



Khmer Enterprise – Export Market Development Grant Applicant’s Guide

1 Objectives

EMDG aims to provide grant support to SME exporters for eligible export promotion activities that develop new or build upon current export market sales. EMDG is funded by Khmer Enterprise (KE). This Application Guide provides information pertaining to the grant program. Interested SMEs are suggested to read this Guide carefully before starting the application.

2 Eligibilities

All applications that fit the essential eligibility criteria below will be considered for approval.

Table 1: Eligibility Criteria

Eligibilities	Description
Eligible firm	<ul style="list-style-type: none"> • Be a registered Cambodian SME legal entity • Be an ongoing business operation • Currently exporting products to other countries or preparing to export
Eligible Product	<ul style="list-style-type: none"> • All products and services that are currently exported or prepared to export to foreign markets • Raw materials used to make the product should be substantially of Cambodia origin
Eligible Export Market	<ul style="list-style-type: none"> • All international markets
Eligible Activities	<ul style="list-style-type: none"> • Activities to raise awareness of the potential to export/trade in foreign markets • Activities necessary for investigating and understanding how to access export markets, including field visits and interviews, market exploration visits, conducted by the firm or selected external consultants • Activities related to promotion and marketing (i.e., ecommerce development, other promotional programs, etc....) • Activities necessary for product or service adaptation • Activities related to food sanitary, safety, traceability, and export market requirements (i.e., acquire certification accreditation relating to export of agricultural, agro-industrial products, aquaculture, horticultural, etc....) • Activities related to quality assurance and conformity (i.e., standardization, quality assurance and conformity, accreditation, and metrology)
Eligible expense	<ul style="list-style-type: none"> • The EMDG will only reimburse expenses that adhere to the eligible activities. These expenses include, but are not limited to, the following

	<p>as illustrated in Table 3: Eligible Expense. Activities that are classified as ineligible will not be reimbursed by KE</p> <ul style="list-style-type: none"> • In the instance of a future eligible activity, the firm is required to provide evidence that the firm has incurred at least a proportion of the future eligible activity expense. For example, this could include paying an installment of a trade event participation ticket in the future
Eligible Claim	<ul style="list-style-type: none"> • Eligible evidence of expense is a document that illustrates payment of funds from the respective grant applicant to a third party in exchange for an eligible activity.¹ Typically, this would include any receipt for a transaction plus a copy of each of the relevant invoices / quotations / contracts (showing detailed contact information of the issuing organization). • For the avoidance of doubt, any document (e.g., a ticket) that does not illustrate the processing of funds from the applicant to a third party shall not be considered a proof of expenditure. • Additional documents should be submitted as supplementary documents in addition to the receipt and invoice above.² Additional supplementary documents include in Table 3: Eligible Expense. • If the fees are paid by an individual instead of the name of the applicant firm <ul style="list-style-type: none"> ○ A copy of the receipt indicating the individual as payer ○ Evidence that the payer is a proprietors/partners/shareholders/salaried employees ○ Payment record showing the individual has been repaid by the firm
Period of validity:	<ul style="list-style-type: none"> • The EMDG will reimburse the eligible activity if the expense has been incurred on or after 1 January 2019 • If the activity has not been completed, the firm is eligible to apply for the EMDG given that the expense has been made in partial or full. However, the firm must complete the activity by June 2023
One application per firm:	<ul style="list-style-type: none"> • Firms must consolidate all their expenses into one application form. If a firm has applied for the EMDG program, it will not be eligible to apply again

3 Grant amount

Grant Amount: This grant program is designed to reimburse up to 50% of the total eligible expenses incurred by the firm, given that sufficient and reliable supporting documents can be provided as required.

Eligible applicant may submit all available eligible expenses that meet the EMDG’s eligible activities and claim criteria. All expenses are subjected to review. The approved grant amount is decided by the Khmer Enterprise and included in the grant agreement. Approved grant amount must be accompanied by proof of payment at fund disbursement to be considered final grant amount.

¹ The name of the payer shown on the receipt(s) / documents must be the same as the name of the applicant firm

² The EMDG team may request an applicant firm to submit other supplementary documents and provide explanation on individual areas of the application as the case warrants assessment of an application.

Double co-financing: If a firm has received grant funds from another government or non-profit organization for the eligible activity, it should not apply for the EMDG program for the same funded expenditure under the same activity. The EMDG team reserves the right to reject the application and reimbursement of the claim and request for refund for disbursed fund already made to the beneficiary.

