

## Market Readiness Assistance (MRA) Grant Eligible Activities

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

Supportable Activities		Examples of Deliverables
<b>Overseas Marketing and PR activities</b>	<p>Third-party costs incurred for:</p> <ul style="list-style-type: none"> <li>• 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)<sup>1</sup></li> <li>• Pitching of products, services, technology and industry capabilities of Singapore at overseas physical and virtual business/trade conferences</li> </ul>	<p>Proof of completion may include but not be limited to the following:</p> <ul style="list-style-type: none"> <li>• Event write-up attached with corresponding materials such as photographs and publicity materials</li> <li>• Overall roadmap/communication plan of activities that have been completed</li> <li>• Invoices/receipts/bank statements for payment made to third-party vendor such as proof of payment for costs incurred</li> </ul>
<b>Participation in Overseas Physical and Virtual Trade Fairs NOT supported under LEAD International Fairs &amp; Missions (LEAD)</b>	<p><u>Overseas Physical Trade Fairs</u></p> <p>Third-party costs relating to:</p> <ul style="list-style-type: none"> <li>• Space rental (capped at 36 square metres)</li> <li>• Booth design and construction (capped at 36 square metres)</li> <li>• Pitching of products, services, technology and industry capabilities of Singapore</li> </ul>	<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"> <li>• Event write-up attached with corresponding materials, such as exhibitor listing, photographs of booth setup, publicity materials which reflects the company's name</li> <li>• Invoices/receipts/bank statements for payment made to third-party vendor such as proof of payment for costs incurred</li> </ul>
	<p><u>Virtual Trade Fairs</u></p> <p>Packaged fees charged by Event Organisers relating to:</p> <ul style="list-style-type: none"> <li>• Virtual Exhibition hall &amp; Booth access</li> <li>• Collateral creation (EDMs, booth writeup)</li> <li>• Business Meeting/Matching sessions</li> <li>• Pitches/ Product launches / Speaking Slots</li> </ul>	<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"> <li>• Screenshots of exhibitor listing, publicity materials, virtual booths, virtual business</li> </ul>

<sup>1</sup> 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"> <li>• Webinar/ Conference</li> <li>• Post Event Analytics</li> </ul>	<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"> <li>• Invoices/receipts/bank statements for payment made to third-party vendor such as proof of payment for costs incurred</li> </ul>
	<p>Third party costs relating to</p> <ul style="list-style-type: none"> <li>• Publicity (design and production of digital collaterals, promotion materials) for trade fairs and virtual fairs</li> <li>• Logistics costs for virtual fairs only (transportation of materials/samples overseas)</li> </ul>	<p>Proof of completion should include but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Event write-up attached with corresponding materials, such as photographs of booth setup, publicity materials and exhibitors' listing which reflects the company's name</li> <li>• Invoices/receipts/bank statements for payment made to third-party vendor, such as proof of payment for the costs incurred</li> </ul>
<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)**

	<b>Supportable Activities</b>	<b>Examples of Deliverables</b>
<b>Business matching</b>	<p>Third-party costs incurred to identify potential partners and/or customers (B2B) including the following:</p> <ul style="list-style-type: none"> <li>• Licensees/franchisees</li> <li>• Agents and distributors</li> <li>• Joint venture partners</li> <li>• Cross-border logistics partners</li> </ul>	<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"> <li>• List of potential partners and their profiles for selection</li> <li>• Documentation on the scheduled business meetings with selected partners such as pictures of meetings, name cards of potential partners</li> <li>• Outcome and rationale for the suitability of the selected partner(s)</li> </ul>
<b>Overseas Marketing Presence (OMP)</b>	<p>Project-specific eligible expenses:</p>	<p>Proof of completion may include but not limited to the following:</p>

