

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

GUIDELINES FOR COMPANIES

WITH EFFECT FROM 01.01.2021

SRI LANKA EXPORT DEVELOPMENT BOARD
NAVAM MAWATHA, COLOMBO 2

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

1.0 THE SCHEME

The EDB will operate the Scheme on Market Promotion Assistance (MPA) from January 2021 to December 2022 to support own marketing efforts of Sri Lankan Enterprises for Promotion of Products & Services overseas.

Main objectives:

- Strengthen & support the enterprises' own initiatives to increase Sri Lanka's exports.
- Assist companies to comply with international quality and standards.
- Encourage Sri Lanka's homegrown brands in the overseas market.

The Scheme will assist up to a maximum of Rs. 500,000/- for market promotional activities and Rs. 1.0Mn for brand development and promotion activities per year on reimbursement basis.

2.0 QUALIFYING CRITERIA

All enterprises of products or services, having local ownership of 51% or more are eligible to apply under this Scheme.

Further, the readiness of the applicant to engage in the overseas marketing campaign, production capacity, market potential feasibility of the marketing plan will also be considered for evaluation of applicants.

3.0 ASSISTANCE CATEGORIES AND ELIGIBLE ACTIVITIES:

3.1 Assistance Categories

Eligible companies can apply under the following two categories for assistance.

Category 1-Export Promotional Activities: Assistance will be considered up to a maximum of Rs. 500,000/- per year on reimbursement basis.

Category 2- Brand Development & Promotion: Assistance will be considered up to a maximum of Rs. 1.0 Mn to develop and promote Sri Lankan Home Grown Brands per year on reimbursement basis.

Note:

- Any applicant who has utilized the maximum grant of Rs: 500,000/-for export promotion is not eligible to apply for Rs. 1.0 Mn for brand development in the same year.
- The assistance will be given on 50:50 cost-sharing & on reimbursement basis.

- Applicants are eligible to apply and get a grant for the same category for 2 consecutive years

3.2 Eligible Activities

Assistance would be made available under the following activities,

Category 1

- Market Research/ Overseas Surveys for assessing business opportunities, overseas projects, and marketing including branding.
- Product improvement/adaptation/ counter-samples, export packaging.
- Obtaining International Standards to meet buyer requirements.
- Trade Fairs/Exhibition including Trade displays and Promotions overseas.
- Conferences, Workshop/Seminars which provide Technical/Marketing and Supply Development knowledge
- B2B Missions Overseas
- Inward Buyer visits to Sri Lanka
- In-store promotions
- Digital Marketing
- Registration of Sri Lankan brands/Trade Marks, Patents & Listing fees in retail outlets.

Category 2

- Brand Development & Promotion

Category 1

3.2.1. Market Research/ Overseas Surveys for assessing business opportunities, overseas projects and marketing including branding.

Assistance will be provided to evaluate the demand for products and specifications for products in prospective markets through research. This can be done through either new market research and/or through the reviewing of existing research.

Research should be undertaken by an independent body. Research should not be undertaken by the company's salaried employees, by salaried employees of a subsidiary/associate/parent company, by the directors of the company or immediate family members of such directors, by the directors of a subsidiary/associate/parent company or the immediate family members of such directors.

It should be clearly indicated the nature of research/survey, information with regard to the Consultant's status in business and contribution to the program, sources of commercial intelligence acquiring, details of international projects, tender details together with the specific actions of the program and a clear itinerary with particulars of contacts in the application form.

Eligible items of expenditure

- Economy class airfare for traveling to the target market where the project will be carried out and consultancy fees.
- The application should be forwarded together with three competitive quotations for airfare from travel agents/airlines, Justification of the selected Consultant for the research.
- The quantum of assistance will be determined by the EDB based on the quotations submitted by the applicant.

3.2.2. Product improvement/adaptation/ counter-samples, export packaging

Assistance will be granted for new product development or improvement in design of a product, improvement, or development of export packaging.

In case of new product development, the activities such as designing, making molds and dyes (if required) sample manufacture and testing, quality improvements, and manufacture of packages will be considered for assistance.

