

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

## **Additional Activities Undertaken from 1 January 2021 - 31 December 2021:**

- i. Financial Compensation for Cancellation or Postponements of Trade Fair / Exhibition Locally or Overseas**
- ii. Reimbursement on Logistic Cost for Sending Malaysian Product Overseas**
- iii. International Certification for Exports**
- iv. Registration of Intellectual Property (IP) for International Market**
- v. Advertising & Promotion (A&P) Expenses for Exports**

*Edited 22 July 2021*

*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** and it is specifically formulated for Malaysian SME Companies, Professional Service Providers, Trade & 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, Professional Bodies and Co-operatives 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
- 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.

### 1.3.4 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.
- 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 (PLC) in the main board such as Bursa Malaysia or main bourses in other countries.
- ii. Subsidiaries of the following entities:
  - Public-listed companies (PLC) in the main board.
  - Large firms, Multinational Corporations (MNCs), Government-Linked Companies (GLCs) or have any government equity (federal or state) in its shareholding, Syarikat Menteri Kewangan Diperbadankan (MKDs) and State-Owned Enterprises.

1.4.2 Companies who are inactive in business (dormant) or less than one (1) year in operation.

1.4.3 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 or Co-operatives and others. 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 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.
- Details of registration must be updated from time to time. You may check the particulars of your company at <http://www.matrade.gov.my/en/malaysian-exporters/online-services/myexport>.

## 1.6 How Do I Submit My New Application of Claims or 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/).

Activity	Submission of Applications	
	Activity Undertaken from 1 January 2021 – 14 July 2021	Activity Undertaken from 15 July 2021 – 31 December 2021
1. Financial Compensation for Cancellation or Postponements of Trade Fair / Exhibition Locally or Overseas	Submission must be made before or by <b>12 August 2021</b>	Within <u>30 days</u> from <u>last date of event</u>
2. Reimbursement on Logistic Cost for Sending Malaysian Products Overseas		Within <u>30 days</u> from <u>shipment date (based on Bill of Lading / K2 Form)</u>
3. International Certification for Exports		Within <u>30 days</u> from the <u>date of activity started</u>
4. Registration of Intellectual Property (IP) for International Market		Within <u>30 days</u> from the <u>date of activity started</u>
5. Advertising & Promotion (A&P) Expenses for Exports		Within <u>30 days</u> from the <u>date of activity started</u>

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

### 2.1 FINANCIAL COMPENSATION FOR CANCELLATION OR POSTPONEMENTS OF TRADE FAIR / EXHIBITION LOCALLY OR OVERSEAS

#### 2.1.1 CANCELLATION OF TRADE FAIR / EXHIBITION LOCALLY OR OVERSEAS

ACTIVITY	*GRANT AMOUNT	DESCRIPTION	EXPENSES COVERED
a) International Trade Fairs or Exhibitions held in Malaysia	RM5,000 <b>per application</b>	<u>Eligible Events:</u> Business to Business (B2B) events.	<ul style="list-style-type: none"> <li>• Air fare</li> <li>• Public land transportation - bus, taxi or train from Malaysia to an ASEAN country destination only. (Does not include ground / intercity transportation within that ASEAN country destination)</li> <li>• Accommodation</li> </ul>
b) International Trade Fairs or Exhibitions held overseas	RM25,000 <b>per application</b>	<u>Events <b>Not</b> Eligible:</u> Business to Consumer (B2C) or festival fairs or similar events.	

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

#### 2.1.2 POSTPONEMENTS OF TRADE FAIR / EXHIBITION LOCALLY OR OVERSEAS

ACTIVITY	*GRANT AMOUNT	DESCRIPTION	EXPENSES COVERED
a) International Trade Fairs or Exhibitions held in Malaysia	RM5,000 <b>per application</b>	<u>Eligible Events:</u> Business to Business (B2B) events.	<ul style="list-style-type: none"> <li>• Air fare</li> <li>• Public land transportation - bus, taxi or train from Malaysia to an ASEAN country destination only. (Does not include ground / intercity transportation within that ASEAN country destination)</li> <li>• Accommodation</li> </ul>
b) International Trade Fairs or Exhibitions held overseas	RM25,000 <b>per application</b>	<u>Events <b>Not</b> Eligible:</u> Business to Consumer (B2C) or festival fairs or similar events.	

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

- **REMINDER:** If company decided to withdraw from the event, the company will not be eligible for any claim related to the event.

