



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 Key Dates

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| Key information | |
| Application open | 02 August 2022 – 15 October 2022 |
| Interview | October 2022 |
| Evaluation and reporting | November 2022 |
| Grant agreement | January 2023 |
| Administering entity | Emerging Markets Consulting |
| Enquiries: | emdg@emc-consulting.asia or 015 976 998 |
| Date guidelines released: | 02 August 2022 |

3 Eligibilities

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

Table 1: Eligibility Criteria

| Eligibilities | Description |
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| Eligible firm | <ul style="list-style-type: none"> Formally registered with MoC or relevant ministries (MISTI, MAFF, etc.) Have an ongoing business operation Currently exporting products to other countries or preparing to export Hold a 2022 or 2021 Patent Tax Certificate |
| Eligible Product | <ul style="list-style-type: none"> All products and services that are currently exported or prepared to export to foreign markets At least 40% of the business inputs are of substantially Cambodian origin (e.g., raw materials, labor, etc.) |
| 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 |

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| | <ul style="list-style-type: none"> • 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 for export purposes • Activities necessary for product or service adaptation • Activities related to food sanitary, safety, traceability, and export market requirements • Activities related to quality assurance and conformity |
| 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 as illustrated in the table in the <i>Error! Reference source not found.</i> Activities that are classified as ineligible will not be reimbursed by KE • The quotation(s) is highly preferable for estimated expenses proposed in the application |
| Eligible Claim | <ul style="list-style-type: none"> • Firm can submit a claim for disbursement after it has completed the activity. Payment of approved grants is made on sight of the presentation of a fully documented claim, including documentary evidence of the expenditures incurred and upon completion of the validation of the claim by KE • 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. Typically, this would include receipt. • 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 • Please see Error! Reference source not found. Error! Reference source not found. |
| Period of validity: | <ul style="list-style-type: none"> • Firms applying for the EMDG must propose an export promotion activities plan. All activities in the proposal must align with the eligible activities of the EMDG. • Only activity that incurred and finished between 1st February 2023 and 31st December 2023 will be allowed for the program • Firms receive reimbursement only after the activity has been completed even if the expense has been made |
| 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 |

4 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 applicants can receive grant amounts from 5,000 USD and up to a maximum of 20,000 USD.

An eligible applicant may submit all available eligible expenses that meet the EMDG's eligible activities and claim criteria. All expenses are subject 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.

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.

5 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 **Error! Reference source not found.** 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.

6 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 |
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| Description | Applicants must submit a complete application online via https://bit.ly/3AQquwS | Eligible applicants will be requested to submit the firm's export profile and expense plan and then invited for a 1-hour interview. | EMDG team evaluates and approves eligible applicants and will notify applicants the status of their application (Shortlisted or failed) Applicants will be directed to KE on the result. If selected by KE, a grant agreement will be prepared by KE for the applicants. | Eligible applicants will be requested to submit due diligence documents. Once due diligence documents are fulfilled, eligible applicants and KE sign grant agreement. | EMDG team contacts approved applicants to provide instructions on supporting document preparation for claim reimbursement. | EMDG team 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"> • Export Profile • Expense Plan • Quotations (highly preferred) | No documents are required at this stage | <ul style="list-style-type: none"> • A signed Grant Agreement by both approved grantee and KE • A copy of 2021 or 2022 Patent Tax Certification | No documents are required at this stage. | <ul style="list-style-type: none"> • Disbursement voucher • Original request letter |

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| | | | | <ul style="list-style-type: none"> • A copy of the latest year or 2019, 2020, 2021 Tax on Income (TOI) declaration and/or annual tax payment receipt • A copy of Certificate of Incorporation or Business Registration Certificate with Relevant Ministries (MISTI, MAFF, etc.) • A copy of the National Identification Card or Passport of the business owner • Proof of expenses (invoices/quotations/contracts) • Additional supplementary documents where applicable | | <ul style="list-style-type: none"> • 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> |
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7 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 by KE
- 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.

8 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 60 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 inquiries regarding the processing status of its application via email. Please note that the information provided in response to such inquiries is for reference only.

9 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 explanations on individual areas of the application as the case warrants assessment of an application.

