



GUIDELINE: eTRADE Programme 2.0

Effective 1 July 2022

While MATRADE strives to be clear and transparent, MATRADE has sole rights to review, amend and change guidelines without any prior notification.

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GENERAL INFORMATION

What is eTRADE Programme 2.0?

eTRADE Programme 2.0 is an enhancement of eTRADE Programme under the RMK-11 with the purpose to accelerate exports via sustained participation in cross-border eCommerce platforms. The programme will continue to assist **Malaysian companies** to onboard cross-border eCommerce platform for export with incentive up to **RM5,000** for **any cross-border eCommerce platform(s), for one year subscription**. At the same time, a new incentive with maximum amount up to **RM20,000 per company** will be provided to companies that are already doing eCommerce to undertake activities that can sustain their participation in the cross border eCommerce platform. The incentive is to be **utilized within one (1) year**.

Objectives of the eTRADE Programme 2.0

1. To continue assisting Malaysian SMEs to list their products on cross-border eCommerce platforms in order to accelerate exports.
2. To assist Malaysian SMEs to have sustainable and valuable presence on cross-border eCommerce platforms via relevant activities.

Two (2) schemes of the eTRADE Programme 2.0:

1. Onboarding
2. Digital Marketing & Training (DMT)

ONBOARDING SCHEME

Eligibility Criteria

1. Registered with Companies Commission of Malaysia (SSM) or its equivalent.
2. Co-operatives registered with Malaysia Co-operatives Societies Commission (SKM) with main business activity of trading/exporting.
3. Registered with MATRADE, subscribed to MyExport & have completed the Export Readiness Assessment Tool (ERAT).
4. Selling Malaysian-made products or Malaysian Brand (registered Trade Mark in Malaysia).
5. At least 60% equity owned by Malaysian.
6. Must be in operation for NOT LESS than six (6) months.
7. Micro, Small and Medium Enterprises (MSMEs) that meet the following defining criteria:

Type of Business	*Annual Sales OR	*Number of full-Time employees
Manufacturing (including agro-based products)	Not exceeding RM50 million OR	Not exceeding 200
Trading	Not exceeding RM20 million OR	Not exceeding 75

*Annual sales are based on the latest Audited Financial Statement or Management Account.

*Number of Full-Time Employees is according to the latest EPF statement

Additional Requirements

1. Applicant must submit relevant supporting documents as a proof to meet the eligibility criteria.
2. Applicant can onboard any eligible cross border eCommerce platforms that meet the following criteria:
 - 2.1. Must be in operation for at least 1 year
 - 2.2. Must have at least 5,000 buyers in B2C and B2B in totality
 - 2.3. Must have at least 200 registered sellers
 - 2.4. Must have monitoring mechanism for periodic reporting to MATRADE

Additional Requirements for Recipients of eTRADE 1.0 (effective 1 July 2022)

1. The applicant must meet at least ONE of the following requirements:
 - i. Diversification of eCommerce platform e.g. joining a different platform from the one chosen in eTRADE 1.0; **OR**
 - ii. Presence in eCommerce platform for at least one (1) out of the last two (2) years* at applicant's cost; **OR**
 - iii. eCommerce export sales of not less than RM5,000 annually for at least one (1) out of the last two (2) years*.

* The last two (2) years are calculated as 24 months preceding the application date

2. The application can be made beginning 1 July 2022.
3. Submission of application must be made **within 6 months** after payment has been made to cross border eCommerce platforms / channel partners.

Important Note:

For recipients of eTRADE 1.0, the amount of incentive offered is 80% of the onboarding cost or RM5,000, whichever lower.

Who is NOT ELIGIBLE?

