



SERVICES EXPORT FUND (SEF)

SERVICES EXPORT FUND (SEF) GUIDELINES



BACKGROUND SERVICES EXPORT FUND (SEF)

A trade support facility in the form of reimbursable grants to partly defray the cost of Malaysian entities in SERVICES industries, to undertake export-related activities in international markets.

First introduced in 2015, SEF is continued under the 11th & 12th Malaysia Plan (2021-2025) with the following objectives:

To increase the competitiveness of MSPs overseas;

To increase accessibility and expand export of MSPs in the global market;

To expand the scope for export promotion by gaining market access and export opportunities for services; and

To raise Malaysia's profile at the international level as a competent service provider as well as to brand the country as a supplier of services.

ABOUT SERVICES EXPORT FUND (SEF)

What is SEF

An incentive to provide trade assistance to:

- Malaysian Services Providers (MSPs)
- Trade & Industry Associations
- Chambers of Commerce
- Professional Bodies
- Government-Linked Companies (GLCs)
- Government-Linked Investment Co (GLICs)
- Co-operatives
- ... in services industries

Form of Incentives

100% reimbursable Grant (Except Activity 5 – 50%)

Suspended until further notice

Amount

- **Maximum of RM4.3 million per company**
- **For the duration of 2021 to 2025**

ELIGIBILITY CRITERIA

MALAYSIAN SERVICE PROVIDERS (MSPs), GLCs, GLIC

1. Incorporated under Malaysian Companies Act 1965 / 2016 (For Companies)
2. At least 60% equity owned by Malaysians
3. In operation for at least 1 year (For all Activities, except Activity 5 must be 3 years in operation)
4. Not a dormant business entity
5. Entity is exporting Malaysian services / ready to export
6. Registered with MATRADE under the Malaysia Exporters Registry (MER)

TRADE & INDUSTRY ASSOCIATIONS, CHAMBERS OF COMMERCE, PROFESSIONAL BODIES & CO-OPERATIVES

*(Applicable for all Activities, except for
Activity 5)*

1. Incorporated under :
 - Registrar of Society (ROS)(**For Associations**);
 - Recognised professional authorities (**For Professionals Bodies**);and
 - Co-operative Societies Act 1993 (**For Co-operatives**).
2. Registered with MATRADE under the Malaysia Exporters Registry (MER)

The Time to
EXPORT
is Now.

ELIGIBLE SECTORS



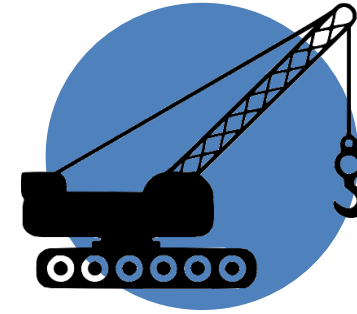
MRO



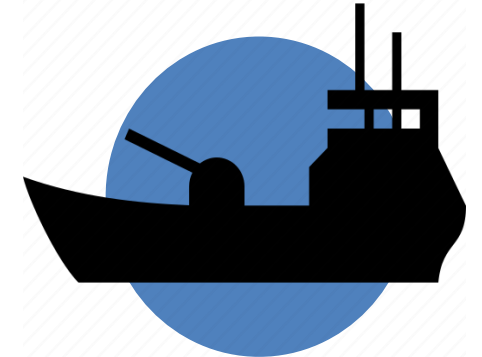
Oil & Gas



Aerospace



Construction



Maritime



Logistic



Business Services



Franchise



ICT



Education



Legal



Healthcare



Accounting

All services sectors are eligible except **tourism, real estate, banking and insurance sectors**



MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)

www.matrade.gov.my [f](#) matradeHQ [t](#) @matrade [v](#) MATRADE [in](#) MATRADE [w](#) matrade_hq

STANDARD SUPPORTING DOCUMENTS

1

SERVICE PROVIDERS (Companies, GLCs, GLICs)

- Certificate of Incorporation Form 9 or Form 13
- Full sets of the latest Form of Annual Return of Company Having a Share Capital
- Full sets of the latest Audited Financial Statement

2

PROFESSIONAL SERVICES (Partnership/ Sole Proprietor)

- Registration Letter / License/ Certificate issued by Professional Services Body
- Latest Audited Financial Statement / Management Account / Income Statement / Company Account

