

MATRADE
BRIEFING

**MARKET DEVELOPMENT
GRANT (MDG)**

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

MDG

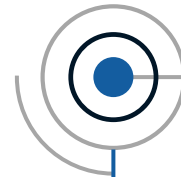


MARKET DEVELOPMENT GRANT

MARKET DEVELOPMENT GRANT (MDG)

A Reimbursable Grant on the Eligible Expenses.

Objective

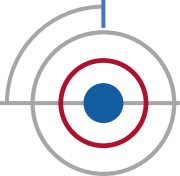


To assist SMEs, Professional Service Providers, Trade & Industry Associations, Chambers of Commerce, Professional Bodies and Cooperatives in Undertaking Eligible Export Promotion Activities.

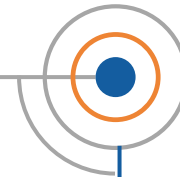
Expenses.



Form of Grant



Grant Ceiling

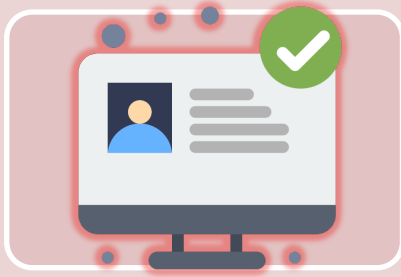


**Maximum RM 300,000
per applicant
(LIFETIME)**



**SUBJECT TO
AVAILABILITY
OF THE FUND**

MANDATORY REQUIREMENTS



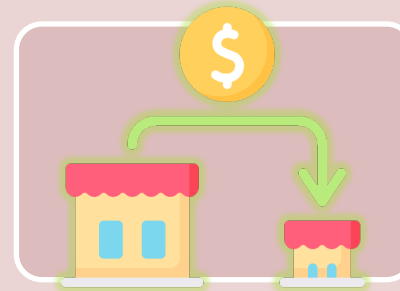
1. MATRADE MEMBER

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.



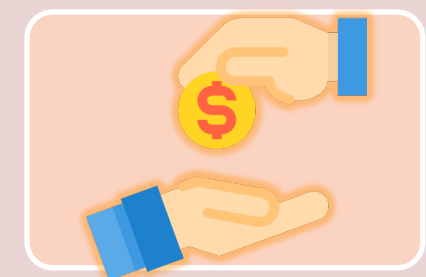
3. NOT SUBSIDIARIES OF:

- 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



SURUHJAJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA
(Agensi di bawah KPDNKK)

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



≥60% Equity
Owned by **Malaysian(s)**



BUATAN MALAYSIA

Made in Malaysia
Products or Services
for Export



Annual Sales Turnover
**NOT Exceeding RM50
million**

or



Full Time Employees
NOT Exceeding 200

TRADING



SURUHJAJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA
(Agensi di bawah KPDNKK)

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



≥60% Equity
Owned by **Malaysian(s)**



BUATAN MALAYSIA

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)



SURUHJAJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA
(Agensi di bawah KPDNKK)

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



≥60% Equity
Owned by **Malaysian(s)**



BUATAN MALAYSIA

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



BUATAN MALAYSIA

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



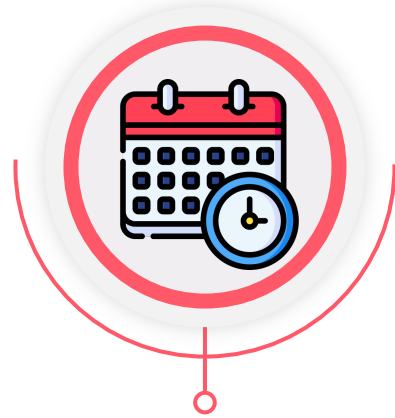
Incorporated under
Associated Professional Authority