In the case of product adaptation/counter-sampling, the costs of purchase of samples and relevant literature from the target market, costs of developing counter-samples, packaging and freight charges of samples will be considered for assistance

The applicant should provide all relevant information including outline of the product development program with time schedule and benefits expected.

Eligible items of expenditure

- Direct cost of the product improvement/ adaptation/ counter - sampling and development of export packaging or obtaining the services of experts, technical expertise.

3.2.3. Obtaining International Standards to meet buyer requirements.

Assistance will be granted to enterprises for obtaining International standard certifications first time for their products and services to comply with buyer requirements. Assistance will not be granted for renewal of a certificate/ standards.

The applicant should give details of the certificate to be obtained such as the nature of the certificate, the detail of issuing authorities, applicable markets, and evidence of continuation of the orders.

Eligible items of expenditure

- Cost of obtaining standards or certifications for the first time.

3.2.4. Trade Fairs/Exhibition including trade displays and promotions overseas.

The particular trade fair/exhibition selected by the company should be acceptable to the EDB in terms of its usefulness to generate additional exports.

The company should provide invoices/ information on reserving space/ stall, expected benefits & intention to participate.

The applicant should participate in the fair under its own name and operate with at least one delegate of the company. Participation through appointed Agents could be considered under regulations pertaining to COVID 19.

Eligible items of expenditure

- Assistance provided by the EDB will cover Space rent for maximum of 9 sq. meter area, Construction of stand, Rental of furniture and equipment, listing in official exhibition directory, Registration Fees/Application Fee, Cost of electricity, Exhibition insurance, web promotion, media entry and participation cost of virtual trade fairs.
- The applications should be forwarded together with information regarding the program, such as the nature of the trade fair, copy of the trade fair brochure, application to fair authorities for participation, rate of the stalls including fixtures and fittings and other related costs to be incurred.

3.2.5. Conferences, workshop/seminars which provide Technical/Marketing and Supply Development knowledge

Conferences, workshop, seminars which provide Technical, Marketing and Supply Development knowledge selected by the company should be acceptable to the EDB in terms of its usefulness to generate additional exports.

The applicants should outline benefits from the program, for the company as well as the industry, in relation to the overall export marketing plan. Post-workshop/seminar follow-up activities will need to be highlighted in the report.

Eligible items of expenditure

- The maximum EDB assistance will be the cost of workshop/seminar registration fees plus economy class return airfare for one person of the company.
- The application should be forwarded together with documentary evidence on the nature of the workshop and registration fee for the workshops/seminars and three quotations from a travel agent/airline to confirm the cost of the airfare.

3.2.6. B2B Missions Overseas

Enterprises will be assisted to conduct B2B meetings in overseas markets and explore new opportunities for the products and to attract new customers. Meetings with existing customers will not be considered for assistance.

The applicant should provide full details of the B2B program with a recommendation of the Sri Lanka Mission (Embassy/High Commission/Consulate General), confirming information on the proposed contacts and the appointments.

Visits undertaken for negotiations for agency marketing and licensing arrangements/joint venture operations, which would generate new export market opportunities, will also be considered for assistance.

Eligible items of expenditure

- Economy class airfare for traveling to the target markets/s for one delegate of the company. The application should be forwarded together with three competitive quotations for airfare from travel agents/airlines to confirm the cost of the airfare. The quantum of assistance will be determined based on the quotations submitted.

3.2.7. Inward Buyer Visits to Sri Lanka

The visit should be well planned and EDB would screen the incoming visitors to ascertain their potential. Only the first mission of buyers/agents to Sri Lanka will be considered for assistance and the program should be a component of or related to the overall marketing plan of the enterprise.

The applicant should provide all possible information on the buyer/agent including status in business, the recommendation of Sri Lanka Mission in a particular country, a clear itinerary of stay with a brief report on proposed visits, and also the details of benefits expected by the enterprise.

Eligible items of expenditure

- Cost of Economy class return airfare for a maximum of two delegates from one company for direct travel to Sri Lanka and 3-night accommodation on BB basis.
- The applicant should provide three competitive quotations from travel agents/airlines to ascertain the cost of airfare and 3 quotations from hotels. The quantum of assistance will be determined based on the quotations submitted.

