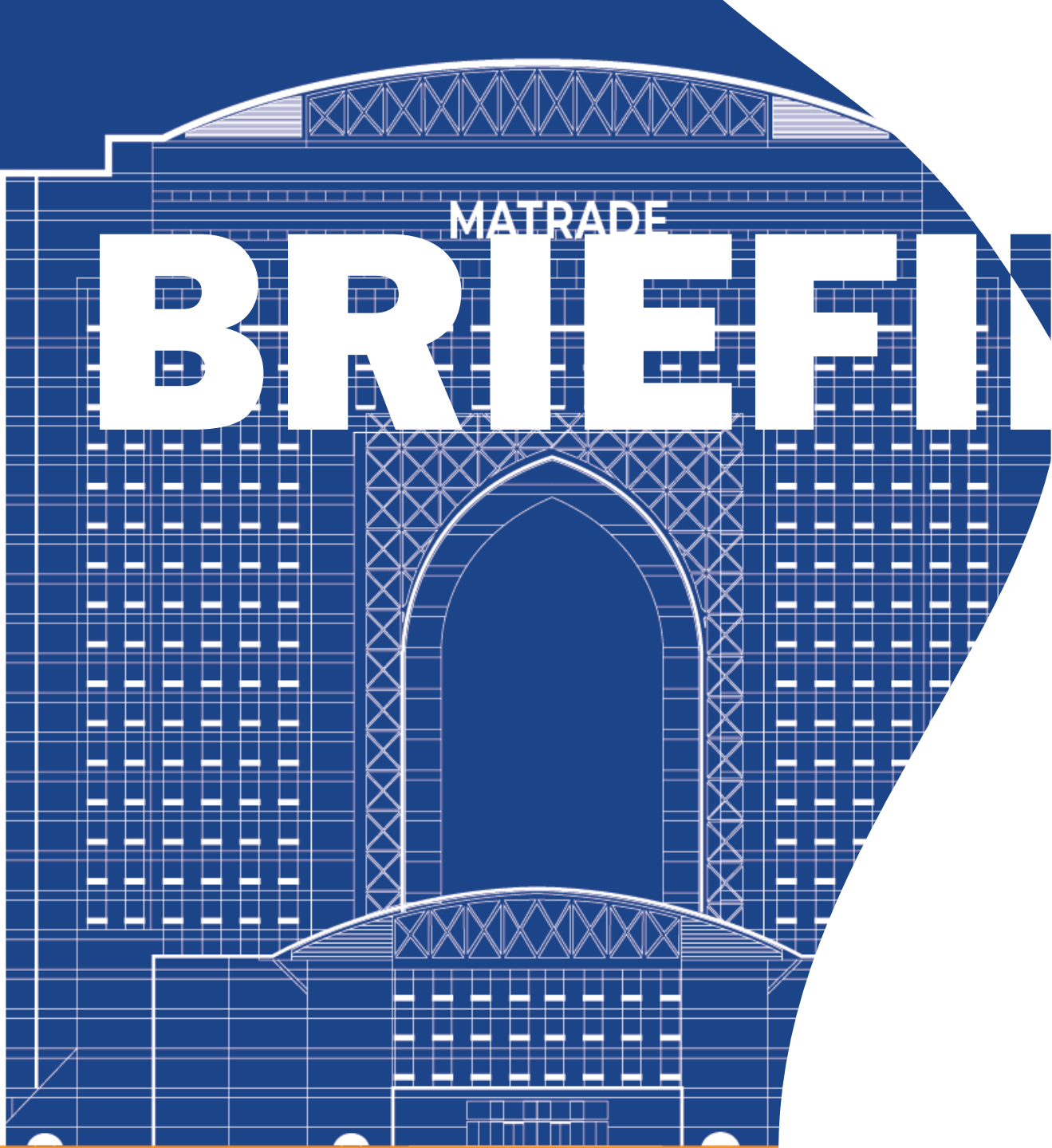




MATRADE

BRIEFING

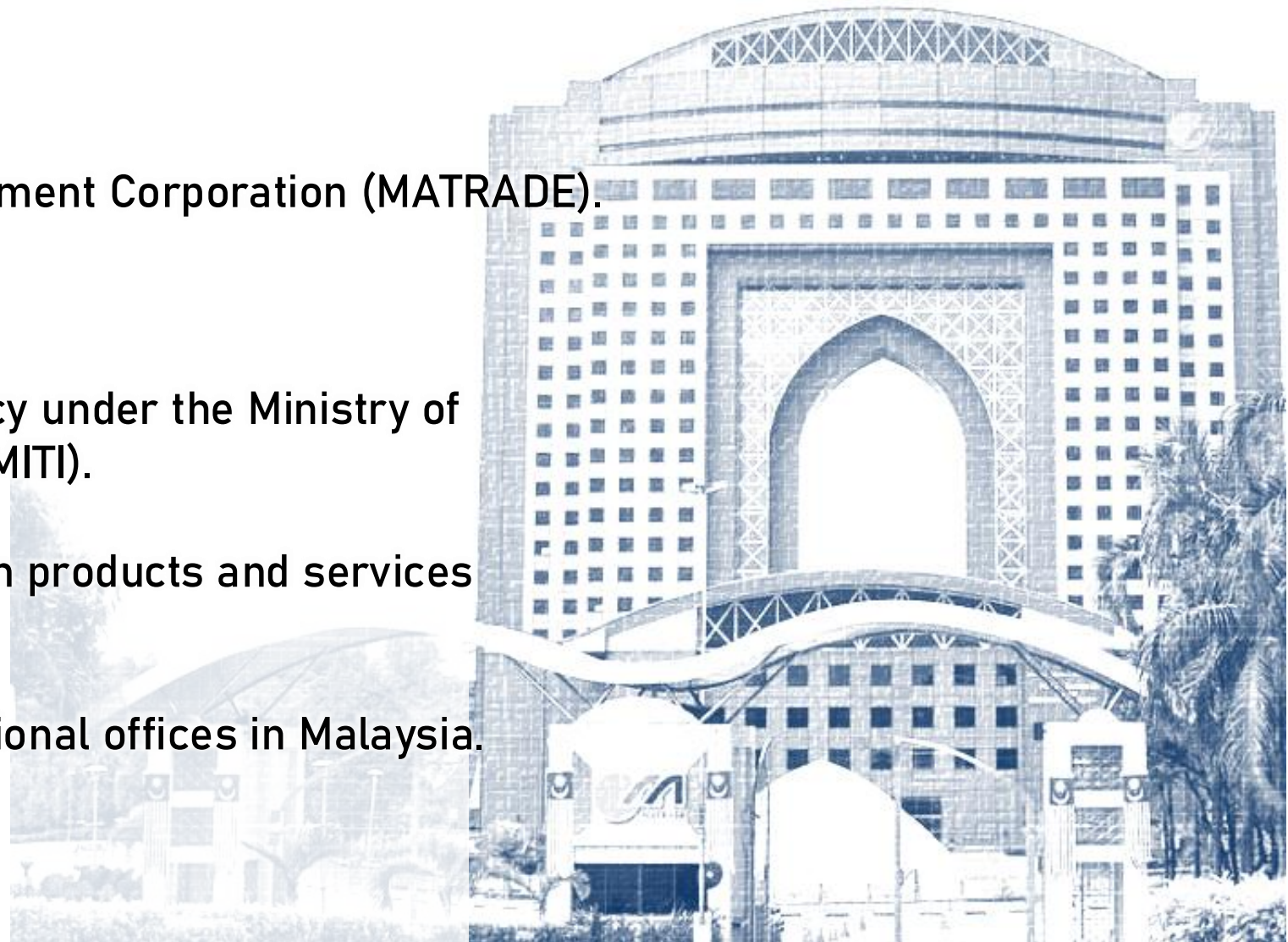
MARKET DEVELOPMENT GRANT (MDG)

15th April 2025

By: Ms. Faizah Mohd Paiz
Manager
Market Development Unit
MATRADE

ABOUT MATRADE

- Malaysia External Trade Development Corporation (MATRADE).
- Established in 1993.
- A national trade promotion agency under the Ministry of Investment, Trade and Industry (MITI).
- Promotes the export of Malaysian products and services overseas.
- Has 46 offices globally and 5 regional offices in Malaysia.



