



Suite 413 – 370 St Kilda Road, Melbourne Vic 3004

Tel: 03 9682 9870

Export Market Development Grant (EMDG)

What is it?

The EMDG scheme provides organisations with substantial cash rebates for overseas marketing expenditure. The scheme is designed as an incentive to encourage Australian exporters to develop overseas markets for their goods and/or services (including tourism and education). The scheme provides reimbursement of approximately 50% of the eligible expenditure incurred to a maximum of \$150,000 per annum.

Applicants must be Australian resident entities with a total annual turnover of less than A\$50 million and must have spent at least \$15,000 in overseas marketing.

How can Export Solutions help?

Export Solutions have been focused on assisting with EMDG grants for over 25 years. Our job is to use our in-depth knowledge of the EMDG legislation to make sure your claim is **maximised**. In addition we will:

- be available for on-site meetings to discuss your claim
- provide immediate answers to your EMDG queries by phone or email
- attend EMDG audits as required
- provide an EMDG KitSM to help capture supporting documentation efficiently
- electronic lodgement of claims
- work on a success fee only basis.

What expenses can I claim?

Eligible expenditure includes:

Overseas Representatives

The costs attributable to maintaining an overseas representative on an ongoing basis to market your business overseas. Eligible costs include salaries/fees, office expenses, travel and accommodation.

Marketing Consultants

Expenditure incurred in engaging independent consultants who provide service relating to market development and market research. Consultants may be located either in Australia or overseas, but must be unrelated to the applicant.

Overseas Marketing Visits (Travel)

The cost of airfares and ground travel plus a daily allowance of A\$300 to assist with accommodation and meals.

Communication

The communication costs including IDD telephone, facsimile and email all of which are necessary to access export markets.

Product Promotion (Free Samples)

The actual cost of providing free product samples to potential overseas buyers including the cost of providing FOC's in the tourism industry.

Trade Fairs

The external costs associated with participation in overseas trade fairs, conferences, in-store promotions, international forums, private exhibitions or similar promotional events.

Promotional Literature & Advertising Material

The external costs associated with brochures, promotional videos, CD ROM's, advertising and other promotional material are eligible. Reasonable external costs associated with the development of promotional websites and a percentage of website hosting costs are also claimable.

Patents and Trade Marks

The cost of registering patents and trade marks outside of Australia and NZ is eligible including patent attorney expenses.

Overseas Buyers Visiting Australia

Airfares, transport, accommodation and meal costs associated with bringing overseas buyers, or potential buyers, to Australia to evaluate goods, services or intellectual property are eligible.

How much money will I get back?

Once you have spent more than the \$15,000 required to qualify you will get back 50% of eligible expenditure in excess of \$5,000. For example if your eligible expenditure was \$65,000 then your rebate would be \$30,000 calculated as follows:

$$\text{Rebate} = (\$65,000 - \$5,000) \times 50\% = \$30,000$$