

# **GUIDELINES FOR MARKET DEVELOPMENT GRANT (MDG) 2015**

**\*Effective 1 December 2015**

*This guideline is only applicable for export promotional activities undertaken from 1 January 2015 – 31 December 2015 and subject to yearly review and changes from time to time.*

# **GUIDELINES FOR THE MARKET DEVELOPMENT GRANT (MDG) 2015**

## **OBJECTIVE**

The Market Development Grant (MDG) is designed to assist Malaysian Small and Medium Enterprises (SMEs), Trade & Industry Associations, Chambers of Commerce & Professional Bodies in undertaking eligible export promotional activities.

## **FORM OF GRANT**

A reimbursable financial assistance on eligible expenses incurred in undertaking export promotional activities.

## **GRANT CEILING**

The maximum grant for any eligible company under the MDG program is RM 200,000.00. Any applicant that has utilised the maximum grant of RM200,000.00 since the commencement of MDG in 2002, is not eligible for consideration. This grant also will be subject by the availability of fund for the year 2015.

## **ELIGIBILITY CRITERIA**

### **A. Small and Medium Enterprises (SMEs)**

- Incorporated under the Companies Act 1965;
- At least 60% equity is owned by Malaysian(s);
- Exporting products made in Malaysia or Malaysian services; and **fulfilling the following criteria:**
  - 1. Manufacturing (including agro-based):**
    - i. Annual sales turnover **not exceeding RM50 million** (*based on the latest Audited Financial Statement*) **OR**
    - ii. Full-time employees **not exceeding 200** (*based on the latest EPF Statement*)
  - 2. Trading**
    - i. Annual sales turnover **not exceeding RM20 million** (*based on the latest Audited Financial Statement*) **OR**
    - ii. Full-time employees **not exceeding 75** (*based on the latest EPF Statement*)
  - 3. Services** (*excluding real estate, tourism, financial & insurance industry*):
    - i. Annual sales turnover **not exceeding RM20 million** (*based on the latest Audited Financial Statement*) **OR**
    - ii. Full-time employees **not exceeding 75** (*based on the latest EPF Statement*)

**B. Professional Service Providers (Sole Proprietor or Partnership)**

- Incorporated under the Registration of Business Act (1956) / Registered under the respective statutory bodies for professional services providers;
- At least 60% equity owned by Malaysian;
- Exporting Malaysian services; and fulfill any of the following criteria:
  - i. Annual sales turnover **not exceeding RM20 million** (*based on the latest **Audited Financial Statement***) **OR**
  - ii. Full-time employees **not exceeding 75** (*based on the latest **EPF Statement***)

**C. Trade & Industry Associations, Chambers of Commerce & Professional Bodies**

- Registered with the Registrar of Society (ROS) or Associated Professional Authority.

**ADDITIONAL MANDATORY REQUIREMENTS:**

1. Registered with MATRADE under the Malaysia Exporters Registry (MER);
2. \* An active business entity;
3. Not a Government Linked Company (GLCs) or have government equity (federal or state);
4. Export promotional activities which are subsidised or sponsored by third parties (e.g Ministries or *Government agencies/Trade and Industry Associations/Chambers of Commerce/Professional Bodies and Others*) are not eligible for MDG;
5. For consideration, all complete applications must be submitted online and received by MATRADE within forty (40) days from the last date of the activity. All late applications will not be considered.

