

GUIDELINES MARKET DEVELOPMENT GRANT (MDG)

With effect from 1st April 2023

While MATRADE strives to be clear and transparent, MATRADE has sole rights to review, amend and change guidelines without any prior notification.

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1. GENERAL INFORMATION

1.1 What is MDG?

The Market Development Grant (MDG) is a support initiative in the form of a reimbursable grant. MDG was introduced in 2002 with the objective of assisting exporters in their efforts to promote Malaysian made products or services globally.

The lifetime limit of MDG is RM300,000.00 and it is specifically formulated for Malaysian SME Companies, Professional Service Providers, Trade and Industry Associations, Chambers of Commerce, Professional Bodies and Co-operatives.

[Note: MDG reimbursements are subject to the availability of the government funds].

1.2 Why is MDG Offered?

The purpose of MDG is to assist Malaysian Small and Medium Enterprises (SMEs), Professional Service Providers, Trade & Industry Associations, Chambers of Commerce, Co-operatives and Professional Bodies in increasing global sales by undertaking eligible export promotion activities.

1.3 Who is Eligible to Claim for MDG?

Businesses and organisations that fall under the following four groups will be considered for MDG:

1.3.1 SMALL AND MEDIUM ENTERPRISES (SMEs)

- Incorporated under the Companies Act 1965 or Companies Act 2016;
- With at least 60% equity owned by Malaysians;
- Manufactures products that are made in Malaysia or provide services for export that originated from Malaysia; and
- The SMEs should meet the following defining criteria:

Type of Business	*Annual Sales	OR	**Number of Fulltime Employees
Manufacturing	Not exceeding RM50 million		Not exceeding 200
Trading	Not exceeding RM20 million		Not exceeding 75
Services (excluding real estate)	Not exceeding RM20 million		Not exceeding 75

*** Annual Sales is based on the latest Audited Financial Statement.**

**** Number of Full Time Employees is according to the latest EPF Statement.**

1.3.2 PROFESSIONAL SERVICE PROVIDERS (SOLE PROPRIETOR OR PARTNERSHIP)

- Incorporated under the Registration of Business Act (1956) or registered under the respective statutory bodies for professional services providers;
- With at least 60% equity owned by Malaysians; and
- Exporting Malaysian services and fulfil one of the following criteria:

*Annual Sales	OR	**Number of Fulltime Employees
Not exceeding RM20 million		Not exceeding 75

** Annual Sales is based on the latest Audited Financial Statement.*

*** Number of Full Time Employees is according to the latest EPF Statement.*

[Note: Professional Service Providers MUST provide Registration Letter or License or Certificate issued by Professional Services Body failing which the application will be REJECTED].

1.3.3 TRADE & INDUSTRY ASSOCIATIONS, CHAMBERS OF COMMERCE OR PROFESSIONAL BODIES

- Registered with the Registrar of Society (ROS) or Associated Professional Authority.

1.3.4 CO-OPERATIVES

- Incorporated under Co-operative Societies Act 1993;
- At least 60% equity owned by Malaysian;
- The main business activity of the co-operative is for exporting; and
- Exporting products made in Malaysia or Malaysian services.

1.4 Who is Not Eligible to Claim for MDG?

1.4.1 The following businesses will not be deemed as SMEs and also do not qualify for Government assistance:

- i. Public-listed companies (PLCs) in the main board such as Bursa Malaysia or main bourses in other countries or Subsidiaries of PLCs or have any equity owned by PLCs.
- ii. Large firms and its subsidiaries.
- iii. Multinational Corporations (MNCs) and its subsidiaries.
- iv. Government-Linked Companies (GLCs).
- v. Government equity (federal or state) in its shareholding.
- vi. Syarikat Menteri Kewangan Diperbadankan (MKDs).
- vii. State-Owned Enterprises.

1.4.2 Companies who are inactive in business (dormant).

1.4.3 Companies who are less than one (1) year in operation.

- 1.4.4 Companies who are fully subsidised or sponsored by any third party for example, Ministries or Government Agencies or Trade and Industry Associations or Chambers of Commerce or Professional bodies and others.

[Note: Companies who received a partial subsidy from a third party can still be considered for MDG reimbursements for airfare, accommodation or participation fees depending on what expenses were subsidised].

1.5 What Requirements Must I Meet to be Considered for MDG?

- Meet eligibility requirements as stated under Item 1.3 above.
- Must be registered as a MATRADE's member. Log on to <http://www.matrade.gov.my/en/online-applications/register-as-matrade-member>.
- Company profile must be updated yearly @ <https://myexport.matrade.gov.my/>.

1.6 How Do I Submit My New Application of Claims?

Complete applications must be submitted online through MATRADE's website @ www.matrade.gov.my/mdg/.

Physical Event:

No.	Activity	Submission of Applications
1.	Participation in International Trade Fairs or Exhibitions held in Malaysia/ Overseas.	<u>Within 30 calendar days</u> after the <u>last date of event</u> .
2.	Participation in Trade & Investment Missions (TIM) or Export Acceleration Missions (EAM).	
3.	Participation in International Conferences Held Overseas.	
4.	Listing fees in Supermarkets or Hypermarkets or Retail Centres or Boutique Outlets Located Overseas.	<u>Within 30 calendar days</u> after the <u>first day of listing</u> .

Virtual Event:

No.	Activity	Submission of Applications
1.	Participation in Virtual International Trade Fairs in Malaysia or Overseas.	<u>Within 30 calendar days</u> after the <u>last date of event</u> .
2.	Participation in Business to Business (B2B) Meetings Related to Virtual Trade Investment Missions and Export Acceleration Missions.	<u>Within 30 calendar days</u> after the <u>last date of the promotion activity</u> .