	<ul style="list-style-type: none"> <li>• Basic Salary of 1 permanent BD staff* stationed at OMP**</li> <li>• Rental of OMP</li> </ul> <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 (basic 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 i.e. can be existing staff but must not have commenced or embarked onto BD work in-market prior to MRA application</p>	<ul style="list-style-type: none"> <li>• Set up of overseas marketing presence (e.g. rental agreement/invoice, bank transactions proof)</li> <li>• 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)</li> <li>• 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)</li> <li>• 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</li> </ul>
<p><b>In-market Business Development</b></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"> <li>• Preparation of local in-market BD personnel, product training</li> <li>• Embarking on BD activities to reach out to new business leads</li> <li>• Implementation of market entry activities</li> <li>• Regular updates on the progress of BD effort.</li> <li>• Reviewing market entry strategy and advice on setting up of entity in the market or future strategy plans, etc</li> </ul>	<p>Detailed Consultancy report that may include but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Updates of one local in-market BD personnel's progress, and documentation and outcomes of business meetings</li> <li>• Report on market updates, including advice on set-up of entity in the market or future strategy plans, etc.</li> </ul>

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

	<b>Supportable Activities</b>	<b>Examples of Deliverables</b>
<b>Market Entry</b>	<p>Advisory, legal and documentation expenses relating to:</p> <ul style="list-style-type: none"> <li>• Name search</li> <li>• Intellectual Property (IP) Search and application<sup>2</sup></li> <li>• Filing and registration for sales/representative offices or equity entity</li> <li>• Implementation of recommended tax structures</li> <li>• Import and export licences</li> <li>• Drafting of franchising, licensing, agency, distributorship and joint venture agreements (limited to only the first set of such agreement)</li> <li>• Trade Credit Insurance (TCI)</li> </ul>	<p>Proof of completion may include but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Relevant filing documents submitted to authorities</li> <li>• Copies of certificates, permits, licenses obtained</li> <li>• Copies of franchise/JV agreements</li> <li>• Report on assessment of financial and recommendation</li> </ul>
<b>FTA and Trade Compliance Consultancy<sup>^</sup></b>	<p>Consultancy, advisory and legal expenses relating to:</p> <ul style="list-style-type: none"> <li>• Product HS Classification</li> <li>• Customs compliance (including customs valuation)</li> <li>• General trade compliance review/assessment</li> <li>• Export controls and sanctions</li> <li>• In-depth assessment to identify opportunities available in FTAs</li> <li>• Consultancy for FTA compliance, including internal guidelines/checklist</li> </ul>	<p>Proof of completion may include but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Assessment/Analysis report on company's current situation, FTA benefits, recommendations.</li> <li>• Copies of customised manual, guidelines, Standard Operational Procedures (SOP), etc.</li> </ul>

<sup>2</sup> 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	<a href="http://www.actradeadvisory.com">www.actradeadvisory.com</a>	<p>Angelia Chew            Designation: Managing Partner            Tel: 9822 5660            Email: <a href="mailto:angelia@actradeadvisory.com">angelia@actradeadvisory.com</a></p>
Deloitte Global Trade Advisory	<a href="https://www2.deloitte.com/ng/en/pages/tax/solutions/indirect-tax-global-trade-advisory.html">https://www2.deloitte.com/ng/en/pages/tax/solutions/indirect-tax-global-trade-advisory.html</a>	<p>Name: Wong Meng Yew            Designation: Tax Partner, Asia Pacific            Tel: 8338 5504            Email: <a href="mailto:mewong@deloitte.com">mewong@deloitte.com</a></p> <p>Name: Felicia Gan            Designation: Tax Manager, Asia Pacific            Tel: 6800 2953            Email: <a href="mailto:fgan@deloitte.com">fgan@deloitte.com</a></p>
EY Corporate Advisors Pte. Ltd.	<a href="http://www.ey.com/en_sg">www.ey.com/en_sg</a>	<p>Mok Sze Xin            Designation: Director            Asia Pacific Tax Center, Indirect Tax            Tel: 6309 6062            Email: <a href="mailto:Sze-Xin.Mok@sg.ey.com">Sze-Xin.Mok@sg.ey.com</a></p>
PwC Worldtrade Management Services	<a href="http://customs.pwc.com">http://customs.pwc.com</a>	<p>For further information and details on how we can support, please contact us via: <a href="mailto:sg_customs_enquiries@pwc.com">sg_customs_enquiries@pwc.com</a></p> <p>Frank Debets            Designation: Managing Partner            Tel: 9750 7745            Email: <a href="mailto:frank.debets@pwc.com">frank.debets@pwc.com</a></p>

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

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