## ELIGIBLE ACTIVITIES

ACTIVITY	DESCRIPTION
<b>International Trade Fairs/Exhibitions in Malaysia</b>	<p>For events not organised by MATRADE, the following criteria will apply:</p> <ul style="list-style-type: none"> <li>i. Minimum requirement: <ul style="list-style-type: none"> <li>a. gross space occupied must be at least 1,000 square meters; <b>and</b></li> <li>b. 10% foreign visitors; <b>or</b></li> <li>c. 20% net space rented to foreign exhibitors; <b>or</b></li> <li>d. 20% of exhibitors are foreign.</li> </ul> </li> <li>ii. MATRADE shall receive the Trade Fair/Exhibition Audited Report by certified auditor confirming compliance of item (i) of the above together with a show directory within forty days from the last date of the Trade Fair/Exhibition. (Format as in <b>Annex 2</b>)</li> <li>iii. Applicants are to deal directly with the organiser(s) for the submission of the Trade Fair Audited Report.</li> <li>iv. Consumer Fairs (B2C) / Festival Fairs or similar events are not eligible for consideration.</li> </ul>
<b>International Trade Fairs/Exhibitions Overseas</b>	International Trade Fairs / Exhibitions excluding Consumer Fairs (B2C) / Festival Fairs or similar events held overseas.
<b>Trade &amp; Investment Missions or Specialised Marketing Missions</b>	<ul style="list-style-type: none"> <li>i. Only participation in Trade &amp; Investment Missions and Specialised Marketing Missions for export promotion <b>ORGANISED</b> by Malaysian Government Ministries or Agencies, Chambers of Commerce, Trade and Industry Associations and Professional Bodies that are registered in Malaysia are eligible for MDG.</li> <li>ii. The organiser of the mission must submit the full report of the mission within forty (40) days from the last date of the mission by using the MDG report format. Failure to submit and comply with the report requirements will result in the company's application being rejected.</li> <li>iii. The report format for Trade &amp; Investment Missions /Specialised Marketing Missions is as per <b>Annex 3</b>.</li> </ul>
<b>International Conferences Overseas</b>	The activity must be related to the promotion of export for the industry or professional services. It does not apply to seminars, workshops or training for the purpose of acquiring skills, upgrading knowledge or human capital development
<b>Listing Fee for Made in Malaysia products in Supermarkets/ Hypermarkets/ Retail Centres Overseas.</b>	Consideration is limited to one Supermarket/ Hypermarket/ Retail Centre per country.

## **GRANT AMOUNT**

The table below indicates the amount of grant to be reimbursed for the eligible activities:

<b>ACTIVITY</b>	<b>AMOUNT</b>
<b>International Trade Fairs in Malaysia</b>	Maximum reimbursement of RM 5,000 per company per participation or the actual participation fees whichever is lower.
<b>International Trade Fairs Overseas</b>	Maximum reimbursement of RM 15,000 per company per participation or the actual participation fees whichever is lower.
<b>Trade &amp; Investment Missions (MITI and Agencies)</b>	* Maximum of RM 2,000 per company per participation or the actual participation fees whichever is lower.
<b>Trade &amp; Investment Missions organised by other Government Agencies, Chambers of Commerce Trade and Industry Associations and Professional Bodies</b>	* Maximum of RM 2,000 per company per participation or the actual participation fees whichever is lower.
<b>Specialised Marketing Missions (SMM) by MATRADE</b>	Maximum of RM 10,000 per company per participation or the actual participation fees whichever is lower.
<b>Specialised Marketing Missions (SMM) organised by other Government Agencies, Trade Associations, Chambers of Commerce/Professional Bodies</b>	* Maximum of RM 2,000 per company per participation or the actual participation fees whichever is lower.
<b>International Conferences Overseas</b>	Maximum of RM 2,500 per company per conference or the actual participation fees whichever is lower.
<b>Listing Fee for Made in Malaysia products in Supermarkets/ Hypermarkets/ Retail Centres Overseas</b>	Maximum of RM 20,000 per company per Supermarket/ Hypermarket/ Retail Centre per country or the actual listing fee, whichever is lower.