2. WHAT ACTIVITIES & EXPENSES ARE ELIGIBLE FOR GRANT FUNDING?

2.1 PARTICIPATION IN INTERNATIONAL TRADE FAIRS OR EXHIBITIONS HELD IN MALAYSIA/ OVERSEAS - PHYSICAL EVENT

ACTIVITY	MAXIMUM GRANT AMOUNT	DESCRIPTION	EXPENSES COVERED
a) International Trade Fairs or Exhibitions held in Malaysia. (event must be endorsed by MATRADE)	RM5,000	<u>Eligible Events:</u> Business-to-Business (B2B) events. <u>Events Not Eligible:</u> Business-to-Consumer (B2C) or festival fairs or similar events.	<ul style="list-style-type: none"> • Participation fee or booth rental. • Booth construction & enhancement. • Air fare. • Accommodation. • Public Land Transport.
b) International Trade Fairs or Exhibitions held Overseas.	RM25,000		

Additional Information on International Trade Fairs or Exhibitions Held in Malaysia - Physical Event

DESCRIPTION
<p>Companies would be eligible for reimbursement of expenses for participating in an <u>international trade fair or exhibition held in Malaysia</u>, with the endorsement by Malaysian Export Exhibition Centre (MEEC) Unit AND approved by MDG Committee.</p> <p>The event should meet the following criteria:</p> <p>i) An international standard trade fair or exhibition held in Malaysia is defined as an event where:</p> <ol style="list-style-type: none"> Gross space occupied must be at least <u>1,000 square meters</u>; and <u>At least 20%</u> of participants were foreign exhibitor; or <u>At least 20%</u> net space are rented to foreign exhibitor; or At least 10% of visitors are foreign trade exhibitor. <p>ii) <u>Organiser</u> must ensure that <u>MDG Unit</u> receives a copy of an External Auditor-Certified Trade Fair or Exhibition Report confirming compliance to item (i) of the above, together with:</p> <ol style="list-style-type: none"> A cover letter with an authorised signature, a correspondence email and contact number; Show directory; Certificate <i>Pembaharuan Kelulusan Juruaudit</i> - Section 263 (4): Companies Act 2016; and Valid Auditor's practicing certificate. <p>iii) The organiser must submit The Audited Trade Fair or Exhibition Report <u>within 30 calendar days</u> after the last date of the trade fair or exhibition as in ANNEX 2 (page 26 - 27). Failing which, the application from the exhibitors will be <u>REJECTED</u>.</p>

2.2 PARTICIPATION IN INTERNATIONAL TRADE FAIRS OR EXHIBITIONS HELD IN MALAYSIA/ OVERSEAS - VIRTUAL EVENT

ACTIVITY	MAXIMUM GRANT AMOUNT	DESCRIPTION	EXPENSES COVERED
a) Virtual International Trade Fairs in Malaysia. - <i>Organiser must have 1-year track record of successful virtual trade event; and</i> - <i>Organiser must have track record for physical event endorsed by MATRADE.</i>	RM5,000	<u>Eligible Events:</u> Business-to-Business (B2B) events. <u>Events Not Eligible:</u> Business-to-Consumer (B2C) or festival fairs or similar events.	<ul style="list-style-type: none"> • Participation fee or administration fee or registration fee. • Virtual booth or stand. • Marketing blast. • Digital marketing tools. • Exhibitor passes. • Booth analytics & etc.
b) Virtual International Trade Fairs Overseas.	RM25,000		

2.2.1 What are Virtual Events?

Virtual Events for the purpose of MDG is defined as an internationally recognised trade promotion activity held on a web platform, in a virtual venue that enables business interaction between people and entities, through online interactive tools. Smart phones, tablets, laptops and computer desktops are the most common tools used for this virtual interaction.

2.2.2 What are the Features of Virtual Events?

- Empower participants to engage within an online community via virtual platform;
- Participants interact in an online avenue that is easy to navigate;
- Increase participant's engagement with features such as Webinars and Chat Tools;
- Enable potential buyers to learn about products & services via images, videos and documents; and
- Produce a report of the event that includes buyer and seller profiles, visitor profiles, total sales reported, analysis of audience interests, feedback evaluation and analysis of business meetings.

2.2.3 The event **must have**:

- Virtual platform/ booth;
- Promotion activities conducted for the virtual event;
- Online digital platform that facilitates buyer-seller interaction and B2B elements;
- E-show directory;
- Event must offer export potential for Malaysian products/ services;
- **1-year track record of successful** virtual trade event or has track record of **established physical event**; and
- Export driven elements.