STARTING YOUR EXPORT JOURNEY WITH MATRADE

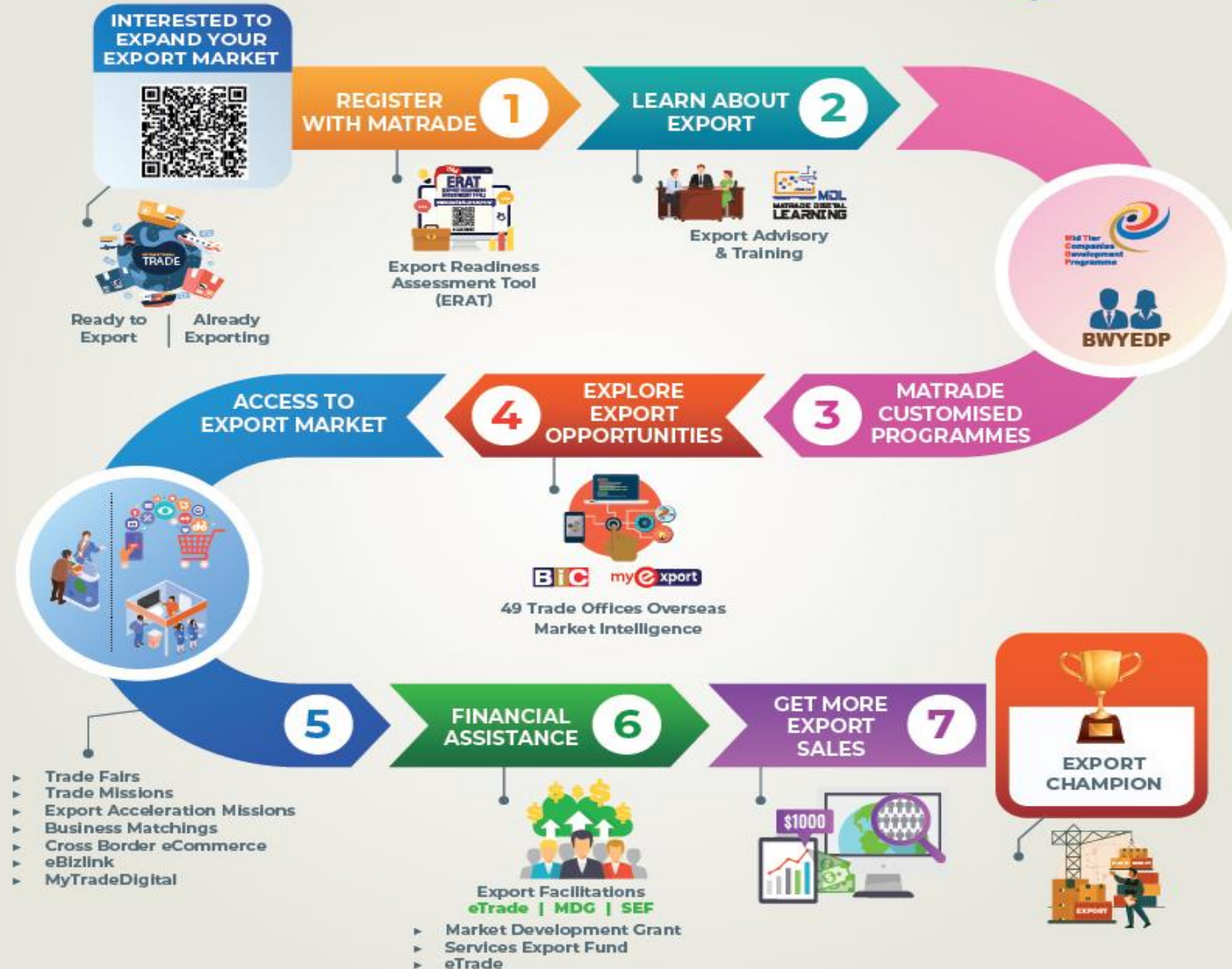
ADVANCING
EXPORTS
ACCELERATING
GROWTH

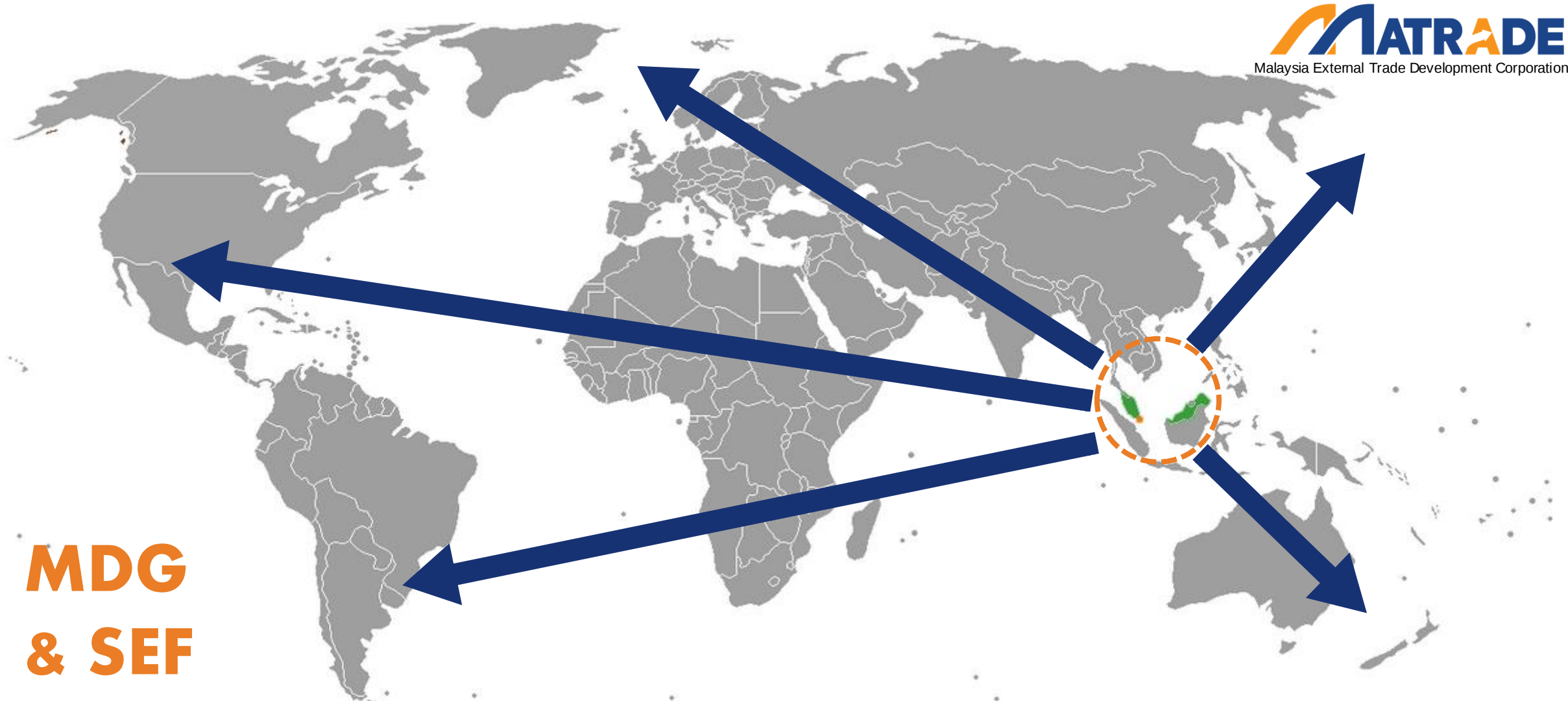
**DEVELOP
YOUR EXPORT
JOURNEY
WITH
MATRADE**



Malaysia External Trade Development
Corporation (MATRADE)

www.matrade.gov.my





MDG & SEF



Assistance by Government of Malaysia to cover some costs of international trade promotion activities by qualified/eligible Malaysian companies/exporters.