**PLEASE NOTE THAT PARTICIPATION FEE INCLUDES REGISTRATION FEE, BOOTH RENTAL AND CONSTRUCTION, TRAVEL AND ACCOMMODATION.**

## **CLAIM PROCEDURE**

- Application for Market Development Grant (MDG) must be submitted online and received by MATRADE within forty (40) days from the last date of activity. The system can be accessed from MATRADE's website at [www.matrade.gov.my](http://www.matrade.gov.my) or at [www.matrade.gov.my/mdg/](http://www.matrade.gov.my/mdg/)
- Please ensure that your company is registered with MATRADE and if not, you may register your company at [www.matrade.gov.my/ms/online-applications/register-as-matrade-member](http://www.matrade.gov.my/ms/online-applications/register-as-matrade-member)
- The deadline for the submission of applications are as follow:
  1. **Within forty (40) days from the last date of activity for:**
    - International Trade Fairs/Exhibitions held locally or overseas;
    - Trade & Investment Missions or Specialised Marketing Missions;
    - International Conferences overseas; and
  2. **Within forty (40) days from the first day of listing in the Supermarkets/ Hypermarkets/ Retail Centres overseas.**
- Application must be supported by the following:
  - **APPLICATION DOCUMENTS:**
    1. Form 9/ Form 13;
    2. Form of Annual Return for the year 2013/2014;
    3. Audited Financial Statement for the year 2013/2014 AND latest EPF Statement;  
*(Documents are required to certify company's qualification as a Small & Medium Enterprise based on the current SME criteria)*

**For Trading Companies, the following additional documents are required:**

1. Letter of declaration by supplier to certify that products are made in Malaysia.
2. Product Brochure/ Company Profile.

➤ **CLAIM DOCUMENTS:**

Receipts **or** bank statements **or** credit card statements **or** telegraphic transfers and invoice(s) as the proof of participation.

All claim documents must be under the applicant's name. Claim documents other than the applicant is not permitted.

**(ALL ORIGINAL DOCUMENTS MUST BE FULLY AND CLEARLY SCANNED)**

***Note: If applicant is unable to provide scanned original copies, photocopies of these documents are acceptable provided they are certified by an External Auditor or Chartered Accountants or Commissioner for Oaths or issuer of the payment document.***

- Documents not in the English language **must be accompanied by English translations.**
- This guideline is applicable for export promotional activities *undertaken from 1 January 2015 and is subject to change from time to time.*
- In the event of false claims and documents, applicants shall be blacklisted and shall be required to reimburse all grants received from MATRADE.

**For enquiries, please contact:**

**MATRADE**

Market Development Grant Unit  
8<sup>th</sup> Floor, Menara MATRADE,  
Jalan Khidmat Usaha, Off Jalan Duta,  
50480 Kuala Lumpur  
Tel: 03-6207 7593 Fax: 03-6203 7252  
E-mail: [info@matrade.gov.my](mailto:info@matrade.gov.my)

**Operating Hours**

<b>Monday – Thursday</b>	: 8.00 am - 5.00 pm
<b>Friday</b>	: 8.00 am - 12.15 pm 2.45 pm - 5.00 pm

