



# MALTA ENTERPRISE ACT

## INCENTIVE GUIDELINES

**Thematic:** Enterprise Support

**Regulation:** Enterprise Support Incentives Regulations 2008

**Title of Incentive:** **Trade Promotion** (Assistance for participation in trade fairs and events)  
*Strengthening Market Entry and Internationalisation*

Version: 1.2

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Issued by Incentive Development Unit

[www.maltaenterprise.com](http://www.maltaenterprise.com)

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# 1. Introduction

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## 1.1 *Scope and Background*

Through participation in international trade events, fairs and trade missions, enterprises can broaden their international exposure, generate / establish contacts with trade partners, develop business networks with international partners, acquire knowledge about new markets and seek new business opportunities.

The objective of this incentive is to help enterprises develop knowledge and understanding of markets and develop effective marketing capabilities. This incentive will support enterprises in building capacity, establishing business contacts and consolidating their existing market share through the participation in trade promotion events and trade missions.

## 1.2 *Duration of the incentive.*

This scheme is available till 31<sup>st</sup> December 2013.

## 1.3 *Legal Basis*

These Guidelines are issued pursuant to the vires granted to Malta Enterprise under Article 8(3)(a) of the Malta Enterprise Act.

The Legal Notice entitled 'Enterprise Support Incentives Regulations' provides the parameters of the aid awarded under this scheme.

## 1.4 *Designated Authority*

This incentive is administered by Malta Enterprise

# 2. Eligibility

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This incentive is targeted mainly towards enterprises engaged in manufacturing, industrial services, ICT, biotechnology or in other innovative or high value adding operations as may be approved by Malta Enterprise.

Eligible activities under this incentive are *active participation in international trade fairs* or *participation trade missions* as part of a contingent managed by Malta Enterprise or by other entities as may be approved by Malta Enterprise.

### 3. Incentive Description

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Eligible activities under this incentive are:

- a) *active participation in international trade fairs*<sup>1</sup>
- b) *participation in trade missions* as part of a contingent managed by Malta Enterprise or by other entities as may be approved by Malta Enterprise.

#### 3.1 ***Actions and costs that may be supported through this incentive and the applicable aid intensity***

##### **(A) Costs for Participation in Trade Promotion events (60% of costs)**

- Rental of exhibition space / stand;
- Stand construction services,
- Additional stand improvements including display aids and graphics but excluding any other promotional material, may be part-financed at 60% of costs and up to **Euro2,400;**.
- Freight expenses incurred for shipping materials and exhibits required to setup and run the stand.

##### **(B) Travel (up to 60% of Costs)**

Travel expenses covering one person per enterprise per event may be part financed:

- i. All travelling must be pre-approved in writing by Malta Enterprise.
- ii. Malta Enterprise will part finance air, rail and ferry travel (other means of travel including taxi services are not be eligible);
- iii. All travel must be economy class or equivalent.

##### **(C) Per Diem**

For any travel approved under (b), beneficiaries may also be granted a per diem of up to 60% of the official per diem rates listed in *Annex 4* of these Guidelines. The per diem may:

- a) only be claimed for the person whose travel has been approved.
- b) not exceed the duration of the trade fair or trade mission<sup>2</sup> in which the undertaking is exhibiting its products or services or 10days, whichever is the minimum.

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<sup>1</sup> Participation in International Trade Fairs may only be supported when the applicant is present at the trade fair as an exhibitor with a managed promotional stand. Participation in seminars, forums, conferences, workshops, networking events, meetings of associations or other similar gatherings is not supported.

<sup>2</sup> The start date of a trade mission shall be considered to be the date of the first meeting. The end date shall be the date of the last meeting

## 4. Evaluation and Assignment of Aid

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Aid under this incentive is subject to pre-approval by Malta Enterprise and is awarded at the sole discretion of Malta Enterprise.

### 4.1 Evaluation

Since the amount of participants for trade fairs, events, and trade missions coordinated by Malta Enterprise is usually restricted, applications will be accepted until the available slots are allocated.

