

Market Readiness Assistance (MRA) Grant Eligible Activities

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

Supportable Costs		Examples of Project Deliverables¹
Overseas Marketing and PR activities	<p>Third-party costs incurred for:</p> <ul style="list-style-type: none"> • Launching of a marketing/PR campaign – e.g., in-store promotions, road shows, pop-up stores, fashion shows, developing social media presence, online/offline media coverage on various media platforms (e.g. press, blogs)² 	<p>Proof of completion may include but not be limited to the following:</p> <ul style="list-style-type: none"> • Event write-up of the marketing and PR campaign conducted, including supporting documents such as photographs/screenshots of the activities, number and profile of attendees/target audience • Overall roadmap/communication plan of the completed campaign/activities
Overseas Physical and Virtual Trade Fairs³	<p><u>Physical Fairs</u></p> <p>Third-party costs incurred for:</p> <ul style="list-style-type: none"> • Booth space rental (capped at 36 square metres) • Booth design and construction (capped at 36 square metres) • Pitching/speaking slots • Creation of marketing/publicity collaterals for the trade fair <p>Please note: If no support is provided for marketing/publicity collaterals or applied for speaking slot, applicant do not have to submit proof of completion at claims stage.</p>	<p>Proof of completion may include but not limited to the following:</p> <p>Event write-up attached with corresponding materials such as:</p> <ul style="list-style-type: none"> • Event and booth photographs showing the company's name/brand • Exhibitor listing • Photographs of pitching/speaking slot(s) • Copy of marketing/publicity collaterals

¹ Project deliverables should be submitted as part of claims. Achievement of project deliverables is assessed to determine if the project has been completed satisfactorily.

² 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.

³ MRA does not support trade fairs that are already supported under the Local Enterprise and Association Development (LEAD) programme.

	<p><u>Virtual Fairs</u></p> <p>Third-party costs incurred for:</p> <ul style="list-style-type: none"> • Virtual exhibition hall & booth access • Webinar/conference • Pitching/speaking slot(s) • Post-event analytics • Business meeting/matching sessions • Creation of marketing/publicity collaterals for the trade fair • Logistics costs for transporting product samples overseas 	<p>Proof of completion should include but not limited to the following:</p> <p>Event write-up attached with corresponding materials such as</p> <ul style="list-style-type: none"> • Screenshots of virtual booth and exhibitor listing • Screenshots of pitching/speaking slot(s) • Post-event analytics report • Screenshots of virtual business meetings/matching sessions and list of leads generated • Copy of marketing/publicity collaterals • Product samples
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OVERSEAS BUSINESS DEVELOPMENT (Capped at \$50,000 per new market)

	Supportable Costs	Examples of Project Deliverables¹
<p>Identification of Potential Overseas Partners</p>	<p>Third-party costs incurred to identify potential partners and/or customers (B2B) such as:</p> <ul style="list-style-type: none"> • Licensees/franchisees • Agents/distributors • Joint venture partners • Cross-border logistics partners 	<p>Proof of completion should include but not limited to the following:</p> <p>Consultancy report which includes</p> <ul style="list-style-type: none"> • Market analysis • List of potential partners and their profiles for selection • Documentation of the scheduled business meetings with selected partners (e.g., pictures of meetings, name cards of partners) • Assessment of the suitability of the selected partners and business matching outcomes
<p>Overseas Marketing Presence (OMP)</p>	<p>Costs incurred for:</p> <ul style="list-style-type: none"> • Basic salary of 1 permanent Business Development (BD) staff stationed in the overseas market • Office space rental for the purpose of BD work 	<p>Proof of completion may include but not limited to the following:</p> <ul style="list-style-type: none"> • Proof of business development and marketing activities conducted by the BD staff in the market

¹ Project deliverables should be submitted as part of claims. Achievement of project deliverables is assessed to determine if the project has been completed satisfactorily.

