

GUIDELINES FOR MARKET DEVELOPMENT GRANT (MDG) 2012

OBJECTIVE

The Market Development Grant is a scheme to provide a matching grant to assist small and medium enterprises (SMEs) undertake promotional activities for the development of export.

METHOD OF DISBURSEMENT

Companies can claim a **50% reimbursable matching grant** on expenses incurred for eligible activities.

QUALIFYING CRITERIA

To qualify for the Market Development Grant (MDG), applicants must be:

A. Small and Medium Enterprises (SMEs)

- Incorporated under the Companies Act 1965;
- At least 60% equity held by Malaysian;
- Exporting Made in Malaysia products or services; and any of the following criteria in (i), (ii) or (iii).

(i) Manufacturing and Agricultural Sectors:

- Annual sales turnover **not exceeding RM 25 million** (*based on the latest financial report*) **OR**
- **Not more than 150 full-time employees** (*based on the latest EPF Statement*)

(ii) Trading and Services Companies (except for tourism, financial & insurance and property development):

- Annual sales turnover **not exceeding RM 5 million** (*based on the latest financial report*) **OR**
- **Not more than 50 full-time employees** (*based on the latest EPF Statement*)

(iii) Professional Services (Sole Proprietor or Partnership):

- Registered under the **Associated Ministries** or **Professional Services Bodies**

B. Trade & Industry Associations & Professional Bodies

- Registered under the **Associated Ministries** or **Professional Services Bodies**

GRANT CEILING

The maximum grant for eligible activities undertaken in 2012 is RM100,000.00, subject to first come first serve basis and the availability of MDG fund.

ELIGIBLE ACTIVITIES

A. SMEs participation in the following activities:

- (i) Trade Fairs / Exhibitions held Locally or Overseas.
- (ii) Trade & Investment Missions or Specialised Marketing Missions.
- (iii) International Conferences Overseas. *(Related to the industry and professional services) – It does not apply to seminar, workshop or training for the purpose of acquiring skill, upgrading knowledge and human capital development*
- (iv) Malaysia Export Exhibition Centre (MEEC), MATRADE.

B. Trade Associations/ Professional Bodies participation in the following activities:

- (i) International Trade Fairs/Exhibitions held Overseas.
- (ii) Trade & Investment Missions or Specialised Marketing Missions.
- (iii) International Conferences Overseas. *(Related to the industry and professional services) - It does not apply to seminar, workshop or training for the purpose of acquiring skill, upgrading knowledge and human capital development*

CLAIMABLE EXPENSES

A. Participation in Trade Fairs/Exhibitions held Locally (*applicable only for SMEs*) / Overseas

- **Participation fee.**
- **Economy class airfare for two (2) persons.** Cost include return ticket (economy), fuel surcharge and airport tax.
- **Two (2) hotel rooms** not exceeding **RM 200 per night per room** for international trade fair held locally (*applicable only for SMEs*) and **RM 1,000 per night per room** for overseas trade fair. Claimable expenses do not include breakfast, taxes and other charges. **Payment will cover the duration of the event and two (2) additional nights. However, the maximum period of accommodation is limited to seven (7) nights.**
- **Rental of standard booth** is limited to 18 square meters (sqm).
- **Standard advertisement in official trade fair directory.** International trade fair held locally is limited to a maximum cost of **RM 1,000.**
- **Participation and models engaged in fashion runway show** (*only applicable to exhibitions for Fashion Designers*). The cost does not include taxes.

For claims related to participation in International Trade Fair held locally (**applicable only for SMEs**), the organiser of the event must submit the **original Trade Fair Audited Report**, audited by external auditor or chartered accountant with a copy of certificate of practice of the auditor and show directory booklet within sixty (60) days after the last date of activity.