1. The following businesses will not be deemed as MSMEs and also do not qualify for Government assistance:
 - 1.1. Public-listed companies (PLC) in the Main Board
 - 1.2. Large firms
 - 1.3. Multinational Corporations (MNCs)
 - 1.4. Government-Linked Companies (GLCs) or have any government equity (federal or state) in its shareholding,
 - 1.5. Syarikat Kementerian Kewangan Diperbadankan (MKDs)
 - 1.6. State-Owned Enterprises.
2. Company who are inactive in business (dormant) or less than six (6) months in operation.
3. eCommerce platform / channel partner / eAggregator or other eCommerce service provider and/or companies owned by the aforementioned parties that sell on eCommerce platform(s).

Activities & Expenses Eligible For Reimbursement (Claim)

The one-off financial incentive up to RM5,000 per company is eligible for onboarding any cross-border eCommerce platform or multiple platforms. Company can claim the incentive for the following activities:

1. Listing fee for maximum of one (1) year subscription
2. Any activities associated to onboarding the eCommerce platform but NOT LIMITED TO:
 - 2.1. Minisite / page or store development
 - 2.2. Photography services
 - 2.3. Content development for products & minisite/page or store development
 - 2.4. Digital marketing expenses
 - 2.5. Services by Amazon such as Fulfilment by Amazon (FBA), services fee, etc.
 - 2.6. Shipping cost to warehousing or FBA centre
 - 2.7. Rental of warehouse or FBA centre
3. The following are **ineligible** activities and expenses for reimbursement:
 - 3.1. Applicants whose onboarding fees are fully subsidised or sponsored by any third party for example, Ministries or Government Agencies or Trade and Industry Associations or Chambers of Commerce or Professional Bodies and others are not eligible.
 - 3.2. Application for the setting up of a company's own cross-border eCommerce website (have shopping cart, payment gateway, logistics services)

Submission for Application & Reimbursement (Claim) and The Terms of Payment

1. Submission of application (100% reimbursement) must be made **within 6 months** after payment has been made to cross border eCommerce platforms / channel partners.
2. All COMPLETED applications MUST be SUBMITTED through MATRADE's website (online application) at <http://www.matrade.gov.my/en/etrade/application-procedure>
3. Incentive is in the form of **reimbursement** to be paid directly to the applicant.

Reasons for Rejection of Reimbursement (Claim)

1. Applicants DO NOT COMPLY with the eligibility criteria.
2. Incomplete documents are NOT SUBMITTED within 7 working days for returned applications. However, applicant can re-apply once the supporting documents are ready.

DIGITAL MARKETING & TRAINING (DMT) SCHEME

Eligibility Criteria

- 1 Registered with Companies Commission of Malaysia (SSM) or its equivalent.
- 2 Co-operatives registered with Malaysia Co-operatives Societies Commission (SKM) with main business activity of trading/exporting.
- 3 Registered with MATRADE, subscribed to MyExport & have completed the Export Readiness Assessment Tool (ERAT).
- 4 Selling Malaysian-made products or Malaysian Brand (registered Trade Mark in Malaysia).
- 5 At least 60% equity owned by Malaysian.
- 6 Must be in operation for NOT LESS than one (1) year.
- 7 Must have experience in doing cross border eCommerce, by meeting the following criteria:
 - 7.1 Applicant is currently onboarded on any cross-border eCommerce platform(s) for NOT less than one (1) year; OR
 - 7.2 Applicant is currently operating its own cross border eCommerce website for NOT less than one (1) year and meet the following criteria:
 - 7.2.1 Applicant must provide relevant document to prove the website is cross border; and
 - 7.2.2 eCommerce export sales of not less than RM5,000 annually for at least one (1) out of the last two (2) years; and
 - 7.2.3 The website must have monitoring mechanism to provide periodic reporting to MATRADE.
- 8 Micro, Small and Medium Enterprises (MSMEs) that meet the following defining criteria:

Type of Business	*Annual Sales OR	*Number of full-Time employees
Manufacturing (including agro-based products)	Not exceeding RM50 million OR	Not exceeding 200
Trading	Not exceeding RM20 million OR	Not exceeding 75

*Annual sales are based on the latest Audited Financial Statement or Management Account.