# **MDG SUPPORTING AND CLAIM DOCUMENTS CHECKLIST**

## 1. SUPPORTING DOCUMENTS FOR APPLICATION

TYPE OF BUSINESS	SUPPORTING DOCUMENTS REQUIRED
<b>MANUFACTURING</b>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Certificate of Incorporation Form 9 or Form 13</li> <li><input checked="" type="checkbox"/> Latest Form of Annual Return of Company Having A Share Capital (<b>full set</b>)</li> <li><input checked="" type="checkbox"/> Company's Audited Financial Statement for the year 2013 or 2014 (<b>full set</b>) / <i>*(Management Account <b>if</b> company operating less than 1 year)</i></li> <li><input checked="" type="checkbox"/> Latest EPF Statement (<i>Form A is not applicable</i>)</li> </ul>
<b>TRADING</b>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Certificate of Incorporation Form 9 or Form 13</li> <li><input checked="" type="checkbox"/> Latest Form of Annual Return of Company Having A Share Capital (<b>full set</b>)</li> <li><input checked="" type="checkbox"/> Company's Audited Financial Statement for the year 2013 or 2014 (<b>full set</b>) / <i>*(Management Account <b>if</b> company operating less than 1 year)</i></li> <li><input checked="" type="checkbox"/> Latest EPF Statement (<i>Form A is not applicable</i>)</li> <li><input checked="" type="checkbox"/> Letter of declaration by supplier to certify that products are made in Malaysia (<b>Format as per Annex 1 and to be printed in supplier Letterhead</b>)</li> <li><input checked="" type="checkbox"/> Product Brochure/ Company Profile</li> </ul>
<b>SERVICE PROVIDERS</b>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Certificate of Incorporation Form 9 or Form 13</li> <li><input checked="" type="checkbox"/> Latest Form of Annual Return of Company Having A Share Capital (<b>full set</b>)</li> <li><input checked="" type="checkbox"/> Company's Audited Financial Statement for the year 2013 or 2014 (<b>full set</b>) / <i>*(Management Account <b>if</b> company operating less than 1 year)</i></li> <li><input checked="" type="checkbox"/> Latest EPF Statement (<i>Form A is not applicable</i>)</li> <li><input checked="" type="checkbox"/> Company Brochure/ Company Profile</li> </ul>



TYPE OF BUSINESS	SUPPORTING DOCUMENTS REQUIRED
<b>PROFESSIONAL SERVICES</b> (partnership/ sole proprietor)	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Registration Letter/ License/ Certificate issued by Professional Services Body</li> <li><input checked="" type="checkbox"/> Management Account / Income Statement/ Company Account/ Company's Audited Financial Statement for the year 2013 or 2014 (full set)</li> <li><input checked="" type="checkbox"/> Latest EPF Statement (<i>Form A is not applicable</i>) or a declaration letter on the <b>latest</b> number of employees (<i>using company Letterhead</i>)</li> </ul>
<b>CHAMBERS OF COMMERCE, TRADE AND INDUSTRY ASSOCIATIONS &amp; PROFESSIONAL BODIES</b>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Registration certificate issued by the Registrar of Society/ Associated Professional Body/ Certificate Of Incorporation Of Public Company (Form 8)</li> </ul>

## 2. CLAIM DOCUMENTS

NO.	ACTIVITIES	TYPE OF EXPENSES	CLAIM DOCUMENTS
1.	a) International Trade Fairs in Malaysia  <p style="text-align: center;"><b>OR</b></p> b) International Trade Fairs Overseas	1. Participation Fee	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer; and <input checked="" type="checkbox"/> Invoice(s)  <b>OR</b> <input checked="" type="checkbox"/> Confirmation letter from the organizer (if sponsored or subsidized)
		2. Booth Construction/ Enhancement	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer; and <input checked="" type="checkbox"/> Invoice(s)
		3. Air Fare	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer, <input checked="" type="checkbox"/> Invoice(s); and <input checked="" type="checkbox"/> Flight Itinerary/ Boarding pass/ Air ticket/ Passport with Immigration stamp of entry into & exit from the foreign country
		4. Accommodation	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer <input checked="" type="checkbox"/> Guest Folio/ Invoice(s)
2.	a) Trade & Investment Missions (MITI and Agencies)  <p style="text-align: center;"><b>OR</b></p> b) Specialised Marketing Missions (SMM) by MATRADE  <p style="text-align: center;"><b>OR</b></p> c) Trade & Investment Missions organised by other Government Agencies, Trade & Industry Associations, Chambers of Commerce and Professional Bodies	1. Participation Fee	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer; and <input checked="" type="checkbox"/> Invoice(s)  <b>OR</b> <input checked="" type="checkbox"/> Confirmation letter from the organizer (if sponsored or subsidized)