Applications for other trade fairs, events, and trade missions not coordinated by Malta Enterprise will be evaluated, so as to establish the potential contribution that participation will have on the enterprise's competitiveness. Approval of such applications will be limited to the annual budget set for the scope.

### 4.2 Assessment of Aid

Successful applicants will be notified in writing of the outcome of their application. Once a project is approved, a Letter of Approval or an Incentive Entitlement Certificate will be issued in line with Part 6 Section 28 *et seq.* of the Malta Enterprise Act.

## 5. Further Information

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These guidelines are pursuant to the 'De Minimis Rule' as defined in *Commission Regulation (EC) No. 1998/2006 on the application of Articles 87 and 88 of the EC Treaty to de minimis aid.*

[\[http://eur-lex.europa.eu/LexUriServ/site/en/oj/2006/l\\_379/l\\_37920061228en00050010.pdf\]](http://eur-lex.europa.eu/LexUriServ/site/en/oj/2006/l_379/l_37920061228en00050010.pdf)

## 6 State Aid Rules and Obligations

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### 6.1 Applicable State Aid

This incentive falls under the *Commission Regulation (EC) No. 1998/2006 on the application of Articles 87 and 88 of the EC Treaty to de minimis aid.* The *de minimis* allowance for SME's is of Euro200,000 over a rolling 3 year period. More details on State Aid Cumulation may be found in section 8.2 below.

#### 6.1.1 De minimis Aid

In terms of *Commission Regulation (EC) No. 1998/2006 on the application of Articles 87 and 88 of the EC Treaty to de minimis aid*, an enterprise may receive a total amount of aid up to Euro200,000 of *de minimis* aid over a rolling three fiscal year period. This maximum threshold includes all aid granted as *de minimis* aid from Malta Enterprise as well as from any body other than Malta Enterprise. Potentially any assistance from a public body may constitute State aid. Any *de minimis* aid received in excess of the Euro200,000 threshold will have to be recuperated, with interest, from the enterprise receiving the aid.

The *de minimis* regulation will **NOT** apply to the following:

1. Aid granted to undertakings active in the fishery and aquaculture sectors as covered by Council Regulation (EC) No. 104/2000;
2. Aid granted to undertakings active in the primary production of agricultural products as listed in Annex 1 to the Treaty;
3. Aid granted to undertakings active in the processing and marketing of agricultural products as listed in Annex 1 to the Treaty, in the following cases:
  - When the amount of the aid is fixed on the basis of the price or quantity of such products purchased from primary producers or put on the market by the undertakings concerned;
  - When the aid is conditional on being partly or entirely passed on to primary producers;
4. Aid to export-related activities towards third countries or Member States, namely aid directly linked to the quantities exported, to the establishment and operation of a distribution network or to other current expenditure linked to the export activity;
5. Aid contingent upon the use of domestic over imported goods;
6. Aid granted to undertakings in difficulty.

## 7. Contact Details

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Further information on the scheme, as well as information and guidance on the filling in of the application forms may be obtained by contacting Malta Enterprise during office hours.

Postal Address: Relationship Management  
Malta Enterprise  
Enterprise Centre  
Industrial Estate  
San Gwann  
SGN 3000  
Malta

Tel: +356 2542 0000  
Fax: +356 2542 3401

Websites: [www.maltaenterprise.com](http://www.maltaenterprise.com)  
[incentives.maltaenterprise.com](http://incentives.maltaenterprise.com)

Email: [customer.relations@maltaenterprise.com](mailto:customer.relations@maltaenterprise.com)

## Annex 1 – Application Process

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1. Enterprises should download the relevant 'Instructions to Applicants' and/or Application forms from the Malta Enterprise website: [incentives.maltaenterprise.com](http://incentives.maltaenterprise.com).
2. Scheme administered through competitive calls
  - a. Incentives managed through a competitive call are based on a fixed budget and timeframe. Requests for assistance through these incentives will be evaluated and ranked. Once ranked, the top ranking applicants will be offered support through these incentives.
  - b. When an incentive is managed through a competitive call, Malta Enterprise will publish the call text in the local press. The call will be closed after circa 6 weeks from the first date of publication of the call text. Enterprises will be required to submit the relevant application form(s) and any other required documentation within this period. The call will also provide details on:
    - i. how to obtain application forms;
    - ii. how questions and queries related to the call can be addressed;
    - iii. any support available to sustain enterprises in compiling the required data.
  - c. Application forms for competitive calls must be deposited in the tender box bearing the name of the incentive.
3. Other Schemes

