

# **GUIDELINES MARKET DEVELOPMENT GRANT (MDG) 2019**

**Effective 30 September 2019**

*MDG 2019 Guidelines is effective from 30 September 2019.*

*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 reimbursable grant (reimbursable financial assistance) started in 2002. The maximum amount given to each successful company is **RM200,000**. Companies who have fully utilised their MDG grants will not be eligible for a new grant.

**[Note that all MDG reimbursements are subject to the availability of 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 and Professional Bodies in increasing global sales by undertaking eligible export promotion activities.

### 1.3 Who is eligible for MDG?

Businesses and organisations that fall under the following three 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
- Meet the following defining criteria:

Type of Business	*Annual Sales or	*Number of Full-Time Employees
<b>Manufacturing:</b> (including agro-based products)	Not exceeding RM50 million or	Not exceeding 200
<b>Trading:</b>	Not exceeding RM20 million or	Not exceeding 75
<b>Services:</b> (excluding real estate)	Not exceeding RM20 million or	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.
- Exporting Malaysian services and fulfill one of the following criteria:

*Annual Sales or	*Number of Full Time Employees
Not exceeding RM20 million or	Not exceeding 75

*\* Annual Sales is based on the latest Financial Statement*

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

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

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

#### 1.4 What requirements must I meet to be considered for MDG?

- Meet eligibility requirements as stated under Item 1.3. above.
- **MUST** be **REGISTERED** with MATRADE. Log on to <http://www.matrade.gov.my/en/online-applications/register-as-matrade-member>. Registration is free.
- Fill **all** required information. Please ensure that information on your company is **up-to-date**. Existing MDG recipients who have not fully utilised their entire RM200,000 grant, must also update their company information before reimbursements of eligible export promotion expenses can be processed. You may check the particulars of your company at <http://www.matrade.gov.my/en/malaysian-exporters/online-services/myexport>.
- The company **MUST** be an **ACTIVE** business entity, in operation for at least **1 (one) year or more**. Dormant companies that do not meet this requirement are not eligible for MDG.
- The company must **NOT** be a Government Linked Company (GLCs) or have any government equity (federal or state) in its shareholding.
- Companies will not be eligible for MDG if they 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. However, companies who received a partial subsidy from a third party can still be considered for MDG reimbursements for airfare, accommodation or participation fee depending on what expenses were subsidised.

#### 1.5 How do I submit my new application and request for reimbursement of expenses?

All **COMPLETED** applications **MUST** be **SUBMITTED ONLINE** through MATRADE's website at [www.matrade.gov.my/mdg/](http://www.matrade.gov.my/mdg/)

Submissions for reimbursements must be:

##### 1.5.1 Within 30 calendar days from the last date of the promotion activity for:

- International Trade Fairs or Exhibitions held locally or overseas;
- Trade & Investment Missions (TIM) or Export Acceleration Missions (EAM);
- International Conferences held overseas.

##### 1.5.2 Within 30 calendar days from the first day of listing in Supermarkets, Hypermarkets, Retail Centres or Boutique Outlets located overseas.

MATRADE appreciates on-time submissions that meet all documentation requirements. Delays in processing occur when you submit incomplete documents. As MDG is an audited activity and is subject to strict timelines, **late applications cannot be considered**.

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

### 2.1 PARTICIPATION IN INTERNATIONAL TRADE FAIRS OR EXHIBITIONS

ACTIVITY	*GRANT AMOUNT	DESCRIPTION	EXPENSES COVERED
a) International Trade Fairs or Exhibitions held in Malaysia	RM5,000	Eligible Events: Business to Business (B2B) events.	<ul style="list-style-type: none"> <li>Participation fee or Booth rental</li> <li>Booth construction or Enhancement</li> <li>Air fare</li> <li>One time journey to and fro by public land transportation - bus, taxi or train from Malaysia to an ASEAN country destination. (Does not include ground transportation within that ASEAN country destination).</li> </ul>
b) International Trade Fairs or Exhibitions held overseas	RM15,000	Events <b>Not</b> Eligible: Business to Consumer (B2C) or festival fairs or similar events.	<ul style="list-style-type: none"> <li>Accommodation</li> </ul>