4 Ineligible firms, expenses, and claims

Ineligible firms

Firms engaged in illegal activity, gambling, prostitution, arms, and the production of pornographic material are ineligible from applying for the EMDG.

Ineligible Activities and Expense

EMDG will not support in the capital formation – initial/startup and/or ongoing concern financing – of the beneficiary firm. EMDG will not provide a grant for equipment purchases, or operational costs of the beneficiary firm. The list below describes other generic activities and expenses that EMDG will not reimburse for. This is not a comprehensive list of all ineligible expenses and should be used in conjunction with [Table 3: Eligible Expense](#) that defines all other ineligible expenses as defined for each activity. Further general ineligible expenses include:

- Ongoing, regular operational activities or core business, including product development, production, and distribution expenses
- Expenses for activities that have not been included in the application form and as per the grant agreement
- Expenses related to preparing an application for the EMDG
- Capital costs and office supplies (such as computers, office equipment, audio-visual equipment, office space, supplies and business cards)
- Overhead expenses (such as warehousing, long term legal services, utilities, and photocopying)
- Employee salaries and commissions
- Honoraria for professional services for which no fee has been set or agreed upon in advance
- Expenses relating to lobbying, public relations, policy development and influence
- Goods and Services Tax (GST)
- Any refundable portion of taxes, duties, or other items for which a refund or rebate is available (ex. carbon taxes and credits)

Ineligible Claim

Any claim without sufficient documentary evidence of expense is deemed ineligible and invalid. In addition, if the beneficiary firm does not fully cooperate and/or refuses ongoing monitoring and evaluation from the EMDG team to assess the beneficiary's export promotion activities, proof of expense, impact on business from participating in those export promotion activities, the grant agreement can be withdrawn at any time

5 Application Process

The application process consists of 6 key stages:

Table 2: Application Process

Stage	1. Online Application	2. Due Diligence	3. Approval	4. Grant Agreement	5. Claim Management	6. Fund Disbursement
Description	Applicants must submit a complete application online.	Eligible applicants will be requested to submit due diligence documents and then invited for a 15-minute interview.	EMDG team evaluates and approves eligible applicants and will notify applicants the status of their application	Eligible applicants and KE sign grant agreement.	KE contacts approved applicants to provide instructions on supporting document preparation for claim reimbursement.	schedules a fund disbursement meeting with approved applicants, and approved applicants must bring all physical copies of required documents on the day of the meeting to be reimbursed.
Due Diligence Requirement	No documents are required at this stage	<ul style="list-style-type: none"> • Expense form • A copy of the Memorandum and Articles of Incorporation • A copy of the latest 3 years annual Tax on Income (TOI) declaration and annual tax payment receipt • Proof of expenses paid (invoices/receipts) • Additional supplementary documents where applicable • Certificate of Incorporation (MOC Registration) • 2021 or 2022 patent tax certificate • Identification Card or Passport 	No documents are required at this stage	<ul style="list-style-type: none"> • A signed Grant Agreement by both approved grantee and EDC. 	No documents are required at this stage.	<ul style="list-style-type: none"> • Disbursement voucher • Original request letter • Proof of identification • Authorization Letter if individual named on the application cannot attend (if applicable) <p>*Applicants are required to bring the original documents along with the physical copies</p>

6 Beneficiary firm's obligation

As part of the grant agreement, the beneficiary firm shall:

- Complete the application form timely and truthfully along with all the supporting documents
- Provide evidence of payment pertaining to expenses incurred
- Agree to provide adequate information to KE's requests for information following the date of the activity
 - Data requested may include but not limited to export promotion activities and expense, details of those expense and activities including proof of expense and supporting documents, and impact on sales after conducting those export promotion activities
 - Information will typically be requested **6 months** following the date of the activity
- Inaccurate and incomplete submission of information by will result in a rejection of the application and/ or a complete withdrawal of any KE funding support.

7 Processing of Applications

Processing of Application

- Applications will be processed on a first come-first served basis according to the time and date of receipt of a duly completed and valid application by the EMDG team
- Under normal circumstances, the EMDG team will complete the processing of a valid application within 50 working days from the date of receipt of the duly completed application accompanied by all necessary documentation
- Late submission of information and support documents may affect the processing of the application. If the required supporting document is not available before the submission deadline (e.g., a receipt is yet to be issued by the supplier), an applicant firm may still submit a duly completed application form before the submission deadline, with an explanation on why a particular document is outstanding and when it will become available. Application will be processed after the outstanding document is submitted
- The EMDG team will notify an applicant firm of the result of an application (successful or otherwise) by email or phone call.