Locally held international trade fair must meet the following criteria:

- **minimum gross space occupied for the fair must be at least 1,000 square meters (*mandatory*);and**
- **at least 10% of visitors must be foreign visitors; or**
- **at least 20% net space is rented to foreign exhibitors; or**
- **at least 20% of exhibitors are foreign exhibitors.**

Note:

1. *Other than event organized by MATRADE, company must liaise directly with the event organiser with regard to the submission of the Audited Report.*
2. *Organiser must submit the report within sixty (60) days after the last date of the activity by using the MDG report format. Failure to submit and comply to the report requirements will cause the company's application to be rejected.*
3. *The report format can be downloaded from MATRADE website at www.matrade.gov.my*

B. Participation in Trade & Investment Missions or Specialised Marketing Missions

- **Participation fee.**
- **Economy class airfare for two (2) persons.** Cost include return ticket (economy), fuel surcharge and airport tax.
- **Two (2) hotel rooms** not exceeding **RM 1,000 per night per room.** **Claimable period of accommodation is subjected to approval by the MDG Committee** and the expenses do not include breakfast, taxes and other charges.

Note:

1. *Trade & Investment Missions or Specialised Marketing Missions must be organised by any Malaysian government agencies, trade associations or professional bodies that are registered in Malaysia.*
2. *Organiser must submit the full report of the mission within sixty (60) days after the last date of activity by using the MDG report format. Failure to submit and comply to the report requirements will cause the company's application to be rejected.*
3. *Companies participating in the mission must submit MDG application individually and meet MDG guidelines and requirements.*

C. Participation in International Conferences Overseas (Related to the industry and professional services)

- Participation fee.
- Economy class airfare for two (2) persons. Cost include return ticket (economy), fuel surcharge and airport tax.
- Two (2) hotel rooms not exceeding RM 1,000 per night per room. Claimable expenses do not include breakfast, taxes and other charges. **Payment will cover the duration of the event and two (2) additional nights. However, the maximum period of accommodation is limited to seven (7) nights.**

D. Participation in Malaysia Export Exhibition Centre (MEEC), MATRADE (applicable only for SMEs)

- Participation fee.

APPLICATION AND CLAIM PROCEDURES

- Market Development Grant application form **MDG 1/2012** can be downloaded from MATRADE website at www.matrade.gov.my
- Completed application form must be submitted together with the required supporting documents **within sixty (60) days after the last date of the activity.**
- **It is mandatory to submit the completed MDG Feedback Form (MDG 1A/2012).**
- **Documents submitted are non-returnable.**
- This guideline is applicable for promotional activities undertaken from 1st January 2012 and subjected to changes from time to time.
- **In the event of fraudulent practices, applicants shall be blacklisted and will be required to reimburse all grants received from MATRADE.**

MATRADE

Market Development Grant Section,
8th Floor (East Wing), Menara MATRADE,
Jalan Khidmat Usaha, Off Jalan Duta,
50480 Kuala Lumpur
Tel: 03-6207 7593 Fax: 03-6203 7252
E-mail: info@matrade.gov.my

Operating Hour

Monday – Thursday : 8.00 am - 5.00 pm

Closed Hours : 1.00 pm - 2.00 pm

Friday : 8.00 am - 5.00 pm

Closed Hours : 12.15 noon - 2.45 pm



PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA

8th Floor, East Wing, Menara MATRADE, Jalan Khidmat Usaha,

Off Jalan Duta, 50480 Kuala Lumpur.

Tel: 603-6207 7593 Fax: 603-6203 7252

E-mail: info@matrade.gov.my Website: www.matrade.gov.my

**MARKET DEVELOPMENT GRANT (MDG) APPLICATION FORM
(For SMEs)**

Company Name : _____

Company Registration Number : _____

** Please attach Form 9 or Registration letter/ license/ certificate issued by Ministry or Professional Service Body*

MATRADE Reg. Number : _____

Electronic Payment (*Claims will be credited into your account electronically*)

Account Holder Name : _____

ROC/ ROB number registered with the bank : _____

Name of Bank : _____

Branch : _____

Bank Account No. : _____

Name of Representative : _____

Representative E-mail : _____

Representative H/Phone No. : _____

*** It is mandatory for applicants to fill in the Electronic Payment information for grant reimbursement purposes. Failure to provide the information required, reserve MATRADE the right to revoke the grant approval.**