Services must be rendered by a Malaysian company (services provider) to the overseas clients, and/or projects undertaken at any locations outside Malaysia.

MDG and SEF in summary..



*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 and Industry Associations, Chambers of Commerce, Professional Bodies and Co-operatives**.*

<https://www.matrade.gov.my/en/export-to-the-world/trade-facilitation-page/market-development-grant>



SEF

*The **Services Export Fund (SEF)** is a trade support facility that **assists Malaysian entities involved in the service industry**, such as companies (**Malaysian Service Providers or MSPs**), **Trade & Industry Associations, Chambers of Commerce, Professional Bodies, Government-Linked Investment Companies (GLICs), Government-Linked Companies (GLCs) and Cooperatives** to undertake export related activities in international markets.*

<https://www.matrade.gov.my/en/export-to-the-world/trade-facilitation-page/services-export-fund>

MDG



MARKET DEVELOPMENT GRANT

MANDATORY REQUIREMENTS



1. MATRADE MEMBER

Company Must Be Registered as a MATRADE Member Under The Malaysia Export Registry (MER).



2. NOT PUBLIC LISTED COMPANIES

PLCs in The Main Board Such as Bursa Malaysia or Main Bourses in other Countries.



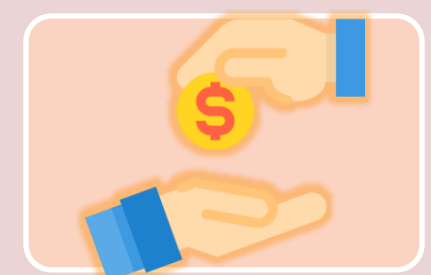
3. NOT SUBSIDIARIES OF:

- PLCs in the Main Board, Large Firms, MNCs, GLCs.
- Any Government Equity (Federal or State) in its Shareholding.
- Minister of Finance Incorporated [MOF (Inc.)].
- State-Owned Enterprise.



4. AN ACTIVE BUSINESS

- Inactive Business (Dormant) .
- Less than One (1) Year in Operation.
- Not Eligible to Claim.



5. NOT FULLY SUBSIDISED OR SPONSORED BY ANY THIRD PARTY

Such as Ministries, Government Agencies, Trade and Industry Associations, Professional Bodies, etc.

ELIGIBLE CRITERIA

MANUFACTURING



Incorporated under
**Companies Act 1965/
Companies Act 2016**



≥60% Equity
Owned by **Malaysian(s)**



Made in Malaysia
**Products or Services
for Export**



Annual Sales Turnover
NOT Exceeding **RM50
million**

or



Full Time Employees
NOT Exceeding **200**

TRADING



Incorporated under
**Companies Act 1965/
Companies Act 2016**



≥60% Equity
Owned by **Malaysian(s)**



Made in Malaysia
**Products or Services
for Export**



Annual Sales Turnover
NOT Exceeding **RM20
million**

or



Full Time Employees
NOT Exceeding **75**

SERVICES (excluding Real Estate)



Incorporated under
**Companies Act 1965/
Companies Act 2016**



≥60% Equity
Owned by **Malaysian(s)**



Made in Malaysia
**Products or Services
for Export**



Annual Sales Turnover
NOT Exceeding **RM20
million**

or



Full Time Employees
NOT Exceeding **75**

ELIGIBLE CRITERIA

PROFESSIONAL SERVICES PROVIDER

(Sole Proprietor/Partnership)



Registered under
**Respective
Professional Bodies**

or



Incorporated Under
**Registration of
Business Act 1956**



Annual Sales Turnover
NOT Exceeding **RM20
million**

or



Full Time Employees
NOT Exceeding **75**

CO - OPERATIVES



Incorporated under
**Co-operative Societies Act
1993**



Made in Malaysia
**Products or Services
for Export**



≥60% equity owned by
Malaysian(s)



The main business activity is
for exporting

TRADE & INDUSTRY ASSOCIATIONS, CHAMBERS OF COMMERCE & PROFESSIONAL BODIES



Incorporated under
Registrar of Society (ROS)

or



Incorporated under
**Associated Professional
Authority**

CLAIMABLE EXPENSES

Activities	Claimable Expenses	Expenses Covered
1. Participation in International Trade Fairs Held in Malaysia & Overseas (Physical / Virtual) <i>*Not eligible for B2C/ Festival Fairs</i>	- RM5,000 (Local) - RM25,000 (Overseas)	 Participation Fee or Booth Rental  Booth Construction or Enhancement <i>*Printing materials are not covered</i>  Air Fare <i>*Transit expenses are not covered (max 2 pax)</i>  Accommodation <i>*additional 2Ns; 6Ns maximum (max 2 rooms)</i>
2. Participation in Trade & Investment Missions (TIM) or Export Acceleration Missions (EAM) <i>*Entities must be registered in Malaysia</i>	- RM10,000 (by MATRADE & Jointly organized with MATRADE) - RM2,000 (Others)	
3. Participation in International Conferences Held Overseas <i>*Excluding workshop/ seminar for human capital development/ skill enhancement</i>	RM2,500	
4. Listing Fees for Made in Malaysia Products in Supermarkets / Hypermarkets / Retail Centres / Boutique Outlets Located Overseas	RM20,000	 Listing Fees
5. International Certification for Exports <i>*Internationally recognised certifications</i>	30% of International Certification Cost, not exceeding RM25,000 per application	 All activities related to the international certification for export purposes only

