

Trade Promotion and Marketing Scheme

GUIDELINES

August 2021

Trade Promotion and Marketing Scheme

1. The Guidelines

These Guidelines are issued under section 5(2)(ca) of the Economic Development Board Act 2017 (EDB Act).

These Guidelines set out the terms and conditions governing the rebate under the Trade Promotion and Marketing Support (TPMS). The TPMS may be terminated or amended at any time, without prior notice. The EDB or Government of Mauritius will not bear any liability where this has been so terminated or amended.

2. Objective

The objective of TPMS is to give a boost to, and support, manufacturing companies in their quest to penetrate the eligible markets faster by making use of air shipment and hence, to enhance product delivery in terms of Speed-to-Market and increase competitiveness of local manufacturing products.

3. The Rebate

1. The TPMS is presently valid up to 30 June 2022.
2. Those eligible under the TPMS will benefit as follows-
 - (a) For exports from 1 July 2020 to 31 October 2020
 - (i) Subject to paragraph (ii) below, 40% refund of Air freight Cost (All-in prices) including Fuel Surcharge and Security Surcharge for non-agricultural products.
 - (ii) 40% refund of Air Freight Cost (All in prices), including Fuel Surcharge and Security Surcharge, for agricultural products, and the rebate will be equally shared between the Planter and the Exporter who will each be eligible to 20%.
 - (b) For exports for the Period 1st November 2020 to 30 June 2022:
 - (i) Subject to paragraph (ii) below, for non-agricultural products, 60% refund of
 - a. Air Freight Cost (All-in prices) including Fuel Surcharge and Security Surcharge, and
 - b. Sea-Air Freight Cost (All-in prices) for the Mauritius - Reunion Island-CDG Paris route
 - (ii) For agricultural products, 60% refund of:
 - a. Air Freight Cost (All in prices) including Fuel Surcharge and Security Surcharge, and

- b. Sea-Air Freight Cost (for the Mauritius- Reunion Island CDG Paris route).

The rebate will be equally shared between the Planter and the Exporter who will each be eligible to 30%.

3. The rebate is capped at Rs30 Million per Applicant irrespective of destination (Eligible Markets only) for the financial year ending June 2022.

4. Eligibility Requirements

In order to benefit from the TPMS, the applicant should –

- (a) be an Eligible Beneficiary requesting for a rebate in relation to an export of an Eligible Product made to an Eligible Market; and
- (b) hold an Export Development Certificate* or a Freeport Certificate for Freeport Operators.

5. Eligible Beneficiaries

Only entities producing and manufacturing agricultural and non-agricultural products in Mauritius shall be eligible provided that the export is

- (a) on CIF (Cost Insurance and Freight)/CFR (Cost and Freight) value; and
- (b) under the relevant Certificate of Origin.

6. Eligible Products

All agricultural and non-agricultural products produced /manufactured in Mauritius are eligible except for:

- (a) machinery
- (b) live animals and
- (c) chemicals.

7. Eligible Markets

The markets listed out in **Annex 1** shall qualify as eligible markets.

8. The Claims Process

1. The Applicant should enrol on the Business Portal of the National E- Licensing System (NELS) and obtain a user account. <https://business.edbmauritius.org/>.
2. This enrolment establishes the channel of communication with the person by user's email address and mobile number.
3. The Applicant should submit and upload online the following supporting documents on NELS:
 - (a) Air Waybill (AWB) or House Air Waybill (HAWB)

- (b) Commercial Invoice
- (c) MRA Customs Declaration Form
- (d) Certified VAT Invoice from Freight Forwarding Agent/Courier Service (with costs breakdown of freight components)
- (e) Receipt of payment from Freight Forwarding Agent/Courier Service
- (f) Certificate of Origin (*for Exports under EPA, EUR1, AGOA or GSP*)
- (g) Gate Pass/Memorandum

4. [Click here](https://business.edbmauritius.org/) for User Enrolment and Online Application-
<https://business.edbmauritius.org/>

[Click here](#) to read the Guidelines

5. Claim Forms for exports of Flowers, Fruits, and Vegetables must be submitted to Agricultural Marketing Board, Tel- 4334025, Website: <http://ambmauritius.mu/freight-rebate-scheme/>
6. * The procedure for obtaining an Export Development Certificate is set out in the Export Development Certificate Guidelines issued by the EDB. Freeport Operators need not apply for an Export Development Certificate but should submit the Freeport Certificate. **Click here** for online application and to read the Guidelines.
<https://business-support-portal.edbmauritius.org/export-development-certificate/>
7. An Applicant may apply for a refund only as from the date he holds an Export Development Certificate or a Freeport Certificate. No claim prior to that date shall be entertained save if he was previously registered with the EDB under the TPMS.
8. Holding an Export Development Certificate or a Freeport Certificate from the EDB does not in any way guarantee that the Applicant is eligible for any refund. The eligibility of the applicant for refund will be determined during the claims process.
9. The EDB shall examine the claims and reserves the right to request for such additional documents as may be required.
10. The claim will be rejected -
- (a) If the Claim does not meet the criteria as set out above and as determined by the EDB; or
 - (b) in case of any missing or incomplete document or information.

9. False or Misleading Declaration

1. It is an offence under section 39 (2) of the Economic Development Board Act, for a person to give information, particulars, or documents or to make any statement which is false or misleading in any material particular. On conviction, an offender shall be

liable to a fine not exceeding MUR 500,000.00 and to imprisonment for a term not exceeding 5 years.

2. In addition, notwithstanding any other action that the EDB may choose to take, in case of a false or misleading declaration:

- a. The applicant will not be eligible for any future rebate under any Scheme administered by the EDB, and
- b. The applicant shall be liable to refund any amount obtained under the Scheme

For any additional details you may contact Mr [Pravin Soburrun](#) on 2033825 or Mrs [Reshma Napaul](#) on 2032446.

Disclaimer

These guidelines may be subject to changes at any time. Any other information or document not listed above may be requested depending on the application.

Whilst care has been taken to ensure that the information provided herein is accurate and correct at the time of publication, users of this publication are advised to seek guidance from the Economic Development Board in case of uncertainty or ambiguity encountered in reading this manual. The Economic Development Board shall, in no circumstances whatsoever, be held liable to any person arising from use of information contained herein.