

SERVICES EXPORT FUND (SEF)

Market Development Unit (MDU)
8th Floor, East Wing
Menara MATRADE

GUIDELINE OF SERVICES EXPORT FUND (SEF)



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 the service industries as below:

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

Form of Assistance

The assistance extended in the form of Reimbursable Grants.

- Entities are expected to spend first for an eligible expense
- File an application for a claim within the eligible period after the last day of the eligible activity.

Form of Incentives

100% reimbursable Grant

Except Activity 5:

- 50% during the ongoing Feasibility Study
- 50% balance subject to project awarded with LOA within 1 year from Feasibility Study completed

Duration

For the period of RMKe-12 (2021 to 2025)

Number of Activities Covered

12 Activities

Note: Approval is subject to availability of the fund

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. Manufacturing, wholesale and trading companies are NOT eligible
4. For mixed business company, at least 51% revenue MUST derive from rendering services
5. In operation for at least 1 year (For all Activities, except Activity 5 must be 3 years in operation)
6. Not a dormant business entity
7. Entity is exporting Malaysian services / ready to export
8. 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. At least 60% equity owned by Malaysians
3. Registered with MATRADE under the Malaysia Exporters Registry (MER)

ELIGIBLE SECTORS



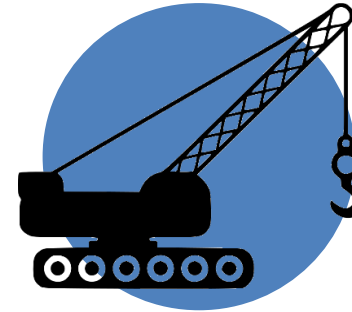
MRO



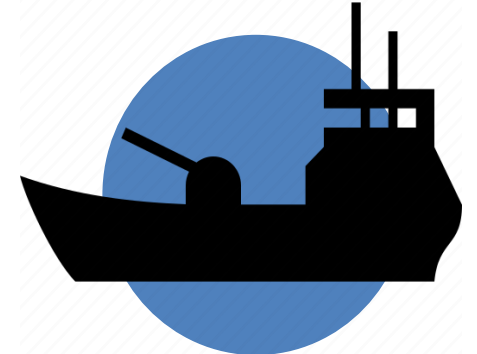
Oil & Gas



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**

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)

- Applicable to Legal, Accounting, Engineering and Architecture sectors
- Registered under the respective statutory bodies for professional services providers (registration letter / license / certificate issued by professional services authority)
- Latest Audited Financial Statement / Management Account / Income Statement / Company Account

3 CO-OPERATIVE

- Incorporation document from Cooperative Societies Act 1993
- Main business activity for exporting
- Exporting products made in Malaysia or Malaysian services