		2. Air Fare	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer, <input checked="" type="checkbox"/> Invoice(s); and <input checked="" type="checkbox"/> Flight Itinerary/ Boarding pass/ Air ticket/ Passport with Immigration stamp of entry into & exit from the foreign country
		3. Accommodation	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer <input checked="" type="checkbox"/> Guest Folio/ Invoice(s)
3.	International Conferences Overseas	1.Participation Fee	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer; <input checked="" type="checkbox"/> Invoice(s); <input checked="" type="checkbox"/> Conference program; and <input checked="" type="checkbox"/> Confirmation letter from the organizer ( <i>for speaker or presenter</i> ).  <b>OR</b>  <input checked="" type="checkbox"/> Confirmation letter from the organizer ( <i>if sponsored or subsidized</i> )
		2. Air Fare	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer; <input checked="" type="checkbox"/> Invoice(s); and <input checked="" type="checkbox"/> Flight Itinerary/ Boarding pass/ Air ticket/ Passport with Immigration stamp of entry into & exit from the foreign country
		3. Accommodation	<b>Original (to be scanned in colour)</b> <input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer <input checked="" type="checkbox"/> Guest Folio/ Invoice(s)

NO.	ACTIVITIES	TYPE OF EXPENSES	CLAIMS DOCUMENTS
4.	Listing Fee for Made in Malaysia products in Supermarkets/ Hypermarkets/ Retail Centres Overseas	1. Listing Fee	<p><b>Participation directly with the Supermarkets/Hypermarkets/Retail Centres Overseas</b></p> <p><b>Original (to be scanned in colour)</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer;</li> <li><input checked="" type="checkbox"/> Payment voucher;</li> <li><input checked="" type="checkbox"/> Invoice(s) from the Supermarket/ Hypermarket/ Retail Centre; and</li> <li><input checked="" type="checkbox"/> Offer/ invitation letter from the Supermarkets/ Hypermarkets/ Retail Centres.</li> </ul> <p><b>Participation through an authorised agent of the Supermarkets/ Hypermarkets/ Retail Centres Overseas</b></p> <p><b>Original (to be scanned in colour)</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Receipt/ Bank Statement/ Credit Card Statement/ Telegraphic Transfer;</li> <li><input checked="" type="checkbox"/> Payment voucher;</li> <li><input checked="" type="checkbox"/> Appointment letter of the agent to act on your behalf; and</li> <li><input checked="" type="checkbox"/> Offer/ invitation letter from the Supermarket/ Hypermarket/ Retail Centre/ to the agent.</li> </ul>

**ANNEX 1:**  
**SUPPLIER DECLARATION LETTER ON MADE IN**  
**MALAYSIA PRODUCTS**  
**(For Trading Companies only)**

**SAMPLE DECLARATION LETTER**

**(To be type on supplier’s Original Letterhead)**

**(Supplier address |**

**MADE IN MALAYSIA PRODUCT CERTIFICATION**

To MDG Section:

Our company hereby declares and certifies that all of the following products listed below are manufactured and made in Malaysia by our company.

No.	Name of products	Details of products
1.		
2.		
3.		
4.		
5.		

*(please add more rows if the space is not sufficient) |*

2. Our company through the undersigned hereby declares that the above details and statements are true, correct and complete; that all the listed products are produced in Malaysia and that the products comply with the origin requirements specified for particular of products. Attached is the necessary document to support the above certification. (if any)

3. Our Company also fully understand that in the event that any information given is found to be incorrect, false, misleading or wrong, the undersigned and/ or the company may be liable to face any penal actions including but not limited to the Penal Code (Act 574) and/ or other consequences as may be prescribed by the laws or otherwise warranted.

4. Our Company undertakes and agrees to fully indemnify **MATRADE** in full form and against all consequences, liabilities, actions, suits, proceedings, damages, costs, claims, demands, expenses, and/or losses whatsoever which may be taken or made against **MATRADE** or incurred or become payable by **MATRADE** by reason of or on account of or arising out of **MATRADE’s** reliance on the Company’s declaration above.