ATTENTION

1. Company is required to fill-in all relevant information in this form and acknowledged by authorized applicant with company official stamping.
2. Please enclose supporting documents as required.
3. **Application and claim that does not fulfill the MDG guidelines and requirements will be rejected.**
4. **Documents submitted are non-returnable.**
5. Please submit this form together with the required supporting documents (hardcopy) to the following address:

PERBADANAN PEMBANGUNAN PERDAGANGAN LUAR MALAYSIA

Market Development Grant Section,

8th Floor, East Wing,

Menara MATRADE, Jalan Khidmat Usaha,

Off Jalan Duta,

50480 Kuala Lumpur.

1. Correspondence Address: _____

Tel : _____ Fax : _____ Email: _____

Website : www. _____

2. Factory Address (if applicable): _____

Tel : _____ Fax : _____

3. Contact Person

Full Name: Ms/Mrs/Mr _____

Designation: _____

H/P No.: _____

4. Type of Business

Business Type - Please tick (√)

Manufacturing

Trading

Agricultural

Services

Professional services (sole proprietor/ partnership)

For Manufacturing company: Please attach the latest Manufacturing license from MITI/ Business license from Local Authority

For Service company: Please attach certificate issued by Ministry or Professional Body

5. Product/ Services for Export (Please refer to Appendix 1)

Mandatory to fill-in this section

Please attach product brochure

Product/Services Categories E.g. Beverages	Product/Services Description E.g. Juices and Cordials	Brand (if applicable)	
		Brand Name	*(M/F)

*(M – Malaysia; F – Foreign)

6. Company's Equity Structure (%)

Malaysian Equity

 i) Bumiputera

 ii) Non- Bumiputera

Holding co. (if any)

Foreign (if any)

** Please attach the latest Form of Annual Return of Company Having a Share Capital*
** Please attach Form 24 for company operating less than one year*

7. For Woman Owned Company, please tick (√) in appropriate column

- At least a woman/ women own 51% of the equity, or
- The largest shareholder is a woman and she manages the company, or
- The Managing Director / Chief Executive Officer is a woman and owns at least 10% of the equity.

8. Total No. of Employees

** Please attach the latest EPF Statement (Form A is not applicable)*

9. Annual Sales

** Please attach the latest Company's Audited Account for the year 2010/2011*
** Please attach the latest management account for company/firm operating less than 1 year*
** Please attach the latest management account/ company account/ income statement for sole proprietor/partnership*

Year 2010 and 2011

Sales	Year	
	2010	2011
Total sales (RM)		

10. Export Market

Existing Export Markets (Previous/current year 20__)	New/ Potential Markets
Country	Country

**List top 3 countries*

11. DECLARATION

I HEREBY CONFIRMED that the information given in relation to the application herein is true, correct and complete. I further agree to provide the feedback of participation as in **Form MDG1A/2012**. I understand that the feedback is mandatory.

Notwithstanding the generality of foregoing, I confirm that **MATRADE IS AUTHORIZE** to verify and/ or make any checks and/ or obtain any information and/ or confirmation, with or from any entities, for any purposes which MATRADE deems fit.

I also understand that any non-compliance to Market Development Grant guidelines and requirements; the application will be **REJECTED.**

In the event of fraudulent practices detected are relating to my claim, I am aware that my company shall be blacklisted and that I shall be required to reimburse all grants received from MATRADE.


Authorized Company Representative : _____

Designation : _____

H/Phone No. : _____

Signature : _____

Date : _____

Company Official Stamp : 

DISCLAIMER: MATRADE makes no representation and accepts no liability resulting from the information provided by applicant.