3.2 CLAIM DOCUMENTS

3.2.1 PARTICIPATION IN INTERNATIONAL TRADE FAIRS OR EXHIBITIONS HELD IN MALAYSIA/ OVERSEAS - PHYSICAL EVENT AND VIRTUAL EVENT

NO.	TYPE OF EXPENSES	CLAIM DOCUMENTS <i>*original and must be scanned in colour</i>	TICK
a.	Participation Fee or Booth Rental.	i. Receipt; ii. Bank Statement or Credit Card Statement or Telegraphic Transfer; iii. Invoice(s); iv. Proof of Presence (PHYSICAL EVENT): - Show Directory (List of Exhibitors) or Floor Plan with company's name and booth number; and - Exhibitor pass or Booth photo with company's name and booth number. v. Proof of Presence (VIRTUAL EVENT): - e-Show Directory or Floor Plan with company's name; and - Virtual photo booth with company's name. If sponsored or subsidised: vi. Confirmation Letter from the Organiser/ Sponsor. If Appointed: Co-Organiser/ Agent: vii. Letter of appointment/ authorised letter by event organizer.	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

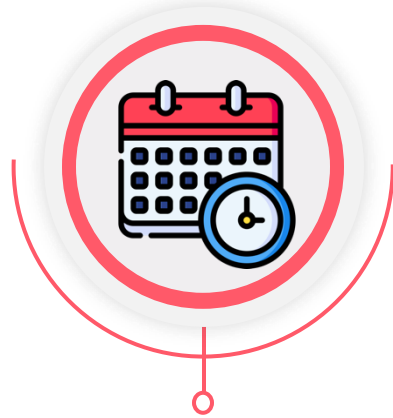
CLAIM DOCUMENTS

b.	Booth Construction or Enhancement. <i>(printing materials not claimable).</i>	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and ii. Itemised invoice(s).	
c.	Air Fare. <i>(Maximum 2 pax). (ticket from Malaysia into and exit from country of event only).</i>	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; ii. Invoice(s); iii. Flight itinerary; and iv. Boarding Pass or Passport with Immigration Stamp of Entry Into & Exit from the Foreign Country.	
d.	Accommodation. <i>(Maximum 2 rooms). (additional 2 nights from the actual date of event or maximum 6 nights whichever is lower).</i>	i. Receipt or Bank Statement or Credit Card Statement or Telegraphic Transfer; and ii. Guest Folio or Invoice(s).	

Remarks: MATRADE reserves the right to request additional documents if deemed necessary.

APPLICATION AND SUBMISSION

Submission of Claim Within 30 CALENDAR DAYS



- **After the LAST DATE of event for:**
 - ✓ International Trade Fairs;
 - ✓ TIM/ EAM;
 - ✓ International Conferences Overseas
 - ✓ International Certification from the date of certificate
- **After the FIRST DAY of listing** in the supermarkets/ hypermarkets/ retail center/ boutique outlet overseas.
- **From the DATE OF THE CERTIFICATE ISSUED** - International Certification for Exports activity

Submission of Reports by the Organiser



After the LAST DATE of activity:

- **within 30 CALENDAR DAYS**
 - ✓ International Trade Fairs (local)
- **within 14 WORKING DAYS**
 - ✓ TIM/ EAM

SCAN HERE FOR MDG GUIDELINES



MDT - Sign Up

madanitrade.com



ORDER: 531C
12%
Shipped 09/03/2028
Dispatched 10/03/2028

ORDER: 374A
17%
Order date 08/03/2028
Shipped 09/03/2028
Dispatched 10/03/2028

14%
Shipped
Dispatched


MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY

**MADANI
DIGITAL TRADE**

Welcome to MADANI Digital Trade, Malaysia's
gateway to the future of global trade.

Unlock Digital Trade

Powered By
MATRADE Nazsoft Tech

Shipped
Dispatched

Business Matching **Pavillion** **Directory** **Marketplace**

MDT - Sign Up

English ▼



Email

Password

SIGN IN

[Forgot password?](#)

Don't have an account? **Sign Up**

By signing up, you have read and agreed to our Terms of Use and Privacy Policy.

English ▼



First Name

Last Name

Email Address

Back **Next**

By signing up, you have read and agreed to our Terms of Use and Privacy Policy.

English ▼



Password

Confirm Password

Use 8 or more characters with a mix of uppercase and lowercase letters, numbers & symbols

Back **Create Account**

By signing up, you have read and agreed to our Terms of Use and Privacy Policy.

MDT - Sign Up

English ▼



Verify your email address

Please enter the OTP sent to your email to complete your verification.

VERIFY

English ▼



Verification Successful

Congratulations! Your email account has been successfully verified.
You can now log in to your account.

Sign In

English ▼



Email

Password 

SIGN IN

[Forgot password?](#)

Don't have an account? [Sign Up](#)

By signing up, you have read and agreed to our [Terms of Use](#) and [Privacy Policy](#).