*Number of Full-Time Employees is according to the latest EPF statement

Additional Requirements

1. Applicant must submit relevant supporting documents as a proof to meet the eligibility criteria.

2. Applicant must submit a detailed **DMT plan for the year** together with **a price quotation from either** eCommerce platform(s), Technology Solution Providers (TSPs) authorized by MDEC or channel partners appointed by eCommerce platform.
3. The DMT plan and activities should only be rendered by the eCommerce platforms, Technology Solutions Providers (TSPs) that are authorised by MDEC or channel partners appointed by eCommerce platform.
4. Applicant can undertake digital marketing activities on its **own cross-border eCommerce website**, subject to submission of detailed DMT plan and price quotation approved by MATRADE.

Who is NOT ELIGIBLE?

1. The following businesses will not be deemed as MSMEs and also do not qualify for Government assistance:
 - 1.1. Public-listed companies (PLC) in the Main Board
 - 1.2. Large firms
 - 1.3. Multinational Corporations (MNCs)
 - 1.4. Government-Linked Companies (GLCs) or have any government equity (federal orTh state) in its shareholding,
 - 1.5. Syarikat Kementerian Kewangan Diperbadankan (MKDs)
 - 1.6. State-Owned Enterprises.
2. Company who are inactive in business (dormant) or less than one (1) year in operation.
3. eCommerce platform / channel partner / eAggregator or other eCommerce service provider and/or companies owned by the aforementioned parties that sell on eCommerce platform(s).

Activities & Expenses Eligible For Application and Reimbursement (Claim)

The amount of incentive is up to RM20,000 per company within one (1) year, for two (2) activities under the scheme:

Activity 1 – Digital Marketing Expenses:

1. Search Engines Optimisation (SEO)
2. Keywords Advertising (KWA)
3. Online advertising space rental
4. Key Opinion Leader (KOL)
5. Social Media Marketing – Youtube, Instagram, TikTok, Facebook, Linked-in, etc.
6. Content creation – video, advertisement, social media content creation, etc.
7. Other expenses associated to the digital marketing activities (subject to approval by MATRADE).

Activity 2 - Attending Training on eCommerce organized by eCommerce service providers/training centre/eCommerce platforms

1. The training's content must be related to eCommerce and other digital marketing activities.
2. Should the training is claimable under HRDF, MATRADE can only cover the eligible unclaimable balance, if any.
3. Any number of representatives per company is allowed to claim for every training attended.
4. Training activities that are included in the Digital Marketing package (Activity 1) are also allowed to be claimed.

Important Note:

Applicants whose DMT fees are fully subsidised or sponsored by any third party for example, Ministries or Government Agencies or Trade and Industry Associations or Chambers of Commerce or Professional Bodies and others **are not eligible.**

List of Technology Solution Providers (TSPs) Authorised by MDEC

The list is available to be downloaded at <https://www.matrade.gov.my/en/etrade>

Application for DMT Scheme

All **COMPLETED** applications **MUST** be **SUBMITTED** through MATRADE's website (online application) at <http://www.matrade.gov.my/en/etrade/application-procedure>

Submission for application **MUST INCLUDE:**

1. Detail Digital Marketing / Training Plan (including budget, duration and type of services to procure as well as number of person to attend the training).
2. Price Quotation(s) by eCommerce service provider (including eCommerce platform / channel partner appointed by platform / TSP) and/or training provider.
3. Digital Marketing Template that can be downloaded at <https://www.matrade.gov.my/en/etrade/application-claim-procedure>

Submission for Reimbursement (Claim) and Terms of Payment

1. Submission can be made on a one-off basis or a maximum of four (4) claim submissions within a year.

2. Claim submission is **within 30 working days after** the activities are completed or services rendered by the service providers (eCommerce platforms, channel partner appointed by eCommerce platform or TSPs).
3. All submission should be made in the online system at www.matrade.gov.my/etrade
4. MATRADE appreciates on-time submissions that meet all documentation requirements. Delays in processing occur when you submit incomplete documents.
5. Incentive is in the form of reimbursement to be paid directly to the approved applicant.

