

CIRCULAR NO: 118/2020

DATE: 15 June 2020

### 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

Current events	Virtual events
Participation in International Trade Fairs or Exhibitions held locally/ overseas.	Virtual International Trade Fairs Held in Malaysia or Overseas
Participation in Trade & Investment Missions (TIM) or Export Acceleration Missions (EAM)	
iParticipation in International Conferences Held Overseas	Participation in Business to Business Meetings Related to Virtual Trade Investment Mission and Export Acceleration Mission
Listing Fees for Made in Malaysia Products in Supermarkets or Hypermarkets or Retail Centres or Boutique Outlets Located Overseas	

All completed applications must be submitted online through MATRADE's website at [www.matrade.gov.my/mdg](http://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](http://www.matrade.gov.my). SMEs can also contact the MDG hotline at T: +603 62077593 or E: [mdg@matrade.gov.my](mailto:mdg@matrade.gov.my).

Yours sincerely,

#### ST GIAM

Executive Director  
[stgiam@mpma.org.my](mailto:stgiam@mpma.org.my)

[mpma.org.my](http://mpma.org.my)

37, Jalan 20/14, Paramount Garden  
 46300 Petaling Jaya, Selangor Darul Ehsan  
 MALAYSIA

T 603 7876 3027  
 F 603 7876 8352