



THE MARKET DEVELOPMENT GRANT



1 INTRODUCTION

The Market Development Grant is a scheme introduced to assist the Small and Medium Enterprise (SMEs), service providers, cooperatives, trade and industry associations and professional bodies in undertaking export promotional activities.

The Market Development Grant was effective 1 July 2012 and is administered by Malaysia External Trade Development Corporation (MATRADE). Companies may apply for a reimbursable grant on certain eligible export promotional activities undertaken. The value of the grant reimbursed will be determined by MATRADE based on locations and type of export promotional activities undertaken.

The maximum grant that can be claimed by an applicant is up to RM 100,000 per company per year, given the availability of funding.

Companies that would like to apply for the Market Development Grant must register with MATRADE. Thereafter, all applications for the Market Development Grant must be made through MDG Online System.

Please contact us to assist in the registration, application and completion of the application of the Market Development Grant.

2 QUALIFYING CRITERIA

The qualifying criterias have been divided into several categories which are Small and Medium Enterprise, service providers, cooperatives and professional bodies.

Below are the details of the qualifying criteria:

- (a) Small and Medium Enterprise (SMEs)
 - Registered as MATRADE member
 - Incorporated under the Companies Act 1965
 - At least 60% equity owned by Malaysian
 - Exporting products made in Malaysia; and fulfill any of the following criteria in (i) or (ii).
 - i) Manufacturing and Agro-based Companies
Annual sales turnover not exceeding RM 25 million
Full-time employees not more than 150
 - ii) Trading Companies
Annual sales turnover not exceeding RM 5 million
Full-time employees not more than 50

- (b) Service Providers
 - Registered as MATRADE member
 - Incorporated under the Companies Act 1965
 - At least 60% equity owned by Malaysian
 - Exporting Malaysian services; and fulfill any of the following criteria in (i) or (ii).
 - i) Service Companies (excluding tourism and financial & insurance)
Annual sales turnover not exceeding RM 25 million
Full-time employees not more than 150
 - ii) Professional Service Providers (Sole Proprietor or Partnership)
Registered under the Professional Services Bodies

- (c) Cooperatives
 - Registered as MATRADE member
 - Incorporated under Cooperative Act 1993
 - At least 60% equity owned by Malaysian
 - The main business activity of the cooperative is for exporting
 - Exporting products made in Malaysia or Malaysian services; and fulfill any of the following criteria:
 - i) Annual sales turnover not exceeding RM 25 million
 - ii) Full-time employees not more than 150

- (d) Professional Bodies
 - Registered as MATRADE member
 - Registered under the Registrar of Society (ROS) or Associated Professional Body.

3 ELIGIBLE ACTIVITIES

The companies that are qualified can perform the following activities to be eligible to receive the MDG.

- (a) Small and Medium Enterprise (SMEs)
 - Participate in International Trade Fairs / Exhibitions held locally or overseas.
 - Participate in Trade & Investment Missions or Specialised Marketing Missions Overseas.
 - Participate in International Conferences Overseas which are related to the industry. It does not apply to seminar, workshop or training for the purpose of acquiring skill, upgrading knowledge and human capital development.
 - Display at Malaysia Export Exhibition Centre (MEEC), MATRADE.
 - Listing fee in Supermarket / Hypermarket Overseas.
 - Registration of International Intellectual Property (IP) Overseas.
 - International Certification Overseas.

- (b) Service Providers
 - Participate in International Trade Fairs / Exhibitions held locally or overseas.
 - Participate in Trade & Investment Missions or Specialised Marketing Missions Overseas.
 - Participate in International Conferences Overseas which are related to the industry and professional services. It does not apply to seminar, workshop or training for the purpose of acquiring skill, upgrading knowledge and human capital development.
 - Display at Malaysia Export Exhibition Centre (MEEC), MATRADE.
 - Presentation to Potential Clients Overseas (as approved by MATRADE).
 - Registration of International Intellectual Property (IP) Overseas.
 - International Certification Overseas.
 - Initial set up cost of representative office overseas – for the first three (3) months of office rental.

- (c) Professional Bodies.
 - Participate in International Trade Fairs / Exhibitions held overseas.
 - Participate in Trade & Investment Missions or Specialised Marketing Missions Overseas.
 - Participate in International Conferences Overseas which are related to the industry and professional services. It does not apply to seminar, workshop or training for the purpose of acquiring skill, upgrading knowledge and human capital development.
 - Meetings related to Mutual Recognition Agreement (MRA), Free Trade Agreement (FTA), ASEAN and World Trade Organization (WTO).
 - Organizing International Trade Fairs / Exhibitions, Trade & Investment Missions or Specialised Marketing Missions Overseas.

