MATRADE’S MDG GUIDELINES SUPPORTS PARTICIPATION IN VIRTUAL TRADE EXHIBITIONS

Reference is made to the MATRADE’S MEDIA RELEASE on their webpage on the new Market Development Grant (MDG) guidelines for online export dated 15 June 2020.

The new MDG VIRTUAL EVENTS GUIDELINES will allow eligible SMEs to claim for reimbursements for activities under the following two categories starting from 1 July 2020.

i. Virtual international trade fairs
ii. Virtual trade promotion missions where Business to Business (B2B) meetings are organised

ACTIVITIES ELIGIBLE FOR MDG

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<th>Current events</th>
<th>Virtual events</th>
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<tr>
<td>Participation in International Trade Fairs or Exhibitions held locally/ overseas.</td>
<td>Virtual International Trade Fairs Held in Malaysia or Overseas</td>
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<td>Participation in Trade &amp; Investment Missions (TIM) or Export Acceleration Missions (EAM)</td>
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<td>Participation in International Conferences Held Overseas</td>
<td>Participation in Business to Business Meetings Related to Virtual Trade Investment Mission and Export Acceleration Mission</td>
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<td>Listing Fees for Made in Malaysia Products in Supermarkets or Hypermarkets or Retail Centres or Boutique Outlets Located Overseas</td>
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All completed applications must be submitted online through MATRADE’s website at www.matrade.gov.my/mdg. Submission for reimbursements must be within 30 calendar days from the last date of the promotion activity.

Click here MATRADE’S MDG’S SITE to download the guidelines, submission and supporting documents checklists, etc.

The Market Development Grant (MDG) is an export facilitation in the form of a reimbursable grant. MDG was introduced in 2002 with the objective to ease Malaysian exporters’ core expenses in promoting Malaysian made products or services globally. The maximum ceiling amount for Malaysian SMEs, Professional Service Providers, Trade and Industry Associations, Chambers of Commerce, Professional Bodies and Co-operatives is RM300,000 per life time.

Further information on MDG including the improved guidelines can be referred to MATRADE’s website at www.matrade.gov.my. SMEs can also contact the MDG hotline at T: +603 62077593 or E: mdg@matrade.gov.my.

Yours sincerely,

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