CLAIMABLE EXPENSES

| Activities | Claimable Expenses | Expenses Covered |
|---|---|---|
| <p>1. Participation in International Trade Fairs Held in Malaysia & Overseas (Physical / Virtual) *Not eligible for B2C/ Festival Fairs</p> | <ul style="list-style-type: none"> • RM5,000 (Local) • RM25,000 (Overseas) | <p> Participation Fee or Booth Rental</p> |
| <p>2. Participation in Trade & Investment Missions (TIM) or Export Acceleration Missions (EAM) *Entities must be registered in Malaysia</p> | <ul style="list-style-type: none"> • RM10,000 (by MATRADE & Jointly organized with MATRADE) • RM2,000 (Others) | <p> Booth Construction or Enhancement *Printing materials are not covered</p> |
| <p>3. Participation in International Conferences Held Overseas *Excluding workshop/ seminar for human capital development/ skill enhancement</p> | <ul style="list-style-type: none"> • RM2,500 | <p> Air Fare *Transit expenses are not covered (max 2 pax)</p> <p> Accommodation *additional 2Ns; 6Ns maximum (max 2 rooms)</p> |
| <p>4. Listing Fees for Made in Malaysia Products in Supermarkets / Hypermarkets / Retail Centres / Boutique Outlets Located Overseas</p> | <ul style="list-style-type: none"> • RM20,000 | <p> Listing Fees</p> |
| <p>5. International Certification for Exports *Internationally recognised certifications</p> | <ul style="list-style-type: none"> • 30% of International Certification Cost, not exceeding RM25,000 per application | <p> All activities related to the international certification for export purposes only</p> |

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

MADANI Digital Trade

madanitrade.com

The image shows a screenshot of the madanitrade.com website. The browser's address bar displays 'madanitrade.com'. The top navigation bar includes links for 'About Us', 'Export', 'News & Announcements', 'Insights', 'Press Coverage', and 'Contact Us'. Social media icons for Facebook, Instagram, LinkedIn, and YouTube are also present. The main content area features a large blue banner with a woman using a laptop. The banner text reads: 'Thinking about joining Malaysia's export platform? How Does MADANI Digital Trade (MDT) Registration Actually Work? Discover the easy steps to join MDT and become a MATRADE member! CLICK HERE' with a hand cursor icon pointing to the link. The MADANI Digital Trade logo is located in the bottom right corner of the banner. In the background, there are faint text elements like 'Digital Trade', 'Malaysia's Digital Trade Revolution: MATRADE's AI-Driven Platform for Global Market Access', and 'Virtual Showcase Learn More'.



[Explore Virtual Showcase](#)

How to Register MADANI Digital Trade and MATRADE Member

MDT PLATFORM

Published on 16 Oct at 6:20 am



Read also



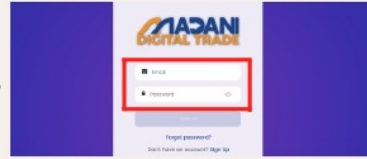
1 Go to madanitrade.com and click Explore Virtual Showcase.



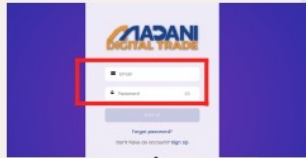
2 Click on Sign In / Sign Up at the top right corner.



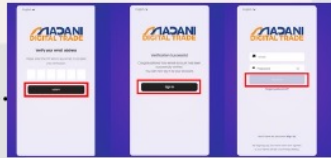
3a Sign In if you already have an account.



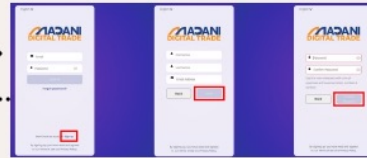
5 After verification, fill in your email and password.



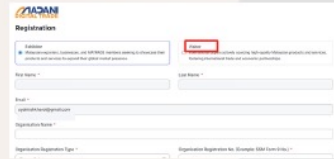
4 Verify your email address.



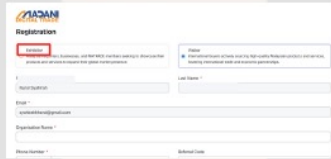
3b If you are new, register using your company email and create a password.



6a If you are a buyer or visitor, complete the visitor registration.



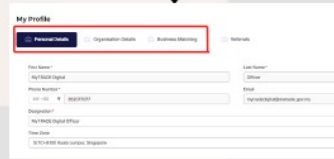
6b If you are an exhibitor, complete your exhibitor registration.