## Additional Information on International Trade Fairs / Exhibitions Held in Malaysia

DESCRIPTION
<p>Companies would be eligible for reimbursement of expenses for participating in an <b>international trade fair</b> or exhibition <b>held in Malaysia, with the endorsement by MATRADE. The organiser should submit the application of endorsement to Malaysian Export Exhibition Centre (MEEC) Unit.</b></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. <b>(Revision)*</b></p> <ol style="list-style-type: none"> <li>i. An international standard trade fair or exhibition held in Malaysia is defined as an event where: <ol style="list-style-type: none"> <li>a. Gross space occupied must be at least 1,000 square meters; <b>and</b></li> <li>b. Event traffic of at least <b>5%</b> foreign visitors; <b>or*</b></li> <li>c. <b>10%</b> net space are rented to foreign exhibitors; <b>or*</b></li> <li>d. Event attracts at least <b>10%</b> foreign exhibitors.*</li> </ol> </li> <li>ii. 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. <b>A cover letter with an authorised signature, a correspondence email and contact number</b></li> <li>b. <b>Show directory</b></li> <li>c. <b>Companies Act 2016: Sekyen 263 (4) - Pembaharuan Kelulusan Juruaudit</b></li> <li>d. <b>Auditor certificate (practising certificate)</b></li> </ol> </li> <li>iii. 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. The trade fair or exhibition organiser is encouraged to submit: <ol style="list-style-type: none"> <li>a. List of foreign buyers</li> <li>b. Total sales generated</li> </ol> </li> <li>iv. 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> <p><b>*This revision is applicable until 31 December 2021</b></p>

## 2.2 REIMBURSEMENT ON LOGISTIC COST FOR SENDING MALAYSIAN PRODUCT OVERSEAS

ACTIVITY	DESCRIPTION	*GRANT AMOUNT	EXPENSES COVERED
Reimbursement on Logistic Cost for Sending Malaysian Product Overseas	<ul style="list-style-type: none"> <li>• Sending Malaysian product from Malaysia to International Market for export purpose only excluding sample.</li> <li>• <b>One shipment per application. Combine shipment per application will not be processed</b></li> <li>• <b>The activity is eligible to claim for B2B only. All B2C activity is not eligible to claim</b></li> </ul>	<b>30%</b> of total logistic cost not exceeding RM40,000 <b>per application</b>	<ul style="list-style-type: none"> <li>• All expenses are covered except:               <ol style="list-style-type: none"> <li>i. Detention</li> <li>ii. Import Duties</li> <li>iii. Insurance</li> <li>iv. Bank Guarantee</li> </ol> </li> </ul>

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

## 2.3 INTERNATIONAL CERTIFICATION FOR EXPORTS

ACTIVITY	DESCRIPTION	*GRANT AMOUNT	EXPENSES COVERED
International Certification for Exports	Procedure in which an accredited person or agency inspects the properties, qualities, qualifications, or status of an organisation, goods or services, procedures or processes in accordance with established requirements or standards	RM30,000 <b>per application</b>	<ul style="list-style-type: none"> <li>• All activities related to the certification is eligible to claim such as:               <ol style="list-style-type: none"> <li>i. HACCP</li> <li>ii. HALAL Certification</li> <li>iii. MS ISO</li> <li>iv. Other International Certification for Export Purpose Only</li> </ol> </li> <li>• <b>Testing and Product sampling is not covered</b></li> </ul>

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



## 2.4 REGISTRATION OF INTELLECTUAL PROPERTY (IP) FOR INTERNATIONAL MARKET

ACTIVITY	DESCRIPTION	*GRANT AMOUNT	EXPENSES COVERED
Registration of Intellectual Property (IP) for International Market	Cost of registration for Intellectual Property (IP) for export purpose	RM30,000 <b>per application</b>	<ul style="list-style-type: none"> <li>All activities related to IP registration is eligible to claim such as:               <ol style="list-style-type: none"> <li>Trademark</li> <li>Patent</li> <li>Industrial Design</li> <li>Geographical Indication</li> </ol> </li> <li><b>Testing and Product sampling is not covered</b></li> </ul>

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

## 2.5 ADVERTISING & PROMOTION (A&P) EXPENSES FOR EXPORTS

ACTIVITY	DESCRIPTION	*GRANT AMOUNT	EXPENSES COVERED
Advertising & Promotion (A&P) Expenses for Exports	Advertising & promotional expenses for international market which include digital, printed and online marketing	RM70,000 <b>per application</b>	<ul style="list-style-type: none"> <li>Advertising &amp; Marketing (Billboard, TV / Radio Advertising, Podcast, E-directory, Website Development, Social Media Marketing, Online Product Listing and All Related Digital &amp; Online Marketing Channel)</li> <li>Printed Material (Brochure, Bunting, Directory, Newspaper and All Related Printed Materials)</li> </ul>

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

## 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 color**.

However, in the event the documents are submitted in **black and white**, documents 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 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.

