

Market Readiness Assistance (MRA) Grant Eligible Activities

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

	Supportable Activities	Examples of Deliverables
Overseas Marketing and PR activities	<p>Third-party costs incurred for:</p> <ul style="list-style-type: none"> • Launch of marketing and PR activities including launch of in-store promotions, road shows, pop-up stores, fashion shows, developing social media presence such as through ads and content-seeding, online media coverage on various media platforms (e.g. press, blogs)¹ • Pitching of products, services, technology and industry capabilities of Singapore at overseas physical and virtual business/trade conferences 	<p>Proof of completion may 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 • 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)	<p><u>Overseas Physical Trade Fairs</u></p> <p>Third-party costs relating to:</p> <ul style="list-style-type: none"> • Space rental (capped at 36 square metres) • Booth design and construction (capped at 36 square metres) • Pitching of products, services, technology and industry capabilities of Singapore 	<p>Proof of completion may include but not limited to the following:</p> <p><u>Overseas Physical Trade Fairs</u></p> <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 costs incurred
	<p><u>Virtual Trade Fairs</u></p> <p>Packaged fees charged by Event Organisers relating to:</p> <ul style="list-style-type: none"> • Virtual Exhibition hall & Booth access • Collateral creation (EDMs, booth writeup) • Business Meeting/Matching sessions • Pitches/ Product launches / Speaking Slots 	<p>Proof of completion should include but not limited to the following:</p> <p><u>Virtual Trade Fairs</u></p> <ul style="list-style-type: none"> • Screenshots of exhibitor listing, publicity materials, virtual booths, virtual business

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.

	<ul style="list-style-type: none"> • Webinar/ Conference • Post Event Analytics 	<p>meetings/matching sessions, post event analytics report product samples for virtual fairs (where available and/or applicable)</p> <ul style="list-style-type: none"> • Invoices/receipts/bank statements for payment made to third-party vendor such as proof of payment for costs incurred
	<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	Examples of 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 • Cross-border logistics partners 	<p>Consultancy report on the profile of potential customer segment(s) for the Applicant 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 such as pictures of meetings, name cards of potential partners • Outcome and rationale for the suitability of the selected partner(s)
Overseas Marketing Presence (OMP)	<p>Project-specific eligible expenses:</p> <ul style="list-style-type: none"> • Salary of 1 permanent BD staff* stationed at OMP** 	<p>Proof of completion may include but not limited to the following:</p>

	<ul style="list-style-type: none"> 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. Standalone rental expenses would not be supported.</p> <p>Applicant can post Singaporean/PR/foreigner to be based in the OMP to conduct marketing/BD work. Supportable expenses (salary and rental) will be pegged at 50% support level for SG/PR, 30% support level for foreigners. Staff need not be a new hire.</p>	<ul style="list-style-type: none"> Set up of overseas marketing presence (e.g. rental agreement/invoice, bank transactions proof) Documentation to show proof that the marketing activities have been conducted in market. (e.g. plans detailing the business strategy/business road map, business meetings, report detailing the project progress/milestones, marketing collaterals) Posting of the Singaporean/SPR/foreigner (e.g. appointment letters, payslip to show that applicant had made payment to BD staff, proof of stay in market - residential agreement, long stay hotel agreement, passport departure and arrival dates, bank transactions proof) Proof of rebilling of the invoices to accrue expenses back to the Singapore applicant if its overseas subsidiaries are involved in executing and paying for the expenses incurred
<p>In-market Business Development</p>	<p>Third party costs relating to subscription costs of outsourced BD services for up to 12 months</p> <p>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 may include but not limited to the following:</p> <ul style="list-style-type: none"> Updates of one 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	Examples of Deliverables
Market Entry	Advisory, legal and documentation expenses relating to: <ul style="list-style-type: none"> • Name search • Intellectual Property (IP) Search and application² • 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) 	Proof of completion may include but not limited to the following: <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
FTA and Trade Compliance Consultancy[^]	Consultancy, advisory and legal expenses relating to: <ul style="list-style-type: none"> • Product HS Classification • Customs compliance (including customs valuation) • General trade compliance review/assessment • Export controls and sanctions • In-depth assessment to identify opportunities available in FTAs • Consultancy for FTA compliance, including internal guidelines/checklist 	Proof of completion may include but not limited to the following: <ul style="list-style-type: none"> • Assessment/Analysis report on company's current situation, FTA benefits, recommendations. • Copies of customised manual, guidelines, Standard Operational Procedures (SOP), etc.

² The Singapore applicant must own the Intellectual Property to be filed and registered in the overseas market. Trademark/Patent filings applications for Singapore is not supportable.

^Annex 1: For FTA and Trade Compliance Consultancy, companies can only tap on the list of consultants below. Please only approach them for FTA and Trade Compliance Consultancy services.

Consultant	Website	Contact
AC Trade Advisory	www.actradeadvisory.com	<p>Angelia Chew Designation: Managing Partner Tel: 9822 5660 Email: angelia@actradeadvisory.com</p>
Deloitte Global Trade Advisory	https://www2.deloitte.com/ng/en/pages/tax/solutions/indirect-tax-global-trade-advisory.html	<p>Wong Meng Yew Designation: Tax Partner, Asia Pacific Tel: 8338 5504 Email: mewong@deloitte.com</p> <p>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>Mok Sze Xin Designation: Director, Asia Pacific Tax Center, Indirect Tax Tel: 6309 6062 Email: Sze-Xin.Mok@sg.ey.com</p>
PwC Worldtrade Management Services	http://customs.pwc.com	<p>For further information and details on how we can support, please contact us via: sg_customs_enquiries@pwc.com</p> <p>Frank Debets Designation: Managing Partner Tel: 9750 7745 Email: frank.debets@pwc.com</p> <p>Robert Schulte Designation: Director Tel: 9665 8167 Email: robert.j.schulte@pwc.com</p>

Taxise Asia LLC	https://taxiseasia.com/international-trade/	Eugene Lim Designation: Co-Founder & Principal Tel: 6304 7978 Email: eugene.lim@taxiseasia.com
Tradewin Asia	https://www.tradewin.net	Marko Vuksanovic Designation: Principal, Asia Pacific Tel: 6340 3397 Email: marko.vuksanovic@tradewin.net Noel Chow Designation: General Manager, Singapore & Malaysia Tel: 6340 3468 Email: Noel.Chow@tradewin.net

Updated as of 17 August 2023