3

CO-OPERATIVE

- Incorporation document from Cooperative Societies Act 1993
- Audited Financial Statement
- List of committee members
- Cooperative profile

4

CHAMBERS OF COMMERCE, TRADE AND INDUSTRY ASSOCIATIONS & PROFESSIONAL BODIES

- Registration certification issued by the Registrar of Society / Recognised Professional Body / Certificate of Incorporation of Public Company (Form 8)

OTHER DOCUMENTS

- Company brochure/ company profile.
- List of past projects / jobs undertaken (local and overseas projects).
- Latest EPF Statement/ Salary slips/ Appointment letters for staffs who will undertake the project.
- Declaration letter by Malaysian entity (*Format as in the Guidelines*)
- Outcome Report (*Format as in the Guidelines*)
- Proof of payments documents – certified or original or colour printed bank statement

ELIGIBLE ACTIVITIES & EXPENSES (ACTIVITY 1-4)

ACTIVITY 1

Maximum RM50,000

Travelling expenses for promoting services/expertise as a speaker/panelist/moderator at international conferences/forums/workshops/seminars; or as a participant at an international competitions.

ACTIVITY 2

Maximum RM50,000

Travelling expenses for tender bidding or purchasing tender documents.

ACTIVITY 3

Maximum RM100,000

Travelling expenses for presentation to potential clients for assessing business/projects overseas.

ACTIVITY 4

Maximum RM100,000

Travelling expenses for rendering services for projects undertaken overseas.

Eligible Expenses

- Return economy class airfares (2 persons)
- 2 standard hotel rooms (max. 5 nights, RM1,000/night/room)

100%
reimbursable

ELIGIBLE ACTIVITIES & EXPENSES (ACTIVITY 5)

ACTIVITY
5

Maximum RM3,000,000

Conducting feasibility studies for international project overseas.

- Appropriate sample is required for Activity 5. Significant needs to be identified.

**SUSPENDED UNTIL
FURTHER NOTICE**

- D
-

other persons of equal status
- within the validity period of not more than 90 days.

- Project Brief
- Progress & Outcomes

**50%
reimbursable**

Eligible Expenses

- Staff Cost
- Airfare
- Hotel & Accommodation
- Overseas Ground Transport
- Technical Surveys, Studies & Reports
- Technical Designs/ Drawings & Printing
- Translation, Printing & Binding of Final Report

*All claims must be made within 2 years from the date of Letter of Offer issued by MATRADE.

ELIGIBLE ACTIVITIES & EXPENSES (ACTIVITY 6)

ACTIVITY 6

Maximum RM200,000

Initial cost of 12 months of setting-up a commercial office overseas.

Setting up an office overseas for:

- Promotion of Malaysian services;
- Seeking opportunity for export of services;
- Monitoring projects implementations
- Conducting research on foreign markets/
project implementation
- Finding new clientele in foreign market

Type of office:

- Subsidiary office
- Branch office
- Representative office
- Shared office
- Virtual office

**100%
reimbursable**

Eligible Expenses

- Office rental
 - Maintenance fees
 - Utilities – water & electricity
- ... (for initial 12 months only)

*The office set up must be at commercial area.

*Home office/ residential area – not eligible.

ELIGIBLE ACTIVITIES & EXPENSES (ACTIVITY 7-11)



ELIGIBLE ACTIVITIES & EXPENSES (ACTIVITY 12)

ACTIVITY 12

Maximum RM350,000

Logistic costs in sending Malaysian products/ equipment abroad (port to port), for overseas projects awarded to and implemented by Malaysian service companies.

Documentations:

- Supply contract from Malaysian project owner overseas
- Purchase order from Malaysian project owner overseas
- Quotation from Logistics Provider
- Bill of Lading
- Packing List

**100%
reimbursable**

Eligible Expenses

- Ocean Freight
- Forwarding Fees
- Terminal handling charges
- Bill of lading

Examples of Projects Overseas

- Infrastructure Development
- Housing
- Hospital Design & Built
- IT Solution & Integration
- Oil & Gas Fabrication Works