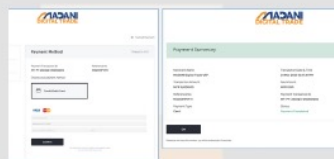
7 Select your subscription package.



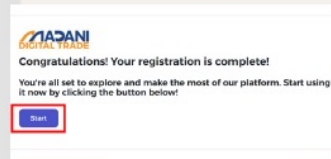
Complete your personal, organisation, business meeting details



8 Proceed to make the payment for your chosen package.



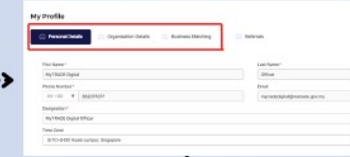
9 Confirm that the payment has been successfully completed.



10 Click the Services tab and complete your personal and organisation details.



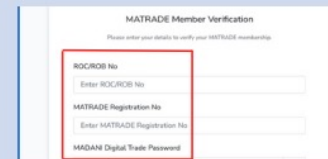
11 Complete your personal, organisation, business meeting details



12 Once you have completed your company registration, the MATRADE Member Portal will appear on the left-hand side menu, and you can click on it to proceed.



13a If you are already a MATRADE member, enter the required information



13b If you do not have an account yet, sign up as a member.



14 Fill in all required company profile details



MATRADE will review within 3 working days, and the membership number will be emailed upon approval.

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

Subscription Package



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

Subscription Package



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

MADANI Digital Trade

madanitrade.com



Pavilion Directory Training **Services** Marketplace About Us Contact Us

Admin Vep ▾



Business Matching

Bunga Raya
VIP Pavilion

Batik Pavilion

Business Matching

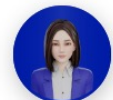
VIP
Bunga Raya
VIP Pavilion

Batik Pavilion

Collaborating Strategic Partners



MATRADE Nazsoft Tech



Event Highlights

Virtual Engagement

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

Home

Welcome Back IT MATRADE

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

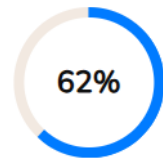


MATRADE 3030
Status: Active Products/Services: **HUMAN RESOURCES MANAGEMENT CONSULTING SERVICES**
Member Since: **27 Sep 2009** Email: **arshad@matrade.gov.my** Last Updated: **09 Jan 2025**

[Edit Profile](#)

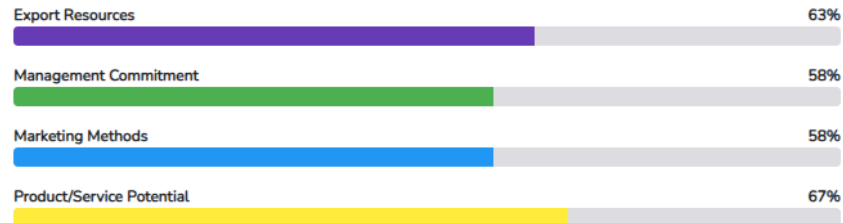
Export Readiness Assessment

Evaluation of a business's readiness to enter international markets



View Assessment

Assessment Date: 20 Jul 2023



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

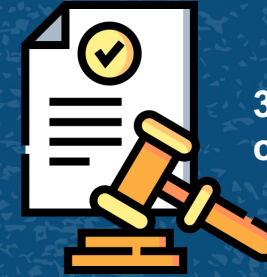
ASTAKA MALAYSIA @ THE CHINA ASEAN EXPO (CAEXPO) 2025

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

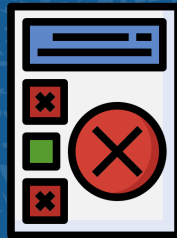


COMMON

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 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.

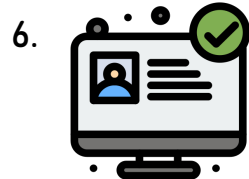


Claim documents must be **original & scan in color**

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.)

7.



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 MyExport
www.madanitrade.com





Thank You



CONTACT US

MARKET DEVELOPMENT UNIT

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



03-6207 7066



mdg@matrade.gov.my