Table 3: Eligible Expense

| Eligible Activities | Eligible Expense Categories | Descriptions | Eligible Expenses | Ineligible Expenses |
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| Trade Events | Trade events participation | Participating in trade events (virtual, in-person, or hybrid) outside of Cambodia by employees for the purpose of: <ul style="list-style-type: none"> ○ Conducting market visits and meetings with key contacts in target markets ○ Showcasing products to international market | Participation fees or ticket costs to attend <ul style="list-style-type: none"> • Trade fairs • Seminars • Forums • Exhibitions | <ul style="list-style-type: none"> • Participating trade events in Cambodia • Event sponsorship of trade events in Cambodia • Membership fees |
| | Travelling | International (cross-border) travelling to participate in trade events by air, land, or sea from Cambodia to trade events' host-country. | Cost of economy round-trip tickets including <ul style="list-style-type: none"> • Flight ticket • Train ticket • Bus ticket | <ul style="list-style-type: none"> • Traveling within Cambodia by the company to market products. • Travelling expenses for employees already residing or based in the target market(s) • Travel costs for individuals that are not executives of and/or employed |

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| | | | | <p>by the Cambodian applicant company (such as consultant, outside legal counsel, foreign partner representative, etc.)</p> <ul style="list-style-type: none"> • Reinstatement or refund of reward program points (for example Air Miles, Aeroplan, World points, or any other barter system) • Cell phone charges such as international roaming charges or data plans, and Wi-Fi fees • 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 while in target market, accommodation, per diem and mandatory vaccination / health check-up |
| | Space or booth rental | Renting space or booth at trade events to display products or other promotional materials for promoting and advertising products. | <ul style="list-style-type: none"> • Space and booth rental fee | |
| | Construction, set up, and design of booth | Constructing, setting up, and designing booths for displaying | Related fees for | Construction of booth in Cambodia or for tradeshow |

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| | | products and other promotional materials at trade events. | <ul style="list-style-type: none"> • Designing both virtual and physical booth • Constructing and setting up booth • Transporting both components and exhibition (not for sale purpose), • Renting Booth's furniture • Connecting electricity to use at trade events | in Cambodia are not eligible |
| | Visa | Paying to apply for visa to enter foreign country of target markets. | <ul style="list-style-type: none"> • Mandatory visa fee | <ul style="list-style-type: none"> • Costs related to obtaining a passport |
| | Interpretation Services | <p>Contracting an interpreter to facilitate in a conference/video conference/trade events/in person interactions with key contacts from the target market.</p> <p><i>(Note: the interpreter has to be an independent contractor and cannot be an employee of the company.)</i></p> | <ul style="list-style-type: none"> • Interpretation fee • Economy, round-trip flight, train, or bus ticket for cross-border travelling for an interpreter | <ul style="list-style-type: none"> • Per diem expenses for an interpreter |
| Business Mission | Short trips to a foreign country | Going on a business trip with specific purposes or agenda to meet with key contacts or prospective clients in countries of target markets. | <p>Cost for economy, round-trip tickets including</p> <ul style="list-style-type: none"> • Flight ticket • Train ticket | <ul style="list-style-type: none"> • Traveling within Cambodia by SMEs to market products. |

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| | Foreign buyer visit | Traveling between Cambodia and a foreign country of a prospective foreign buyer of your product so that you can undertake promotional activities to market your products to that buyer. | <ul style="list-style-type: none"> • Bus ticket | <ul style="list-style-type: none"> • Travelling 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, World points, or any other barter system) • Cell phone charges such as international roaming charges or data plans, and Wi-Fi fees • 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, per diem and mandatory vaccination / health check-up |
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| Marketing and Promotion | Free samples | <p>Providing free samples of your product either:</p> <ul style="list-style-type: none"> to prospective international clients/buyers to be used at trade events To a person from foreign countries if your product is tourism services and take place in Cambodia <p>(Note: Your samples must be the same as your product that would be provided under any future sales agreements.)</p> | <ul style="list-style-type: none"> Cost of producing samples & developing or building prototype for target markets. Cost of sample shipment to prospective buyers or trade events for promotion and advertisement. | <ul style="list-style-type: none"> Cost of producing company branded merchandise |
| | Promotional and advertising materials | Producing and providing materials to promote or advertise your product in a foreign country. | <p>Related costs for:</p> <ul style="list-style-type: none"> Developing and designing websites for international outreach Design and printing of catalogues, brochures, leaflets, and posters for exhibitions, and trade fairs in the international markets Design and print X-stand for exhibition, and trade fair Creating promotional photos or videos in foreign | <ul style="list-style-type: none"> Costs related to “core” marketing and promotional materials that support the company’s operations in Cambodia including: <ul style="list-style-type: none"> Creating a website with only Khmer language Advertising on local media in Khmer language Developing software and sales platform in Khmer for operational purposes Website and application maintenance and hosting fees Cost of designing product labels for day-to-day sales Cost of producing company branded merchandise |

