MRA From 2H 2026: Test Existing-Market Expansion Before Applying

Description

Budget 2026 expands Market Readiness Assistance from the second half of 2026 to support deeper activities in existing overseas markets, with enhanced support rates that differ for SMEs and local non-SMEs.

This guide is for a Singapore company planning deeper activity in an overseas market it already serves. Its job is to test whether the enhanced MRA scope and support rate fit the project before expenditure, using a before-and-after market footprint map proving what is genuinely being deepened and an eligible-cost schedule that separates pre-application commitments from post-approval expenditure rather than a headline or remembered rule.

Choose the branch before acting

Situation	Practical next step
Project enters a new market	Use the existing MRA market-entry test
Project deepens an existing market after scope expansion	Map the activity to the enhanced route
Applicant is a local non-SME	Use the applicable lower support rate
Costs are already committed	Do not assume retrospective eligibility

Define the market

Enterprise Singapore Budget 2026 states the controlling point used here: Enterprise Singapore states that MRA support for SMEs is up to 70% through 31 March 2029, with existing-market deepening supported from the second half of 2026 and non-SME eligibility up to 50%. Country, customer segment and present footprint determine the real expansion question. Write the baseline

If project enters a new market, use the existing MRA market-entry test. Use â??Write the baselineâ?• as the recorded proof step, with the decision date and the version of the document or live page relied on.

Define the activity

Promotion, business development and setup costs are not interchangeable. Map cost to activity

For this articleâ??s define the activity check, the working file should show whether â??Map cost to activityâ?• is complete. If it is unresolved, name the responsible person or official service and set the last safe time to close that specific gap.

Confirm company class

SME and non-SME support rates differ. Save the eligibility evidence

If applicant is a local non-SME, use the applicable lower support rate. Use â??Save the eligibility evidenceâ?• as the recorded proof step, with the decision date and the version of the document or live page relied on.

Check dates

Enterprise Singapore MRA grant states the controlling point used here: The current MRA page sets the eligible business, activity, application-timing and support conditions that govern a project. Announced enhancements have effective periods. Match project dates

For this articleâ??s check dates check, the working file should show whether â??Match project datesâ?• is complete. If it is unresolved, name the responsible person or official service and set the last safe time to close that specific gap.

Do not pre-commit

Grant approval and eligible-cost rules control claimability. Hold irreversible spend

If project enters a new market, use the existing MRA market-entry test. Use â??Hold irreversible spendâ?• as the recorded proof step, with the decision date and the version of the document or live page relied on.

Measure outcome

A grant file should show the commercial result sought. Set market and revenue indicators

For this articleâ??s measure outcome check, the working file should show whether â??Set market and revenue indicatorsâ?• is complete. If it is unresolved, name the responsible person or official service and set the last safe time to close that specific gap.

A before-and-after market footprint map proving what is genuinely being deepened

Start with Define the market, then test Define the activity and Confirm company class. Show the input, the condition applied and the resulting action in separate columns. If a number is calculated, retain the arithmetic; if a route is selected, retain the branch that ruled out the alternative.

Input or condition	Evidence to keep	Decision it changes
Project enters a new market	Write the baseline	Use the existing MRA market-entry test
Project deepens an existing market after scope expansion	Map cost to activity	Map the activity to the enhanced route
Applicant is a local non-SME	Save the eligibility evidence	Use the applicable lower support rate

An eligible-cost schedule that separates pre-application commitments from post-approval expenditure

Use Check dates, Do not pre-commit and Measure outcome as the verification pass. Check the live condition, note the time checked and keep the response or document that supports the conclusion. Unknowns remain visible until resolved; they should not be replaced by a guessed price, deadline, eligibility result, service level or operating detail.

Evidence map for Market Readiness Assistance 2H 2026 existing overseas markets

Check	Record before acting
Define the market	Write the baseline
Define the activity	Map cost to activity
Confirm company class	Save the eligibility evidence
Check dates	Match project dates
Do not pre-commit	Hold irreversible spend
Measure outcome	Set market and revenue indicators

Use this map to test whether the enhanced MRA scope and support rate fit the project before expenditure. Date each item, distinguish a live response from an older copy, and keep any unsupported row visibly open.

Worked example

A Singapore manufacturer already has a distributor in Thailand and wants local certification plus a second sales channel. It records the current footprint, separates supported market-development work from ordinary operating cost, and waits for the applicable application outcome before committing eligible expenditure.

This example demonstrates a before-and-after market footprint map proving what is genuinely being deepened. It is not a guarantee: change one material input at a time and recheck the current Enterprise Singapore Budget 2026 page before relying on the result.

Before you commit

1. Use the existing MRA market-entry test.
2. Map the activity to the enhanced route.
3. Use the applicable lower support rate.
4. Do not assume retrospective eligibility.
5. Save the date and evidence used for every material condition.
6. Stop and ask the controlling authority, operator or qualified professional if a disputed fact changes the outcome.

Build the compliance record around the legal entity, triggering event, effective date, responsible officer, filing channel and acknowledgement. That sequence exposes a missing approval or access role before it becomes a late or incorrect submission.

Limits

Eligible activities, cost categories, application timing and approval depend on current Enterprise Singapore and Business Grants Portal rules.

For an adjacent live guide, see MRA Grant 2026: Singapore SMEs Get Up To 70 Percent Support For Overseas Expansion. If the next decision shifts to a second practical issue, Heartland Placemaking Grant: Test a S$14,000 Project provides the relevant progression without duplicating this primary intent.

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