3.2.8. In- Store Promotions

The enterprises will be assisted to promote products in leading supermarket chains in new markets as well as in existing markets in view of obtaining new orders. The duration of the promotional program will be limited to maximum of 7 days. The selected supermarket chain should be popular and accepted by the EDB.

The applicant should promote their own products & brands and private label promotions are not eligible for assistance.

The applicant should provide information on the selected supermarket chain and expected benefits of the promotion, proof of registration of the supermarket chain, invoices, and all other information requests by EDB.

Eligible items of expenditure

- Registration/listing fee/ rental of space, direct cost of advertising & economy class air fare for travelling to the target market for one delegate of the company.
- The applicant should provide three competitive quotations from travel agents/airlines to ascertain the cost of airfare. The quantum of assistance will be determined on the basis of quotations submitted.

3.2.9. Digital Marketing

Assistance will be provided to create a new website or update the existing web site. The New/ Updated website should be managed & maintained at least for a period of 5 years (domain & hosting should be invested for minimum for 5 years upfront). Promoting products on International e-commerce platforms will be accepted for assistance.

The applicant should submit a brief Development/ Marketing plan and relevant quotation/invoice of the service provider. Social media promotions will not be covered.

Eligible items of expenditure

- Web designing fee, domain & hosting Fee, Subscription fee for International e-commerce platforms.
- The applicant should provide three competitive quotations from web designers to ascertain the web designing fee. The quantum of assistance will be determined on the basis of quotations submitted.

3.2.10. Registration of Sri Lankan Brands/Trade Marks & Patents

The application for the above should specifically indicate the evidence of the success of the products in the overseas market/s.

The company should indicate the details of the program of launching the product brand/trademark, benefits of registration in the selected market/s within an acceptable period.

If the service of an agent or consultant is used for this purpose, provide all information with regard to the agent's or consultant's status in business and contribution to the program.

Eligible items of expenditure

- Assistance provided by the EDB will cover the registration fee of Brands/trademarks, Legal fees, and a fee of obtaining expert advisory services for the registration of brands/trademarks in overseas markets other than Sri Lanka.
- Assistance will be given to develop and promote brand names owned by Sri Lankan Enterprises for products originating from Sri Lanka in the international market enabling them in penetrating international markets with their own brands.
- The company should indicate the details of the program of launching the product brand/trademark, benefits of registration in the select market/s within an acceptable time frame which should not exceed one year period.

The Scheme is open to Sri Lankan products both in goods and services originating from Sri Lanka. If the brand is already established, then the company that owns the brand should be the registered approved owner of the trademark registered in Sri Lanka or any country and has rights to it.

Category 2

3.2.11 Brand Development & Promotion

Assistance will cover the cost of developing and promoting brands for the company on a reimbursement basis. The assistance could be used to meet any of the following expenses involved in brand development and promotion:

- a) Branding /Marketing Strategy consultancy
 - Brand strategy, creation, and development
 - Marketing strategy and implementation
 - Media strategy
 - Brand communication strategy
 - Brand management system
 - Brand manual and information system
- b) Brand Development
 - Logo design and redesign
 - Product design and redesign

- Packaging design and redesign
- Intellectual property matters, including registration and trademark, works such as Product testing and certification service (not including renewal of trademark and patent)

c) Brand Promotion

- Customer relationship management system to monitor brand
- Advertising and Promotion in Marketing, Events and Departmental Stores .
- Enhancement of brand website & Digital Marketing

d) Brand Market Research / Services

- Brand audit /valuation
- Research
- Brand Tracking

Note: list of eligible activities is only a guide. Not all activities may be relevant to the company. Companies should apply for the assistance scheme only for expenses relevant to the branding plan.

Following criteria will also be considered for enterprises who seek assistance for developing & promoting (Branding /Marketing Strategy consultancy, Brand Development, Brand Promotion, Brand Market Research / Services) homegrown brands to enhance market revenue.