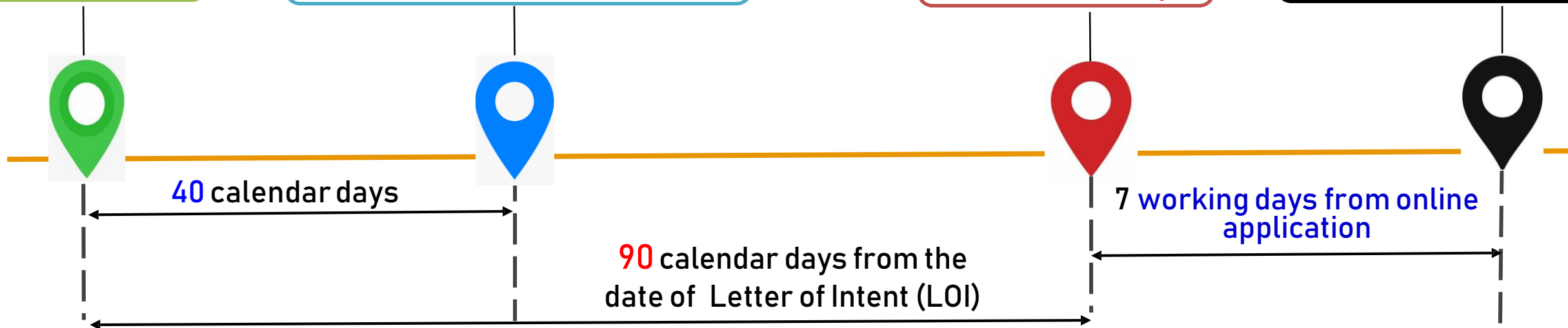
TIMELINE FOR ONLINE APPLICATION & CLAIM SUBMISSION

From last day of activity

Deadline to Apply Online for **All Activities** (except Activity 5)

Deadline to Apply Online for **Activity 5**

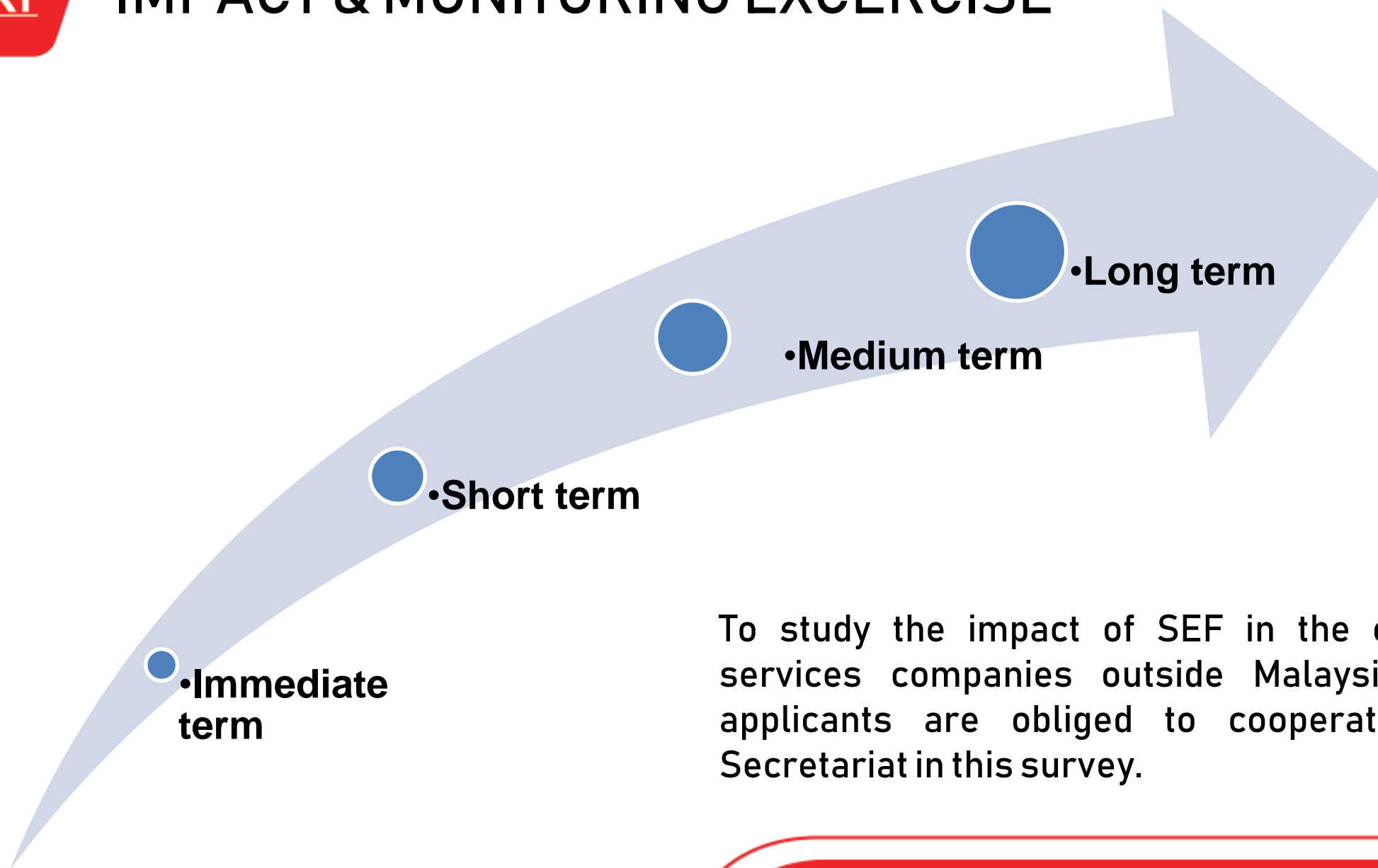
Deadline to **submit hard copy documents**



