

Market Readiness Assistance (MRA) Grant Eligible Activities

OVERSEAS MARKET SET-UP

| | Supportable Activities |
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| Market entry | <p>Advisory, legal and documentation expenses relating to:</p> <ul style="list-style-type: none"> • Name search • Intellectual Property (IP) search and application • Filing and registration for sales/ representative offices or equity entity • Implementation of recommended tax structures • Import and export licenses • Drafting of franchising, licensing, agency, distributorship and joint venture agreements (limited to only the first set of such agreements) |

OVERSEAS BUSINESS PARTNERS

| | Supportable Activities |
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| Business matching | <p>Third-party costs incurred to identify potential business partners and/ or customers (B2B) including the following:</p> <ul style="list-style-type: none"> • Licensees/ franchisees • Agents and distributors • Joint venture partners |

OVERSEAS MARKET PROMOTION

| | Supportable Activities |
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| Overseas marketing and PR activities | <p>Third-party costs incurred for:</p> <ul style="list-style-type: none"> • Marketing and PR activities including launch of in-store promotions, road shows, pop-up stores executed using an appointed Marketing and/ or PR agency • Pitching fees at overseas business/ trade conferences |
| Participation in overseas trade fairs NOT supported under International Marketing Activities Programme (iMAP) | <p>Third-party costs incurred for:</p> <ul style="list-style-type: none"> • Space rental (capped at 36 square metres) • Booth design and construction (capped at 36 square metres) |

DELIVERABLES

| | Deliverables |
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| OVERSEAS MARKET SET-UP Market Entry | <p>Proof of completion includes but not limited to:</p> <ul style="list-style-type: none"> • Relevant filing documents submitted to authorities • Copies of certificates, permits and licenses obtained |
| OVERSEAS BUSINESS PARTNERS Business Matching | <p>Detailed profile report of potential customers/ partners for the company in the selected market and business matching outcomes</p> |
| OVERSEAS MARKET PROMOTION Overseas marketing and PR activities | <p>Proof of completion should include but not be limited to the following:</p> <ul style="list-style-type: none"> • Event write-up attached with corresponding materials such as photographs and publicity materials • Invoices/ receipts/ bank statements for payment made to third-party vendor such as proof of payment for costs incurred |
| OVERSEAS MARKET PROMOTION Participation in overseas trade fairs NOT supported under International Marketing Activities Programme (iMAP) | <p>Proof of completion should include but not limited to the following:</p> <ul style="list-style-type: none"> • Event write-up attached with corresponding materials, such as photographs and exhibitors' listing which reflects the company's name • Invoices/ receipts/ bank statements for payment made to third-party vendor, such as proof of payment for the costs incurred |