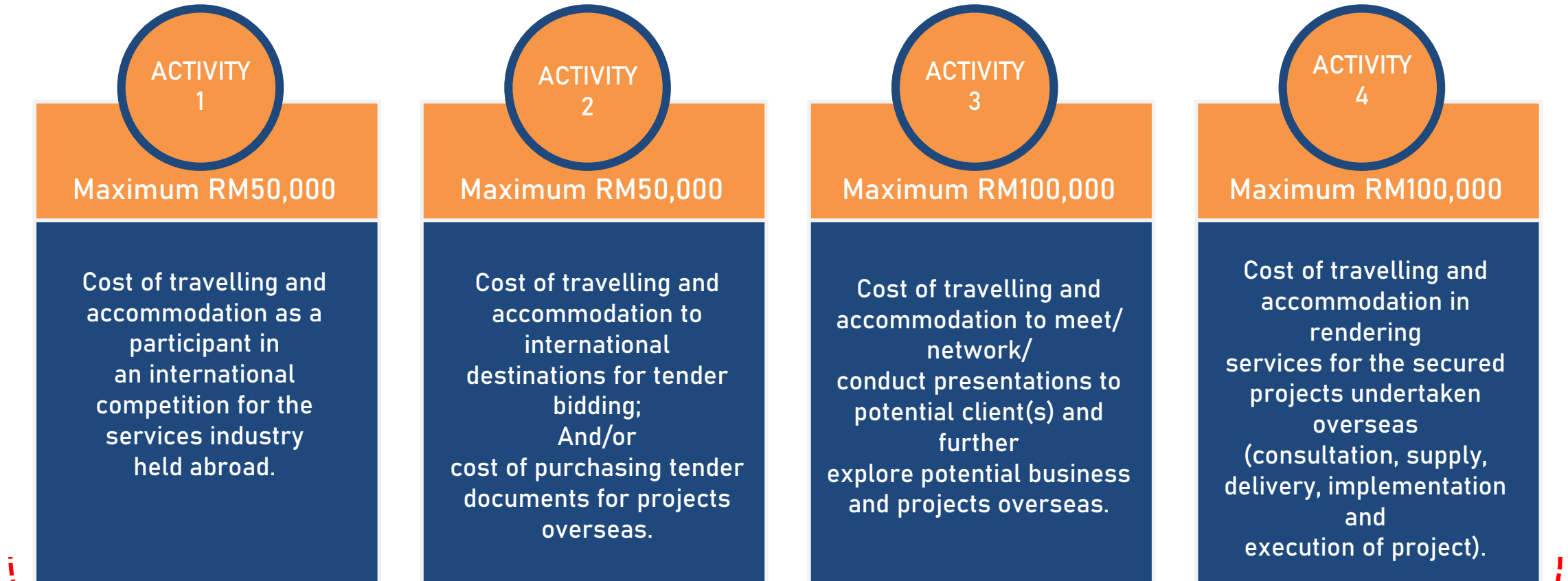
4 CHAMBERS OF COMMERCE, TRADE AND INDUSTRY ASSOCIATIONS & PROFESSIONAL BODIES

- 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 (Form A is not acceptable)
- Latest salary slips (director)/ Appointment letters (contract staff/s) 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)



Eligible Expenses

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

ELIGIBLE ACTIVITIES & EXPENSES (ACTIVITY 5)

ACTIVITY 5

Maximum RM1,000,000

Cost of conducting a feasibility study for international project overseas.

- Approval in principle is required for Activity 5. Applicant needs to undergo:
 - Pitching session
 - SEF Technical Committee Meeting
 - SEF Steering Committee Meeting
- Local and International consultants can be engaged to assist in undertaking the study.
- Maximum grant approval for Activity 5 is 30% of the total cost of Feasibility Study but not exceeding RM1,000,000.00, whichever is lower

Documentations:

- Letter of Intent (LOI) issued by the host country, Malaysia Government or international institution
- Copy of contract with the hired consultant(s)
- Profile of the consultants involved in the feasibility study showing the qualification and experience
- Copy of Project Brief

Method of reimbursement:

- 50% during the ongoing Feasibility Study
- 50% balance subject to project awarded with LOA within 1 year from Feasibility Study completed

Eligible Expenses

1) Travelling cost (9.4%) :

- Airfare
- Accommodation
- Ground Transportation

2) Cost of Consultancy Work (90%) :

- Technical survey, studies & reports
- Technical design/drawings & printing
- Related work (eg : permit, license, etc.)

3) Printing cost for Final Report with ISBN Registration Number (10 copies) (0.6%)

ELIGIBLE ACTIVITIES & EXPENSES (ACTIVITY 6)

ACTIVITY 6

Maximum RM200,000

Cost 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 / co-working space
 - Virtual office
 - Marketing office

Eligible Expenses

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

*The office set up must be at commercial area.

