

INTERNATIONAL ENTERPRISE SINGAPORE

Market Access Incubation Programme (MAIP)

Taking start-ups global



Driving
Singapore's
External
Economy

With a small domestic economy, going overseas is crucial to the success of most companies. However, this is often a costly affair especially for new start-ups.

The Market Access Incubation Programme (MAIP) is part of IE's Market Readiness Assistance (MRA), and complements the efforts of incubators seeking to help their portfolio start-ups access overseas markets and networks. This will be done by providing support for start-ups participating in overseas business missions and fairs organised by government-approved incubators.

What Types Of Events Are Supported?

Events supported under MAIP should be start-up centric, and should include some or all of the following activities:

- Business Matching with potential investors, partners or customers
- Showcasing of products or prototypes to potential investors, partners or customers

Please note that consumer fairs and existing events supported under IE Singapore's iMAP programme will not be supported under MAIP.



Key Support Areas

MAIP supports up to 70% of eligible third party expenses incurred by start-ups depending on region. These include the following:

- Rental of exhibition space
- Stand construction costs
- Publicity costs
- Consultant's fees
- Pitching fees
- Logistics costs
- Networking fees
- Airfare and accommodation¹

Funding will be disbursed through the approved incubators to eligible start-ups when they participate in approved business missions and fairs.

Eligibility Criteria

To qualify for MAIP, the event must be held overseas and non-profit driven. The incubator leading the event must be approved by one of the following government agencies:

- SPRING Singapore
- Media Development Authority
- National Research Foundation
- Infocomm Development Authority of Singapore

Start-ups participating in the event must meet the following criteria:

- Less than 5 years of incorporation
- Global HQ anchored in Singapore²
- 50% of the participating start-ups must be incubated by an approved incubator

¹ Up to 50% of airfare and accommodation is supported

² Global HQ refers to global management control and decision-making functions based in Singapore

How To Apply?

Incubators can approach their respective government agencies for application to the programme.

Next Steps

To find out more about Market Access Incubation Programme, you can:

- Visit our Advisory Centre on Level 10, Bugis Junction Office Tower
- Call our Customer Service Centre at **1800-IESPORE (1800-4377673)** or **+65 6337 6628**
- Make an online enquiry at **www.iesingapore.com/contactus**



International Enterprise Singapore

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. We spearhead the overseas growth of Singapore-based companies and promote international trade. Our vision is a thriving business hub in Singapore with Globally Competitive Companies (GCCs) and leading international traders.

Trade has always been the backbone of Singapore's economy. In addition to promoting export of goods and services, IE Singapore also attracts global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a thriving trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters.

GCCs are a critical growth engine for the next phase of Singapore's development. GCCs compete on the global stage against the very best in their industries. They contribute to Singapore's economic resilience, develop Singaporeans into global business leaders and strengthen the Singapore brand. Through our Global Company Partnership and Market Readiness Assistance, we work with Singapore-based companies in their various stages of growth towards being globally competitive.

Our global network of overseas centres in over 35 locations provides the necessary connections in many developed and emerging markets.

Visit **www.iesingapore.com** for more information.

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