	<p>Please note:</p> <ul style="list-style-type: none"> • Companies may seek support for hiring of BD staff only. Standalone office space rental expense (without hiring of BD staff) is not supportable. • Project support is pegged at 30% if the BD staff is a foreigner. • The BD staff: <ul style="list-style-type: none"> - Should be a permanent staff of the company i.e., not hired only for the duration of project - Should be stationed in the market for the entire project duration (remote working is not supportable) - Need not be a new hire but he/she must not have commenced BD work for the market prior to application submission - Should not hold concurrent roles in the company e.g., staff is BD and operation manager. • There should not be concurrent Overseas Marketing Presence and In-market Business Development applications for the same market. 	<p>(e.g., business meetings conducted, report detailing progress/milestones achieved)</p>
<p>In-market Business Development</p>	<p>Third-party costs incurred for outsourced Business Development (BD) services such as:</p> <ul style="list-style-type: none"> • Recruitment and/or preparation of local in-market BD personnel • BD efforts to reach out to new business leads • Review of market entry strategy (e.g., advice on setting up of entity) <p>Please note: Companies should not have concurrent Overseas Marketing Presence and In-market Business Development applications.</p>	<p>Proof of completion should include but not limited to the following: Consultancy report which includes</p> <ul style="list-style-type: none"> • Documentation of activities conducted by in-market BD personnel (e.g., business meetings conducted) • Outcomes of BD efforts (e.g., leads generated, contracts signed) • Market updates, including consultant’s advice for setting up of entity or strategy for future efforts in the market

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

	Supportable Activities	Examples of Project Deliverables¹
Market Entry	<p>Third-part costs incurred for any of or a combination of the following project types:</p> <ul style="list-style-type: none"> • Intellectual Property (IP) registration², including where applicable <ul style="list-style-type: none"> - Prior art search - Examination costs • Incorporation/registration of entity, including where applicable <ul style="list-style-type: none"> - Legal/compliance advisory, name search - Other mandatory costs required as part of incorporation (e.g., application for mandatory license(s) and certificate(s), registration with/approvals from relevant government authorities, creation of corporate bank account) - Translation fees for legal documents • Tax consultancy or implementation of recommended tax structures • Import and export licenses/certificates, including where applicable <ul style="list-style-type: none"> - Mandatory registration with/approvals from relevant government authorities • Drafting of franchising/licensing/agency/distributorship/joint venture agreement(s) (limited to the first set of agreement only) • Trade credit insurance (TCI) 	<p>Depending on the project scope, proof of completion may include but not limited to the following:</p> <ul style="list-style-type: none"> • IP registration: acknowledgement letter / certificate of registration / filing documents submitted to authorities • Incorporation/registration of entity: certificate of entity registration, copies of mandatory license(s) or permit(s) obtained • Implementation of recommended tax structures: consultancy report • Import and export licenses: copy of licenses obtained • Drafting of agreement(s): copy of agreement(s) • Trade credit insurance: report/certificate

¹ Project deliverables should be submitted as part of claims. Achievement of project deliverables is assessed to determine if the project has been completed satisfactorily.

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.

<p>FTA and Trade Compliance Consultancy^</p>	<p>Third-party consultancy/advisory/legal costs incurred for:</p> <ul style="list-style-type: none">• In-depth assessment to identify opportunities available in Free Trade Agreements (FTAs)• Trade compliance assessment• Customs compliance processes (including export controls & sanctions, application for Customs ruling)• Setting up internal system or standard operating procedure (SOP) to ensure trade compliance and FTA documentation	<p>Proof of completion may include but not limited to the following:</p> <ul style="list-style-type: none">• Assessment/analysis report• Copies of customised manual, guidelines and Standard Operating Procedures (SOP)
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^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	Angelia Chew Designation: Managing Partner Tel: 9822 5660 Email: angelia@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	Mok Sze Xin Designation: Director Asia Pacific Tax Center, Indirect Tax Tel: 6309 6062 Email: Sze-Xin.Mok@sg.ey.com
PwC Worldtrade Management Services	http://customs.pwc.com	For further information and details on how we can support, please contact us via: sg_customs_enquiries@pwc.com Frank Debets Designation: Managing Partner Tel: 9750 7745 Email: frank.debets@pwc.com

		<p>Robert Schulte Designation: Director Tel: 9665 8167 Email: robert.j.schulte@pwc.com</p>
Taxise Asia LLC	https://taxiseasia.com/international-trade/	<p>Eugene Lim Designation: Co-Founder & Principal Tel: 6304 7978 Email: eugene.lim@taxiseasia.com</p>
Tradewin Asia	https://www.tradewin.net	<p>Marko Vuksanovic Designation: Principal, Asia Pacific Tel: 6340 3397 Email: marko.vuksanovic@tradewin.net</p> <p>Noel Chow Designation: General Manager, Singapore & Malaysia Tel: 6340 3468 Email: Noel.Chow@tradewin.net</p>

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