Additional Information on International Trade Fairs or Exhibitions Held in Malaysia - Virtual Event

DESCRIPTION
<p>Companies would be eligible for reimbursement of expenses for participating in a <u>virtual international trade fair or exhibition held in Malaysia</u>, with the endorsement by Malaysian Export Exhibition Centre (MEEC) Unit AND approved by MDG Committee.</p> <p>The event should meet the following criteria:</p> <p>i) An international standard trade fair or exhibition held in Malaysia is defined as an event where:</p> <ol style="list-style-type: none">a) Gross space occupied must be at least <u>1,000 square meters</u>; andb) <u>At least 20%</u> of participants were foreign exhibitor; orc) <u>At least 20%</u> net space are rented to foreign exhibitor; ord) At least 10% of visitors are foreign trade exhibitor. <p>ii) <u>Organiser</u> must ensure that <u>MDG Unit</u> receives a copy of an External Auditor-Certified Trade Fair or Exhibition Report confirming compliance to item (i) of the above, together with:</p> <ol style="list-style-type: none">a) A cover letter with an authorised signature, a correspondence email and contact number;b) Show directory;c) Certificate <i>Pembaharuan Kelulusan Juruaudit</i> - Section 263 (4): Companies Act 2016; andd) Valid Auditor's practicing certificate. <p>iii) The organiser must submit The Audited Trade Fair or Exhibition Report <u>within 30 calendar days</u> after the last date of the trade fair or exhibition as in ANNEX 2 (page 26 - 27). Failing which, the application from the exhibitors will be <u>REJECTED</u>.</p>

2.3 PARTICIPATION IN TRADE & INVESTMENT MISSIONS (TIM) OR EXPORT ACCELERATION MISSIONS (EAM) - PHYSICAL EVENT

ACTIVITY	MAXIMUM GRANT AMOUNT	DESCRIPTION	EXPENSES COVERED
a) Trade & Investment Missions (TIM) or Export Acceleration Mission (EAM)	RM10,000	i) Organised by MATRADE	<ul style="list-style-type: none"> Participation fee. Air fare. Accommodation. Public Land Transport.
	RM10,000	ii) Joint	<ul style="list-style-type: none"> Participation fee Maximum of ion. and
	RM2,000	iii) Organised by other entities (registered in Malaysia): <ul style="list-style-type: none"> Ministry or Government Agency or State Government; Chambers of Commerce or Business Council; Trade & Industry Association; Professional Body; and Co-operative. 	<ul style="list-style-type: none"> Participation fee. Air fare. Accommodation. Public Land Transport.

SUSPENDED UNTIL FURTHER NOTICE

Additional Information for ORGANISERS and JOINT COLLABORATORS for Trade & Investment Missions (TIM) or Export Acceleration Missions (EAM) - Physical Event

1. Joint Collaboration Programme with MATRADE as in (ii)

- The interested party must get prior **approval** from MATRADE by submitting **Form A-Joint Collaboration Form** as in **ANNEX 6** (page 36 - 40) to MATRADE within 3-month after the start of the planned programme.
Form A can be downloaded @ <http://www.matrade.gov.my/en/malaysian-exporters/services-for-exporters/exporters-development/market-development-grant-mdg>.

2. Key Performance Indicator (KPI):

- Collaborator must **indicate targeted export sales**.

3. Export sales recorded:

- Approved participants must report their export sales outcome to MATRADE.
- Where a Trade and Industry Association/ Chamber of Commerce is the responsible party that organised or co-organised the event; they are required to follow-up and inform MATRADE on the export sales outcomes of their individual participants.

4. Submission of Report

- A full report of the mission as in **ANNEX 4** (page 30 - 32) must be forwarded to MATRADE **within 14 working days** after the last date of the mission.

5. MATRADE **will not be able to proceed with claims for reimbursement if documents submitted are incomplete.**

2.4 PARTICIPATION IN BUSINESS-TO-BUSINESS (B2B) MEETINGS RELATED TO VIRTUAL TRADE INVESTMENT MISSIONS AND EXPORT ACCELERATION MISSIONS - VIRTUAL EVENT

ACTIVITY	MAXIMUM GRANT AMOUNT	DESCRIPTION	EXPENSES COVERED
a) Participation in Business-to-Business Meetings related to Virtual Trade Investment Missions and Export Acceleration Missions.	RM10,000 (including digital marketing tools)	i) Organised by MATRADE.	<ul style="list-style-type: none"> Participation fee.
	RM10,000 (including digital marketing tools)	ii) Joint organisation	<ul style="list-style-type: none"> Participation fee (maximum of RM2,000).
	RM2,00	iii) Organised by other entities (registered in Malaysia): <ul style="list-style-type: none"> Ministry or Government Agency or State Government; Chambers of Commerce or Business Council; Trade & Industry Association; Professional Body; and Co-operative. 	<ul style="list-style-type: none"> Participation fee.



Additional Information for ORGANISERS and JOINT COLLABORATORS

1. Joint Collaboration Programme with MATRADE:

- The interested party must get prior **approval** from MATRADE by submitting **Form A-Virtual Joint Collaboration Form** as in **ANNEX 6** (page 36 - 40) to MATRADE within 3-month after the start of the planned programme.

Form A can be downloaded @ <http://www.matrade.gov.my/en/malaysian-exporters/services-for-exporters/exporters-development/market-development-grant-mdg>.

2. Key Performance Indicator (KPI):

- Collaborator must indicate targeted export sales.

3. Export sales recorded:

- The collaborator is responsible to follow-up and inform MATRADE on the export sales outcomes of their individual participants.

4. Submission of Mission Report:

- A full report of the mission as in **ANNEX 5** (page 33 - 35) must be forwarded to MATRADE **within 14 working days** after the last date of the mission.

5. MATRADE **will not** be able to proceed with claims for reimbursement if the documents submitted are incomplete.

2.5 PARTICIPATION IN INTERNATIONAL CONFERENCES HELD OVERSEAS

ACTIVITY	MAXIMUM GRANT AMOUNT	DESCRIPTION	EXPENSES COVERED
International Conferences held Overseas.	RM2,500	<p>The activity must be related to the promotion of exports as a speaker or participant.</p> <p>(Does not apply for workshop, seminar, training for the purpose acquiring skills, upgrading knowledge or human capital development).</p>	<ul style="list-style-type: none"> • Participation fee. • Air fare. • Accommodation.