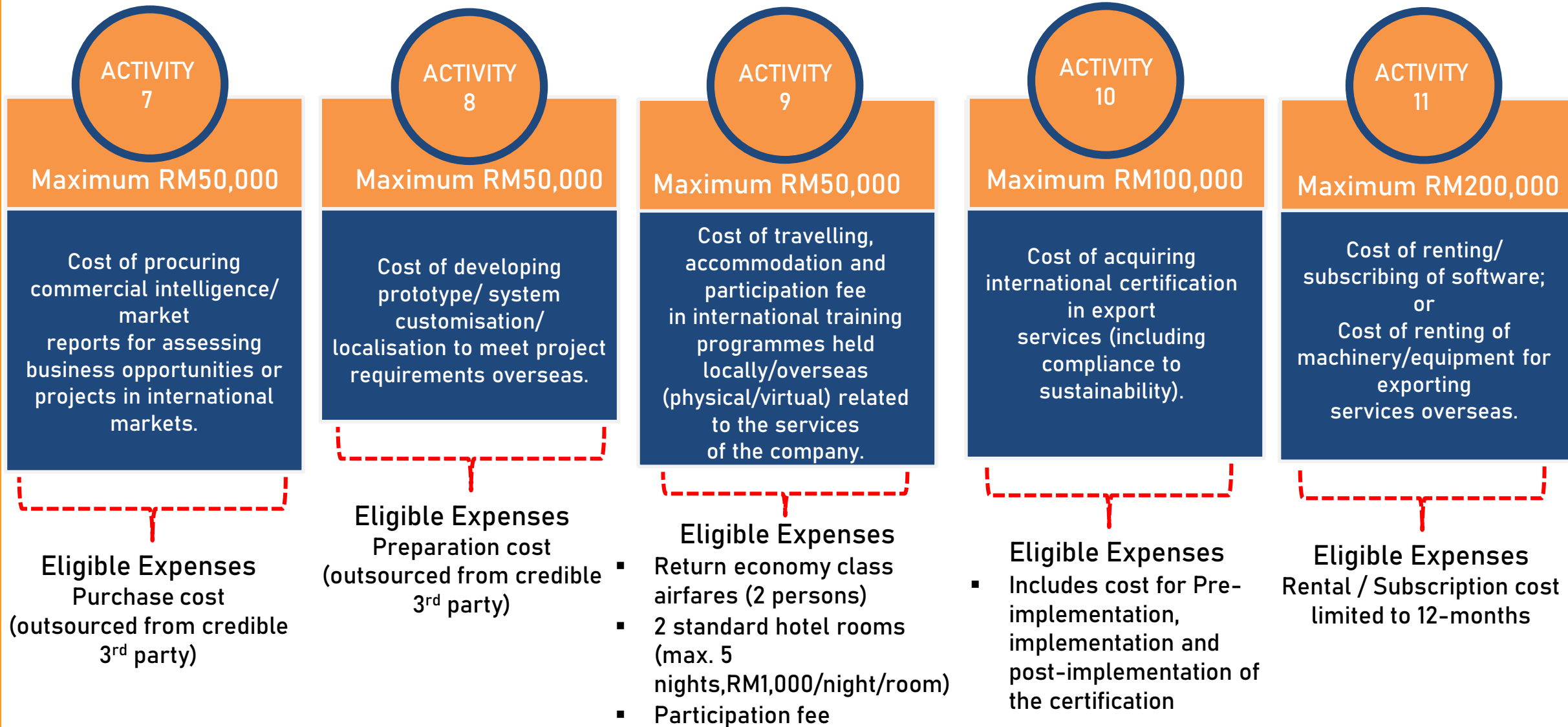
*Home office/ residential area – not eligible.

*Office can be set up in site area (i.e. construction company).

*Deposit & renovation cost – not claimable.

*Gallery, restaurant, warehouse & franchise outlet are considered as operational space – not eligible.