Registration



Registration



Exhibitor

Seller who are intereted in selling their products or services



Visitor

Visitor who are interested to visit the virtual booth & source for products or services

First Name *

Tester

Last Name *

X

Email *

7690striped@indigobook.com

Organisation Name *

Organisation Registration Type *

Please Select ▼

Organisation Registration Number *

Phone Number *

MY +60 ▼

Register

Select Subscription



Choose Your Plan

Business Starter MATRADE Member RM 120.00

Per company / year

Pay Now

- ✓ Digital Directory Listing
- ✓ MATRADE Export Training and HRDC Training Registrations
- ✓ MATRADE Grant Applications
- ✓ MATRADE Member Portal (Market Alerts, Product & Market Studies, Dashboards)
- ✓ Access to Shared Services Resource Center

Business Standard RM 1,200.00

Per company / year

Pay Now

- ✓ Digital Directory Listing
- ✓ Batik Pavilion (Sector Hall)
- ✓ 2D Virtual Booth with 5 touch points
- ✓ E-Marketplace B2B and B2C Listing
- ✓ MATRADE Export Training and Preferred HRDC Training Registrations
- ✓ MATRADE Grant Application
- ✓ MATRADE Member Portal (Market Alerts, Product & Market Studies)
- ✓ 3 Business Matching Sessions
- ✓ Access to Shared Services Resource Center

Business Professional RM 3,000.00

Per company / year

Pay Now

Business Standard

+

- ✓ 3D Virtual Reality Booth with 11 touch points
- ✓ E-Commerce and Digital Marketing Training Registrations
- ✓ Unlimited Business Matching Sessions
- ✓ Preferred Access to Shared Services Resources Center
- ✓ 3 Sales Pitching and Webinar Submissions
- ✓ E-Marketplace Sales Dashboards

Enterprise

RM 15,000.00

Per company / year

Pay Now

Business Professional

+

- ✓ Bunga Raya VIP Pavilion
- ✓ Preferred Access to Premium Buyers and International Sourcing Programme (INSP)
- ✓ 2 Immersive 3D Virtual Reality Booth Templates with 11 touch points
- ✓ Pavilion Advertisements
- ✓ Complimentary Participation for MATRADE Digital Trade Fair
- ✓ Unlimited Sales Pitching and Webinar Submissions
- ✓ Access to Exclusive Leads from Events, Exhibitions and Enquiries
- ✓ Advanced Dashboards and Analytics

Make Payment



Payment

✕ Cancel Payment

I'm about to pay
MYR 15,000.00

Payment
MYR 15,000.00

Payment Processed By MADANI Digital Trade

Payment Method

Timeout in 4:53

Payment Transaction ID
MY-PY-250324-00000002

Reference No
M4C1W1P171T1

Choose your payment method

 Credit/Debit Card



Card Number

Name on Card

Expiry Date (MM/YY)

CVV

Confirm

By clicking the confirm button, you agree to the
[Term of Service and Privacy Policy.](#)



Payment Summary

Merchant Name
MADANI Digital Trade VEP

Transaction Date & Time
24 Mar 2025 12:47:41 PM

Transaction Amount
MYR 15,000.00

Fee Amount
MYR 0.00

Reference No
M4C1W1P171T1

Payment Transaction ID
MY-PY-250324-00000002

Payment Type
Card

Status
Payment Completed

OK

Please do not close this window, you will be redirected in 5 seconds.

