Line before:

(i) Yes No

(ii) If yes, which products/services? _____

3. MARKET RESEARCH COMPANY TO UNDERTAKE THE RESEARCH (PLEASE CHOOSE FROM LIST IN ANNEX III)

Company Name: _____

Contact

Person: _____

4. GRANT NEEDED

What is the total projected eligible market research cost (excluding V.A.T.)?
_____ Euro

5. SIGNATURE

Signature: _____ Date: _____

Funded by:

10



ANNEX II

Market Research Grant Evaluation Criteria Table

Evaluation Criteria	Weighting Factor (%)
Existence of <i>prima facie</i> demand for product/service to be traded in the other Community	70%
Innovative / New product/service in Green Line Trade	15%
First time intending to trade across the Green Line	15%
TOTAL	100%

NOTE: Companies with the highest scores will receive a grant. The total available amount of grants is €30,000 with a maximum of €1,500 per grant. Companies will be ranked in accordance with their score and they will receive a grant until the amount of €30,000 is exhausted.

Funded by:

11



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



ANNEX III

List of Eligible Market Research Companies

1. **CMR Cypronetwork Marketing Research Ltd**

Contact Person: Mr Christos Michaelides

Tel. No.: +357-25730540 Fax. No.: +357-25730441

E-mail: central@cypronetwork.com

URL address: www.cypronetwork.com

Sectors of Competence: tourism, corporate and political communication, trade, services, NGOs

Geographical Area of Competence: both Greek-Cypriot and Turkish-Cypriot communities

2. **Center for Strategic & Economic Research (STREAM)**

Contact Person: Ms. Figen Yeşilada

Tel. No.: +90-392-2238565 / +90-533-8419955 Fax. No.: +90-322-2238565

E-mail: fyesilada@hotmail.com

URL address: N/A

Sectors of Competence: chemical products, furniture, plastic products, articles of stone, prepared foodstuffs, vegetable products

Geographical Area of Competence: both Greek-Cypriot and Turkish-Cypriot communities

3. **ConRead Research Bureau Ltd**

Contact Person: Mr Lysandros Hadjilambrou

Tel. No.: +357-22766161 Fax. No.: +357-22766163

E-mail: Lysandros.hadjilambrou@conread.com

URL address: www.conread.com

Sectors of Competence: banking, health, education, services, trade

Geographical Area of Competence: Greek-Cypriot community

Funded by:

12





CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



4. Economarket

Contact Person: Dr Constantinos I. Papadopoulos

Tel. No.: +357-22757311 Fax. No.: +357-22767209

E-mail: info@economarket.biz

URL address: www.economarket.biz

Sectors of Competence: construction, trade (retail and wholesale), industry/manufacturing, education, tourism, communications, banking/finance, agriculture, social services

Geographical Area of Competence: both Greek-Cypriot and Turkish-Cypriot communities

5. EMS Economic Management Ltd

Contact Person: Mr Costas Apostolides

Tel. No.: +357-22340909 Fax. No.: +357-22340934

E-mail: costas.a@highwaycommunications.com

URL address: www.highwaycommunications.com

Sectors of Competence: tourism, banking, education, agricultural, construction, as well as all sectors of economy

Geographical Area of Competence: both Greek-Cypriot and Turkish-Cypriot communities

6. Enoros Consulting Ltd

Contact Person: Mr Giannis Gavanidis

Tel. No.: +357-22375506/ 22375472 Fax. No.: +357-22375598

E-mail: info@enoros.com.cy

URL address: www.enoros.com.cy

Sectors of Competence: services (education, training, social services, employment), environment, rural development, enterprise (SME competitiveness)

Geographical Area of Competence: both Greek-Cypriot and Turkish-Cypriot communities

Funded by:

13





working together for economic
INTERDEPENDENCE



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



1958
Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

7. **KADEM (Cyprus Social Research and Training Center)**

Contact Person: Ms Gönül Faiz

Tel. No.: +90-392-2279608

Fax. No.: +90-392-2279841

E-mail: faiz@kktc.net

URL address: N/A

Sectors of Competence: social, economic and political market research

Geographical Area of Competence: Turkish-Cypriot community

8. **Margarita Vassilopoulou (freelancer)**

Contact Person: Mrs Margarita Vassilopoulou

Tel. No.: +357-99437527 / 22437537

Fax. No.: N/A

E-mail: margovas@cytanet.com.cy

URL address: N/A

Sectors of Competence: all sectors ranging from everyday consumer goods to mass media and political studies

Geographical Area of Competence: both Greek-Cypriot and Turkish-Cypriot communities

9. **NOVERNA Consulting & Research**

Contact Person: Mr Harris Papageorgiou

Tel. No.: +357-22769444 / 96556558

Fax. No.: +357-22445776

E-mail: harris.papageorgiou@novernaplus.com

URL address: www.novernaplus.com

Sectors of Competence: retail and wholesale trade, services, political studies, information technology and generally all sectors of economy

Geographical Area of Competence: Greek-Cypriot community

Funded by:

14





working together for economic
INTERDEPENDENCE



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



Kıbrıs Türk Ticaret Odası
Turkish Cypriot Chamber of Commerce

10. Prologue Consulting Ltd

Contact Person: Ms Mine Yucel

Tel. No.: +90-392-2271309

Fax. No.: +90-392-2289372

E-mail: prologueconsultingltd@yahoo.com, prologue@kktc.net

URL address: N/A

Sectors of Competence: opinion polls, focus groups, business consulting, project consulting

Geographical Area of Competence: both Greek-Cypriot and Turkish-Cypriot communities

11. PROSERVE Management Ltd

Contact Person: Mr Yiannos Karapatakis

Tel. No.: +357-70004040

Fax. No.: +357-24815777

E-mail: info@proserveadvisors.com

URL address: www.proserveadvisors.com

Sectors of Competence: agriculture, manufacturing, waste management, construction, wholesale and retail trade, accommodation and food service activities, education, entertainment and recreation

Geographical Area of Competence: Greek-Cypriot community

12. RAI Consultants Public Ltd

Contact Person: Mrs Anna Thomas

Tel. No.: +357-22368368

Fax. No.: +357-22317797

E-mail: anna@rai.com.cy

URL address: www.rai.com.cy

Sectors of Competence: consumers, trade (retail audit), social services

Geographical Area of Competence: both Greek-Cypriot and Turkish-Cypriot communities

Funded by:

15





CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



13. Symmetron Market Research

Contact Person: Mr Michalis Vryonides

Tel. No.: +357-25820250 Fax. No.: +357-25820310

E-mail: info@symmetron-research.com

URL address: www.symmetron-research.com

Sectors of Competence: market research, marketing and management consultancy

Geographical Area of Competence: Greek-Cypriot community

14. The Management Centre of the Mediterranean

Contact Person: Mr Muharrem Amcazade

Tel. No.: +90-392-2277234 Fax. No.: +90-392-2277226

E-mail: mamcazade@mc-med.eu

URL address: www.mc-med.eu

Sectors of Competence: consumers, education, food/drinks, industrial sectors, social/public opinion, travel/tourism

Geographical Area of Competence: Turkish-Cypriot community

15. To the Limit Co

Contact Person: Mr Nicolas Karageorgis

Tel. No.: +357-22350192 / 99338466 Fax. No.: N/A

E-mail: Nicolas@tothelimitco.com

URL address: www.tothelimitco.com

Sectors of Competence: information and communication technologies, high tech in general

Geographical Area of Competence: Greek-Cypriot community

Funded by:

16