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| | | | <p>languages for the purpose of export advertisement</p> <ul style="list-style-type: none"> • Translating existing marketing materials into foreign languages • Designing product labels for export purposes | |
| Online advertisement | Advertising products or services in foreign markets online or offline | <p>Cost of online advertising includes</p> <ul style="list-style-type: none"> • Search Engine Optimization (SEO) • Publishing in magazines or newspapers in English • Advertising on google • Advertising in the international marketplace • 1st time fee to access online marketplaces (e.g., Alibaba, Amazon, TMall, etc.) | <ul style="list-style-type: none"> • Fees for influencers and Key Opinion Leaders • Maintenance fees to access online marketplaces (ex. Alibaba, Amazon, TMall) • Subscriptions and fees to access e-commerce platforms (ex. BigCommerce, Shopify, 3dcart, WooCommerce, Volusion, PrestaShop, Weebly, SquareSpace, Magento and Wix) • SaaS marketing tools • Crowdfunding projects • Sales training • Traditional advertising (ex. print ads or radio ads) for local use • Promotional or giveaway items (pens, mugs, umbrellas, tote bags, t-shirts, etc.) • Fee for advertising on social media (Facebook, Instagram, YouTube, etc.) where only bank transfer is presented as receipt is not eligible. | |

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| Product Adaptation | Intellectual property rights | Seeking the granting, registering or extending of intellectual property rights of your product in a foreign country. | Application fees paid to authorities of the target market for the protection of intellectual property (IP) including: <ul style="list-style-type: none"> • Patents • Trademarks • Copyrights • Protection of trade secrets | <ul style="list-style-type: none"> • Application fees for the protection of intellectual property (IP) within Cambodia. |
| | Product registration | Registering products in targeted market | Product registration cost paid to authorities in foreign country | <ul style="list-style-type: none"> • Fees for the registration of a company in a foreign country. |
| | Standardized certificate acquisition | Undertaking activities to acquire quality standards certifications to improve products' quality to be more competitive in international markets. Quality standards and certifications including but not limited to: <ul style="list-style-type: none"> • Good Manufacturing Practices (GMP) Certificate • Hazard Analysis Critical Control Point (HACCP) certificate • Quality Management Systems (ISO 9001: 2015) • Environmental Management (ISO 14001) | <ul style="list-style-type: none"> • Application fee • Auditing fee • Application fees related to certification that is required to access a jurisdiction. • Costs incurred related to testing, examination or inspections required for certificate purpose • Consulting fee for acquiring quality standards and certification's purpose | <ul style="list-style-type: none"> • Cost for testing raw materials or other related examinations/inspections that are meant for operation and not for export purpose • Renewal and maintenance fee for quality standards and certifications |

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| | | <ul style="list-style-type: none"> • Occupational Health and Safety (ISO 45001) • Food Safety Management (ISO 22000) • Halal Certification • USDA/EU/JAS and other Organic Certificates • BRC Food Standard Certification <p><i>(Note: priority is given to the 1st time certificate acquisition.)</i></p> | <ul style="list-style-type: none"> • Auditing fee for acquiring quality standards and certification's purpose | |
| Consultation | Consultants | <p>Engaging a consultant to undertake either:</p> <ul style="list-style-type: none"> • Researching into the market in a foreign country for your product (field visits & interview and market exploration visit, etc.) • Conducting feasibility studies • Advising on digital and e-commerce marketing • Advising on regulatory issues required by target markets (market access, intellectual property, and certification) • Identifying key contacts • Facilitation of business-to-business (b2b) meeting | <ul style="list-style-type: none"> • Consulting fee based on contract | <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 |

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| | | <p>program and matchmaking</p> <p><i>(Note: a consultant must be an independent contractor and have specific expertise outside of what the company is expected to have.)</i></p> | | |
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Supplementary Documents

Supplementary Documents refer to the additional information or documents that applicant firms use to support their expense plans, including invitation letter, quotation/invoice of the expenditure, contract, etc. To support the expense plan, applicant firms should provide quotations from possible service providers.