4 REIMBURSEMENT AMOUNT

The tables below indicate the amount of grant (stated in Ringgit Malaysia, RM) to be reimbursed for the eligible activities under each category.

(a) Small and Medium Enterprise (SMEs) and Cooperatives

Activity Held In Malaysia				
International Trade Fairs / Exhibitions				MEEC
International Trade Fairs / Exhibitions Held In Malaysia		Soft Export (Art, Music, Fashion & Design Sectors Only)		
10,000.00		15,000.00		
Activity Held Outside Malaysia				
Regions	International Trade Fairs / Exhibitions		Trade Mission / Specialised Marketing Missions Overseas	Presentation To Potential Clients
		Soft Export		
Latin America	25,000.00	30,000.00	20,000.00	7,000.00
North America & Canada	18,000.00		10,000.00	5,000.00
Europe	25,000.00		20,000.00	7,000.00
Africa	18,000.00		10,000.00	5,000.00
Australia/Oceania	10,000.00		6,000.00	3,000.00
Central Asia	25,000.00		20,000.00	7,000.00
South Asia	12,000.00		5,000.00	3,000.00
West Asia	12,000.00		6,000.00	3,000.00
North East Asia	10,000.00		5,000.00	3,000.00
South East Asia (Asean)	10,000.00		4,000.00	3,000.00
Other Activities Overseas				
1. International Conferences Overseas			5,000.00 Per Activity	
2. Listing Fee In Supermarket/ Hypermarket Overseas			Max. of 20,000.00 Per Country	
3. Registration Of International Intellectual Property Overseas			Max. of 20,000.00 Per Country	
4. International Certification Overseas			Max. of 20,000.00 Per Country	
5. Initial Set Up Cost Of Representative Office Overseas For Services Companies			Max. of 10,000.00 Per Country	

(b) Service Providers.

Activity Held In Malaysia				
International Trade Fairs / Exhibitions				MEEC
International Trade Fairs / Exhibitions	Soft Export (Art, Music, Fashion & Design Sectors Only)			
10,000.00	15,000.00			
Activity Held Outside Malaysia				
Regions	International Trade Fairs / Exhibitions		Trade Mission / Specialised Marketing Missions Overseas	Presentation To Potential Clients
		Soft Export		
Latin America	25,000.00	30,000.00	20,000.00	7,000.00
North America & Canada	18,000.00		10,000.00	5,000.00
Europe	25,000.00		20,000.00	7,000.00
Africa	18,000.00		10,000.00	5,000.00
Australia/Oceania	10,000.00		6,000.00	3,000.00
Central Asia	25,000.00		20,000.00	7,000.00
South Asia	12,000.00		5,000.00	3,000.00
West Asia	12,000.00		6,000.00	3,000.00
North East Asia	10,000.00		5,000.00	3,000.00
South East Asia (Asean)	10,000.00		4,000.00	3,000.00
Other Activities Overseas				
1. International Conferences Overseas			5,000.00 Per Activity	
2. Listing Fee In Supermarket/ Hypermarket Overseas			Max. of 20,000.00 Per Country	
3. Registration Of International Intellectual Property (Ip) Overseas			Max. of 20,000.00 Per Country	
4. International Certification Overseas			Max. of 20,000.00 Per Country	
5. Initial Set Up Cost Of Representative Office Overseas For Services Companies			Max. of 10,000.00 Per Country	

(c) Professional Bodies.

Participation In International Trade Fairs / Exhibitions Overseas or Trade Mission / Specialised Marketing Missions Overseas		
Regions	International Trade Fairs / Exhibitions Overseas	Trade Mission / Specialised Marketing Missions Overseas
Latin America	25,000.00	20,000.00
North America & Canada	18,000.00	10,000.00
Europe	25,000.00	20,000.00
Africa	18,000.00	10,000.00
Australia/Oceania	10,000.00	6,000.00
Central Asia	25,000.00	20,000.00
South Asia	12,000.00	5,000.00
West Asia	12,000.00	6,000.00
North East Asia	10,000.00	5,000.00
South East Asia (Asean)	10,000.00	4,000.00
Organizing International Trade Fairs / Exhibitions or Trade & Investment Missions or Specialised Marketing Mission At The Following Region:		
Regions		
Latin America		7,000.00
North America & Canada		5,000.00
Europe		7,000.00
Africa		5,000.00
Australia/Oceania		3,000.00
Central Asia		7,000.00
South Asia		3,000.00
West Asia		3,000.00
North East Asia		3,000.00
South East Asia (Asean)		3,000.00
Other Activities Overseas		
Attending International Conferences Overseas / Meetings Related To Mutual Recognition Agreement (MRA), Free Trade Agreement (FTA), Asean And WTO Overseas.		5,000.00 Per Activity



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