*\*The maximum amount claimable per company per participation or the actual eligible expenses incurred, whichever is lower.*

#### **Additional Information on International Trade Fairs or Exhibitions held in Malaysia**

DESCRIPTION
<p>Companies are eligible for reimbursement of expenses for participating in an <b>international</b> trade fair or exhibition <b>held in Malaysia, with the endorsement by MATRADE</b> even if the trade exhibition is not organised by MATRADE. For the endorsement, the organiser should forward the application to Malaysia Export Exhibition Centre (<b>MEEC</b>) Unit for approval.</p> <p>However, the international trade fairs or exhibitions held in Malaysia <b>must meet the definition</b> of an international standard trade event, in order to qualify for MDG reimbursements.</p> <ol style="list-style-type: none"> <li>An international standard trade fair or exhibition held in Malaysia is defined as an event where: <ol style="list-style-type: none"> <li>Gross space occupied must be at least 1,000 square meters; <b>and</b></li> <li>Event traffic of at least 10% foreign visitors; <b>or</b></li> <li>20% net space are rented to foreign exhibitors; <b>or</b></li> <li>Event attracts at least 20% foreign exhibitors.</li> </ol> </li> <li>Companies must ensure that MATRADE receives a copy of an <b>External Auditor-Certified Trade Fair or Exhibition Report</b> confirming compliance to item (i) of the above, together with: <ol style="list-style-type: none"> <li>A cover letter with an authorised signature</li> <li>Show directory</li> <li>Companies Act 2016: Sekyen 263 (4) - <i>Pembaharuan Kelulusan Juruaudit</i></li> <li>Auditor certificate (practicing certificate)</li> </ol> </li> <li>The Audited Trade Fair or Exhibition <b>Report must be submitted within 30 calendar days</b> from the last date of the trade fair or exhibition (format as in <b>ANNEX 2 page 16</b>). The trade fair or exhibition organiser is encouraged to submit: <ol style="list-style-type: none"> <li>list of foreign buyers</li> <li>total sales generated</li> </ol> </li> <li>Companies should <b>deal directly</b> with the organisers of trade fairs or exhibitions in Malaysia to ensure the organiser submits a copy of the Audited Trade Fair or Exhibition Report to MATRADE.</li> </ol>

## 2.2 PARTICIPATION IN TRADE & INVESTMENT MISSIONS (TIM) OR EXPORT ACCELERATION MISSIONS (EAM)

ACTIVITY	DESCRIPTION	*GRANT AMOUNT	EXPENSES COVERED
a) Trade & Investment Missions (TIM) or Export Acceleration Missions (EAM)	i) Organised by MATRADE	RM10,000	<ul style="list-style-type: none"> <li>• Participation fee</li> <li>• Air fare</li> <li>• One time journey to and fro by public land transportation - bus, taxi or train from Malaysia to an ASEAN country destination. (Does not include ground transportation within that ASEAN country destination).</li> <li>• Accommodation</li> </ul>
	ii) Organised by other entities that are registered in Malaysia: <ul style="list-style-type: none"> <li>• Ministry or Government Agency or State Government</li> <li>• Chambers of Commerce or Business Council</li> <li>• Trade &amp; Industry Association</li> <li>• Professional Body</li> </ul>	RM2,000	<ul style="list-style-type: none"> <li>• Participation fee</li> <li>• Air fare</li> <li>• One time journey to and fro by public land transportation - bus, taxi or train from Malaysia to an ASEAN country destination. (Does not include ground transportation within that ASEAN country destination).</li> <li>• Accommodation</li> </ul>
	iii) Joint collaboration programme with MATRADE ( <b>subject to prior approval from MATRADE</b> ) Collaborators may include: <ul style="list-style-type: none"> <li>• Ministry or Government Agency or State Government</li> <li>• Chambers of Commerce or Business Council</li> <li>• Trade &amp; Industry Association</li> <li>• Professional Body</li> </ul>	RM10,000	<ul style="list-style-type: none"> <li>• Participation fee (Maximum of RM2,000)</li> <li>• Air fare</li> <li>• One time journey to and fro by public land transportation - bus, taxi or train from Malaysia to an ASEAN country destination. (Does not include ground transportation within that ASEAN country destination).</li> <li>• Accommodation</li> </ul>