Table 4: Supplementary Documents

| Eligible Activity | Eligible Expense Categories | Eligible Expenses | Supplementary Documents |
|---------------------|-----------------------------|---|--|
| Trade Events | Trade events participation | Participation fees or ticket costs to attend <ul style="list-style-type: none"> • Trade fairs • Seminars • Forums • Exhibitions | <ul style="list-style-type: none"> • Invitation letter, trade events’ participation contract or participation request form detailing information pertaining to the exhibition, including name of the organizer, activity name and date of the activity, etc. • Evidence showing that participants in the activity are the owner, shareholders, or salaried employees of the applicant firm (such as employment contract, salary payment record, etc.) • Quotation or invoice of participation fee, showing name of the applicant firm as a participant, contact information of organizer and other forms of participation |
| | Traveling | Cost of economy round-trip tickets including <ul style="list-style-type: none"> • Flight ticket | <ul style="list-style-type: none"> • Quotation or invoice of travel itinerary issued by airline/travel agency to the applicant firm (with contact detail of airline/travel agency) and other relevant supporting |

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| | <ul style="list-style-type: none"> • Train ticket • Bus ticket | <p>information as required such as number of travel days, number of people who will travel to attend the events, and ticket cost</p> <ul style="list-style-type: none"> • Evidence showing that participants in the activity are the owner, shareholders, or salaried employees of the applicant firm (such as employment contract, salary payment record, etc.) |
| Space or booth rental | <ul style="list-style-type: none"> • Space and booth rental fee | <ul style="list-style-type: none"> • Quotation/invoice/contract/service order/confirmation letter with service provider clearly showing the service details including rental fee and booth location. If applicable, name of the company (which should be the same as the full name of the applicant firm), and other details, e.g., contact information of the service provider |
| Construction, set up, and design of booth | <p>Related fees for</p> <ul style="list-style-type: none"> • Designing both virtual and physical booth • Constructing and setting up booth • Transporting both components and exhibition (not for sale purpose), • Renting Booth's furniture | <ul style="list-style-type: none"> • Invoice/quotation/contract/service order/confirmation with service provider clearly showing the service details. If applicable, the name of the company (which should be the same as the full name of the applicant firm), and other details, e.g., contact information of the service provider |
| Visa | <ul style="list-style-type: none"> • Mandatory visa fee | <ul style="list-style-type: none"> • Quotation or invoice of visa application fee issued by embassy or travel agency showing the details information about the person who travels on behalf of applicant firm, travel destination, visa fee, etc. or • Table cost listed on the target country's embassy's website with specific cost for the visa type the candidate is applying for |

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| | Interpretation Services | <ul style="list-style-type: none"> • Interpretation fee • Economy, round-trip flight, train, or bus ticket for cross-border travelling for an interpreter | <ul style="list-style-type: none"> • Scanned visa on the passport • Quotation/invoice/contract/service order/confirmation letter with different service providers clearly showing the service details including the specification of the output, production period, and scope of work if applicable, name of the company (which should be the same as the full name of the applicant firm), and other details, e.g., service fee, contact information of the service provider • For interpreter's international travel, provide invoice, or quotation of flight ticket or flight itinerary issued by airline/travel agency to the applicant firm (with contact detail of airline/travel agency) and other relevant supporting information as required such as number of travel days, name of interpreter and ticket cost <p><i>(Note: firms must provide at least 3 quotations for the proposed interpretation fee.)</i></p> |
| Business Mission | Short trips to a foreign country | Cost for economy, round-trip tickets including <ul style="list-style-type: none"> • Flight ticket • Train ticket • Bus ticket | <ul style="list-style-type: none"> • For business mission, provide the agenda and potential mission outcomes of the business mission sessions with prospective overseas buyers issued by the organizer (clearly showing the full name of applicant firm and participating representatives). • Evidence showing that participants in the activity are the owner, shareholders, or salaried employees of the applicant firm (such as employment contract, salary payment record, etc.) • Quotation or invoice of flight ticket or flight itinerary issued by airline/travel agency to the applicant firm (with contact detail of airline/travel agency) and other relevant supporting information as required such as number of travel days, number of people who will be on business mission trip, and flight ticket cost |