2.6 LISTING FEES FOR MADE IN MALAYSIA PRODUCTS IN SUPERMARKETS/ HYPERMARKETS/ RETAIL CENTRES/ BOUTIQUE OUTLETS LOCATED OVERSEAS

ACTIVITY	MAXIMUM GRANT AMOUNT	DESCRIPTION	EXPENSES COVERED
Listing fees for Made in Malaysia products.	RM20,000	In Supermarkets/ Hypermarkets/ Retail Centres/ Boutique Outlet located overseas.	Listing fees.

IMPORTANT REMINDER

MATRADE makes every effort to ensure that applications and claims are processed without delay. From past experience, we note that the greatest setback to speedy processing is the submission of incomplete or wrong documents, which can result in a complete stop of processing or even a disqualification of application. Applicants are **strongly** advised to carefully **read what is needed** and to **present exactly what is required** to avoid delays.

Please take note of the following:

- All documents must be submitted online. This will involve **scanning and attaching of documents**. All documents sent must be **clear, readable, unedited and in colour**.

However, in the event the documents are submitted in **black and white**, they must be **certified** by an External Auditor, External Chartered Accountants, Commissioner for Oaths or the issuer of the payment document.

- All claim documents **MUST** be under:
 - i. Company's name; and
 - ii. If it is under the name of an individual, the name must be listed in the list of directors or shareholders or in EPF statement.

***Submission of claim documents under names other than company or authorised individuals will not be accepted.**
- Documents not in the English language **MUST** be submitted together with an **English translation**.

Disclaimer:

All applications submitted will be processed and considered by MATRADE, based on the requirements, terms and conditions set in MDG Guidelines. MATRADE is authorised to approve applications according to the set MDG Guidelines. In the event that MATRADE finds any error in the application submitted by the company/ applicant, or if any of the requirements, terms or conditions set in MDG Guidelines are not fulfilled; MATRADE shall have the right to reject the application without any obligation or liability to the company/ applicant. MATRADE shall also not be held liable to the company/ applicant for any consequence or implication should the application be rejected by MATRADE.

MATRADE reserves the right to investigate complaints or reported violations of our Legal Terms and to take any action we deem appropriate, including but not limited to reporting any misuse or suspected unlawful activity to law enforcement authorities or taking any legal action against the applicant.

All document submitted to MATRADE is strictly private, confidential and personal to its recipients and should not be copied, distributed or reproduced in whole or in part, nor passed to any third party as stipulated in the Personal Data Protection Act 2010 (PDPA) of Act 709.

3. WHAT ARE THE DOCUMENTS REQUIRED?

3.1 MANDATORY DOCUMENTS

NO.	TYPE OF BUSINESS	MANDATORY DOCUMENTS	TICK
a.	Manufacturing	i. Companies Act 1965 (Certificate of Incorporation Form 9/ Form 13) or Companies Act 2016 (Section 17/ Section 28).	<input type="checkbox"/>
		ii. Companies Act 1965 (Memorandum & Articles of Association - M&A) or Companies Act 2016 (Section 14) or Manufacturing License.	<input type="checkbox"/>
		iii. Companies Act 1965 (Annual Return of Company Having A Share Capital for the year 2021 or 2022) or Companies Act 2016 (Section 68) for the year 2021 or 2022 (full set).	<input type="checkbox"/>
		iv. Company's Audited Financial Statement for the year 2021 or 2022 (full set).	<input type="checkbox"/>
		v. Latest EPF Statement (Form A is not applicable).	<input type="checkbox"/>
b.	Trading	i. Companies Act 1965 (Certificate of Incorporation Form 9/ Form 13) or Companies Act 2016 (Section 17/ Section 28).	<input type="checkbox"/>
		ii. Companies Act 1965 (Annual Return of Company Having A Share Capital) or Companies Act 2016 (Section 68) for the year 2021 or 2022 (full set).	<input type="checkbox"/>
		iii. Company's Audited Financial Statement for the year 2021 or 2022 (full set).	<input type="checkbox"/>
		iv. Latest EPF Statement (Form A is not applicable).	<input type="checkbox"/>
		v. Letter of declaration by supplier to certify that products are made in Malaysia. <i>(Format as per Annex 1 (Page 24 - 24) and to be printed on supplier's letterhead).</i>	<input type="checkbox"/>
		vi. Product Brochure/ Company Profile <i>(Proper product brochure with specifications/ colour/ dimensions/ materials).</i>	<input type="checkbox"/>

3.2 CLAIM DOCUMENTS

3.2.1 PARTICIPATION IN INTERNATIONAL TRADE FAIRS OR EXHIBITIONS HELD IN MALAYSIA/ OVERSEAS - PHYSICAL EVENT AND VIRTUAL EVENT

NO.	TYPE OF EXPENSES	CLAIM DOCUMENTS <i>*originals must be scanned in colour</i>	TICK
a.	Participation Fee or Booth Rental.	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; ii. Invoice(s); iii. Proof of Presence (PHYSICAL EVENT) : - Show Directory (List of Exhibitors) or Floor Plan with company's name and booth number; and - Exhibitor pass or Booth photo with company's name and booth number. iv. Proof of Presence (VIRTUAL EVENT) : - e-Show Directory or Floor Plan with company's name; and - Virtual photo booth with company's name. If sponsored or subsidised: v. Confirmation Letter from the Organiser/ Sponsor. If Appointed: Co-Organiser/ Agent: vi. Letter of appointment/ authorised letter by event organizer.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
b.	Booth Construction or Enhancement. <i>(printing materials not claimable).</i>	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and ii. Itemised invoice(s).	<input type="checkbox"/> <input type="checkbox"/>
c.	Air Fare. <i>(ticket from Malaysia into and exit from country of event only).</i>	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; ii. Invoice(s); iii. Flight itinerary; and iv. Boarding Pass or Passport with Immigration Stamp of Entry Into & Exit from the Foreign Country.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
d.	Accommodation <i>(additional 2 nights from the actual date of event or maximum 6 nights whichever is lower).</i>	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and ii. Guest Folio or Invoice(s).	<input type="checkbox"/> <input type="checkbox"/>