### 3. WHAT ARE THE DOCUMENTS REQUIRED?

#### 3.1 SUPPORTING DOCUMENTS

NO	TYPES OF BUSINESS	SUPPORTING DOCUMENTS	TICK
a.	Manufacturing	i. Companies Act 1965 (Certificate of Incorporation Form 9 / Form 13) or Companies Act 2016 (Section 17 / Section 28)  ii. Companies Act 1965 (Memorandum & Articles of Association - M&A) or Companies Act 2016 (Section 14) or Manufacturing License  iii. Companies Act 1965 (Annual Return of Company Having A Share Capital for the year 2019 or 2020) or Companies Act 2016 (Section 68) for the year 2019 or 2020 (full set)  iv. Company's Audited Financial Statement for the year 2019 or 2020 (full set)  v. Latest EPF Statement (Form A is not applicable)	<input data-bbox="1325 359 1409 415" type="checkbox"/>           <input data-bbox="1325 495 1409 552" type="checkbox"/>           <input data-bbox="1325 632 1409 688" type="checkbox"/>           <input data-bbox="1325 768 1409 825" type="checkbox"/>           <input data-bbox="1325 863 1409 919" type="checkbox"/>
b.	Trading	i. Companies Act 1965 (Certificate of Incorporation Form 9 / Form 13) or Companies Act 2016 (Section 17 / Section 28)  ii. Companies Act 1965 (Annual Return of Company Having A Share Capital ) or Companies Act 2016 (Section 68) for the year 2019 or 2020 (full set)  iii. Company's Audited Financial Statement for the year 2019 or 2020 (full set)  iv. Latest EPF Statement (Form A is not applicable)  v. Letter of declaration by supplier to certify that products are made in Malaysia ( <i>Format as per Annex 1 page 18 and to be printed on supplier's letterhead</i> )  vi. Product Brochure / Company Profile ( <i>Proper product brochure with specifications / color / dimensions / materials</i> )	<input data-bbox="1325 961 1409 1018" type="checkbox"/>           <input data-bbox="1325 1098 1409 1155" type="checkbox"/>           <input data-bbox="1325 1255 1409 1312" type="checkbox"/>           <input data-bbox="1325 1350 1409 1407" type="checkbox"/>           <input data-bbox="1325 1444 1409 1501" type="checkbox"/>           <input data-bbox="1325 1560 1409 1617" type="checkbox"/>

NO	TYPES OF BUSINESS	SUPPORTING DOCUMENTS	TICK
c.	Services	i. Companies Act 1965 (Certificate of Incorporation Form 9 / Form 13) or Companies Act 2016 (Section 17 / Section 28) ii. Companies Act 1965 (Annual Return of Company Having A Share Capital for the year 2019 or 2020) or Companies Act 2016 (Section 68) for the year 2019 or 2020 (full set) iii. Company's Audited Financial Statement for the year 2019 or 2020 (full set) iv. Latest EPF Statement (Form A is not applicable) v. Product Brochure / Company Profile <i>(Proper product brochure with specifications / color / dimensions / materials)</i>	<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 2019 or 2020 (full set) iii. Latest EPF Statement (Form A is not applicable)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
e.	Trade & Industry Associations, Chambers of Commerce & Professional Bodies	i. Registration certificate issued by the Registrar of Society (Form 3) or Associated Professional Body or Certificate of Incorporation of Public Company (Form 8) ii. List of committee members iii. Latest EPF Statement (Form A is not applicable)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
f.	Co-operatives	i. Incorporated under Co-operative Societies Act 1993 ii. Audited Financial Statement for the year 2019 or 2020 (full set) iii. List of committee members iv. Latest EPF Statement (Form A is not applicable) v. Co-operative Profile	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

### 3.2 CLAIM DOCUMENTS:

#### 3.2.1 FINANCIAL COMPENSATION FOR CANCELLATION OR POSTPONEMENTS OF TRADE FAIR / EXHIBITION LOCALLY OR OVERSEAS

##### i. CANCELLATION OF TRADE FAIR / EXHIBITION LOCALLY OR OVERSEAS

TYPE OF EXPENSES	CLAIM DOCUMENTS *original document must be scanned in colour	TICK
Participation Fee or Booth Rental	i. Official Cancellation Letter from organiser	<input type="checkbox"/>
Booth Construction or Enhancement (Printing materials not claimable)	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s)	<input type="checkbox"/>  <input type="checkbox"/>
Air Fare <i>(Ticket from Malaysia into and exit from venue of event only)</i>	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s)  iii. Flight itinerary	<input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>
Public land transportation - bus, 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: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer	<input type="checkbox"/>
Accommodation <i>(additional 2 nights before or after the actual date of the event not exceeding 6 nights whichever is lower)</i>	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s)	<input type="checkbox"/>  <input type="checkbox"/>

