

Market Readiness Assistance (MRA) Grant Eligible Activities

OVERSEAS MARKET 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.

	<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)

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<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 (salary and rental) will be pegged at 70% support level for SG/PR, 50% 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.

² The MRA Grant support level of up to 70% has been extended until 31 Mar 2023.

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 • 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) 	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: 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

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Deloitte Global Trade Advisory	https://www2.deloitte.com/ng/en/pages/tax/solutions/indirect-tax-global-trade-advisory.html	<p>Name: Wong Meng Yew Designation: Tax Partner, Asia Pacific Tel: 8338 5504 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>Mok Sze Xin 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 Managing Partner Tel: 9750 7745 Email: frank.debets@pwc.com</p> <p>Robert Schulte Director Tel: 9665 8167 Email: robert.j.schulte@pwc.com</p>

Updated as of 19 May 2022