ELIGIBLE ACTIVITIES & EXPENSES (ACTIVITY 7-11)



ELIGIBLE ACTIVITIES & EXPENSES (ACTIVITY 12)

ACTIVITY 12

Maximum RM350,000

Cost of logistic (sea/air/land freight) involved in sending of Malaysian products and/ or equipment abroad (door to door), 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 OR Quotation from overseas client (if applicant as supplier)
- Bill of Lading (stamped by receiver)
- Packing List

Eligible Expenses

- Logistic cost including:
 - Sea/air/land freight
 - Forwarding fee
 - Haulage
 - Terminal handling charges
 - Bill of lading

Examples of Projects Overseas

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

DEADLINE FOR ONLINE APPLICATION & CLAIM SUBMISSION

Activity 1, 2, 3, 4 & 9

- Within 40 calendar days from the last date of the events

Activity 7, 8, 10 & 11

- Within 40 calendar days from the last date of the payment

Activity 5

- Online Application - within 40 calendar days from the date of Letter of Intent (LOI)
- Limited to 2x claim submissions during ongoing study - second claim must be made within 40 calendar days from the last date of the Feasibility Study completion

Activity 6

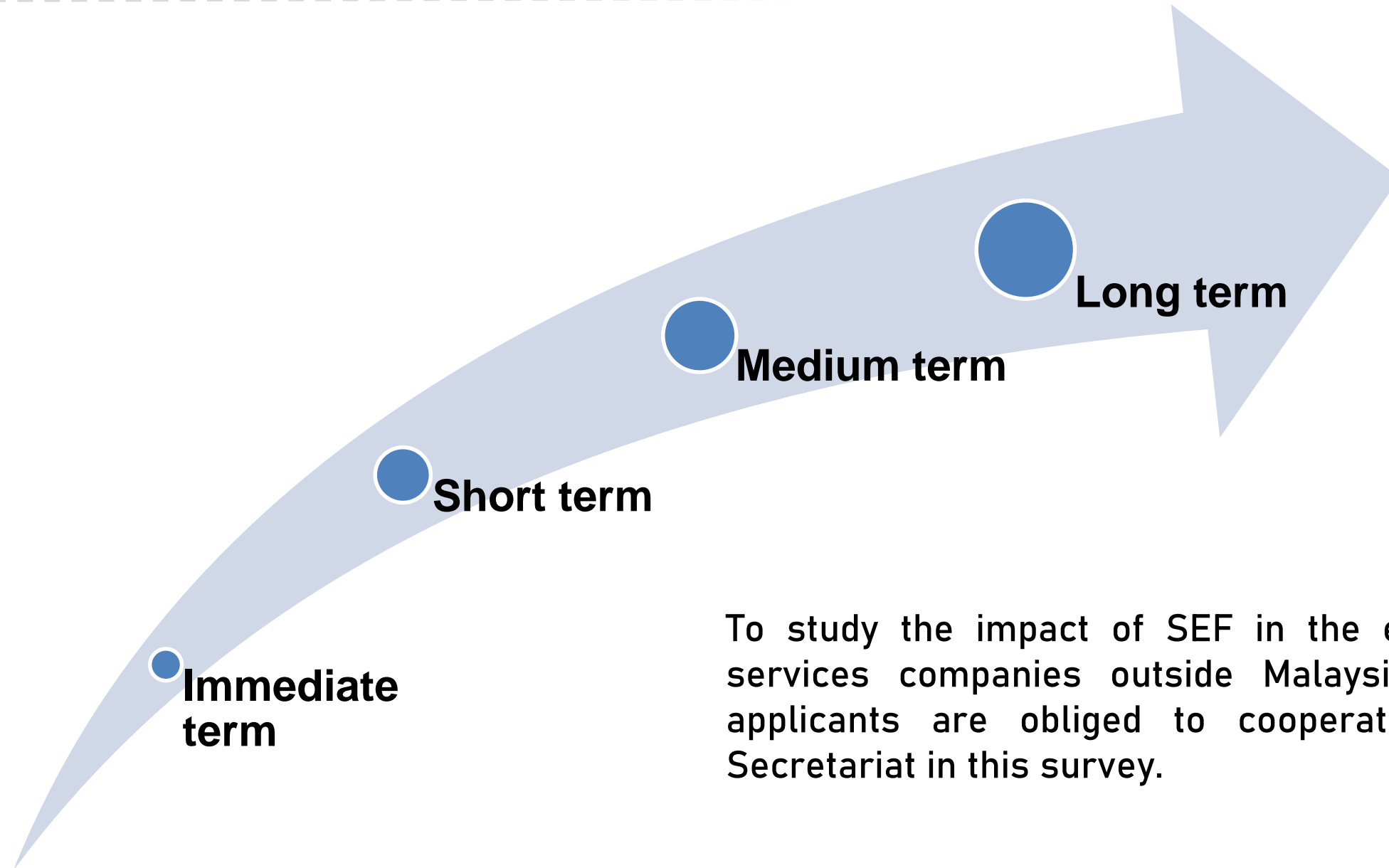
- Advance Payment - within 40 calendar days once the payment made
- Split Payment (2x submission) - second claim must be made within 40 calendar days after the end of 12 months period of the office establishment OR date of termination of the office contract
- Full Payment - within 40 calendar days after the end of 12 months period of the office establishment OR date termination of the office contract