The complete application as describe in the 'Instructions to Applicants' document must be submitted to Malta Enterprise either by hand in a sealed envelope or through registered post. The application should be addressed to:

Relationship Management  
Malta Enterprise  
Enterprise Centre,  
Industrial Estate,  
San Gwann SGN 3000

4. It is recommended that potential applicants contact Malta Enterprise prior to submitting their application. Malta enterprise staff will support prospective applicants:
  2. to understand the objectives of the incentive;
  3. by explaining details relevant to this guideline document;
  4. to address any problems they might encounter when completing their application.

## Annex 2 – Claims

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1. Any claims for co-funding must be based on the reimbursement of eligible costs.
2. All undertaking shall be expected to submit claims in line with the terms of the Incentive Entitlement Certificate.
3. Once the incentive is approved, claims for reimbursement shall be submitted at intervals as stipulated in the Incentive Entitlement Certificate.
4. All claims must be made on the claim form which will be made available by Malta Enterprise
5. A claim made for reimbursement must be accompanied by the following information:
  - a. An original VAT invoice and a receipt (an original fiscal receipt unless a VAT invoice is presented together with a copy of the invoice);
  - b. Proof of payment of the invoice. (In the case of foreign payments the original proof of payment is required);
  - c. Copies of the encashed cheques or original bank advice documents showing all payments effected in relation to the claimed costs.
  - d. Where applicable written justification covering claims related to services / products where supplier / provider is different to that indicated in the application form;
  - e. Supporting documentation such as studies (where applicable);
  - f. In the case of Personnel costs (where applicable) the enterprises must back these claims through the official Final Settlement System FSS forms and time sheets where applicable.
6. Any reports (technical or otherwise) submitted to substantiate the claim should be cleared for confidentiality with any third parties before submission to Malta Enterprise.
7. Claims should be presented as net of VAT since VAT is not eligible for co-financing.
8. Payments will only be issued after invoices, reports and any other requested documentation is submitted to and approved by Malta Enterprise.
9. If the final eligible expenditure accounted for is less than the eligible costs budgeted for, the amount to be co-financed will be reduced pro rata and will be in line with the approved percentage(s) of co-financing.
10. In the event that the project does not reach the targets set in the Incentive Entitlement Certificate relevant to the aid granted, Malta Enterprise may recall any funds already distributed to the beneficiary.

## **Annex 3 – General Rules and Conditions**

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### **1) Amendments to Approved Assistance**

Any amendments to an approved project must be timely notified to Malta Enterprise. A written request describing the proposed changes and including comprehensive arguments justifying the changes must be presented. Malta Enterprise will evaluate the proposed amendments and will within 6 weeks inform the applicant in writing of the outcome pursuant to the evaluation. The outcome of such evaluation may lead to any of the following:

- i. A change in the amount of aid and/or activities supported.
- ii. A request for further information on the proposed changes.
- iii. A recommendation to reconsider the proposed amendments.
- iv. An approval of the proposed changes.
- v. A revocation or modification of the Incentive Entitlement Certificate if the proposed amendments are not in line with the scope, terms and conditions of the scheme.

Failure to notify Malta Enterprise of any changes to the project as approved may result in Malta Enterprise revoking the Incentive Entitlement Certificate and claiming back any support received by the beneficiary.

### **2) Monitoring**

Successful applicants will be subject to monitoring to ensure that the project is moving according to:

- i. the milestone schedule (if applicable);
- ii. the Incentive Entitlement Certificate;
- iii. this Guideline and the Regulation relevant to the incentive;
- iv. any applicable state aid obligations and regulations;
- v. any publicity obligations.