Deadline for Claim Submission

- Activities 1-4 & 7-11 : Within 40 days from the last date of the events.
- Activity 5 : Based on progress of the feasibility study together with progressive report. The last claim must be within 40 days after completion of the study together with final report.
- Activity 6 : Within 40 days from the last of the tenancy agreement.
- Activity 12 : Within 40 days from the date of shipment

IMPACT & MONITORING EXERCISE



To study the impact of SEF in the expansion of services companies outside Malaysia. Approved applicants are obliged to cooperate with SEF Secretariat in this survey.

The Time to
EXPORT
is Now.



Online Application:

<https://www.matrade.gov.my/en/export-to-the-world/trade-facilitation-page/services-export-fund>

For More Information:

Services Development Unit, 14th Floor, East Wing, Menara MATRADE,
Jalan Sultan Haji Ahmad Shah, 50480 Kuala Lumpur.

T: +603-6207 7077

E: sef@matrade.gov.my



MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)

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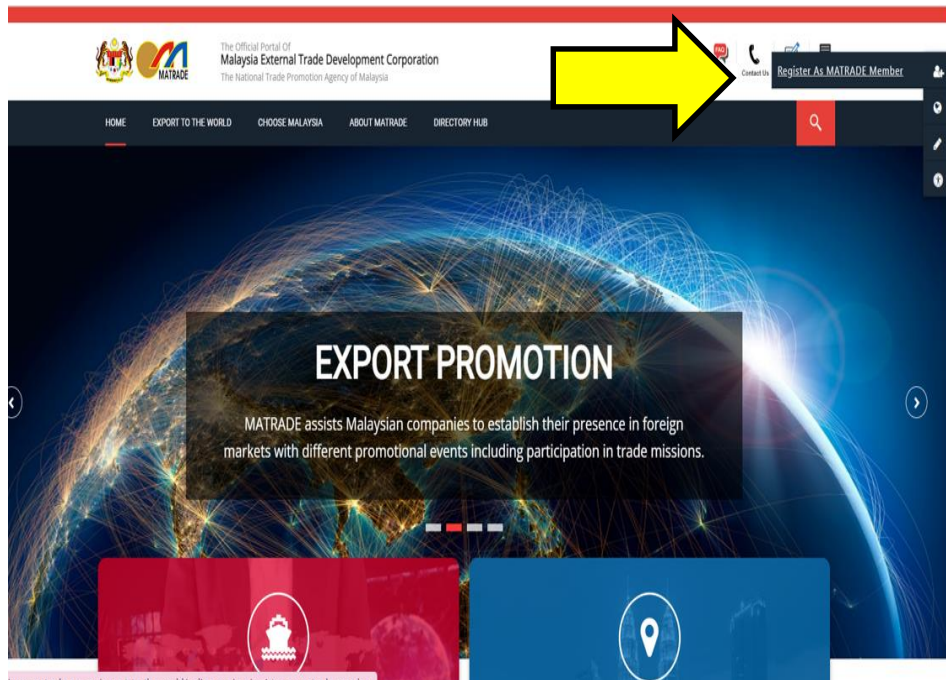
The Time to **EXPORT** is Now.



BE A MATRADE MEMBER TODAY!

The Time to **EXPORT** is Now.

Member Registration **Free**



ARE YOU READY TO **EXPORT**?

