

# GUIDELINES MARKET DEVELOPMENT GRANT (MDG) VIRTUAL EVENTS

*Edited 24 June 2021*

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

<b>CONTENT</b>		<b>PAGE</b>
<b>1.</b>	<b>General Information</b>	<b>3 - 4</b>
1.1	What is MDG?	
1.2	What are Virtual Events?	
1.3	What are the Features of Virtual Events?	
1.4	Who is Eligible to Claim for MDG-Virtual Events?	
1.5	Who is Not Eligible to Claim for MDG-Virtual Events?	
1.6	What Requirements Must I Meet to be Considered for MDG-Virtual Events?	
1.7	How Do I Submit My New Application of Claims or Request for Reimbursement of Expenses?	
<b>2.</b>	<b>What Activities &amp; Expenses are Eligible for Grant Funding?</b>	
2.1	Participation in Virtual International Trade Fairs in Malaysia or Overseas	<b>5</b>
2.2	Participation in Business-to-Business (B2B) Meetings Related to Virtual Trade Investment Missions and Export Acceleration Missions	<b>7 - 8</b>
<b>3.</b>	<b>What are the Documents Required?</b>	
3.1	Supporting Documents	<b>9-10</b>
3.2	Claim Documents	
3.2.1	Participation in Virtual International Trade Fairs in Malaysia or Overseas	<b>11</b>
3.2.2	Participation in Business-to-Business (B2B) Meetings Related to Virtual Trade Investment Missions and Export Acceleration Missions	<b>11</b>
<b>4.</b>	<b>Annexes</b>	
Annex 1	<b>Format of Declaration Letter by Supplier [Manufacturer]</b> (for Trading Companies Only)	<b>12</b>
Annex 2	<b>Format of Report on Virtual Trade Fair/ Exhibition held in Malaysia</b> (for Organiser Only)	<b>14</b>
Annex 3	<b>Format of Report on Business-To-Business (B2B) Meetings Related to Virtual Trade Investment Missions and Export Acceleration Missions</b> (for Mission Organiser Only)	<b>16-18</b>
Annex 4	<b>Format of Form A - Joint Collaboration Programme With MATRADE for Business-to-Business (B2B) Meetings Related to Virtual Trade Investment Missions and Export Acceleration Missions</b> (for Joint Collaborator Only)	<b>19-23</b>
<b>5.</b>	<b>Contact Information</b>	<b>25</b>

# 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 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.

## 1.3 What are the Features of Virtual Events?

- 1.3.1 Empower participants to engage within an online community via virtual platform.
- 1.3.2 Participants interact in an online avenue that is easy to navigate.
- 1.3.3 Increase participant's engagement with features such as Webinars and Chat Tools.
- 1.3.4 Enable potential buyers to learn about products & services via images, videos and documents.
- 1.3.5 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.

## 1.4 Who is Eligible to Claim for MDG-Virtual Events?

Businesses and organisations that fall under the following four groups:

### 1.4.1 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 originate 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 <b>OR</b>	Not exceeding 200
<b>Trading</b>	Not exceeding RM20 million <b>OR</b>	Not exceeding 75
<b>Services</b> (excluding real estate)	Not exceeding RM20 million <b>OR</b>	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

### 1.4.2 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 <b>OR</b>	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

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

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

### 1.4.4 CO-OPERATIVES

- Incorporated under Co-operative Societies Act 1993.
- At least 60% equity owned by Malaysian.
- Should prove their export capabilities/ interests.
- Exporting products that are Made in Malaysia or Malaysian services.

## 1.5 Who is Not Eligible to Claim for MDG-Virtual Events?

1.5.1 The following businesses will not be considered as SMEs and also do not qualify:

- Public-listed companies (PLC) in the main board such as Bursa Malaysia or main bourses in other countries.
- Subsidiaries of the following entities:
  - Public-listed companies (PLC) such as in Bursa Malaysia or Bursas in other countries
  - 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.

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

1.5.3 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 and others.

## 1.6 What Requirements Must I Meet to be Considered for MDG-Virtual Events?

- Meet eligibility requirements as stated under Item 1.4 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>.

## 1.7 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
1. Participation in Virtual International Trade Fairs in Malaysia or Overseas	<u>Within 30 calendar days</u> from the <u>last date</u> of the event.
2. Participation in Business to Business (B2B) Meetings Related to Virtual Trade Investment Missions and Export Acceleration Missions	<u>Within 30 calendar days</u> from the <u>last date</u> of the event.