Amendment and Withdrawal of Applications

- The applicant firm should promptly inform the EMDG team in writing if there is any material change to the information contained in an application after its submission and whether it wishes to amend or withdraw an application arising from such a change
- In its written notification, the applicant firm should clearly state the applicant's name, business name, its Business Registration number, and information on the promotion activity concerned.
- The EMDG team will not accept any change to an application if the grant agreement stage has passed

Confidentiality of data and documentation

- The EMDG team reserves the right to store applicant information for the purpose of necessary compliance and internal monitoring and evaluation purposes

- All applicant information will be considered confidential. The sale or sending of applicant information to a third party by anyone connected to the EMDG is strictly prohibited
- The EMDG team is authorized to store any copies of official documentation from the due diligence process for internal purposes only
- Original documents provided by an applicant firm will be returned if requested by the applicant firm.

Right of Final Decision

- The EMDG team always reserves the absolute right to review any approved application and adjust the amount of funding support as it deems fit and proper. Any decision by the EMDG team to reject an application shall be considered final. Applicants can file any complaints about the program at EDMG@emc-consulting.asia.

Enquiry

- Firms will be invited to submit general queries to the following email address: EMDG@emc-consulting.asia or call us at 015 976 998.
- An applicant firm may make enquiries regarding the processing status of its application via email. Please note that the information provided in response to such enquiries is for reference only.

8 Annex

Eligible Expenses

The EMDG will only reimburse expenses that adhere to the eligible activities. These expenses include, but are not limited to, the following as illustrated in the table below:

Additional documents should be submitted as supplementary documents in addition to the receipt and invoice. The EMDG team may request an applicant firm to submit other supplementary documents and provide explanation on individual areas of the application as the case warrants assessment of an application.

Table 3: Eligible Expense

Expense Category	Eligible Expense	Ineligible expense	Supplementary Document (in addition to receipt for each transaction)
A. Trade Fairs or Exhibitions / Business Mission	<p>Participation in Trade Fair and Exhibition or Business Mission</p> <ul style="list-style-type: none"> • Associated fees and ticket costs for trade fairs, seminars, forums, private exhibitions (Participation can be virtual, in person, or hybrid) • Production of samples to be used at trade events for prospective international clients only • Event sponsorship of trade events in foreign markets • Costs incurred to pay for space and booth rental at trade events 	<ul style="list-style-type: none"> • Participation at trade events in Cambodia • Event sponsorship of trade events in Cambodia • Membership fees • Company branded apparel 	<ul style="list-style-type: none"> • Exhibition/Trade fair <ul style="list-style-type: none"> ○ Information pertaining to the exhibition, including name of the organizer, activity name and date of the activity, etc ○ Evidence showing that participants of the activity are the owner, shareholders, or salaried employees of the applicant firm (such as employment contract, salary payment record, etc.) ○ Substantial evidence of exhibition participation plan or proof of attendance shall be provided (such as photos of exhibition booth of the applicant firm, booth or stand number, exhibition contract showing name of the applicant firm as a participant, contact information

	<ul style="list-style-type: none"> • Construction, set up and design fee of booths, transportation fee for both components and exhibition (not for sales purpose), booth’s furniture rental fee • Design fee for virtual booth 		<p>of organizer and other forms of participation</p> <ul style="list-style-type: none"> • Business mission <ul style="list-style-type: none"> ○ For business mission (online or physical): the agenda of the business sessions with overseas buyers issued by the organizer (clearly showing the full name of applicant firm and participating representatives). ○ Evidence showing that participants of the activity are the owner, shareholders, or salaried employees of the applicant firm (such as employment contract, salary payment record, etc.)
	<p>Travel for meeting and events</p> <ul style="list-style-type: none"> • International travel expenses (e.g., flights) for the purpose of: <ul style="list-style-type: none"> ○ Attending trade events to meet with key contacts from target markets ○ Conducting market visits and meetings with key contacts in target markets • The cost of refundable return economy using the most direct route between Cambodia, target markets and approved destinations. Layovers or stops are acceptable for the purpose 	<ul style="list-style-type: none"> • Travel within Cambodia by the SME to market products is ineligible • Travel expenses for employees already residing or based in the target market(s) • Travel costs for individuals that are not executives of and/or employed by the Cambodian applicant company (such as consultant, outside legal counsel, foreign partner representative, etc.) • Reinstatement or refund of reward program points (for example Air Miles, Aeroplan, 	<ul style="list-style-type: none"> • Travel expenses outside of Cambodia <ul style="list-style-type: none"> ○ Flight itinerary issued by airline/travel agency to the applicant firm (with contact details of the airline/travel agency) and other relevant supporting information as required such as boarding passes, travel records of the representatives concerned, etc. ○ Evidence showing that participants of the activity are the owner, shareholders, or salaried employees of the applicant firm (such as employment contract, salary payment record, etc.) • Sponsorship for a familiarization trip of a prospective foreign customer