NO.	TYPE OF EXPENSES	CLAIM DOCUMENTS <i>*originals must be scanned in colour</i>	TICK
e.	Public Land Transportation - bus, or taxi or train from Malaysia to an ASEAN country destination only. <i>(Does not include ground/ intercity transportation within that ASEAN country destination).</i>	i. Proof of payment with payee's detail such as: Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer.	<input data-bbox="1409 226 1501 264" type="checkbox"/>

3.2.2 PARTICIPATION IN TRADE & INVESTMENT MISSIONS (TIM)/ EXPORT ACCELERATION MISSIONS (EAM) - Physical Event

NO.	TYPE OF EXPENSES	CLAIM DOCUMENTS <i>*originals must be scanned in colour</i>	TICK
a.	Participation Fee.	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; ii. Invoice(s); iii. Event photo/ group photo; iv. List of Delegations/ Participants; and v. Programme/ Mission Handbook. If sponsored or subsidised: vi. Confirmation Letter from the Organiser/ Sponsor.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
b.	Air Fare. <i>(ticket from Malaysia into and exit from country of event only).</i>	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; ii. Invoice(s); iii. Flight itinerary; and iv. Boarding Pass or Passport with Immigration Stamp of Entry Into & Exit from the Foreign Country.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
c.	Accommodation. <i>(additional 2 nights from the actual date of event or maximum 6 nights whichever is lower).</i>	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and ii. Guest Folio or Invoice(s).	<input type="checkbox"/> <input type="checkbox"/>
d.	Public Land Transportation - bus or taxi or train from Malaysia to an ASEAN country destination only. <i>(Does not include ground/ intercity transportation within that ASEAN country destination).</i>	i. Proof of payment with payee's detail such as: Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer.	<input type="checkbox"/>

3.2.3 PARTICIPATION IN BUSINESS-TO-BUSINESS MEETINGS RELATED TO TRADE INVESTMENT MISSIONS (TIM) AND EXPORT ACCELERATION MISSIONS (EAM) - Virtual Event

NO.	TYPE OF EXPENSES	CLAIM DOCUMENTS <i>*originals must be scanned in colour</i>	TICK
a.	Participation Fee	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; ii. Invoice(s); iii. Event photo/ group photo; and iv. Programme. If sponsored or subsidised: v. Confirmation Letter from the Organiser/ Sponsor.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

3.2.4 PARTICIPATION IN INTERNATIONAL CONFERENCES OVERSEAS

NO.	TYPE OF EXPENSES	CLAIM DOCUMENTS <i>*originals must be scanned in colour</i>	TICK
a.	Participation Fee	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; ii. Invoice(s); iii. Conference Programme; and iv. Proof of Presence (Conference Pass). For speaker or presenter: v. Confirmation Letter from the Organiser. If sponsored or subsidised: vi. Confirmation Letter from the Organiser/ Sponsor.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
b.	Air Fare (<i>ticket from Malaysia into and exit from country of event only</i>).	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; ii. Invoice(s); iii. Flight itinerary; and iv. Boarding Pass or Passport with Immigration Stamp of Entry Into & Exit from the Foreign Country.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
c.	Accommodation (<i>additional 2 nights from the actual date of event or maximum 6 nights whichever is lower</i>).	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and ii. Guest Folio or Invoice(s).	<input type="checkbox"/> <input type="checkbox"/>
d.	Public Land Transportation - bus or taxi or train from Malaysia to an ASEAN country destination only.	i. Proof of payment with payee's detail such as: Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer.	<input type="checkbox"/>

NO.	TYPE OF EXPENSES	CLAIM DOCUMENTS <i>*originals must be scanned in colour</i>	TICK
	<i>(Does not include ground/ intercity transportation within that ASEAN country destination).</i>		

3.2.5 LISTING FEES FOR MADE IN MALAYSIA PRODUCTS IN SUPERMARKETS OR HYPERMARKETS OR RETAIL CENTRES OR BOUTIQUE OUTLETS LOCATED OVERSEAS

NO.	TYPE OF EXPENSES	CLAIM DOCUMENTS <i>*originals must be scanned in colour</i>	TICK
a.	Listing fees	Where the Malaysian company deals DIRECTLY with the Supermarket or Hypermarket or Retail Centre or Boutique Outlet located overseas: i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer of payment of listing fees; ii. Invoice(s) from the Supermarket or Hypermarket or Retail Centre or Boutique Outlet located overseas; iii. Offer or Invitation Letter from the Supermarket or Hypermarket or Retail Centre or Boutique Outlet to place products in their outlets; iv. Contract or Agreement (with duty stamp) between the company and Supermarket or Hypermarket or Retail Centre or Boutique Outlet located overseas; and v. On-shelf display photo.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
		Where the Malaysian company deals WITH AN AUTHORISED AGENT nominated by the Supermarket or Hypermarket or Retail Centre or Boutique Outlet located overseas: i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer from the Authorised Agent or the Supermarket or Hypermarket or Retail Centre or Boutique Outlet located overseas; ii. Invoice(s) from the Authorised Agent or the Supermarket or Hypermarket or Retail Centre or Boutique Outlet located overseas; iii. Offer or Invitation Letter from the Supermarket or Hypermarket or Retail Centre or Boutique Outlet to the Authorised Agent to place products in their outlets; iv. Contract or Agreement (with duty stamp) between the company and the Authorised Agent or company and Supermarket or Hypermarket or Retail Centre or Boutique Outlet located overseas; and v. On-shelf display photo.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