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

### 2.1 PARTICIPATION IN VIRTUAL INTERNATIONAL TRADE FAIRS IN MALAYSIA OR OVERSEAS

ACTIVITY	MAXIMUM GRANT AMOUNT	EXPENSES COVERED
a) Virtual International Trade Fairs in Malaysia	RM5,000	<ul style="list-style-type: none"> <li>• Participation fee/ Administration fee/ Registration fee</li> </ul>
b) Virtual International Trade Fairs Overseas	RM25,000	<ul style="list-style-type: none"> <li>• Virtual booth/ stand</li> <li>• Marketing blast</li> <li>• Digital marketing tools</li> <li>• Exhibitor passes</li> <li>• Booth analytics, etc.</li> </ul>

#### 2.1.1 Virtual Events That are not Eligible

Virtual events that are not export related such as business-to-consumer (B2C) events, cultural/festival fairs and other similar events.

#### 2.1.2 Additional Information: For Exhibitors

##### 1. The event must have

- Virtual platform/ booth.
- Promotion activities conducted for the virtual event.
- Online B2B digital platform that facilitates buyer-seller interaction.
- E-show directory.
- Event must offer export potential for Malaysian products/ services.
- Participants must submit export sales recorded (potential and actual).

#### For Organisers

##### 2. The event must have

- **1 year track record of successful** virtual trade event or has track record of **established physical event**.
- The event must have an element of B2B meetings.
- Event must contribute to export.  
\*verification by sectoral/ market/ TC offices of MATRADE will be required
- E-show directory.

##### 3. Submission of Trade Fair Report

- A post show report of the event as in **ANNEX 2** (page 14) must be forwarded to MATRADE **within 30 calendar days** from the last date of event.

##### 4. MATRADE **will not** be able to proceed with claims for reimbursement if no post show report submitted by the organiser.

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

DESCRIPTION
<p>Companies would be eligible for reimbursement of expenses for participating in an <b>virtual international trade fair</b> or exhibition <b>held in Malaysia</b>.</p> <p>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. Event traffic of at least <b>5%</b> foreign visitors; <b>or*</b></li> <li>b. <b>10%</b> net space are rented to foreign exhibitors; <b>or*</b></li> <li>c. 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 (<i>format as in ANNEX 2 page 17</i>). 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>*Revision is temporary and is applicable from now to the end of 2021</b></p>

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

ACTIVITY	DESCRIPTION	MAXIMUM GRANT AMOUNT	EXPENSES COVERED
a) Participation in Business-to-Business Meetings related to Virtual Trade Investment Missions and Export Acceleration Missions	i) <u>Organised</u> by MATRADE	RM10,000 (including digital marketing tools)	<ul style="list-style-type: none"> <li>Participation fee</li> </ul>
	ii) <u>Joint collaboration</u> 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> <li>Co-operative</li> </ul>	RM10,000 (including digital marketing tools)	<ul style="list-style-type: none"> <li>Participation fee (up to maximum RM2,000)</li> </ul>
	iii) <u>Organised by other entities</u> (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> <li>Co-operative</li> </ul>	RM2,000 (including digital marketing tools)	<ul style="list-style-type: none"> <li>Participation fee</li> </ul>

## 2.2.1 **Additional Information for Organisers and Joint Collaborators**

1. **Joint Collaboration Programme with MATRADE**
  - The collaborators must get prior **approval** from MATRADE by submitting **Form A-Virtual Joint Collaboration Form** as in **ANNEX 3** (page 16) to MATRADE within 30 calendar days before the planned event.
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 2** (page 14) must be forwarded to MATRADE **within 14 working days** from the last date of the mission.
5. MATRADE **will not** be able to proceed with claims for reimbursement if the documents submitted are incomplete.



## 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**, they must be **certified** by an External Auditor, External Chartered Accountants, Commissioner of 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.	TYPE 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="1310 376 1401 443" type="checkbox"/>  <input data-bbox="1310 533 1401 600" type="checkbox"/>  <input data-bbox="1310 712 1401 779" type="checkbox"/>  <input data-bbox="1310 869 1401 936" type="checkbox"/>  <input data-bbox="1310 958 1401 1025" 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 12 and to be printed on supplier's letterhead</i> )  vi. Product Brochure/ Company Profile ( <i>Proper product brochure with specifications/ color/ dimensions/ material</i> )	<input data-bbox="1310 1070 1401 1137" type="checkbox"/>  <input data-bbox="1310 1205 1401 1272" type="checkbox"/>  <input data-bbox="1310 1384 1401 1451" type="checkbox"/>  <input data-bbox="1310 1496 1401 1563" type="checkbox"/>  <input data-bbox="1310 1585 1401 1653" type="checkbox"/>  <input data-bbox="1310 1720 1401 1787" type="checkbox"/>