	<p>of securing a more economical price.</p> <ul style="list-style-type: none"> • Mandatory visa fees for target market(s) • The cost of sponsoring travel only of a familiarization trip of a prospective foreign customer 	<p>World points, or any other barter system)</p> <ul style="list-style-type: none"> • Cell phone charges such as international roaming charges or data plans, and Wi-Fi fees • Costs related to obtaining a passport • Expenses related to the use of a personal vehicle (employee, owner, or company vehicle) • Airfare that is business class, first class or any other classes above economy class • Insurance (such as travel, medical, dental or rental insurance) • Costs of hospitality (including bar tabs), entertainment and gifts • Costs of ground transportation, accommodation, and mandatory vaccination / health checkup. 	<ul style="list-style-type: none"> ○ Provide the name of the foreign customers, company profile, and rationale to why this foreign customer could be a strategic client. Flight itinerary under the name of the foreign customer, issued by airline/travel agency to the applicant firm (with contact details of the airline/travel agency) and other relevant supporting information as required (such as boarding passes, travel records of the representatives concerned, etc.)
	<p>Interpretation services:</p> <ul style="list-style-type: none"> • Paying for an interpreter to facilitate in a conference/video conference/in person interactions with key contacts from the target market 	<ul style="list-style-type: none"> • The interpreter must be an independent contractor and cannot be an employee of the SME. • Per diem expenses for an interpreter are ineligible 	<ul style="list-style-type: none"> • A copy of the contract/service order/confirmation with the service provider clearly showing the service details including the specification of the final output and the service period if applicable, the customer's full name (which should be the same as the full

	<ul style="list-style-type: none"> • Flight ticket only for an independent contractor 		<p>name of the applicant firm), service fee and other details, e.g., contact information of the service provider Interpreter’s traveling expense</p> <ul style="list-style-type: none"> • For flight ticket of the eligible representative participating in a physical event held outside of Cambodia, flight itinerary issued by airline/travel agency to the applicant firm (with contact details of the airline/travel agency) and other relevant supporting information as required (such as boarding passes, travel records of the representatives concerned, etc.)
<p>B: Marketing, and Promotion</p>	<ul style="list-style-type: none"> • The cost of creating or adapting brochures and promotional print materials, videos, and websites. • The cost of translating existing marketing materials. • The cost of online advertising including Search Engine Optimization (SEO). • Can be for online or offline events • Eligible platforms include: <ul style="list-style-type: none"> ○ social media platforms (ex. Facebook, Twitter, LinkedIn, Instagram and WeChat) 	<ul style="list-style-type: none"> • Costs related to “core” marketing and promotional materials that support the company’s operations in Cambodia. These include creating a Cambodian website or software development and sales platform. • Website application, maintenance and hosting fees • Fees for influencers and Key Opinion Leaders • Fees to access online marketplaces (ex. Alibaba, Amazon, TMall) • Subscriptions and fees to access e-commerce platforms 	<ul style="list-style-type: none"> • Hiring a firm to provide marketing and promotion service <ul style="list-style-type: none"> ○ A copy of the contract of the relevant activity conducted showing the activity concerned, the activity period, quantity, scope, output, usage, and other details, e.g. contact information of the service provider or operator • Advertising expense <ul style="list-style-type: none"> ○ For advertising expenses (printed/electronic catalogue/brochure/leaflet, and/or printing expenses for a physical exhibition, a copy of the catalogue/brochure/leaflet concerned ○ Printout of relevant activity with date of printing and hyperlink of the website