Reasons for Rejection of Application

1. Companies DO NOT COMPLY with the eligibility criteria.
2. Incomplete documents are NOT SUBMITTED within 7 working days for returned applications. However, applicant can re-apply once the supporting documents are ready.

REQUIREMENT TO PROVIDE FEEDBACK TO MATRADE

All applicants that benefit from the incentive under eTRADE Programme 2.0 must provide feedback to MATRADE via an annual survey. The feedback is required to monitor the impact of the programme. All information will be kept confidential and it is only for internal record purposes. Should we need the information to be shared with our stakeholders, MATRADE will get consent from the applicant accordingly.

The required information to be provided to MATRADE is as follow:

1. Actual export sales (in RM) generated for the year via eCommerce platform(s) or cross border eCommerce website
2. Name of countries or markets penetrated.
3. Products exported.
4. Issues and challenges faced by applicant
5. Status of re-listing on the eCommerce platform(s) for the following year.
6. Other relevant information

IMPORTANT INFORMATION:

To avoid delay in approval of application and reimbursement of incentive due to incomplete or wrong documents submitted, please be mindful of the following information:

- For **eTRADE Programme 2.0 application and claim**, all documents must be **submitted online** according to the guideline provided. This will involve **scanning and uploading of documents for online application**. All documents sent must be **clear, readable and in colour**.
- **All claim documents MUST** be under the **same company's name applying** for eTRADE Programme 2.0. **Submission of claim documents under different names will not be accepted**.
- Documents related to applicant's activities such as product brochure, digital marketing plan, and other relevant documents that are not in English language **MUST** be submitted together with an **English translation**.

Disclaimer:

All application submitted will be processed and considered by MATRADE based on the requirements and terms and conditions set in eTRADE Programme 2.0 Guidelines. In the event that MATRADE finds any error in the application submitted by the company or if all these requirements and terms and conditions set in eTRADE Programme Guidelines are not fulfilled, MATRADE shall have the right to reject the application without any obligation to the company. Any decision of MATRADE is final and shall not be open to any challenge whatsoever.

DOCUMENTS REQUIRED

SUPPORTING DOCUMENTS FOR REIMBURSEMENT (CLAIM) OF ONBOARDING SCHEME (Check List)

TYPE OF BUSINESS	NO.	SUPPORTING DOCUMENTS	ROC	ROB	LLP	COOPERATIVE
Manufacturing & Trading	1.	Certificate of Incorporation (Form 9 / Form 13) under Companies Act 1965 OR Certificate of Incorporation (Section 17 / Section 28) under Companies Act 2016 – with certified true copy*	√			
	2.	Certificate of Registration of Business (Form D) under Business Act 1956 or its equivalent – with certified true copy*		√		
	3.	Certificate of Registration under Limited Liabilities Partnership Act 2012 – with certified true copy*			√	
	4.	Certificate of Registration under Co-operative Act 1993 from Suruhanjaya Koperasi Malaysia (SKM) – with certified true copy**				√
	5.	Annual Return of Company having a Share Capital for the latest year under Companies Act 1965 OR Section 68 under Companies Act 2016 for the latest year (Full set)	√			
	6.	Company's Management Account for the latest year (Full Set)		√		
	7.	Company's latest year Audited Financial Statement / Management Account (for company incorporated less than 1 year) (Full set)	√		√	√
	8.	Latest EPF Statement (Form A is not applicable)	√	√	√	√
	9.	Product Brochure	√	√	√	√
Additional Document for Trading & Co-operatives	10.	Letter of Declaration by Supplier to certify that products are made in Malaysia (<i>Format as per Annex 1 and to be printed on supplier's letterhead</i>)	√	√	√	√
Additional Documents for eTRADE 1.0 Recipients	11.	Invoice and receipt for the onboarding cost in joining a cross border eCommerce platform for the last two (2) years*** OR proof of export sales	√	√	√	√