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| | Foreign buyer visit | Cost for economy, round-trip tickets including <ul style="list-style-type: none"> • Fight ticket • Train ticket • Bus ticket | <ul style="list-style-type: none"> • Provide the name of the foreign customers, company profile, rationale to why this foreign customer could be a strategic client, purpose, expected outcomes, and other relevant information about the visit • Quotation or invoice of flight ticket or flight itinerary issued by airline/travel agency to the applicant firm (with contact detail of airline/travel agency) and other relevant supporting information as required such as number of travel days, number of people who will be on the business mission, and ticket cost |
| Marketing and Promotion | Free samples | <ul style="list-style-type: none"> • Cost of producing samples & developing or building prototype for target markets. • Cost of sample shipment to prospective buyers or trade events for promotion and advertisement. | <ul style="list-style-type: none"> • Quotation or invoice of free sample production cost, • Quotation or invoice of sample shipment to prospective buyers, detailing sample products, buyers' location, name of buyers and their company, quantity of sample and other relevant information |
| | Promotional and advertising materials | Related costs for: <ul style="list-style-type: none"> • Building and designing websites for international outreach • Designing and printing brochures, leaflets, | <ul style="list-style-type: none"> • Quotation/invoice/contract/service order with different service providers clearly showing the service details, including the specification of the output, production period, scope of work, and quantity; if applicable, the company name (which should be the same as the full name of the applicant firm), |

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| | | <p>and posters for exhibitions, and trade fairs</p> <ul style="list-style-type: none"> • Acquiring X-stand for exhibition, and trade fair • Creating promotional videos in foreign languages • Translating existing marketing materials into foreign languages • Designing product labels for export purposes | <p>service fee and other details, e.g., contact information of the service provider</p> <ul style="list-style-type: none"> • Provide the rationale for why each certain activity could promote the potential export/trade in the foreign markets <p><i>(Note: if applicable, please provide at least 3 quotations of expenses related to the creation of promotional and marketing materials from 3 different service providers.)</i></p> |
| | Online advertisement | <p>Cost of online advertising includes</p> <ul style="list-style-type: none"> • Search Engine Optimization (SEO). • Publishing in magazines or newspapers • Advertising on google • Advertising in the marketplace | <ul style="list-style-type: none"> • Quotation or invoice of the expenses related to advertising products or services in foreign markets • Provide the rationale for why each certain activity could promote the potential export/trade in the foreign markets |
| Product Adaptation | Intellectual property rights | Application fees paid to local authorities of the target market for the | <ul style="list-style-type: none"> • Quotation or invoice of application fee issued by government or authorities in the foreign market showing the full name of applicant firm, contact details, service fee, etc. |

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| | <p>protection of intellectual property (IP) including:</p> <ul style="list-style-type: none"> • Patents • Trademarks • Copyrights • Protection of trade secrets | |
| Product registration | Registration cost paid to authorities in foreign country | <ul style="list-style-type: none"> • Quotation or invoice of registration cost issued by government or authorities in the foreign market showing the full name of applicant firm, contact details, service fee, etc. |
| Standardized certificate acquisition | <ul style="list-style-type: none"> • Application fee • Auditing fee • Application fees related to certification that is required to access a jurisdiction. • Costs incurred related to testing, examination or inspections required for certificate that is required for international markets only • Consulting fee for acquiring quality standards and certification's purpose • Auditing fee for acquiring quality standards and certification's purpose | <ul style="list-style-type: none"> • Quotation/invoice/contract/service order/confirmation letter with the different service providers clearly showing the service details including the specification of the final output and the production period; if applicable, name of the company (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 the government's website or printed materials, laws, and regulations that the activity is a mandatory requirement for export or an explanation of rationale to which such product adaptation activity is needed <p><i>(Note: firms must provide at least 3 quotations from different service providers for proposed expenses related to standard and certificate acquisition.)</i></p> |

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| Consultation | Consultants | <ul style="list-style-type: none"> Consulting fee based on contract | <ul style="list-style-type: none"> Quotation/invoice/contract/service order/confirmation letter with service provider clearly showing the service details including the specification of the final output and the production period; if applicable, name of the company (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 Provide the rationale for why this certain activity could promote the potential export/trade in the foreign markets <p><i>(Note: firms must provide at least 3 quotations from different service providers for proposed expenses related to consultation services.)</i></p> |
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