FEEDBACK FORM

OUTCOME OF PARTICIPATION

Company's Name :

***Note: Separate Feedback Forms are required for separate activities. Failure to complete the form will cause delays in reimbursement of the grant.**

Name of activity :

Organiser :

Venue :

Date/Duration :

SALES GENERATED & ENQUIRIES

1. Actual Sales Generated:
RM.....
2. Potential Sales Under Negotiation:
RM.....
3. Total no. of enquiries during activity/exhibition:
4. Type of enquiries : *(total no.)*
 - 4.1 General
 - 4.2 Specific
 - 4.3 Others (Please state)

FOR CONFERENCE ACTIVITY

1. What do you benefit from the conference in terms of:
 - (a) Connectivity/networking
.....
 - (b) Market access
.....
 - (c) Market intelligence
.....
 - (d) Understanding of industry
.....

Appendix 1**MANUFACTURER / TRADER/ AGRICULTURAL
Product Categories**

- AGRICULTURAL PRODUCE
- AUTOMOTIVE, PARTS & COMPONENTS
- BUILDING & CONSTRUCTION MATERIALS & HARDWARE
- COMPUTER HARDWARE
- CONSUMER & INDUSTRIAL ELECTRICAL & ELECTRONIC PROD
- ELECTRICAL & ELECTRONIC PARTS AND COMPONENTS
- FOOTWEAR
- GIFT, SOUVENIR & JEWELLERY
- HOUSEHOLD PRODUCTS
- MEDICAL PRODUCTS
- PALM OIL PRODUCTS
- PLASTIC PRODUCTS
- RUBBER PRODUCTS
- TELECOMMUNICATION
- TOYS AND SPORTS EQUIPMENT
- WOOD PRODUCTS
- APPAREL, GARMENTS & ACCESSORIES
- BEVERAGES
- CHEMICALS, MINERALS & ALLOYS
- COMPUTER SOFTWARE
- DEFENCE PRODUCT AND EQUIPMENT
- FASHION ACCESSORIES & TEXTILES
- FURNITURE
- GLOVES
- MACHINERY & EQUIPMENT
- PACKAGING & CONTAINERS
- PHARMACEUTICAL, TOILETRIES & COSMETICS
- PREPARED FOOD
- STATIONERY
- TEXTILES, YARNS & OTHER RELATED MATERIALS
- TRANSPORT EQUIPMENT & PARTS

**SERVICE PROVIDER
Service Categories**

- ARCHITECTURAL SERVICES
- CONSTRUCTION AND RELATED SERVICES
- EDUCATION SERVICES
- ENTERTAINMENT
- HEALTH SERVICES
- LEGAL AND ACCOUNTING SERVICES
- OTHER PROFESSIONAL & TECHNICAL SERVICES
- SUPPORT SERVICES
- BUSINESS SERVICES
- DISTRIBUTION AND LOGISTICS SERVICES
- ENGINEERING SERVICES
- ENVIRONMENT PROTECTION SERVICES
- FRANCHISE
- INFORMATION & COMMUNICATION TECHNOLOGY
- OIL AND GAS
- PRINTING & PUBLISHING SERVICES

**MARKET DEVELOPMENT GRANT (MDG) CHECKLIST
MANUFACTURING COMPANIES**

SUPPORTING DOCUMENTS:

SUBMISSION	SUPPORTING DOCUMENTS
<input type="checkbox"/>	Certificate of Incorporation Form 9
<input type="checkbox"/>	Manufacturing License from Ministry of International Trade and Industry [MITI] <u>(or)</u>
<input type="checkbox"/>	Business License from Local Government or Local Authority <u>(or)</u>
<input type="checkbox"/>	Approval of Incentives by MITI/MSC Status from Multimedia Development Corporation [MDC] <u>(or)</u>
<input type="checkbox"/>	License Manufacturing Warehouse
<input type="checkbox"/>	Latest Form of Annual Return of Company Having A Share Capital <i>(Form 24 if company operating less than 1 year)</i>
<input type="checkbox"/>	Company's Audited Account for the year 2010 or 2011 <i>(Management Account if company operating less than 1 year)</i>
<input type="checkbox"/>	Latest EPF Statement <i>(Form A is not applicable)</i>
<input type="checkbox"/>	Company Profile/Product Brochure
<input type="checkbox"/>	MDG Feedback Form <i>(MDG 1A/2012)</i>