*\*The maximum amount claimable per company per participation or the actual eligible expenses incurred, whichever is lower.*

**Additional Information for organisers (item ii) and joint collaborators (item iii) above for Trade & Investment Missions (TIM) or Export Acceleration Missions (EAM)**

i.	<b>Joint Collaboration Programme with MATRADE</b> <ul style="list-style-type: none"> <li>The interested party in a joint collaboration programme with MATRADE must get a prior <b>approval</b> from MATRADE by submitting <b>Form A</b> (Joint Collaboration Form) to MATRADE three (3) months <b>BEFORE</b> the start of the planned programme. <b>Form A can be downloaded at <a href="http://www.matrade.gov.my">www.matrade.gov.my</a></b></li> </ul>
ii.	<b>Submission Report</b> <ul style="list-style-type: none"> <li>MATRADE must receive the <b>full report</b> of the mission (TIM or EAM) from the organiser or joint collaborator <b>within 14 working days</b> from the last date of the mission. This is to ensure that MDG claims will be processed in a timely manner. The format for the full mission report is as in <b>ANNEX 3</b> page 18.</li> <li>MATRADE <b>will not</b> be able to process any claims for reimbursements if they do not contain complete documentation. Having incomplete documentation creates delays and backlogs, as these applications will <b>have to be totally dropped out of the processing cue</b>.</li> </ul>

## 2.3 PARTICIPATION IN INTERNATIONAL CONFERENCES HELD OVERSEAS

ACTIVITY	DESCRIPTION	*GRANT AMOUNT	EXPENSES COVERED
International Conferences held Overseas	<p>The activity must be related to the promotion of exports.</p> <p>(Does not apply to workshop, seminar or training for the purpose of acquiring skills, upgrading knowledge or human capital development).</p>	RM2,500	<ul style="list-style-type: none"> <li>Participation fee</li> <li>Air fare</li> <li>One time journey to and fro by public land transportation – bus, taxi or train from Malaysia to an ASEAN country destinations. (Does not include ground transportation within that ASEAN country destination).</li> <li>Accommodation</li> </ul>

*\*The maximum amount claimable per company per participation or the actual eligible expenses incurred, whichever is lower.*

## 2.4. LISTING FEES FOR MADE IN MALAYSIA PRODUCTS IN SUPERMARKETS, HYPERMARKETS, RETAIL CENTRES OR BOUTIQUE OUTLETS LOCATED OVERSEAS

ACTIVITY	DESCRIPTION	*GRANT AMOUNT	EXPENSES COVERED
Listing fees for Made in Malaysia products in Supermarkets, Hypermarkets, Retail Centres or Boutique Outlets Located Overseas	Limited to one Supermarket, Hypermarket, Retail Centre or Boutique Outlet Located per country.	RM20,000	Listing fees

*\*The maximum amount claimable per company per participation or the actual eligible expenses incurred, whichever is lower.*



## YOU MUST READ THIS FIRST:

Nearly 90% of all claim documents submitted cannot be processed right away and payment of reimbursements are ultimately delayed. **The reason: Incomplete or wrong documents submitted.**

Companies should carefully read on what is needed and how to exactly present your application and claims to avoid stalled processing of claims.

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

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;
  - 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 application submitted will be processed and considered by MATRADE based on the requirements and terms and conditions set in MDG Guidelines. MATRADE is authorized to approve any company's application according to MDG Guidelines and in the event that MATRADE found any error in the application submitted by the company or if all these requirements and terms and conditions set in MDG Guidelines are not fulfilled, MATRADE shall have right to reject the application without any obligation to the company. Any decision of the MATRADE is final and shall not be open to any challenge whatsoever.*