Thank you.

Certified by,

Signature of Authorised Signatory
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Company’s official Rubber stamp
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Name of Authorised Signatory  
Designation of Authorised Signatory |

## **ANNEX 2:**

### **TRADE FAIRS/EXHIBITIONS REPORT FORMAT (For International Trade Fairs/ Exhibitions held in Malaysia and for exhibition organisers' use only)**

**AUDITED REPORT OF EXHIBITION**

(This record MUST BE filled by External Auditing Firm/Chartered Accountant)

1. **Name of Exhibition** :
2. **Date** :
3. **Venue** :
4. **Number of Times the Exhibition Previously Organised** :
5. **Total Gross Space Occupied (sq.m.)** :
  - a) ***Total Space Occupied by Malaysian Exhibitors*** :
  - b) ***Total Space Occupied by Foreign Exhibitors*** :
6. **Total Number of Exhibitors** :
  - a) ***Number of Malaysian Exhibitors*** :
  - b) ***Number of Foreign Exhibitors*** :
    - i) Majority of Foreign Exhibitors Coming From (list 5 major countries and their % compared to the total number of exhibitor) :
7. **Total Number of Visitors** :
  - a) ***Number of Malaysian Visitors*** :
    - i) Number of Trade Visitors :
    - ii) Number of General Public :
  - b) ***Number of Foreign Visitors*** :
    - i) Majority of Foreign Visitors Coming From (list 5 major countries and their % compared to the total number of visitor) :

**BY EXTERNAL AUDIT FIRM:-**

Authorised Signatory:  
 Name of Authorised Signatory:  
 Firm /Company Name:  
 Firm/Company's Official Rubber Stamp:



**ANNEX 3:  
TRADE & INVESTMENT  
MISSIONS/SPECIALISED MARKETING MISSIONS  
REPORT FORMAT**

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## REPORT ON TRADE MISSION/ SPECIALISED MARKETING MISSION

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**1. INTRODUCTION****2. OBJECTIVES OF THE MISSION****3. MALAYSIAN DELEGATION**

- No. of delegates in details (by how many company/ government agency/ representative of association etc)
- Detail list of delegates as per ANNEX I.

**4. MISSION PROGRAM**

The ( x ) days programme comprises:

**4.1 Detail programme as per ANNEX II****4.2 Business Matching Session (Individual Business Meeting)**

- Details of the Business Matching
- Detail list of the buyer during the Business Matching as per ANNEX III.
- Total of business meeting conducted during the Mission
- Total generated/ potential sales or other opportunities
- Pictures during the Business Matching Session

**4.3 Others (Meeting, MOU signing, business visit, etc.)**

- Objectives
- Details
- Outcome

**5. MISSION OUTCOME****5.1 Potential Sales**

- Reported by exporters:
- Actual sales:
- Potential sales:
- Areas of potential business:

**5.2 General Comments by Malaysian Exporters****5.3 Challenges Faced by Malaysian Exporters****6. CONCLUSIONS / RECOMMENDATIONS**

**Annex I**

**List of Malaysian Delegates**

No.	Company Details	Business Interest	Representative
1.	<ul style="list-style-type: none"><li>• Company Name</li><li>• Business Address</li></ul>		<ul style="list-style-type: none"><li>• Name (in full)</li><li>• Designation</li></ul>

**Annex II**

PROGRAMME FOR  
TRADE MISSION/ SPECIALISED MARKETING MISSION ON.....  
(PLACE & DATE)

**Date (Day 1)**

(Time) hrs :  
(Time) hrs :

**Date (Day 2)**

(Time) hrs :  
(Time) hrs :

**Annex III**

**List of buyers**

No.	Company Details	Business Interest	Representative
1.	<ul style="list-style-type: none"><li>• Company Name</li><li>• Business Address</li></ul>		<ul style="list-style-type: none"><li>• Name (in full)</li><li>• Designation</li></ul>