	<ul style="list-style-type: none"> ○ online marketplaces (ex. Amazon and Alibaba) ○ search engines (ex. Google and Yahoo) ● The cost of translating product labels into appropriate language of the exporting destination ● The cost of production of free samples, developing or building a prototype for target market 	<p>(ex. BigCommerce, Shopify, 3dcart, WooCommerce, Volusion, PrestaShop, Weebly, SquareSpace, Magento and Wix)</p> <ul style="list-style-type: none"> ● SaaS marketing tools ● Crowdfunding projects ● Sales training ● Traditional advertising (ex. print ads or radio ads) ● The design of product labels in the ordinary course of business ● Promotional or giveaway items (pens, mugs, umbrellas, tote bags, t-shirts, etc.) 	<p>concerned (such as website containing the advertisement, results of keyword search, website of the online shop) showing the content of the activity including the contact of the applicant firm</p> <ul style="list-style-type: none"> ● Online exhibition <ul style="list-style-type: none"> ○ For online exhibition / website, printout certified by the organizer clearly showing the full view of the advertisement on the online exhibition website, hyperlink of the website concerned, the advertisement period, the full company name and local contact information of the applicant firm
<p>C: Product Adaptation to meet Export Market Requirement</p>	<p>Contractual agreements, IP protection, certification, and product adaptation</p> <ul style="list-style-type: none"> ● Adaptation and translation of contractual agreements (such as sales contract, distribution agreement, nondisclosure agreement, etc.). ● Application fees paid to local authorities of the target market for the protection of intellectual property (IP). This includes patents, trademarks, 	<ul style="list-style-type: none"> ● Application fees for the protection of intellectual property (IP) within Cambodia. ● Fees for the registration of a company in a foreign country. ● Any product development, production or distribution expenses in the ordinary course of operating business 	<ul style="list-style-type: none"> ● Service contracts <ul style="list-style-type: none"> ○ A copy of the contract/service order/confirmation with the service provider clearly showing the service details including the specification of the final output and the production period if applicable, the customer’s full name (which should be the same as the full name of the applicant firm), service fee and other details, e.g., contact information of the service provider ● Printout from government’s website or printed material, laws, and regulations that the activity is a mandatory requirement for export or an explanation of rationale to

	<p>copyrights and protection of trade secrets.</p> <ul style="list-style-type: none"> • Application fees related to certification that is required to access a jurisdiction. • The cost of registering a product in a target market. • Expenses incurred related to testing, examination or inspections required for certificate that is required for international markets only • Costs associated with product adaptation to target market • Cost related to food sanitary, safety, traceability, and export market requirements (i.e., acquire certification accreditation relating to export of agricultural, agro-industrial products, aquaculture, horticultural, etc....) • Cost related to quality assurance and conformity (i.e., standardization, quality assurance and conformity, accreditation and metrology) 		<p>which such product adaptation activity is needed</p>
<p>D. Consultation:</p>	<p>Business, Tax and Legal advice</p> <ul style="list-style-type: none"> • Must be an independent contractor and have specific 	<ul style="list-style-type: none"> • Travel and per diem expenses that a consultant does not include within their overall fee 	<ul style="list-style-type: none"> • Business, Tax and Legal Advice <ul style="list-style-type: none"> ○ A copy of the contract/service order/confirmation with the service

	<p>expertise outside of what the applicant company is expected to have</p> <ul style="list-style-type: none"> • Must clearly state the role of the consultant • Expert advice on legal, tax or business matters • Expert advice on regulatory issues (such as market access, intellectual property, and certification) <ul style="list-style-type: none"> • Expert advice for digital and e-commerce marketing 	<ul style="list-style-type: none"> • Salary of an in-market representative or local employee who is conducting core business activities • Retainer fees paid monthly 	<p>provider clearly showing the service details including the specification of the final output and the production period if applicable, the customer’s full name (which should be the same as the full name of the applicant firm), service fee and other details, e.g., contact information of the service provider</p>
	<p>Market research, feasibility studies, identification of key contacts, B2B facilitation</p> <ul style="list-style-type: none"> • Export market research (e.g., field visits & interviews, market exploration visits) • Identification of key contacts • Facilitation of business-to-business (b2b) meeting programs and matchmaking • Feasibility studies 	<ul style="list-style-type: none"> • Travel and per diem expenses that a consultant does not include within their overall fee • Salary of an in-market representative or local employee who is conducting core business activities • Retainer fees paid monthly 	<ul style="list-style-type: none"> • Market Research, Feasibility Studies, and Identification of Key Contacts, B2B Facilitation <ul style="list-style-type: none"> ○ A copy of the contract/service order/confirmation with the service provider clearly showing the service details including the specification of the final output and the production period if applicable, the customer’s full name (which should be the same as the full name of the applicant firm), service fee and other details, e.g., contact information of the service provider.