

Market Readiness Assistance (MRA) Grant Eligible Activities

OVERSEAS MARKETING PROMOTION

| | Supportable Activities | Deliverables |
|---|--|---|
| Overseas marketing and PR activities | 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 Invoices/receipts/bank statements for payment made to third-party vendor such as proof of payment for costs incurred |
| Participation in overseas trade fairs NOT supported under LEAD International Fairs & Missions (LEAD) | Third-party costs incurred for: <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: <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 |

OVERSEAS BUSINESS DEVELOPMENT

| | Supportable Activities | Deliverables |
|--------------------------|--|---|
| Business matching | Third-party costs incurred to identify potential partners and/or customers (B2B) including the following: <ul style="list-style-type: none"> Licensees/franchisees Agents and distributors Joint venture partners | Detailed profile report of potential customers/partners for the company in the selected market and business matching outcomes |

OVERSEAS MARKET SETUP

| | Supportable Activities | Deliverables |
|----------------------------------|---|--|
| Market Entry | Advisory, legal and documentation expenses relating to: <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 licences • Drafting of franchising, licensing, agency, distributorship and joint venture agreements (limited to only the first set of such agreement) | Proof of completion includes but not limited to: <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: The below list of FTA Consultants is only relevant for FTA-related consultations. 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 |

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.

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| | | 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 Email: mewong@deloitte.com Name: Felicia Gan Designation: Tax Manager, Asia Pacific Tel: 6800 2953 Email: fgan@deloitte.com |
| EY Corporate Advisors Pte. Ltd. | www.ey.com/en_sg | Tan Juan Fook Trade Policy, FTA Lead Indirect Tax – Global Trade Tel: 6309 8061 Email: juan-fook.tan@sg.ey.com |
| K&L Gates Straits Law | www.klgates.com | Wong Chian Voen Senior Trade Consultant, Asia Pacific Tel: 6713 0226 Email: chianvoen.wong@klgates.com |
| PwC Worldtrade Management Services | http://customs.pwc.com | Frank Debets Partner Tel: 9750 7745 Email: frank.debets@pwc.com Melissa Quek Senior Manager Tel: 9661 9158 Email: melissa.h.quek@pwc.com |