



# EXPORT MARKET ASSISTANCE

***Product Push—Singapore!***

Sarawak Exporters are urged to apply now  
for support of up to SGD10,000 each year.

*Use it to double your marketing impact!*

SGD 240,000 available for 2021/2022

**statos**  
SARAWAK TRADE AND  
TOURISM OFFICE SINGAPORE

# PROMOTION ASSISTANCE SCHEME

## Purposes and Objectives

Promotion Assistance Scheme by STATOS (PASS) is a Key Sarawak Government financial assistance program for small to medium aspiring and growing export-ready businesses. It encourages local businesses to export their products and grow internationally. Eligible exporters are those who may have export promotion expenses pertaining to product development to attain acceptance in Singapore. This subsidy is strictly on an equal sharing basis, capped at a maximum of SGD10,000 for each application.

\*Singapore dollars (SGD) are used throughout this publication.



## To Lodge Your Application

You must first register your business with STATOS before lodging your application. To register with STATOS, kindly visit STATOS's website to download the Company Registration Form (Form AA1).

### Important Note

To help speed up the application process:

- **REGISTER** your business and profile with STATOS.
- **CHECK** your application carefully to make sure you meet the criteria.
- **VERIFY** that your application meets the Promotion Assistance Scheme requirements.
- **INCLUDE** all the required documentation. Please refer to the Document Checklist and attach required documents for the application.

If you have any questions regarding your application or the eligibility of the expenses for getting the assistance, please email us at [info@statos.com.sg](mailto:info@statos.com.sg) or call us at +65 6226 1318.



## Promotion Assistance Scheme by STATOS (PASS)

- Promotion Assistance offered can be applied as:
  - Promotional cost such as advertisement, packaging and labeling
  - Events such as food fair and product demonstration
  - Consultation pertaining to product development to attain acceptance in Singapore
- The Promotion Assistance has to be on equal sharing basis.  
For example, for a total promotional cost involving SGD 8,000, each party will contribute 50%.
- Maximum allocation by STATOS is up to SGD 10,000 per application each group of company per year.

### Criteria

- Must be a registered business in Sarawak.
- Must be in operation for at least 3 years; For newly incorporated companies, consideration may be given on a case-to-case basis.
- Strictly Sarawak products and services, originating from Sarawak.
- In compliance with Sarawak regulatory bodies such as product certifications like MESTI, HACCP and MyGap.
- Must be ready to export and comply to Singapore regulatory bodies especially Singapore Food Agency import regulations.

### Terms and conditions

- STATOS to be involved in the promotion strictly as a facilitator.
- Applicants must ensure sufficient staff to take charge of the event.
- STATOS's logo to be used in the promotion.
- No cash to be given outright, instead Promotion Assistance will be given upon approval on reimbursement basis with supporting original invoices and receipts.
- All expenses to be considered must be incurred within Sarawak and Singapore.
- To highlight STATOS if they have already received Promotion Assistance from other Ministries within Sarawak in the last 3 years on similar projects.
- Approval is strictly subject to consideration by the STATOS committee and an interview may be called for.
- Applicants must invite STATOS to inspect their farms and/or facilities for approval, where applicable.
- Applicants must submit a post-mortem report which includes sales quantity and revenue.
- Successful applicants in the previous promotion may be considered for a second application for the same product on a case to case basis subject to performance and approval. Priority is given to the first timers. (maximum allocation per year per company is capped at SGD 10,000).
- Applicants found to have misled or misrepresent any information requested by STATOS will be barred immediately from all involvement, including all future applications.