ANNEX 1:
For Trading Company Only

FORMAT OF
DECLARATION LETTER BY SUPPLIER (MANUFACTURER)
(for Trading Companies Only)

(On Supplier's [Manufacturer] Original Letterhead)

Date:

(Company's address):

DECLARATION AND CERTIFICATION OF MADE IN MALAYSIA PRODUCT

To: The Market Development Unit, MATRADE

Our company hereby declares and certifies that all of the following products listed below are manufactured and made in Malaysia by our company for **(MDG applicant's name eg: ABC Sdn Bhd)**

No.	Name of products	Details of products
1.		
2.		
3.		
4.		
5.		

(Please add more rows if space is insufficient)

2. Our company through the undersigned hereby declares that the above details and statements are true, correct and complete; that all the listed products are produced in Malaysia and that the products comply with the origin requirements specified for each product. Attached are the necessary documents to support the above certification. (if any).

3. Our company fully understands that in the event that any information given is found to be incorrect, false, misleading or wrong, the undersigned and/ or the company may be liable to face any penal actions including but not limited to the Penal Code (Act 574) and/ or other consequences as may be prescribed by the laws or otherwise warranted.

4. Our company undertakes and agrees to fully indemnify MATRADE in full, from and against all consequences, liabilities, actions, suits, proceedings, damages, costs, claims, demands, expenses, and/or losses whatsoever which may be taken or made against MATRADE or incurred or become payable by MATRADE by reason of or on account of or arising out of MATRADE's reliance on the Company's declaration above.

Thank you. Certified by,

Signature of Company's official Authorised

Signatory Rubber stamp Name of Authorised

Signatory Designation of Authorised Signatory

ANNEX 2:
For Organiser Only
FORMAT OF
REPORT ON TRADE FAIR OR EXHIBITION HELD IN MALAYSIA -
PHYSICAL EVENT
(for Trade Fair or Exhibition Organiser Only)

Organiser must ensure that **MDG Unit** receives a copy of an **External Auditor-Certified Trade Fair or Exhibition Report**.

Checklist of Documents:

NO	TYPE OF DOCUMENTS	TICK
a.	A cover letter with an authorised signature, a correspondence email and contact number.	<input type="checkbox"/>
b.	Show directory.	<input type="checkbox"/>
c.	Certificate <i>Pembaharuan Kelulusan Juruaudit</i> - Section 263 (4): Companies Act 2016.	<input type="checkbox"/>
d.	Valid Auditor's practicing certificate.	<input type="checkbox"/>

AUDITED REPORT OF EXHIBITION OR TRADE FAIR

(This report MUST be filled by an External Auditing Firm or Chartered Accountant)

1. **Name of Exhibition:**
2. **Date:**
3. **Venue:**
4. **Name of Organiser:**
5. **Number of Times the Exhibition Has Been Previously Held:**
6. **Total Gross Space Occupied (sq.m.):**
Occupied by Malaysian Exhibitors:
 a) Total space Occupied by Foreign Exhibitors:
7. **Total Number of Exhibitors:**
 a) Number of Malaysian Exhibitors:
 b) Number of Foreign Exhibitors:
 c) List:
 (i) Top 5 country of origin for Foreign Exhibitors.
 (ii) % of Foreign Exhibitor / total number of Exhibitors.

Main country of origin of Foreign Exhibitor	% of total Exhibitors/ total number of Exhibitors
1.	
2.	
3.	
4.	
5.	

8. **Total Number of Visitors:**
 a) Number of Malaysian Visitors:
 (i) Number of Trade Visitors:
 (ii) Number of General Public:
9. **Number of Foreign Visitors:**
 a) List:
 i. Top 5 country of origin for Foreign Visitors.
 ii. % of Foreign Visitors/ total number of Visitors.

Main country of origin of Foreign Visitors	% of total visitors/ total number of Visitors
1.	
2.	
3.	
4.	
5.	

10. **List of Foreign Buyers** (please attach as annex):
11. **Total Sales Generated:**

BY EXTERNAL AUDIT FIRM:

Authorised Signatory:

Name of Authorised Signatory:

Firm or Company Name:

Firm or Company's Official Rubber Stamp Date:

ANNEX 3:
For Organiser Only
FORMAT OF
REPORT ON TRADE FAIR OR EXHIBITION HELD IN MALAYSIA -
VIRTUAL EVENT
(for Trade Fair or Exhibition Organiser Only)

Organiser must ensure that **MDG Unit** receives a copy of an **External Auditor-Certified Trade Fair or Exhibition Report**.