## ii. POSTPONEMENTS OF TRADE FAIR / EXHIBITION LOCALLY OR OVERSEAS

TYPE OF EXPENSES	CLAIM DOCUMENTS *original document must be scanned in colour	TICK
Participation Fee or Booth Rental	i. Official Postponements Letter from organiser	<input type="checkbox"/>
Air Fare <i>(Ticket from Malaysia into and exit from venue of event only)</i>	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s)  iii. Flight itinerary	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Public land transportation - bus, 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: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer	<input type="checkbox"/>
Accommodation <i>(additional 2 nights before or after the actual date of the event not exceeding 6 nights whichever is lower)</i>	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s)	<input type="checkbox"/> <input type="checkbox"/>

### 3.2.2 REIMBURSEMENT ON LOGISTIC COST FOR SENDING MALAYSIAN PRODUCT OVERSEAS

TYPE OF EXPENSES	CLAIM DOCUMENTS *original document must be scanned in colour	TICK
Freight Cost, Transportation Cost, Warehouse Cost & Others	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s) from logistic service provider  iii. Supply Contract or Appointment letter from overseas buyer to supply product or equipment  <b>or</b> Purchase Order from buyer for sending of Malaysian product or equipment  iv. Copy Bill of Lading or Customs Declaration Form (K2 Form)  v. Copy of Packing List	<input data-bbox="1312 317 1406 365" type="checkbox"/>  <input data-bbox="1312 432 1406 480" type="checkbox"/>  <input data-bbox="1312 548 1406 596" type="checkbox"/>  <input data-bbox="1312 699 1406 747" type="checkbox"/>  <input data-bbox="1312 772 1406 821" type="checkbox"/>

### 3.2.3 INTERNATIONAL CERTIFICATION FOR EXPORTS

TYPE OF EXPENSES	CLAIM DOCUMENTS *original document must be scanned in colour	TICK
All activities related to the certification is eligible to claim such as: i. HACCP ii. HALAL Certification iii. MS ISO iv. Other International Certification for Export Purpose Only  *Testing and product sampling is not covered	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s) or Contract or Agreement from service provider specifically for the activities  iii. Copy of certificate or proof of registration (if available)	<input data-bbox="1312 1062 1406 1110" type="checkbox"/>  <input data-bbox="1312 1178 1406 1226" type="checkbox"/>  <input data-bbox="1312 1272 1406 1320" type="checkbox"/>

### 3.2.4 REGISTRATION OF INTELLECTUAL PROPERTY (IP) FOR INTERNATIONAL MARKET

TYPE OF EXPENSES	CLAIM DOCUMENTS *original document must be scanned in colour	TICK
All activities related to IP registration is eligible to claim such as: a) Trademark b) Patent c) Industrial Design d) Geographical Indication  *Testing and product sampling is not covered	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s) or Contract or Quotation from service provider specifically for the activities  iii. Copy of certificate or proof of registration (if available)	<input type="checkbox"/>   <input type="checkbox"/>   <input type="checkbox"/>

### 3.2.5 ADVERTISING & PROMOTION (A&P) EXPENSES FOR EXPORT

TYPE OF EXPENSES	CLAIM DOCUMENTS *original document must be scanned in colour	TICK
<b>a. Advertising &amp; Marketing</b> (Billboard, TV / Radio Advertising, Podcast, E-directory, Website Development, Social Media Marketing, Online Product Listing and All Related Digital & Online Marketing Channel)	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s) from service provider  iii. Copy of Collateral or Campaign / Contract  iv. Proof of Work (eg: photos, print screen & etc)	<input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>
<b>b. Printed Material</b> (Brochure, Bunting, Directory, Newspaper and All Related Printed Materials)	i. Proof of payment with payee's detail such as: Official Receipt or Bank Statement or Credit / Debit Card Statement or Telegraphic Transfer  ii. Itemised invoice(s) from service provider  iii. Copy of Finish Artwork	<input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>



**ANNEX 1:  
For Trading Company Only**

**FORMAT OF  
DECLARATION LETTER BY SUPPLIER (MANUFACTURER)**

## (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

**Note:**

This guideline is applicable for export promotion activities *undertaken from 1 January 2021 – 31 December 2021* 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** must be sent to:

Market Development Unit (MDG)  
8th Floor, East Wing  
Menara MATRADE  
Jalan Sultan Haji Ahmad Shah  
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Tel: 03-6207 7593

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