Activity 12

- Within 40 calendar 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.

IMPORTANT NOTES



Read & understand the SEF Guidelines

2. **REGISTRATION**



Registered as a MATRADE member

3.



Document must be in **English translation**. Translated Contract/ Agreement must be attested by **Ministry of Foreign Affairs**

4.



Claim documents must be **original & scan in color**

5.



All claim docs. **MUST be under company's name**; if it's under individual name, it must be **listed in name of directors/ shareholders or staff of the company as listed in EPF statement**

6.



Response on time
(if required)
failure to do so may caused rejection

7.



Get info from the right source
www.matrade.gov.my

8.



Avoid cash payment

9.



All claim docs **MUST NOT be conceal**

10.

APPLY ONLINE

Apply online via **MyExport**
<https://myexport.matrade.gov.my/>



Go Global with MyExport

An online service for **Malaysian exporters registered with MATRADE**. Login to MyExport to gain access to key trade information and market intelligence compiled by MATRADE's worldwide offices.

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Product & Market Studies

Trade Leads

1

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- MARKET ALERTS
- PRODUCT & MARKET STUDIES
- TRADE LEADS
- INTERNATIONAL TENDER NOTICES
- MALAYSIA'S TRADE PERFORMANCE
- PRESENTATION MATERIALS

Company

Name: [Redacted]
Member Since: 14 Feb 2023
Email: [Redacted]
Email 1: [Redacted]
Email 2: [Redacted]
Products/Services:
ACT OF CREATIVE, DESIGN, MULTI-MEDIA, ANIME, ETC
BUSINESS OF INTERIOR DECORATORS AND CONSULTANTS

Please keep your company's profile current.
Last update was on **7 Feb 2024**

[View/Update Profile >](#)

Export Readiness Assessment

Assessment Date: 16 Feb 2023
Created By: [Redacted]

Your overall average score is:
76%

The assessment breakdown are as follows:

Export Resources:	75%
Management Commitment:	88%
Marketing Methods:	60%
Product/Service Potential:	78%

[View Assessment >](#)