TYPE OF BUSINESS	NO.	SUPPORTING DOCUMENTS	ROC	ROB	LLP	COOPERATIVE
		made through cross border eCommerce platform for the last two (2) years**				
All	12.	Screenshot of products listed on cross-border eCommerce platform	√	√	√	√
	13.	Screenshot of other services provided as per invoice (including digital marketing, content creation, photography services, FBA, etc.)	√	√	√	√
	14.	Invoice for listing on cross-border eCommerce platform(s)	√	√	√	√
	15.	Receipt for listing on cross-border eCommerce platform(s)	√	√	√	√

Notes:

*certification of true copy for ROC, ROB and LLP can be obtained from either Company Secretary, SSM or Commissioner of Oath

** certification of true copy for Co-operative can be obtained from Commissioner of Oath

***The last two (2) years are calculated as 24 months preceding the application date

SUPPORTING DOCUMENTS FOR APPLICATION OF DMT SCHEME (Check List)

TYPE OF BUSINESS	NO.	SUPPORTING DOCUMENTS	ROC	ROB	LLP	COOPERATIVE
Manufacturing & Trading	1.	Certificate of Incorporation (Form 9 / Form 13) under Companies Act 1965 OR Certificate of Incorporation (Section 17 / Section 28) under Companies Act 2016 – with certified true copy*	√			
	2.	Certificate of Registration of Business (Form D) under Business Act 1956 or its equivalent – with certified true copy*		√		
	3.	Certificate of Registration under Limited Liabilities Partnership Act 2012 – with certified true copy*			√	
	4.	Certificate of Registration under Co-operative Act 1993 from Suruhanjaya Koperasi Malaysia (SKM) – with certified true copy**				√
	5.	Annual Return of Company having a Share Capital for the latest year under Companies Act 1965 OR Section 68 under Companies Act 2016 for the latest year (Full set)	√			
	6.	Company's Management Account for the latest year (Full Set)		√		
	7.	Company's latest year Audited Financial Statement / Management Account (for company incorporated less than 1 year) (Full set)	√		√	√
	8.	Latest EPF Statement (Form A is not applicable)	√	√	√	√
	9.	Product Brochure	√	√	√	√
	10.	Digital Marketing Plan (Type of marketing tools, duration, target markets, target products, budget, etc.)	√	√	√	√
	11.	Price quotation for the digital marketing services from eCommerce Platform, Technology Service Provider (TSPs) endorsed by MDEC or channel partners appointed by eCommerce platform.	√	√	√	√
	12.	Price quotation for training on eCommerce from eCommerce	√	√	√	√

TYPE OF BUSINESS	NO.	SUPPORTING DOCUMENTS	ROC	ROB	LLP	COOPERATIVE
		service provider/training centre/eCommerce platform/TSPs				
	13.	Appointment document from eCommerce platform for channel partners (for services rendered by appointed channel partner)	√	√	√	√
Additional Document Cross Border eCommerce Experience	14.	For cross border eCommerce platform – screenshot of presence or proof of payment for onboarding eCommerce platform	√	√	√	√
	15.	For cross border eCommerce website – proof of operation date and cross border transaction for cross border eCommerce website	√	√	√	√
Additional Document for Trading & Co-operatives	16.	Letter of Declaration by Supplier to certify that products are made in Malaysia (<i>Format as per Annex 1, to be printed on supplier's letterhead</i>)	√	√	√	√

REMINDER: All documents must be **clear, readable and in colour.**

Notes:

*certification of true copy for ROC, ROB and LLP can be obtained from either Company Secretary, SSM or Commissioner of Oath