Complete Registration



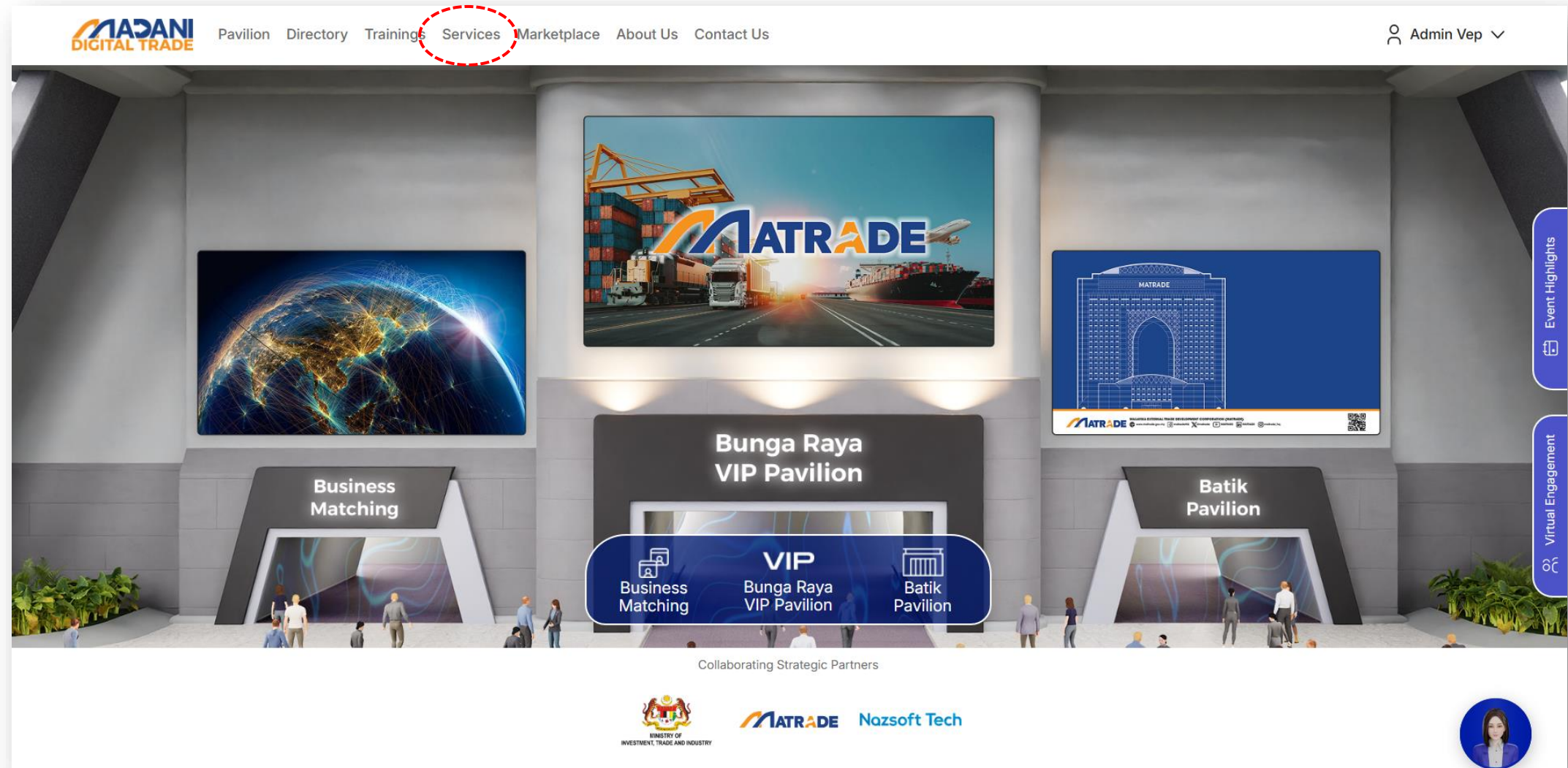
Congratulations! Your registration is complete!

You're all set to explore and make the most of our platform. Start using it now by clicking the button below!

Start

MADANI Digital Trade

madanitrade.com



MADANI Digital Trade



 MyTRADE Digital Officer ▾

-  All Events
-  Webinar
-  Pitching
- B2B Meeting
 -  Scheduled Meetings
 -  Request Meetings
 -  Manage Time Slots
- Services
 -  Trainings
 -  Financing
 -  Grant
 -  Insurance
 -  Logistics
- Quotation
 -  Requested Quotes
 -  Manage Quotations
- Request Forms

My Profile



Personal Details



Organisation Details



Business Matching



Subscriptions

First Name *

MyTRADE Digital

Last Name *

Officer

Phone Number *

MY +60 ▼ 362077077

Email

mytradedigital@matrade.gov.my

Designation *

MyTRADE Digital Officer

Time Zone

(UTC+8:00) Kuala Lumpur, Singapore ▼

Member Type : Seller

Status : **Approved**

Registration Date :

MADANI Digital Trade



Main Menu

Home

Back to VEP

Dashboard

Market Alert

Market Insights Report

Trade Leads

International Tender Notices

Malaysia's Trade Report

Newsletter & Publication

Welcome Back IT MATRADE

Remember to keep your company profile up-to-date and accurate

M

MATRADE 3030

Status: Active Products/Services: HUMAN RESOURCES MANAGEMENT CONSULTING SERVICES

Member Since

27 Sep 2009

Email

arshad@matrade.gov.my

Last Updated

09 Jan 2025

Edit Profile

Export Readiness Assessment

Evaluation of a business's readiness to enter international markets

62%

View Assessment

Assessment Date: 20 Jul 2023

Export Resources	63%
Management Commitment	58%
Marketing Methods	58%
Product/Service Potential	67%

Assessment Report

The business shows strong potential for export success, with solid foundations in strategy, operations, and market understanding. Minor refinements are needed to optimize international performance.

Application Status

Status of your company's current year application for Trade Events, Training Programmes, Market Development Grant (MDG) or eTRADE

MDG

SEF

ETRADE

Events

Training

MDG Application for Export Promotion Activities

- Participation in Export Promotion Activities (Physical Events)
- Participation in Export Promotion Activities (Virtual Events)
- International Certification for Exports

Upcoming Events

List of upcoming trade promotion and export training events

Trade Promotion

Export Training

17 Sep 2025

ASTAKA MALAYSIA @ THE CHINA ASEAN EXPO (CAEXPO) 2025

1. Late submission of application/ post event reports by the organiser and late or unresponsive reply to request for additional documents.

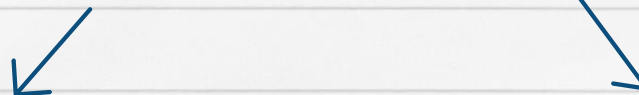


COMMON

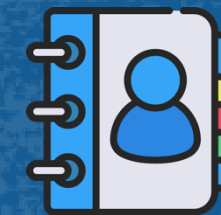


3. Equity/ ownership of the company not complied.

2. Insufficient/ incomplete documents.



MISTAKES



4. Details of contact persons not updated.

TIPS AND FRIENDLY REMINDER



Read & understand the MDG/SEF Guidelines

2. **REGISTRATION**



Registered as a MATRADE member



Document must be in **English translation**.
Translated Contract/ Agreement must be attested by Ministry of Foreign Affairs

4.