Monitoring visits will also ensure that all documentation is kept at the enterprise end.

### **3) On-Site Visits**

Malta Enterprise and other relative authorities may undertake a number of random on site checks to verify documentation submitted and the implementation. Site visit may entail assessing:

- i. any required publicity obligations;
- ii. originals / copies of the relevant administrative and financial documentation, are in line with the requirements set in the Incentive Entitlement Certificate and any relevant regulation cited in or annexed to the Incentive Entitlement Certificate.

### **4) Sanctions and recovery of aid**

In terms of Part VII and Part VIII of the Malta Enterprise Act, Chapter 463 for the Laws of Malta, Malta Enterprise may revoke, amend or modify the Incentive Entitlement Certificate and apply penalties or request recovery of aid in the case of breach of these Guidelines or the conditions set down in the Incentive Entitlement Certificate and any relevant regulations.

## 5) General Ineligible expenditure

Any item of expenditure not aligned to the rationale of this measure will be deemed as ineligible. The following is an inexhaustive list of such ineligible costs:

- i. cost incurred for the purchase of second hand equipment;
- ii. costs incurred prior to signature date of Incentive Entitlement Certificate;
- iii. overheads allocated or apportioned at rates materially in excess of those used for any similar work carried out by the applicant or above market prices;
- iv. contingencies and/or losses made by the applicant;
- v. the payment of dividends, royalty and interest charges;
- vi. service charges arising on finance leases, hire purchase and credit arrangements;
- vii. cost resulting from the deferral of payments to creditors;
- viii. costs involved in winding up a company;
- ix. cost related to litigation including any resulting claims for damages or fines;
- x. insurance and indemnity costs;
- xi. bad debts;
- xii. payments for gifts and donations;
- xiii. entertainment (including catering, receptions etc.);
- xiv. tax (VAT, Income tax);
- xv. statutory fines and penalties.

## Annex 4 – Per Diem Rates per Country effective till 14th April 2011

Country	Official Per diem rate €	60% financing €	Country	Official Per diem rate €	60% financing €
Albania	217.00	130.20	Latvia	211.00	126.60
Algeria	270.00	162.00	Lebanon	218.00	130.80
Argentina	212.00	127.20	Libya	141.00	84.60
Australia	212.00	127.20	Lithuania	183.00	109.80
Austria	225.00	135.00	Luxembourg	237.00	142.20
Bahamas	194.00	116.40	Malaysia	131.00	78.60
Bahrain	215.00	129.00	Mexico	207.00	124.20
Bangladesh	181.00	108.60	Monaco	288.00	172.80
Belgium	242.00	145.20	Morocco	147.00	88.20
Bosnia-Herzegovina	143.00	85.80	Netherlands	263.00	157.80
Brazil	160.00	96.00	New Zealand	184.00	110.40
Bulgaria	227.00	136.20	Nigeria	261.00	156.60
Canada	217.00	130.20	Norway	219.00	131.40
Chile	154.00	92.40	Oman	200.00	120.00
China	162.00	97.20	Pakistan	205.00	123.00
Colombia	174.00	104.40	Philippines	144.00	86.40
Croatia	222.00	133.20	Poland	217.00	130.20
Cuba	131.00	78.60	Portugal	204.00	122.40
Cyprus	238.00	142.8	Qatar	252.00	151.20
Czech Republic	230.00	138.00	Romania	222.00	133.20
Denmark	270.00	162.00	Russian Federation	303.00	181.80
Egypt	171.00	102.60	Saudi Arabia	227.00	136.20
Estonia	181.00	108.60	Singapore	272.00	163.20
Ethiopia	227.00	136.20	Slovakia	205.00	123.00
Finland	244.00	146.40	Slovenia	180.00	108.00
France	245.00	147.00	Somalia	54.00	32.40
Georgia	249.00	149.40	South Africa	172.00	103.20
Germany	208.00	124.80	Spain	212.00	127.20
Ghana	170.00	102.00	Sri Lanka	95.00	57.00
Greece	222.00	133.20	Sweden	257.00	154.20
Hungary	222.00	133.20	Switzerland	254.00	152.40
Iceland	122.00	73.20	Syria	242.00	145.20
India	224.00	134.40	Tanzania	180.00	108.00
Indonesia	97.00	58.20	Thailand	146.00	87.60
Ireland	254.00	152.40	Tunisia	145.00	87.00
Israel	272.00	163.20	Turkey	121.00	72.60
Italy	230.00	138.00	Ukraine	318.00	190.80
Jamaica	131.00	78.60	United Arab Emirates	302.00	181.20
Japan	239.00	143.40	United Kingdom	276.00	165.60
Jordan	204.00	122.40	Uruguay	154.00	92.40
Kenya	172.00	103.20	USA	243.00	145.80
Korea	196.00	117.60	Venezuela	313.00	187.80
Kuwait	213.00	127.80			