NO.	TYPE 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/ material)</i>	<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 ( <b>Form A is not applicable</b> )	<input type="checkbox"/>     
e.	Trade and 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"/>     
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"/>         

### 3.2 CLAIM DOCUMENTS:

#### 3.2.1 PARTICIPATION IN VIRTUAL INTERNATIONAL TRADE FAIRS IN MALAYSIA OR OVERSEAS

TYPE OF EXPENSES	CLAIM DOCUMENTS *originals must be scanned in colour	TICK
a) Participation fee includes administration fee, virtual booth/stand, marketing blast, digital marketing tools, exhibitor passes, booth analytics etc.	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and  ii. Invoice(s) itemised  iii. Proof of Presence : - E-Show Directory with company's name - Virtual photo booth	<input data-bbox="1380 421 1468 488" type="checkbox"/>  <input data-bbox="1380 526 1468 593" type="checkbox"/>  <input data-bbox="1380 616 1468 683" type="checkbox"/>

#### 3.2.2 PARTICIPATION IN BUSINESS-TO-BUSINESS MEETINGS RELATED TO VIRTUAL TRADE INVESTMENT MISSIONS AND EXPORT ACCELERATION MISSIONS

TYPE OF EXPENSES	CLAIM DOCUMENTS *originals must be scanned in colour	TICK
a) Participation fee (includes digital marketing tools)	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and  ii. Invoice(s) itemised	<input data-bbox="1369 1041 1457 1108" type="checkbox"/>  <input data-bbox="1369 1131 1457 1198" 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

## **ANNEX 2:**

### **For Organiser Only**

#### **FORMAT OF REPORT ON VIRTUAL TRADE FAIR/ EXHIBITION HELD IN MALAYSIA**

[Applicants **must** liaise directly with the organiser to ensure that the organiser submits a Post Show Report to MATRADE within 30 calendar days from the last date of activity]

## POST SHOW REPORT OF EXHIBITION OR TRADE FAIR

1. **Name of Exhibition** :
2. **Date** :
3. **Country** :
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. **Number of Malaysian Visitors** :
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. **Exhibitor Profile** :
10. **Total Sales Generated** :
11. **Feedback Evaluation** :
12. **Survey Analysis** :

**PREPARED BY:-**

Authorised Signatory:  
 Name of Authorised Signatory:  
 Company Name (Organiser):  
 Contact Number and Email:  
 Date:



**ANNEX 3:**  
**For Mission Organiser Only**

**FORMAT OF  
REPORT ON BUSINESS-TO-BUSINESS (B2B) MEETINGS RELATED TO  
VIRTUAL TRADE INVESTMENT MISSIONS AND EXPORT ACCELERATION  
MISSIONS**

[Applicants **must** liaise directly with the mission organiser to ensure that the organiser submits a Mission Report to MATRADE within 14 working days from the last date of activity]

## 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 1)
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 II.
  - 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 COMPANIES**

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**

**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>

**ANNEX 4:**  
**For Joint Collaborator Only**

**FORMAT OF FORM A**  
**JOINT COLLABORATION PROGRAMME WITH MATRADE – BUSINESS-TO-**  
**BUSINESS (B2B) MEETINGS RELATED TO VIRTUAL TRADE INVESTMENT**  
**MISSIONS AND EXPORT ACCELERATION MISSIONS**

[Form A should be submitted to MATRADE three (3) months before the event]



**APPLICATION FOR  
BUSINESS-TO-BUSINESS MEETINGS RELATED TO VIRTUAL TRADE  
INVESTMENT MISSIONS AND EXPORT ACCELERATION MISSIONS**

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

Name of MATRADE Officer (if known): .....

**Name of the Programme** : .....

.....

A) ORGANISER'S INFORMATION	
<b>Name of Organisation:</b>	
<b>Mailing Address:</b>	
<b>Date of Incorporation:</b>	
<b>Certificate of Registration: (ROS, ROB)</b> <i>- Please attach certified copy</i>	
<b>MATRADE Registration Number:</b>	
<b>Contact Person:</b>	
<b>Designation:</b>	
<b>Telephone Number:</b>	Office No:
	Mobile No:
<b>Email Address:</b>	



**APPLICATION FOR  
BUSINESS-TO-BUSINESS MEETINGS RELATED TO VIRTUAL TRADE  
INVESTMENT MISSIONS AND EXPORT ACCELERATION MISSIONS**

