

INTRODUCING: Enterprise Singapore Market Readiness Assistance Scheme



For Singapore SMEs keen to sell in the
US marketplace via Amazon.com

What is this scheme for?

Small and medium enterprises (SMEs) can receive an international boost with ESG's Market Readiness Assistance (MRA) scheme to help take your business overseas via Amazon. SMEs can receive up to 70% of eligible costs, capped at S\$100,000 per company per new country. The scheme aims to help take Singapore businesses overseas, embrace digitalization, and take wing abroad at an earlier life stage.

Am I eligible?

Yes if...

- Business entity is registered/incorporated in Singapore
- 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
- At least 30% local shareholding
- Group Annual Sales Turnover of not more than S\$100 million; OR Company's Group Employment Size of not more than 200 employees

Which services to sell on Amazon are eligible under this scheme?

A: Overseas set-up (capped at S\$30,000)

- ✓ Amazon IP Accelerator Program
Up to USD 2900 covering a single brand for a single class of goods or service
- ✓ Tax consultancy services
Sales tax services include FEIN registration, sales tax registration, data processing, monthly managed sales tax filing, and service term
- ✓ FDA Registration for Food Manufacturers
Includes annual fee for Non-US Food Facility Registration and US Agent, labelling review, and label creation

[Click here](#) for a list of Service Providers

Getting Started



1. [Understand the overview of the MRA Scheme](#)
2. [Read the MRA FAQ in detail](#)
3. [Read the MRA How to apply step by step](#)
4. [Apply for the MRA Scheme](#)
*In step 7/12 of the application, fill the **Project Title** as "Sell on Amazon.com (USA Marketplace)"

[Enroll today](#)