** certification of true copy for Co-operative can be obtained from Commissioner of Oath

SUPPORTING DOCUMENTS FOR REIMBURSEMENT (CLAIM) OF DMT SCHEME

Activity 1 – Digital Marketing

TYPE OF BUSINESS	NO.	SUPPORTING DOCUMENTS
ALL	1.	Approval Letter from MATRADE
	2.	Signed and stamped Acceptance Letter from applicant (Letter template provided by MATRADE)
	3.	Invoice of digital marketing expenses
	4.	Receipt of digital marketing expenses
	5.	Print screen of digital marketing services provided
	6.	Report of digital marketing activities undertaken, which include improvement in company's online presence (impression, reach, clicks, etc.) before and after activity.

Reminder: Claim submission must be made within **30 working days after the services are completed.**

Activity 2 - Attending Training on eCommerce organized by eCommerce service providers/training centre/eCommerce platforms/ TSPs

TYPE OF BUSINESS	NO.	SUPPORTING DOCUMENTS
ALL	1.	Approval Letter from MATRADE
	2.	Signed and stamped Acceptance Letter from applicant (Letter template provided by MATRADE)
	3.	Invoice of training activity
	4.	Receipt of training activity
	5.	Detailed programme of the training conducted
	6.	Certificate of attending the training

Reminder: Claim submission must be made within **30 working days after the training is completed.**

NOTE

This guideline is applicable for eTRADE Programme 2.0 beginning 1 March 2021 and the latest updates are **effective from 1st July 2022**. The guideline may be subject to change from time to time.

If the documentation or claim is found to be fraudulent, the applicant, eCommerce service provider or eCommerce platform or all parties, will be **blacklisted** and will be required to reimburse in full to MATRADE all monies received from eTRADE Programme 2.0.

CONTACT INFORMATION

The contact information for eTRADE Programme 2.0 are as follows:

No.	Officer	Telephone	Email
1.	Muhammad Naim Safai	03-6207 7125	m.naim@matrade.gov.my
2.	Husni Al-Za'im Abu Hassan	03-6207 7147	husnizaim@matrade.gov.my
3.	Mohd Saifulhafiz Jaafar	03-6207 7436	saifulhafiz@matrade.gov.my
4.	Adhwa Azmil	03-6207 7142	adhwa@matrade.gov.my
5.	Faizal Izany Mastor	03-6207 7140	faizal@matrade.gov.my

Level 15, East Wing

Menara MATRADE

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50480 Kuala Lumpur

ANNEXES

(On Supplier's Letterhead)

Date:
(Company's Address)

DECLARATION AND CERTIFICATION OF MADE IN MALAYSIA PRODUCT

To: The Programme Unit (eTRADE), MATRADE

Our company hereby declares and certifies that all of the following products listed below are manufactured and made in Malaysia by our company for **(eTRADE Programme 2.0 applicant's name eg: ABC Sdn Bhd)**

No.	Name of Products	Details of Products
1.		
2.		
3.		

(Please add more rows if space is insufficient)

2. Our company through undersigned hereby declares that the above details and statements are true, correct and complete; that all the listed products are produced in Malaysia and that the products comply with the origin requirements specified for each product. Attached are the necessary documents to support the above certification. (if any)

3. Our company fully understands that in the event that any information given is found to be incorrect, false, misleading or wrong, the undersigned and/or the company may be liable to face any penal actions including but not limited to the Penal Code (Act 574) and/or other consequences as may be prescribed by the laws or otherwise warranted.

4. Our company undertakes and agrees to fully indemnify MATRADE in full, from and against all consequences, liabilities, actions, suits, proceedings, damages, costs, claims, demands, expenses, and/or losses whatsoever which may be taken or made against MATRADE or incurred or become payable by MATRADE by reason of or on account of or arising out MATRADE's reliance on the Company's declaration above.

Thank you.

Certified by,

Signature of Company's official
Authorised Signatory Rubber Stamp
Name of Authorised Signatory
Designation of Authorised Signatory