Not sure? Check it out !!

Click **ERAT** (EXPORT READINESS ASSESSMENT TOOL)

www.matrade.gov.my/erat

ERAT is a quick, online system designed for MATRADE members to measure potential or prospect of exporting their products or services.

23 questions

A- Company

B- Product

ERAT will not only able to assess your export readiness but also assist to understand your:



Export Resources



Marketing Methods



Management Commitment



Product/Service Potential



MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION
www.matrade.gov.my





Web-based portal that provides vital trade information and market intelligence to registered MATRADE members

Market Alerts



Product & Market Studies

Trade Leads



<https://myexport.matrade.gov.my>

Business Information Centre (BIC)

BIC membership provides access to:

- Business Directories
- Country Profiles
- Tariff Schedules
- Market Reports
- Periodicals
- Statistics & Business News



MALAYSIA PRODUCTS / SERVICES DIRECTORY

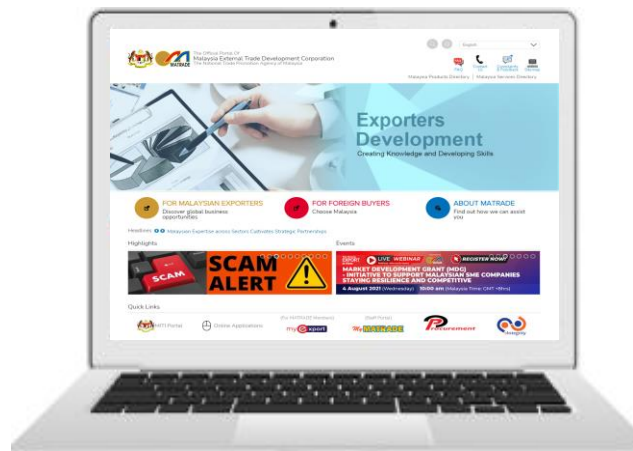


MALAYSIA TRADE STATISTICS

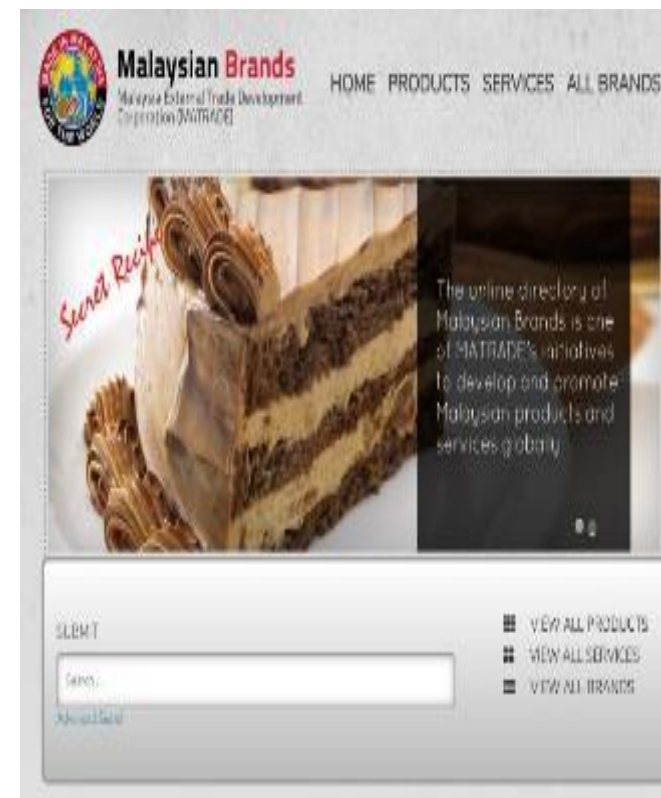


Malaysia's Trade Statistics 2020

- Summary of Malaysia's Monthly Trade 2020
- Malaysia Exports by Main Sectors 2020
- Top 10 Major Export Products 2020
- Top 10 Major Import Products 2020
- Top 10 Major Export Countries 2020
- Top 10 Major Import Countries 2020
- Components of Malaysia's Exports 2020
- Year-on-Year Export Growth Trend of Main Sectors 2020
- Month-on-Month Export Growth Trend of Main Sectors 2020



MALAYSIA BRANDS



The Time to
EXPORT
is Now.

GROW YOUR EXPORT BUSINESS WITH US BY YOUR SIDE

Contact MATRADE to help
you grow and succeed
internationally



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