<b>B) DETAILS OF PROGRAMME</b>			
<b>Title:</b>			
<b>Date:</b>			
<b>Organiser's foreign partners: (if any)</b>			
<b>No. of participating companies:</b>		<b>Total no. of representatives :</b>	
<b>Type of participating companies:</b>  <i>Please tick (✓) where relevant.</i>	<b>Type</b> <input type="checkbox"/> Manufacturer <input type="checkbox"/> Trader <input type="checkbox"/> Service Provider <input type="checkbox"/> Others. (Please specify) ..... .....	<b>No of Companies:</b> _____ _____ _____ _____	
<b>Participation fee charged to participants</b>  <i>Please tick (✓) where relevant.</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No (free of charge)		
<b>Objectives of the programme:</b>  <i>Please tick (✓). You may tick more than one</i>	<input type="checkbox"/> Enter new market <input type="checkbox"/> Expand markets <input type="checkbox"/> Find new buyers <input type="checkbox"/> Recruit channel partners <input type="checkbox"/> Build awareness & gain exposure <input type="checkbox"/> Conduct competitive intelligence	<input type="checkbox"/> Business pitching <input type="checkbox"/> Signing of agreement (MoU, MoA, Lol) <input type="checkbox"/> Product/ Service presentation <input type="checkbox"/> Business meeting <input type="checkbox"/> Others. (Please specify)..... .....	
<b>KPI target (RM): (potential sales value)</b>	RM.....		

The organiser is obliged to **submit a full report** of the programme using the format in Annex 2 (MDG Guidelines) **within 14 working days from 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.



**APPLICATION FOR  
BUSINESS-TO-BUSINESS MEETINGS RELATED TO VIRTUAL TRADE  
INVESTMENT MISSIONS AND EXPORT ACCELERATION MISSIONS**

**Legal Disclaimer/Terms of Use of MATRADE’S Logo**

By using MATRADE’s logo, the user agrees to fully comply with and be bound by our Legal Terms as follows:

**Legal Terms**

**Compliance** The user agrees to comply with all applicable laws and with all directions, orders, requirements and instructions given to the user by MATRADE and/ or its agent/s to do so under any applicable law. 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 user.

**Usage** of MATRADE’s logo shall be for the aforesaid programme purposes **ONLY**. The use of MATRADE’s logo for any other purposes without a written approval from MATRADE is **STRICTLY PROHIBITED**. MATRADE shall be entitled to claim against the user for any losses or damages suffered arising from the negligent use or misuse of MATRADE’s logo by the organiser/ company/ user.

**Intellectual Property:** MATRADE’s logo and its trademark are protected by copyright law and other laws applicable. MATRADE’s logo may not be copied, reproduced or imitated whether in whole or in part, unless expressly permitted by MATRADE. The user shall be responsible for any claim in the event that the use of MATRADE’s logo infringes a patent, copyright or registered design.

**Indemnity:** The user releases MATRADE to the fullest extent permitted by law from any claims relating to use of MATRADE’s logo. In no event will MATRADE be liable for any incidental, consequential or any damages whatsoever arising from the use of MATRADE’s logo by the user.

**I hereby certify that all the information given are true and correct as to the best of my knowledge.**

Applicant’s Signature : .....

Name of Applicant : .....

Date : .....

Organisation’s Stamp : .....

**Reminder:**

**The completed application form (Form A-Virtual) should be submitted to MATRADE 30 days before the event.**

*By ticking the “I Agree” button below, you hereby indicate and acknowledge that you have read and have understood MATRADE’s [Privacy Policy](#) and hereby consent to us processing your personal data in the manner and for the purposes described in the aforesaid Privacy Notice. Do not tick on the “I Agree” button if you do not agree to or otherwise have any objections to the processing of your personal data or to the terms of the Privacy Policy.*

I Agree



**APPLICATION FOR  
BUSINESS-TO-BUSINESS MEETINGS RELATED TO VIRTUAL TRADE  
INVESTMENT MISSIONS AND EXPORT ACCELERATION MISSIONS**

**FOR INTERNAL USE ONLY**

**Type of Collaborator** *(Please tick (✓) where relevant.)*

- Ministry/ Government Agency/ State Government
- Chamber of Commerce/ Business Council
- Trade & Industry Association
- Professional Body
- Co-operative
- Others, please specify: .....

Date of application received: .....

Status of application: Approved  Not Approved  Date:.....



**Note:**

This guideline is applicable for export promotion activities undertaken **from 1 January 2021** and is subject to change from time to time.

If the **documentation** for application 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 hard copy of the **reports** must be sent to:

Market Development Unit (MDG)  
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)