



**THAILAND**  
Film Incentive Measures

Thailand Film Office  
Department of Tourism

**Requisition Form for Additional Incentive 5%**  
**(Promotion of Tourism, Soft Power and**  
**Positive Reflection of Thailand)**

**2022**

**Title:** .....



# Requisition Form for Additional Incentive 5%

## (Promotion of Tourism, Soft Power and Positive Reflection of Thailand)

The requisition form is to be used for Applicant wishing to **claim the Additional Incentive 5% (Promotion of Tourism, Soft Power and Positive Reflection of Thailand)** that was approved under ICM 1 application. The form must be completed and submitted under the rules and regulations **set forth** under Thailand Film Incentive Measures of Thailand Film Office, Department of Tourism, Ministry of Tourism & Sports.

### Thailand Film Office Use Only

Date Received .....	Officer
Time Received .....	.....
Reference No. ....	.....

**Title of Production:**

### 1. Applicant (Authorized Representative of Production Company)

Company Name ..... Country .....

Applicant Name .....

Telephone ..... Fax .....

Email ..... Website .....

### 2. Local Production Services Company

Company Name .....

Contact Person .....

Telephone ..... Fax .....

Email ..... Website .....

### 3. Details of ICM 1-2 Film Incentive Measures Application & Approval Letter

ICM 1 Application Number: ..... Application Date: .....

Approval Application Letter Number: ..... Approval Date: .....

ICM 2 Application Number: ..... Application Date: .....

Approval Cash Rebate Letter Number: ..... Approval Date: .....

## 4. Details of Production and Final Release

First Principal Photography Date in Thailand: .....

Production Completion Date in Thailand: .....

Total Approval Thailand Production Expense: ..... Thai Baht

Title of Final Release (If Change) .....

Film Release Date .....

Platform of Public Released .....

Total Running Time (End credit not Including) .....minutes

## 5. Additional Incentive 5% - Promotion of Tourism, Soft Power and Positive Reflection of Thailand

Select the applicable qualifications from the list in the table. A score of 75% of the available points and display Thailand-related contents more than 30% of total runtime will qualify productions to claim for the additional incentive measure of 5%

Part	Qualification	Points	Time
1	<p><b>Presenting positive images or promoting positive perception of Thailand, at least in one of the following topics.</b></p> <p><b>1.1 <u>Festivals/Tradition</u></b> Showing Thai festivals or traditions that depict the enchantment, uniqueness and beauty of Thai customs. Create moving impression and inspire audiences to want to take part in those festivals.</p> <p><b>1.2 <u>Thai cuisine/Thai desserts</u></b> Showing the beauty, delicacy, and finesse in the process of cooking Thai food or desserts. Or showing the beauty and appeal of Thai food or desserts in order to increase appetite and attract audiences to want to try Thai food or desserts.</p> <p><b>1.3 <u>Use of Thai costumes, Thai fabric or Thai craft products</u></b> Showing Thai costumes or use Thai fabric or local craft products in the costumes. Showing the production process or the subtlety, elegance, intricacy and beauty of Thai costumes, conveying the value and inspiring acceptance as well as desire to wear Thai fabric or Thai costumes, or to use Thai local craft products.</p>	50	

Part	Qualification	Points	Time
	<p>1.4 <u>Thai Martial Arts</u> Showing Thai martial arts that depict uniqueness, integrity, respect, justice or excellence. Or show images about the preservation of Thai martial arts and inspire audiences to accept the uniqueness and beauty of Thai martial arts.</p> <p>1.5 <u>The identity of Thais</u> Showing the positive uniqueness of Thai people, for example, friendliness, kindness, wiliness to lend a hand, courtesy, and the Thai smile. Promoting Thai characteristics in a positive way.</p>		
2	<b>Present the beauty of Thailand’s tourist attractions</b>		
	2.1 Showing images of the beauty of Thailand’s tourist attractions in at least 5 scenes. Present the beauty of natural attractions or the modern aspect of man-made attractions, and create a sense of participation, good impression and inspiration to travel to those destinations.	20	
	2.2 Mentioning of Thailand’s tourist attractions in the dialogue. The names as well as the outstanding features of tourist destinations are mentioned to persuade audiences to take an interest in those places.	5	
3	<p><b>The movie is well-received by audiences</b></p> <p>- For theatrical release, the movie must rank within the top 5 of the box-office chart in the country of production.</p> <p>- For streaming services release, the movie must rank within the top 5 in the chart of the country of production.</p> <p>Note: If the movie is not released in the country of production, consider instead the ranking record upon release in at least one of the G20 countries.</p>	25	Box-office in .....(Country)
	<b>Total</b>	<b>100</b>	

## 6. Attached Documents

Please Submit

- Flash Drive, External Hard Disk or link Containing the Final Release
- An Example demonstrating that the criteria are met with interval of display
- Evidence demonstrating viewer ratings from reputable sources

Signature .....

Name .....

Date .....