Checklist of Documents:

NO	TYPE OF DOCUMENTS	TICK
a.	A cover letter with an authorised signature, a correspondence email and contact number.	<input type="checkbox"/>
b.	Show directory.	<input type="checkbox"/>
c.	Certificate <i>Pembaharuan Kelulusan Juruaudit</i> - Section 263 (4): Companies Act 2016.	<input type="checkbox"/>
d.	Valid Auditor's practicing certificate.	<input type="checkbox"/>

Annex 3
AUDITED REPORT OF EXHIBITION OR TRADE FAIR
(This report MUST be filled by an External Auditing Firm or Chartered Accountant)

1. **Name of Exhibition:**
2. **Date:**
3. **Venue:**
4. **Name of Organiser:**
5. **Number of Times the Exhibition Has Been Previously Held:**

6. **Total Number of Exhibitors:**
 - a. Number of Malaysian Exhibitors:
 - b. Number of Foreign Exhibitors:
 - c. List:
 - i. Top 5 country of origin for Foreign Exhibitors.
 - ii. % of Foreign Exhibitor / total number of Exhibitors.

Main country of origin of Foreign Exhibitor	% of total Exhibitors/ total number of Exhibitors
1.	
2.	
3.	
4.	
5.	

7. **Total Number of Visitors:**
 - a. Number of Malaysian Visitors:
 - i. Number of Trade Visitors:
 - ii. Number of General Public:

8. **Number of Foreign Visitors:**
 - a. List:
 - i. Top 5 country of origin for Foreign Visitors.
 - ii. % of Foreign Visitors/ total number of Visitors.

Main country of origin of Foreign Visitors	% of total visitors/ total number of Visitors
1.	
2.	
3.	
4.	
5.	

9. **Exhibitor Profile:**
10. **Total Sales Generated:**
11. **Feedback Evaluation:**

BY EXTERNAL AUDIT FIRM:

Authorised Signatory:

Name of Authorised Signatory:

Firm or Company Name:

Firm or Company's Official Rubber Stamp Date:

ANNEX 4:

For Missions Organiser Only

FORMAT OF REPORT ON TRADE & INVESTMENT MISSIONS (TIM) OR EXPORT ACCELERATION MISSIONS (EAM) - PHYSICAL EVENT

REPORT ON TRADE & INVESTMENT MISSIONS (TIM) OR EXPORT ACCELERATION MISSIONS (EAM)

1. INTRODUCTION

2. OBJECTIVE OF THE MISSION

3. MALAYSIAN DELEGATION

- Number of delegates in detail (by how many private companies or government agencies or representatives of associations etc.)
- Detailed list of delegates as per **ANNEX I**.

4. MISSION PROGRAMME

The (x) days programme comprises:

4.1 Detailed programme as per **ANNEX II**.

4.2 Business Matching Session (Individual Business Meeting)

- Details of the Business Matching
- Detailed list of buyers attending the Business Matching as per **ANNEX III**.
- Total number of business meetings conducted during the Mission
- Reported total generated or potential sales or other business opportunities
- Photos of the Business Matching Session

4.3 Other Activities (Meetings, MOUs signing, business visits etc.)

- Objectives
- Number of meetings or MOUs signed or business visits arranged
- Details of other activities
- Outcome of other activities

5. MISSION OUTCOME

5.1 Sales Value

- Reported actual sales or projected sales: Value...Products or Services involved....
- Reported potential sales arising from the mission.

Expected short term (immediate 1 year)	Value...	Products or Services involved...
Expected Midterm (1 - 3 years)	Value...	Products or Services involved...
Expected Long term (3 years & more)	Value...	Products or Services involved...

- Other areas of potential business:

5.2 General Comments by Malaysian Exporters

5.3 Challenges Faced by Malaysian Exporters

6. CONCLUSION AND RECOMMENDATION

Annex I

LIST OF MALAYSIAN DELEGATES

No.	Details of Company	Business Interest	Representative
1.	<ul style="list-style-type: none">• Company Name• Business Address		<ul style="list-style-type: none">• Name (in full)• Designation

Annex II

**PROGRAMME FOR TRADE MISSIONS OR EXPORT ACCELERATION MISSIONS (EAM) ON
(PLACE & DATE)**

Date (Day 1)

(Time) hrs :

(Time) hrs :

Date (Day 2)

(Time) hrs :

(Time) hrs :

Annex III

LIST OF BUYERS

No.	Details of Company	Business Interest	Representative
1.	<ul style="list-style-type: none">• Company Name• Business Address		<ul style="list-style-type: none">• Name (in full)• Designation

ANNEX 5:
For Missions Organiser Only

**FORMAT OF
REPORT ON BUSINESS-TO-BUSINESS (B2B) MEETING RELATED
TO TRADE & INVESTMENT MISSIONS (TIM) AND EXPORT
ACCELERATION MISSIONS (EAM) - VIRTUAL EVENT**

Annex 5

FORMAT OF REPORT ON BUSINESS-TO-BUSINESS MEETINGS RELATED TO VIRTUAL TRADE INVESTMENT MISSIONS AND EXPORT ACCELERATION MISSIONS

1. INTRODUCTION

2. OBJECTIVE OF THE MISSION

3. LIST OF PARTICIPATING MALAYSIAN COMPANIES (AS PER IN ANNEX I)

4. BUSINESS MATCHING SESSION (INDIVIDUAL BUSINESS MEETING)

- Details of the Business Matching include pitching session
- Detailed list of buyers attending the Business Matching as per **ANNEX III**.
- Total number of business meetings conducted during the Mission
- Reported total generated sales, potential sales or other business opportunities
- Photo images, videos, podcasts, webinars related to the Business Matching Sessions

5. MISSION OUTCOME

5.1 Sales Value

- Reported actual sales or projected sales: Value...Products or Services involved....
- Reported potential sales arising from the mission.

