

Market Readiness Assistance (MRA) Grant Eligible Activities

OVERSEAS MARKETING PROMOTION (Capped at \$20,000 per new market)

Supportable Activities		Deliverables
Overseas marketing and PR activities¹	Third-party costs incurred for: <ul style="list-style-type: none"> Marketing and PR activities including launch of in-store promotions, road shows, pop-up stores Pitching fees at overseas business/trade conferences 	Proof of completion should include but not be limited to the following: <ul style="list-style-type: none"> Event write-up attached with corresponding materials such as photographs and publicity materials Overall roadmap/communication plan of activities that have been completed Invoices/receipts/bank statements for payment made to third-party vendor such as proof of payment for costs incurred
Participation in Overseas Physical and Virtual Trade Fairs NOT supported under LEAD International Fairs & Missions (LEAD)	<u>Overseas Physical Trade Fairs</u> Third-party costs charged by Event Organisers relating to: <ul style="list-style-type: none"> Space rental (capped at 36 square metres) Booth design and construction (capped at 36 square metres) 	Proof of completion should include but not limited to the following: <u>Overseas Physical Trade Fairs</u> <ul style="list-style-type: none"> Event write-up attached with corresponding materials, such as exhibitor listing, photographs of booth setup, publicity materials 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
	<u>Virtual Trade Fairs</u> Packaged fees charged by Event Organisers relating to: <ul style="list-style-type: none"> Virtual Exhibition hall & Booth access Collateral creation (EDMs, booth writeup) Business Meeting/Matching sessions 	Proof of completion should include but not limited to the following: <u>Virtual Trade Fairs</u>

¹ The intent of the support is to help companies create brand visibility and raise awareness to potential overseas clients. Products and services to be promoted must belong to/represented by the Singapore applicant and/or its subsidiaries. Individual marketing/PR activities would not be supported unless it is part of a holistic marketing/PR campaign executed by a professional marketing/PR agency/vendor with relevant expertise in the overseas market.

Enterprise Singapore, formerly International Enterprise Singapore and SPRING Singapore, is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise. We also support the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, we continue to build trust in Singapore's products and services through quality and standards.

	<ul style="list-style-type: none"> • Pitches/ Product launches / Speaking Slots • Webinar/ Conference • Post Event Analytics 	<ul style="list-style-type: none"> • Screenshots of exhibitor listing, publicity materials, virtual booths, virtual business meetings/matching sessions, post event analytics report product samples for virtual fairs (where available and/or applicable)
	<p>Third party costs relating to</p> <ul style="list-style-type: none"> • Publicity (design and production of digital collaterals, promotion materials) for trade fairs and virtual fairs • Logistics costs for virtual fairs only (transportation of materials/samples overseas) 	<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 of booth setup, publicity materials 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
	<p><i>Note: Excludes all Overseas Physical Trade Fairs and Virtual Trade Fairs supported under the Local Enterprise and Association Development (LEAD) Programme</i></p>	

OVERSEAS BUSINESS DEVELOPMENT (Capped at \$50,000 per new market)

	Supportable Activities	Deliverables
Business matching	<p>Third-party costs incurred to identify potential partners and/or customers (B2B) including the following:</p> <ul style="list-style-type: none"> • Licensees/franchisees • Agents and distributors • Joint venture partners 	<p>Detailed profile report of potential customers/partners for the company in the selected market and business matching outcomes:</p> <ul style="list-style-type: none"> • List of potential partners and their profiles for selection • Documentation on the scheduled business meetings with selected partners including pictures of meetings, name cards of potential partners • Outcome and rationale for the suitability of the selected partner(s)

Enterprise Singapore, formerly International Enterprise Singapore and SPRING Singapore, is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise. We also support the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, we continue to build trust in Singapore's products and services through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

