

Market Readiness Assistance (MRA) Grant Eligible Activities

OVERSEAS MARKETING PROMOTION

	Supportable Activities	Deliverables
Overseas marketing and PR activities	Third-party costs incurred for: <ul style="list-style-type: none"> Marketing and PR activities including launch of in-store promotions, road shows, pop-up stores Pitching fees at overseas business/trade conferences 	Proof of completion should include but not be limited to the following: <ul style="list-style-type: none"> Event write-up attached with corresponding materials such as photographs and publicity materials Invoices/receipts/bank statements for payment made to third-party vendor such as proof of payment for costs incurred
Participation in overseas trade fairs NOT supported under LEAD International Fairs & Missions (LEAD)	Third-party costs incurred for: <ul style="list-style-type: none"> Space rental (capped at 36 square metres) Booth design and construction (capped at 36 square metres) 	Proof of completion should include but not limited to the following: <ul style="list-style-type: none"> Event write-up attached with corresponding materials, such as photographs and exhibitors' listing which reflects the company's name Invoices/receipts/bank statements for payment made to third-party vendor, such as proof of payment for the costs incurred

OVERSEAS BUSINESS DEVELOPMENT

	Supportable Activities	Deliverables
Business matching	Third-party costs incurred to identify potential partners and/or customers (B2B) including the following: <ul style="list-style-type: none"> Licensees/franchisees Agents and distributors Joint venture partners 	Detailed profile report of potential customers/partners for the company in the selected market and business matching outcomes

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OVERSEAS MARKET SETUP

	Supportable Activities	Deliverables
Market Entry	Advisory, legal and documentation expenses relating to: <ul style="list-style-type: none"> • Name search • Intellectual Property (IP) Search and application • Filing and registration for sales/representative offices or equity entity • Implementation of recommended tax structures • Import and export licences • Drafting of franchising, licensing, agency, distributorship and joint venture agreements (limited to only the first set of such agreement) 	Proof of completion includes but not limited to: <ul style="list-style-type: none"> • Relevant filing documents submitted to authorities • Copies of certificates, permits, licenses obtained • Copies of franchise/JV agreements • Report on assessment of financial and recommendation
In-depth FTA Consultancy*	Consultancy, advisory and legal expenses relating to: <ul style="list-style-type: none"> • In-depth assessment to identify opportunities available in FTAs • Analysis of company's supply chain • Application procedures for Customs rulings with issuing authority • Consultancy for FTA compliance, including internal guidelines/checklist 	Assessment/Analysis report <ul style="list-style-type: none"> • Customised Manual, Guidelines, Standard Operating Procedure (SOP), etc.

*Annex 1: FTA Consultants whose third-party services will be covered under the MRA Grant

Consultant	Website	Contact
AC Trade Advisory	www.actradeadvisory.com	Angelia Chew Managing Partner Tel: 9822 5660 Email: angelia@actradeadvisory.com Eugene Jang Partner

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EY Corporate Advisors Pte. Ltd.	www.ey.com/en_sg	<p>Tan Juan Fook Trade Policy, FTA Lead Indirect Tax – Global Trade Tel: 6309 8061 Email: juan-fook.tan@sg.ey.com</p>
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