### 3. WHAT ARE THE DOCUMENTS REQUIRED?

#### 3.1 SUPPORTING DOCUMENTS

NO	TYPE OF BUSINESS	SUPPORTING DOCUMENTS	TICK
a.	Manufacturing	i. Certificate of Incorporation Form 9 or Form 13 or Section 17 or Section 28 ii. Manufacturing License or Memorandum & Articles of Association (M&A) iii. Latest Form of Annual Return of Company Having A Share Capital or Section 68 for the year 2017 or 2018 (full set) iv. Company's Audited Financial Statement for the year 2017 or 2018 (full set) v. Latest EPF Statement	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
b.	Trading	i. Certificate of Incorporation Form 9 or Form 13 or Section 17 or Section 28 ii. Latest Form of Annual Return of Company Having A Share Capital or Section 68 for the year 2017 or 2018 (full set) iii. Company's Audited Financial Statement for the year 2017 or 2018 (full set) iv. Latest EPF Statement v. Letter of declaration by supplier to certify that products are made in Malaysia ( <b>Format as per Annex 1 and to be printed on supplier's letterhead</b> ) vi. Company Brochure or Company Profile	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
c.	Services	i. Certificate of Incorporation Form 9 or Form 13 or Section 17 or Section 28 ii. Latest Form of Annual Return of Company Having A Share Capital/ Section 68 for the year 2017 / 2018 (full set) iii. Company's Audited Financial Statement for the year 2017 or 2018 (full set) iv. Latest EPF Statement v. Company Brochure/ Company Profile	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
d.	Professional Service Providers (partnership/ sole proprietor)	i. Registration Letter or License or Certificate issued by Professional Services Body ii. Company's Financial Statement for the year 2017 or 2018 (full set) iii. Latest EPF Statement	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
e.	Trade And Industry Associations, Chambers Of Commerce & Professional Bodies	i. Registration certificate issued by the Registrar of Society or Associated Professional Body or Certificate Of Incorporation Of Public Company (Form 8) ii. List of committee members	<input type="checkbox"/> <input type="checkbox"/>

## 3.2 CLAIM DOCUMENTS:

### 3.2.1 PARTICIPATION IN INTERNATIONAL TRADE FAIRS OR EXHIBITIONS (IN MALAYSIA AND OVERSEAS)

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; and ii. Invoice(s) iii. Proof of Presence (Exhibitor Pass or Booth Photo with company's name and booth number)  <b>If sponsored or subsidised:</b> iv. Confirmation Letter from the Organiser/ Sponsor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
b) Booth Construction or Enhancement (printing materials not accepted)	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and ii. Invoice(s)	<input type="checkbox"/> <input type="checkbox"/>
c) Air Fare	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer, ii. Invoice(s) iii. Flight itinerary 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) Public Land Transportation (Malaysia to an ASEAN country destination)	i. Receipt or Ticket of the public land transportation	<input type="checkbox"/> <input type="checkbox"/>
e) 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 ii. Guest Folio or Invoice(s)	<input type="checkbox"/> <input type="checkbox"/>

### 3.2.2 PARTICIPATION IN TRADE & INVESTMENT MISSIONS (TIM)/ EXPORT ACCELERATION MISSIONS (EAM)

TYPE OF EXPENSES	CLAIM DOCUMENTS *originals must be scanned in colour	TICK
a) Participation Fee	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and ii. Invoice(s)  <b>If sponsored or subsidised:</b> iii. Confirmation Letter from the Organiser/ Sponsor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
b) Air Fare	i. Receipt/ Bank Statement or Credit Card Statement or Telegraphic Transfer, ii. Invoice(s) iii. Flight itinerary 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) Public Land Transportation (Malaysia to an ASEAN country destination)	i. Receipt or Ticket of the public land transportation	<input type="checkbox"/> <input type="checkbox"/>
d) Accommodation (additional 2 nights from the actual date of event or maximum 6 nights whichever is lower)	i. Receipt/ Bank Statement or Credit Card Statement or Telegraphic Transfer ii. Guest Folio or Invoice(s)	<input type="checkbox"/> <input type="checkbox"/>

