



Export Market Development Grant

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What we are covering today



**Ali
Suleyman**

Overview of
the grant

How can we help?



**Maria
Paradisis**

Eligibility requirements

Eligible and ineligible
expenditure



**Janet
Aucamp**

Application process
and timeline

Case study

Australian Government financial assistance program for small to medium enterprises (SME's) engaging in overseas promotional activities

\$49.8m

Increase in EMDG funding for the 2019-20 financial year due to COVID-19



What is the benefit?

Maximum 50% of eligible expenditure above \$5,000
Capped at \$150,000



Tranche 1
Initial payment



Tranche 2
Second payment

Eligibility requirements

Australian businesses



Income < \$50 million



Minimum \$15,000 spent on promoting one of the following

Export of goods and
certain services

Inbound
tourism

Export of IP
and know-how

Conferences and
events held in
Australia



Eligible expenditure

Overseas

Marketing

IP

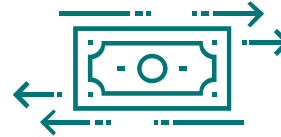
Ineligible expenditure



**Capital
acquisition,
maintenance
and depreciation**



**Product
research and
advancements**



**Expenses
incurred to trade
with New Zealand
and North Korea**



**Reimbursed
expenditure**

Eligibility requirements from Year 3 onwards



Option 1

Export Performance Test



Option 2

Satisfy Australian Net
Benefit Requirements



Application process and timeline

2020 income year



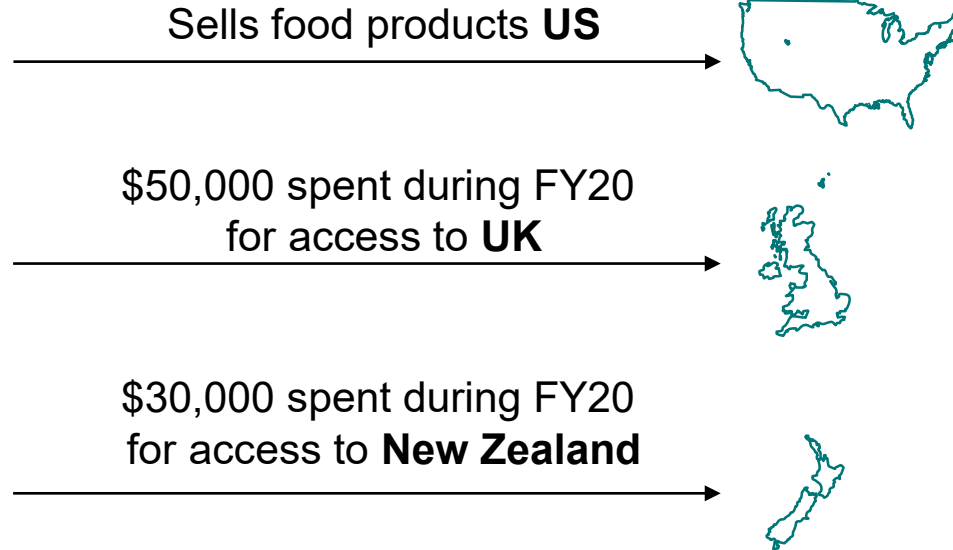
Receipt of Payment 1

depending on when application is assessed

Case study



HealthFoods Pty Ltd
Australian incorporated
company
\$49m turnover



EXPENSES INCURRED IN ACCESSING THE UK AND NEW ZEALAND MARKETS

- Attendance of trade fairs
- Advertising campaigns
- Giving samples

How can we help?



Determine
whether key
EMDG eligibility
requirements
are satisfied



Identify
eligible
expenditure



Lodge
an application
with Austrade

Q&A

Contact us



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