## Per Diem Rates per Country effective as from 15th April 2011

Country	Official Per diem rate €	60% financing €	Country	Official Per diem rate €	60% financing €
Albania	238.00	142.80	Latvia	211.00	126.60
Algeria	297.00	178.20	Lebanon	214.00	128.40
Argentina	281.00	168.60	Libyan Arab Jamaharija	160.00	96.00
Australia	248.00	148.80	Lithuania	183.00	109.80
Austria	225.00	135.00	Luxembourg	237.00	142.20
Bahamas	271.00	162.60	Malaysia	167.00	100.20
Bahrain	243.00	145.80	Mexico	235.00	141.00
Bangladesh	173.00	103.80	Monaco	284.00	170.40
Belgium	242.00	145.20	Morocco	199.00	119.40
Bosnia - Herzegovina	163.00	97.80	Netherlands	263.00	157.80
Brazil	180.00	108.00	New Zealand	187.00	112.20
Bulgaria	227.00	136.20	Nigeria	224.00	134.40
Canada	252.00	151.20	Norway	258.00	154.80
Chile	180.00	108.00	Oman	227.00	136.20
China	184.00	110.40	Pakistan	243.00	145.80
Colombia	205.00	123.00	Philippines	164.00	98.40
Croatia	234.00	140.40	Poland	217.00	130.20
Cuba	144.00	86.40	Portugal	204.00	122.40
Cyprus	238.00	142.80	Qatar	286.00	171.60
Czech Republic	230.00	138.00	Romania	222.00	133.20
Denmark	270.00	162.00	Russian Federation	361.00	216.60
Egypt	194.00	116.40	Saudi Arabia	258.00	154.80
Estonia	181.00	108.60	Singapore	322.00	193.20
Ethiopia	238.00	142.80	Slovak Republic	205.00	123.00
Finland	244.00	146.40	Slovenia	180.00	108.00
France	245.00	147.00	Somalia	61.00	36.60
Georgia	229.00	137.40	South Africa	207.00	124.20
Germany	208.00	124.80	Spain	212.00	127.20
Ghana	240.00	144.00	Sri Lanka	104.00	62.40
Greece	222.00	133.20	Sweden	257.00	154.20
Hungary	222.00	133.20	Switzerland	291.00	174.60
Iceland	154.00	92.40	Syrian Arab Republic	255.00	153.00
India	278.00	166.80	Tanzania, United Rep. Of	205.00	123.00
Indonesia	110.00	66.00	Thailand	183.00	109.80
Ireland	254.00	152.40	Tunisia	148.00	88.80
Israel	309.00	185.40	Turkey	137.00	82.20
Italy	230.00	138.00	Ukraine	307.00	184.20
Jamaica	149.00	89.40	United Arab Emirates	342.00	205.20
Japan	281.00	168.60	United Kingdom	276.00	165.60
Jordan	180.00	108.00	Uruguay	174.00	104.40
Kenya	214.00	128.40	USA	276.00	165.60
Korea, Republic Of	288.00	172.80	Venezuela	269.00	161.40
Kuwait	274.00	164.40			