

Export Market Development Grants

July 2021

Find out if your business is eligible for Austrade's Export Market Development Grants and which products and expenses can be claimed.

The Export Market Development Grants (EDMG) is a government financial assistance program for current and future exporters. It provides reimbursement for the first two years of up to 50% of eligible export promotion expenses incurred, applicable to the portion of business expenses above \$5,000. From the third year of receiving grants onwards, the business must satisfy certain additional requirements for which Accru can help assess and advise you.

Eligible businesses

There is no requirement that limits the range of business structures that are eligible, but a business must be an Australian resident and satisfy the following criteria:

- + The business's income cannot be more than \$50 million in the grant year;
- + The business must have incurred at least \$15,000 on eligible export promotion expenses in the grant year (new applicants can combine two years); and
- + The products being promoted for export must be owned by the business and sold or intended to be sold directly to overseas buyers.

Eligible expenses

Expenses can be claimed in relation to trade fairs, seminars, in-store promotions, promotional literature (both hard and soft copies) and advertising, as well as the categories in the adjacent table which have a maximum claimable expense. Communication costs such as telephone bills, are no longer covered by the grant.

- + Maintaining overseas representatives;
- + [Marketing visits, local and overseas](#);
- + The products being promoted for export must be owned by the business and sold or intended to be sold directly to overseas buyers.

Eligible Products

Products must generally be made or provided in Australia. These include goods, events, and tourism services. Know-how, trademarks, intellectual property and goods made outside Australia are included to the extent that they resulted mainly from work done in Australia or where Australia derives a significant benefit from overseas sales.

Category	Max. Claimable Expense
Maintaining overseas representatives	\$200,000
Marketing consultant hire	\$50,000
Marketing visits	\$350 per day for up to 21 days
Free Samples (excluding intellectual property)	\$15,000
Overseas Buyers	Max. \$7,500 per buyer, per visit Max. \$45,000 per application
Registration and/or eligible intellectual property	\$50,000

The grant excludes expenses for which a third party pays, commissions, discounts, pre-payments for goods, tax, cash payments of over \$10,000, non-promotional activities, after-sales activities, activities that have a detrimental impact on Australia's trade reputation and expenses related to promoting trade with New Zealand, and North Korea. Also ineligible are those relating to Iran up to and including 17 January 2016.

Your business could receive up to eight grants, where each grant is capped at \$150,000.

For further information or advice on how Accru can help secure your future, contact your local Accru advisor for an obligation free review.

Disclaimer: This fact sheet is of a general nature only and is not intended to be relied upon as, nor to be a substitute for, specific professional advice. No responsibility for loss occasioned to any person acting or refraining from action as a result of this information can be accepted.
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