Expected short term (immediate 1 year)	Value...	Products or Services involved...
Expected Midterm (1 - 3 years)	Value...	Products or Services involved...
Expected Long term (3 years & more)	Value...	Products or Services involved...

- Other areas of potential business:

5.2 General Comments by Malaysian Exporters

5.3 Challenges Faced by Malaysian Exporters

6. CONCLUSION AND RECOMMENDATION

Annex I

LIST OF MALAYSIAN DELEGATES

No.	Details of Company	Business Interest	Representative
1.	<ul style="list-style-type: none">• Company Name• Business Address		<ul style="list-style-type: none">• Name (in full)• Designation

Annex II

**PROGRAMME FOR TRADE MISSIONS OR EXPORT ACCELERATION MISSIONS (EAM) ON
(PLACE & DATE)**

Date (Day 1)

(Time) hrs :

(Time) hrs :

Date (Day 2)

(Time) hrs :

(Time) hrs :

Annex III

LIST OF BUYERS

No.	Details of Company	Business Interest	Representative
1.	<ul style="list-style-type: none">• Company Name• Business Address		<ul style="list-style-type: none">• Name (in full)• Designation

JOINT
(1

**SUSPENDED UNTIL
FURTHER NOTICE**

SSIONS
(M)

[Form

event]



**APPLICATION FOR
JOINT COLLABORATION PROGRAMME FOR TRADE & INVESTMENT MISSION
(TIM)/ EXPORT ACCELERATION MISSION (EAM)**

To: Export Promotion & Market Access Division (info@matrade.gov.my)

Name of MATRADE Officer (if known):

Name of the Programme :

.....

A) ORGANISER'S INFORMATION

Name of Organisation:	
Mailing Address:	
Date of Incorporation:	
Certificate of Registration (ROS, ROB) - Please attach certificate	
MATRADE Registration Number:	
Contact Person:	
Designation:	
Telephone Number:	
Email Address:	

**SUSPENDED UNTIL
FURTHER NOTICE**



APPLICATION FOR JOINT COLLABORATION PROGRAMME FOR TRADE & INVESTMENT MISSION (TIM)/ EXPORT ACCELERATION MISSION (EAM)

B) DETAILS OF PROGRAMME		
Title:		
Date:		
Duration:		
Place/ City:		
Organiser's foreign partners: (if any)		
No. of participating companies:		
Type of participating companies: <i>Please tick (✓) where relevant</i>	Companies: <div style="border-bottom: 1px solid black; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; margin-bottom: 5px;"></div>	
Participation fee charged to participants <i>Please tick (✓) where relevant</i>		
Objectives of the programme <i>Please tick (✓). You may tick more than one</i>	Agreement (MoU, MoA, Lol) Presentation Other (specify)	
KPI target (RM): (potential sales value)	RM.....	

SUSPENDED UNTIL
FURTHER NOTICE

C) SUPPORTING DOCUMENTS (only for physical event)		
Please attach:	1.	Copy of proposed budget required to organise the programme
	2.	Itinerary of programme

The organiser is obliged to **submit a full report** of the programme using the format in Annex 3 (MDG Guidelines) **within 14 working days after the last date of the programme**. Failure to submit within the specified time frame or failure to comply with the full report requirements will result in the rejection of the participating company's application for MDG.

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**APPLICATION FOR
JOINT COLLABORATION PROGRAMME FOR TRADE & INVESTMENT MISSION
(TIM)/ EXPORT ACCELERATION MISSION (EAM)**

C) SUPPORTING DOCUMENTS ()

Type of Collaborator (Please tick)

- | | |
|--------------------------|----------------------|
| <input type="checkbox"/> | Ministry/ Government |
| <input type="checkbox"/> | Chamber of Commerce |
| <input type="checkbox"/> | Trade & Investment |
| <input type="checkbox"/> | Professional |
| <input type="checkbox"/> | Co-operative |
| <input type="checkbox"/> | Others, (specify) |

Date of application

Status of application

**SUSPENDED UNTIL
FURTHER NOTICE**

ANNEX 7:
For All Applicants

OUTCOME & IMPACT MONITORING REPORT

OUTCOME & IMPACT MONITORING REPORT
(To be PERIODICALLY submitted from the date of approval)

1. Sales Value

- Actual sales (Value: RM _____)
- Potential sales (Value: RM _____)

Short-term (1 year)	Value: RM_____	Products or Services involved...
Mid-term (1 - 3 years)	Value: RM_____	Products or Services involved...
Long-term (3 years & more)	Value: RM_____	Products or Services involved...

2. Spill-Over Effects (eg. jobs creations, new markets penetration, business opportunities, etc)

Company Name	Application No.	Activity Type	Approve Date	Periodic Report		
				1 Year	1 - 3 Years	> 3 Years

5. CONTACT INFORMATION

All **enquiries** and submission of hardcopy of the **reports** must be sent to:

Market Development Grant Unit (MDG Unit)

8th Floor, East Wing

Menara MATRADE

Jalan Sultan Haji Ahmad Shah

50480 Kuala Lumpur

Tel: 03-6207 7593

Fax: 03-6203 7252

Email: mdg@matrade.gov.my

MDG Link: <https://www.matrade.gov.my/en/malaysian-exporters/services-for-exporters/exporters-development/market-development-grant-mdg>

Note:

This guideline is applicable for export promotion activities undertaken **from 1 April 2023** and is subject to change from time to time.

If the **documentation** or claim is found to be **false**, the applicant, company or both, will be **blacklisted** and will be required to reimburse in full to MATRADE all monies received from MDG.