

AT A GLANCE			
MRA supports companies in their overseas expansion by covering up to 70% of costs for activities across 3 pillars (capped at S\$100,000 per new market)*			
PILLARS	OVERSEAS MARKET PROMOTION (capped at S\$20,000)	OVERSEAS BUSINESS DEVELOPMENT (capped at S\$50,000)	OVERSEAS MARKET SET-UP (capped at S\$30,000)
ACTIVITIES	Overseas Marketing & PR Conduct a marketing/PR campaign to promote products & services Overseas Physical & Virtual Trade Fair Participate in overseas trade fairs	Identification of Potential Overseas Partners Identify franchisees, distributors, JV partners, logistic partners, etc. In-market Business Development Engage business development services overseas Overseas Marketing Presence Deploy an employee overseas to conduct business development	Market Entry Apply for overseas incorporation, IP protection, trade credit insurance, etc.
<small>* A new market is defined as one where the company has not exceeded S\$100,000 in annual overseas sales in any of the previous three years.</small>			

MRA Grant 2026: Singapore SMEs Get Up To 70 Percent Support For Overseas Expansion

Description

Singapore SMEs looking beyond the local market should revisit Enterprise Singapore's [Market Readiness Assistance Grant](#), especially after the Budget 2026 support change.

EnterpriseSG lists support of up to 70 percent of eligible costs for local SMEs from 1 April 2026, capped at S\$100,000 per company per new overseas market.

What The Grant Covers

- Overseas market promotion, capped at S\$20,000.
- Overseas business development, capped at S\$50,000.
- Overseas market set-up, capped at S\$30,000.
- Overall cap: S\$100,000 per company per new market.

Who Can Apply

The official eligibility criteria require the business entity to be registered and operating in Singapore, with at least 30 percent local equity held directly or indirectly by Singaporeans or Singapore Permanent Residents.

EnterpriseSG also states that each application is limited to one activity in one overseas market. Projects should not exceed 12 months, and applications should be submitted six months or less before the project start date.

Timing Matters

The key trap is retrospective work. EnterpriseSG states that retrospective applications are not allowed, including cases where the project has started, payment has been made, or a contract has been signed

before the application is submitted.

The same page notes that EDGE launches in the second half of 2026, while existing grants such as EDG, MRA and PSG remain accessible until then. For SMEs planning travel, partner meetings or market set-up costs this year, the grant check should happen before signing vendors.

A practical first step is to define the overseas market and the single activity you are applying for. The MRA page is structured around one activity in one market, so a mixed plan covering several countries or cost types may need to be split, simplified or sequenced.

Date Created

12/06/2026

Author

rachelng

default watermark