Application Status

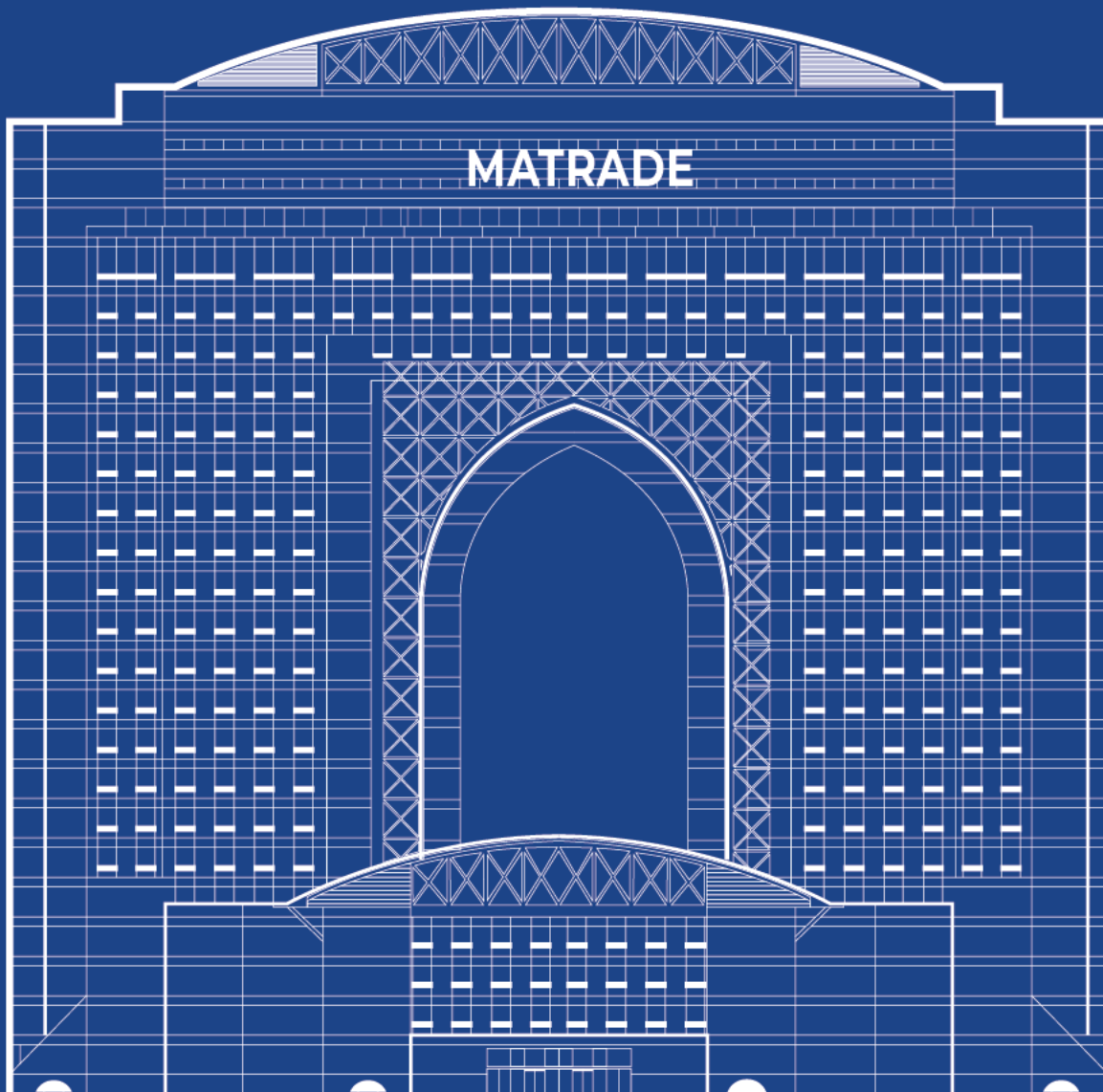
Status of your company's current year application for Trade Events, Training Programmes, Market Development Grant (MDG) or eTRADE.

2

MDG	SEF	Events	Training	eTRADE
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[Apply >](#)

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For More Information:

Market Development Unit, 8th Floor,
East Wing, Menara MATRADE,
Jalan Sultan Haji Ahmad Shah, 50480 Kuala
Lumpur.

T: +603-6207 7077

E: sef@matrade.gov.my

THANK YOU



MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)



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