

## Enterprise Singapore Market Assistance Readiness Scheme Frequently Asked Questions

### 1) What is the ESG MRA Scheme?

The Enterprise Singapore Market Assistance Readiness (MRA) Scheme is administered by Enterprise Singapore and aims to help take Singapore businesses overseas.

Small and medium enterprises (SMEs) can receive an international boost with the MRA scheme to help take your business overseas.

Eligible SMEs can receive the following support:

Up to 70% of eligible costs, capped at S\$100,000 per company per new country\* from 1 April 2020 to 31 March 2023 that covers:

- Overseas promotion (capped at S\$20,000)
- Overseas business development (capped at S\$50,000)
- Overseas set-up (capped at S\$30,000)

Eligible Singapore SMEs who are keen to launch their products in the US via Amazon.com can receive support of up to 70% of eligible costs for these third party services capped at S\$30,000 till 31 March 2023:

- a) Search and application via Amazon IP accelerator
- b) Tax advisory services
- c) FDA Registration for Food Manufacturers

With this collaboration in place, we hope to support more Singapore SMEs expand their businesses globally on Amazon.com.

*Note: The MRA Scheme support level of up to 70% will be extended until 31 Mar 2023. The maximum support level will be raised from 70% to 80% from 1 November 2020 to 30 September 2021.*

## 2) What are the services covered under this scheme?

Eligible SMEs can receive the following support:

- a) Upto 70% of eligible costs, capped at S\$30,000 per company per new country\* under the Overseas set-up support from 1 April 2020 to 31 March 2023 that covers:
  - i. Advisory, legal and documentation expenses relating to: Name search, and Intellectual Property (IP) Search and application via Amazon IP accelerator
  - ii. Advisory, legal and documentation expenses relating to: Implementation of recommended tax structures
  - iii. Advisory, legal and documentation expenses relating to: FDA Registration for Food Manufacturers

*\*With effect from 1 April 2020, a new country refers to a target overseas country whereby the applicant company has not exceeded S\$100,000 in overseas sales in each of the last three preceding years"*

## 3) Where can I go to find out more about this scheme?

To find out more about this scheme, you may visit <https://www.enterprisesg.gov.sg/financial-assistance/grants/for-local-companies/market-readiness-assistance-grant>

You may also view the FAQ in detail via: <https://www.enterprisesg.gov.sg/financial-assistance/grants/for-local-companies/market-readiness-assistance-grant/mra-faqs>

## 4) What is the eligibility criteria for this scheme?

Companies should meet the following criteria:

- a) Business entity is registered/incorporated in Singapore
- b) New country criteria, i.e. target overseas country whereby the applicant has not exceeded S\$100,000 in overseas sales in each of the last three preceding years
- c) At least 30% local shareholding
- d) Group Annual Sales Turnover of not more than S\$100 million; OR Company's Group Employment Size of not more than 200 employees

**5) Could you specify in more details the services covered under Country Set Up?**

There are 3 main services that SMEs may claim for. They are:

- a) IP and Trademark via Amazon IP Accelerator
- b) Third Party Tax Consultancy
- c) FDA Registration for Food Manufacturers\_

IP Accelerator Program

For Country Entry, you may use the scheme to pay for the Amazon IP Accelerator Program. This includes advisory, legal and documentation expenses related to:

- (i) Name search
- (ii) Intellectual Property (IP) Search and application

To receive the scheme on this service, you will need to provide proof of completion which includes but is not limited to the following:

- (i) Relevant filing documents submitted to authorities
- (ii) Copies of certificates, permits, licenses obtained, copies of franchises/JV agreements
- (iii) Report on assessment of financial and recommendations

Third Party Tax Consultancy

This includes advisory, legal and documentation expenses related to:

- (i) Implementation of recommended tax structures

To receive the scheme on this service, you will need to provide proof of completion which includes but is not limited to the following:

- (i) Relevant filing documents submitted to authorities
- (ii) Copies of certificates, permits, licenses obtained, copies of franchises/JV agreements
- (iii) Report on assessment of financial and recommendations

FDA Registration for Food Manufacturers

This includes advisory, legal and documentation expenses related to:

- (i) Import and export licenses

To receive the scheme on this service, you will need to provide proof of completion which includes but is not limited to the following:

- (i) Relevant filing documents submitted to authorities
- (ii) Copies of certificates, permits, licenses obtained, copies of franchises/JV agreements
- (iii) Report on assessment of financial and recommendations

**6) Which service providers are part of the Amazon Service Provider Network (SPN)?**

For the full list of service providers, you may download the handout here:

[https://m.media-amazon.com/images/G/01/AGS/SEA/ESG\\_MRA\\_SPN.pdf](https://m.media-amazon.com/images/G/01/AGS/SEA/ESG_MRA_SPN.pdf)

**7) How do I apply for this scheme?**

You may apply for the MRA scheme at [www.businessgrants.gov.sg](http://www.businessgrants.gov.sg)

For step-by-step guide, you may refer to: <https://www.enterprisesg.gov.sg/financial-assistance/grants/for-local-companies/market-readiness-assistance-grant/mra-faqs/mra-how-to-apply>

Alternatively, you may download this step-by-step guide that we have prepared for you here:

[https://m.media-amazon.com/images/G/01/AGS/SEA/Enterprise\\_Singapore\\_Market\\_Readiness\\_Assistance\\_MRA\\_Grant\\_Instructions.pdf](https://m.media-amazon.com/images/G/01/AGS/SEA/Enterprise_Singapore_Market_Readiness_Assistance_MRA_Grant_Instructions.pdf)