EDB SCHEME OF MARKET PROMOTION ASSISTANCE (MPA) 2021-2022

APPLICATION FORM

Note: Please read the "Guideline-MPA 2021-2022" carefully before fill the application

1.0 Company/Product Information

1.1 Applicant/Company: …….

1.2 Contact Person: …….

1.3 Contact details:

Address: …….

Telephone: …….

Fax: ……

Email: ……

1.4 Date of Incorporation: …….

1.5 Date of Commencement of Exports: ……...

1.6 Type of Business: (Please tick the relevant cage)

Manufacturer/Producer ☐

Trader only ☐

Other (please specify) ☐

1.7 Legal Status: (Please tick the relevant cage)

Sole Proprietor ☐ Partnership ☐ Private Ltd. ☐

Public Ltd. ☐ Foreign Collaboration ☐ Other (please specify) ☐

1.8 Name of the Parent Company: (If applicable) …….

1.9 Name/s of subsidiary Company/ies: …….

1.10 Ownership (Equity): (If a foreign collaboration, please submit the Auditor's Certificate to confirm the share ownership.

Local: ……. % Foreign: ……..%

1.11 Names of Directors:

1. ……..

2. ……..

3. ……..

4. ……..

1.12 Number of employees:

Managerial: …… Others: ……. Total: ……..

1.13Product/Service: ……

1.14 Sales Turnover (within the period of last 3 years) :

Year	**Export Sales Turnover Rs. Mn.**	**Total Sales Turnover Rs. Mn.**

1.15 Product/s and Production capacity (last year):

Year: ……..

Product/s	**Annual capacity – Volume (indicate the unit of measurement)**	**Capacity utilized- Volume (indicate the unit of measurement)**		**Extra capacity- Volume (indicate the unit of measurement)**
		Local	**Export**	

1.16 Investment in fixed assets as per the latest Statement of Accounts:

Description	**Amount (Rs. Mn.)**
Land and Building	
Plant Machinery & equipment	
Other fixed assets	
Total	

Note: Please attach a copy of the Balance Sheet in respect of the latest Audited Statement of Accounts

2.0 Information related to Assistance required

2.1 Export marketing plan of the Company: (Please use a separate sheet if necessary)

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2.2 Programme/activity, EDB assistance is requested at present under this Scheme: (Please tick only the relevant cage)

1	Market Research/ Overseas Surveys for assessing business opportunities, overseas projects, and marketing including branding.	
2	Product improvement/adaptation/ counter-samples, export packaging.	
3	Obtaining International Standards to meet buyer requirements.	
4	Trade Fairs/Exhibition including Trade displays and Promotions overseas.	
5	Conferences, Workshop/Seminars which provide Technical/Marketing and Supply Development Knowledge.	
6	B2B Missions Overseas	
7	Inward Buyer visits to Sri Lanka	
8	In- store promotions	
9	Digital Marketing	
10	Registration of Sri Lankan brands/Trade Marks & Patents	
11	Brand Development & Promotion	

Please provide detailed information for 2.3 to 2.6 in relation to the programme/activity selected by you in 2.2 above

2.3 Details of the proposed programme/activity including products, markets etc: (Please use separate sheets if necessary)

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2.4 Date/Time Period of implementation of proposed programme/activity:

From: …….. To: ……

2.5 Total cost of the proposed programme/activity

Description of cost items	**Rs.**	**US$**
Total		

2.6 Expected Benefits/Results from the proposed programme/activity:

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2.7 Whether the above programme is assisted / sponsored by any other organization:

Yes ☐ No ☐

If yes, indicate the name of the organization and the type of assistance/sponsorship available to you.

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3.0 Export performance of the company

(Please indicate recent 3 year period beginning with the latest year. Use separate sheet if necessary)

Year	Product/s	Exports		Major Export Markets
		Volume (with unit of measurement)	Value Rs. Mn.	

4.0 EDB Assistance received by the applicant

4.1 EDB assistance received during last 2 year period and the current year:

Year	Assisted Programme/Activity	Amount received from the EDB (Rs.)	Remarks/Results achieved

4.2 Do you have any outstanding loan payments to be made to the EDB:

Yes ☐ No ☐

If yes, please give the details.

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Payment or withholding payments under this Assistance Scheme shall be made at the absolute discretion of the Sri Lanka Export Development Board (EDB) on the availability of funds. The decision of the Chairman & CE, EDB in regard to all matters related to the assistance shall be final and conclusive.

EDB reserves the right to reject any application for assistance/payment in the event of being found that the information given is false, inaccurate or inconsistence with any official information and also to disqualify the grantee to receive any grant, payment, financial assistance or any facility from the EDB.

Certification:

I/We hereby certify that the information furnished above is true and correct.

_____	_____
	Signature
Name	
Designation	
For and on behalf of applicant	_____
Company	Date