- a) Branding Strategy and Plan.
- b) Business and Marketing Plan.
- c) Resources invested by the company on branding and its commitment to the branding program.
- d) Activities, undertaken to promote the brand.
- e) Trend in overall sales and exports over the past 3 years.
- f) Share both in local and overseas markets.
- g) Potential for the brand to further expand in the international market.
- h) How the brand will help project Sri Lanka's image as a supplier of quality products both in goods and services.
- i) Domestic & international standards/ accreditors such as SLS, ISL
- j) Relevant patent and industry property rights where applicable

The applicant should submit a detail proposal including a cost breakdown with supporting documents to prove the estimated cost and details of above a – j.

4. APPLICATION PROCEDURE

- 4.1 The request for EDB Market Promotion Assistance should be made in the format given in the specimen application form. Details are given in this Scheme Guidelines to be read carefully before filling the application.
- 4.2 Assistance under this Scheme will be available on a 50:50 cost-sharing and reimbursement basis.
- 4.3 Completed application forms should reach the Director-Market Development, Sri Lanka Export Development Board, 42, Nawam Mawatha, Colombo 2, at least four (4) weeks prior to the date of commencement of the program together with the following:
- A copy of the Business Registration Certificate in respect of a Sole Proprietorship/ Partnership or Certificate of Incorporation and the list of Directors as certified by the secretary of the Company, in respect of a company.
 - Documents to prove the extent of local ownership of the enterprise.
 - Audited financial statement for the last two years
 - Other supportive documents of quotations, buyer's invitations, quality certificates, brand name registration and Justification of Consultants /technical experts, etc.

Eg:

Market Research/Surveys	- Proposal, Travel Quotations
Product improvement	- Invoices /Cost Estimate
International standards	- Invoices /Cost Estimate
Trade Fairs/Exhibitions	- Invoice
Conferences/workshop/seminars	- Invoices
B2B meetings	- Travel Quotations, Documentary Evidence
Inward buyer missions to Sri Lanka	- Travel Quotations , Invoices
Digital Marketing	- Marketing Plan, Quotations/ Invoices
In store promotion	- Proposal, Invoices ,Travel Quotations
Registration of Brands, Trademarks, patents	- Proposal, Cost Estimation/ Invoices
Brand Development & Promotion	- Proposal, Cost Estimates, Supportive Documents requested (A-J) in 3.2.11 above.

Note: Scanned Application with supportive documents could also be emailed to mktd@edb.gov.lk

- 4.4 Applications not adhered to the given time limit will not be considered for processing.
- 4.5 The applicant should obtain prior approval for the financial assistance from the

EDB, which would be provided on a reimbursement basis, before starting the proposed program/activity.

- 4.6 No assistance will be granted under this Scheme to those who have obtained financial assistance under any Scheme of the EDB for the same activity in the given year.
- 4.7 Enterprises who have defaulted EDB loans are not eligible to apply unless all outstanding dues to EDB are settled before sending the application.
- 4.8 No assistance will be granted under this Scheme for enterprises to participate on their own in trade fairs/exhibitions sponsored by the EDB or other relevant organizations.
- 4.9 A company will be eligible to receive assistance a maximum of two times for two calendar years of 2021 and 2022 subject to the submission of a performance report and original documents of the previous activity where the EDB assisted under the same Scheme.
- 4.10 A company will not be eligible to receive assistance for more than one activity within a year.
- 4.11 Payments will be made on a 50:50 cost-sharing & reimbursement basis, subject to the submission of authentic documentary proof of the expenditure (Eg, air ticket counterfoil, original receipts issued on the expenditure) and an acceptable comprehensive report with evidence of the company's implementation of promotional activity, progress made, benefits and results achieved and follow-up activities.
- 4.12 Incomplete applications, applications submitted without required documents or not adhered to the above guidelines will be rejected.
- 4.13 Applications will be evaluated by a committee comprising of officials from the Ministry of Trade, Department of Commerce, Sri Lanka Institute of Marketing (SLIM), and the EDB.
- 4.14 Applicants should submit any additional information or documents if requested by the EDB/Evaluation Committee.
- 4.15 The decision of the Chairman & CE of EDB will be the final.

**CHAIRMAN & CHIEF EXECUTIVE
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