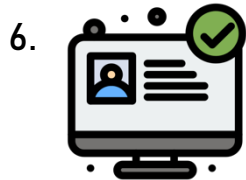


Claim documents must be **original & scan in color**

5.



All claim docs. **MUST be under company's name**; if it's under individual name, it must be listed in name of **directors/ shareholders or staff of the company as listed in EPF statement**.



Inform on any changes (address, account no.)



Response on time (if required) failure to do so may caused rejection

8.



Get info from the right source
www.matrade.gov.my

9.



Avoid cash payment

10.



All claim docs **MUST NOT be conceal**

11.

APPLY ONLINE

Apply online via MyDigitalTrade
madanitrade.com





In the nutshell..

GO BIG! GO GLOBAL!

GO THE DISTANCE WITH MATRADE

We Help You



PLAN



IDENTIFY



STRATEGISE



CONNECT



WIN





MARKET DEVELOPMENT UNIT

***2nd Floor, East Wing, Menara MATRADE
Jalan Sultan Haji Ahmad Shah
50480 Kuala Lumpur***

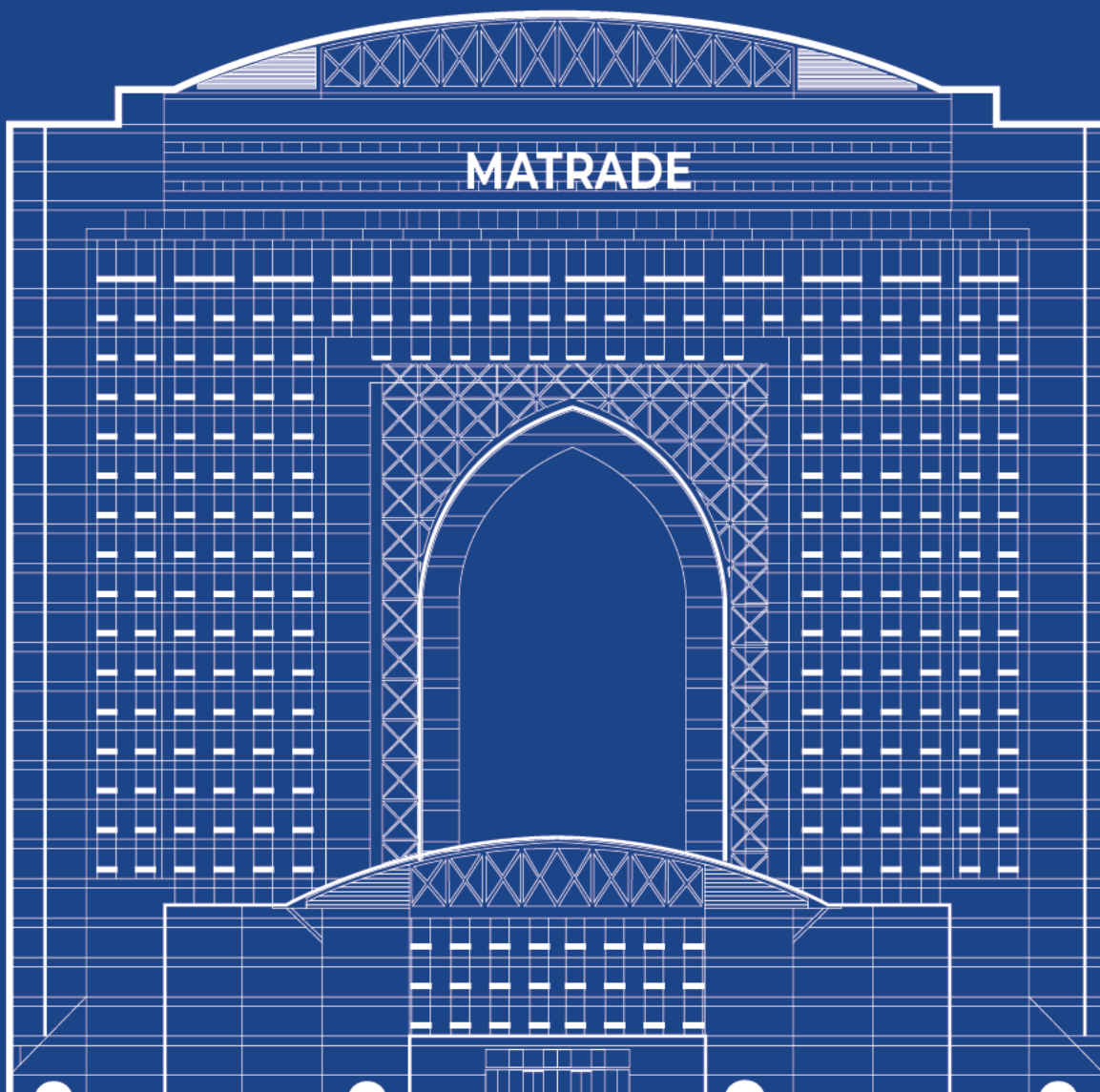


03-6207 7066



mdg@matrade.gov.my

sef@matrade.gov.my



THANK YOU



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