<p>Overseas Marketing Presence (OMP)</p>	<p>Project-specific eligible expenses:</p> <ul style="list-style-type: none"> • Salary of 1 permanent BD staff* stationed at OMP** • Rental of OMP <p>*An employee is deemed to be a permanent staff when his/her employment contract only indicates the employment start date, without specifying an end date.</p> <p>Project-specific criteria: **OMP is used for the purpose of marketing/business development; Applicant can post Singaporean/PR/foreigner to be based in the OMP to conduct marketing/BD work. Supportable expenses will be pegged at 80% support level for SG/PR, 60% support level² for foreigners. Staff need not be a new hire.</p>	<p>Proof of completion includes but not limited to the following:</p> <ul style="list-style-type: none"> • Set up of overseas marketing presence • Documentation to show proof that the marketing activities have been conducted in market. • Posting of the Singaporean/SPR/foreigner
<p>In-market Business Development</p>	<p>Third party costs relating to subscription costs of outsourced BD services for up to 12 months Activities could include</p> <ul style="list-style-type: none"> • Preparation of local in-market BD personnel, product training • Embarking on BD activities to reach out to new business leads • Implementation of market entry activities • Regular updates on the progress of BD effort. • Reviewing market entry strategy and advice on setting up of entity in the market or future strategy plans, etc 	<p>Detailed Consultancy report that could include but not limited to the following:</p> <ul style="list-style-type: none"> • Updates of local in-market BD personnel's progress, and documentation and outcomes of business meetings • Report on market updates, including advice on set-up of entity in the market or future strategy plans, etc.

OVERSEAS MARKET SET-UP (Capped at \$30,000 per new market)

Supportable Activities		Deliverables
Market Entry	Advisory, legal and documentation expenses relating to: <ul style="list-style-type: none"> • Name search 	Proof of completion includes but not limited to:

² The MRA Grant support level of up to 70% has been extended until 31 Mar 2023. The maximum support level will be raised from 70% to 80% from 1 November 2020 to 31 March 2022.

	<ul style="list-style-type: none"> • Intellectual Property (IP) Search and application • Filing and registration for sales/representative offices or equity entity • Implementation of recommended tax structures • Import and export licences • Drafting of franchising, licensing, agency, distributorship and joint venture agreements (limited to only the first set of such agreement) • Trade Credit Insurance (TCI) 	<ul style="list-style-type: none"> • Relevant filing documents submitted to authorities • Copies of certificates, permits, licenses obtained • Copies of franchise/JV agreements • Report on assessment of financial and recommendation
In-depth FTA Consultancy[^]	Consultancy, advisory and legal expenses relating to: <ul style="list-style-type: none"> • In-depth assessment to identify opportunities available in FTAs • Analysis of company's supply chain • Application procedures for Customs rulings with issuing authority • Consultancy for FTA compliance, including internal guidelines/checklist 	Assessment/Analysis report <ul style="list-style-type: none"> • Customised Manual, Guidelines, Standard Operating Procedure (SOP), etc.

[^]Annex 1: For in-depth FTA consultancy, companies can only tap on the list of FTA consultants below. Please only approach them for in-depth FTA Consultancy services.

Consultant	Website	Contact
AC Trade Advisory	www.actradeadvisory.com	Angelia Chew Managing Partner Tel: 9822 5660 Email: angelia@actradeadvisory.com Eugene Jang Partner Tel: 9646 6423 Email: eugene@actradeadvisory.com
Deloitte Global Trade Advisory	https://www2.deloitte.com/ng/en/pages/tax/solutions/indirect-tax-global-trade-advisory.html	Name: Wong Meng Yew Designation: Tax Partner, Asia Pacific Tel: 8338 5504

Enterprise Singapore, formerly International Enterprise Singapore and SPRING Singapore, is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise. We also support the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, we continue to build trust in Singapore's products and services through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

		<p>Email: mewong@deloitte.com</p> <p>Name: Felicia Gan Designation: Tax Manager, Asia Pacific Tel: 6800 2953 Email: fgan@deloitte.com</p>
EY Corporate Advisors Pte. Ltd.	www.ey.com/en_sg	<p>Tan Juan Fook Trade Policy, FTA Lead Indirect Tax – Global Trade Tel: 6309 8061 Email: juan-fook.tan@sg.ey.com</p>
PwC Worldtrade Management Services	http://customs.pwc.com	<p>Frank Debets Partner Tel: 9750 7745 Email: frank.debets@pwc.com</p> <p>Melissa Quek Senior Manager Tel: 9661 9158 Email: melissa.h.quek@pwc.com</p>

Updated as of 1 November 2021