**MARKET DEVELOPMENT GRANT (MDG) CHECKLIST
AGRICULTURAL COMPANIES**

SUPPORTING DOCUMENTS:

SUBMISSION	SUPPORTING DOCUMENTS
<input type="checkbox"/>	Certificate of Incorporation Form 9
<input type="checkbox"/>	Latest Form of Annual Return of Company Having A Share Capital <i>(Form 24 if company operating less than 1 year)</i>
<input type="checkbox"/>	Company's Audited Account for the year 2010 or 2011 <i>(Management Account if company operating less than 1 year)</i>
<input type="checkbox"/>	Latest EPF Statement <i>(Form A is not applicable)</i>
<input type="checkbox"/>	Company Profile/Product Brochure
<input type="checkbox"/>	MDG Feedback Form <i>(MDG 1A/2012)</i>

**MARKET DEVELOPMENT GRANT (MDG) CHECKLIST
TRADING COMPANIES**

SUPPORTING DOCUMENTS:

SUBMISSION	SUPPORTING DOCUMENTS
<input type="checkbox"/>	Certificate of Incorporation Form 9
<input type="checkbox"/>	Latest Form of Annual Return of Company Having A Share Capital <i>(Form 24 if company operating less than 1 year)</i>
<input type="checkbox"/>	Company's Audited Account for the year 2010 or 2011 <i>(Management Account if company operating less than 1 year)</i>
<input type="checkbox"/>	Latest EPF Statement <i>(Form A is not applicable)</i>
<input type="checkbox"/>	List of local SME's suppliers and details of products for export
<input type="checkbox"/>	Company Profile/Product Brochure
<input type="checkbox"/>	MDG Feedback Form <i>(MDG 1A/2012)</i>

**MARKET DEVELOPMENT GRANT (MDG) CHECKLIST
SERVICES COMPANIES**

SUPPORTING DOCUMENTS:

SUBMISSION	SUPPORTING DOCUMENTS
<input type="checkbox"/>	Certificate of Incorporation Form 9
<input type="checkbox"/>	Latest Form of Annual Return of Company Having A Share Capital <i>(Form 24 if company operating less than 1 year)</i>
<input type="checkbox"/>	Company's Audited Account for the year 2010 or 2011 <i>(Management Account if company operating less than 1 year)</i>
<input type="checkbox"/>	Latest EPF Statement <i>(Form A is not applicable)</i>
<input type="checkbox"/>	MDG Feedback Form <i>(MDG 1A/2012)</i>

**MARKET DEVELOPMENT GRANT (MDG) SME CHECKLIST
PROFESSIONAL SERVICES**

SUPPORTING DOCUMENTS:

SUBMISSION	SUPPORTING DOCUMENTS
<input type="checkbox"/>	Registration Letter/ license/ certificate issued by Ministry or Professional Services Body
<input type="checkbox"/>	Management Account / income statement/ company account/ company's audited account for the year 2010 or 2011
<input type="checkbox"/>	MDG Feedback Form (<i>MDG 1A/2012</i>)

Company Name : _____

ANNEX 1

PARTICIPATION IN INTERNATIONAL TRADE FAIRS/EXHIBITIONS HELD LOCALLY OR OVERSEAS

1. Name of Activity : _____
2. Date/Duration : _____
3. Organiser : _____
4. Venue : _____
5. Breakdown of Expenses:

No.	Expenses	Proof of Payment (√)	Invoice (√)	Claim Cost (RM)
1.	Participation Fee			
2.	Air Fare (economy – 2 persons) <i>(please attach boarding pass/copy of passport)</i>			
3.	Accommodation (2 standard rooms) <i>(please attach invoice/guest folio)</i>			
4.	Rental of booth (18 sqm)			
5.	Standard advertisement in official trade fair directory <i>(please attach a copy of advertisement)</i>			
6.	Participation in runway show <i>(only applicable to exhibitions for Fashion Designers)</i>			
7.	Models for runway show <i>(only applicable to exhibitions for Fashion Designers)</i>			
Total				