### 3.2.3 PARTICIPATION IN INTERNATIONAL CONFERENCES OVERSEAS

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 iv. Proof of Presence (Conference Pass)  <b>For speaker or presenter:</b> v. Confirmation Letter from the Organiser  <b>If sponsored or subsidised</b> 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. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer, ii. Invoice(s) iii. flight itinerary 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) Public Land Transportation (Malaysia to an ASEAN country destination)	i. Receipt or Ticket of the public land transportation	<input type="checkbox"/> <input type="checkbox"/>
d) Accommodation (additional 2 nights from the actual date of event or maximum 6 nights whichever is lower)	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer  ii. Guest Folio or Invoice(s)	<input type="checkbox"/> <input type="checkbox"/>

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

TYPE OF EXPENSES	CLAIM DOCUMENTS *originals must be scanned in colour	TICK
a) Listing fees	Where the Malaysian company deals <b>DIRECTLY</b> with the Supermarket, Hypermarket, Retail Centre or Boutique Outlet located overseas	
	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer of payment of listing fees	<input type="checkbox"/>
	ii. Invoice(s) from the Supermarket, Hypermarket, Retail Centre or Boutique Outlet located overseas	<input type="checkbox"/>
	iii. Offer or Invitation Letter from the Supermarket, Hypermarket, Retail Centre or Boutique Outlet to place products in their outlets	<input type="checkbox"/>
	iv. Contract or Agreement between the company and Supermarket, Hypermarket, Retail Centre or Boutique Outlet located overseas	<input type="checkbox"/>
	Where the Malaysian company deals <b>WITH AN AUTHORISED AGENT</b> nominated by the Supermarket, Hypermarket, 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, Hypermarket, Retail Centre or Boutique Outlet located overseas	<input type="checkbox"/>
	ii. Invoice(s) from the Authorised Agent or the Supermarket, Hypermarket, Retail Centre or Boutique Outlet located overseas	<input type="checkbox"/>
	iii. Offer or Invitation Letter from the Supermarket, Hypermarket, Retail Centre or Boutique Outlet to the Authorised Agent to place products in their outlets.	<input type="checkbox"/>
	iv. Contract or Agreement (with duty stamp) between the company and the Authorised Agent or company and Supermarket, Hypermarket, Retail Centre or Boutique Outlet located overseas.	<input type="checkbox"/>

**ANNEX 1:**  
**For Trading Companies Only**

**FORMAT OF  
DECLARATION LETTER BY SUPPLIER**

## (On Supplier's 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 Trade Fair or Exhibition Organiser Only**

**FORMAT OF  
REPORT ON TRADE FAIR OR EXHIBITION HELD IN MALAYSIA**

[Applicants must deal directly with the trade fair or exhibition organiser to ensure the organiser submits an Audited Trade Fair Report]

# **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. **Number of Times the Exhibition Has Been Previously Held** :
5. **Total Gross Space Occupied (sq.m.)** :  
*Occupied by Malaysian Exhibitors* :  
 a) *Total space Occupied by Foreign Exhibitors* :
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** :  
 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. **List of Foreign Buyers** (please attach as annex) :
10. **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 Mission Organiser Only**

**FORMAT OF  
REPORT ON TRADE & INVESTMENT MISSIONS (TIM) OR EXPORT  
ACCELERATION MISSION (EAM)**

[Applicants must deal directly with the mission organiser to ensure the organiser submits a Mission Report]

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

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### 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"> <li>Company Name</li> <li>Business Address</li> </ul>		<ul style="list-style-type: none"> <li>Name (in full)</li> <li>Designation</li> </ul>

**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"> <li>Company Name</li> <li>Business Address</li> </ul>		<ul style="list-style-type: none"> <li>Name (in full)</li> <li>Designation</li> </ul>

**Note:**

This guideline is applicable for export promotion activities ***undertaken from 30 September 2019*** 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.

**CONTACT INFORMATION**

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

Market Development Unit  
8th Floor, East Wing  
Menara MATRADE  
Jalan Sultan Haji Ahmad Shah  
50480 Kuala Lumpur

Tel: 03-6207 7593  
Fax: 03-6203 7252  
Website: [www.matrade.gov.my](http://www.matrade.gov.my)  
Email: [mdg@matrade.gov.my](mailto:mdg@matrade.gov.my)