Note:

- i. Proof of payments includes original official receipt/ bank statement/ credit card statement or Telegraphic Transfer statement.
- ii. Any proof of payments or computer generated receipts must be certified by the issuers of the receipts or External Auditors/Chartered Accountants.

REQUIRED ADDITIONAL SUPPORTING DOCUMENT
(For event held in Malaysia ONLY)
 A copy of approval letter by MDG Secretariat on the International Trade Fair held locally

SUBMISSION: WITHIN 60 DAYS AFTER THE LAST DATE OF ACTIVITY

Company Name : _____

ANNEX 2

PARTICIPATION IN TRADE & INVESTMENT MISSIONS OR SPECIALISED MARKETING MISSIONS

1. Name of Activity : _____

2. Date/Duration : _____

3. Organiser : _____

4. Venue : _____

5. Breakdown of Expenses:

No.	Expenses	Proof of Payment (√)	Invoice (√)	Claim Cost (RM)
1.	Participation Fee			
2.	Air Fare (economy – 2 persons) <i>(please attach boarding pass/copy of passport)</i>			
3.	Accommodation (2 standard rooms) <i>(please attach invoice/guest folio)</i>			
Total				

Note:

- i. Proof of payments includes original official receipt/ bank statement/ credit card statement or Telegraphic Transfer statement.
- ii. Any proof of payments or computer generated receipts must be certified by the issuers of the receipts or External Auditors/Chartered Accountants.

REQUIRED ADDITIONAL SUPPORTING DOCUMENT

- A copy of approval letter by MDG Secretariat on the Trade & Investment Mission/ Specialised Marketing Mission

SUBMISSION: WITHIN 60 DAYS AFTER THE LAST DATE OF ACTIVITY

Company Name : _____

ANNEX 3

PARTICIPATION IN INTERNATIONAL CONFERENCES (Related to the industry and professional services) OVERSEAS

1. Name of Activity : _____
2. Date/Duration : _____
3. Organiser : _____
4. Venue : _____
5. Breakdown of Expenses:

No.	Expenses	Proof of Payment (√)	Invoice (√)	Claim Cost (RM)
1.	Participation Fee <i>(please attach conference programme)</i>			
2.	Air Fare (economy – 2 persons) <i>(please attach boarding pass/copy of passport)</i>			
3.	Accommodation (2 standard rooms) <i>(please attach invoice/guest folio)</i>			
Total				

Note:

- i. Proof of payments includes original official receipt/ bank statement/ credit card statement or Telegraphic Transfer statement.
- ii. Any proof of payments or computer generated receipts must be certified by the issuers of the receipts or External Auditors/Chartered Accountants.

REQUIRED ADDITIONAL SUPPORTING DOCUMENT
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- | |
|---|
| <input type="checkbox"/> A copy of conference programme |
|---|

SUBMISSION: WITHIN 60 DAYS AFTER THE LAST DATE OF ACTIVITY

Company Name : _____

ANNEX 4

PARTICIPATION IN MALAYSIAN EXPORT EXHIBITION CENTRE (MEEC) AT MATRADE

1. Date/ Duration : _____

No.	Expenses	Proof of Payment (√)	Invoice (√)	Claim Cost (RM)
1.	Participation Fee			
Total				

Note:

- i. Proof of payments includes original official receipt/ bank statement/ credit card statement or Telegraphic Transfer statement.
- ii. Any proof of payments or computer generated receipts must be certified by the issuers of the receipts or External Auditors/Chartered Accountants.

SUBMISSION: WITHIN 60 DAYS AFTER THE LAST DATE OF ACTIVITY